

AMENDED Exhibit 725

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

11

Produced in Native



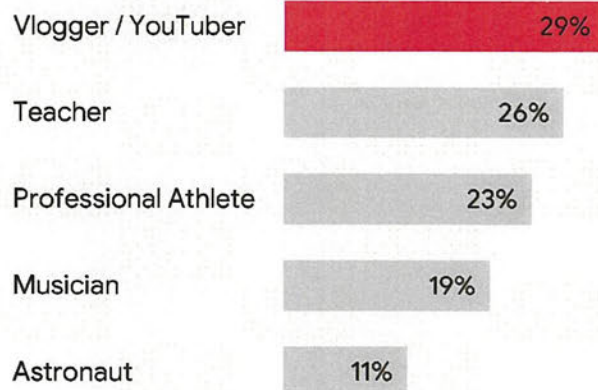


Project Strider

A Vision for Young Creators on YouTube

go/projectstrider • December 2019 • Visioning, YT Kids, Trust & Safety, & Community teams • [REDACTED]

**Being a Youtuber is the
#1 career choice in the
US & UK for tweens**



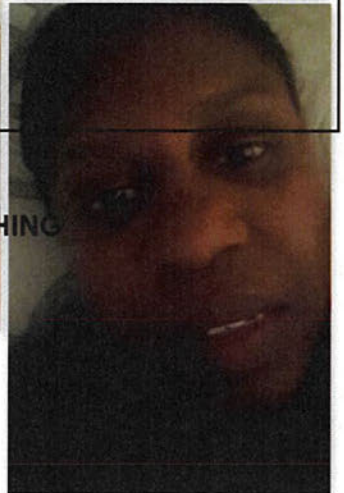
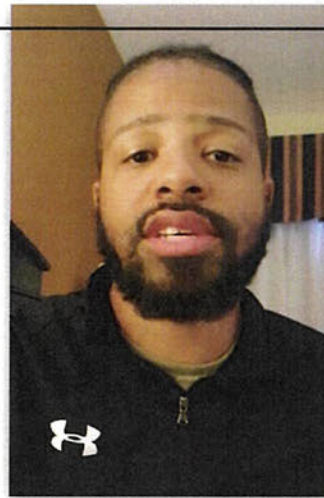
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[Harris Poll survey of 3,000 kids in the United States, China, & UK](#)

Both young people
and their parents see
a lot of benefits to
creating videos

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In fact, VIDEO CREATION IS PREFERABLE TO PASSIVE VIDEO WATCHING



Video is a powerful tool for developing confidence & creativity

BB

We felt it would help with his confidence and build his skill sets. And thanks to how he's learned to describe things to his audience, [REDACTED] has top marks in his school. (Dad)

It's given me confidence to push myself because I know I can do it. [REDACTED]

[REDACTED] Father and [REDACTED] (10 y.o.), 1.2K Subs

BB

Starting a YouTube channel has been one of the most impactful gifts I have given her.

It helped develop her public speaking skills and the ability to express an idea.

Saying "I love dinosaurs" and talking about them for 2 minutes in a video are two totally different things.

[REDACTED] Father of [REDACTED] 1.8K Subs

**Parents have concerns,
but many **lack the know**
-how to navigate the
creation process for
their children**

This includes managing technology, child
safety and digital wellbeing.

Common parental states

Unaware
and/or uninformed

Hands-off
and trusting

Informed
but anxious

Hands-on
and engaged

Even hands-on parents find it difficult to stay on top of their kids' activity

BB

My wife and I had so many questions at first. We spent months thinking about whether we should allow him to start a channel.

We could have done with some help and guidance.

[REDACTED] Father and [REDACTED]
[REDACTED] (10 y.o.), 1.2K Subs

BB

It's changing all the time. There are new apps and things every day. I can't keep up with all of it. As she gets older I'll have to let go of more of it.

That doesn't mean she's still safe, but I'll have to choose [what to regulate].

[REDACTED] [REDACTED]
[REDACTED] Father of 11 y.o. creator

In 2020, YouTube will launch Kid Accounts and experiences on Main App

But the current plan is to turn creation features off for <13.

We have an opportunity to rethink a fun and safe creation experience for tweens and teens on our platform, rather than turn creation features off entirely.

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TikTok stops young users from uploading videos after FTC settlement

By Dam Lee | @dam_lee | Feb 27, 2019, 4:04pm EST



ava roy
@avaroyyy

I'm so mad, i literally cried. all of my memories, and fans, all gone. the birthdate selector wasn't sliding so i put 2019. my mistake, i know. but i didn't know they would actually delete my acc 😭 seriously. undo the update, i'm 13 and that's old enough to be on the app.

♥ 10 10:10 AM - Feb 28, 2019



As Instagram Hides Likes, Young Users are Switching to Business Accounts, Exposing Personal Data

Turning off features entice kids more

Young creators want to be on YouTube

85k

underage accounts deleted each week on YouTube

1B

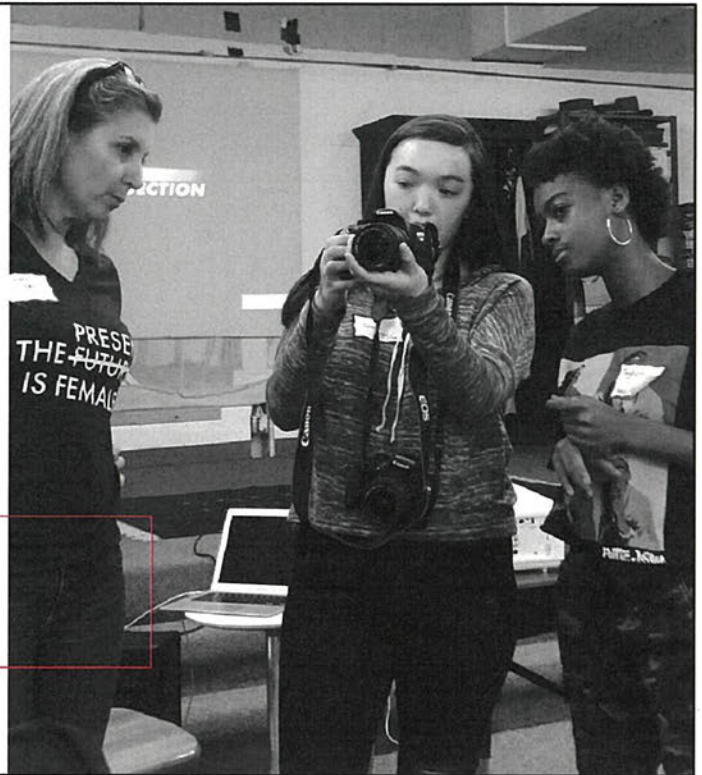
Daily Active Views on content from young creators which is as big as the YouTube Learning corpus!

BB

Making children invisible as customers doesn't make them actually disappear from your platform.

Irene Leino, Corporate Responsibility, UNICEF Finland

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With Shorts, there is a likelihood that tweens and teens will be an important audience of this feature.

41%

of TikTok users are under 24yo ¹

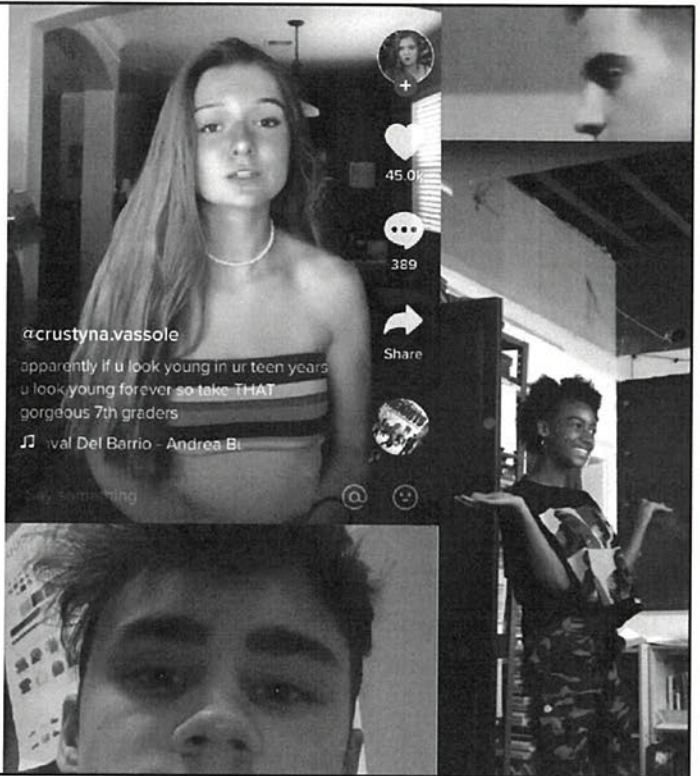
48 out of 50

Top TikTok creators are 18 or younger ²

55%

of TikTok MAVs have uploaded at least one video ³

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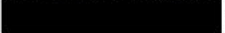
What are tweens and teens into in terms of video creation?



Slide 1

1

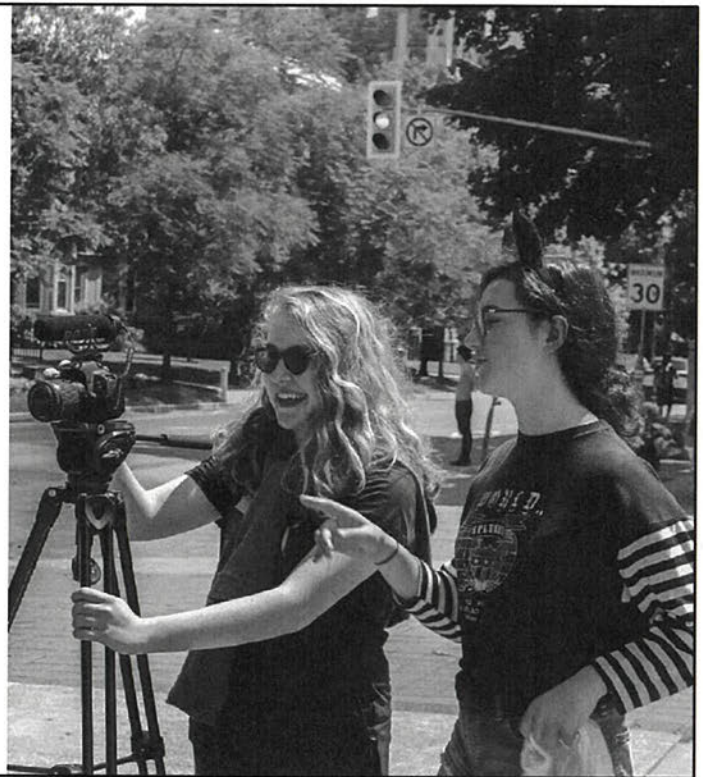
The first example seems also a live stream

 1/25/2020 12:47:59 AM

Business opportunity for YouTube

- Instill good values in creators at a young age
 - ◆ Safety
 - ◆ Content appropriateness
 - ◆ Respectful & responsible behavior (Digital Citizenship)
 - ◆ Creative expression
- Retain and grow the next generation of creators, otherwise they could leave for other platforms and never come back

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DOCUMENT SLIPSHEET

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Custodian: BESER, JAMES; [REDACTED] HALPRIN, MATT; KASAVANA, TANAYA;
[REDACTED] RAMNATH, JYOTI; TURNER, ERIN

Author:

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