

AMENDED Exhibit 751

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

YouTube EDU Domain Knowledge

EDU Team • June 2012



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Agenda

-  **What are we trying to build**

-  When / how will we build it?

-  Downsides of punting to 2013

Pent up demand for EDU Content

Quick Informal Poll:

- OSHEAN: 10,000-50,000/day
- Browning Public Schools: 100-200/day
- Five-Star Technology: 50/day
- Washington County School District: 1,000-10,000/day
- Kokomo schools: 1000-1500/day
- Corvallis School District 100/day
- Farmington Municipal Schools 1000+/day
- IES La Laboral: 100/day
- Independence Charter School 500
- Bulloch County Schools 50,000

On average: 8300/day per school district * 14000 districts ==> 42B views / year in US alone!

And this is all from schools that they are blocked!!!

Problems we're trying to solve

Challenge	Impact	Ideal Solution	Other options
More than 70% of schools in the US block YouTube	Perception & Watch Time	New Domain	YouTube for Schools
Adoption of YouTube for Schools is 4% across 14000 school districts	Perception & Watch Time	New Domain	Work with proxy companies
YouTube for Schools can be bypassed using https	Erosion of YT4S - -> Perception & Watch Time	New Domain	noss! redirect
Site is moving to https for logged in users	Erosion of YT4S - -> Perception & Watch Time	New Domain	Redirect to logged out experience for students
Khan Academy and MIT use YouTube for hosting, but are blocked as embeds	Threat of moving off YouTube	New Domain	New domain for streaming embeds, rest of site stays as is

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Global solution
Partner w/ DoE

DOCUMENT SLIPSHEET

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