Message

From: Brian Boland [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 6/13/2018 4:38:57 AM
To: Michel Protti[redacted]@fb.com]; David[redacted]@fb.com]; Trista[redacted]@fb.com]; Mana[redacted]@fb.com]; Giselle[redacted]@fb.com]; Moon[redacted]@fb.com]; Gina[redacted]@fb.com]
Subject: Video M-team review CONFIDENTIAL
Attachments: image001.png

Hi all,

Sharing the notes from Fidji on the mteam review. Hot of the presses so I am sure there will be more conversation. Michel – can you keep this group in the loop while I am out? Thanks!

Mteam review

The m-team review went well - probably the best we've had in the last 2 years. Huge congrats to all of you for making it happen - you should all feel super proud. Now, more details (and big thanks to Stanley for taking notes).

Video review

- **Overall:**
  - Mark seemed excited about the social experiences we're building.
  - Very little talk about Watch (as we wanted) - I heard from Cox and other people that the recent jump helped a ton in shutting down a lot of the discussion.
  - The 2 convos I framed up were the new bets we are debating to make: embracing off-FB content and UGC Video. The signal from Mark was clear on this: he thinks UGC video is urgent and we should try to find a way to do it in H2. He thinks off-FB video is interesting and we can win but is much less urgent so he thinks we should delay to next half. To be clear, I think we should still use H2 to do early explorations and have a kickass product plan on this ready to go in Dec, but we're not going to invest a ton of eng on this.
  - On UGC, lots of excitement, especially when it comes to the relationship with Stories specifically. Systrom raised that IGTV may be better suited to do this. Separately, the Youth team just reached out saying they want to build something similar. Mark wants a follow-up. I'll kick off a separate post on this so we can debate there.
  - Mark raised his concern that we are too focused on non-US/western European countries and that we lose product market fit for FB in the countries that matter most. He had that reaction based on what he saw in the video and games framing but also the stories framing. This will be a follow-up for the debrief on Thursday.
- **Less important details of the convo:**
  - Question from Deb on when we get to YT scale given this strategy? Answer from Fidji that YT isn't the benchmark anymore.
  - Wehner asked if social experiences around video is genuinely something the market wants or something we just want the market to want - I walked through what we know.
  - Boz pointed out that Oculus is also betting on some of things around cowatching.
  - Messenger is working on co-watching, and we emphasized that these should be one experience not two. Cox followed up with Stan and I to make sure we really only build one experience that applies to both platforms. cc Paresh to make sure it happens (I started a thread).

Other reviews relevant for Video

- **Youth:** Lots of talk about the fact that we lost this teen generation but have a shot at getting kids, especially with Messenger kids, and should therefore 1) build more kid experiences and 2) find ways to transition from kid experiences to main FB. Video is obviously a huge kid use case no one is building, although we determined that IGTV was well positioned there.

- IG: Epic moment in the IG review. Boz said "with all these influencers on IG, and the need to help brands create vertical video ads, shouldn't we build a branded content marketplace?"... which allowed me to say that 1) we're launching it next week and 2) IG refused to participate, leading to awkwardtown in the room . Kevin said he doesn't think he ever refused directly, so we said we'd follow up. Maria and Asad, let's organize a review in the next month with your understanding of the space and how the tool helps. Their main worry is that it will generate more BC and that we do not have the right incentives for this ecosystem.

We have a full debrief of all the reviews in a smaller group all day on Thursday so much more will likely come out of that. I plan on posting the doc + conclusions broadly to the entire org after the meeting on Thursday. Feel free to ask any question in the comments!