

AMENDED Exhibit 728

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

From: [REDACTED]
Sent: 3/14/2023 10:13:23 PM
To: [REDACTED]
Subject: 3vHqnAAAAAE-MBI-FLAT:2023-03-14T03:13:23.241679

[REDACTED] March 14, 2023 at 10:13:23 PM UTC
Traffic is pretty bad

[REDACTED] March 14, 2023 at 10:13:43 PM UTC
I could take our 1:1 from the car

[REDACTED] March 14, 2023 at 10:13:58 PM UTC
i'm gonna email you and try to get some time tomorrow

[REDACTED] March 14, 2023 at 10:14:23 PM UTC
want to go over the teen Q1 update pulse deck, and a few open questions there on growth targets

[REDACTED] March 14, 2023 at 10:14:30 PM UTC
it'll be in the email i'm sending shortly

[REDACTED] March 14, 2023 at 10:18:57 PM UTC
We can actually chat at 330 in the car if you want

[REDACTED] March 14, 2023 at 10:19:05 PM UTC
I have Bluetooth in this car

[REDACTED] March 14, 2023 at 10:19:09 PM UTC
sg

[REDACTED] March 14, 2023 at 10:19:16 PM UTC
It's a very modern car

[REDACTED] March 14, 2023 at 10:19:19 PM UTC
i'll also email you since i typed it up already

[REDACTED] March 14, 2023 at 10:19:20 PM UTC
i bet

[REDACTED] March 14, 2023 at 10:19:30 PM UTC

My other car I couldn't

[REDACTED] March 14, 2023 at 10:30:12 PM UTC

call number or gvc?

[REDACTED] March 14, 2023 at 10:30:21 PM UTC

[REDACTED] March 14, 2023 at 11:31:48 PM UTC

we should likely sign up for pulse on this

[REDACTED] March 15, 2023 at 5:26:22 PM UTC

<https://docs.google.com>

<https://docs.google.com>

[REDACTED] March 15, 2023 at 5:26:49 PM UTC

<https://docs.google.com>

<https://docs.google.com>

[REDACTED] March 16, 2023 at 12:00:10 AM UTC

we should chat about he plan

[REDACTED] March 16, 2023 at 12:03:11 AM UTC

ok

[REDACTED] March 16, 2023 at 12:03:15 AM UTC

now?

[REDACTED] March 16, 2023 at 12:03:30 AM UTC

gvc?

[REDACTED] March 16, 2023 at 12:03:38 AM UTC

[REDACTED] March 16, 2023 at 12:03:38 AM UTC

[REDACTED] March 16, 2023 at 12:03:44 AM UTC

i'll join yours

[REDACTED] March 16, 2023 at 12:11:28 AM UTC

on this 5 harvesting, is that sharable with my PM leads?

[REDACTED] March 16, 2023 at 9:04:37 PM UTC

so we have a fun afternoon together

[REDACTED] March 16, 2023 at 9:05:00 PM UTC

this meeting, it seems all things lining up for us and there is less controversy

[REDACTED] March 16, 2023 at 9:05:34 PM UTC

next meeting (DSA corex pr), its weedy but nitin tells me its for cristos

[REDACTED] March 16, 2023 at 9:05:45 PM UTC

and then pulse, deck here:

[REDACTED] March 16, 2023 at 9:05:47 PM UTC

<https://docs.google.com>

<https://docs.google.com>

[REDACTED] March 16, 2023 at 9:05:48 PM UTC

so who is here repping ads

[REDACTED] March 16, 2023 at 9:05:52 PM UTC

[REDACTED] March 16, 2023 at 9:06:23 PM UTC

she here?

[REDACTED] March 16, 2023 at 9:06:26 PM UTC

crap, she declined. so its [REDACTED]

[REDACTED] March 16, 2023 at 9:06:38 PM UTC
likely b/c we resolved the controversy

[REDACTED] March 16, 2023 at 10:14:08 PM UTC
yo ushould have someone think about

[REDACTED] March 16, 2023 at 10:14:17 PM UTC
"is there a strategic value to having kids product at yt"

[REDACTED] March 16, 2023 at 10:15:04 PM UTC
yes

[REDACTED] March 16, 2023 at 10:15:06 PM UTC
they grow up

[REDACTED] March 16, 2023 at 10:16:09 PM UTC
<https://kidscreen.com/2023/03/14/tiktok-use-is-aging-down-with-uk-kids/>
<https://kidscreen.com/2023/03/14/tiktok-use-is-aging-down-with-uk-kids/>

[REDACTED] March 16, 2023 at 10:16:34 PM UTC
is it a defensive move or an offensive move

[REDACTED] March 16, 2023 at 10:16:39 PM UTC
both?

[REDACTED] March 16, 2023 at 10:16:44 PM UTC
"they grow up"

[REDACTED] March 16, 2023 at 10:16:45 PM UTC
depends on how quickly we act

[REDACTED] March 16, 2023 at 10:16:48 PM UTC
need to quantify this

[REDACTED] March 16, 2023 at 10:17:00 PM UTC
i also grew up and don't like the things i used to do when i was younger

[REDACTED] March 16, 2023 at 10:17:14 PM UTC
we have yt kids for them to shed

[REDACTED] March 16, 2023 at 10:17:22 PM UTC
as their 'fisher price' moment

[REDACTED] March 16, 2023 at 10:17:24 PM UTC
but there are also things i like to do now bc they are things i've grown up with

[REDACTED] March 16, 2023 at 10:17:42 PM UTC
i think TT took advantage of our softness with tweens to win with teens

[REDACTED] March 16, 2023 at 10:17:43 PM UTC
does fisher price have this effect?

[REDACTED] March 16, 2023 at 10:17:47 PM UTC
"shedding" and "growing out"

[REDACTED] March 16, 2023 at 10:17:50 PM UTC
yes

[REDACTED] March 16, 2023 at 10:18:12 PM UTC
making yt kids be the vehicle to satisfy that feeling...

[REDACTED] March 16, 2023 at 10:18:14 PM UTC
interesting.

[REDACTED] March 16, 2023 at 10:18:59 PM UTC
i recall we looked at musical.y in the manuel years

[REDACTED] March 16, 2023 at 10:19:06 PM UTC
and it was all tween age girls dancing so we passed

[REDACTED] March 16, 2023 at 10:19:13 PM UTC
well, those tween age girls are now teens

[REDACTED] March 16, 2023 at 10:22:39 PM UTC

I'd argue that mfk shorts, done right, is our best shot at winning the next gen of teens. Todays teens are gone

[REDACTED] March 16, 2023 at 10:28:29 PM UTC
back it up

[REDACTED] March 16, 2023 at 10:31:32 PM UTC
would 3p data convince you?

[REDACTED] March 17, 2023 at 5:36:38 PM UTC
hey - for gapp [REDACTED] later where we'll discuss utah, i built slide 9. ptal and also lmk if you think this is a better view to discuss high level product directions with neal than slide 10

[REDACTED] March 17, 2023 at 5:36:46 PM UTC
<https://docs.google.com> [REDACTED]

<https://docs.google.com> [REDACTED]
[REDACTED]

[REDACTED] March 17, 2023 at 9:32:42 PM UTC
fyi i'm presenting slide 9

DOCUMENT SLIPSHEET

Bates Number: GOOG-3047MDL-01741439-GOOG-3047MDL-01741444

BEGATTACH: GOOG-3047MDL-01741439

ENDATTACH: GOOG-3047MDL-01741444

PRODVOL: PROD022

Custodian: BESER, JAMES

File Path: /2F5B9F56E87EAA559F1C8B7EB0864494FE208DE5DA58094475D191A6BCB63170.EML

Confidentiality Designation:

HASHVALUE: BF63B2D427A0275A15B35068FC6DC604

Document Type: EMAIL

Author: [REDACTED]

Family Date: 3/14/2023 10:13 PM

Last Modified Date: 3/14/2023 10:13 PM

TRACK CHANGES: NO

COMMENTS:

HASHIDDENDATA: NO

Filename: 2F5B9F56E87EAA559F1C8B7EB0864494FE208DE5DA58094475D191A6BCB63170.EML

Title: 3VHQNAAAAAE-MBI-FLAT:2023-03-14T03:13:23.241679

DOCEXT: EML

Email From: <[REDACTED]>

Email To: <[REDACTED]>

Email CC:

Email BCC:

Received Date: 3/14/2023 10:13 PM

Sent Date: 3/14/2023 10:13 PM

TIMEZONE: (UTC) COORDINATED UNIVERSAL TIME

THREADID:

Subject: 3VHQNAAAAAE-MBI-FLAT:2023-03-14T03:13:23.241679

REDACTIONS: NO