

AMENDED Exhibit 293

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

Teens Team

2017 H1/H2

Agenda

- 2016 H2 Results
- 2016 EOY Teens State of the Union
- Our Approach to Teens
 - Fix Instagram: Real Life Social
 - Fix Facebook: Real Life Social
 - Fix Facebook: Social Entertainment
- Under 13s
 - Market Snapshot
 - Product Plan
- 2017 H1 Strategic Focus
- Appendix

2016 H2 Results

Goal	Grade
Deep understanding of teens	B
Define 2017 strategy for winning teens	B
Execute on H2 workstreams	C
Build the Teens team	B

Execution Lessons Learned

- **Lifestage paused:** Teen identity learnings can be applied to FB, IG profile
- **Collaboration is hard work:** Resourcing and coordination gaps with media team on emerging talent video
- **Engineering should lag understand more.** Q2 understand was good; early H2 build was premature
- **“Feet on the street”** content acquisition can be successful in developing markets like Egypt and Colombia

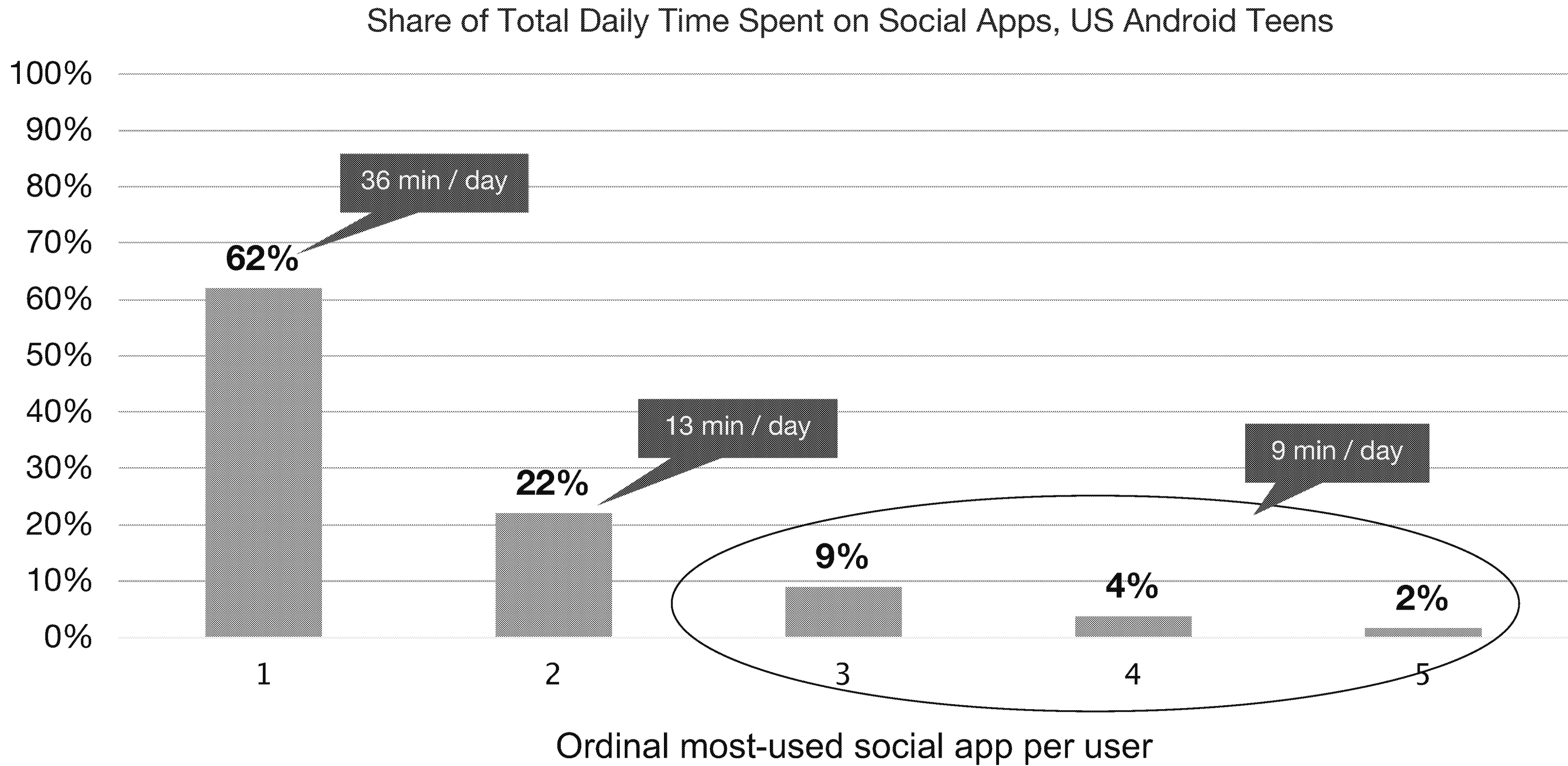
2016 EOY Teens State of The Union

We estimate that FB family apps have 32% of global youth smartphone time spent, highest in developing countries and lowest for iOS in the United States

	United States	Western Europe	RoW
Smartphone Daily Hours	23M Android 60M iOS 83M Total	36M Android 40M iOS 76M Total	371M Android 59 M iOS 430M Total
Facebook Inc. Share	25% Android 13% iOS 16% Total	29% Android 28% iOS 29% Total	35% Android 36% iOS 35% Total

5 Note: Youth: <=18. Estimates are approximate based on a combination of Onavo and internal data.

Each teen’s #1 social app occupies the majority of their social time spent, but two or more social apps usually have broad reach within a given area



Note: Data from Onavo – absolute numbers may not match internal analytics.

Facebook’s areas of high teen reach now exclude the United States, Canada, and some European countries. LatAm, MENA, and SE Asia all do well



Facebook 70%+ 30-day teen reach

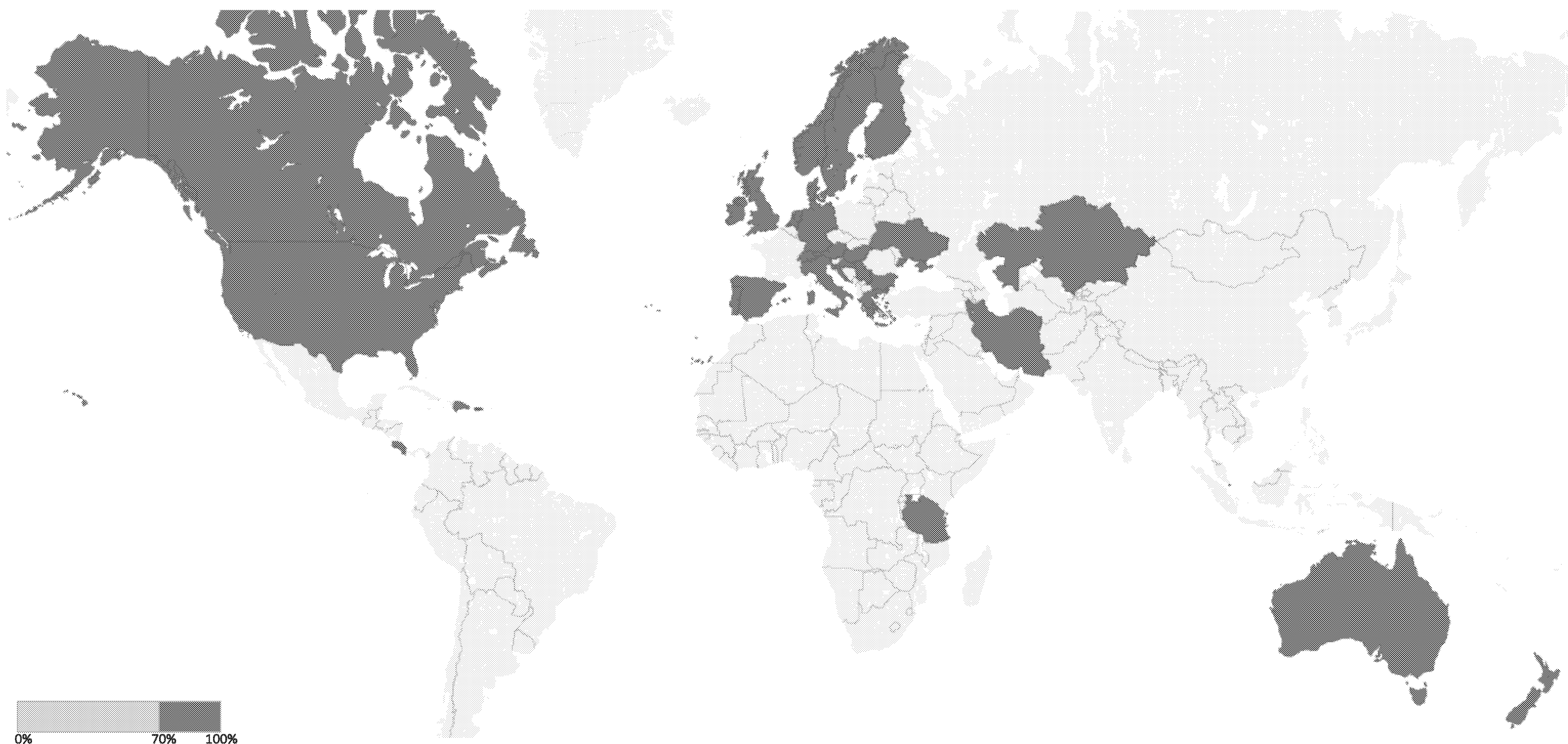
WhatsApp’s teen reach is high in LatAm, South Asia, and parts of Europe



0% 70% 100%

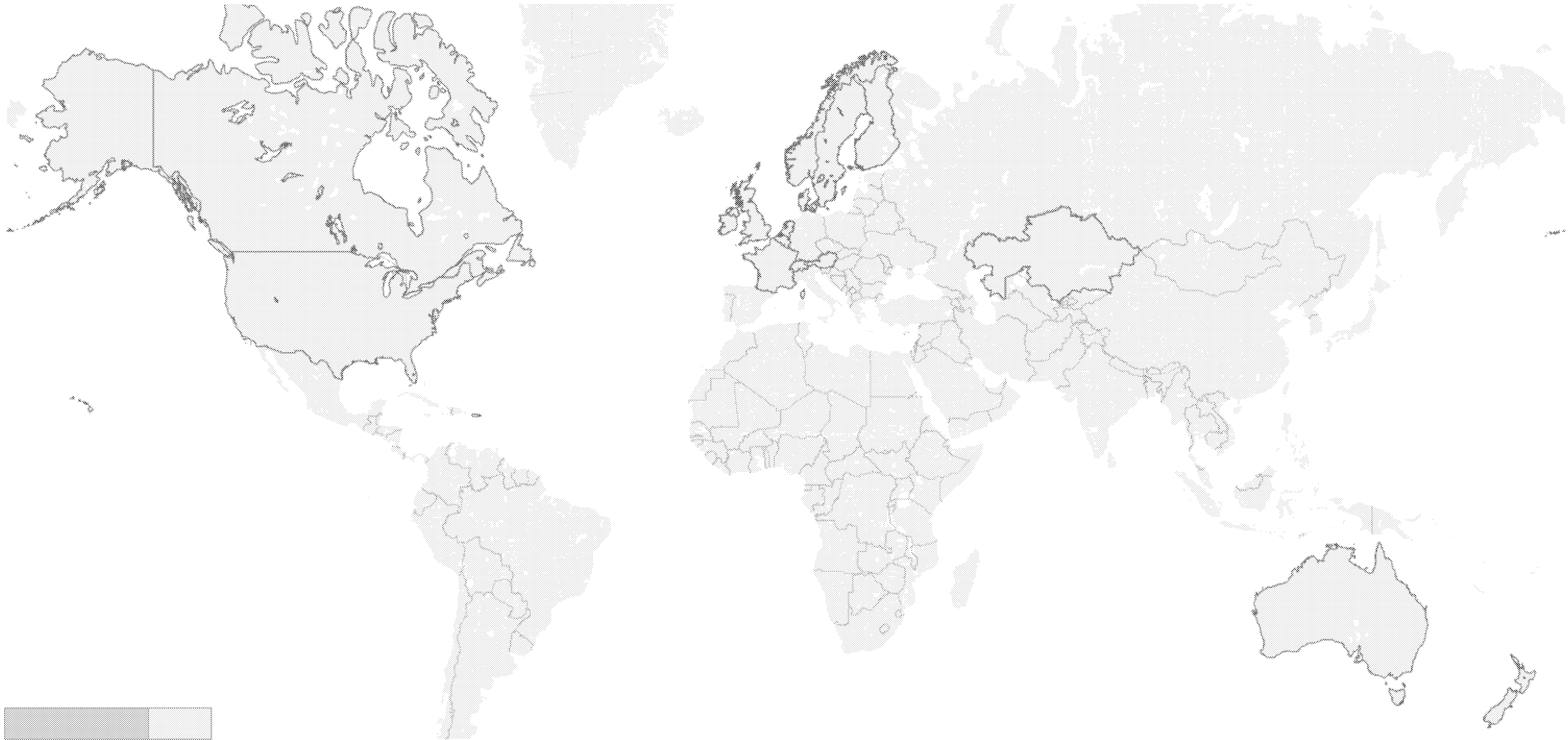
WhatsApp 70%+ 30-day teen reach

Instagram is the most popular family app for US teen reach, and also reaches most of Europe



Instagram 70%+ 30-day teen reach

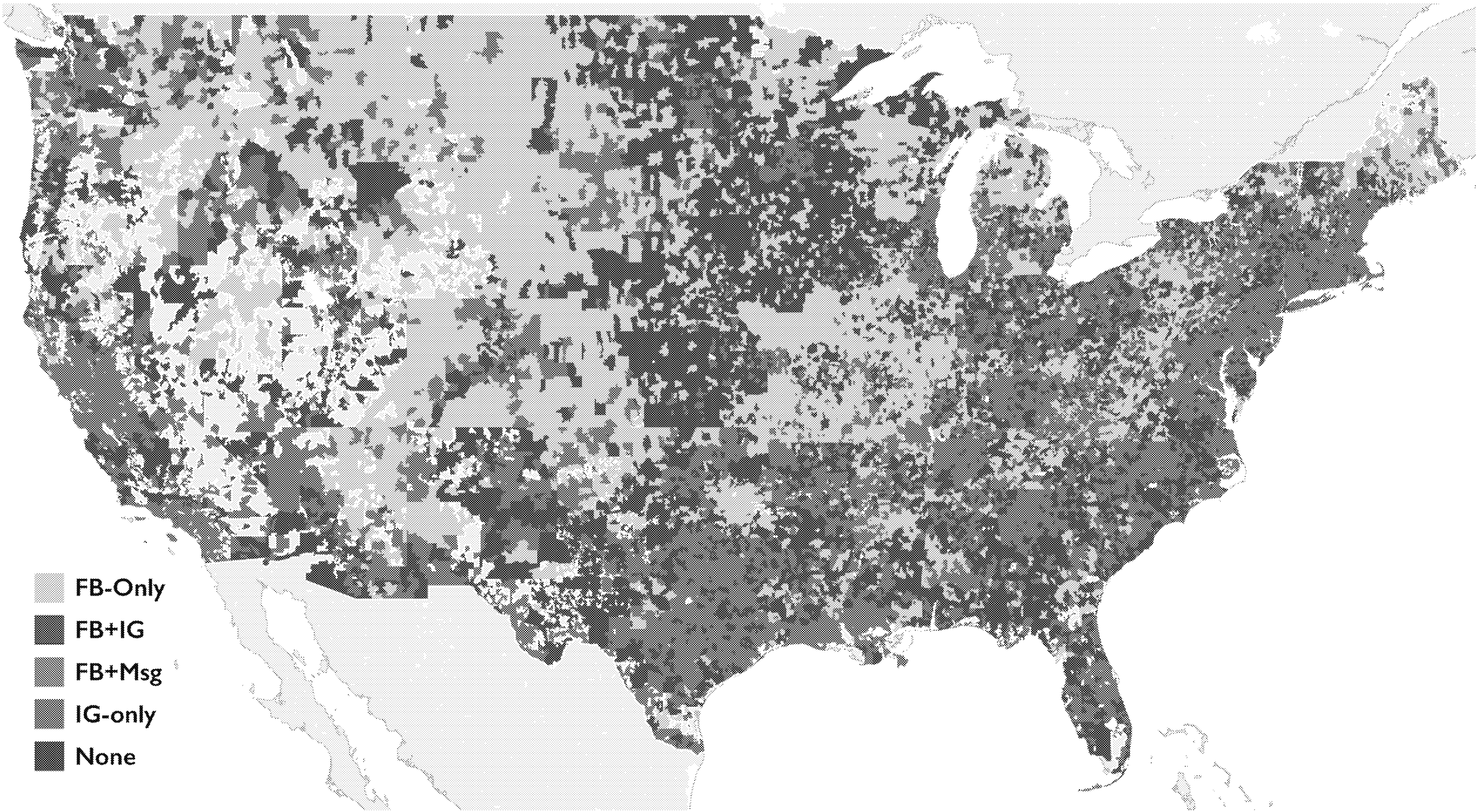
Snapchat has high reach among teens in the US, Canada, Australia, New Zealand, and parts of Western Europe



0% 70% 100%

Snapchat 70%+ 30-day teen reach

Country summaries hide complex patterns, including ~25% of U.S. teens being dedicated users of Facebook, usually in areas distinct from Instagram’s popularity

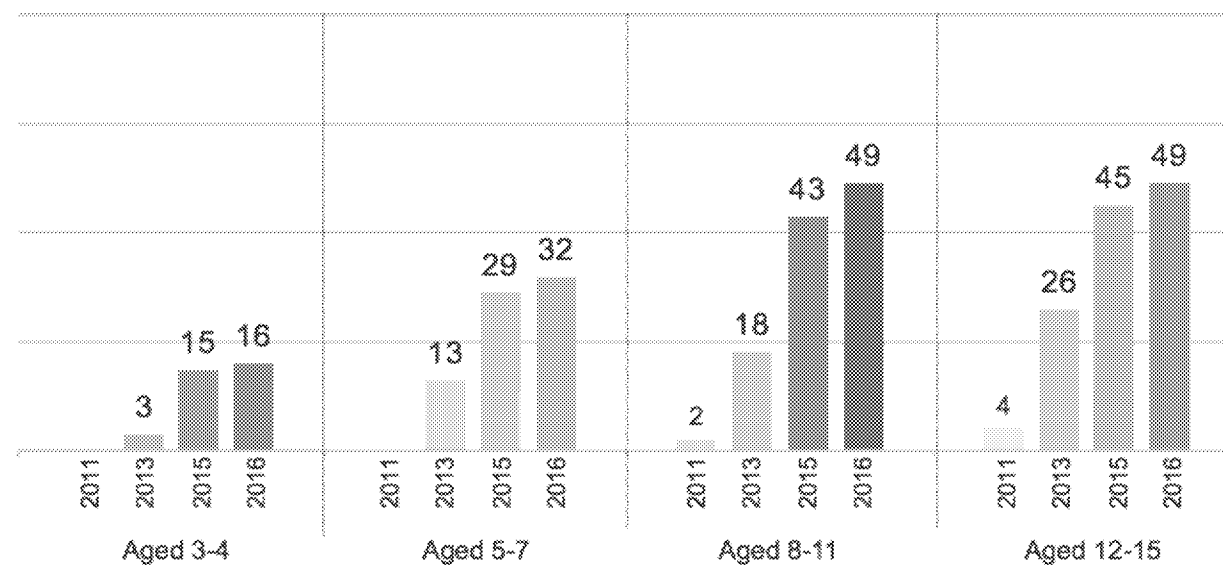


US Facebook, Messenger, and Instagram ‘saturated’ time spent /WAP

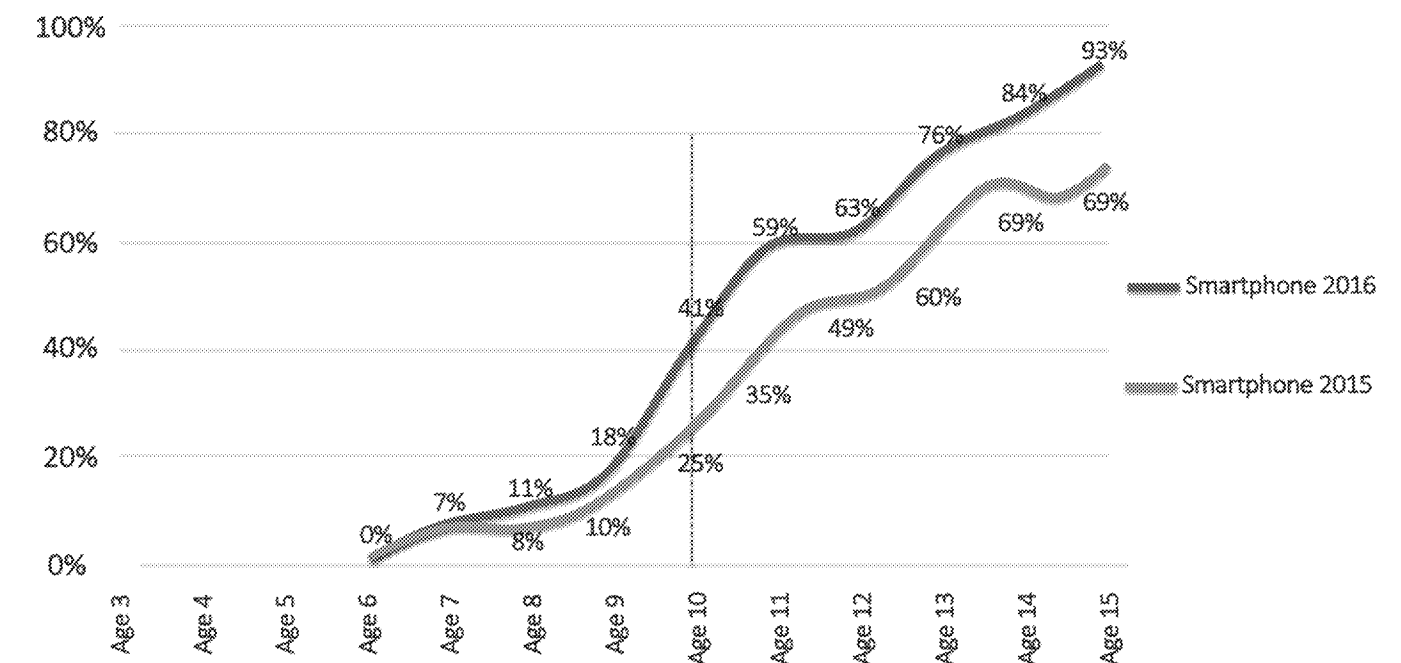
Globally, under-13s are rapidly adopting smartphones and tablets at younger ages

- Decreasing costs and changing social norms are driving an explosion of device adoption
- At age 10, 45% of UK kids own a tablet, and 41% own a smartphone, +16% in a single year
- Global population skew young: There are 1.8B global and 110M US and EU kids under 13
- Regulations like US COPPA have restricted growth of kid-kid and kid-parent social networks

UK Tablet ownership by age of child: 2011 - 2016



UK Smartphone ownership by age of child: 2015 and 2016



Our Approach to Teens

Teens care and share about both their “real life” and their virtual entertainment interests

Real World Social is the classical social use case of sharing about what I’m doing in real life with my real-world friends.

Social Entertainment is sharing about the other dominant topics of teen lives – the entertainment media of stars, shows, songs, and sports that they spend hours consuming and obsessing about daily, and constantly reference for identity, for self-expression, and for social interaction.

Nearby, real-world friends drive both Real World Social and Social Entertainment use cases.

Our key hypotheses for teens and under 13s

Real World Social

- 1: Building lightweight visual sharing can work.** Camera + stories + direct on FB and Instagram can re-establish core social use cases for smartphone-centric teens and continue to attract and retain users.

2: Different apps fit different areas. Our best areas are our first priority, so we’re doubling down on the app + locale combinations where we are most popular.

3: Adults are problematic. Unless we allow teens to share separately from adults, the rest of world will inevitably follow the decline of teen engagement in the US and EU. We should invest in better audience tools, content, graph segmentation for new teen users, and teen-centric growth, friending, and ranking.

Counter: RoW adults are OK. Fundamental differences between nuclear family structure and extended family structure make RoW teens okay with adult-inclusive sharing, and RoW will not inevitably follow US and EU. *We recognize but are explicitly not operating against this possibility.*

U13

- 4: Pre-teens are under-served and fast-growing.** We can build compelling social products for users as young as 5-10 and grow usage via their parents. Building for kids allows us to serve the social needs of future teens, help them establish their first social graph, and grow with them over time.

Social Entertainment

- 5: Teens share about real life and social entertainment.** Better enabling sharing and remixing of video about social entertainment topics like sports, stars, songs, and shows can help win back and grow teen social activity

6: Teens need more teen-specific video. Increasing the amount of highly relevant and engaging teen content on our apps can impact not just watch time, but social metrics like sharing, commenting, and daily use.

What Winning Teens Looks Like – 2019 3-Year Goals

- A Facebook family app is the #1 teen social app in every market
- Facebook is the leader in social for U13 kids
- We have demonstrated that U13s successfully convert to FBF apps as teens

Our big 2017 bets

Instagram Real World Social	United States, some European countries	Win at US teen daily social use case for broadcast sharing, direct messaging, and stories.
Facebook Real World Social	Strong FB areas in RoW, US, Europe	Where FB is working, ship camera + stories and segment audience and graph to allow teen social sharing to coexist with adults.
Under 13s	United States	Create fun, regulation-compliant visual messaging and platform sharing experiences for the enormous untapped segment of kids and parents.
Facebook Social Entertainment	US, Europe Pilots: Egypt, Colombia, India, Mexico	Increase the amount of great teen-relevant video on Facebook to accelerate engagement and sharing. Give teens better mechanisms to discover entertainment content and share it with their friends.

What Winning Teens Looks Like – H1 2017 Goals

	Goal	Rationale
Facebook Family of Apps	+0% total Teen TS High confidence in age modeling	Establish a baseline, track and flatten decline
Instagram Real World Social	+700K Teen DAP in US	Drive Instagram growth in the US
Facebook Real World Social	1) Cohort of new users: +3% DAP/MAP US; +3% DAP/MAP Brazil 2) +10% sharing	1) Shift new cohorts of teen users to a usage pattern that represents healthy usage 2) Increase sharing with audience control and new camera
Under 13s	Testing with 10,000 kids and parents	Plan to ship in early H2 due to privacy + policy
Facebook Social Entertainment	1) +0m DAP in US 2) +30% video TS in Pilot Countries	1) Flatten the decline of the DAP decline from 2016 2) Pilot countries growth in content and connections

Instagram Real World Social: Win US Teens daily sharing use case by addressing key growth and engagement product problems

Problem Statement: Instagram has the strongest FBF US teen graph, and co-exists with Snapchat in much of the US. However, Instagram's US Teen MAP has declined since 2014 due to root cause issues:

- Reliance on FB for user acquisition
- Friend finding is harder because of reliance on FB graph
- Audience: Teens are worried about who will see their posts
- Creative tools don't match expectations for self-expression

Solution: Increase daily sharing among teens by addressing root cause growth and engagement issues:

- Create new online acquisition channels for teens and encourage friend-to-friend on-boarding
- Improve the friend-finding experience for teens via CI, new graphs, better discovery experiences
- Build out compelling daily small group sharing via Direct, Live and Stories
- Help teens avoid and resolve audience problems, giving the freedom to share daily
- Develop creative tools that teens love to make everyday moments worth sharing

H1 2017 Goal: +700K U.S. teen DAP

Facebook Real World Social: Where FB is working, grow usage and sharing with better friending and audience models

Problem Statement:

In many markets, Facebook continues to be the primary teen social app but context collapse and lack of visual sharing pose threats to our future success.

Solution:

Increase daily sharing with real-world friends among teens by addressing growth and engagement issues.

- Globally launch Camera system to encourage casual visual sharing on Facebook
- Help teens to find and connect with their friends through teen-focused growth work: Location-based friending, visual QR codes, teen-specific PYMK ranking, and graph segmentation
- Enable teens to quickly share with best friends and other teens through new audience mechanisms in core composer and Purple Rain sharing

Goals:

For cohort of new users: US: +3% DAP/MAP after 90 days; BR: +3% DAP/MAP after 90 days

Audience control and camera: +10% sharing

Facebook Social Entertainment: Help teens to share and engage with friends about stars, shows, songs, and sports

Problem Statement:

In much of the United States and Western Europe, Facebook is no longer the social and communication app for teenagers to share about their daily lives.

Solution:

Invest in Social Entertainment to provide teens a complementary daily social use case of discovering and interacting around media, where teens spend 60% of digital time

- Acquire more teen-relevant video content through partnerships and monetization guarantees. Starting with H2 pilot countries Egypt and Colombia, expanding further in H1
- Build new tools for video creators to manage their identity become successful and famous on Facebook
- Enable easier discovery of entertainment content in Feed through a combination of new content formats, PYML and Feed ranking
- Media Composer: Enable teens to use existing videos, songs, and photos as a basis for creativity and self-expression by building new tools for capturing, editing, and sharing

H1 2017 Goals:

Increase teen video TS in pilot countries by +30%

Flatten DAP decline in US: +0% DAP compared to H2-2016

For U13 kids, we should build Identity & Messaging

Problem Statement: Under 13s are a large and fast-growing segment of smartphone and tablet users who are currently not served by any social product.

Solution:

Build a regulation-compliant messaging app for kids to connect with their friends and families.

- Initial focus on ages 5-10 as the best kid segment to enthusiastically connect with parents
- Enable fun, visual & text communication with family & friends
- Enable parents to use FB Blue and Messenger to message, share video, and manage kid accounts and friending

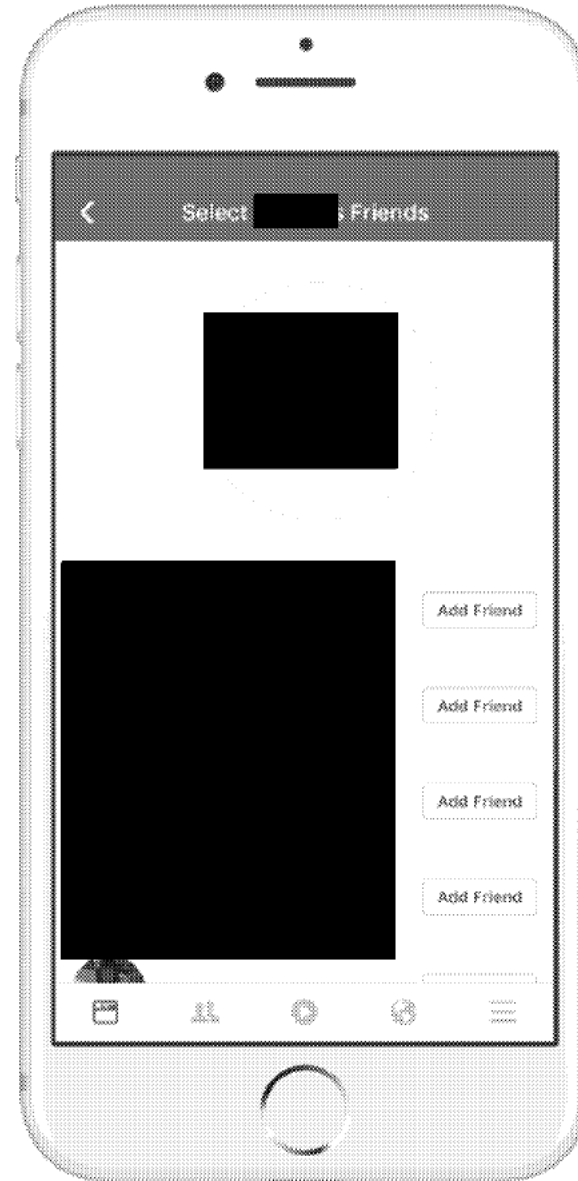
Goal: Testing with 10,000 kids and parents, on track for Q3 public launch

U13 Account & “Talk” Messaging App Early Concept

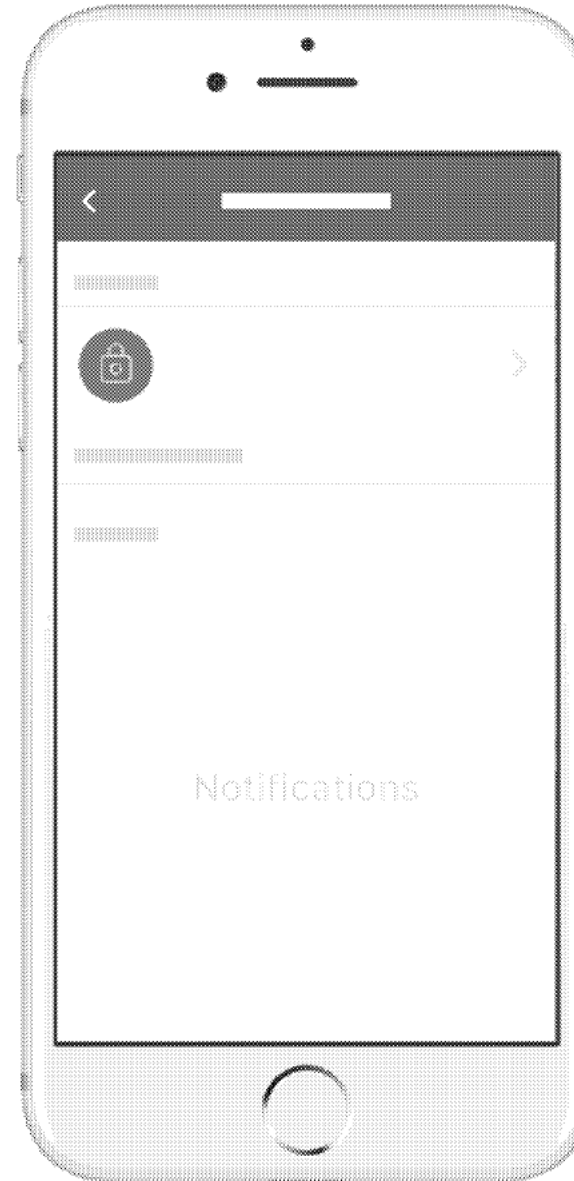
Parents create a new, regulation compliant U13 account within FB Blue.



Parents choose their child's friend & family connections within FB Blue.



Parents are provided with abilities to monitor child's messaging activity within Blue.



Kids experience a parent created, small graph of friends & family, presented visually.



2017 H1 Strategic Focus Plan

2017 H1 Priorities and Partnerships

Team Initiatives	Projects	Priority
FB Real World Social	Peer friending, audience controls	P0
FB Real World Social	Visual sharing audience and art	P1
FB Social Entertainment	Video content and discovery in Feed	P1
FB Social Entertainment	Remix and re-share videos, songs, GIFs	P2
U13	U13 messaging app, kid identity	P1

Partner Initiatives	Projects	Priority
FB Growth	PYMK, contact and graph import	P0
Instagram	US teen daily sharing use case	P0
News Feed	Teen connections and content	P1
Games	Instant games in Feed	P2

FYI: Current and future asks

- We urgently need several key **PM and EM transfers** with FB experience
- **Messenger:** Emerging data suggests the importance of Messenger to our success with teens
 - We're less far along with this understanding than other apps
 - By Jan/Feb we should have clear prioritization and plan

Q&A