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Mike Vernal </O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE From: GROUP/CN=RECIPIENTS/CN=MVERNAL> Sent: Friday, November 16, 2012 4:38 PM Mike Vernal; Mark Zuckerberg; Sam Lessin; Dan Rose; Douglas Purdy To: Subject: Message summary [id.125839737571857] Michael Vernal: >Mark -->We didn't get to meet this week, and I just realized that the OG reviews are cancelled for next week, so it looks like the next time we'll have time to talk about stuff is the Monday after Thanksgiving. > >We've been doing a bunch of investigations on various topics and have been planning to come in and discuss them. Since it'll be ~3 weeks between meetings, I wanted to check whether you'd prefer discuss any of these meetings via Messenger in the interim. >Some of the topics that are queued up: >- Platform 3.0 - (my name for all the changes we've been discussing). This is how we'd do the paid developer program, what APIs we'd be deprecating, timeframes for rolling this out, etc. Charles has been working on a deck, but we could discuss via Messages. >- Coefficient - we've done some analysis for where Coefficient might be useful to apps (and it's a little bleak). It sounds like Dan foreshadowed some of this to you, but we could frame this up via Messages as well. >- 2013 Goals - what are the right OG goals for H1 2013 (we've started a stab at this). >- App Lists / Gamer Friends - how we plan on modeling Path friends and Gamer friends. Probably better in-person, but could also describe via email. >- Mobile "Publisher" Model - Gareth, Sean, et al have done some good investigation on how Line/Kakao are driving games distribution, and what a similar model might look like for us. >- Mobile Canvas - there is a proposal to deprecate "Mobile Canvas," which is the HTML5-based platform we introduced last year. >- Mobile Bookmarks - there is one open question here as to whether we deprecate mobile bookmarks for canvas apps, which Sean thinks is really important for the Canvas system we just need to close on. >If you want to discuss any of these topics via email before the Monday before Thanksgiving, can you let me know, and I'll ask the team to frame it up in a Messenger thread? >Thanks. Michael Vernal:

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>And, obviously, there is the PBM conversation which comes down to deciding between:

>- free friends, paid coeff and total reciprocity for all

> - free friends, paid coeff, categorical reciprocity for all, and total reciprocity for big guys / competitors > - paid friends, categorical reciprocity for all, total reciprocity for big guys / competitors > - I think the ball is in your court on this one, but let me know if you need any more data from us.

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