AMENDED Exhibit 1063

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR
MDL No. 3047
In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

Major Launch Review Agenda

May 14th 2020

All slides and schedule go/MLR
Guidelines and FAQ go/MLRguidelines

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YouTube

MLR Comms Approval Process (go/MLRguidelines)

This review is really focused on your Go-To-Market plan and it should be thoughtfully prepared with your Product Specialist, PR, and Marketing counterparts:

- Go-To-Market comms plans should be prepped 4-6 weeks ahead of the major launch date. Timeline visualization here. In partnership with your xfn teams, choose the right strategy and associated levers to launch your product.
- If the GTM plan includes **Blog Posts, Forum Posts, Pro-active Tweets, Yoda, and/or MSA email, your PA lead needs to specifically read these comms** and should always be signing off on the latest version.
  - This should be 2-4 weeks ahead of MLR to account for localization (It's hard to translate with last minute changes.)
  - PA approvers will review comms for positioning, accuracy, and the right levers chosen
- Only come to Major Launch Review when all your comms are ready and signed off
- If your launch includes any of these five comm types, the **PM will send it to Neal one day ahead of MLR and cc** [redacted] (includes xfn comms leads) with the subject "[MLR Comms Approval] Short title of launch" linking directly to the comms that need to be reviewed
- For those launch comms that need a further look and are "Conditionally Approved" during MLR, Neal will review within a 32hr SLA, with the decision made by Friday EOD by responding back to the email thread

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YouTube

[Bedtime Reminders]

Advertisers Viewers Creators

Launch Date: 14 May 2020 **Announce Date:** 20 May 2020

PM/TL: [redacted]

PR: [redacted] **Product Specialist:** [redacted]

Marketing: [redacted] **Product Partnership:** N/A

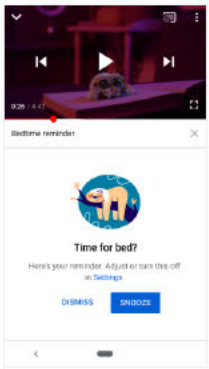
PA Approver: [redacted] /Cristos **Reviewed Comms?** Y

Impact: N/A

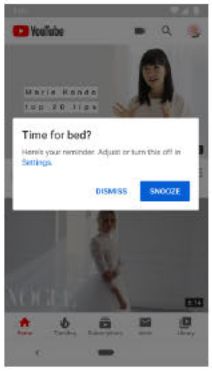
Surfaces: Main App Android & iOS (mobile)

Classifier Governance: N/A

Watch Page UI



Browse UI



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Summary:
Launching Bedtime reminder feature to help YT users be more aware about the time they spend on YouTube. This feature builds on Take a Break Reminder and leverages a similar design

- Users can set-up a bedtime schedule. They can choose to see the reminder at the exact time they chose or at the end of the video
- Users can SNOOZE or DISMISS the reminder if they don't want to finish their session at that moment
- *Note: Autoplay is paused as long as the reminder is shown. However, no change is made to the autoplay toggle visually*

Go To Market Comms Plan:

- Plan to use this launch as a way to communicate tools that we are building to help users manage their screen time and set boundaries during this time
- Proactive comms: Forum post and social tweets linking to post, and proactive press outreach
- Reactive comms: Help Center article, and email & chat CRs
- In product user edu: Nitrate promos (mea bar + Compact Banner)

Risks & Mitigation: N/A

Metrics Watching:

- Usage/adoption: # Users who turn on & off Bedtime Reminder

Roll Out plan:

05/14 (today) -> 1%
05/20 -> 10% + Forum post + Press + Help Center article
05/26 -> 99% + TYT and @YouTube tweets go live
6/5 -> Ramp to 100% + Nitrate in product education
goes live

Nitrate promo:

- Mealbar: 1 impression in a lifetime for all users including premium
- Compact Banner (only for non-premium)
  - 3 impressions in a lifetime for users with no late YT usage
  - 9 impressions max in a lifetime for users with late YT usage (11pm - 5am)

Appendix

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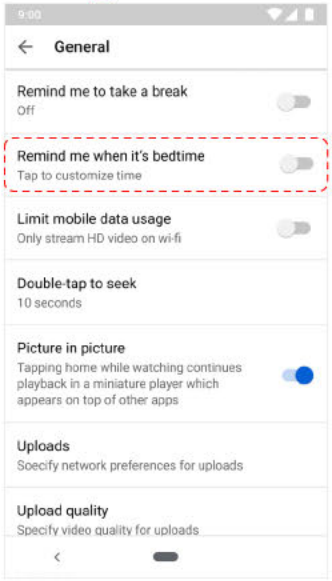
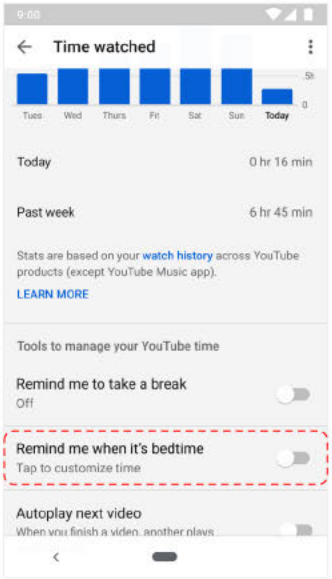
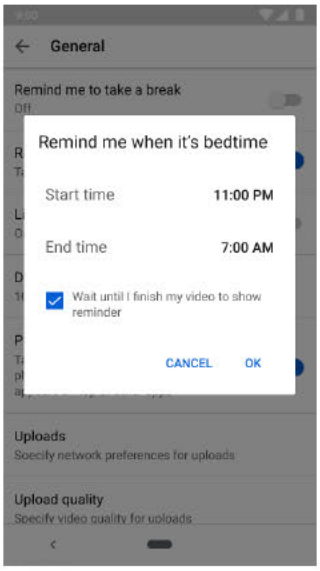
Setting



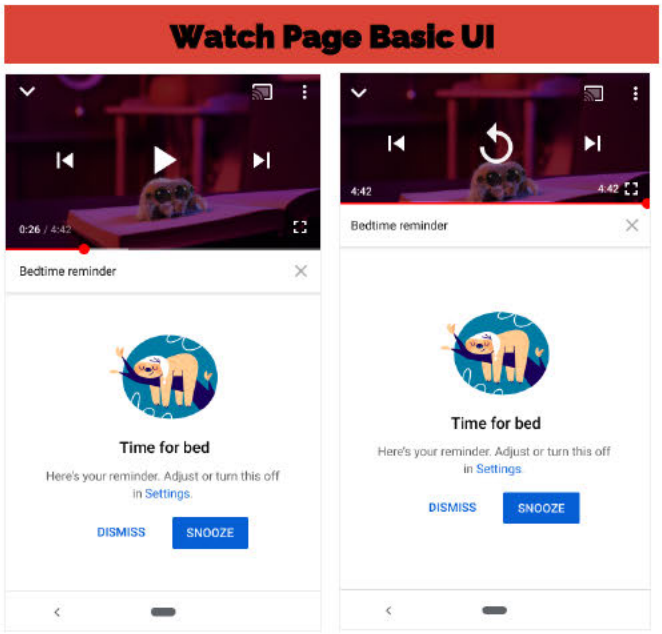
Settings > General

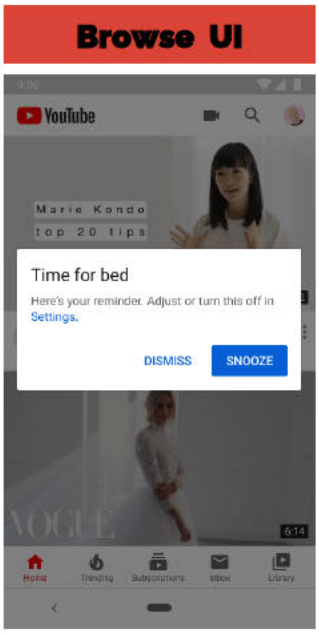


OR Account > Time Watched



Time Selector

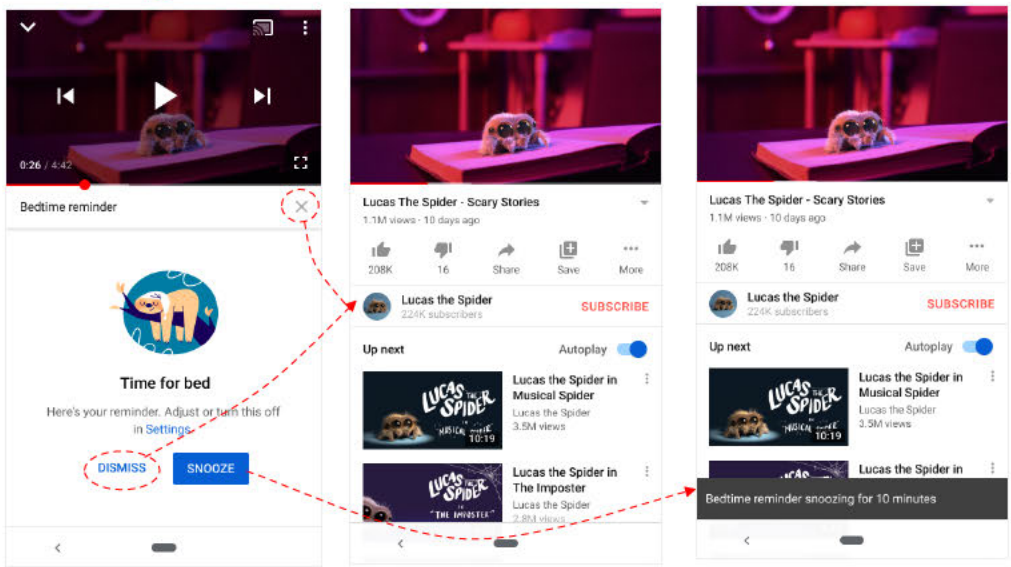




If "Wait until I finish my video to show reminder" is selected

Autoplay is paused. Next video does not play.

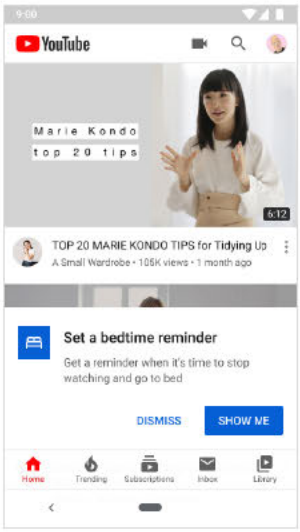
Watch Page Dismiss & Snooze UI



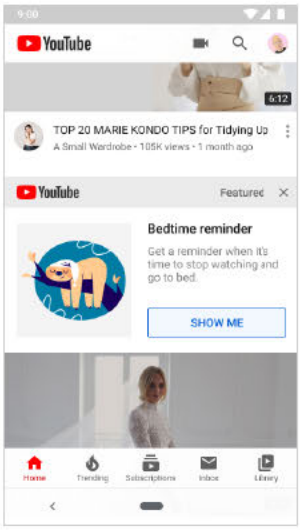
Dismiss resumes regular YouTube

Snooze brings back the reminder in 10 minutes

User Edu



Nitrate mealbar



Nitrate Compact Banner

Nitrate promo:

- Mealbar: 1 impression in a lifetime for all users including premium
- Compact Banner (only for non-premium)
  - 3 impressions in a lifetime for users with no late YT usage
  - 9 impressions max in a lifetime for users with late YT usage (11pm - 5am)
  - Dismissal cap: 1 dismissal in lifetime (if user removes promo from the feed, we will never show it again)