

AMENDED Exhibit 482

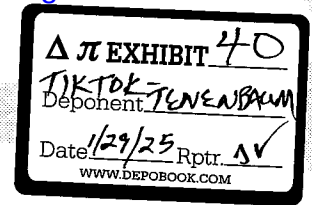
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

杨撒博雅和Matthew Tenenbaum的单聊



Matthew Tenenbaum 2022-11-16 17:18:14

Redacted - Attorney Client Privilege

System Message 2022-11-16 17:31:01

"Translate as you type" is on. You can type in your preferred language to communicate

2022-11-16 17:31:25

You can write up the PRD and then ask WebApp team to review

 Matthew Tenenbaum

Matthew Tenenbaum 2023-02-03 20:13:30

POST

Title:

Text:

Hello again [呲牙]

As part of a P00 project requested by @Shou @Michael Beckerman and @Sandeep Grover we have a feature to display an in-app upsell for Family Pairing.

Redacted - Attorney Client Privilege

Matthew Tenenbaum 2023-02-03 20:14:22

If there are any other folks you think would be good to discuss this with please let me know!

Matthew Tenenbaum 2023-02-03 20:17:30

In particular, I'd love to hear your thoughts on the new user piece of this. The logic there doesn't have a strong foundation so I think it would be great to brainstorm with your team on where in the new user journey would be the best timing.

Matthew Tenenbaum 2023-02-03 20:18:26

Unfortunately I am on strict deadline to ship this ASAP so please let me know if we can coordinate next week on this. Happy to accommodate any timezone challenges to make this work [加油]

2023-02-06 16:03:28

Hey Matthew, thanks for reaching out and happy Monday~

2023-02-06 16:03:43

thanks for sharing with me and I have left some comments in the doc

 Matthew Tenenbaum

2023-02-06 16:06:28

I think for new user journey, treating the new user as old users after 14days might work in this case. But I still wonder if we could leverage system notification instead of pop up in this case too

 Matthew Tenenbaum  Matthew Tenenbaum

Matthew Tenenbaum 2023-02-06 16:20:33

Redacted - Attorney Client Privilege

@Michael Beckerman and the TnS leaders came together with Shou on "Project M", which is a P00 project to ship a number of teen safety safety features ASAP.</p><p>This upsell, which was a bit stuck, became highly desirable because it is a very, very loud way to build awareness around Family Pairing.</p><p>That's why it's a popup on the FYF and not an inbox notification.</p><p>We're using both the upsell and the targeting strategy as part of our discussions with regulators.</p>



2023-02-06 16:24:20

is this due to the recent chaos in US news?

Matthew Tenenbaum 2023-02-06 16:24:39

Pretty much [捂脸]

Matthew Tenenbaum 2023-02-06 16:24:42

Europe too

2023-02-06 16:24:55

i see. thanks for sharing the background

 Matthew Tenenbaum

Matthew Tenenbaum 2023-02-06 16:28:48

Confidential

TIKTOK3047MDL-079-LARK-02341893

Matthew Tenenbaum 2023-02-06 17:12:05

Any other concerns/blockers? Want to make sure we're as good as we can be [加油]

2023-02-07 11:14:55

we could discuss more details in CPR~ But the general direction for this, I am aligned

 Matthew Tenenbaum  Matthew Tenenbaum

2023-02-07 11:15:33

I think 3 weeks in your design works. My point was it should be no shorter than 14days [大笑]

 Matthew Tenenbaum  Matthew Tenenbaum

Matthew Tenenbaum 2023-02-07 13:29:49

Awesome, thank you!

Matthew Tenenbaum 2023-07-20 08:47:26

Hello hello! I'm delighted to say that AMBER Alerts is finally ready for us to discuss again. We're working with ICMEC on the global version as well, though that's moving a bit slow. Is there anyone in particular you'd recommend I work with on your team on this? I want to make sure the logic for how and when we show the alert to users is something we feel good about scaling globally.

2023-07-20 08:51:13

you can design based on this [REDACTED]

POST

Title:

Text:

We reviewed this doc early in the design but would like to implement it using a different format.

Following how our comps currently display their missing child alerts, we want to display a full slide in-feed.

This is a mockup for what that is expected to look like:



sourcekey: <[REDACTED]>; attachment_id:
[REDACTED]

Matthew Tenenbaum 2023-07-20 09:10:21

What I want to partner with your team on specifically is the display logic for when we show this slide. I'm sensitive to the potential impact of showing people a missing child alert right before or right after an ad for diapers. Similarly being mindful of the potential impact of this being the first thing a user sees when they launch the app.

DOCUMENT METADATA

Bates Number: TIKTOK3047MDL-079-LARK-02341891-TIKTOK3047MDL-079-LARK-02341895

BEGATTACH: TIKTOK3047MDL-079-LARK-02341891

ENDATTACH: TIKTOK3047MDL-079-LARK-02341895

Attachment Count: 0

PRODVOL: MDL-079

Custodian: TENENBAUM, MATTHEW

File Path: /TIKTOK3047MDL-079-LARK-02341891.PDF

Confidentiality Designation: CONFIDENTIAL

HASHVALUE:

DocType:

Author:

Create Date: 11/16/2022 12:00 AM

Last Modified Date: 11/16/2022 12:00 AM

LAST MODIFIED BY:

TRACK CHANGES:

COMMENTS:

HASHIDDENATA:

Filename: TIKTOK3047MDL-079-LARK-02341891.PDF

Title:

DOCEXT: .HTML

Email From:

Email To:

Email CC:

Email BCC:

Received Date:

Sent Date:

TIMEZONE:

THREADID:

REDACTIONS: Y

REDACTION TYPE: PRIV