

AMENDED Exhibit 762

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: 7/1/2022 12:38:25 AM
 To: ytk-pm [REDACTED] YTM Kids & Family Global [REDACTED] ytk-biz [REDACTED]
 [REDACTED]; yt-pegasus-ux [REDACTED] YTK-Core [REDACTED]
 CC: Tanaya Kasavana [REDACTED]
 Subject: Re: [Recap] YouTube at the National PTA Convention

+ UX team & Eng Leads for vis

On Thu, Jun 30, 2022 at 5:14 PM [REDACTED] > wrote:
 Hi all,

tl;dr: The YT Youth team attended the 125th Annual National PTA convention in Washington, DC: the first in a series of in-person events as part of our year-long renewed partnership with the PTA. We hosted a VIP product and content driven session for 80+ State PTA leaders from all over the country who are parents, grandparents, and local community leaders. We also had a private kickoff meeting with the National PTA President and the executive director. Feedback was overwhelmingly positive, with 100% of attendees rating the workshop as relevant and helpful, and many requests for us to present at state conventions. Top product questions from PTA leaders [here](#).

Overview:

This convention served as the first in a series of events as part of our annual partnership renewal with the PTA. This partnership exists to leverage a nationally recognized parent organization to connect with (and educate) key parent community leaders

- **60 min YT Session:** led by [REDACTED] and Raj Iyengar, the session discussed our efforts for younger kids, tweens, teens and parents since 2019 (the last in-person convention), including key launches like supervised experiences, new quality principles for kids content, award-winning \$100M YTO for Kids slate and privacy and digital wellbeing settings for Teens. And we sent all 80+ attendees home with our collateral on YT Kids vs. supervised experiences and our KOF Child Safety 2-pager.
 - Attendees filled out a feedback survey after the event, and the response was overwhelmingly positive:
 - 15+ state leaders asking us to speak at their respective state conventions beyond the additional 4 we've committed to in GAPP P0 states.
 - 100% of the attendees finding the workshop material to be helpful (avg rating of 4.9/5)
 - 100% of the attendees being satisfied with the event (4.9/5)
 - 100% of the attendees said they would recommend this workshop to other community leaders. (4.9/5)
- We also had a private kick-off meeting with the executive director and the National President of the PTA to align on our high level priorities for the upcoming year.

Top questions from PTA for xfn team: We've collected the top questions we received from PTA leaders which focused on teen supervision, ads/monetization, content quality [here](#) which felt helpful as we head into 2023 planning.

Looking Ahead:

First, I want to share that our wonderful partner marketing team will be taking over the management of this partnership and that [REDACTED] and [REDACTED] who are cc'd above will be handling day to day operations moving forward.

And next up we have:

- **Florida (7/20 - 7/23) + Texas (7/27 - 7/30) State PTA Conventions**
 - We will be attending both the Florida and Texas State conventions. Activations include hosting a joint VIP leaders workshop with Google and hosting booths for all parent attendees.
 - Staffing for these events is still being confirmed, if you or members of your team would like to attend or participate please let us know; it's a great way to hear feedback directly from our users
 - We have the ability to do both virtual or in person focus groups at these conventions [REDACTED] if you are interested in using these please let me know.
- **PTA Grant Night Workshops**
 - In Fall 2022, we will be developing a digital parenting workshop that will be used in 50 schools across the country to host family learning nights.

Thanks,

[REDACTED] & Team



[REDACTED]
YouTube Kids
[REDACTED]

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[REDACTED]
YouTube Kids
[REDACTED]

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