

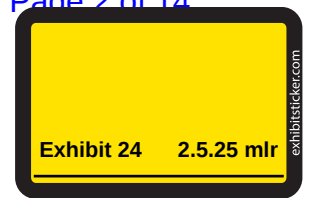
AMENDED Exhibit 690

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

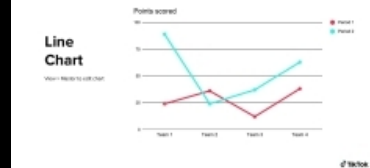


Document Produced As Native

TikTok Trust & Safety

Product Features

A Competitive Analysis



TikTok is the destination for mobile video. Watch an endless stream of short videos, one personalized just for you. From your morning coffee to your afternoon snack, TikTok has the videos that are guaranteed make your day.

Personalized
An endless stream of customized videos.

Insert Marker to add or change the color of the map.

Thanks

Competitor platforms offer varying online tools and educational resources.



Competitor platforms offer varying tools and educational resources.

TIKTOK



SNAPCHAT



YOUTUBE



INSTAGRAM



DIGITAL
CITIZENSHIP

MEDIA
LITERACY

ONLINE
SAFETY

IN-APP
SAFETY

Slide 1

- 1 Maybe we can compare several different areas, each with a slide: 1) reporting and tools; 2) in-app educational efforts. For that category, we should look at the efficacy of what is offered. TT's safety videos are superb but never shown. Other platforms may not have education efforts that resonate with users. 3) External programs that support online safety goals

JEFFREY COLLINS; 5/10/2020 11:55:49 PM

- 2 I'd start with an in-app comparison of tools and things companies do. Easy/intuitive reporting button/ability? TT's is horrible. Not sure others are much better. If we want to be serious about safety and give our words some credence, we need to allow people to easily report problems. We also should select other key things to compare across platforms, such as: family pairing; age-unlocked features; easily customizable/intuitive safety tools (maybe there is a grade for each platform and the utility of their various safety tools; I'm not so sure our laundry list of options is effective). I'd also include here nudge/rethink features.

JEFFREY COLLINS; 5/13/2020 6:37:49 PM

- 1 Hi team, there's been so good work on this done by Strategy that can be found here and perhaps better synthesized in a chart for this deck:

<https://bytedance.feishu.cn/docs/doccniXqtQENFgwSmk2Sa3va2Be#BpPx2g>

Amy Classen; 5/13/2020 6:37:49 PM

Competitor platforms offer varying tools and educational resources.

1



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DIGITAL CITIZENSHIP

Safety Videos

Mental health, all in platform awareness, blog posts, in feed campaigns

[Be Internet Awesome](#) - online curriculum for K-3
[CS First](#)
 Used to have a Road Show in schools (expensive, didn't scale)

[Own Department](#) - [Online learning](#) resources developed with Berkman Klein Center
 It's a small part of Berkman Klein's recommended skills

MEDIA LITERACY

Partnering with NAMLE and Poynter - launching video campaigns in May/June

Added a media literacy strand to Be Internet Awesome
 Funded Mediawise (one time)
 Helped launch this [curriculum out of Stanford](#)
[YouTube Series](#)

[Journalism Project](#)
 Provided 2 million to support the project at Pen America, the digital literacy library (shared above), and News Collab - mostly targets adults.

Funding Mediawise

ONLINE SAFETY

Family Pairing (new)

Support in SF
[A big focus on Mental Health](#)

[Be Internet Awesome](#)
 Google Roadshow (elementary)

Short term initiative with [InspirED](#) (Yale Center for Emotional Intelligence) - three year commitment and now Yale runs this program.
 Also, point people to Digital literacy center

IN-APP SAFETY

Reporting tools and safety center guidance on privacy, reporting, blocking, & community guidelines

Reporting tools and safety center guidance on privacy, reporting, blocking, & community guidelines

Reporting tools and safety center guidance on privacy, reporting, blocking, & community guidelines

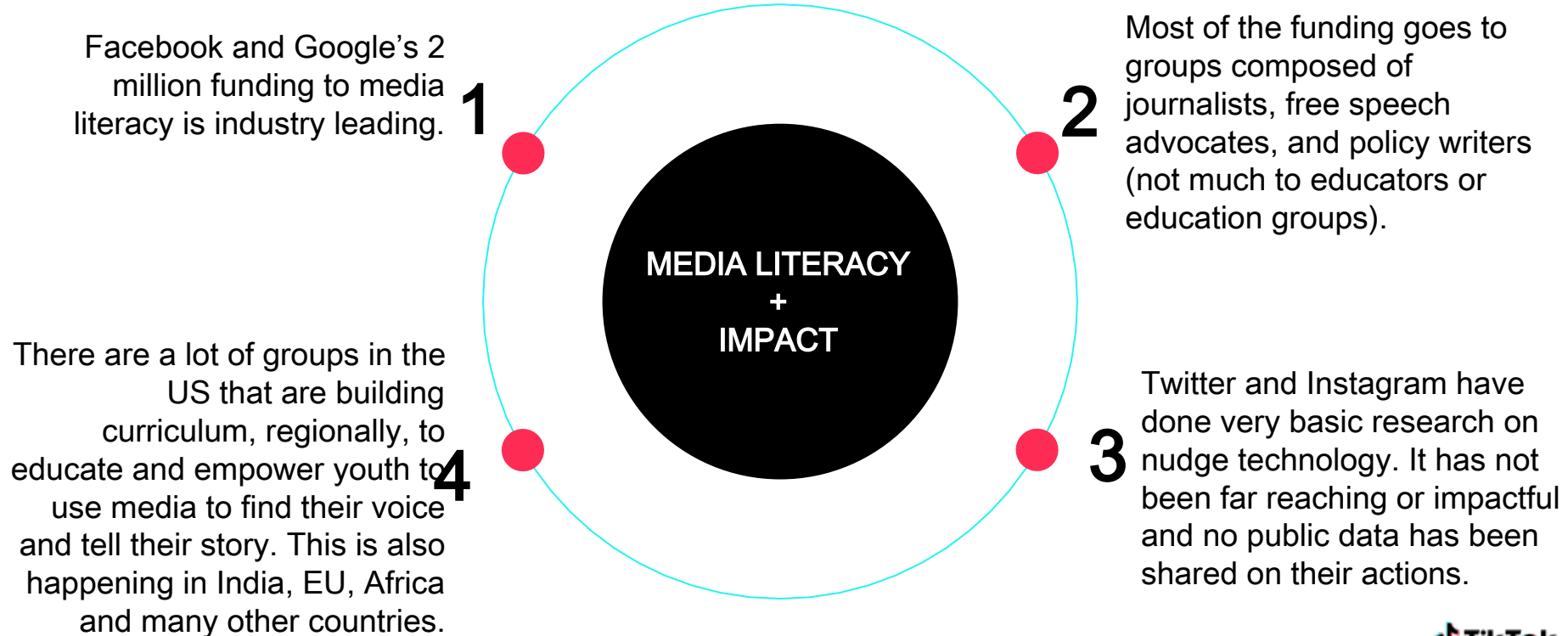
Reporting tools and safety center guidance on privacy, reporting, blocking, & community guidelines

Slide 1

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If these all have the same findings, we may be able to find a different way to communicate that and delete from the table...

Tracy Elizabeth; 5/11/2020 11:56:26 PM



“

Rather than create another Media Literacy Curriculum, TikTok can support regional groups who are teaching young people how to create content and tell stories.

“

This approach is echos recent research on the perception of relationships, exploitation, bullying, and harassment through media literacy.

“

TikTok can then **showcase** our **users' creations**, as **outcomes** of our Media Literacy efforts, on the platform and on our website.

Support Creativity. Spread Joy.

Thanks



Appendix

Extra documents and info.

ary (For TikTok Only)

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oderation Efforts Analysis

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DOCUMENT METADATA

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BEGATTACH: TIKTOK3047MDL-028-00807135

ENDATTACH: TIKTOK3047MDL-028-00807135

Attachment Count: 0

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DocType:

Author: TRACY.ELIZABETH@BYTEDANCE.COM

Create Date: 5/10/2020 12:00 AM

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