Message

From: Tessa Lyons-Laing [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 2/3/2020 7:19:49 PM
To: reelsweeklyupdate [redacted]@fb.com]
CC: Katie [redacted] [redacted]@fb.com]
BCC: Preston [redacted] [redacted]@fb.com]; Melissa [redacted] [redacted]@fb.com]; Jaime [redacted] [redacted]@fb.com]; Josh [redacted] [redacted]@fb.com]; Shomir [redacted] [redacted]@fb.com]; Laura [redacted] [redacted]@fb.com]; Jose [redacted] [redacted]@fb.com]; Aseem [redacted] [redacted]@fb.com]; Kimberley [redacted] [redacted]@fb.com]; Cameron [redacted] [redacted]@fb.com]
Subject: Reels Weekly Update

TOP OF MIND

- **Many of us are in Brazil this week for research**. Join this workplace group and follow Reelsworld on Instagram to follow along.
- **We're focused on finalizing details and timing for the new primitive** and fleshing out the proposal for our content strategy plan. We've agreed that our H1 priority is Producer DAP retention and growth (vs a global rollout).
- **45% of US teens see a TikTok video on Instagram every day.** Most of the consumption is on Feed while most of the production is on Stories (link).
- **We're starting a new "market insights" section of this update**, with help from Market Strategy. Check it out below and let us know your feedback!
- **Links**: Dashboard, Fiddler Random Sample, Fiddler Top Imps, Reels FYI, Reels Dogfooding and Feedback.

KEY QUESTIONS

- This week in Brazil we'll be evaluating the MVP and new primitive to understand:
  - The mental model for Reels creation and how it acts a driver/barrier for sharing creative performances
  - The value of sharing Reels to connected vs unconnected audiences
  - How well Reels is offering incentives and inspiration to producers
- Some of the things we hope to learn include:
  - Whether Reels creation should live in the Stories camera, Feed camera, etc
  - Whether connected sharing should be opt-in
  - Whether connected sharing should be to Stories or Feed

Tennessee v. Meta
Case No. 23-1364-IV
PX-10207

TEAM UPDATES

Design

- **We're evolving uploads to include GIFs and photos** to encourage creative storytelling.
- Check out the latest Reels consumption experience here

Eng

- **We're continuing to invest in creative tools.** AR effects, real-time lyrics in pre-capture, trimming and capturing improvements, GIF integration.
- **We're scoping the requirements for the new Reels primitive** to estimate the time and resourcing needs. We're working closely with Explore to align on each team's areas of responsibility.

Data

- **We learned that 45% of US teens see a TikTok video on Instagram every day.** US Teen TikTok PR for watching over one minute is 16% vs IGTV PR for watch time after 60s is 21%. Most of this consumption is on the Feed primitive vs Stories and the top content were all shared by meme or aggregator

accounts. Most of the production is on the Stories primitive vs Feed and the majority are re-shares of popular TikToks. Full initial analysis by Melissa [redacted]: link

- **We're making progress outlining the objectives and plans for our Content Strategy.** We believe more direct intervention can bootstrap this ecosystem and community for Reels, and eventually in the long-term, lead to better engagement and more retentive sharing. Specifically, our objective is to ***seed*** and **curate** content to inspire the ecosystem with emerging creators, and we have begun outlining our strategy, tactics and how we will measure success for this effort: link

Research

- **We're in Brazil this week for research** meeting with frequent Reels producers, frequent Reels consumers, as well as Creator partners who have experience using Reels.

Outreach

- **While in Brazil, we'll host the first Creator meetup since launch** and a full-day of Creator interviews.
- **Reels Partner's account growth spurt came from a Feed Post.** Talita Akemy (@talitakemy, 86.3k - 1.8M on TikTok) is a managed partner in Brazil who has been posting regularly to Reels. They have seen some follower growth from posting but recently saw a significant growth spurt — but that growth spurt came from a Feed post (which uses Reels-like transitions). The Feed post received a similar amount of views as her most popular Reels but brought her outsized follower growth, which highlights the advantages the Feed primitive has over Stories for Creators.

MARKET INSIGHTS

- **Vine co-founder Dom Hoffmann released a 6-second video-sharing app called Byte** with an early focus on creator monetization. Try the app, check out the coverage, and see this take from our friends in NPE. For more in industry news, check out the new section below from our Market Strategy partners.
- **Earlier this month, source code revealed that TikTok is building a deepfakes maker** (link). ByteDance (TikTok's parent company) has developed an unreleased feature using life-like deepfakes technology that the app's code refers to as Face Swap. The feature asks users to take a multi-angle biometric scan of their face, then choose from a selection of videos they want to add their face to and share
- **There are huge differences between TikTok in the US and its China equivalent, Douyin.** Knowledge-based content is extremely popular in China, and less so in the U.S (link).
- **Quibi detailed new features including Turnstyle**, which lets videos play well in both portrait and landscape modes (link). The short-form stream video service has now raised 1.4B and will launch at CES. In the meantime, Quibi used a Super Bowl ad to explain what it is.
- **Dubsmash revived itself to become #2 to TikTok** in short-form video market share by installs, with 27% of the US market vs TikTok's 59% (link).

From: Tessa Lyons-Laing <[redacted]@fb.com>
Date: Thursday, January 23, 2020 at 5:02 AM
To: reelsweeklyupdate <[redacted]@fb.com>
Cc: Katie [redacted] <[redacted]@fb.com>
Subject: Reels Weekly Update

We're restarting weekly updates on Reels in order to ensure that key stakeholders have the context they need to contribute to our goal of becoming the leading platform for short-form creative performance*. We'll be posting these in our Instagram Reels FYI group and encourage you to share feedback and questions there. If there are other folks you want added to the email distro (or if you want to be removed) just let me know!*

TOP OF MIND

- **Since this is the first update of 2020, we want to ensure extreme clarity on success and strategy.** See the bottom of this update for a quick overview.
- **Based on our learnings in Brazil, we're pivoting Reels from a Stories format to a new video primitive** in order to better serve the creative performance creation and consumption. For more detail, see here.
- **We're finalizing plans for our in-field research trip to Brazil** and for a knowledge sharing event with Lasso and FB teams.
- **ICYMI: Evan Spiegel said TikTok could be bigger than Instagram** while on stage at DLD (listen here and here).

KEY QUESTIONS

1. **Stage: How will we flesh out the new Reels primitive?** We aligned on pivoting Reels from a Stories format to a new video primitive. People will be able to share to Reels, which will be permanent vertical videos that can show up in Explore without having to be shared to Stories or Feed. Reels will have public feedback and will live in a separate tab on Profile. While we're aligned on the direction, we still have a lot of work to do to flesh out the details and try to minimize the complexity that a new primitive introduces. For example, we're thinking about how Reels should exist on Home if people choose to share to their graphs (i.e. as a Feed post or a Story?). We're also thinking about how best to achieve consistency in the video consumption experience (across IGTV, VYML, Reels).
2. **Content Strategy: How do we ensure that Reels is truly a new performative use case?** (vs just a new Camera format for the slice of life content that already exists on IG). We know we want to be opinionated about the content strategy in order to create an engaging consumption experience that inspires teens to share creative performances – and we're thinking about how best to achieve this. For example, we just kicked off an effort on human labelling, in the hopes of being able to integrate it with Top Reels ranking in order to highlight Reels that are actually creative performances. We're also talking to partnerships about how we can inspire, incentivize, and curate/highlight creative performances. We want to test some of our hypotheses in Brazil.

TEAM UPDATES

Design

- **Fleshing out the Reels primitive to best unlock the Stage experience**. We aligned on a direction but have more work to do to flesh out the details.
- **Continuing to invest in creative tools**. We are improving existing creative tools such as trimming and capturing while also working on new tools such as post capture effects and GIF integration that can further unlock creative use cases.

Eng

- **Continuing to invest in creative tools.** Currently the team is building AR effects and real-time lyrics in pre-capture to unlock new creative use cases. Also, the team will be working closely with design to make improvements to the existing creative tools such as trimming and capturing while also investing in new tools such as post capture effects and GIF integration.

Data

- **Latest Brazil data shows that producer retention has not stabilized and continues to decrease.** Retention for the first cohort of Reels producers is now 2.3% on D60. down from 2.9% from D30. Consumption is growing overall driven by primarily from increases in Home distribution, due to Home ranking boosts.
- **We launched a new Top Reels ranking model that significantly increases Reels engagement.** The new ranking model custom for Reels increases engagement 2-3x and recovers over 1/4 of the Explore DAP regression caused by Reels (+1.45% Explore DAP). We also decided to remove branding for the Top Reels unit in Explore after analyzing analyzing different Top Reels placement variants (+45% on Reels DAP and +0.66% Explore DAP).

Research

- **We're finalizing the contracts and plans for our in-field research trip to Brazil, planned for the first week of February.** The main priorities of this trip are to meet with current users of Reels creation and consumption in Brazil as well as partners who have experience with Reels. We'll be learning more

about their current experience and pain points with Reels and getting feedback on our new concept directions. You can learn more about the research logistics here.

Outreach

- **Partnered with Brazil outreach teams on unified outreach plans for H1** focused on 1. Developing content strategy playbook 2. Building emerging creator talent and 3. Driving awareness with ads and comms. Partnerships, comms and marketing teams in Brazil are finalizing their plans — including local emerging creator events, test ad campaign and highlighting a 'Cena-er' of the week in a popular teen press outlet. For more, see Reels Outreach update here

OVERVIEW ON SUCCESS AND STRATEGY

- Success for Reels is to become the **leading platform for short-form creative performance**.
- Our long-term goal metric is **Producer DAP** and in the short-term we're prioritizing **Producer DAP retention and growth.**
    - We care about the creation and consumption jobs but we're prioritizing production because we believe that's the best way to win both.
    - We need great content to have a great consumption experience and we'd rather win the consumption job by having a lot of teens producing vs a handful of Creators.
- Our **focus is on teens** but we believe **Creators can help shape the use case** and inspire them, so we need a **dual flywheel** in which teens and Creators are inspired and incentivized to share creative performances.
- Our strategy to achieve that dual flywheel is:
    - 1) **Stage**: Build a stage for creative performance that makes producers feel safe and incentivizes them to share.
        - For teens, this means getting positive validation (including a shot at "breaking" / going viral) for expressing themselves and entertaining others, without risking judgement from their real-life friends/acquaintances.
    - 2) **Content Strategy:** Be opinionated about the content in order to create an engaging consumption experience that inspires teens to share creative performances.