EXHIBIT 166

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I'm mostly being redundant here, but since I said I'd send my thoughts this morning, here they are:

- As Deb, Doug and Dan have mentioned, there is general agreement that it would be interesting to investigate an off-FB ad buying platform (either ad network or exchange buying) for Neko. The primary reason would be to get a bigger % of developer budgets.

- The biggest constraint is ads engineering resources. Such an expansion outside FB would impact every ads team – interfaces, optimization, targeting, insights, etc. None of them really has the ability to support this, and even if they did, there are higher priority projects in Q2 for each team.

- In Q2, Deb and team will investigate the size of the opportunities we're currently missing, as well as how much additional demand we could drive through Neko ads off-FB.

- In late Q2, we should be able to make the call around doing this in Q3, based on relative priorities and staffing. It will be a joint discussion/decision between Platform and Ads.

Thanks
Gokul

From: Douglas Purdy
Sent: Wednesday, March 20, 2013 8:59 PM
To: Gokul Rajaram; Amin Zoufonoun; Deborah Liu
Cc: David Wehner; Dan Rose; Sean Ryan; Chad Heaton; Mike Vernal
Subject: Re: Chartboost

A couple of things…

1. We are going to investigate a lightweight way to do an "ad control" for app install ads that we could make available in our SDK (stress investigate) in H2.
2. We are staffing more aggressively on Neko, so we should have some engineering bandwidth to do the above.
3. All things being equal, I think doing an acquisition here may be useful not to Neko per se, but to get more ads infrastructure support which could be the real constraint here (but I need to think deeper about it).

From: Gokul Rajaram <Gokul@fb.com>
Date: Wednesday, March 20, 2013 7:57 PM
To: Amin Zoufonoun <amin@fb.com>, Deborah Liu <debliu@fb.com>
Cc: David Wehner <dwehner@fb.com>, Dan Rose <drose@fb.com>, Sean Ryan <seandryan@fb.com>, Chad Heaton <chadh@fb.com>, Douglas Purdy <dmp@fb.com>
Subject: Re: Chartboost

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+deb, pm for neko

I have some thoughts around this; will sleep on it and send tomorrow morning.

On Mar 20, 2013, at 7:55 PM, "Amin Zoufonoun" <amin@fb.com> wrote:

> agree this is an area we need to build against, either organically and/or through acquisition ultimately.
>
> adding gokul and doug for their insights as well.
>
> fyi, we've looked at chartboost and considered several mobile ad networks and decided the rev traction was not worth a premium to us (the easiest part given our ecosystem and scale to build ourselves) and team/tech were generally not compelling either, and as dan pointed out, other areas took higher priority.
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> **From:** David Wehner
> **Sent:** Wednesday, March 20, 2013 4:00 PM
> **To:** Dan Rose; Sean Ryan; Amin Zoufonoun
> **Cc:** Chad Heaton
> **Subject:** RE: Chartboost
>
> Makes sense. I wonder if there is an argument to try to consolidate the app install space so that we are the biggest game in town when it comes to moving up the charts. Was wondering if we had properly modeled in the upside you might get from scale in this area given the importance of how developers buy ads against chart boosting. Trying to figure out a way to be more than just a commodity player selling installs.
>
> I heard Zynga guys saying Chartboost had very stable API. Also I think Zynga just signed up. So it might be decent tech and team, but don't really know.
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> **From:** Dan Rose
> **Sent:** Wednesday, March 20, 2013 3:30 PM
> **To:** David Wehner; Sean Ryan; Amin Zoufonoun
> **Cc:** Chad Heaton
> **Subject:** Re: Chartboost
>
> I think there's general agreement that we want a mobile ad network. Independent of the supply/demand debate, there's clearly more low-cost inventory outside of FB that we could monetize with an ad network. The problem right now isn't lack of desire, it's lack of engineering resources relative to all of the other work that the ads team is working on (the platform team might have resources to build this in H2, although that route will still require some work from ads eng).
>
> Acquiring an ad network seems like it could end up being more work than building it ourselves. At the end of the day we need it to be integrated into our ad system, so it's going to require ads engineering resources either way.
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> I'm also not sure we need to pay for an ad network's revenue since we've proven that we can ramp quickly in this space.
>
> Amin — can you have your team do some work on this?
>
> ---
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> **From:** Dave Wehner <dwehner@fb.com>
> **Date:** Wednesday, March 20, 2013 2:47 PM
> **To:** k a <drose@fb.com>, Sean Ryan <seandryan@fb.com>, Amin Zoufonoun <amin@fb.com>

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Cc: Chad Heaton <chadh@fb.com>
Subject: RE: Chartboost

I'd also argue on the ad network that the supply and demand argument itself is not particularly valid. All of these developers have access to that alternative supply already so we are competing in the same marketplace whether we own it or now.

From: David Wehner
Sent: Wednesday, March 20, 2013 2:41 PM
To: Dan Rose; Sean Ryan; Amin Zoufonoun
Cc: Chad Heaton (chadh@fb.com)
Subject: Chartboost

I wonder if we should be thinking about something like Chartboost strategically. Chartboost has an API that from what I hear is very well built. They have signed up a large number of developers and they allow those developers to cross promote within their own games as well as sell inventory to other devs. It is an easy way for devs to help promote apps and drive revenue – the two most key functions.

Essentially it would become a Neko ad network. The strongest logic against this is that we are "demand constrained" on Neko and thus an ad network is just bringing supply. But I think we have heard some indications that this may be too simplistic a view and we should challenge that.

We may be missing larger potential campaigns today. By having access to broader volume and reach we could capture the bulk of the big "chart boosting" campaigns that are out there.

In addition, purely viewing this as a supply/demand business makes us less likely to be able to strategically "lock in" developers to our API. We would also have the benefit of providing a combined FB/Chartboost API that would provide developers with access to both social features and monetization via ads.

Should we have Brendan or someone take a crack at modeling it out in more detail? If we already have and rejected, no worries. I just think given that it sounded like "demand constraint" may not be the definitive issue.

You could of course build this functionality but that is clearly 6 months out so you are looking at 2014.

Dave