

AMENDED Exhibit 778

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

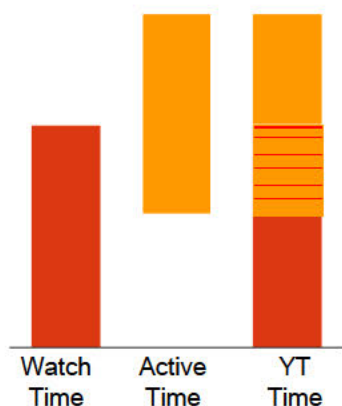
YouTube Time & DAU Check-in

November 1, 2017

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Reminder: What is YouTube Time?



Watch Time: Playback Time EXCEPT playback time exceeding 75 minutes since last user action ("lact"), skipped ads, inline playbacks < 10 seconds, etc. (follows [Viewcount Policy](#))

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Active Time: time users spend interacting with the app in some way (clicking, scrolling, typing, etc.)

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YouTube

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1. Watching video
 2. Time doing things (clicking, commenting, etc)
- They're not mutually exclusive, now we're going to talk about the numbers



Early learnings

01 Numbers

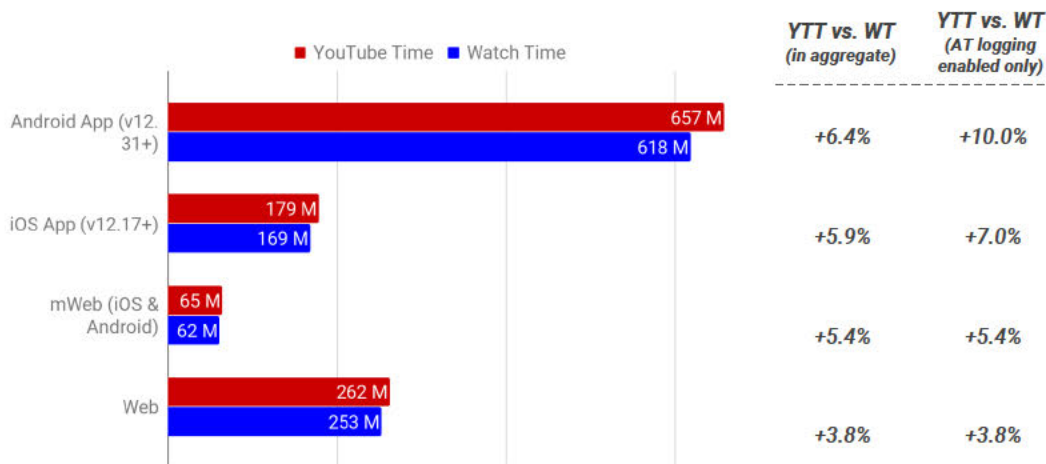
02 Experiment observations

Now that we've defined and can measure "goodness", let's look at some of the efforts we have around improving it.

Research link: QUAL 99

YouTube Time is 4-10% higher than Watch Time

YOUTUBE TIME VS WATCH TIME



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YouTube 10

Backup: <https://docs.google.com>