

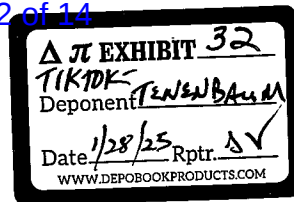
AMENDED Exhibit 487

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



Post-Launch Report of Screen Time Management Upsell for Minors

Stakeholder

TnS Features @Jordan Furlong

DS

PRD - [HYPERLINK

A/B test Design - [HYPERLINK

Global Launch Results

Global launch after 10-19 -2022

pushpin

Key summary

- * Globally launched in all countries, including US and CA
- * On average, 2.7M minors got the upsell notification daily after they spent 100 mins on the app
- * ~4% of minors turn on the daily limit screen feature from the upsell notification
- * 234%(+3.4X) increase in usage of daily screen time limit for minors (L1 and L2) compared to the previous month.
- * 98%(+2X) increase in users visiting screen time page.
 - There was an increase in users visiting the screen time page through inapp notification on the same day when the users got higher upsell notifications
- * 31% increase in users opting for daily screen time limit feature and it's because of this upsell notification feature (Chart screenshot below)
- * No negative impact on the average session duration for minors

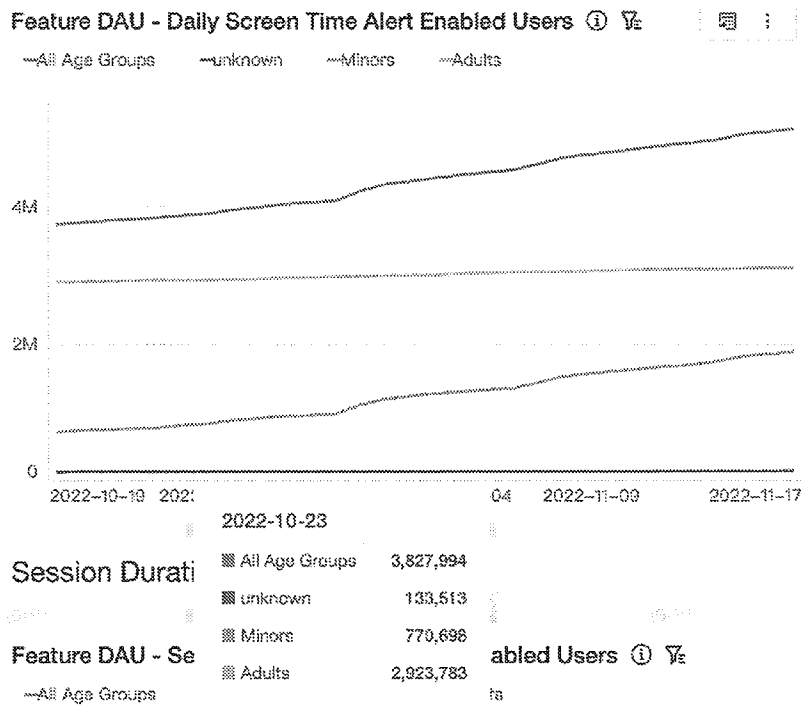
1. All metric table

Goals	Metrics	Before Launch July (2022-07-13 to 2022-08-13) (RoW)	10% treatment and 10% Control group Metrics (2022-08-18 to 2022-09-18)	Global Launch Metrics (2022-10-19 to 2022-11-19)	
Primary metrics:-	* Average Adoption Rate for all users (Daily Screen time) - Use TEA	3,096,331	3,438,850	4,518,842	+ 46%(before vs global launch)
	* Average daily minors whose feature is turned on	403,315 (level range 1,2) 13%	505,987 (level_range 1,2) 14.7%	1,347,562	+ 234% (before vs global launch)
	* Level range - 1: 13-15, 2: 16-17, 3: 18-24, 4: 25-34, 5: 35+				
	* Average Daily Upsell notification sent to Minors		270,429	2,706,927	
	* Average daily minors turning the feature on after looking at upsell		13,449 (~5%)	99,309 (~4%)	
	* Drop Rate (Users who		196,712	1,916,17	

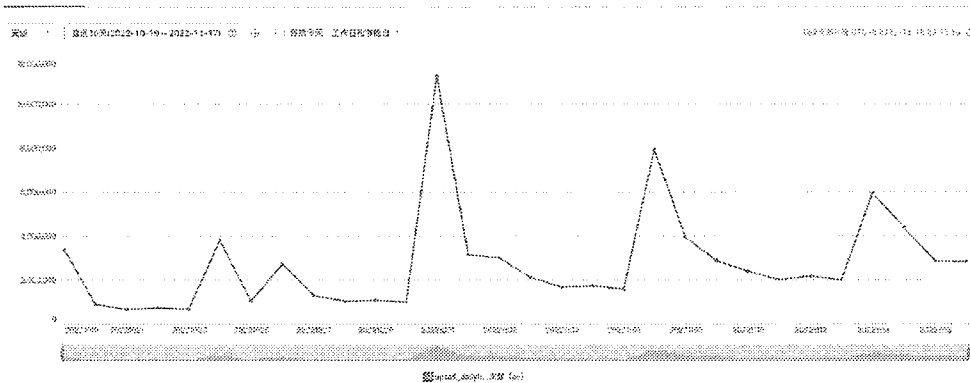
	got the notification but close the notification)		(~73%)	2(71%)	
	* Daily unique views of digital wellbeing page	516,742	381,851	755,304	+98% (treatment vs global launch)
	* Weekly unique views of Digital Wellbeing	3,102,892	2,301,300	4,214,143	+83%
Secondary Metrics:-	Average Session Duration By Age group L1 and L2	L1 - 104 mins	L1 - 98 mins	L1 - 96 mins	No Negative impact on session duration
		L2 - 103 mins	L2 - 99 mins	L2 - 98 mins	

31% increase in users opting for daily screen time limit feature and it's because of this upsell notification feature.

There is an increase in minors usage compared to adults and unknowns where the numbers are pretty stable.

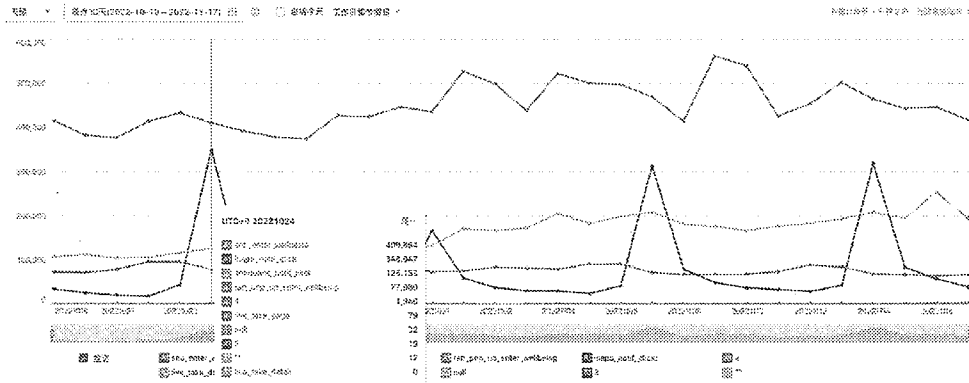


Upsell Daily Limit



Increase is in 10-24, 10-31, 11-07 and 11-14

Enter digital wellbeing Page



Increase of inapp notification is 10-24, 10-31, 11-07 and 11-14 which matches with the upsell daily limit increase.

1st launch - A/B Test

pushpin

Key summary

- Launched to 20% global users(50/50 split)(except US,CA)
- 270K minors got the upsell notification daily after they spent 100 mins on the app
- Out of 270K daily users, ~5% of minors turn on the daily limit screen feature
- 25% increase in usage of daily screen time limit for minors (L1 and L2) compared to the previous month.
- 35% decrease in users visiting digital wellbeing page from Setting&Privacy page. The trend is going up after 09/26 but we will keep track. There is no issue from the eng side.
- No statistically significant impact on guardrail metrics

Limitations - We're not tracking daily screen time limit options as it was developed in the past and there is no event tracking. With the new custom daily limit feature, we will track the time limit settings by users

Next steps:-

1. Globally launch the upsell feature for all minors (excluding US,CA)
 - a. Next steps - Identify PM, DS from US - [REDACTED]

2. Decide a timeline to stop the upsell after we have achieved our desired target of increase in minor usage of daily screen time limit

Phased launch (2022-10-19)



Launched to 30% treatment and 30 control group

1. Feature Launch Results

Experiment Run Time - 2022-08-18 to 2022-09-18 (1 month)

2.1 All metric table

Goals	Metrics	Previous Data July (2022-07-13 to 2022-08-13) (RoW)	Metrics (2022-08-18 to 2022-09-18)		
Primary metrics:-	* Average Adoption Rate (Daily Screen time) - Use TEA	3,096,331	3,438,850	+ 11%	
	* Average daily minors turning the feature on	403,315 (level range 1,2) 13%	505,987 (level_range 1,2) 14.7%	+ 25%	
	* Level range - 1: 13-15, 2: 16-17, 3: 18-24, 4: 25-34, 5: 35+				
	* Average Daily Upsell notification sent to Minors		270,429		
	* Average daily minors turning the feature		13,449 (~5%)		

	on after looking at upsell			
	* Drop Rate (Users who got the notification but close the notification)		196,712 (~73%)	
	* Total Users who got the upsell notification in a month		8,653,750 430,387 (~5%)	
	* Total Users who adopted the feature in a month			
	* Weekly unique views of Digital Wellbeing	502,527	285,053	
	* Weekly unique views of Digital Wellbeing without announce_notif_cli ck	314,617	204,258	- 35%
Secondary Metrics	Average Session Duration By Age group			
Guardrail Metrics (get this from libra)	* StayDuratio n/U		No statistically significant change	
	* Last 30-day ActiveDays/U		No statistically significant change	

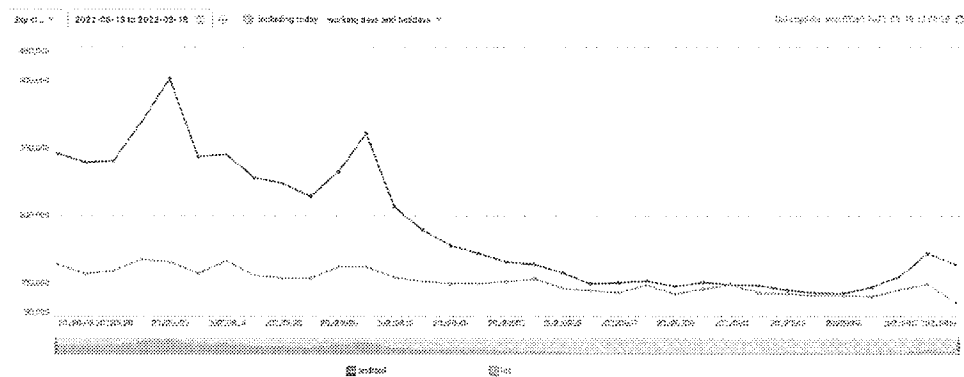
	Publish/U	No statistically significant change
	1Day Retention	No statistically significant change

Retention - all device		significance level		statistical power		chart		BT model/linear analysis	
experiment group	start	1 Day Retention	2 Day Retention	3 Day Retention	4 Day Retention	5 Day Retention	6 Day Retention	7 Day Retention	
vi - video group	81,485,916.333	98.1692%	87.7537%	87.8228%	88.8023%	88.1036%	88.7857%		
vi -		+0.012%	+0.0016%	+0.0002%	+0.0021%	+0.00134%	+0.0048%	+0.0028%	
vi -	81,485,916.333	98.1692%	87.7537%	87.8228%	88.8023%	88.1036%	88.7857%		
Core-Key Metrics (SUMMARY)									
experiment group	start	1 Day Retention	2 Day Retention	3 Day Retention	4 Day Retention	5 Day Retention	6 Day Retention	7 Day Retention	
KeyCharacteristics	78,848,738	98.1692%	87.7537%	87.8228%	88.8023%	88.1036%	88.7857%		
Publish/U		+0.012%	+0.0016%	+0.0002%	+0.0021%	+0.00134%	+0.0048%	+0.0028%	
Publish/U	78,848,738	98.1692%	87.7537%	87.8228%	88.8023%	88.1036%	88.7857%		

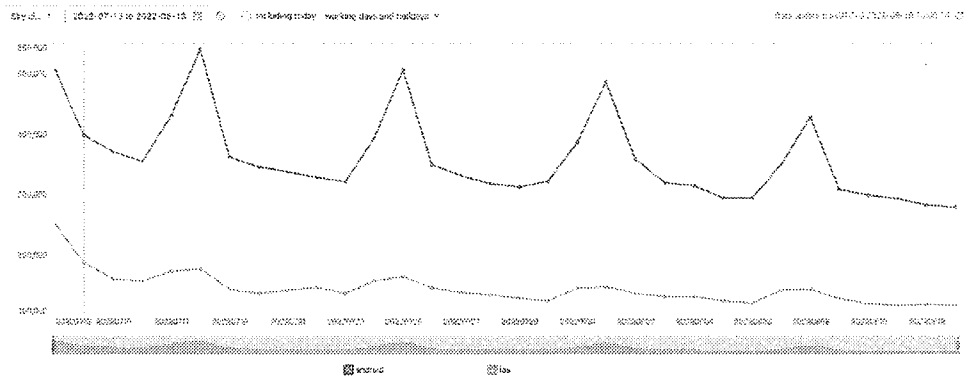
Huge Drop in Enter Wellbeing Page

Android Vs Ios

Recent Data -



Previous Month data -

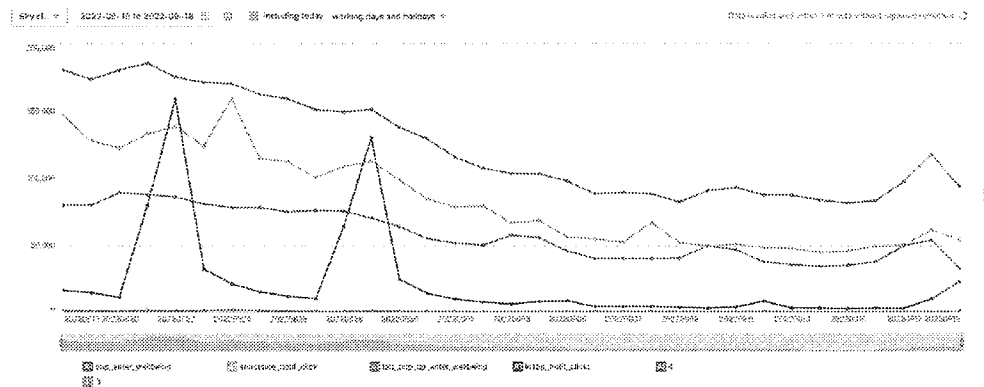


Decrease in Android Numbers

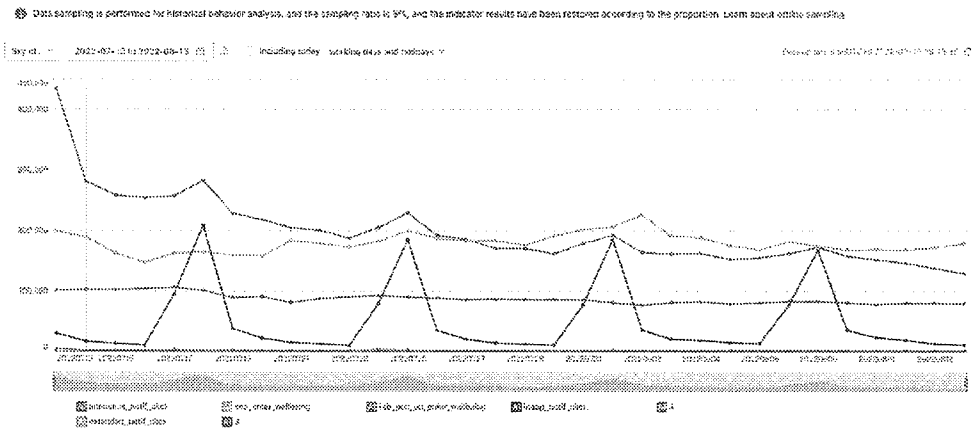
Event	Operating System	Average Previous month 's data	Average New data	
Enter Wellbeing	Android	359,363	182,525	49% Decrease
	ios	143,163	102,528	28% Decrease

Enter Wellbeing by entry points

Recent Data -



Previous Month data - Recent Data



Event	Entry point	Average Previous month 's data	Average New data	
Enter Wellbeing	announce_notif_click	197,903	84,450	57% Decrease
	snp_enter_wellbeing	179,296	124,093	31% Decrease
	tab_pop_up_enter_wellbeing	87,376	58,633	
	inapp_notif_click	48,211	21,924	
	extended_notif_click	388.1		
	4	1,544	674	
	3	13	6	

Daily time limit feature by age range in previous month - 2022-07-13 to 2022-08-13

- 1 252,853
- 2 453,371

5	617,383
3	2,387,545
4	1,073,683

DOCUMENT SLIPSHEET

Bates Number: TIKTOK3047MDL-111-LARK-05857228-TIKTOK3047MDL-111-LARK-05857238

BEGATTACH: TIKTOK3047MDL-111-LARK-05857225

ENDATTACH: TIKTOK3047MDL-111-LARK-05857264

Attachment Count: 0

PRODVOL: MDL-111

Custodian: CRIMMINS, CHRISTINA; [REDACTED] FURLONG, JORDAN; GROVER, SANDEEP;
[REDACTED] MEDOFF, NATALIE; [REDACTED]
[REDACTED] TENENBAUM, MATTHEW; [REDACTED]

File Path: /DOXUSTPNVLNSP4J9S82DO7T9MDB.DOCX

Confidentiality Designation: CONFIDENTIAL

HASHVALUE: 297B07E141985C980D787AEBD7C5E7C8

DocType: URL LINK DOCUMENT

Author:

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

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

LAST MODIFIED BY:

TRACK CHANGES:

COMMENTS:

HASHIDDENATA:

Filename: DOXUSTPNVLNSP4J9S82DO7T9MDB.DOCX

Title: POST-LAUNCH REPORT OF SCREENTIME MANAGEMENT UPSSELL FOR MINORS

DOCEXT: DOCX

Email From:

Email To:

Email CC:

Email BCC:

Received Date:

Sent Date:

Subject:

THREADID:

REDACTIONS:

REDACTION TYPE: