

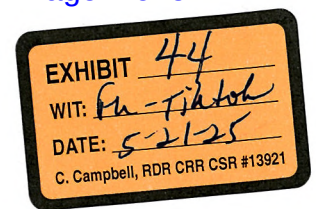
AMENDED Exhibit 525

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



NATIVE DOCUMENT PLACEHOLDER

Please review the native document TIKTOK3047MDL-109-LARK-05635310.xlsx

Category	Top level metric	Metric explanation	Supplementary Metrics	Metric explanation
User	DAU (MM)	Daily Active User	Net new DNU (K)	
			Net new DNU LT7	
	Stay duration (min)	User's average stay duration time in TikTok per day	Duration impact - 1min+	The A/B test impact on average active days in recent 30 days or average stay duration in recent 14 days or average published days in recent 14 days of all the features launched by different product teams. Check link here to look for more details and link here to track the data.
	Publish rate	Publish user / All user %	Publish active days impact - effect	
Content	vv%	VV%, vertical y = (Total # of VV labelled as vertical y) / (Total of labelled VV)	managed vv%	Managed VV%, vertical y = (Total # of VV labelled as vertical y from managed accounts) / (Total of labelled VV)
	Entertainment	Based on following Taxonomy 4.0 definition: Movies & TV Works, Theater and Stage, Entertainment News, Celeb clips & Variety Show, Cosplay and Comics, Cartoon & Anime		
	News	Based on following Taxonomy 4.0 definition: Social News NB.This definition should be viewed as a proxy for now and will evolve based on outputs from the Project Core working group		
	Sports	Based on following Taxonomy 4.0 definition: Traditional Sports, Extreme Sports and Sports News		
	playtime%, 1min+		vv%, 1min+	
Social	DAU impact	The A/B test impact on DAU of all the features launched by Social team	MUF>=5 Penetration	# of users with >=5 mutual followers / DAU
	Publish impact	The A/B impact on publish rate of all the features launched by Social team	DM Penetration	# of users send or like messages / DAU
Creator	Total creator earning, recent 28 days	Creator total earnings from Live, TCM, Creator Fund and E-commerce. Parts of TCM income is estimated, parts of small portion of Live income, like guild earning, earning from activity and subscribing are not included for the difficult to calculate	Creator earning, Live (28d)	Creator earning from live.
		Percentage of creators whose earning is over the median earning in their country. Including revenue from TCM, Creator Fund, Live and E-commerce.	Creator earning, all brand content (28d)	Creator earning from all brand content, including official and non-official TCM earnings, as well as estimated earning from 3rd party platforms. Branded Content Recognition&AOV estimation.
	Meaningful earning rate recent 28 days	(Only US now and the median earning is 2867*28/30=2675.87. As the difficult to calculate and small portion of live activities, live subscribing earning and revenue from live agencies, these three are	Creator earning, TCM official (28d)	Creator earning from TCM official videos
	Video Creator Overkill	Creator Overkill Rate COR = % of videos that are good in a sample of removed videos TCOR = Applies to Top Creators mistakes, followers > 10k	Benchmark: YouTube	See calculation details below: TikTok US Creator M10N Status 2022.2 TikTok Strategy - Creator Monetization Database
	Live Creator Overkill	The overkill number in the number of interruption penalties ÷ The number of interruption penalties (R1 Overkill) TCOR = Applies to Top Creators mistakes		
Safety	Video CGVR	Community Guidelines Violation Rate CGVR = % of videos that are community guidelines violative in a view-weighted sample		
	Live CGVR	Live Community Guidelines Violation Rate The proportion of views on LIVE content (minute-level) classified as "BAD" and needs to be interrupted according to our Community Guideline against the total live content views		
Monetization	Live Revenue (USD)	Bimonth Live streaming revenue to date	Live Penetration	Livestream UV/ DAU
			DAU watch duration (min)	Total watch time / DAU
			ARPU (USD)	Average revenue per DAU, bimonth to date
	Ads Revenue (USD)	Bimonth Ad revenue to date	Performance/Brand ratio	Performance Ad revenue/Brand Ad revenue, bimonth to date
			CPM	Cost per thousand impressions, bimonth to date

DOCUMENT METADATA

Bates Number: TIKTOK3047MDL-109-LARK-05635310

BEGATTACH: TIKTOK3047MDL-079-LARK-02498103

ENDATTACH: TIKTOK3047MDL-125-LARK-06440618

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