

AMENDED Exhibit 606

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

Kersul Exhibit No.

17

8/20/2025 LT

[T&S] Mute push notifications in settings and Family Pairing

Launch Deadline: March 8

Requested by Shou

Commented [1]: Eng: Can at least start AB test by March 8, need to finalize schedule

Commented [2]: Sync meeting set up

Commented [3]: March 8, 12pm PST
Jordan Furlong : [THUMBSUP] 2023-02-04 20:09:24

To dos * add in better project timeline

☒ PRD complete--

☒ PRD doc @Jordan Furlong

☒ UX- [REDACTED]

☒ Impact estimate, A/B test design

☒ PRD approved - internal, T&S, core product

☒ UX approved @ [REDACTED] (Wed, + Wed night steering) @ [REDACTED] (Wed)

☒ Development begins (before final UX approval?)--

☒ Development complete--

☒ QA complete--

☒ A/B test begins --

☒ GTM plan @Jordan Furlong@Jamie Favazza@ [REDACTED]

☐ Help/Safety Center updates

☐ A/B test complete -

☐ A/B analysis complete / launch ready - ~3/15

Basic Info

Partners // 合作方

Please tag the Main Contact you work with in this requirement, add roles if this template didn't cover, and add "Yes" or "No" under "Sign-off". // 请填写本需求的需求方或者密切合作方，可以根据需求添加或删除相应的角色，需要填写相关方的评

估意见（是否 Sign off）

PRD status:	Under PRD writing/Finish T&S product review/ Under development/ AB test/Launched Updated on xx.xx, 202x			
Region:	Global			
Team	[HYPERLI NK "https:// www.tea mgantt.c om/blog/ raci- chart- definitio n-tips- and- example" \\h]	Main Contac t	Note	Sign- off (Yes/N o)
T&S Product Core Safety	R or C	N/A	Is it owned by Core Safety? If yes, sub-pillar leader sign-off is required and it should go through the sub-pillar product review meeting. Is it related to (but not owned by) Core Safety? If so, consult corresponding PM.	
T&S Product Live Safety	R or C	N/A	Is it related to Live Safety? If yes, sub-pillar leader sign-off is required and it should go through the sub-pillar product review meeting. Is it related to (but not owned by) Live Safety? If so, consult corresponding PM.	

T&S Product Community Experience	R or C	N/A	Is it related to Community Experience? If yes, sub-pillar leader sign-off is required and it should go through the sub-pillar product review meeting. Is it related to (but not owned by) Community Experience? If so, consult corresponding PM.
T&S Product Integrity & Minor Safety	R or C	@Jordan Furlong	Is there any Integrity or Minor Safety risks? If yes, consult @Jordan Furlong(IMS Product) and @Christina Crimmins (Minor Safety), or @ [REDACTED] (IMS Product) and @ [REDACTED] (Integrity & Authenticity) and go through IMS Internal Product Review meeting for live presentation (major changes) or offline comments (minor changes). [HYPERLINK [REDACTED]]
T&S Product High Harm Obstruction	R or C	N/A	Is there any extreme harm risks? If yes, consult @ [REDACTED] and go through H2O Internal Product Review meeting for live presentation (major changes) or offline comments (minor changes).
T&S Market Integrity	R	N/A	Is this a region-related product design? If yes, You may need MI sign-off.
T&S Feature Policy/BP	R		Sign off or not?
T&S Ops Team:	R	N/A	Sign off and the training will be on xx.xx Date

Workfollow/BP /QA, etc			
Platform (Arena-T&S, TCS, etc)	R	N/A	Sign off or not?
Other teams such as TT Product/PR/G R/Legal	R	Alan - Tech Lead	Sign off or not?

Change Log

Date//日期	Description // 描述	修改人 // by
1/19	PRD created	@Jordan Furlong

Relevant Links

	Links	POC
Link to Meego Ticket	[HYPERLINK [REDACTED] Push: [HYPERLINK [REDACTED]	PM
Link to Legal Ticket	[HYPERLINK [REDACTED]	Legal
Link to Figma/Demo	[HYPERLINK [REDACTED]	Designer

[REDACTED]		
Link to Starling	[HYPERLINK [REDACTED]	UX writer
Link to Event Tracking		DA
Other Useful Links		PR, etc.

Projected Impact & Comprehensive Review // 项目影响&是否参加 TikTok 综合评审

[HYPERLINK [REDACTED]

	Region	DAU Percentage	Projection Confirmed by (Product Leader or DA)	Key Feature ?	Comprehensive Review Date
Overall	All	.09% (FP DAU) + .1%(Notifications settings page UV) = .19%	Confirmed by [REDACTED]	No	N/A

Clients
[REDACTED]

Priority - P00

Specify the priority of this product requirement, which should be based on [HYPERLINK] and aligned with your team lead. In addition, highlight & update the appropriate criteria in each category to justify the priority.

Priority	Extremely High	High	Medium	Low
User type		- High risk user (eg minor) - High value user (eg, 10K+ creators, high value live hosts, Monetization user)	Commo n user	T&S internal user
Market type		Global market (at least 80% coverage of Country/Region/Language)	[HYPERLINK]	Non-major market (excluding the Pilot rollout in global market)
Source of requirements	Part of P00 core product projects	- T&S OKR bi-month projects - Main product P0 OKR	T&S Product bi-month major OKR	Other requirements
Problem statement	- Market shutdown - Violation against	- User personal life risk - Egregi	- Potential legal risks - Major	- UX optimazation - Brand

laws and regulations	ous risk safety strategy modification * GR risk * Considerable negative revenue impact	product iteration * Moderation on quality/efficiency improvement * PR/Brand risk	image improvement * Community sustainable development
Expected returns	* Positive impact on TnS core metrics ([HYPERLINK [REDACTED]])	* Positive impact on LOB metrics * AB testing with predicted positive impact on TnS core metrics	* No clear or little quantifiable returns * AB testing with predicted positive impact on LOB metrics or TnS metrics

Intro & Goal

What are we building?

1. Users can set a schedule for muting push notifications so they are not distracted during important parts of their day
2. Parents can set a schedule for muting push notifications for their teen via Family Pairing

This work carries forward what was already started by [REDACTED] and the broader push team with the Do Not Disturb proposal: [HYPERLINK [REDACTED]]

Current state

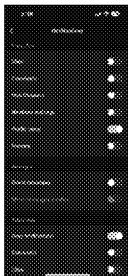
User settings

User can only toggle push notifications off and on



Family Pairing

A parent has no control over the teen's push notifications



Why build it?

1. Mounting pressure from key opinion leaders globally that TikTok is "addictive", making it especially hard for teens to regulate screen time as their executive mental function is still developing
 - a. [HYPERLINK "https://www.wsj.com/podcasts/the-journal/what-up-with-all-the-tiktok-bans/148647e9-f836-44e6-8a70-5a2637a12ada" \h] - Wall Street Journal
 - b. [HYPERLINK "https://www.cnet.com/tech/services-and-software/tiktok-under-pressure-as-biden-administration-scrutinizes-chinese-ownership/" \h] - CNET
 - c. [HYPERLINK "https://www.theinformation.com/briefings/tiktok-u-s-sale-pushed-by-some-biden-administration-officials" \h] - The Information
2. Push notifications are regularly sent during disruptive times (9-3 for minors, 9-5 for adults)
 - a. User feedback validates this by telling us that frequency and timing are the top reasons why users turned off push notifications, which are two problems that this feature can solve for

Commented [4]: DA: Validate with data from push team

	A	B	C	D	E	F	G	H
1	Q4. Why have you turned off your TikTok push notifications?							
2			國家		活跃度			
3		Total	US	JP	低	中低	中高	高
4	Base	768	399	104	207	178	109	207
5	Push notifications are turned off for most of my apps in general	55%	55%	53%	61%	53%	48%	55%
6	The notifications are sometimes irrelevant to me	20%	21%	17%	16%	21%	26%	21%
7	The frequency is sometimes too high	18%	17%	23%	17%	20%	16%	18%
8	The notifications are sometimes useless or not informative	16%	17%	7%	13%	17%	14%	18%
9	They disturb me too early in the morning or too late at night	15%	15%	11%	12%	18%	15%	14%
10	The notifications usually make me open TikTok and hence addicted	9%	8%	14%	6%	13%	10%	8%
11	Other, please specify	6%	7%	0%	5%	4%	13%	5%

b. Enabling a time range to mute notifications can avoid disturbing users during important parts of their day like sleeping, working, or going to school

3. Give users more flexible options improves user experience and should reduce opt out rate (hypothesis to be A/B tested)

4. We are behind industry standards. [HYPERLINK "https://edition.cnn.com/2023/01/19/tech/instagram-quiet-mode/index.html" \h], Facebook offers fixed mute or scheduled mute, YouTube offers a daily digest

Instagram FB YouTube

Redacted - SCA

What are our Success Metrics?

Success for this effort means improving the user experience and aligning with industry standards.

Metric	Expected Outcome	Why
Success	Media coverage Positive from key opinion leaders	Providing more parental controls to help minors

	# of push notifications delivered	Decrease for users who enable the feature	Because the feature mutes them
Observation	Push notification opt out rate	Decrease	More flexibility for users should improve utility and adoption
	Feature DAU	-	No historical data
Guard rail	Stay duration	No impact	
	DAU	No impact	Low adoption rates won't have a stat sig aggregate impact

Requirement Detail

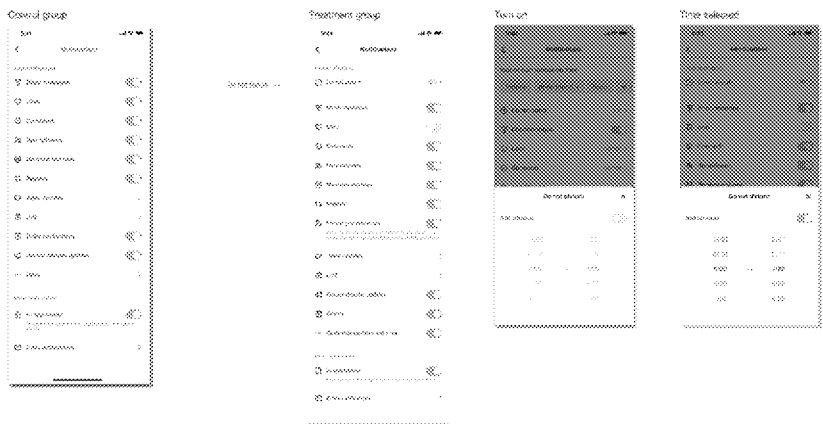
* This will be launched globally to all new and existing users

Historical context: [REDACTED] on the Push/core product team already vetted out a Do Not Disturb feature in user settings that we should just carry forward [HYPERLINK]

[REDACTED] The only reason this was not built by core product was due to resourcing constraints at the time. This does not include a solution for Family Pairing, so we'll need to build that.

[REDACTED]

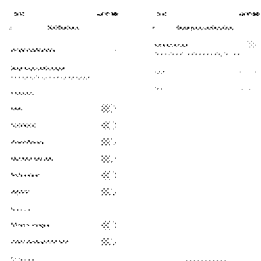
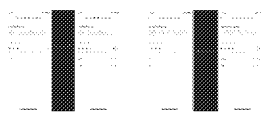
Receive notificaitons from



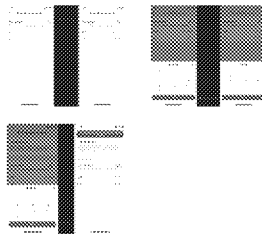
User Interaction & Design



Settings

Scenarios	Interactions	Expected design
1. Entry point	Entry point is located in Settings --> Notifications	
2. Configuring the setting	- The setting is off by default - For 13-15 year olds - We disclose that push notifications are already muted by the system from 9pm-8am	

- Default values are from 9am-3pm
- * For 16-17 year olds
 - We disclose that push notifications are already muted by the system from 10pm-8am
 - Default values are 9am-3pm
- * If timeframe is changed, they disable, then re-enable, the latest timeframe they selected is still shown
- * If the configured timeframe overlaps with the existing system restrictions of 9pm-8am or 10pm-8am, we inform the user of this
- * For 18+ year olds default values are 12am-8am
- * Toast appears if the user attempts to tap on the "Set time" area before toggling on the setting
- * When feature is enabled, user can see the timeframe set one level higher within the Notifications page



Commented [5]: May I know how we inform user of the overlap? For the sake of transparency, I think it is necessary to inform users the actual muting period if they select a period of time within the existing system restriction (say 12am-6am); or alternative, state how this management tool works in the disclosure, for example something like "Your push notifications are already paused from X to Y each day. You can set additional time if you wish to mute push notification during such period." cc.<at type="@">

Commented [6]: @ What do you think of a warning toast like is suggesting?

3. Push notification logic

- * Push notifications are not sent to the user during the timeframe they have configured in settings
 - They are also not delivered after the mute window(s), so the user never receives push notifications sent during the muted window(s)
- * The configured timeframe is additive to the existing system restrictions of 9pm-8am for 13-15 year olds or 10pm-8am for 16-17

year olds

- e.g. Timeframe of 10pm-6am set for a 15 year old, then total muted time is 9pm-8am
- e.g. Timeframe of 9am-3pm set for a 16 year old, then total muted time is 10pm-8am + 9am-3pm

Commented [7]: Is this existing logic ? And Is it filtered by server side?@ [REDACTED]
Jordan Furlong : [Yes] 2023-02-10 11:38:12

Family Pairing

Scenario s	Interactions	Expected design	FINAL designs/content - added by @ [REDACTED]
1. E ntry point	* A parent can find this via Settings --> Family Pairing --> clicking on a previously paired teen account	Redacted - SCA	
2. P arent configura tion	* The setting is off by default and state should not change from linking or unlinking accounts * The parent can set a start/end time * The start/end time is shown at the Family Pairing settings level		
3. T een experie nce	* Teen receives an Inbox notification to inform them that this setting has been enabled for		

Commented [22]: Can we remove the username? - Talk to design

Commented [23]: Need to make the disabled state clearer especially for set times

Commented [24]: If a teen has feature on, parent enables, then parent disables, what is the state for the teen?

[REDACTED] [THINKING] 2023-02-09 08:46:39

Commented [25]: @Jordan FurlongAny updates on this?

Commented [26]: 1. To remove user name 2. Remove arrows, maybe gray out set times? 3. We think it should revert to the previous setting the teen had@ [REDACTED]

[REDACTED] : [THUMBSUP] 2023-02-10 03:26:22

[REDACTED] [THUMBSUP] 2023-02-10 03:39:14

Commented [27]: @Jordan FurlongWill update the design

them via Family Pairing

- Teen sees disabled page in settings that they cannot override

- Toast appears if the teen user attempts to tap on the "Schedule pause" area or "Set time" area (if the parent has already paused the teen's push notifications in Family Pairing)



4. P
ush
notificatio
n logic

- Push notifications are not sent to the paired teen during the timeframe the parent has configured in settings

- The configured timeframe is additive to the existing system restrictions of 9pm-8am for 13-15 year olds or 10pm-8am for 16-17 year olds

- e.g.
Timeframe of 10pm-6am set for a 15 year old, then total muted time is 9pm-8am

- e.g.
Timeframe of

Commented [8]: What channel should the notification be sent from? Past Family Pairing-related inbox notifications used the "Account Updates" channel

Commented [9]: @ [REDACTED] let's be consistent with that then

Commented [10]: @Jordan Furlong [REDACTED] we use account updates like in the past, the style of the notification will be a little different than the image in the PRD. Just wanted to check if this is okay
[image]

Commented [11]: @ [REDACTED] That should be fine. But a few questions: 1. Would it still say: Family Pairing Your parent or guardian muted your push notifications from 9:00 AM-3:00 PM in Family Pairing. View more 2. Would the "View more" take the teen to the main "Family Pairing" screen for the teen side, or to the "Mute push notifications" feature screen?

Commented [12]: @ [REDACTED] The text based on the current Starling keys in the sheet would be Push notifications Your parent or guardian muted your push notifications from {{start_time}} {{start_time_type}}--

Commented [13]: @ [REDACTED] question 2, we can configure that ourselves. So based on the PRD, we'll make it go to the Family Pairing screen

Commented [14]: @ [REDACTED] OK, then I'll remove the "Push notifications" part. I want it to be relatively consistent with how the other updates in Family Pairing look. I'd like

Commented [15]: @ [REDACTED] sounds good. for the "Family Pairing" title, do you think we can re-use

Commented [16]: @Jordan Furlong should we send this inbox notification every time the parent modifies the Do Not Disturb setting or only when it is turned from off to on?

Commented [17]: Only from off to on
[THUMBSUP] 2023-02-16 02:53:30

Commented [18]: How about removing the arrow? It gives me the feeling that the teen can modify the time
[image]

Commented [19]: @ [REDACTED] Thoughts? ^

Commented [20]: @Jordan Furlong Reasking this since the comment got deleted earlier, would a 13-17 year user also have access to the general setting for Do Not Disturb? Why

Commented [21]: @ [REDACTED] Yes they would have access to it 2. If the setting has been enabled by their parent

Commented [22]: @Jordan Furlong If the setting was set first by the child and then the parent decides to change the setting via family pairing, would the setting become view

Commented [23]: @ [REDACTED], if family pairing is enabled, that overrides the teen's settings and the teen is shown the restriction set by their parent

9am-3pm set for
a 16 year old,
then total muted
time is 10pm-
8am + 9am-3pm

Commented [30]: Same comments as above re. transparency.
Jordan Furlong : [THUMBSUP] 2023-02-10 02:15:22

FAQ

- Will this negatively impact core metrics?
 - Not necessarily. Since this provides more flexibility to users, it should increase usage of push notifications for certain people. This will be verified in the AB test

Redacted - Attorney Client

Tracking Design

[HYPERLINK]

A/B Testing Setup - WIP

Group	Traffic Allocation	Key Hypothesis	Treatment (what's different)	Design
v1 (Control)				
v2				
v3				

Commented [31]: How to randomly AB test when parent/teen might not be in experiment group?

[REDACTED] : [JIAYI] 2023-02-09 02:55:57

[REDACTED] : [JIAYI] 2023-02-09 05:58:28

[REDACTED] : [JIAYI] 2023-02-09 11:58:12

Commented [32]: @Matthew TenenbaumHow have you done this in the past?

Commented [33]: @ [REDACTED] tagging you in, I'm sure of the mechanism for setting up an A/B test in this way.

Commented [34]: Could we use the dependent experiment and make two test groups? For test_A, only fp users, and test_B only non-fp users?@ [REDACTED]

Commented [35]: @ [REDACTED] I'm not sure, we'll need to check and get back to you. There may be some issues with that approach for this project because we'll need to check the user's A/B status every time they load the app, and I'm worried with making sure a user stays in the same group if they turn the feature on/off

Checklist

Please fill in column B, C, and F if applicable.

Appendix (Options Considered, etc)

Brainstormed Ideas & Options Considered

3 design approaches considered:

Competitors & Product Inspiration

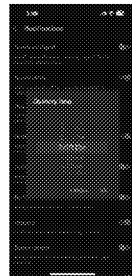
Instagram



FB



YouTube



Future Work

List of follow-up products if there is any

Product representation and data tracking after the launch

Complete this section after development. This section is for sharing your product results:

1. **Visual representation:** Before the product becomes available to any user, PM owner is responsible for sending a notification with screen recording or screenshot to the Lark group [TnS-Product Syncup (no chat)].

2. **Usage data:** PM owner is responsible for sharing experiment results of the product to the Lark group [TnS-Product Syncup (no chat)].

[REDACTED]

3. If this is a key product on the comprehensive review, please follow [HYPERLINK
[REDACTED] to share
the info with the larger group.

DOCUMENT METADATA

Bates Number: TIKTOK3047MDL-116-04482853-TIKTOK3047MDL-116-04482869

BEGATTACH: TIKTOK3047MDL-116-04482751

ENDATTACH: TIKTOK3047MDL-116-04482931

Attachment Count: 0

PRODVOL: TIKTOK3047MDL-116

Custodian: JORDAN FURLONG; TIKTOK

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Subject:

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THREADID:

REDACTIONS: Y

REDACTION TYPE: PRIVILEGE; SCA