

**Further selected documents ordered from Six4Three**

Originally ordered in November 2018. Ordered to be published 6 February 2019.

Exhibit 19

Exhibit 75

Exhibit 93

Exhibit 100

## **EXHIBIT 19**

**UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL**

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**From:** Mike Vernal  
**Sent:** Monday, June 27, 2011 12:43 PM  
**To:** Will Cathcart; Carl Sjogreen; Dan Rubinstein; Arturo Bejar  
**Cc:** Wayne Kao; George Lee  
**Subject:** Re: [Platform Integrity] I know there's a constant tension between...

The real issue here is this — we only have one tool today (a shotgun) and we give you know warning when we're going to shoot you in the head. This was initially fine because we saved the shotgun for people who were really bad, but over time we've extended this to more well-intentioned actors that are spamming Facebook because they see results (more users) but they don't have the negative feedback cycle. One example is Path — at the end of the day, we should assume they're a well-intentioned actor but they were spamming Facebook because it was giving them viral growth.

All the apps we disabled on Thursday night / Friday were somewhat spammy. But I think the general consensus is that disabling them was an overreaction. With User Karma, we don't permanently ban users who send too many messages. We gently warn them to cut it out, first, and then we restrict their ability to send more messages for a while. That's the model we need to evolve to for developers. We need the punishment to fit the crime.

So in the very short-term (this week), we're focused on a few things:

- Getting Insights launched, even if it's rougher than we'd like
- Moving towards per-channel moratoria rather than disabling for channel-specific negative feedback (blocking stream if you're spamming stream)
- Switching from disable to "forced sandbox" mode, where you can still see your application but users cannot

Over the medium-term (before + at f8), we're moving to a model of conditional distribution, where we show more of your stuff if you have net positive feedback and less of your stuff if you have net negative feedback, with the option to be completely hidden if your negative feedback is very high. We're hoping that makes this less of a punishment model and more of an incentive model.

Given that plan, is there something you think we should be doing differently?

-mike

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**From:** Will Cathcart  
**Date:** Sat, 25 Jun 2011 20:45:13 -0700  
**To:** Microsoft Office User , Carl Sjogreen , Dan Rubinstein  
Arturo Bejar  
**Subject:** FW: [Platform Integrity] I know there's a constant tension between...

I understand the sentiment, but this really worries me.

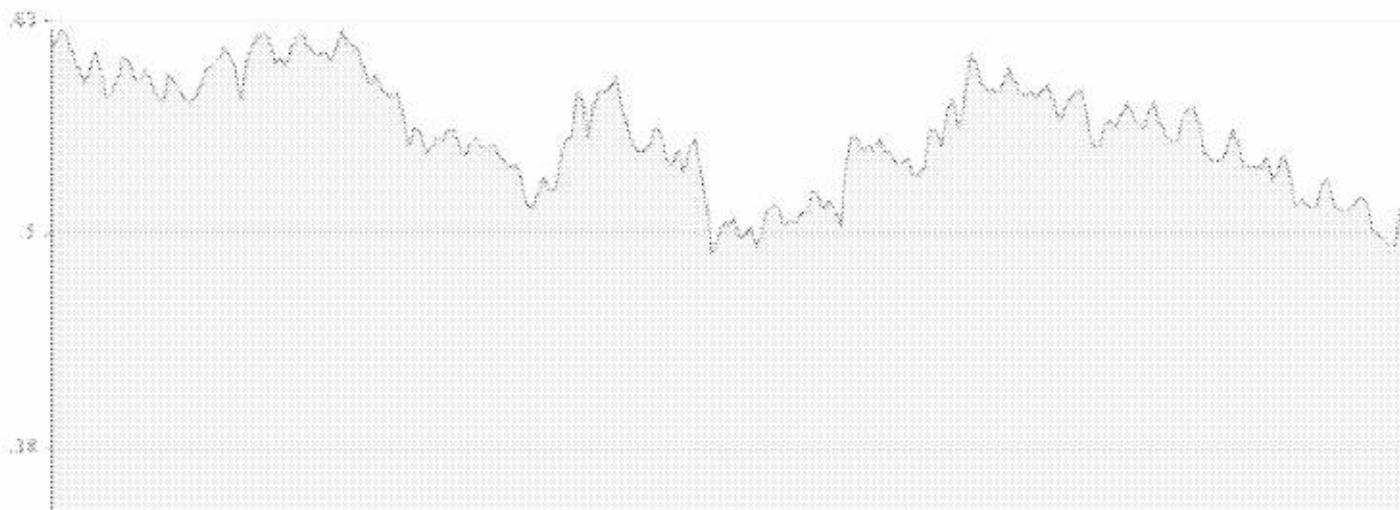
One of my growing fears is that we're routinely erring on the side of avoiding pain for developers, and in the process, causing widespread user pain. In the long-run, widespread user pain will severely undermine platform for all developers of all shades and stripes, much more so than the erosion of trust for developers you describe below. And yet, it seems to me that we've been over-optimizing for reducing that developer pain, even before last week's mistakes.

Mostly this sense comes from watching some of the spam attacks over the last several months and our reaction to them. I thought the one Clement thoughtfully tee'd up at Q&A in March was a good example, but also comment-jacking, interactions with POPS/policy on apps with incredibly high rates of negative user feedback, etc.

But, to try and express my fear with data:

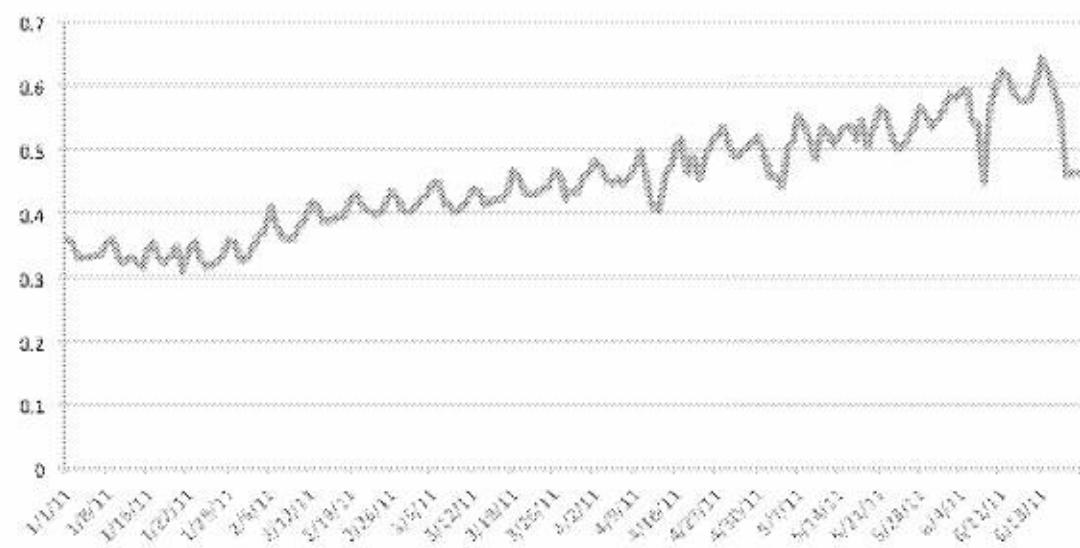
1. Users don't trust apps to do the right thing. My understanding is that 56% of the time when a user sees a platform permission dialog, they don't grant them. This has been steadily getting worse – it's up from only 39% a year ago. Anecdotally, I've watched many friends and family members encounter a permissions dialog, hesitate, and – when I queried them – describe anxiety over what would happen to their account based on past negative experiences.

GDP CTR (permissions\_install events per permission\_tosimpression events)



2. Users don't trust us enough to handle bad apps. We recently did some research on the effects of different types of negative engagement on users perceptions of Facebook. While not the worst of all negative interactions, reporting an application had fairly bad effects: one of the highest hits to overall likelihood to recommend Facebook, the least likely to feel neutral/positive about the experience of having reported it of any of the major feedback categories, and the greatest detriment to how likely users were to describe Facebook as fun. A lot of the anecdotal feedback was along the lines of: "*I really feel that report an application will have no result.*"
3. Platform spam is getting worse. Until last week's changes, the share[\*] of feed spam complaints (itself a rapidly rising number over the last year) coming from platform apps has been on the rise.

## platform share of feed spam



A lot of the measures you describe below are about Pareto efficient improvements, which are obviously great (#1/#2/#3), but for any given level of tools we have available, we're implicitly making tradeoffs between user and developer pain. I was already worried that the natural reaction from the PI team to last week's mistakes and the corresponding coverage was going to push us farther away from balance on the user/developer tradeoff, and I'm terrified that things like #5 will exacerbate this.

~Will

```
* SELECT ds, SUM(IF(app_id>0,1,0)) as app_num, count(1) as total_num FROM nectar_si_feedback_r WHERE appeventtype='feed_spam' AND ds>='2011-01-01' GROUP BY ds. This probably includes things like iphone, etc., but I bet the change in share would be worse if we figured out how to exclude them.
```

**From:** Mike Vernal  
**Reply-To:** Reply to Comment  
**Date:** Sat, 25 Jun 2011 18:29:21 -0700  
**To:** Platform Integrity  
**Subject:** [Platform Integrity] I know there's a constant tension between...

Mike Vernal posted in Platform Integrity.



**Mike Vernal**

6:29pm Jun 25

I know there's a constant tension between protecting users and respecting our developer community. And I know that before Thursday of this past week, there were a lot of people complaining internally that we weren't being aggressive enough about protecting users and we were letting too much spam through.

On the flip side, it's very, very bad when we disable a legitimate application. It erodes trust in the platform, because it makes developers think that their entire business could disappear at any second. I've seen a little bit of cheerleading about the aggressiveness of the action on Thursday/Friday – it's really not appropriate. Some of these apps were malicious, but a lot of them were developers trying to build apps within the rules we set out.

We really need to get to a new world, ASAP, where a few things happen:

- 1/ We have a graduated set of enforcements, and are more conservative with

them. If you are marked as spammy for wall-to-wall posts, you lose the ability to make wall-to-wall posts, but your app still works. If you are marked as spammy in general for stream, you lose the ability to post to stream, but your app still works.

2/ If you violate multiple channels or are otherwise flagged as being more malicious, we move your app into sandbox mode. To do this, we need to make some improvements to sandbox mode:

- \* You can't get out of it without our approval
- \* You can't make API calls for people who previously TOSed but are not developers/testers
- \* You can still access Insights, etc. to understand what went wrong.

3/ We need to launch Insights. We've been talking about this forever. We need to get this out and give a feedback loop to developers.

4/ We probably need to send email + notification based warnings before you get placed on moratoria or bans.

5/ We need to pull together a list of false positives every week and start sending it to me, Carl, Don, Dan, Bret, and others to make sure we're being as careful as possible.

This is tricky stuff; one week everyone is yelling that we're not protecting users enough. The next week everyone is swooping in and saying we're being too aggressive. It's a delicate balance, but both groups are right. We need to soften the punishment ASAP so that we can protect users without screwing developers. We can't kill apps over minor or accidental infractions.

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[View Post on Facebook](#) · [Edit Email Settings](#) · [Reply to this email to add a comment.](#)

## **EXHIBIT 75**

**UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL**

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**From:** Ime Archibong  
**Sent:** Monday, September 09, 2013 7:15 PM  
**To:** Kelly Jang; Sam Lessin; Konstantinos Papamiltiadis  
**Subject:** Re: Quick sync on Identity?

Thanks, Kelly. Can you pls also add Konstantinos (cc'd)?

Cheers  
Ime

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**From:** Kelly Jang  
**Date:** Monday, September 9, 2013 5:55 PM  
**To:** Sam Lessin , Ime Archibong  
**Subject:** RE: Quick sync on Identity?

I setup time for next Monday – let me know if I should add anyone else to this meeting besides you two – thanks!

## facebook

Kelly Jang | Administrative Assistant | Identity Team  
Sam Lessin, Elizabeth Windram Laraki & Michael Richter

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**From:** Sam Lessin  
**Sent:** Monday, September 09, 2013 1:34 PM  
**To:** Ime Archibong; Kelly Jang  
**Cc:** Konstantinos Papamiltiadis  
**Subject:** Re: Quick sync on Identity?

Cool... Let's do it when we are next both free! Looking forward!

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**From:** Ime Archibong  
**Date:** Monday, September 9, 2013 4:13 PM  
**To:** Kelly Jang  
**Cc:** "Error getting data. Data most likely not set. Error getting data. Data most likely not set." , Konstantinos Papamiltiadis  
**Subject:** Re: Quick sync on Identity?

Perfect timing. I think we should connect this week or early next week. I'd like at least 30mins, but could do an hour. I'm only in MPK on Wednesday this week, but Mon or Tuesday next week would be great.

Sam - We could use this meeting to discuss your roadmap and give you a recommendation on Refresh.

Sent from my iPhone

On Sep 9, 2013, at 4:11 PM, "Kelly Jang" wrote:

Hi Sam/Ime – let me know if you want me to setup time for this week – how long do you need? Thx!

## facebook

Kelly Jang | Administrative Assistant | Identity Team  
Sam Lessin, Elizabeth Windram Laraki & Michael Richter

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**From:** Sam Lessin  
**Sent:** Tuesday, August 27, 2013 6:57 AM  
**To:** Ime Archibong  
**Cc:** Konstantinos Papamiltiadis; Kelly Jang  
**Subject:** Re: Quick sync on Identity?

Yes — let's talk when I am back... my gut is pretty strongly that we should shut down access to friends on lifestyle apps... because we are ultimately competitive with all of them and they leak data... but let's talk more

S

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**From:** Ime Archibong  
**Date:** Tuesday, August 27, 2013 6:54 AM  
**To:** "Error getting data. Data most likely not set. Error getting data. Data most likely not set."  
**Cc:** Konstantinos Papamiltiadis , Kelly Jang  
**Subject:** Re: Quick sync on Identity?

We can probably wait until you get back, so that we can get the full version. Don't want to rush you. Until then, we'll just caveat our thinking/recommendations to be contingent on syncing with you and the team.

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**From:** Sam Lessin  
**Date:** Tuesday, August 27, 2013 6:50 AM  
**To:** Ime Archibong  
**Cc:** Konstantinos Papamiltiadis , Kelly Jang  
**Subject:** Re: Quick sync on Identity?

Hey Ime -- I am about to go out of town for 10 days or so... but would love to chat about this. Can this wait that long / until I am back or should we hop on the phone?

sam

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**From:** Ime Archibong  
**Date:** Monday, August 26, 2013 10:44 PM  
**To:** "Error getting data. Data most likely not set. Error getting data. Data most likely not set."  
**Cc:** Konstantinos Papamiltiadis  
**Subject:** Quick sync on Identity?

Hey Sam – We're beginning to make decisions about how to navigate the different categories of partners during the Platform 3.0 changes being announced in Q4. We won't be able to make sound decisions on how

to treat Identity/Lifestyle platform apps without the latest understanding your team's roadmap/vision. Can I grab 15mins with you this week or is someone on your team we should connect with?

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**From:** Ime Archibong

**Date:** Wednesday, August 21, 2013 9:45 AM

**To:** Konstantinos Papamiltiadis

**Cc:** Jackie Chang >, Chris Daniels

, Simon Cross

**Subject:** Re: T0/Special Cases for P3 consideration

Thanks for driving this work, KP/Jackie/Simon. This is nuanced stuff to think through, so I'm glad there are a couple of us thinking about it.

A couple thoughts:

1) My sense is that we'll need to talk to multiple stakeholders before making decisions in the Strategic bucket. We should collectively form opinions on as many as possible, but I think there will be other folks that will push in opposite positions, e.g. ppl might not be so keen to let Path have the permission.

2) Lifestyle. To make decisions on what we strategically should/shouldn't support, do you feel like we have a strong grip on the Identity teams' product focus and direction? You might have been able to bridge that gap in the last couple of weeks, but if you haven't we should find time with Sam or Matt soon. I think clear understanding from them is critical to make the right decisions here.

Thanks again for driving this, folks!

Sent from my iPhone

On Aug 21, 2013, at 5:09 PM, "Konstantinos Papamiltiadis"

wrote:

+ Simon

Thanks a lot, Jackie. This is great – I have included the additional info for the strategic partners in the attached spreadsheet as well (for completeness).

A little update from my end, and how I think we should tie this to what Jackie has put together. Simon managed to pull a list of 40k+ apps that request and make use of the friends\_permissions. You can see all of those apps in the attached. The most interesting data points having reviewed the top 250 apps are the following (I took the liberty to make a recommendation as well btw – the numbers in the brackets are the percentage of the apps reviewed under this category):

**1/ Games (25%):** All games request access to friends lists and on top of this friends\_games\_activity. The main reason is user acquisition through social referral. Typical example is Candy Crush, invite your friends to get an extra 5 lives. Removing access to the full friends list for those app will seriously affect this vertical and how they see FB as a platform for growth via organic and paid for channels. My recommendation is: KEEP ACCESS

**2/ In-house App/ Mobile (12.5%):** No brainer this one, we need to maintain access for all our apps as well as the "approved mobile ones". Recommendation: KEEP ACCESS

**3/ Strategic (12.5%):** From MSFT, to Yahoo!, to Pinterest, Path, Klout and the likes. Some of them should obvious not have access such as Myspace, Twitter, Youtube, etc. In particular

for Strategic partners we should use the framework developed by Jackie.

RECOMMENDATION: User Jackie's framework

**4/ Comms (6%):** Unlike the other audit, a lot more Comms apps appear in this list. If we restrict access to user's friends that already use the app we would seriously affect the growth of their business. However, I think we need to take a hard stance on this one and don't offer any exceptions given they are not contributing with edges and/or NEKO spend. Recommendation is: REMOVE ACCESS

**5/ Lifestyle (18%):** Surprising a lot apps listed here, mostly focused on Dating, and to a lesser extend on social influence (this was the dominant category for newsfeed inside Lifestyle). The use of Friends list is totally justified here, if I may say. I would love to know if Girl A is a friend of a friend before I approach her and ask her to meet – I suspect this use case is even more important for female users of those apps that want to have a degree on confidence on the quality of their data. My recommendation is: KEEP ACCESS. This may surprise you, but I am working on a deck to assess the opportunity for this vertical and I think besides NEKO, we can really tap into this vertical and improve the Identity data we hold for our users, while increase our revenues. My plan was to finish this before the end of the week (when I am off on holidays), but most probably I will conclude it when I am back.

**6/ Photosharing (7%):** Also a surprising number of apps fall under this category. Friends list is core to sharing photos and video with people that don't necessarily use the app. Us removing full access to the friends list would require significant changes from those devs. Recommendation is: REMOVE ACCESS

**7/ Astrology (4%):** Considerable number of apps on this vertical. They need access to friends bdays to come up with predictions. Their products will be broken without this, however, I am not sure if it's a vertical that makes sense for us. Recommendation is: REMOVE ACCESS

**8/ Media/Music/Books/Fitness (7%):** Invite friends, mention tagging are the main use case here. However I don't think we should allow them access to this and we should treat partners and devs in this vertical fairly with no exceptions. Recommendation is: REMOVE ACCESS

**9/ Unknown and Replicas (8%):** Most of the unknown are in fact developed by the same PMD, investigating. In any case, those apps should not be able to access the full friends lists anyway. Recommendation is: REMOVE ACCESS

As a general note, I think we need to carry on with this exercise to figure if there are more apps falling under different verticals that we have not identified yet, before we can make a decision for all the apps in this vertical. For both the Newsfeed and the Friends permission audit, we can use Jackie's framework to assess KEEP/REMOVE for those partner falling under the Strategic tabs and then make up a decision based on the criteria outlined by Jackie below.

Let me know what you think,

kp

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**From:** Ime Archibong

**Date:** Wednesday, August 21, 2013 6:31 AM

**To:** Jackie Chang

**Cc:** Chris Daniels , Konstantinos Papamiltiadis

**Subject:** Re: T0/Special Cases for P3 consideration

Thanks, Jackie. Glad you two linked up on this work. Looks like you have the right buckets flagged. One nitpick suggestion would be to consolidate the last two categories in the risk assessment tab under some term that represents "significant partner thrash." We know that there is going to be some partner thrash coming out of these changes, but we're just looking to minimize it and navigate it thoughtfully.

Sent from my iPhone

On Aug 21, 2013, at 2:30 AM, "Jackie Chang" wrote:

Ime & Chris,

Working with KP to further synthesize P3 impact by breaking out T0 partners with non-standard agreements and specific categories of impact that we should address. KP is working on the pulling the same analysis of the friend data, but we're also working in parallel to parse out key partnerships/scenarios that we should be solving for:

<https://docs.fb.com/sheet/>

T0 Tab:

- Partners with non-standard agreement and their backward compatibility clause.
- Existing integrations impacted
- Future integrations in planning

Risk Assessment Tab:

- PR risk: Potential partners/cases that may cause negative press
- Strategic Value: Key integrations that use read stream or friend data and drive value to fb. Should decide if we allow certain use cases that are of strategic value to fb.
- Competitive/Not Useful to FB: Key integrations that are competitive or drive little value to fb. Good that we're removing, but may need some additional considerations on wind-down time.
- Major Business Disruption/Kill: Noticeable integrations who's whole business is built on stream or friend data. Should be part of PR flag.
- In the Pipeline: Partner integration in the works where they've been working with someone at fb. This may be difficult to message as our sales team went to some of these partners a pitched and opportunity that they worked with them closely on.

This should be complete by EOW; however, Constantin will be using this on Thurs for a discussion with Vernal on how to tackle edge cases. Let us know of any feedback.

Thanks!  
Jackie

<All apps with friends permissions.xlsx>

## **EXHIBIT 93**

**UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL**



## PRIVATE EXTENDED API ADDENDUM

This Private Extended API Addendum (this "Addendum"), dated as of March 16, 2015 (the "Effective Date"), is made and entered into by and between Facebook, Inc., a Delaware corporation and its affiliates ("FB"), and Nuance Communications, Inc., a Delaware corporation ("Developer"). FB and Developer are sometimes referred to in this Addendum individually as a "Party" and collectively as the "Parties". FB and Developer hereby agree as follows:

A. FB and Developer are parties to FB's standard online Statement of Rights and Responsibilities (as modified by this Addendum, the "Agreement") which sets forth the terms and conditions for Developer's use of the Platform (as defined in the SRR). Capitalized terms not defined in this Addendum or its exhibits have the meanings given to them in the SRR.

B. Developer wishes to use and access the Private Extended APIs in connection with its use of the Platform and agrees to the additional requirements herein.

Developer and FB hereby agree as follows:

**1. Developer Application Development and Distribution.**

a. **Development of the Developer Application.** Subject to the terms of the Agreement, Developer will develop one or more Developer Applications as specified in one or more mutually executed documents in the form attached to this Addendum as Exhibit B (each a "Developer Application Submission Form"). Developer will ensure that all Developer Applications are in compliance with the terms of the Agreement and the SRR, including the Platform Policies and Private Extended API Guidelines.

b. **Developer Application Certification.** Developer will: (i) at least thirty days prior to any public availability or launch of a Developer Application make such Developer Application available (along with all necessary hardware or software) to FB for FB's certification and approval of the Developer Application in FB's sole discretion (a "Developer Application Certification") (for the avoidance of doubt, Developer is solely responsible for complying with this Agreement and the SRR notwithstanding any such certification or approval); (ii) periodically provide FB with Developer Application development progress updates; and (iii) promptly provide to FB upon its reasonable request from time to time, access to the latest development version of the Developer Application.

c. **Distribution.** Upon successfully completing the Developer Application Certification, Developer will use commercially reasonable efforts to distribute and provide access to the Developer Application to Facebook Users in accordance with the distribution and access plan described in Developer Application Submission Form (the "Distribution and Access Plan"). Unless and until FB issues a Developer Application Certification for a particular Developer Application, Developer will not distribute or otherwise make available such Developer Application to the public. Developer will provide written

confirmation to FB of the commencement of such distribution or access.

2. **SRR and Policies.** Developer agrees that any distribution of a Developer Application will be subject to an appropriate end user license agreement or similar terms and conditions which (i) disclaim all liability on behalf of FB and (ii) do not contain any language which would cause such terms to supersede or modify in any way the SRR, privacy policies or other terms applicable to all Facebook Users.

3. **User Data.** Developer agrees that any use of Facebook User Data shall be subject to the SRR and the additional restrictions set forth below (which for the avoidance of doubt, do not limit the SRR):

a. **Notice.** Developer must prominently display to users a notice that Developer (and not FB) is making the application available to end users and make sure that the user has the opportunity to review Developer's privacy policy. Developer shall submit such notice to FB for FB's review and approval (in FB's sole discretion) as part of the Developer Application Certification Process.

b. **Purpose of Use.** Developer will only use the Facebook User Data it receives in connection with an approved Developer Application for the purpose of providing such application to the Facebook User.

c. **Restrictions on Use.** Developer will not use, display, or share Facebook User Data in a manner inconsistent with Facebook's privacy policy or the applicable Facebook User's privacy settings.

d. **No Transfer.** Developer will not transfer to any third party (other than its agents and contractors for the sole purpose of providing services to Developer hereunder) any Facebook User Data.

e. **Deletion.** Developer will delete Facebook User Data upon termination of this Addendum or the Agreement, or if requested to do so by FB in writing.

f. **Safeguard.** Developer warrants and represents that Developer will establish and maintain diligent safeguards

that are compliant with applicable data privacy laws, and that protect against the destruction, loss, disclosure or alteration of Confidential Information, including Facebook User Data, in the possession of Developer or to which Developer may have access.

**4. Access to the Private Extended APIs.** Subject to the terms of the Agreement, FB may, in its sole discretion, make specific Private Extended APIs available to Developer for use in connection with Developer Applications. FB may terminate such access for convenience at any time. The Private Extended APIs and the Private Extended API Guidelines will be deemed to be a part of the Platform and the Platform Policies, respectively, for purposes of the Agreement.

**5. Facebook Brand Features.**

**a. License to Facebook Brand Features.** Subject to the terms and conditions of the Agreement, FB's written approval prior to each use and with Facebook's Brand Resources Guidelines available at <https://www.facebookbrand.com/>, or successor URL made available by Facebook, FB grants to Developer a limited, non-exclusive and non-sublicensable license to use the Facebook Brand Features, solely for the purposes of use within the Developer Application and to publicize Developer's distribution of the Developer Application. FB may terminate this license for convenience upon notice to Developer.

**b. Reservation of Rights.** FB will own all right, title and interest, including all intellectual property rights, relating to the Facebook Brand Features. Except to the limited

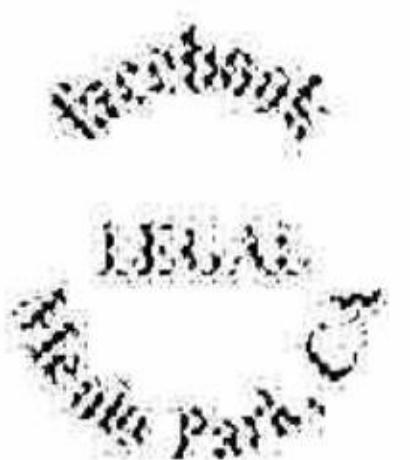
extent expressly provided in this Addendum, FB does not grant, and Developer will not acquire, any right, title or interest (including any implied license) in or to any Facebook Brand Features; and all rights not expressly granted herein are deemed withheld. All use by Developer of Facebook Brand Features (including any goodwill associated therewith) will inure to the benefit of FB.

**6. Confidential Information.** Developer agrees that the existence and content of the Private Extended APIs, the Private Extended API Guidelines and its use of Private Extended APIs is deemed to be confidential information of FB and Developer will maintain the same in strict confidence and not disclose the same to any third party (other than agents and contractors for the sole purpose of providing services to Developer hereunder) or use the same for any purpose other than its performance under the Agreement. The obligations contained in this paragraph will survive any termination or expiration of the Agreement.

**7. Effect.** The provisions of this Addendum will control over any inconsistent provisions of the Agreement, and the Agreement, as modified and supplemented by this Addendum, will remain in full force and effect. This Addendum may be executed in counterparts, each of which will be deemed an original, and all of which together will constitute one and the same instrument. The term "including" means "including without limitation".

**ACKNOWLEDGED AND AGREED:**

<p>Facebook, Inc. By: _____ Name: _____ Title: _____ Signature Date: _____ Address: 1601 Willow Road Menlo Park, California 94025</p> <p style="text-align: center;"><i>Facebook, Inc.</i> <i>Menlo Park, CA</i></p>	<p>Nuance Communications, Inc. By: _____ Name: _____ Title: _____ Signature Date: _____ Address: _____</p>
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## Exhibit A

### **Definitions**

**"Developer Application"** means each application or website listed in a Developer Application Submission Form (and any updates, upgrades, modifications or enhancements thereto) that interfaces with Platform, all services offered through or in connection with such application or website (whether such application or website is hosted on Developer's site, a third party site, Facebook or is client-resident).

**"Private Extended APIs"** means a set of API's and services provided by FB to Developer that enables Developer to retrieve data or functionality relating to Facebook that is not generally available under Platform, which may include persistent authentication, photo upload, video upload, messaging and phonebook connectivity.

**"Private Extended API Guidelines"** the guidelines, technical specifications and protocols located at <https://developers.facebook.com> (or such successor URLs as may be designated by FB) or any other guidelines, technical specifications or protocols as may be provided by FB to Developer from time to time.

**"Facebook Brand Features"** means the trade names, trademarks, service marks, logos, domain names, and other distinctive brand features, graphic images and icons of Facebook, which FB in its sole discretion may choose to provide to Developer.

**"Facebook User"** means a human user of Facebook.

**"Facebook User Data"** means (a) any data, content, code or other materials received by Developer from Facebook through the Private Extended API through the Platform in connection with the Agreement; and (b) any information that Developer would not have if Developer did not access such data, content, code or other materials through the Private Extended API through the Platform.

**"Personal Information"** means (a) content, (b) personally identifiable information, or (c) non-public information, relating to any Facebook User, including but not limited to names, addresses, e-mail addresses, phone numbers, photos and images.

**"Platform Policies"** means the then-current guidelines, technical specifications and protocols that govern the use of Platform located at <https://developers.facebook.com/policy/>, or any successor URL designated by FB, and any terms, policies and guidelines referenced or incorporated therein.

**"Statement of Rights and Responsibilities"** or **"SRR"** means the then-current Statement and Rights and Responsibilities that govern the use of Facebook located at the URL <https://www.facebook.com/legal/terms>, or any successor URL designated by FB, and any terms, policies and guidelines referenced or incorporated therein, and any supplemental Facebook terms that apply to use of a specific Facebook Service feature.

## Exhibit B

### **Developer Applications Submission Form #1**

Developer: Nuance Communications Inc.

Developer Application Name: Uconnect LIVE via Nuance Transform Engine

General Description:

This application is used only to provide user facebook content to their in-vehicle infotainment system (through on-screen and text-to-speech) in a safe manner. There is no use of read\_stream outside of the vehicle on any other part of the system integration (web portals or mobile handset apps).

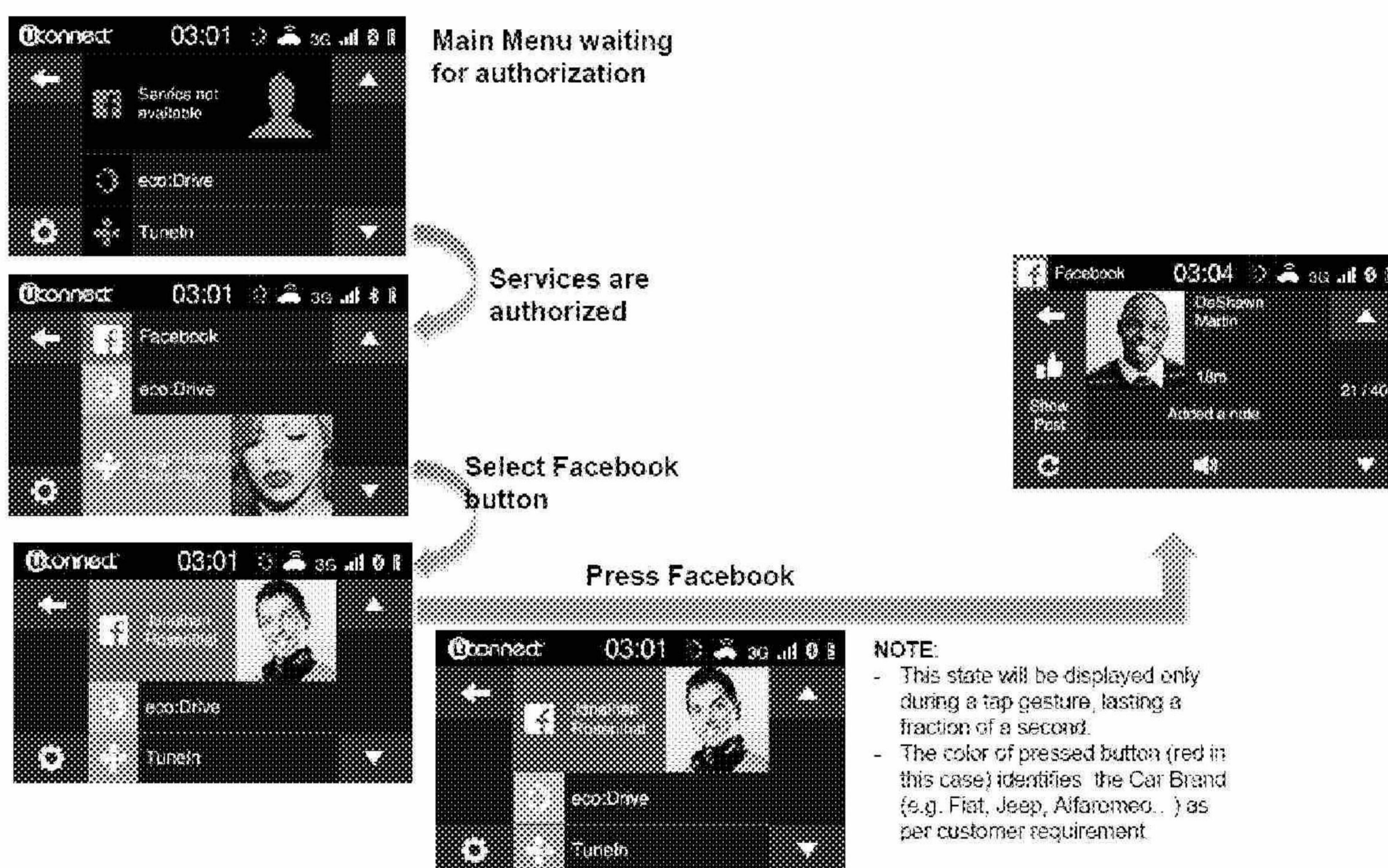
Developer Application Proof of Concept (please provide, to the extent available, a list of functionality, user flows, and screen shots):

From handset application logged into Uconnect system, user can obtain a facebook token via facebook oauth web page; this token is used for subsequent requests from infotainment system to request data via GRAPH API 2.0 call.

From applications start, user can scroll through summary list of posts obtained from /me/home GRAPH API 2.0 call.

User can show text or listen to text (via text-to-speech engine).

User can like a post.



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Distribution and Access Plan:

Developer may distribute and otherwise make available the Developer Application via the following distribution method(s):

Date of targeted initial distribution: March 16, 2015

Territory for distribution: Europe.

Updating the Developer Application: Developer may access and use the Extended API made available by Facebook in accordance with this Developer Application Submission Form #1 (i.e. graph.facebook.com/me/home API) until December 31, 2015 ("Expiry Date"), provided that Developer develops a new version of the Developer Application that does not use the Extended API and pushes such updated version of the Developer Application to all user via an OTA or Backend update prior to the Expiry Date.

End User Fees: Developer agrees that it will not charge, nor allow any third party to charge, end users of any Developer Applications or allow end users to be charged any fees for downloading, installation, access to, or use of the Developer Application (other than standard data, messaging and usage charges from the end user's mobile carrier).

This Developer Application Submission Form is governed by the terms of the Private Extended API Addendum in effect between Facebook and Developer. In the event that any item in this Developer Application Submission Form is inconsistent with that Addendum, the terms of this Developer Application Submission Form will govern, but only with respect to the Developer Implementations listed herein.

ACKNOWLEDGED AND AGREED:

<b>Facebook, Inc.</b>  By: _____ Name: _____ Title: _____ Signature Date: _____  <b>Address:</b> 1601 Willow Road Menlo Park, California 94025	<b>Nuance Communications, Inc.</b> By: _____ Name: _____ Title: _____ Signature Date: _____  <b>Address:</b>
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## **EXHIBIT 100**

**UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL**

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**From:** Jillian Stefanki  
**Sent:** Thursday, January 09, 2014 6:57 PM  
**To:** Scott Hershkowitz; Graham Keggi; Monica Mosseri; Peter Yang; Pete Wild; Eddie O'Neil; Evan Piwowarski  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update  
**Attachments:** Screen Shot 2013-08-27 at 5.27.42 PM.png; 0A1AD420-6A8F-46FC-B7D4-DD03900D6870.png

No worries. Know Monica is reaching out to Rdio. Who can connect with PicCollage?

No offense, Evan – but would prefer not to use Zynga as that comes with other baggage.

---

**From:** Scott Hershkowitz  
**Date:** Thursday, January 9, 2014 3:53 PM  
**To:** Graham Keggi , Monica Mosseri , Internal Use , Peter Yang  
, Pete Wild , Eddie O'Neil , Evan Piwowarski  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

I would prefer not to ask ESPN for this. We have a lot going on with them and this is really far down on the priority list.

---

**From:** Graham Keggi  
**Date:** Thursday, January 9, 2014 at 5:08 PM  
**To:** Monica Mosseri , Jillian Stefanki , Peter Yang , S H  
, Pete Wild , Eddie O'Neil , Evan Piwowarski  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Heres the latest data dump

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**From:** Monica Mosseri  
**Date:** Thursday, January 9, 2014 at 2:06 PM  
**To:** Jillian Stefanki , John Keggi , Peter Yang , Scott Hershkowitz  
, Pete Wild , Eddie O'Neil , Evan Piwowarski  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Who are the partners that are up slightly on iOS and Android? I can reach out to Rdio but think it may be better to reach out to the partners who are slightly up.

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**From:** Jillian Stefanki  
**Date:** Thursday, January 9, 2014 at 1:23 PM  
**To:** Graham Keggi , Peter Yang , mwalsh , Scott Hershkowitz  
, Pete Wild , Eddie O'Neil , Evan Piwowarski

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Yes – he is looking to talk to someone about how the tests are going and their thoughts on the product. Would likely be quoted in the story.

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**From:** Graham Keggi

**Date:** Thursday, January 9, 2014 1:10 PM

**To:** Internal Use , Peter Yang , Monica Mosseri , Scott Hershkowitz , Pete Wild , Eddie O'Neil , Evan Piwowarski

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+ Evan on Zynga

Jillian - Yep the data is neutral or only slightly positive on conversion, users denying permissions are relatively low. So he's just looking to chat for background partner perspective to make sure he's not missing something?

Scott/Monica do you think ESPN/Rdio are good candidates here?

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**From:** Jillian Stefanki

**Date:** Thursday, January 9, 2014 at 12:52 PM

**To:** Peter Yang , Monica Mosseri , Scott Hershkowitz , John Keggi , Pete Wild , Eddie O'Neil

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

To clarify a bit -- (and please holler if anyone wants off this thread)

The NYT reporter is close to finalizing his story. One of the last bits missing is his request to talk to one of the four partners who are testing Login v4 (Rdio, Zynga, ESPN, PicCollage). Based on this thread and a conversation with Peter, it sounds like no one has any hugely impressive stats to share. But that's Ok — if there is a partner we can point him to that's willing to say they don't have any new stats to share just yet because it's early days with testing, but that they're excited to be one of the first people to try this out and that they believe it will help their users better understand how they're using the app, etc --- that works.

I would connect with the product person and the PR person for this partner, talk them through our messaging and the status of the NYT story, and then if the partner agreed, I would share their contact information with the reporter. We don't need a partner quote — we need someone who we've vetted who is willing to talk to the reporter and to speak positively on our behalf about Login v4.

And there's no indication that this will be a NYT cover story. :) This is a NYT piece that we pitched and have been working on for a couple months.

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**From:** Peter Yang

**Date:** Thursday, January 9, 2014 11:40 AM

**To:** Monica Mosseri , Internal Use , Scott Hershkowitz , Graham Keggi , Pete Wild

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+Pete

Graham, are conversion stats flat for all of our Login v4 partners? Without positive stats can we get a partner quote for the NYTimes reporter? Jillian can coach the partner on the proper quote.

As context, the NYTimes reporter is writing a cover story on the login ecosystem comparing us to Google. So the more positive stats / quotes we can provide the better we'll look.

Thank you,  
Peter

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**From:** Monica Mosseri  
**Date:** Tuesday, January 7, 2014 at 8:38 PM  
**To:** Jillian Stefanki , Scott Hershkowitz , Graham Keggi , Peter Yang  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Graham sent me the Rdio data and it looks like conversion for iOS is down 1.7% but up for Android +.2%. We haven't shared this with Rdio just yet and not sure they would have much to say about this that would be positive. We also didn't make email revokable in this Rdio test.

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**From:** Jillian Stefanki  
**Date:** Tuesday, January 7, 2014 at 9:38 AM  
**To:** Scott Hershkowitz , Graham Keggi , Peter Yang  
**Cc:** mwalsh  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

**Graham**, is the data for ESPN and Rdio favorable? If so, can Monica and Scott reach out to their contacts to connect me w/ their PR people?

The NYT reporter is back in tomorrow to connect w/ Doug.

---

**From:** Scott Hershkowitz  
**Date:** Tuesday, January 7, 2014 8:14 AM  
**To:** Graham Keggi , Internal Use , Peter Yang  
**Cc:** Monica Mosseri  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Does the ESPN data tell the story we want? Seems like conversions are up only modestly.

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**From:** Graham Keggi  
**Date:** Tuesday, January 7, 2014 at 11:07 AM  
**To:** Jillian Stefanki , Peter Yang  
**Cc:** S H , Monica Mosseri  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Sent out a data update to ESPN last night, will compile one for Rdio this AM as well

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**From:** Jillian Stefanki  
**Date:** Monday, January 6, 2014 at 11:07 PM  
**To:** John Keggi , Peter Yang  
**Cc:** Scott Hershkowitz , Monica Mosseri  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+ Peter

Following up as the data update was scheduled for today. Are any of the four partners seeing positive results?

If so, I'd like to connect with their PR and product point people to loop them in on the NYT story. Hoping to do so tomorrow if possible.

---

**From:** Graham Keggi

**Date:** Friday, January 3, 2014 4:51 PM

**To:** Internal Use

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Volume's pretty much the same as the below.

We've got a data update going out Monday so might be better to wait until they've seen that before pinging them about talking to the press (in case they haven't paid much attention to the beta, which I suspect they haven't)

That said, ESPN has been the most in touch / interested in it and would be good, Rdio might be a good 2nd, but in both cases would probably be best to filter the idea through their partner managers to get a read on what they might say first. ESPN is Scott Hershkowitz, Rdio is Monica Mosseri

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**From:** Jillian Stefanki

**Date:** Friday, January 3, 2014 at 4:35 PM

**To:** John Keggi

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Hi Graham -

Confirming the below is still accurate with regard to rollout. (The NYT reporter has asked for an update.)

Reporter has also asked if he can speak with the companies who are testing it. Think this would be good for us, assuming they're happy with results so far. Is that the case? If so, who are the best two partners to put him in touch w/? We'd of course connect with them first to talk through the story.

Thank you, and hope you had a nice holiday!

---

**From:** Graham Keggi

**Date:** Wednesday, December 4, 2013 9:05 PM

**To:** Internal Use

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

We're at about 5% of english-only, new-users-only, iOS-only, android-mobile site only (not fb4a on android)

We should try to keep the % to ourselves since we've found that this almost always gets misinterpreted as % of all current app users (several million) when in fact its just % of new registrations in certain locales on certain phones (a 100-200 / day)

We've been talking to beta partners in absolute #'s, not %

Latest is

Rdio – 150/day

PicCollage – 350/day

ESPN – 500/day

Zynga Poker – 150/day

This will increase slightly as we add other languages in the next week or so

**From:** Jillian Stefanki  
**Date:** Wednesday, December 4, 2013 8:56 PM  
**To:** John Keggi  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

So, we're currently out to what % of ESPN, Rdio, PicCollage and Zynga Poker?

Any other new test partners?

Jillian Stefanki  
Facebook Communications

**From:** Graham Keggi  
**Date:** Wednesday, December 4, 2013 8:43 PM  
**To:** Internal Use  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Yup, we're testing with them

**From:** Jillian Stefanki  
**Date:** Wednesday, December 4, 2013 7:06 PM  
**To:** John Keggi  
**Subject:** FW: Product Partnerships & BD; Bi-Weekly Update

Confirming Rdio is testing Login v4, per the below?

Jillian Stefanki  
Facebook Communications

**From:** Jackie Chang  
**Date:** Monday, November 25, 2013 9:06 PM  
**Cc:** Ime Archibong Monica Mosseri , Simon Cross , Bryan Hurren  
, Konstantinos Papamiltiadis  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

PRODUCT PARTNERSHIPS & BD UPDATE (11/11-11/22)

\*OG Entities (Jackie)

#### *[DATA & AFFILIATES]*

- Live Event Ticketing (Hunch & Events): Addressed TM's blocking concern around our product's good faith effort to test a 1-click primary ticketing experience with a verbal commitment. Final deal points being reviewed by leadership with path still set for early Dec. close. **Eventful** discussions currently paused, optimal ticketing attribute coverage of 9% for the ~5-7MM US/CAN events with majority as non-ticketed long-tail events. Presenting to **Paciolan** (Primary College & Pro-Sports ticketing) leadership tomorrow on integrating their upcoming ticketed game feeds in Q1 '14.
  - Movie Ticketing (Hunch & Pages): **Fandango** working through final concerns around ads & targeting; presented to their leadership team in NY this week. Still on path to closing before year end.

- Media Consumption (Hunch): **Netflix** still stuck on strategic concerns around being commoditized, had leadership meeting. Will know their position early next week. **Apple** has the latest mocks and we're expecting them to send an updated terms draft this week.

- Music (Ridge & Minutiae): All three majors -- **UMG**, **WMG** and **Sony** — pushing towards closing out the deals before the holiday. Still the farthest apart with WMG, but pushing hard on the last couple of points.

- Location (Hunch & Places): Engaging with **Nokia** on a reciprocal data deal - terms & details still in negotiation. Simon & Rob will be leading partnerships in this area and working with the Location team to spec out POI data needs.

#### *[QUALITY]*

- Compound Eye: Provided partners recommendation for three methods of executing a crowdsourced quality assessment pipeline: (1) In-house using open-source solutions (2) Using full-service provider (3) Using free-lancing providers and building in-house.

#### **\*PLATFORM (Simon & KP)**

##### *[PS12n]*

- Capability Audit: Audit of 5200 existing whitelisted apps with the goal to put 80% into sandbox mode or remove them from the whitelists altogether and mapping remaining to Salesforce.  
- New Whitelisting process: Designed a more formalized process for whitelisting internal & external apps with Legal & Privacy XFN. Working with Product (Marie) to reflect updates needed to the Capability tool to support.  
- API Privatization: Finalizing with Product (Eddie) a set of 54 apis to become privatized. Working on the first cut of top tier apps to be evaluated for extension/exemption.  
- Unified Review: Preparing post-PS12n appeals workflow with DevOps.  
- Deprecations (Instant Personalization): Established a Jan 31st deadline for **Tripadvisor** with our commitment to help them optimize their Login flow to counter this change.

#### *[LOGIN]*

- Login v4: **Rdio** to roll-out to users this week for initial testing. (*Monica*)

#### **\*MESSENGER (Bryan)**

##### *[STICKERS]*

- **Disney**/ Frozen launched last Friday. Big win for the stickers program – got the assets for free. **Viacom** on hold due to product gaps. Current funnel: **Lego**, **Muppets**, **Asterix**, **Mr. Men**, **Peabody & Sherman**, **Garfield**, **Nike/Jordan**.

#### *[TITAN API]*

- Extended API Agreement now in place to support **RBC**'s Mobile Money Transfer experience set to launch planned Dec 9.  
- Caught **Spotify** misusing as a growth channel by only sending to non-Spotify users. Working with them to fix asap. (*Monica*)

#### **\*INTERNET.ORG (Bryan)**

- Presented a proposal around partnership strategy, but still working on finalizing approach. Met with **Reuters Market Lite**, **Jana**, and **Idiro** to assess compatibility with I.org objectives. RML seems to be a good candidate to enable India, while Jana's CPA model doesn't map to our goals and Idiro making for a better PMD partner.

#### **\*VERTICALS (Ime)**

##### *[MUSIC]*

- **SoundCloud** weeks away from launching their new album-art image HTML5 widget. Ramping to 100% of users (currently at 1%). (*Simon*)  
- Testing OG for Pages with **Bandsintown** revealed some new opportunities to enhance Page aggregations for key verticals such as music artists for H1'14. (*Jackie*)

#### *[FITNESS]*

- Nike hit some engineering delays that may push their full fix around long-runs and login out to March. Working with their tech team to figure out how to shorten this window. (*Jackie*)

#### [BOOKS]

- Goodreads on Kindle rolled-out to Kindle Fire users and set to roll out to e-Ink users by beginning Dec. Login to GR via Kindle is still low with less than ~3k a day, expecting first bump post-black friday. (*Jackie*)

#### [IDENTITY]

- Assessing LinkedIn's extent in over-permissioning users for non-experience enhancing data collection. (*KP*)
- Working with Coursera to use FB as part of their verification program. Additional interest in partnering on i.org initiatives. (*Monica*)

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**From:** Jackie

**Date:** Monday, November 11, 2013 at 5:28 PM

**Cc:** Ime Archibong , Monica Walsh , Simon Cross , Bryan Hurren  
, Konstantinos Papamiltiadis

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

### PRODUCT PARTNERSHIPS & BD UPDATE (10/28-11/8)

#### \*OG Entities (Jackie)

#### /DATA & AFFILIATES/

- Live Event Ticketing (Hunch & Events): TM concerned about 'Find Ticket' experience, they want us to address before signing the agreement. Initial **Ticketfly** data review was positive, evaluating work and return on our end before proceeding with a commitment to integrate.
- Movie Ticketing (Hunch & Pages): **Fandango** working through final concerns around ads & targeting. Still on path to closing before year end.
- Media Consumption (Hunch): **Netflix** still stuck on strategic concerns around being commoditized, but now escalated on both sides and determining next steps. Positive signals from **Apple** moving towards closing as they've signaled intent to get this done. Remaining questions around attribution and commissionable links.
- Music (Ridge & Minutiae): **UMG** and **Sony** still close to closing; **WMG** still holding out.

#### [QUALITY]

- Compound Eye: Pulling together POV and options around microtasking/crowdsourcing search quality rating.

#### \*PLATFORM (Simon & KP)

#### /POLICY & ENFORCEMENT/

- PS12n: Formalized work-streams and leaders to tackle (1) pre-PS12n whitelist approvals (2) post-PS12n appeals (3) post-PS12n whitelist process (4) capabilities deprecations, and (5)capabilities auditing with respects to games, non-games, mobile, and pmd/marketing partners. Follow progress [here](#).
- Instant Personalization Deprecation: **TripAdvisor** thinks this deprecation will materially affect their business, working through a reasonable path by Jan 31.

#### /LOGIN/

- Login v4: **Rdio** will participate in beta. **Foursquare** to provide feedback this week.
- App Events for user studies: Discussing with **Spotify** next week about instrumenting App Events to better inform them about their login/reg funnel and help us better measure login preferences and pre-login behavior.

#### [Parse]

- GAP Analysis for eComm: Working with local CTOs to provide a POV on entering the eComm space. Feedback so far is to integrate into well known eComm platforms like Magento.

### **\*MESSENGER (Bryan)**

#### *[STICKERS]*

- Collaborated with Public Content team on a **World Food Program** in the recent Pusheen pack. Received **Disney** (Frozen) assets. **Viacom** (SpongeBob) needs PM ratification on expiration terms.

### **\*INTERNET.ORG (Bryan)**

- Receptive initial conversations with **Twitter** and **AccuWeather**. Working with XFN team to define/ identify additional candidate projects. **World Bank** working on updates that better support country requirements. Assessing partnering with their local incubators/ accelerators (MSFT, Google, Nokia, and BBRY all participate already) given low-cost to engage.

### **\*VERTICALS (Ime)**

#### *[MUSIC]*

- Mobile Music Previews: **Spotify** provided 50 track sample and negotiating attribution for album art. **Rdio** still blocked but got interesting feedback from Sony around full-length tracks for single play in FB.

#### *[FITNESS]*

- Working with **Nike** to optimize (1) long runs through returning smaller data samples and (2) consistency in following login policies and best practices for various brand apps.

#### *[OTHERS]*

- **Justgiving** worked with us on being a featured case study for the new Share icons. (KP)

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**From:** Jackie

**Date:** Tuesday, October 29, 2013 at 1:45 PM

**Cc:** Ime Archibong , Monica Walsh , Simon Cross , Bryan Hurren  
, Konstantinos Papamiltiadis

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

### **PRODUCT PARTNERSHIPS & BD UPDATE (10/14-10/25)**

### **\*OG Entities (Jackie)**

#### *[DATA & AFFILIATES]*

- Live Event Ticketing (Hunch & Events): **TM** still on path to close end of Oct. **Ticketfly** sent over data sample and syncing next week around affiliate relationship. Ticketfly would bring in around 70k+ local US/CAN club & festival events in the system. Broader data & affiliate discussion with **Active** stakeholders EOW. Lowering priority of **Eventbrite** and **Stubhub** as launch partners.

- Movie Ticketing (Hunch & Pages): **Fandango** stuck on branding/reference on linking experience, data usage, and exclusivity. Still aiming for EOY close, but need to get a better signal from Fandango for movement on the above sticking points.

- Media Consumption (Hunch): Rob D closed **TMS**. **Netflix** asked us to not display their links on entity cards - escalating to determine next steps. Positive signals from **Apple** in targeting Nov for agreement close, current sticking point around branding/reference on deep-linking experience.

- Music (Ridge & Minutiae): Close to closing **UMG** and **Sony** (a couple weeks out); **WMG** hitting bumps as they're asking for licensing fees.

#### **\*PLATFORM (Simon & KP)**

*[POLICY & ENFORCEMENT]*

- Instant Personalization Deprecation: **Yelp** & **Flixster**/ **Rotten Tomatoes** committed to turning off by EOY. **Bing** TBD until new Search/Map Agreements close. **TripAdvisor** discussion being scheduled.

*[LOGIN]*

- Auth Referral Deprecation: **Spotify** & **iHeartRadio** are 100% removed, which closes out overall deprecation.  
- Login v4: **Rdio** reconsidering with dependencies on their legal's assessment of the new user age handling. Pitched **Foursquare** & **Shazam**, both initially saw v4 limiting the scope of how they currently use login. However, waiting for final feedback. Email address is a consistent sticking point given that it's a primary benefit/purpose in using fb login.

*[MINUTIAE]*

- Minutiae API: Expanding partner testing after **Runtastic** saw positive results around increased story engagement. Pitched **Foursquare**, **Shazam**, **Zeebox**, and **Musixmatch**. Positive reaction with **Zeebox** committing to integrating. (KP)

#### **\*MESSENGER (Bryan)**

*[STICKERS]*

- **King.com** (Candy Crush) and **Iconix** (Peanuts) launched. Agreements with **Disney** (Frozen) and **Viacom** (SpongeBob) are near final.

*[MSG PLATFORM: TITAN API]*

- **Royal Bank of Canada** launching a mobile money transfer experience using private inbox messaging apis. Working through agreement requirements and PR plans.  
- **Netflix** private sharing implementation continues to perform well (4x connect rate) compared to OG.

#### **\*INTERNET.ORG (Bryan)**

- Collaborating with Growth (Shirley Sun), Mobile Partnerships (Steve Jarrett/ Ameet Suri), and Mobile Growth Partnerships team (Laura G-E) to assemble a cohesive partnership strategy beyond OEMs and Operators.

#### **\*VERTICALS (Ime)**

*[MUSIC]*

- Mobile Music Previews: **Spotify** has coverage for 80% of their catalogue, but waiting for product mocks to unlock required label approvals. **Rdio** blocked by labels.  
- Event Playlists: **Rdio** experience working end-to-end, but launch paused due to project resourcing, will revisit EOY.

*[MOVIES & TV]*

- **Hulu** wants us to improve aspect ratio of video cover art images for NF. Worth noting that they are working with Twitter on improving video stories being shared.

*[Books]*

- **Goodreads on Kindle**: OOB& OG integration slated to launch by late Nov for both Fire & e-Ink. Hold-ups on Amazon Platform Agreement are not slowing down GROK integration.

*[FITNESS]*

- **Fitbit** working through resource assessment around OG. Meeting next week.

- Nike launched their FB & IG photo experience for running last week. We pushed out a complimentary improvement to photo + OG Fitness action story for iOS where users will be able to swipe between running maps & photos.

#### *[OTHERS]*

- Uber coming in for an all-day Wed hack. Login, Auto-fill, and Events are potential project that will be worked on (Bryan)
- PicsArt (50MM installs on Android) discussions around integration optimization and Neko ramp-up (KP)

**From:** Jackie

**Date:** Tuesday, October 15, 2013 at 3:20 PM

**Cc:** Ime Archibong

, Monica Walsh

, Simon Cross

, Bryan Hurren

, Konstantinos Papamiltiadis

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

## PRODUCT PARTNERSHIPS & BD UPDATE (9/30-10/11)

### **\*Entities (Jackie)**

#### *[DATA & AFFILIATES]*

- Live Event Ticketing (Hunch & Events): TM projected to close by end of Oct. Agreement meets our data goals and provides us the best pay-out with reasonable give on our side re:commission window. Evaluating Eventbrite head data. Stubhub to provide data sample for both themselves and Zvents with affiliate discussions picking back up next week. Likely moving forward with Eventful data deal given their data coverage. Initial pitch to Active (local activities from marathons to conferences) and Ticketfly successful, next step to meet decision makers & begin discussions around data needs.

- Movie Ticketing (Hunch & Pages): Fandango's first draft is pretty far off. Reassessing their commitment to launch. Projected close now TBD until we reconnect this week.

- Media Consumption (Hunch): One more open item for TMS, projected close by EOW. TMS provides content mapping, working now on approvals from Netflix and other content partners to display their links on entity cards. Apple sent first draft which is farther off than initial thought, projected close now TBD until we reconnect with them next week.

- Music (Ridge & Minutiae): Close to closing the UMG deal; Sony is close (a couple weeks); and still working on WMG.

- Restaurant Reservation (Hunch & Places): OpenTable affiliate deal closed.

- Location (Places): Beginning to scope Q1 '14 data priorities with Emily Grewal, which include: menus, food imagery, & POI. Reached out to by Bookings.com (largest OTA w/ 337k hotel properties ww) to engage on data & affiliate partnership.

- Books (Hunch & Pages): Book data set as low-pri on product side, pausing conversations with Bowker, Barnes & Noble. Strong interest from B&N for an affiliate partnership. Random House now merged with Penguin to become the largest book publisher. Strong interest from publishers to provide direct book sampling in FB.

### **\*PLATFORM (Simon & KP)**

#### *[POLICY & ENFORCEMENT]*

- Platform Simplification: Decision made to move forward with hashed UIDs - all apps impacted. Working with data analysts to quantify and capture severity of impact, especially for verticals like Games & Marketing.

#### *[LOGIN]*

- Auth Referral Deprecation: Spotify & iHeartRadio at 100% complete, which closes out overall deprecation.
- Login v4: iHeartRadio and Rdio declined beta due to new model not passing user email, which is core to their use of login. Pandora to confirm this week if Login will make the 6 month roadmap.

*[ACTION IMPORTERS]*

- Action Importers for Timeline Collections: Feedback from Mark to hold and re-scope this product as a broader functionality for Login, Collections, and App Feed. Updated **Netflix**, **Endomondo**, **Runkeeper** on this indefinite pause. Partners have less and less bandwidth for FB requests, this is a good lesson to thoroughly vet out product before approaching partner given that it lessons credibility for future product asks.

*[SAVED]*

- A new product in the works to create a private means for users to bookmark content they want to view later. Objects saved in FB will default to 'only me' privacy. Still working through how we will treat third-parties using common 'want' actions given concerns around potential user confusion created for existing partner integrations.

*[SEND-TO-MOBILE]*

- Desktop Plugin: Simon to present to Zuck at a mini-prototype forum next Tues.

**\*HOME (Ime)**

*[APP FEEDS]*

Successful launch of **Pinterest**, **Instagram**, **Tumblr**, and **Flickr** integrations.

**\*MESSENGER (Bryan)**

*[STICKERS]*

**Relativity Media** (Free Birds) launched.

*[MSG PLATFORM: TITAN API]*

- Messenger as a platform: Exploring Bundling, Preload, and Platform opportunities for Messenger with Ameet Suri .

**\*VERTICALS (Ime)**

*[MUSIC]*

- Mobile Radio Stations: **iHeartRadio** presented ideas to our product team on & **Pandora** now working on the same.  
- Event Playlists: **Rdio** to start end-to-end testing of export flow

*[FITNESS]*

- Ime & Aryeh attending NikeFuel Forum to explore ideas around Movement, Motivation and NikeFuel with experts from **Nike**, and in the industry of health, fitness, and motivation

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**From:** Jackie

**Date:** Monday, September 30, 2013 4:13 PM

**Cc:** Ime Archibong , Monica Walsh , Simon Cross , Bryan Hurren , Konstantinos Papamiltiadis

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

**PRODUCT PARTNERSHIPS & BD UPDATE (9/16-9/27)**

**\*Entities (Jackie)**

*[DATA & AFFILIATES]*

- Live Event Ticketing (Hunch & Events): **TM** affiliate deal moving forward with lowered commission to replace window constraints. Placement guarantees for official primary and secondary is remaining sticking point. Exploring **Eventbrite** &

**Stubhub** as additional affiliates and talking with **Ticketfly** this week. Still evaluating legal risk of an **Eventful** data-only deal for torso & tail events.

- Movie Ticketing (Hunch & Pages): **Fandango** Internal Evaluation Agreement done, opening up showtime and theater data this week. Affiliate deal projected to close by end of Oct.
- Media Consumption (Hunch): **TMS** sent over draft and opened data for evaluation, still projected to close by end of Oct. **Apple** open to covering IAP and FAS for media content (in addition to apps) under a standard 7% commission. Projected to close by end of Nov. Hunch to move forward with TMS movies/tv iTunes mapping and Ingram ISBN matching with Apple search API as short-term launch strategy.
- Restaurant Reservation (Hunch & Places): Getting close to wrapping up the **OpenTable** affiliate deal by beginning Oct.
- Music (Ridge & Minutiae): Redline out to all 3 major labels (**UMG**, **WMG**, **SME**). Expect them all back next week.
- Sport Scores (Springfield): **Sports Data** deal complete. Marie Hagman to manage data use/access.
- Books (Hunch & Pages): Exploratory conversations with **Bowker** (ISBN agency & data broker) around robust author, bestseller/media mention, & additional ISBN data coverage. Exploring affiliate program with **Barnes & Noble** this week.

#### **\*PLATFORM (Simon & KP)**

##### *[POLICY & ENFORCEMENT]*

- Platform Simplification: Delivery XFN formed to focus on execution of changes. Areas of focus will include: (1) Auditing partners with non-standard Platform Agreements (2) Capabilities clean-up and (3) Auditing partner impact for proposed deprecated APIs

##### *[LOGIN]*

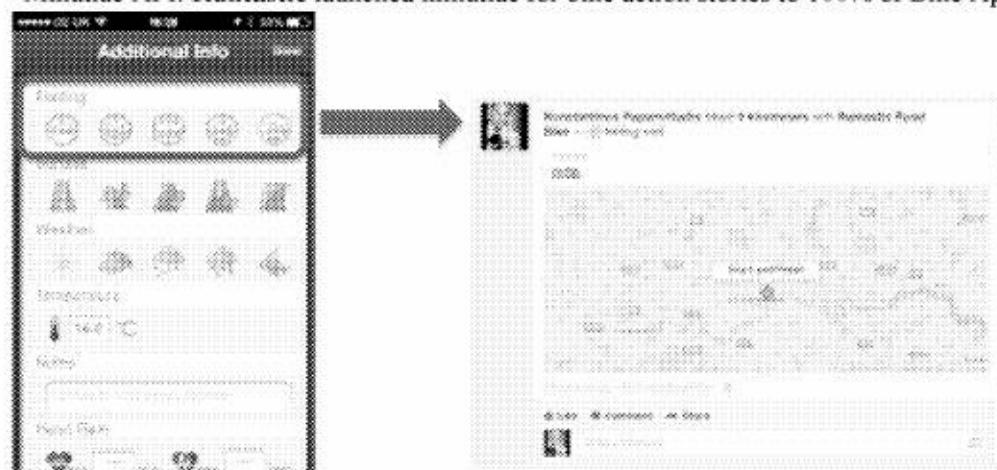
- Auth Referral Deprecation: Spotify & iHeartRadio at 50% removal with goal of 100% within 2 weeks.
- Login v4: Pitching **Pandora** & **iHeartRadio** this week as test partners. **Spotify** excluded due to current issues around login & registration.

##### *[ACTION IMPORTERS]*

- Action Importers for Timeline Collections: **Netflix** agreed to 10% testing in the US. **Endomondo** cleaned-up auth dialog and wants to test first before providing confirmation. Waiting for **Runkeeper**'s confirmation for 20% testing .

##### *[MINUTIAE]*

- Minutiae API: **Runtastic** launched minutiae for bike action stories to 100% of Bike App users.



#### **\*HOME (Ime)**

## *[APP FEEDS]*

Rebrand from "Facebook Home" to "Home" and new logo. Partners ready for the 10/3 beta launch date.

### **\*MESSENGER (Bryan)**

#### *[STICKERS]*

**Relativity Media** (Free Birds) and **King.com** (Candy Crush) targeting launches of Oct 7 and Oct 14.

#### *[MSG PLATFORM: TITAN API]*

- **Netflix:** Initial testing shows 4X higher FB Connect rates with private sharing entry point vs. OG.
- Messenger as a platform: Exploring bundling models with partnerships evaluated on a growth driving basis.

### **\*VERTICALS (Ime)**

#### *[MUSIC]*

- Mobile Previews: **Deezer** launched tags, **Spotify** launched tags for 50 songs (still working on full catalogue), & **Rdio** still negotiating with labels.
- Event Playlists: **Rdio** to build simple endpoint to enable testing by EOW.
- Subscriptions: **Deezer** extended trial to another 10 countries. Low figures still.
- Growth: Expanding international coverage by targeting new market leading partners: (1) **Spinlet** is the biggest music service in Africa & SEA (2) **Musicqubed** is a white-label music player platform for mobile operators committed to integrate with SDK & Native Share Dialog by end of Oct. **Spotify** furthering international expansion with recent launches in Taiwan, Greece, Argentina, and Turkey.

#### *[BOOKS]*

- Readers: Reviewing wireframes new **Goodreads** on **Kindle** e-ink & Fire flows allowing users to share past Kindle purchases & in book progress & quotes set to launch ~Nov '13. Would like to re-initiate conversations around progress-based og book stories.

#### *[FITNESS]*

- Photos: **Nike** to release new photo support for FB & Instagram on 10/9 to coincide with a new OG Fitness photo story update in iOS.

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**From:** Jackie

**Date:** Monday, September 16, 2013 4:14 PM

**Cc:** Ime Archibong , Monica Walsh , Simon Cross , Bryan Hurren  
, Konstantinos Papamiltiadis

**Subject:** Re: Platform Partnerships& BD: Bi-Weekly Update

## **PRODUCT PARTNERSHIP & BD UPDATE (9/3-9/13)**

### **\*Entities (Jackie)**

#### *[DATA & AFFILIATES]*

- Movie Ticketing (Supports Hunch & Pages): **Fandango** on board with a v1 deep-link experience off mobile Movie Pages. Affiliate and data deal discussions underway.
- Live Event & Ticketing (Hunch & Events): **EventSource** deal done but data ingest revealed some data gaps. Evaluating legal

risks in using **Eventful** as another source to fill the gaps. **TM** on board with v1 deep-link experience off new mobile Live Event Pages; affiliate and data deal discussions underway.

- Media Consumption (Hunch): **TMS** reduced fee in exchange for a similar feed that we provide Rovi. Planning on deep-linking to installed iOS apps (I.E. Netflix, Hulu, etc.) and prioritize streaming experiences first. Re-initiating affiliate discussion with **Apple**. Will not likely have an agreement in place by initial Hunch launch due to blockers on data usage.

- Restaurant Reservation (Hunch & Places): In negotiations with **OpenTable** but will likely end up with \$.80/reservation affiliate structure.

- Music (Ridge & Minutiae): ~1-3 weeks away from closing the **UMG** and **Sony** agreements. Far off for **WMG**, but working on bridging the gap.

- Sport Scores (Springfield): **Sports Data** lowered price and offered 18 months free. Aiming to close end of Sept.

#### **\*PLATFORM (Simon)**

##### *[POLICY & ENFORCEMENT]*

- Platform Simplification (Previously 3.0): Still evaluating ecosystem impact, announcement tentatively set for Jan '14. Working with legal to audit special platform agreements. Review boards for exemption/extension to be created in Oct. '13  
- Capabilities Clean-up: Goal is to account for all outstanding GK & Capabilities being used by partners and future streamlining of approvals. Initiating xfn conversations with Games and PMD to account for their partners. Audit in ~3-4 weeks.

#### *[OG INTEGRATIONS]*

- Action Importers for Timeline Collections: **Goodreads** out per Amazon. **Netflix** and **Runkeeper** are in, but questions long-term value. Working with legal on the necessary coverage to testing .

- **Rdio** happy with recent spikes in Impressions/Clicks. Not entirely sure of cause, but may be attributed to artist exclusives like Paramore & MGMT. (see attached chart)

#### **\*HOME (Ime)**

##### *[APP FEEDS]*

Demoed the beta release version of App Feed integration with all launch partners. Mark discussed the upcoming launch on stage at TechCrunch.

#### **\*MESSENGER (Bryan)**

##### *[STICKERS]*

Program redefined based on learnings from v1. **Disney Int'l** (Disney, Lucas, Pixar, and Marvel) and **Viacom** (MTV, Nickelodeon) are in redline.

#### *[MSG PLATFORM: TITAN API]*

- **Netflix**: Private Sharing launched with the Inbox API (Titan) agreement signed 9/9.  
- Messenger as a platform: Interest from Evernote/Dropbox/Pinterest/Nike and Layer winning Techcrunch Disrupt, has resulted renewed interest. Engaging with Javier, Vernal, and Eddie to explore new opportunities.

#### **\*IDENTITY (Konstantinos)**

##### *[INTERNAL]*

Analyzing impact of Platform 3.0 on the Identity ecosystem. Syncing with Lessin on the Identity product roadmap and

any partnership opportunities to accelerate their work.  
**(0/1 complete)**

**\*INDUSTRY (Jackie)**

*[MEDIA - INTERNAL]*

- Music

- Mobile Previews: **Deezer** shipped tags for new Mobile Music Preview URLs with **Rdio & Spotify** 2-3 weeks behind.
- Event Playlists: **Spotify** punted to Q4 & **Rdio** still undetermined.
- Login v4: **Pandora** concerned around strength of profile data and lack of password.
- Subscriptions: **Deezer** trial launched on 9/10. **Spotify** evaluating deprecation due to inability to maintain or optimize this api. No further partners being onboarded due to lack of resourcing.

- Movies/TV: **Intel** demo'd new set-top box and discussed integration opportunities from Auth/OG to Ads.

- Books: **Kindle Fire** RCP agreement will likely sign this week. Likely launch in Oct with updated OOB, native share, and contact & event sync.

*[MEDIA - EXTERNAL]*

- **FB Start NY:** Keynote by Ime to 40+ start-ups across various categories on the new 3 pillars of Platform.

*[FITNESS - INTERNAL]*

- Action Importers: see **Runkeeper** above

- **Strava** launched mobile OG for users who've activated from web. Working on optimizing experience with either new native or custom share sheet.

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**From:** Jackie

**Date:** Tuesday, September 3, 2013 2:42 PM

**Cc:** Ime Archibong , Monica Walsh , Simon Cross , Bryan Hurren  
, Konstantinos Papamiltiadis

**Subject:** Platform Partnerships& BD: Bi-Weekly Update

Below is the Product Partnerships team bi-weekly update to provide you transparency and keep you informed of our progress. The current initiatives we support include, but are not limited to Entities, Platform, Home, Messenger, Identity, and Industry. These updates are high-level and concise, so pls let us know if you have any questions or want additional context.

Key --

*[GOAL]*

Update summary

**(Progress/Tracking)**

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**PRODUCT PARTNERSHIP & BD UPDATE (8/19-8/30)**

**\*Entities**

*[DATA ACQUISITION: 4 deals]*

- Hunch

- Movie Showtimes: CinemaSource deal done.
- Consumption: Moving forward with TMS agreement to supply US link outs for Movies/TV for purchase or consumption. Approaching Fandango for ticket purchase link outs.
- Restaurants: OpenTable redline in review, still negotiating.

- Public Events

- Live Events: EventSource deal almost done. Holding on Eventful as long-tail source as we try to lower price.
- Ticketing: Meetings this Friday (9/6) with TM to walk through mocks/concepts.

- Ridge

- Music: Redlines from all 3 major labels (UMG, WMG, SME)

- Springfield

- Sport Scores: Slowing down conversations with Sports STAT to focus efforts on Hunch data requirements.

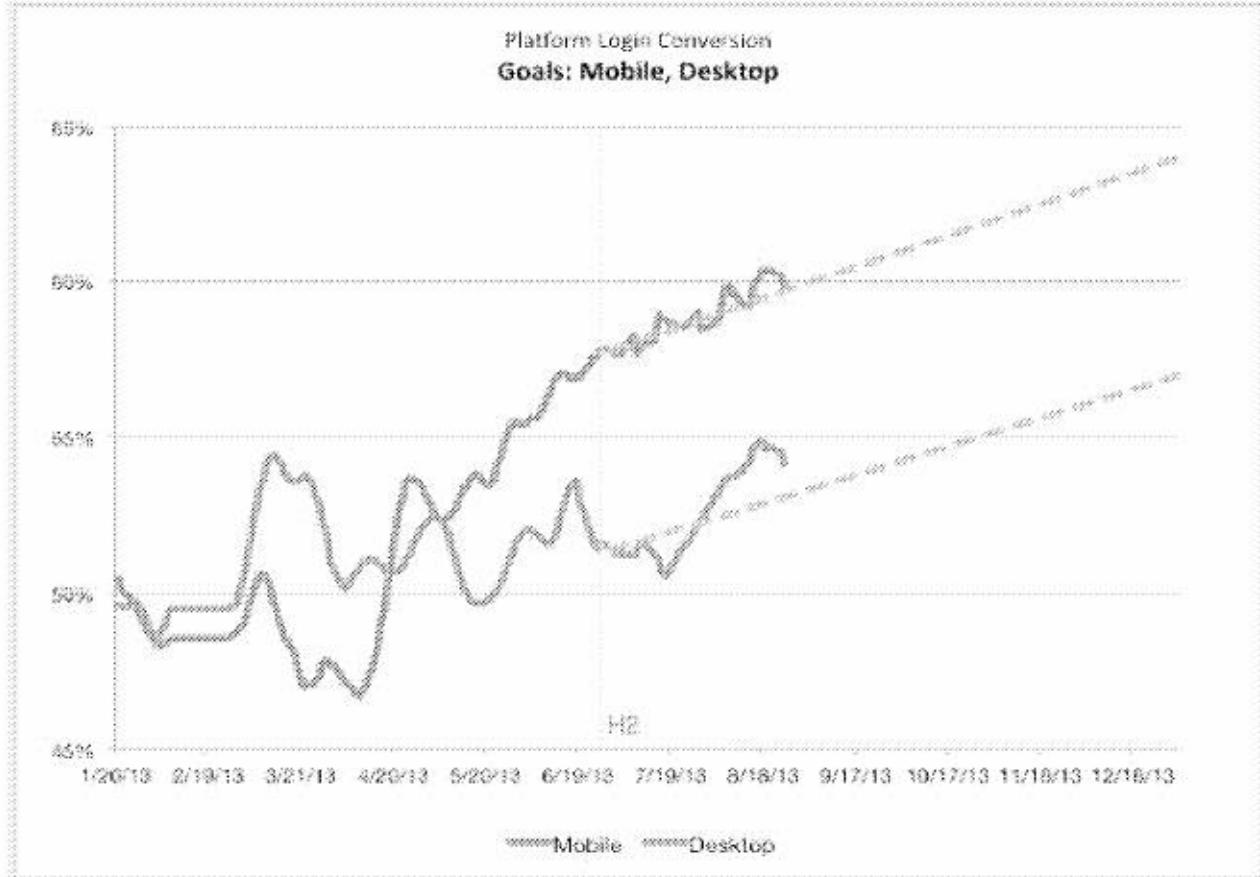
**(1/4 deals complete)**

**\*PLATFORM**

*[POLICY & ENFORCEMENT: 2 successful initiatives]*

- Platform 3.0: Impact analysis of the major deprecations is underway. Forming a framework for managing extensions, exemptions, (or neither) for the different classes of apps across head, torso and tail.
- Login Checklist: Brought top 100 iOS & Android mobile apps from ~60% to ~90% compliance. Improved overall login conversion and installs wow. (see Platform Login Conversion graph)

**(1/2 initiatives completed)**



*[OG: 4+ new head partner integrations]*

- Goodreads on Kindle: Approved OOBE flows for e-ink and Fire with the requirement of GR dialog language updated to match ours.
- Kindle Fire: Privacy hole resolved. Live demo next week for final Day 0 update approval on new Gen 6 devices.

**(2/4 head integrations complete)**

## **\*HOME**

*[APP FEEDS: 3+ partner integrations]*

- Demo-ing app feeds to Pinterest, tumblr and Flickr next week with expected beta announcement on sept 12/13th  
**(0/3 launched; on track for 4/3)**

## **\*MESSENGER**

*[STICKERS: 5 major studio deals]*

- Stickers: Launched Cut the Rope (Zepto Labs) and Duck Dynasty (A&E) last week. Disney, Viacom, Hasbro, Comedy Network, Sony, Fox are all in negotiation.

**(0/5 deals executed)**

*[MSG PLATFORM: 2+ Titan API integrations]*

- Netflix: Inbox API (Titan) agreement close to signed. Launch moved to Sept 10.

**(0/2 integrations)**

## **\*IDENTITY**

*[INTERNAL: 1+ key integrations; influence product]*

n/a

**(0/1 complete)**

*[EXTERNAL: 1+ corp comms initiatives]*

n/a

## **\*INDUSTRY**

*[MEDIA INTERNAL: 3+ key integrations across categories; influence product]*

- Pandora: Login v4 pitch set for 9/27. Goal is to launch a best-in-class integration (iOS and Android first) in Q4.
- Music/Mobile Previews: Spotify blocked by one label. Rdio still in early conversations with labels – no movement yet.
- Music/Event Playlists: Rdio underway with integration, launch TBD.

**(0/3 integrations completed)**

*[MEDIA EXTERNAL: 3+ corp comms initiatives]*

- Login Momentum- Featured best in class login integrations including Readmill to highlight Facebook

Login: <https://www.facebook.com/groups/platform.fyi/permalink/552368911478395/>

**(2/3 corp comms initiatives complete)**

*[FITNESS INTERNAL: 3+ key integrations; influence product]*

- Action Importers: Runkeeper & Endomondo provided access to their apis.

**(1/3 integrations completed)**