

FILED UNDER SEAL

EXHIBIT 46

Message

From: Pavni Diwanji [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 11/10/2021 3:55:29 PM
To: [REDACTED] [REDACTED] [REDACTED]@fb.com]
CC: Miki Rothschild [REDACTED]@fb.com]; [REDACTED] [REDACTED] [REDACTED]@fb.com]; [REDACTED] [REDACTED] [REDACTED]@fb.com]; [REDACTED] [REDACTED] [REDACTED]@fb.com]; [REDACTED] [REDACTED] [REDACTED]@fb.com]; Justin Osofsky [REDACTED]@fb.com]
Subject: Re: IG Labeling Q4'21 QBR [Review Required]
Attachments: image.png

Hi all,

Good morning!

1. I don't think the process works for cross company initiatives like Youth. And there should have been a checkpoint before we collapsed budgets together. Let's learn from this.
2. Also communities is a unit now and Inwant to have a review of our bottom asks now before we roll it all in. So we don't have misses like 4.
3. I have a time critical need to find \$14.5m \$ in Adam's budget or beyond. This is u13 and u18 classifier work and it cannot wait.
4. I want to get us an updated ask of well-being accelerated plan and also asks of CI innprocesss.I don't see us reducing labelling budget in light of scrutiny we face and work we have to do. I would argue that we would need buffer for labelling as there will be unforeseen needs. I am not sure where this input is coming from.
5. [REDACTED] - let's check for rest of youth asks. With [REDACTED] and [REDACTED] help.

3 and 4 are critical business needs for IG and FB. And we need to find these \$\$ somewhere.

Adding Justin as Adam nominated him to help sort through especially 3 and 4.

Let's find to talk through live Friday once we have clarity on asks.

Pavni

Sent from my iPhone

On Nov 9, 2021, at 11:22 PM, [REDACTED] [REDACTED]@fb.com> wrote:

Hi Miki and Pavni,

Responses below to your questions...

1. Every functional lead should be aligned with their PG counterparts on priorities. For any R&D asks outside of dedicated functional budgets (Labeling/Research/Design), we requested that teams input into [2022 Budget Planning - Other R&D](#) by 10/28. Note there were no additional Communities requests.
2. Budgets are set at a product group (e.g., Instagram) and allocated at a functional level. Budgets do not rollover so unused FY21 funds cannot be applied to next year. CPP had their own budget review process of which we would have recommended including \$14.5M for the Youth classifier. However, CPP leadership has decided to not escalate any requests. We are including as part of our IG review, but this means that it'll have to trade-off against other potential Instagram spend.
- 3.
4. For labeling, see below for the Communities PoCs. Let us know if we should be including anyone else for Communities going forward. We spoke with [REDACTED] for Age Verification and the team requested \$565K ([T104017255](#)). [QBR post](#) has more detail on the process and this [session tracker](#) has all labeling programs PoCs included.

Review Session	Ops Contacts	Product Contacts	Programs
	Attending Tentative Declined	Attending Tentative Declined	
Relevance Integrity	PJM: [REDACTED] M: [REDACTED]	PM: [REDACTED] (Optional) TPM: [REDACTED] [REDACTED] [REDACTED] (Optional)	Feed + Reels + Interests NR Prevalence
Well-Being	PJM: [REDACTED] PJM: [REDACTED] PJM: [REDACTED] M: [REDACTED] M: [REDACTED]	PM: [REDACTED] TPM: [REDACTED] Research: [REDACTED] TPM: [REDACTED] EM: [REDACTED] EM: [REDACTED] PM: [REDACTED] Eng: [REDACTED]	Offensive Comment Filters IG Comment Filters: Emoji Labeling IG Equity Classifiers Search Discoverability Prevalence
Instagram Creator Monetization and Brand Safety Measurement	PJM: [REDACTED] PJM: [REDACTED] M: [REDACTED] (optional)	PM: N/A TPM: [REDACTED] EM: [REDACTED] PMM Lead: [REDACTED] PMarketing: [REDACTED] (optional) PMM: [REDACTED] (optional) [REDACTED] (optional) PMM: [REDACTED] (optional) PM: [REDACTED] (optional) PMM: [REDACTED] PMM: [REDACTED]	Explore Ads Brand Safety Measurement Feed Recommendations Brand Safety Measurement Reels Ads Brand Safety Measurement IGTV Monetization PMP + CMP
EQP	PJM: [REDACTED] PJM: [REDACTED]	TPM: [REDACTED] PM: [REDACTED]	Entity Quality Platform (will be rescheduling) Live Rooms Content & Integrity (TBD PDO and Product Contacts) IG Age Verification Accuracy Measurement (2022 Net New Request)

From: Miki Rothschild <[REDACTED]@fb.com>
Sent: Tuesday, November 9, 2021 8:21 PM
To: Pavni Diwanji [REDACTED]@fb.com>
Cc: [REDACTED] [REDACTED]@fb.com>; [REDACTED] [REDACTED]@fb.com>; [REDACTED] [REDACTED]@fb.com>; [REDACTED] [REDACTED]@fb.com>; [REDACTED] [REDACTED]@fb.com>
Subject: Re: IG Labeling Q4'21 QBR [Review Required]

+ [REDACTED]

Hey, just catching up here. Leslie, do you know who's been looped in from Communities on this? My personal take:

1/ doing bottoms up with some expectation of YoY reduction seems reasonable.
2/ however, this doesn't take into account the youth cross family needs (eg Age Platform efforts that CPP will drive but sponsored by privacy/youth cross family).
3/ this also doesn't take into account our IG safety & well-being accelerated plans: (a) funding discoverability efforts (b) any custom teen specific classifier work.

#2 is scoped below, #3 probably needs to be scoped out.

Sent from my iPhone

On Nov 9, 2021, at 8:30 AM, Pavni Diwanji [REDACTED]@fb.com> wrote:

Sorry for typos here, was in middle of school drop off. (Escape should say escalate).

Where you asked the functional leads for input, did you ask youth leads or communities leads? I am trying to get to whether youth asks are captured at all in this budget or not?

I think we need to work on soliciting the asks from key youth efforts and make sure they roll up on here. It's not just labelling.

[REDACTED] [REDACTED] [REDACTED] let's talk through how we can do a quick cycle to debug any other large misses.

I also for future would like to review collected asks with community+youth asks so we avoid this type of fire drills.

Pavni

On Nov 9, 2021, at 7:21 AM, Pavni Diwanji <[REDACTED]@fb.com> wrote:

There is larger issue here around what implicitly happened to youth xfoa budget and how do we manage moving forward? Youth is cross company effort and I don't want to chunk up and let individual teams manage their asks. If we cannot control funding centrally it kind of defeats the point of have x company responsibility.

On this specific ask - it's very urgent and time sensitive. We said we would free up \$5m asap, (I assumed we had slush in Youth) and work on \$14.5m total.

[REDACTED] [REDACTED] is point for us.

Let me know how you want to escape to Adam and beyond, if you feel it's needed.

And we will setup some live time to work on these questions.

Pavni

On Nov 9, 2021, at 12:09 AM, [REDACTED] [REDACTED]
<[REDACTED]@fb.com> wrote:

Hi Pavni,

We've spent today researching more into the \$14.5M Youth classifier...

- This request was not included in CPP's budget. This would have been the preferred path if CPP will be managing the Youth labeling work. However CPP has finalized their budgets and they are not requesting for additional budget.
-
- The IG product team requested \$565K for IG Age Verification ([T104017255](#)) which is included in [QBR Prioritization Model](#).

For next steps, we need to decide which team should escalate and how much to escalate for the Youth U13 Classifier Request. There are no guarantees any budget increases will be approved based off the expectations set at the beginning of these reviews.

1. **What is the minimum viable budget for the Youth Classifier work in 2022?**
 - a. Would it make sense to focus on US first (deck mentions FCI + EU + TH)?
 - b. Should this only be IG focused (deck mentions IG + FB)?
 - c. How would headcount resource constraints impact the funding for this work? Currently PDO is not staffed to handle the additional classifier work.
 - d. Has this request been discussed with Commercial Enablement (CE)? The process for labeling is to provide CE the number and type of labels

- requested, and they estimate the budget required.
2. Can any of this incremental budget be self-funded?
 - a. Would CPP be able to fund any of the Youth Classifier work?
 - i. Note it sounds like there is potentially a baseline of ~\$11M Age Labeling work (excluding the \$14.5M) that is not Youth specific. We're requesting for more information to see if any can be re-prioritized to fund if needed.
 - b. Would IG be able to fund any of the Youth Classifier work?
 - i. As the head of Communities, would you decrease other Community labeling work to fund this? For a sense of scale, total IG funding for Integrity is currently at ~\$17M with the recommended incremental request for +\$3M, or \$20M total.
 3. Who are the right POCs for this request?

When Youth got rolled into Communities, the budgets was combined for FY21. We then worked with the functional leads to update based off their latest forecasts. OPEX budgets do not rollover between years so teams came up with a bottoms-up request for FY22.

We will make sure you are added into the QBR Labeling review (Wednesday 11/10 1-2PM) as optional. We'll need updates on the above as soon as possible given we have the Instagram ZBB budget review this Thursday. We'll run this additional ask through the QBR Prioritization Model, but it works best if we have all the necessary information available.

Please reach out if you have any questions on the above.

From: Pavni Diwanji <[REDACTED]@fb.com>
Sent: Sunday, November 7, 2021 8:02 PM
To: [REDACTED] <[REDACTED]@fb.com>; Miki Rothschild
<[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>;
[REDACTED] <[REDACTED]@fb.com>
Subject: Re: IG Labeling Q4'21 QBR [Review Required]

Also adding [REDACTED] here.

There is CPP team ask for Youth classifiers labelling of \$14.5 million that is very important and critical to fund that I do not see reflected. anywhere.

Also separately am wondering when Youth collapsed with Communities, did \$ and budget get collapsed in?

Thanks for your help.

Pavni

From: Pavni Diwanji <[REDACTED]@fb.com>
Sent: Sunday, November 7, 2021 7:55 PM
To: [REDACTED] <[REDACTED]@fb.com>; Miki Rothschild
<[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>
Subject: Re: IG Labeling Q4'21 QBR [Review Required]

minus others

Hi Miki, [REDACTED],

How does this trend to reduce labelling impact the uplevelled wellbeing efforts?

In order to do all the things we want to do in terms of safer discovery, better borderline classifiers, etc - would not require extra budget? Have we factored that in?

I wanted to understand the business impact if any of this email.

Thanks for your patience as I come upto speed...

Pavni

From: [REDACTED] <[REDACTED]@fb.com>
Sent: Sunday, November 7, 2021 6:35 PM
To: [REDACTED] <[REDACTED]@fb.com>; Max Eulenstein
[REDACTED] <[REDACTED]@fb.com>; Justin Osofsky <[REDACTED]@fb.com>;
[REDACTED] Engineering [REDACTED] <[REDACTED]@fb.com>;

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[REDACTED]@fb.com>

Subject: IG Labeling Q4'21 QBR [Review Required]

Hi All,

We are continuing with the memo format for [Q4'21 Labeling QBR](#) to better share information broadly as well as have discussions asynchronously. This QBR will be focused on 2022 Budget Planning. We request leads to review and provide questions/comments directly in the memo ahead of **Wednesday 11/10**. It is important to flag any concerns so that we have time to discuss and adjust ahead of the budget deadline. More context below.

Compared to prior years of budgeted growth, overall Instagram 2022 tops-down budget guidance is to decrease year-over-year by **-11%**. Labeling is the majority of the Instagram's budget at ~60% of the total. Due to this, any material adjustments to budgets will need to come from the labeling programs. 2021 is forecasted to land at **\$76.7M** compared to a budget of **\$85.1M**. Given the under-runs and the ability to shift funds from other areas, we're planning for **budget-to-actuals growth** even if we stay within the tops-down guidance.

We are also planning to go through [zero-based budgeting \(ZBB\)](#), a new process for 2022. Any requests for additional budget require a MZ-level

review of the entire Instagram budget portfolio. It is also mandatory to provide a scenario within guidance as part of the ZBB review.

We will walk-through four scenarios for 2022 budget planning with a focus on Guidance and Recommended:

1. **Guidance \$88.0M** (+\$3.4M, 4% Y/Y growth): Hold overall Instagram budget flat to tops-down guidance. Minimal budgeted growth for labeling, but healthy (15% Y/Y) budget-to-actuals growth.
2. **Recommended \$98.8M** (+13.7M, 16% Y/Y growth): Maximum recommended amount to request through the ZBB review process.
3. **Requested (Low) \$160.9M** (+\$75.7M, 89% Y/Y growth): Requested “low” scenario that the labeling team has deemed critical to their labeling success.
4. **Requested (High) \$187.4.9M** (+102.2M, 120% Y/Y growth): Labeling team’s ideal request assuming no budgets constraints.

Please reach out with any questions. Thanks all and looking forward to the discussion!

Sincerely,

[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED] [REDACTED] and [REDACTED]