

AMENDED Exhibit 423

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



Drew's OKRs

July - August

Taxonomy

1. Build out Labeling & Annotation Infrastructure to support 10K high quality daily labels and annotations evenly distributed across all main categories.
 - a. 600,000 high quality labels and annotations
 - b. 95% QA labeling accuracy
2. Build out multi-modal video classification stack across vision, audio, and text modalities to support large scale video classification with high coverage, precision & recall.
 - a. Visual: support 80 categories with $\geq 80\%$ classification accuracy
 - b. Audio: support all music based categories from taxonomy 1.0 @ $\geq 80\%$ accuracy
 - i. Develop ASR models to help with dialogue categories like Comedy, Talent, Love & Dating, and Pop Culture
 - c. Text: use text models to assist with classification for videos that don't have strong visual or auditory signals

Commented [1]: getting number from [REDACTED]

New User Gesture Recognition

Create first session user embeddings to identify, understand, and predict user interests after their first session

- * Identify leading indicators for churn/retention and predict users with high-churn or high-retention likelihood
- * Uncover common user paths during new user on-boarding tutorial and camera tools to optimize corresponding user interface

Internal Search Engine

Utilize text models from Taxonomy project to build an internal search engine for cross functional teams to search and find relevant & high quality videos

- * Assist Marketing, UG, Content OPS, Creator teams in keyword searches for specific words or content categories, finding relevant and high quality videos

Support L2 User Research

Discover how High Schoolers, predominantly L2 males, are using TikTok.

- * Understand high school trends and sentiment regarding both TikTok as a brand, and TikTok as a product + user experience
- * What fuels usage and adoption in High Schools; what's the difference in usage between freshman, sophomore, junior, and senior. What stops students from using TikTok from senior year to freshman in college. What drives trends.

New User Feed - top 16 videos

Video pool to identify top 16 videos for new user feed.

Keeping For You Feed Fresh

Does TikTok get repetitive over time? If so, why? Explore ways to keep TikTok fresh and relevant.

"Restart feed" / "Multiple feeds"

Feed getting old - is this a real issue

May June

1. HL Gesture Recognition (support algo, AI Lab)

Build and test algorithm for L1234 user identification via gesture recognition and distinct, event triggered behaviors.

2. **Build Architecture for Content Taxonomy**

- * build architecture to support video-level content understanding to algorithmically categorize content types
- * leverage content understanding from above to design a taxonomy with high precision and coverage to classify the categorized content types
- * future: build XFN internal search dashboard to easily find any type of video on the platform

3. **Define on-boarding flow and tutorial for new users (support)**

- * teach key concepts like swipe up, like/dislike, and feed personalization
- * interest selection: design and test easy / non-obtrusive ways to collect interests for new users

4. **Improve New User Feeds (support)**

- * New vs. Mature feeds
 - o how to reduce the "randomness" of new user feed
 - o test pulling more mature feeds that feel less like overly "popular" / "trending" content
- * Video Sequencing
 - o collab with UG team [REDACTED] on optimal placing / positioning / "packaging" of the first user load (first 8 videos) by measuring drop off rates of each video depending on which slot it appeared. Optimize initially for first 1-5 slots.
- * Extend average first user watch from X videos to Y videos
 - o understand the key event behaviors impacting retention. Identify vv threshold number most correlated with long term retention.

5. **Tribes Dashboard 2.0**

- * build new XFN tribe dashboard to support tribe lookup, identification, trends, and growth tracking
- * understand the key event behaviors that lead to video creations and describe high-value creators (do high-value creators have similar event behaviors)
- * support content team with weekly cluster trends report to assist with content programming needs

6. **Comments Sentiment Analysis**

- * develop comment sentiment taxonomy to classify comments

* develop methodology for identifying moods / sentiment / emotions within video comments to use for recommendation, mood/affinity, and video sequencing

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