

AMENDED Exhibit 897

**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

Bates Number: SNAP1186209-SNAP1186211

Custodian: TRAN_ABBY

Author:

Filename: DIRECT MESSAGE ABBY TRAN, [REDACTED] AND [REDACTED] - 2022-11-10 (UTC).HTML

Create Date: 11-10-2022 5:05 PM

Last Modified Date: 11-10-2022 5:05 PM

TNAG BEGBATES:

TNAG ENDBATES:

MAAG BEGBATES:

MAAG ENDBATES:

File Path: /DIRECT MESSAGE ABBY TRAN, [REDACTED] AND [REDACTED] - 2022-11-10 (UTC).HTML



Direct message Abby Tran, [REDACTED] and [REDACTED] - 2022-11-10 (UTC)

Private 11/10/2022, 5:05 PM UTC
Abby Tran and [REDACTED]

• [REDACTED]

How is the family center stuff going ?
11/10/2022, 5:05 PM UTC

9:05



Josh Siegel



Josh Siegel 9:03 AM

i know parents who have their kids
to know what htey're up to on snap



[REDACTED] 9:03 AM

So I think making parent child featu
v smart



Josh Siegel 9:03 AM

yes please

it's smart for SC+ but also just great
company if we get older users on it

that's like a 3x ad revenue thing

Stock goes to \$100



what would parents want? to be ab
where their kids have been (ghost t

to see who they're with (nope)

to see live location (coming soon)



9:04 AM

Ok I'll think

You're up to date 🎉

+ Message Josh Siegel



Home



DMs



Mentions



Search

5:05 PM UTC

IMG_3653 (F04B3SJURK2)IMG_365311/10/2022, 5:05 PM UTC

Wondering if it's worth building off that product

11/10/2022, 5:06 PM UTC

- Abby Tran (UG7GXST1B)AT

I'd say that FC is promising, but adoption is extremely low, even with our comms blast during launch around August 9th - we had about \$100k of marketing budget for launch, since our goal was to reach parents externally (who are likely non-Snapchatters). As of 11/8, we've only had 185k parents discover the feature and successfully send an invite (and that's with global launch). That said, we were extremely conservative about discoverability (no tool tips, entry point hidden in settings, no education prompts in the app) since mvp goal was to have a feature we can point regulators, interested parents, and press to, rather than broadly tell everyone to adopt this since we did not know what the impact to engagement might be if this lands the wrong way with teens. I would personally love to beef it up a bit for it to be a real "center" and [REDACTED] had actually designed a few other features in earlier versions (location, a view of stories, comms, location settings, content controls, etc.) We should definitely talk more about potentially leveraging it for more age up adoption.