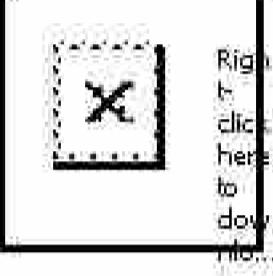


EXHIBIT 45

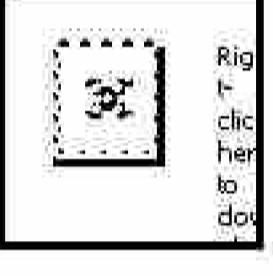
UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

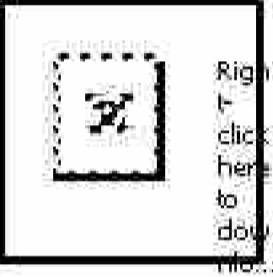
From: Mike Vernal <notification+mhu1v5wm@facebookmail.com>
Sent: Tuesday, October 30, 2012 11:56 AM
To: Open Graph PMs + EMs
Subject: Re: [Open Graph PMs + EMs] Uploaded 2012_10_26 Platform data model v5.pptx

Mike Vernal commented on his post in Open Graph PMs + EMs.

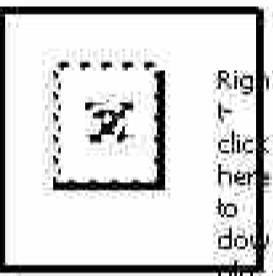
 **Mike Vernal** 11:56am Oct 30
Hi, rather.

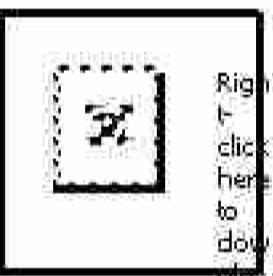
Comment History

 **Mike Vernal** 11:55am Oct 30
In terms of plans / execution - we need to finalize our strategy and then come up with an execution plan. I expect this will take 3-4 months, and will likely consume lots of cycles in H2.

 **Mike Vernal** 11:55am Oct 30
On Data Reciprocity - in practice I think this will be one of those rights that we reserve. We'll publish a spec for an API that you have to implement to integrate with us, we'll have POPS review, but we'll pay closest attention to strategic partners where we want to make sure the value exchange is reciprocal.

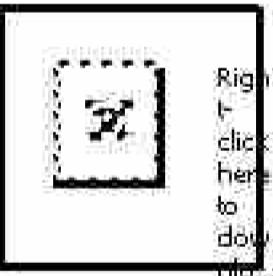
On Invitations Pricing - we need to sort this out.

 **Vladimir Fedorov** 11:37am Oct 30
Are there any dates as far as the change is concerned ? I agree with the direction but there is a ton of details as far as execution goes.

 **Greg Schechter** 10:22am Oct 30
Two initial thoughts/questions:

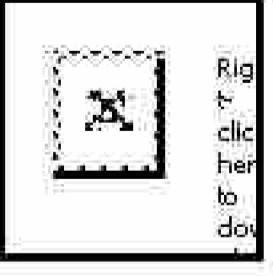
- seems like #3 (Data Reciprocity) is going to require a new level of subjective evaluation of apps that our platform ops folks will need to step up to -- evaluating whether the reciprocity UI/action importers are sufficiently reciprocal.

- probably already being considered, but the pricing structure of invites to non-TOS'd friends will be very critical to adoption of this. Too high and apps just won't do it and we don't get viral app growth. Too low and we don't solve the problem. And since apps are very different in their LTV calculations of a user, it almost seems like this ideal pricing point is going to vary per app (at least up to a ceiling where we're making enough money that we're happy to cap it for that app). Could get very tricky.

 **Alex Himel** 10:10am Oct 30
Ok, think I'm wrong on the friend connections.

[View All Comments](#)

Original Post

 **Mike Vernal** 9:43am Oct 30
As many of you know, we've been having a series of conversations w/ Mark for months about the Platform Business Model.

To give you an update on where we are -- we feel pretty confident about the business model on the distribution / advertising side. Basically:

- We want everyone to be able to publish back to Facebook / contribute to the graph
- We will organically rank content based on value to users and to Facebook (both engagement and revenue value)
- Developers can pay us to value their value (i.e., they can boost content)

There are lots of details to work out here (we need to update the feed ranking model to have a variable value for clicks, including negative value), but we feel pretty good on this front.

Longer term, I think our distribution business model evolves into the overall OG model I described below.

Most of the open questions have centered on the read side of platform. Specifically - why do we let apps access all this data today? A few possible justifications:

- Because it's a valuable standalone business (the solution we're trying to find)
- Because it's a loss-leader for the distribution business model (a hypothesis we're trying to prove)
- Because it's a social good for the world (we think apps should be social)

On Canvas we didn't have to ask ourselves these hard questions, because getting someone to build an app on canvas accrued a bunch of value. On Mobile, we need to ask ourselves these hard questions. Why let someone like Pinterest or Path read all of our data, create a separate standalone app, and then never use our paid distribution to compensate us?

There have been a few important decisions we've already made (or tentatively made) that I wanted folks to be aware of:

1/ We're going to dramatically reduce the data we expose via the Read API. In particular:

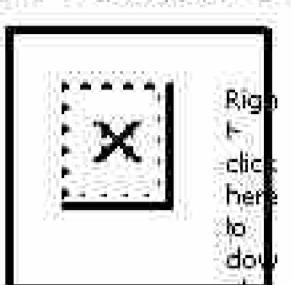
- We are going to change friends.get to only return friends that are also using the app
- We are going to introduce a paid invitations product that let users invite other users to their app
- We are going to remove the ability to grant friend data via GDP. When a user TOSES an app, they can grant access to their own data. Since friends.get will only return other TOSED users' data, that means we no longer need the friend_* permissions.
- We are going to remove/whitelist access to the Stream APIs and Search APIs (and potentially other APIs that might leak the friend graph, like reading all notifications or the inbox)

2/ We are going to limit the ability for competitive networks to use our platform without a formal deal in place.

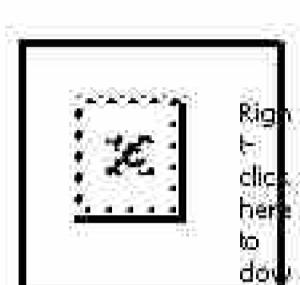
3/ We are going to require that all platform partners agree to data reciprocity. If you access a certain type of data (e.g., music listens), you must allow the user to publish back that same kind of data. Users must be able to easily turn this on both within your own app as well as from Facebook (via action importers).

Sorry for the long note, but wanted to make sure people had context on where the conversations currently are. I think this has a pretty big impact on some of our work around Notifications, Invitations, and Mobile SDKs in particular, so I'm going to follow-up w/ a smaller note to Gareth Davis, Bruce Rogers, Vladimir Fedorov, Charles Jolley, Eddie O'Neil, and Greg Schechter.

Please comment below / lmk if you have questions.



2012_10_26 Platform data model v5.pptx



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