

## EXHIBIT 20

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Eddie O'Neil </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EDDIE ONEIL>  
**Sent:** Friday, October 07, 2011 1:55 PM  
**To:** tasks+158384890914107@xmail.facebook.com; Eddie O'Neil  
**Subject:** Re: [tasks] #703893: Twitter accessing FB Friends List? [triaged] [devsupport]

Eddie O'Neil - at 1:52pm  
Sure.

[ To see this bug, go to: <http://our.intern.facebook.com/intern/tasks/?t=703893> ]

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Title: Twitter accessing FB Friends List?

Created: 12:23am September 8th, 2011 by Matt Kelly

Tags: bugs, triaged, devsupport

Priority: mid-pri

Assigned to: Eddie O'Neil

Hey dev support folks, can you help Matt track down this info? Specifically,

(1) Dan: they didn't tell us about their was new placement of Connect button, but it seems that the integration is same as it always has been (e.g. just status posts, not friend finding). I'll confirm with Matt K (cc'd) that the API still doesn't return friends list.

It's important we find this info quickly.

Thanks,  
Matt

From: Matt Wyndowe  
Sent: Thursday, September 08, 2011 12:22 AM  
To: Matt Kelly  
Subject: Re: Twitter / t.co Referral Traffic

Ya, no problem - thx

Sent from my iPhone

On Sep 7, 2011, at 11:20 PM, "Matt Kelly" <mk@fb.com<mailto:mk@fb.com>> wrote:  
Do you mind if I loop in our dev support team to hunt this down? I've never heard of us blacklisting certain APIs, so I'm not even sure where to start. Plus, I'm slammed with f8 right now.

From: Matt Wyndowe  
Sent: Wednesday, September 07, 2011 11:15 PM  
To: Matt Kelly  
Subject: FW: Twitter / t.co Referral Traffic

Hey bud, favor to ask. Can you check to make sure we restrict twitter API to block out friend lists?

PS - if you aren't the right PE on twitter let me know.

---

**From:** Matt Wyndowe  
**Sent:** Wednesday, September 07, 2011 10:16 PM  
**To:** Carl Sjogreen; Dan Rose; Ling Bao; Ethan Beard; Justin Osofsky; Katie Mitic; platform-leads; Bret Taylor  
**Cc:** Chad Heaton; Matt Kelly  
**Subject:** RE: Twitter / t.co Referral Traffic

(1) Dan: they didn't tell us about their was new placement of Connect button, but it seems that the integration is same as it always has been (e.g. just status posts, not friend finding). I'll confirm with Matt K (cc'd) that the API still doesn't return friends list.

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**Date:** Tue, 6 Sep 2011 20:37:37 -0700  
**To:** Ling Bao <[lingzbao@fb.com](mailto:lingzbao@fb.com)<<mailto:lingzbao@fb.com>>>, Ethan Beard <[ethan@fb.com](mailto:ethan@fb.com)<<mailto:ethan@fb.com>>>, Justin Osofsky <[josofsky@fb.com](mailto:josofsky@fb.com)<<mailto:josofsky@fb.com>>>, Katie Mitic <[katiemitic@fb.com](mailto:katiemitic@fb.com)<<mailto:katiemitic@fb.com>>>, platform-leads <[platform-leads@fb.com](mailto:platform-leads@fb.com)<<mailto:platform-leads@fb.com>>>, Matt Wyndowe <[mw@fb.com](mailto:mw@fb.com)<<mailto:mw@fb.com>>>, Bret Taylor <[btaylor@fb.com](mailto:btaylor@fb.com)<<mailto:btaylor@fb.com>>>  
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Interesting. Matt - did Twitter give us a heads-up before they launched the FB integration on their profile pages over the weekend? Based on this data, I'm not surprised that they would want to get more of their users to cross-post to FB.

My sense is that we probably want to unwrap these links (for everyone, not just Twitter). Let's discuss after f8.

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**Cc:** Chad Heaton <[chadh@fb.com](mailto:chadh@fb.com)<<mailto:chadh@fb.com>>>  
**Subject:** Twitter / t.co Referral Traffic

Dan & team,

Given recent discussions around t.co, Chad's asked me to share our analysis on how much FB may be lifting Twitter's referral traffic.

T.co currently represents ~1% of FB's total daily outbound traffic (~2.5MM daily clicks). This percentage doubled from 0.5% in mid-August when Twitter rolled out t.co to their 3rd party clients. While this is a small number for us, it may be material to Twitter and partners that receive significant t.co referral traffic. One way of estimating the share of total Twitter referral traffic this accounts for is to use comScore Exit traffic data. Twitter's total Exit traffic is only 3% of Facebook's exit traffic according to comScore. Therefore, a 1% change in our t.co traffic could be equivalent to up to 33% of Twitter's total referral traffic. This should be viewed as an upper bound of the potential impact, though, as we believe that comScore Exit data may overstate Facebook referrals. But it would be reasonable to estimate that Facebook could account for 10%-20% of Twitter's referral traffic. And it's important to note that this is traffic that our partners are currently attributing to Twitter even though it's coming directly through Facebook Platform distribution. Furthermore, this "hijacked" referral traffic will increase again now that Twitter has re-enabled their Connect integration.

There are at least 3 potential alternatives that we could pursue to address this:

1. Unwrap all t.co shortened links before redirecting users - we can do this today on our end, and in fact, our Site Integrity team already unwraps shortened links for offline analytics.
2. Unwrap all domain shorteners - we could apply the unwrapping policy broadly in order to avoid the perception that we are targeting just Twitter. But this may upset other partners like bit.ly<http://bit.ly>
3. Status quo - we can leave all shorteners in place and try to educate our partners that a meaningful share of their t.co and other shortened links are coming from Facebook (potentially surfaced through the public Insights tool) Please let us know if you have any questions or would like to discuss in more detail. Historical thread below.

From: Ling Bao <lingzbao@fb.com<mailto:lingzbao@fb.com>>

Date: Tue, 23 Aug 2011 12:51:38 -0700

To: Chad Heaton <chadh@fb.com<mailto:chadh@fb.com>>, Ethan Beard <ethan@fb.com<mailto:ethan@fb.com>>

Subject: Re: T.co links and bitly...

Here's some data on t.co referrals. Graphs below - the gap was due to downtime in eng instrumentation

- \* T.co is now the 2nd biggest url shortener after bit.ly<http://bit.ly> for outbound traffic from FB
- \* T.co drives 2-3M outbound clicks daily or ~1% of total FB outbound clicks
- \* T.co outbounds has grown over the last 3 months and doubled last week probably due to the changes discussed in the nextweb article

Short of pending SPM data points on referral traffic from FB v. Twitter, comScore is our best guess at referral volumes. comScore's methodology is far from perfect, but can give us an order of magnitude ballpark.

Chad looked at the comScore data and FB was ~35x bigger than Twitter in June in terms of estimated outbound traffic. If we apply this ratio directly, it implies that 1% of FB referrals is ~35% of Twitter's referral traffic. Actuals are probably significantly lower because (among other things) comScore's methodology excludes clients. But the order of magnitude should be right - i.e. t.co links on FB are a noticeable chunk of Twitter referrals

So, unwrapping URLs on FB before sending traffic may noticeably decrease traffic from Twitter as perceived by sites. However, if we wanted to do this in a non-arbitrary way, we'd also unwrap bit.ly<http://bit.ly> and other shortened URLs which may make those parties unhappy.

<image001.jpg>

<image002.jpg>

From: Chad Heaton <chadh@fb.com<mailto:chadh@fb.com>>  
Date: Mon, 22 Aug 2011 19:10:06 -0700  
To: Ethan Beard <ethan@fb.com<mailto:ethan@fb.com>>  
Cc: Ling Bao <lingzbao@fb.com<mailto:lingzbao@fb.com>>  
Subject: Re: T.co links and bitly...

+ Ling

I understand the point he's making (except for the part about usa.gov<http://usa.gov> and nyti.ms, which makes no sense to me). My thinking is that we should:

- 1) See how large t.co links are for FB Referral traffic currently (Ling is checking into this and will respond back)
- 2) See what Justin and the SPMs say about how large Twitter is as a source of referral traffic now that it includes the clients
- 3) Based on how 1) and 2) turn out, then we can make a decision about whether we'd like to ask our Eng team to work on unwrapping these. If we do decide to unwrap the URLs, Ling and I believe that we should unwrap all (t.co, bit.ly<http://bit.ly>, tinyurl, etc.) as opposed to making potentially arbitrary decisions about which ones are "ok" vs. which ones are "bad"

From: Ethan Beard <ethan@fb.com<mailto:ethan@fb.com>>  
Date: Mon, 22 Aug 2011 16:26:49 -0700  
To: Chad Heaton <chadh@fb.com<mailto:chadh@fb.com>>  
Subject: FW: T.co links and bitly...

This is from the CEO of bit.ly<http://bit.ly>.

Do you understand this or have any interest in learning more?

From: Peter Stern <peter@bitly.com<mailto:peter@bitly.com>>  
Date: Mon, 22 Aug 2011 19:00:33 -0400  
To: Ethan Beard <ethan@fb.com<mailto:ethan@fb.com>>  
Subject: T.co links and bitly...

Ethan,

not sure if you saw this...

<http://thenextweb.com/twitter/2011/08/21/twitter-just-got-the-respect-it-deserves/?hn>

One of the ideas we spoke about was unwrapping t.co<http://t.co> links on facebook. Having twitter get credit for traffic coming from your platform clearly serves you no purpose.

Of course, if the t.co<http://t.co> link wraps a bit.ly<http://bit.ly> link, you may wonder why you shouldn't keep unwrapping, and not allow ANY shortened links on Facebook. I would argue that bitly links don't hurt Facebook, and actually help because we correctly attribute any traffic as an independent platform-agnostic party.

We help people understand social media traffic, which is also in Facebook's best interests. The t.co<http://t.co> wrapper actually impairs branding on facebook: when someone pastes a usa.gov<http://usa.gov> or

nyti.ms<http://nyti.ms> shortened link on facebook, it gets shown as a t.co<http://t.co> link, which upsets our enterprise partners, who are also your clients as well...

Let me know if there is anyone at facebook who wants to dive into this topic further.

Sincerely,

Peter

On Sat, Aug 13, 2011 at 9:36 AM, Peter Stern <peter@bit.ly<mailto:peter@bit.ly>> wrote:

Thanks Ethan! Much appreciated. Just signed up an 11 person dev team to build on this so perfect timing.

- peter

On Aug 12, 2011, at 11:30 PM, Ethan Beard <ethan@fb.com<mailto:ethan@fb.com>> wrote:

Peter,

Sorry for the slow response. Here are some answers:

1/ you can learn more about this api and apply here: <https://www.facebook.com/marketingapi>

2/ I'll get you some more details on this shortly.

-Ethan

---

From:peter@bit.ly<mailto:peter@bit.ly> [peter@bit.ly<mailto:peter@bit.ly>] on behalf of Peter Stern  
[peter@bitly.com<mailto:peter@bitly.com>]

Sent: Thursday, July 28, 2011 3:06 AM

To: Ethan Beard

Subject: Likes time series?

Ethan,

Thanks for taking the time to meet with me, oh gosh, its been a month already!

I wanted to follow-up on a couple of topics we spoke about.

1) how do we get access to the FB ad placement API? That is a feature we want to build into our dashboard now.

2) We would like to show if or how Likes correspond to activity by our Enterprise customers (mostly big publishers and brands). My devs are not seeing any way of getting timestamps with Likes from the Insights APIs. Does Facebook publish this somewhere? Can we get access to it?

Thanks for the help!

--

Peter Stern  
CEO, bitly

--  
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CEO, bitly

To see this bug, go to: <http://our.intern.facebook.com/intern/tasks/?t=703893>

Reply to post a comment.

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Full History

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Matt Kelly - at 12:23am on September 8th

\* created the task.

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\* changed the description to "Hey dev support folks, can you help Matt track down this info? Specifically,

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Peter Stern  
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Matt Kelly - at 12:23am on September 8th  
\* changed the title to "FW: Twitter / t.co Referral Traffic"

Matt Kelly - at 12:23am on September 8th  
\* assigned the task to Matt Wyndowe.

Matt Kelly - at 12:23am on September 8th  
\* changed the tags. Added: 'devsupport', 'bugs'.

Matt Kelly - at 4:26pm on September 8th  
\* placed the task upforgrabs.

Matt Kelly - at 4:26pm on September 8th  
\* changed the subscribers. Added: Charles Dowd.

Matt Kelly - at 4:27pm on September 8th  
Charles Dowd: any way we can expedite this? Thanks

Charles Dowd - at 1:34am on September 9th  
+ Alex

Can you get this looked at. Thanks.

On 9 Sep 2011, at 00:29, "Matt Kelly" <mk@fb.com> wrote:

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>  
> [ To see this bug, go to:  
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>  
> Matt Kelly - at 4:27pm  
> Charles Dowd: any way we can expedite this? Thanks  
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> -----  
> -----  
> Title: FW: Twitter / t.co Referral Traffic  
> Created: 12:23am by Matt Kelly  
> Tags: bugs, devsupport

> Priority: none  
> Assigned to:  
>  
> Hey dev support folks, can you help Matt track down this info? Specifically,  
>  
> (1) Dan: they didn't tell us about their was new placement of Connect button, but it seems that the integration is same as it always has been (e.g. just status posts, not friend finding). I'll confirm with Matt K (cc'd) that the API still doesn't return friends list.  
>  
> It's important we find this info quickly.  
>  
> Thanks,  
> Matt  
>  
>

Arjuna Del Toso - at 10:04am on September 9th  
\* changed the subscribers. Added: Baris Yesugey.

Arjuna Del Toso - at 10:04am on September 9th  
\* assigned the task to Baris Yesugey.

Arjuna Del Toso - at 10:04am on September 9th  
\* changed the tags. Added: 'triaged'.

Matt Wyndowe - at 3:23pm on September 12th Any update on this, Baris? THx.

Baris Yesugey - at 7:56am on September 13th investigating

Baris Yesugey - at 8:50am on September 13th  
\* added the attachment "image001.png".

Baris Yesugey - at 8:55am on September 13th Right now they're asking for basic permission and publish\_stream so it is same with the old integration. 'Application Moratoriums' widget in CRT doesn't let me restrict specific permissions.

Niket Biswas, would be possible to permanently put a read\_friendlists moratorium on app 2231777543 ?

Baris Yesugey - at 8:55am on September 13th  
\* changed the subscribers. Added: Niket Biswas.

Baris Yesugey - at 8:55am on September 13th  
\* assigned the task to Niket Biswas.

Baris Yesugey - at 8:58am on September 13th For more information about the methods they're calling please see,  
[http://our.intern.facebook.com/intern/pagestats/index.php?grouping=application\\_id&app\\_id=2231777543&method=&starttime=-48+hours&endtime=now&dp\\_text\\_field=Yesterday&dp\\_time=12%3A00pm&geo=ALL&locale=ALL&tab=platform](http://our.intern.facebook.com/intern/pagestats/index.php?grouping=application_id&app_id=2231777543&method=&starttime=-48+hours&endtime=now&dp_text_field=Yesterday&dp_time=12%3A00pm&geo=ALL&locale=ALL&tab=platform)

Matt Wyndowe - at 9:28am on September 13th  
+bret.

Bret, way back a year ago you spoke about restricting twitters API so they couldn't pull friend graph and could just push status updates.

Did this somehow get broken? Seems from below that twitter is now gettin all friend info, which is obviously bad and not the intention.

Niket, please make sure they don't have any access to friendslists.

Niket Biswas - at 9:41am on September 13th Baris, we don't have such a moratorium, nor have we ever (at least in platform integrity land) - there could be some one-off sitevar though. i'd be happy to add one, but we'll need a code push to put this on. how urgent is this?

Matt Wyndowe - at 12:28pm on September 13th  
+Vernal. Vernal did we indeed add a "special check" to block Twitter getting access to get friends? It doesn't seem to be working any more.

Here is the previous thread from a long time ago:  
"

Matt Wyndowe - at 12:34pm on September 13th  
\* changed the title to "Twitter accessing FB Friends List?  
"

Matt Wyndowe - at 12:34pm on September 13th  
\* changed the subscribers. Added: Mike Vernal.

Mike Vernal - at 2:04pm on September 13th  
+Julie, Arthur who probably know about this.

Julie Tung - at 2:17pm on September 13th I don't know of any special casing we ever did for Twitter to restrict access to friend lists (also are we talking about the full list of friends on Facebook, or Friend Lists the product?).

Mike Vernal - at 2:25pm on September 13th I think we're talking full list of friends.

What did we do for youtube? I think doing that same thing for twitter is the question. Did we never do that?

Matt Wyndowe - at 2:32pm on September 13th Yes, meaning Twitter should not be allowed to make a call which returns a full or partial list of your friends. (meaning the full lists of friends)

Julie Tung - at 2:43pm on September 13th Youtube is not allowed to see users that don't already use the app, so a friend list would be returned, but it would be only friends that are already Youtube users. This was never enabled for Twitter.

Matt Wyndowe - at 2:49pm on September 13th Mike Vernal - it seems last year we were under the impression we weren't returning any friend list for twitter. Am I crazy here? Is this just a bug? Both :)? Or was that never the case? Seems weird as we had shut down their app and then just re-enabled posting, as I recall from email threads back in 8/10.

Matt Wyndowe - at 3:20pm on September 13th How long would this take to enable for twitter? Instead of the YT version, can we just not return any friend info? In any case, we should probably wait a couple of days so that I can send a summary to Zuck, Bret and Javi, etc. Thx all for your help.

Mike Vernal - at 3:45pm on September 13th We would just reuse the YT one. It wouldn't make sense to build a separate one. Can enable within minutes. Prefer to tackle post f8 is possible.

Niket Biswas - at 9:55am on September 18th

\* assigned the task to Jonathan Gross.

Niket Biswas - at 9:55am on September 18th

\* changed the subscribers. Added: Jonathan Gross.

Charles Dowd - at 3:47am

Is this on someone's to-do list or is it still an issue? Thanks.

Jonathan Gross - at 9:25am

This was assigned to me right before F8 but I don't have any background on it. Does someone familiar with the YT version want to take this?

Mike Vernal - at 11:34am

\* assigned the task to Eddie O'Neil.

Mike Vernal - at 11:34am

\* changed the subscribers. Added: Eddie O'Neil, Vladimir Fedorov.

Mike Vernal - at 11:34am

\* changed the priority to "mid-pri".

Mike Vernal - at 11:34am

Eddie - can you drive answering whether we should do this, and if so, work w/ Vlad to find someone to work on it?

Eddie O'Neil - at 1:52pm

Sure.

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To see this bug, go to: <http://our.intern.facebook.com/intern/tasks/?t=703893>