

AMENDED Exhibit 539

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

Produced in Native

Content & Our Responsibility

Providing high quality information to users

Neal Mohan, YouTube and [REDACTED], Search

Growth

4B hours YouTube Time by 2020

+10% YouTube Time in 2019 from launches

+5% incremental DAUs in 2019 from launches

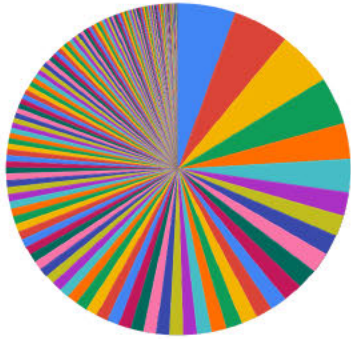
We still have ambitious growth goals.

go/sd-impact

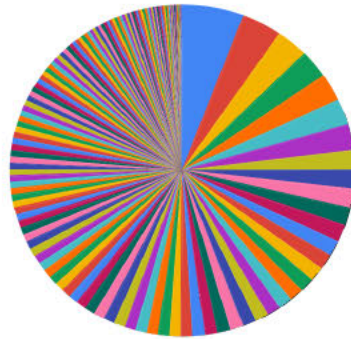
YouTube Launch Impact Tracker ([go/yt_launch_tracker](#))

338 Launches in 2018 YTD (vs. 302 in 2017 YTD)

Growth continues to come from many, not a few "big" ones



+13.7% YouTube Time
from launches



+3.3% DAU
from launches

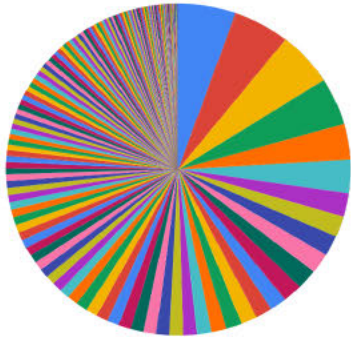
Growth comes from ability to go fast and do many things

338 launches in 2018 YTD (vs. 302 in 2017 YTD)
2017 ytd: +11.3% Watchtime from launches; +6.5% DAV

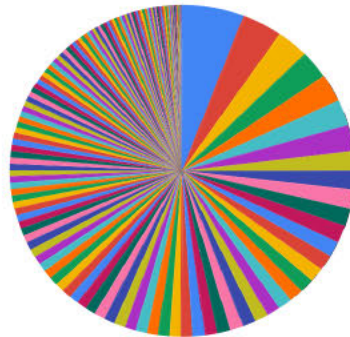
Search & Discovery: Engagement

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**** [REDACTED] to present ****

[Talking Points] Growth continues to comes from ability to go fast and do many things

Other notes:

338 launches in 2018 YTD (vs. 302 in 2017 YTD)

2017 ytd: +11.3% Watchtime from launches; +6.5% DAV

3 Pillars: How We Measure Success

Engagement



Engagement

YouTube Time
Daily Active Users

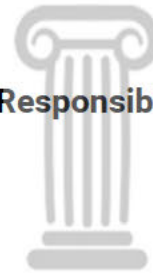
Satisfaction



Satisfaction

Appeal Bad Rate
Valued Watchtime

Responsibility



Responsibility

XLQ Rate
Egregious Clickbait

- **Engagement:** The typical S&D YTT-driving project launches
- **Satisfaction:** Valued Watchtime optimization
- **Responsibility:**
 - Responsibility to Users/Society:
 - Grey demotion
 - Authoritative Ranking
 - Responsibility to YT brand:
 - Racy demotion'
 - "Egregious Clickbait" demotion
 - Trending

3 Pillars: 2018 Recap

Engagement



Satisfaction



Responsibility



+14% YouTube Time
+14% YTT vs 10% goal and +9.74% WT YTD last year
+3.3% Daily Active Users
21% more launches YTD than last year
330+ launches

+20% Appeal Bad Rate*
+2.3% Valued Watchtime

Defined our metric
Expanded auth
ranking

3 Pillars: 2019 Plan

Engagement



Satisfaction



Responsibility



+10% YouTube Time
Focus on Valuable DAUs

Better survey coverage
Reduce "off-putting"
Don't count low-value WT

Roll out XLQ globally