EXPLORE TEAM MEETING

6/28/2017

PX-00992, Page 1 of 33

Tennessee v Meta
Case No. 23-1364 IV
PX-00992

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

AGENDA

1. New Teammates!
2. H1 Lookback (Sha, Layla)
3. H2 Strategy (Haotian W.)
4. **Roadmap & "Northstar" Designs (Amanda / Rich)**
5. **Video Insights (Kyle)**

PX-00992, Page 2 of 33

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PX-00992, Page 3 of 33



PX-00992, Page 4 of 33

TODAY

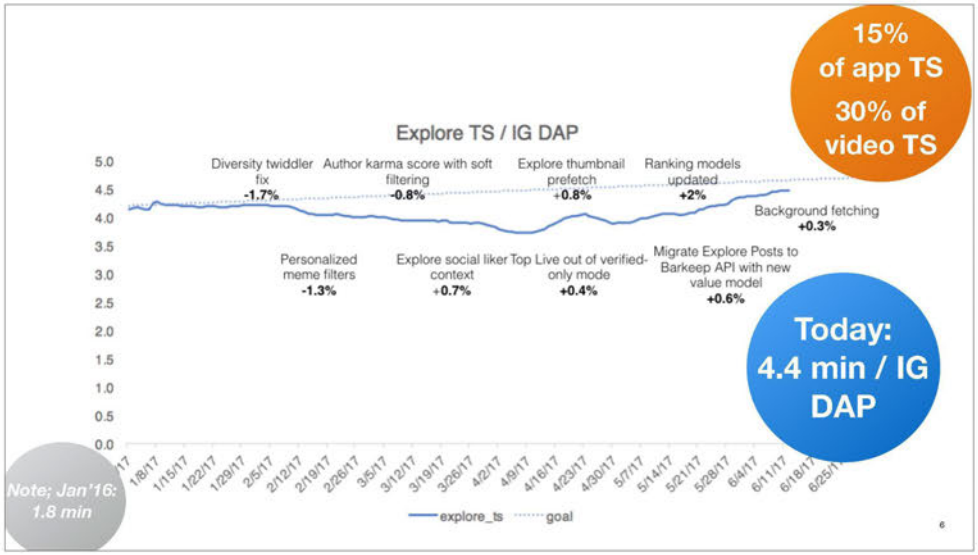
We are the largest social discovery surface in the world!

185M PEOPLE (39% PR) SPEND 11.1 MIN ON EXPLORE EVERY DAY

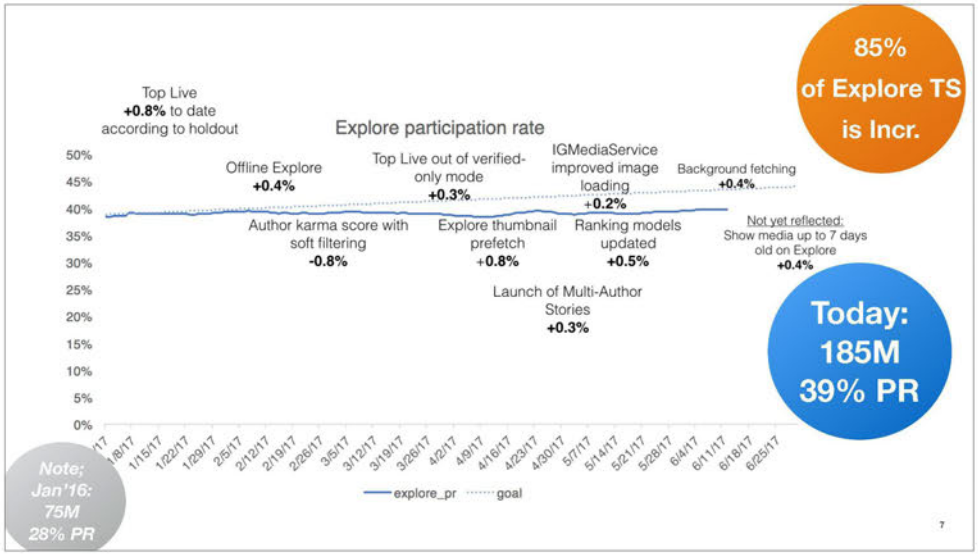
AN INSTAGRAM DAP SPENDS 4.4 MIN ON EXPLORE EVERY DAY

5

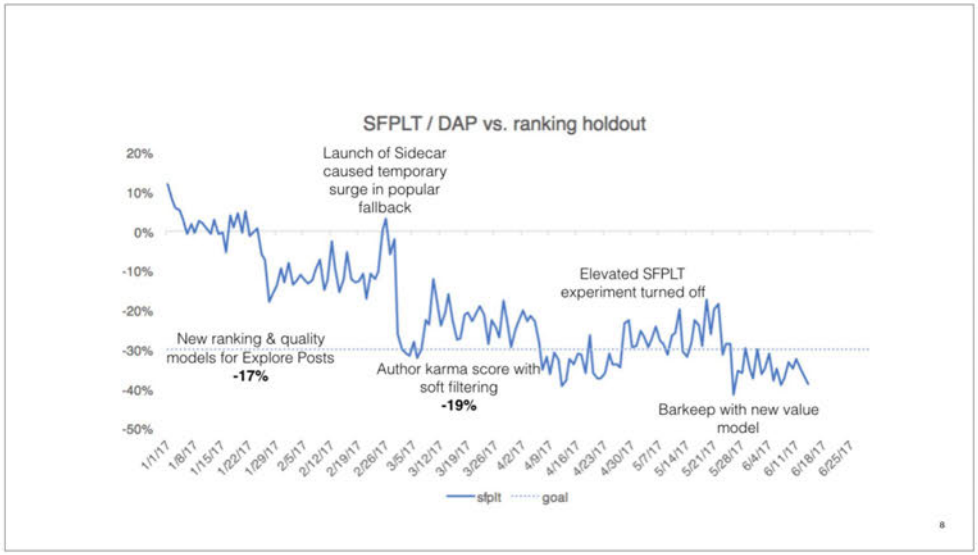
PX-00992, Page 5 of 33



PX-00992, Page 6 of 33



PX-00992, Page 7 of 33



PX-00992, Page 8 of 33

H1 HIGHLIGHTS

- We rebuilt our team (~90% new to IG)
- We put out the quality fire, developing Karma Score
- We completed an impactful Infra migration, quickly
- We got close to our H1 TS goal in just 2 months!
- We got top live out of verified only
- We shipped Multi-Author Stories

PX-00992, Page 9 of 33

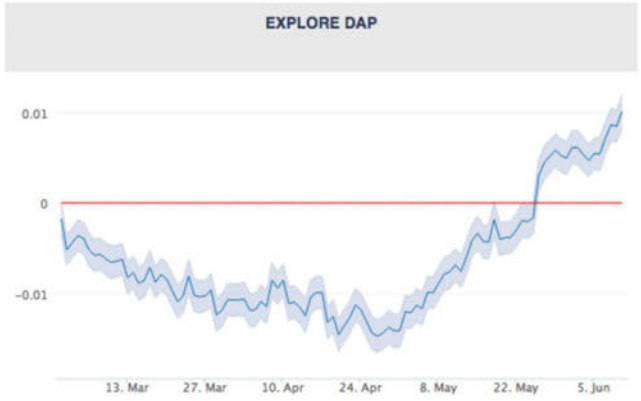
EXPLORE POST RANKING HOLD-



10

PX-00992, Page 10 of 33

EXPLORE POST RANKING HOLD-



11

PX-00992, Page 11 of 33

H1 LOWLIGHTS

- New users still aren't having a good Explore experience
- There's more we can do on performance of all products
- Live goal and project thrash

12

PX-00992, Page 12 of 33

LEARNINGS

- We can move US Teen DAP top line; +0.94 in p(share) experiment, so we should do what we can to help the company
- We drive 20% of shares and 23% of saves, and both are video heavy, so we should leverage these signals
- Home inventory & ranking trades off against Explore, so we need to keep differentiating
- Video experiences can widen our audience (top live, MAS, VYML)
- New users have poorer and less diverse inventory

13

PX-00992, Page 13 of 33



PX-00992, Page 14 of 33

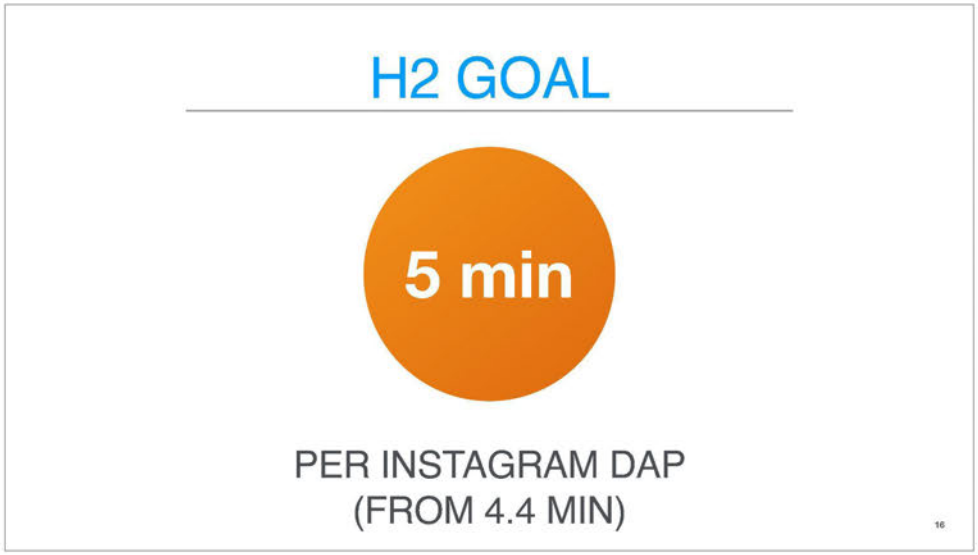
EXPLORE MISSION

Our mission is to strengthen relationships to and through interests.

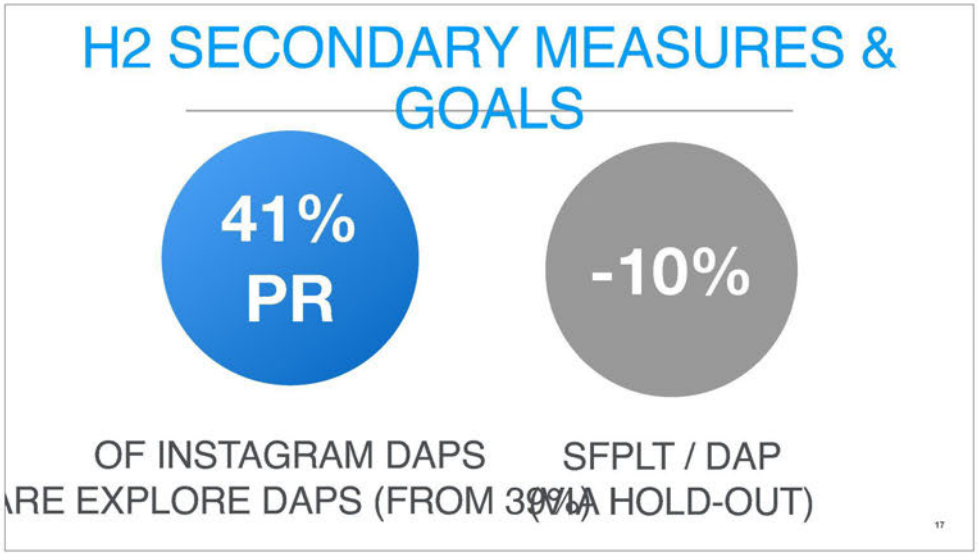
We do this by giving people instant access to engaging content about their existing interests, while helping them discover new interests through friends and what's

15

PX-00992, Page 15 of 33



PX-00992, Page 16 of 33



PX-00992, Page 17 of 33

H2 THEMES

1. Place a big bet on video, re-inventing Explore (30%)
2. Make post recommendations awesome, especially for new users (30%)
3. Introduce post-chaining, letting people dive deep (25%)
4. Help people keep up with “what’s happening” through multi-author stories (15%)

18

PX-00992, Page 18 of 33

FEEDBACK & ASKS FROM ENGAGEMENT LEADS

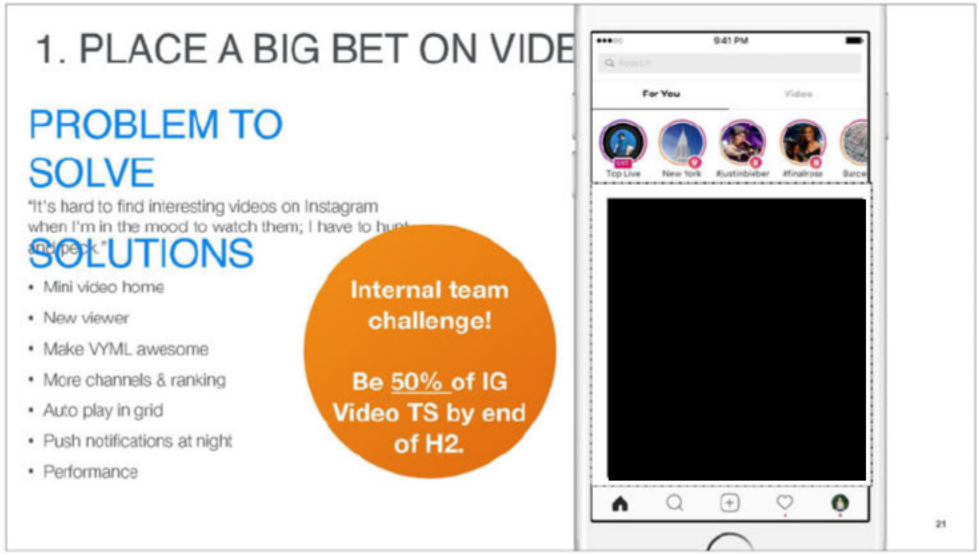
- **Be bold:** Don't be incremental. Success is re-inventing ourselves, specifically through video.
- Invest in US Teens: US Teen DAP is the most important goal for IG this half. Explore is uniquely positioned to help, through video products and sourcing / ranking.
- Don't feel pressured to build for everyone: On that note, we are too big to build products that work for everyone, everywhere. We won't advance if we try to, so we must build for a cohort (teens) and define alternative "fallbacks" for others.
- Fix the new user experience: Leverage Explore as a

19

PX-00992, Page 19 of 33

H2 ROADMAP & “NORTHSTAR” DESIGN

PX-00992, Page 20 of 33



PX-00992, Page 21 of 33

2. MAKE POSTS RELIABLY REFLECT EACH USER'S EXISTING, DIVERSE

PROBLEMS TO SOLVE

- "Explore takes a long time to learn all my interests."
- "Bad balance of short and long term interests."
- "Can't say what I want to see."
- "I don't 'like' Posts."

SOLUTIONS

- NUX (follows, topic selector)
- Encourage feedback (posts in feed, tune up, social context)
- Sourcing & ranking for interests, new users, teens, video



PX-00992, Page 22 of 33

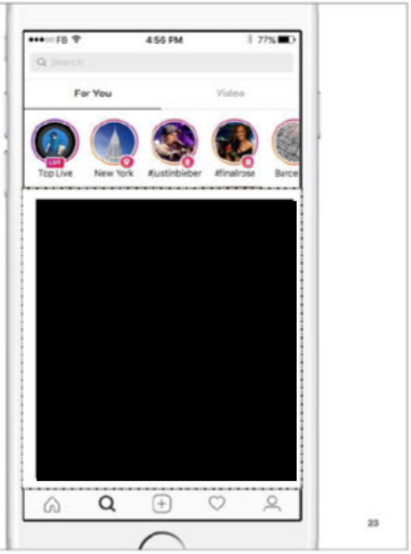
3. INTRODUCE POST-

PROBLEMS TO SOLVE

- "I have to hunt and peck to find the topic I'm in the mood for."
- "It shows too much from one topic."

SOLUTIONS

- Post chaining, including video only chains
- New nav
- ISFY



PX-00992, Page 23 of 33

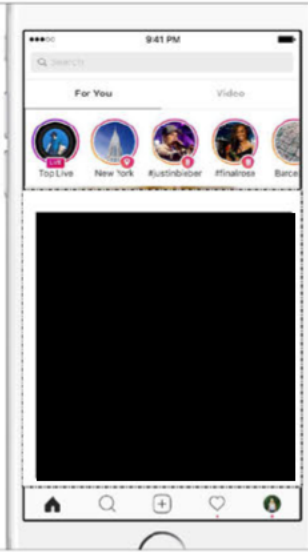
4. HELP PEOPLE KEEP UP

PROBLEMS TO SOLVE

- "It's hard for me to see what's happening on IG; I have to piece it together"

SOLUTIONS

- Trending MAS
- Personalized (Friends' location)
- Cross-ranking & media ranking
- Support Stories Home
- Push notifications
- Performance



24

PX-00992, Page 24 of 33



PX-00992, Page 25 of 33

3 THINGS TO REMEMBER FOR H2

- Video: Let's re-invent Explore as the home for video on IG
- New Users: Let's finally fix their experience once and for all
- Teens: Let's always build and prioritize with them in mind

26

PX-00992, Page 26 of 33

VIDEO RESEARCH INSIGHTS

PX-00992, Page 27 of 33

2

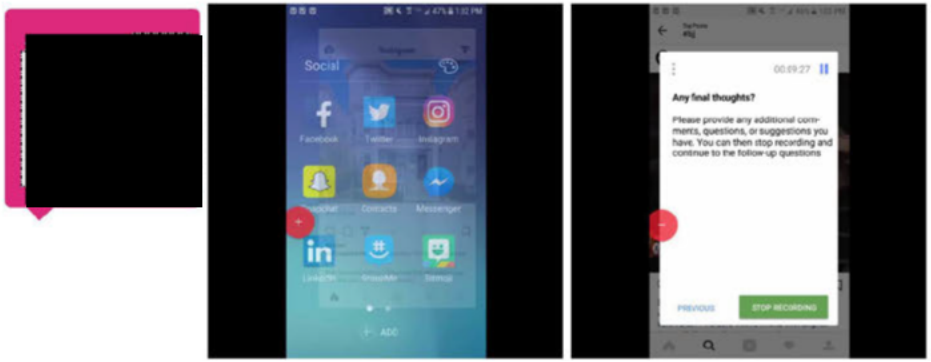
INSIGHT

People have different defaults for video, but YouTube is the most frequent. IG and YT serve different use cases, with YT for longer, polished, and professional video and IG video seen as more raw, authentic, and in-the-moment. YT excels at all content-finding paths identified by people, while IG is strong for general browsing for people with consistent interests.

28

PX-00992, Page 28 of 33

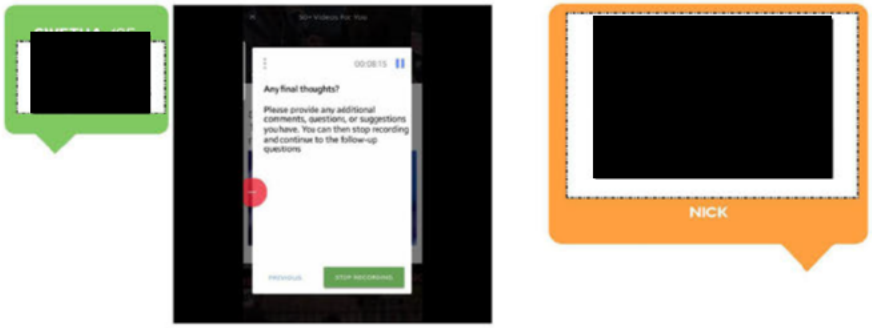
Participants describe four methods of finding videos: searching for something specific ("Brazilian jiu-jitsu"), searching for something general ("funny videos"), targeted browsing (browsing through the subscriptions tab in YT, which they had curated), or general browsing (browsing through the home or trending feed). YT is seen as good for all four methods, but IG mainly for general browsing or searching if you know the right hashtag.



Video navigation in YT: When specifically asked to use YT to find a video they'd like to watch, there was a range in active vs passive searching behavior. Some began by using specific search terms, then narrowed those search terms after looking at the initial search results. Others just scrolled through the home feed, trending, or subscriptions tabs to find videos that interested them. Respondents seemed to like that they could curate their subscriptions, and change them if it wasn't providing good enough recommendations. An interesting use case mentioned by two participants was subscribing to accounts related to classes they're taking in school as a study tool.

Video navigation in Instagram: When specifically asked to use IG to find a video they'd like to watch, people exhibited a mix of active vs passive search behavior, as they did with YT. Some scrolled the Explore grid until they found one, while others searched a topic in the search bar or went to the profile of a specific account they remembered having funny videos. Participants said IG is better for shorter videos and when you aren't sure what you're looking for; if they're looking for something specific they'll go to YT. The person who preferred Videoder said it was because it allows for offline viewing when she doesn't have reception, like subway tunnels.

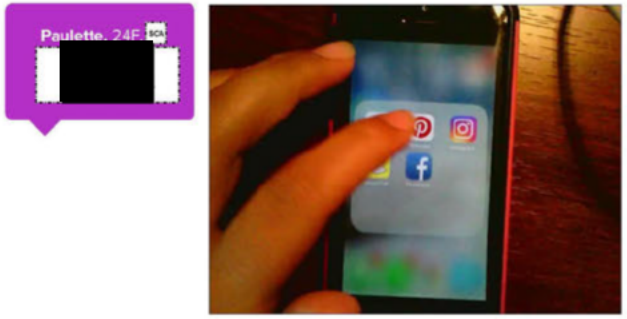
YouTube is the preferred and top of mind app for video. YT videos are perceived as better because of longer length, higher production value, useful video controls (fast forward, rewind), and the ability to share to a larger screen via Chromecast. People also said that the categories and search ability in YT make it easier to find a video they feel like watching, compared to IG, while also providing great suggested content. YT's search and curation abilities, video length, and video quality contribute to it being perceived as a video destination versus a place where you might see some videos.



30

PX-00992, Page 30 of 33

IG video experiences were positive for people who had a strong, consistent interest that was reflected in Explore and their top-level VYML. For people that had multiple interests, or a particular short-term interest, Explore was not seen as effective at knowing what to show when.



PX-00992, Page 31 of 33

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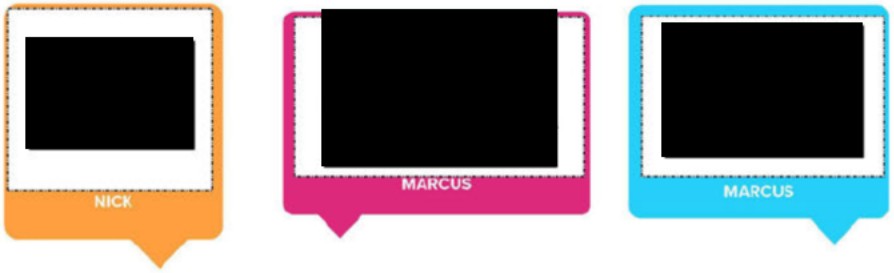
IG video pain points mirrored general Explore pain points–people want more content-oriented user controls. Some saw it as hard to navigate and just a playlist without controls or search. Many people request a "video home," either on it's own tab or via the ability to filter by media type, to enable better navigation and discoverability.



32

PX-00992, Page 32 of 33

Other IG video pain points included the lack of contextual information about a video, an inability to find videos later, and less flexibility in terms of formats.



33

PX-00992, Page 33 of 33