

AMENDED Exhibit 729

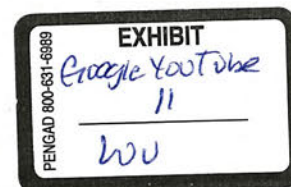
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

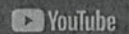
Produced in Native



Supex - Supervised YT

Inclusion Working Group
Review June 2021

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Agenda - Progress Update June 09, 2021

- 1) **SupeX Launch Update**
 - a) Reception from KOFs
 - b) User Stats
- 1) **Inclusion Focus - Corpus**
 - a) Policy Development and User Feedback post-Launch
 - b) Classifier Precision/Recall and Fairness
- 1) **Follow-up on Action Items from Review #1**
- 1) **OWLs Update (consultation with child development experts)**
 - a) Focus on development of supervised Creation, Community
 - b) Opportunity for Inclusion Working Group participation

Supex Launch Report

Pre-Announced: Feb 24

Launched: Mar 17

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SUPEX PRE-ANNOUNCE UPDATE

SupeX successfully pre-announced on Feb 24

- Successfully landed w Press, KoFs - shaped public narrative and set expectations globally
- Neutral, contained press cycle with the majority of reporters nailing our key messages
- Social sentiment on day 1 has been predominantly neutral (80.7%) with lower mentions (892) than comparable benchmarks; down 21% vs. YMCA, 45% vs. MFK

YouTube Official Blog

News & Events

YouTube to launch supervised accounts for kids under 13 years old

A new choice for parents of tweens and teens on YouTube

By James Brann
Director of Product Management, Kids and Family
Feb 24, 2021

YouTube's 'supervised experiences' help parents choose what content their kids can see

WATCHING OVER YouTube adds genius new 'Supervised' mode for parents with app-addicted kids and teens

Tweens & Teens Can Explore YouTube Safer Than Ever with New Updates

Today, we are announcing a new... parents who have decided their... are ready to explore YouTube with... account.

Julie Inman Grant @tweetinjules · 4h
Excellent innovation @YouTube! We've got to make content for kids safer yet authentic & give parents more support in helping their kids grow up on line. There has to be a happy medium between the constant hover & total free range parenting 🙌🏻 for the share @aliciabumross

Family Online Safety Institute @FOSI · 2h
Good news today from @YouTube! A big challenge for parents is determining when their child is ready for more independence online. This is a great step towards safety letting kids learn and build more agency in their digital lives. Learn more here -> blog.youtube/news-and-events

A new choice for parents of tweens and teens on YouTube

The Digital Parenting Community

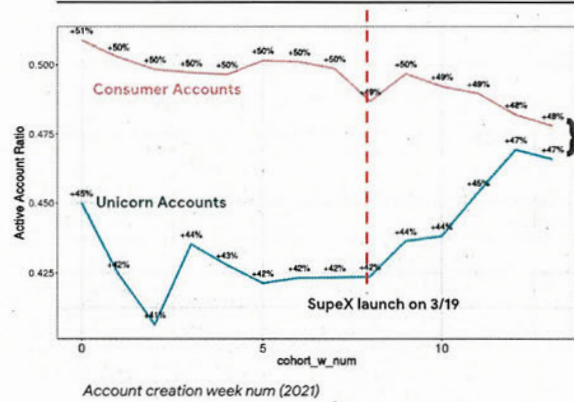
Elizabeth Milevsky · The Digital Parenting Community
11 May '21

You Tube addresses the problem of kids on YouTube. I tell parents all the time that YouTube is NOT for children and that most content is for adults. Children 13-18 are allowed to use YouTube with parental permission (but no one checks). YouTube Kids is seen as infantile by tweens so they prefer YouTube. Fingers crossed that this interim step of keeping YouTube safe for kids will work. What do you think?

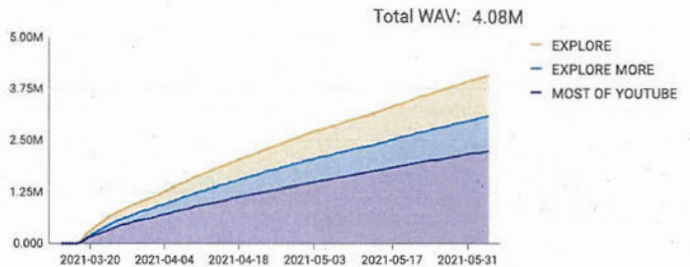
SUPEX LAUNCH UPDATE

Supex launch closing the retention gap on Unicorn & regular GAIA with 4M SupeX WAVs on YT

1 wk retention gap b/w Consumer and Unicorn Acc



4M SupeX WAVs, majority choosing "Most of YT" corpus



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- Overall Week-1 retention rate of SupeX is 76% compared to 60% in the YTK app

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