

AMENDED Exhibit 1066

**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

Alex Osborne

1

UNITED STATES DISTRICT COURT

FOR THE NORTHERN DISTRICT OF CALIFORNIA

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IN RE: SOCIAL MEDIA ADOLESCENT) MDL No. 4:22-md-
ADDITION/PERSONAL INJURY) 3047-YGR
PRODUCTS LIABILITY LITIGATION)
-----X

SUPERIOR COURT OF THE STATE OF CALIFORNIA

FOR THE COUNTY OF LOS ANGELES

SPRING STREET COURTHOUSE

COORDINATION PROCEEDING)
SPECIAL TITLE [RULE 3,400]) Lead Case No. for
SOCIAL MEDIA CASES) Filing Purposes
22STCV21355
_____)
)
This Document Relates to:)
STATE OF TENNESSEE, et al.,)
vs.)
META PLATFORMS, INC., and) CONTAINS HIGHLY
INSTAGRAM, LLC, Case No.) CONFIDENTIAL
23-1364-IV) INFORMATION
-----X

VIDEOTAPED DEPOSITION OF ALEX OSBORNE

PORTLAND, OREGON

FRIDAY, JANUARY 10, 2024

9:43 A.M.

Job No.: 7080870

Pages: 1 - 416

Reported by: Leslie A. Todd, CSR No. 5129 and RPR

1 Do you see that?

2 A. I do.

3 Q. And is that accurate?

4 A. It is, yeah.

5 Q. And you were employed at Snap from
6 about December of '15 through February of 2024?

7 A. Yeah, it's actually -- it's not
8 right. It should be January 2024.

9 Q. Okay.

10 A. Yeah.

11 Q. And you list your position at Snap
12 as senior manager product management. You see
13 that?

14 A. Yep.

15 Q. Is that an accurate title for the
16 entirety of your time, or did you kind of
17 collapse your responsibilities there at Snap over
18 those eight years?

19 A. It's collapsed. That was my title,
20 I guess, when I -- at the time when I left Snap.

21 Q. Okay. What I want to try to do,
22 with your help, is go backwards --

23 A. Sure.

24 Q. -- start there and go backwards to
25 when you started at Snap, and I want to

1 understand the different positions that you held
2 over the course of your time at Snap, okay?

3 So it sounds like the last position
4 you held was senior manager product management,
5 correct?

6 A. Yeah.

7 Q. And that's going to be from when to
8 when?

9 A. Oh, man. So let me see here. That
10 would have been -- geez, I believe senior manager
11 product management, August 2021 until January of
12 '24. Yeah.

13 Q. Okay. And what about before that?

14 A. Before that, it would have been
15 group product manager. And that would have
16 been -- oh, man -- December 2018 -- December 2018
17 until --

18 Q. 8/21?

19 A. Thank you. Yeah.

20 Q. And what about before that?

21 A. Geez. I think it was product
22 manager monetization. I believe that was my
23 official title, and that would have been from,
24 you know, December 2015 until December 2018.

25 Q. So only three separate titles over

1 the eight years?

2 A. Yep.

3 Q. Now, let's kind of start from the
4 beginning, and let me get you to kind of just
5 walk me through from a high level your duties and
6 responsibilities for each of those three
7 positions, okay?

8 A. Sure.

9 Q. So let's start with the first one,
10 product manager monetization, which you held from
11 December '15 through December '18.

12 A. Yep.

13 Q. Can you give me kind of from a high
14 level perspective what your duties and
15 responsibilities were --

16 A. Sure.

17 Q. -- in that position?

18 A. Sure. So I, you know, I guess as
19 the title indicates, worked on monetization
20 related products. When I started my initial
21 product area, there was this thing that we called
22 on-demand geofilters. It was a -- sort of a new
23 advertising product that the team had sort of
24 come up with right before I joined, and, you
25 know, I was responsible for kind of thinking

1 about how to sort of prototype it, sort of launch
2 it, sort of take it to market, and then kind of
3 like build out the roadmap and execution beyond
4 kind of the initial launch to try to make the
5 product successful.

6 Q. Okay. Who would you have been
7 reporting to during this time period?

8 A. Peter Sellis.

9 Q. And is he still with Snap?

10 A. No.

11 Q. Do you know where he is now?

12 A. Discord.

13 Q. Okay. So you said you were working
14 on monetization related products.

15 A. Mm-hmm.

16 Q. What does -- what does that mean?

17 A. So I guess it was really like, you
18 know, anything that -- because at the time Snap
19 didn't have an advertising business. The --
20 the -- most of the roadmap was primarily focused
21 on just building out the organic products, and,
22 you know, to -- as the company kind of expanded
23 and grew, you know, there were people like me who
24 were brought onboard to sort of help on
25 new revenue-generating initiatives. And so any

1 monetization product would be something that, you
2 know, we -- we introduced to help the company
3 generate revenue.

4 Q. Okay. So in that role you were
5 working on -- on products or projects where the
6 goal was to generate revenue for the business?

7 A. Mm-hmm.

8 Q. And help me understand what you
9 meant by an on-demand geofilter and then how that
10 drove revenue to Snap.

11 A. Sure. So a geofilter, when you
12 take a snap or -- actually, it doesn't work like
13 the same anymore, but at the time when you took a
14 snap, you could swipe in the filter carousel and
15 it would bring up all of these different layers
16 on top of your photo or video that were
17 geotargeted to the location that you were in. So
18 if you were in Portland, Oregon, like we are
19 today, there might be like a Portland, Oregon
20 geofilter, and that's kind of like a piece of art
21 that you can use to sort of augment your snap.

22 And people really liked them in our
23 community, really kind of took to them, and
24 they're really great, just because, you know,
25 they help kind of convey more context around, you

1 know, what you're doing and where you're at and
2 all that kind of stuff.

3 We -- advertisers started coming to
4 us to sort of say, Hey, like we would like to be
5 able to create geofilters too. And we thought
6 this was a really cool opportunity because unlike
7 most advertising products that I think, you know,
8 can sometimes get in the way of the organic
9 experience, like you're watching TV, you get
10 interrupted with all these ads, geofilters are
11 actually really great as an advertising product
12 because a lot of time it actually enhances the
13 organic experience.

14 So, you know, if you're at a
15 sporting event or a concert, you know, it would
16 be a nice thing to sort of have the Moda Center
17 geofilter to be able to use on your Snap if
18 you're watching a Portland Trail Blazers game.
19 And it's kind of a win-win for Snapchatters, but
20 also good for, you know, the Moda Center, who
21 would be the advertiser in this case. And so we
22 wanted to turn that into a, you know,
23 revenue-generating product, and that's -- that's
24 kind of how it worked.

25 Q. And where the revenue was generated

1 was, in your example, the concert venue or the
2 sports team would pay money to Snap to have that
3 geofilter.

4 A. That's right. Yeah.

5 Q. Were there any other projects that
6 you worked on that were kind of larger, more
7 time-intensive projects for you in that position
8 of product manager for monetization?

9 A. So over that time period, that was
10 really the core focus, you know, just overall
11 kind of what -- I guess I would call it like the
12 sponsor geofilter business. It ended up, you
13 know, being quite effective. You know, I think
14 it really resonated with advertisers and
15 businesses, small businesses and large
16 advertisers too, large grants, and it was also
17 really great for Snapchatters.

18 And so, you know, we ended up --
19 that really kind of occupied the majority of my
20 time for the first, I guess, really almost two
21 years that I was at Snap.

22 Q. And what are you doing? I mean,
23 are you writing code? Are you designing the --
24 the geofilters themselves? Are you negotiating
25 with -- with ad buyers?

1 A. So I was not writing code. That is
2 what, you know, our engineering teams do.

3 Product managers, you know, I think
4 their role is a little bit different for
5 everybody, but, you know, I think I -- I kind of
6 viewed my job as to do what -- whatever was
7 needed to make the product successful. And so a
8 lot of that was writing sort of documentation and
9 product specifications around new features that
10 we wanted to build to help improve the product.
11 That's working with our operations team to kind
12 of like help them understand how the product
13 works and some of the new things that we're doing
14 and to coordinate, you know, the right resourcing
15 to be able to, you know, review new geofilters
16 that are purchased, you know, before they go live
17 and all that kind of stuff. Working with our
18 communications and marketing teams around, you
19 know, how we should position the product and
20 things we can do to help, you know, launch new
21 features and take them to market effectively.
22 And, you know, of course working with designers
23 on the design team around, you know, how we
24 should think about new features and, you know,
25 where we can kind of continue to take the

1 product.

2 So in a certain sense, just kind of
3 like coordinating across all those different
4 teams to help, you know, drive the future
5 direction to continue to make the product better.

6 Q. So you're kind of the hub and
7 you're dealing with folks from communications,
8 folks from engineering, folks from advertising,
9 and coordinating and organizing all of that. Is
10 that a fair way to say it?

11 A. I think so.

12 Q. Okay. Who is -- who is -- is it
13 you or is it somebody that would on your team or
14 one of the folks who is going to the advertisers
15 and making the pitch, Let us design a geofilter,
16 here's the number of users we have, here's what
17 your outreach would be, who's doing that?

18 A. Sure. So that would primarily be
19 the sales team. There's like an advertising
20 sales team. This product was a little different
21 in the sense that it was like self-service. So
22 we had like a website where anyone could go to
23 and sort of like sign up and say, Hey, I would
24 like to buy a geofilter. And then they could --
25 there was like a tool where they could kind of do

1 all of this on their own, and we sort of built
2 out the tooling and the infrastructure on our end
3 to be able to take these submissions, you know,
4 review them to ensure they comply with our
5 guidelines and all that kind of stuff before, you
6 know, making them available in service.

7 Q. Okay.

8 A. Yeah.

9 Q. Did you report to Pete the entire
10 time you were in this role?

11 A. Did I report -- yes. Well -- okay.
12 I -- I reported to Peter the entire time I was
13 working on this, and -- let's see -- so if we
14 fast-forward to call it December 2017, I started
15 working on a different product area. I had the
16 same title technically, but I sort of
17 transitioned from Peter's team working on
18 monetization to a different team working on
19 different products, although I did have the same
20 job title. Yeah.

21 Q. And what was the kind of primary
22 product or products you started working on in
23 '17?

24 A. It meaningfully didn't really start
25 until 2018, early 2018, but I had toward the end

1 of 2017 heard whispers that we were contemplating
2 working on a, like, gaming platform to -- to put
3 basically games and other mini apps inside of
4 Snapchat.

5 And I love video games, as a kid
6 certainly, and so, you know, I think I felt
7 really good about the sort of time I had put in
8 working on revenue products. I was kind of eager
9 to explore a new opportunity, and so I got the
10 chance to kind of jump in with the team that was
11 sort of in the very early stages. I mean, it was
12 really like just an idea at that point, and, you
13 know, I got the chance to jump in with the team
14 and get working on that.

15 Q. I think when I was reviewing
16 materials for the deposition, I saw one
17 presentation that I think you were involved in on
18 Snap Games and you were all maybe making a
19 pitch -- I don't know if it was internal or
20 external -- on the concept of the different types
21 of games you had and those types of things.

22 Is that something you worked on for
23 about a year?

24 A. That is something I worked on
25 for -- let me think through this. So December --

1 December '17, January '18, until, you know, we --
2 we were basically just designing and prototyping
3 it until -- April 2019 was when we actually
4 launched it, and I continued working on that area
5 or adjacent areas that kind of extended from that
6 until August '22.

7 Q. And what was kind of the purpose of
8 launching Snap Games from Snap's perspective?

9 A. Yeah. So Snapchat, like at its
10 core, you know, is a communication service for --
11 for you and your closest friends. And I think
12 the original thought was that if Snapchat is the
13 place where you're sort of freely kind of like
14 expressing yourself with your friends, you know,
15 what are -- like, and you're already talking and
16 having those conversations, like, what are some
17 of the other things that are awesome to do with
18 your friends.

19 And we thought a lot about those,
20 like, if you think back on, like, the mid-'90s
21 when, like, Nintendo 64 came out, and after
22 school you would run home and just everyone would
23 be playing GoldenEye or Mario Kart, and you're
24 just side by side playing having fun with your
25 friends, like I think for a lot of us those were

1 some of our, like, favorite memories as kids
2 hanging out with your friends.

3 And so we thought that with
4 Snapchat there would be an amazing opportunity to
5 be able to give that sort of experience to our
6 community within the product, because they're
7 already talking with their friends. It was not
8 that straightforward. Video games are, like,
9 quite technical and complicated, and there's like
10 a lot of technology considerations, performance
11 considerations, you know, device considerations,
12 and all that kind of stuff.

13 But HTML5 technology had come a
14 long way at that point. Video game sort of like
15 creation engines and tooling had come a long way
16 at that point where we felt like there would be a
17 chance to sort of allow creative developers who
18 want to build experiences that people can enjoy
19 with their friends, to make those types of
20 products as Snap Games and make them available to
21 our community, and do it in a way that, you know,
22 wasn't going to -- were going to be like high
23 quality, real-time, multiplayer experiences
24 inside of Snapchat.

25 I think one of the things that was

1 really important for us as a games team that were
2 working on that was that, you know, we didn't
3 want to create all of these just sort of basic
4 single player games.

5 At the time the mobile gaming
6 industry -- you know, I think casual single
7 player games were extremely popular, they were
8 very profitable, but they're sort of like
9 isolationist, like, you kind of just sit there
10 and play by yourself, and we didn't think that
11 that was interesting. We thought it would be
12 interesting to create an experience where you
13 actually can connect with your friends and engage
14 in that. And so that was sort of like what was
15 like the motivation for why we wanted to -- to do
16 Snap Games.

17 Q. Okay. I want to move on to your
18 next position, group product manager --

19 A. Sure.

20 Q. -- which you said you held from
21 2018 through approximately August 2021. It
22 sounds like you spent some of that time working
23 on the Snap Games.

24 A. Yes.

25 Q. Are there any other -- any other

1 projects you were working on during that period?

2 A. Sure. So Snap Games was the main
3 focus. Snap Minis was the other focus.

4 Q. What's that?

5 A. Snap Minis is the -- I guess
6 effectively games are just sort of like one type
7 of experience that you can do with your friends,
8 and we felt like there were other categories of
9 experiences that would make sense to do with your
10 friends. Like, you know, it's actually quite an
11 annoying and difficult thing to, like, coordinate
12 going to the movies with your friends, for
13 example, right? Like, buying movie tickets.
14 Like, when can you go? What show time? Like,
15 what do you want to see? Like that kind of
16 stuff.

17 And we felt like, well, what if,
18 instead of having to go through 23 steps to like
19 order these movie tickets on Atom Tickets'
20 website, you can just do it directly in Snapchat,
21 and it was kind of analogous to the same way that
22 we were thinking about games.

23 And so we sort of extended our
24 gaming platform to sort of encompass a variety of
25 different -- to try to be supportive of, you

1 know, as many categories, if that makes sense.

2 And that was what Snap Minis was about.

3 Q. Any other projects during the '18
4 to '21 time period?

5 A. Those were the main ones. You
6 know, there were like smaller things here and
7 there.

8 Q. Who were you reporting to during
9 this time period?

10 A. [REDACTED] Yeah.

11 Q. And what was his role or title?

12 A. What was his title? I think
13 initially it was like director of product and
14 then vice president of product. For a time.

15 Q. Is he still at Snap?

16 A. He's not.

17 Q. Do you know where he is?

18 A. Match Group.

19 Q. And the last title you had is the
20 one listed on your LinkedIn, senior manager
21 product management --

22 A. Yes.

23 Q. -- which you told us you did from
24 approximately August '21 through when you left in
25 January of -- I guess about a year ago?

1 of their -- their safety and their experience on
2 Snapchat would be to have the ability to report
3 bad activity. Correct?

4 A. Yeah.

5 Q. Okay. And it could be the ability
6 to communicate to Snapchat that something bad is
7 happening and they want it to stop. Correct?

8 A. Yeah.

9 Q. Okay. One of the items that you
10 said you worked on in your role as the product
11 manager of safety was chat text reporting,
12 correct?

13 A. Yes. Yeah.

14 Q. All right. You can put this
15 document aside for a second. I want to turn to
16 another one. Let me ask you a couple of
17 questions before we look at it.

18 I want to make sure that I
19 understand what chat text reporting relates to as
20 far as the product feature of chat texts. Can
21 you -- I know what a Snap is, you take a photo
22 and you send it, but how is that the same or
23 different than chatting through the Snapchat app?

24 A. So in Snapchats, if you are
25 communicating with someone, there's I guess

1 different, like, objects that can be shared. You
2 can share snaps. That's an object. So that
3 would be, you know, a photo or video from the
4 Snapchat camera. You can share chat media. So
5 that would be sharing something with someone in
6 Chat from your camera roll. And you can also
7 type text messages in Chat. And when we're
8 talking about chat text reporting, we're talking
9 about the ability to report those text messages.

10 Q. Would it be fair to think of chat
11 texts via Snap similar to iMessage or texting on
12 the cell phone as far as the functionality?

13 A. Yeah, that's probably -- I mean,
14 it's different, the -- you know, the behaviors
15 are different and whatnot, but at a high level,
16 yeah, they're kind of the same. They're kind of
17 analogous, yeah.

18 Q. My understanding is that you told
19 us earlier Snapchat rolled out in 2011, right?

20 A. Yeah.

21 Q. And that when Snapchat rolled out
22 in 2011, the primary feature at least -- there
23 may have been others, but the primary feature was
24 the ability to send snaps or ephemeral messages,
25 correct?

1 A. Yeah.

2 Q. Do you know how long chat text has
3 been available in Snapchat?

4 A. Chat launched I believe in 2014,
5 sometime in 2014.

6 Q. Okay. So right before you got
7 there?

8 A. I believe so.

9 Q. Okay.

10 A. Yeah. Yeah.

11 Q. And one of the projects that you
12 worked on while you were the project manager over
13 safety at Snap was the ability to report bad
14 things, concerning things, troubling things that
15 were happening in Chats. Correct?

16 A. Chat texts, yeah.

17 Q. And that was giving Chats -- excuse
18 me -- Snapchatters, including those that are 13
19 to 17, the ability to be able to report to Snap,
20 Hey, this -- this thing is happening in the Chat,
21 and I want you to be aware of it. Correct?

22 A. Yeah, that is generally what the
23 capability was. However, there are -- there were
24 other ways for people to report that existed in
25 the product. You can report content related

1 things, and, of course, account reporting had
2 been around for quite some time.

3 So chat text reporting was, you
4 know, I think a very valuable and needed
5 improvement. You know, again, I think -- I
6 mentioned this before, you know, as a safety team
7 always trying to get better, but, you know, of
8 course, account reporting was a very valuable
9 tool as well, and it had existed for quite some
10 time. And as a team, we were also focusing on
11 how to make account reporting even better, more
12 effective.

13 So, you know, I think when you talk
14 about, I guess, offering some of these tools so
15 people are empowered to report, you know, chat
16 text reporting I guess was one of - you know, a
17 couple of different -- couple of different
18 options that people had.

19 Q. And chat text reporting was
20 something that rolled out for the first time in
21 2023 when you were the product manager over
22 safety, correct?

23 A. Yep.

24 Q. About eight, nine years after it
25 had been launched at Snap, correct, as far as

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