

EXHIBIT 41

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Justin Osofsky </O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JOSOFSKY>
Sent: Thursday, November 08, 2012 7:04 AM
To: Mike Vernal; Douglas Purdy; Dan Rose
Cc: Sam Lessin; Chad Heaton
Subject: Re: Deck

Attached is the latest version of the deck. Key edits:

- Slide 3: rephrased "density of information shared" to "volume of data returned per call" to address Doug's question
- Slide 7: added Viddy which shared very thoughtful feedback last night on the thrash they've experienced on OG and how the value FB users (happy to forward to anyone who's interested). The headline stats are that 50% of their mobile reg now comes through FB. However, those users are 20% less engaged than ones acquired through email/Twitter and Twitter now drives more referral traffic than FB.
- Slide 9: removed the premium row because it is more consistent with the framing on slide 1 (i.e., today's discussion focuses on the Basic API portion of the "Read" side).
- Slide 10: added Shyam's revenue analysis.

From: Mike Vernal <vernal@fb.com>
Date: Wednesday, November 7, 2012 11:29 PM
To: Justin Osofsky <josofsky@fb.com>, Douglas Purdy <dmp@fb.com>, Dan Rose <drose@fb.com>
Cc: Sam Lessin <sl@fb.com>, Chad Heaton <chadh@fb.com>
Subject: Re: Deck

I left premium row in per Dan's suggestion, but could go either way. **Dan** - do you have any preference re: keeping Premium row in Slide 9?

From: Justin Osofsky <josofsky@fb.com>
Date: Wed, 7 Nov 2012 22:04:22 -0800
To: Douglas Purdy <dmp@fb.com>, Dan Rose <drose@fb.com>, Mike Vernal <vernal@fb.com>
Cc: Sam Lessin <sl@fb.com>, Chad Heaton <chadh@fb.com>
Subject: Re: Deck

Thanks for the feedback. Thoughts:

- Slide 1: (nit) API Data -> Basic API: made edit.
- Slide 3:
 - FQL queries: I will footnote the 29% stat (which seems like the broadest description).
 - Density. I'm trying to capture the amount of data returned. For instance, if you call for profile picture, we return 1 piece of data (the profile pic). However, if you call friends.get, we return ~130 pieces of data (i.e., the person's friends).
- Slide 6: column 2 was added because games devs are more skeptical on the value of incremental connected users if they already have a large user base on canvas.
- Slide 8: I will tweak to "Non-canvas is a stand-alone P&L", but think it is a mistake to remove it entirely. It feels like one of the themes Zuck has raised consistently is the desire for non-canvas to stand on its own. This column highlights that, if we only view OG as a loss leader, we would necessarily have to assess its business value indirectly. However, most options provide the ability to evaluate the non-canvas business on its own merits.
- Slide 9: will defer to Mike on whether to remove "premium" row.

From: Douglas Purdy <dmp@fb.com>
Date: Wednesday, November 7, 2012 9:30 PM
To: Dan Rose <drose@fb.com>, Justin Osofsky <josofsky@fb.com>, Mike Vernal <vernal@fb.com>
Cc: Sam Lessin <sl@fb.com>, Chad Heaton <chadh@fb.com>
Subject: Re: Deck

Slide feedback:

Slide 1: (nit) API Data -> Basic API

Slide 3: FQL data (for a given day):

- * 29% of all FQL queries hit either the user or friend table.
- * 9% of all FQL queries hit the friend and the user table
- * Out of the 9% that hit the friend table, 75-80% correspond to info on unTOSd users
- * Out of the 20% that hit the user table and not the friends table, around 1% off those correspond to info on unTOSd users

Justin: When you say density what do you mean?

Slide 6: (nit) I don't understand why we need column 2?

Slide 8: The last column is really odd -- Platform is a standalone P&L regardless due to things like the premium APIs, payments, etc. We should remove.

Slide 9: I feel like we are only telling part of the story here, as the points in slide 18 (paid invites) are just assumed.
(nit) I would just remove the Premium Data row since we made that out of scope in the first slide.

Proposal question: there is a trend for games to be both canvas and mobile (songpop for example). Which regime do they fall under?

General: really good deck and work here.

On Nov 7, 2012, at 8:08 PM, Dan Rose <drose@fb.com>
wrote:

Looks great. I love the new slides. Should be a good discussion tomorrow. (Chad — please don't kill yourself if you can't pull the data in time)

From: Justin Osofsky <josofsky@fb.com>
Date: Wednesday, November 7, 2012 8:41 PM
To: Mike Vernal <vernal@fb.com>, Doug Purdy <dmp@fb.com>, Sam Lessin <sl@fb.com>, Dan Rose <drose@fb.com>, Chad Heaton <chadh@fb.com>
Subject: Deck

Attached is the latest version of the deck. A few notes:

- Doug, could you take a look at the "density of info shared" column on p. 3? I assigned initial values but want to make sure that you agree. Also, I clarified the methodology to calculate the right column. This is a daily snapshot of user-app pairs (e.g., if Spotify and Instagram both call the same get API, it sums their users).
- Page 10 is a placeholder for Chad's analysis of how much revenue we would have made from select head apps.
- Pages 18-23 (appendix) are Charles Jolley's slides. Please advise if any should be integrated into the main deck and I'll format them appropriately.

Platform (non-canvas) business model: overview

 = today's focus

Write	Read
<h2>Basic Distribution</h2> <p>What: Open Graph/Feed, Timeline, etc.</p> <p>Model:</p> <ul style="list-style-type: none">- Rank based on value to users, FB- Data drives user identity + targeting	<h2>Basic API</h2> <p>What:</p> <ul style="list-style-type: none">- User Data (Name, Pic, etc.)- Friend Graph- Friends' Data <p>Model: Today's Conversation</p>
<h2>Premium Distribution</h2> <p>What: Ads (e.g., sponsored stories, Neko), Invitations, etc.</p> <p>Model: Devs pay for acquisition, engagement</p>	<h2>Premium Data</h2> <p>What: Coefficient, Trust Scores, etc.</p> <p>Model: Charge based on value of service/data</p>
<h2>Developer Services</h2> <p>What: Payments, Storage Services, etc.</p> <p>Model: Charge based on value of service/data</p>	

Platform business model: key questions

1

Level set on how
developers “read” data
today

Key questions

- What data do developers “read” from Platform?
- Can they acquire this data from other sources?
- What additional data would they like from FB?

Data/analyses to inform decision

- Current volume of API calls

2

Understand the value
of this data

- What value does analogous data have in our ad targeting system?
- What value do developers perceive from the data they read?

- Analysis of bids for similar data in ads system
- Survey of >30 developers

3

Analyze approaches to
capture value

- How do we capture the value we’re creating?
 - Cost plus
 - Price per data field
 - Price per user
 - Rev share after user connects
 - Custom BD deals
 - “Loss leader”: drive incremental revenue for ads and payments
- What might Platform look like in 2014 under these models?

- Evaluate trade-offs of each potential approach

4

Evaluate “strawman”
proposal

- What is our recommended approach?
- What API and policy changes are required to maintain and capture value?

- Proposed API changes
- Proposed policy changes

Speaker Notes for Slide 2

Review decisions that we've made

Highlight Mark's row and charging per field row and loss leader

----- Meeting Notes (11/7/12 15:52) -----

1 slide in front:

Level set: data “read” by developers

Daily “get” API calls (millions)	% of total “get” calls	Volume of data returned per call	User-app pairs (millions)
fql calls (unknown)*	34%	n/a	1,003
gr:get:User (user name, birthday, gender, employer, email, location, etc.)	11%	Medium	1,154
gr:get:User/home (news feed)	8%	High	121
gr:get:User/picture (profile photo)	7%	Low	229
gr:get:User/inbox (messages inbox)	7%	High	17
gr:get:User/checkins (location check-ins)	3%	Low	38
gr:get:User/likes (page likes)	3%	Medium	279
gr:get:Photo/picture (photo with photo_id)	3%	High	71
gr:get:User/friends (friends' user IDs)	2%	Medium	753
gr:get:Page/feed (page's feed)	1%	High	33
gr:get:Post (data around a specific post)	1%	Low	101
gr:get:User/permissions (permissions given to app)	1%	Medium	592
notifications.get (notification data)	1%	Medium	33
gr:get:Page/posts (posts made by a page)	1%	High	36
gr:get:Post/comments (comments on a page's post)	1%	High	121
users.getinfo (user name, birthday, gender, employer, email, location, etc.)	1%	Low	96
Other Calls	14%	n/a	972
~1,400			

* 29% of all FQL queries hit either the user or friend table.

Note: excludes canvas apps, page tab apps, and FB apps

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Quantifying the value: ad auction analysis

What premiums do advertisers pay when using different types of targeting options in the ad auction?

- Can look at this on a CPM or CPC basis
 - **CPM:** What extra revenue does FB derive per 1K impressions when a certain targeting option is employed?
 - Pro: Signal of dollar value realized from FB's perspective
 - Consideration: Advertisers may not think about value on a CPM basis
 - **CPC:** What extra cost does an advertiser pay per click when a certain targeting option is employed?
 - Pro: Signal of expected dollar value from an advertiser's perspective
 - Consideration: Doesn't account for CTR (e.g., useful targeting can increase CTR and decrease CPC in a way that is ROI-positive for an advertiser yet the premium paid relative to no targeting will be negative)

API Permission	Ad Targeting Feature	CPM		CPC		% Ads Used (Impr.-Basis)	Commentary
		\$ Value	% Prem.	\$ Value	% Prem.		
	Baseline Bid	\$1.26	N/A *	\$0.25	N/A *	100.0%	Ex-targeting baseline bid
Basic							
Birthday	Age	(\$1.09)	(86%) *	\$0.06	23% *	97.7%	Actual age targeting premium hard to measure since almost all ads use it
Gender	Gender	(\$0.01)	(1%) ^N _M	\$0.03	12% *	41.2%	Many advertisers use gender for "messaging" rather than true targeting
Extended							
Education	Education Status	\$0.09	7% *	\$0.24	95% *	1.9%	
Relationships	Relationship	\$0.12	9% *	\$0.13	53% *	0.1%	
Interests/Likes	Keyword	(\$0.09)	(7%) *	\$0.05	22% *	4.2%	Surprising this is negative for CPM
Location	City	\$0.06	5% ^N _M	\$0.17	68% *	TBD	Region was employed as a control so "Location" represents City here
Interests/Likes	Fans Of	\$1.23	97% *	(\$0.04)	(17%) *	TBD	Could be negative for CPC because "Fans Of" significantly increases CTR

* Significance level of 90% or higher; regression includes sales channel, vertical and region as controls

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5

Quantifying the value: ad auction analysis (cont'd)

What is the value of a user to an advertiser?

- Aside from the value of “read” data pertaining to a particular user, some user groups are more valuable to partners than others, and read data can help partners segment their respective user bases in accordance with this
 - For the current ad auction, average CPM as well as the premium paid relative to the average global CPM are broken by various demographic characteristics
 - E.g., ad CPMs run at a sizable premium relative to the global average in regions like NA and WE as well as within certain age and gender groups
 - Across the various sub-group averages, the delta in CPM paid by advertisers is as large as 5x between the high- and low-ends

CPM by User Demographic

Gender	Age	NA	WE	APAC	LATAM	CEE	ME	A
Male	<25	\$0.37	\$0.18					
	25-44	\$0.47	\$0.23	\$0.16				
	45+	\$0.50	\$0.28		\$0.10	\$0.09	\$0.15	\$0.12
Female	<25	\$0.37	\$0.17					
	25-44	\$0.53	\$0.26	\$0.19				
	45+	\$0.55	\$0.32					

Pricing Premium by User Demographic (vs. \$0.23 Global CPM)

Gender	Age	NA	WE	APAC	LATAM	CEE	ME	A
Male	<25	63%	(20%)					
	25-44	104%	2%	(29%)				
	45+	120%	22%		(57%)	(62%)	(32%)	(49%)
Female	<25	62%	(24%)					
	25-44	134%	13%	(18%)				
	45+	140%	39%					

Games developers perceive that FB Connected users are more valuable on mobile, but question causation

Game (or Dev)	Initial platform to grow users	Connect rate	Monetization	Engagement/ retention
Diamond Dash	Canvas	64%	50% greater spend (800% more likely to spend)	n/a
Bingo Blitz	Canvas	>50%	300% more spend (80% of revenue from FB users)	200% more play
Smarter than 5 th Grader	Canvas	50%	70% of revenue from FB users	200% greater retention
Family Feud	Canvas	63%	70% of revenue from FB users	200% greater retention
Slotomania	Canvas	40%	20% of revenue from FB users	20% more engaged
Songpop	Canvas + Mobile	65%	35% more spend	35% more engaged
Dragonplay	Canvas	40-45%	169% more likely to spend	44% more engaged (30% less likely to churn)
Murka	Mobile first	n/a	500% more likely to spend (600% more spend)	150% more engaged
TinyCo	Mobile first	n/a	60% more likely to spend (138% more spend)	n/a
Gameloft	Mobile first	n/a	200% more likely to spend (500% more spend)	300% more engaged (50% less likely to churn)

- Across the board, FB Connected users are more likely to spend and engaged. However, games developers question whether this is merely correlation rather than causation.
- Smaller games developers do not track these metrics

However, non-Games developers struggle to quantify value

 = More valuable than average user
 = Unclear
 = Less valuable than average user

Developer	Value of FB Connected user	Commentary
Bing		IP users conduct 1.6x more searches and FB Connected users conduct 7x more searches
Guardian		20-30% increase in revenue/user (small sample size)
Songza		Average sessions are 20% longer
Spotify		FB users are more engaged, twice as likely to pay for music
Tripadvisor		FB users spend 25% more time onsite and are 2x more likely to contribute content
Goodreads		FB Connected users add equal number of books
Instagram		No tracking in place
iPhoto		FB Connected users correlate with earlier adopters so value is unclear
MOG		We “know there’s value” but can’t specifically quantify
Netflix		Little value now, but lots of option value in knowing a person’s friends
Pinterest		Don’t measure
Slacker		Don’t measure
Windows		FB Connected users are highly correlated with more engaged users
Yahoo		Mixed data points on value of FB Connected users
Dropbox		FB users send more invites but convert worse than other marketing channels (e.g., email)
Stumbleupon		Equal stumbling activity and return rate as an average user
Viddy		50% of mobile reg comes through FB, but users are 20% less engaged than email/Twitter

Capturing the value: potential approaches (not mutually exclusive)

Approach	Revenue potential	Impact on # of devs	Alignment with developer monetization	Scalability	PR risk	Non-canvas is stand-alone P&L?
Cost Plus	Low	Devs will not be happy, but better than some options	Low	High	Medium	Yes
Price per data field	Medium	Devs will not be happy, but better than some options	Medium	High	High (perception of selling data)	Yes
Price per user	Medium	Relatively high dev pushback	Medium	High	High	Yes
Rev share after a user connects	High	Strongest adverse dev reaction	High	Medium	Medium	Yes
Custom BD deals	Medium	Impacts few devs, but creates perception that rules can change	High	Low	Medium	Yes
“Loss leader”: OG and login drives ads and payments	Medium	Maximizes # of devs on platform	Low	High	Low	No

Strawman

API Buckets

Price		Notes / Rationale
User Basic Info <i>(Name, Pic, etc.)</i>	Free	<ul style="list-style-type: none"> - Already on a path to commoditization - Ubiquity helps drive other products (ads, payments, premium data) - Hard to effectively price
User Ext. Info <i>(Photos, Likes, etc.)</i>	Free	<ul style="list-style-type: none"> - Good for users on principle (take their data with them) - Not that strategically risky: Competitor policy and data reciprocity requirement help hedge strategic threat
Friend Graph	App-User Edges: - \$0.0n/friend edge "revealed" - Free for ad-sourced users Non-App-User Edges: - \$0.0x/invitation sent - \$0.yy/invitation accepted	<ul style="list-style-type: none"> - Friend finding is primary, differentiated value for apps - Also primary strategic risk for us - Scales as app grows (more users -> increased edge density) - Scales for more valuable users - Ads discount (should) encourage advertising
Friends' Data	N/A (Removed)	<ul style="list-style-type: none"> - Restricting to App-User edges makes this mostly moot - Big potential privacy win

Policy Changes

- Define competitive networks + require they have a deal with us, regardless of size
- Maintain size-based thresholds for all other developers to force business deals
- Require data reciprocity for user extended info to ensure we have richest identity

Revenue sensitivity: friends-only data pricing model

Goal: Size the FB revenue opportunity from 5 selected apps if we were to charge those apps for access to our friends API on a per-edge connection basis

Methodology Overview: Estimated the number of friend edge connections on 11/1 and 10/1 based on extrapolation of sampled data. Key revenue driver is the cost per edge connection

Pro Forma Revenue Opportunity

Application	Total # of		Charge per Connection				
	MAU (MM)	Connections (MM)	\$0.0005	\$0.001	\$0.01	\$0.05	\$0.10
Instagram	36.8	1,913.5	\$956,737	\$1,913,473	\$19,134,731	\$95,673,655	\$191,347,310
Spotify	23.4	746.2	\$373,119	\$746,239	\$7,462,386	\$37,311,928	\$74,623,855
Pinterest	19.9	720.1	\$360,068	\$720,136	\$7,201,364	\$36,006,820	\$72,013,640
Yelp	13.1	236.1	\$118,042	\$236,084	\$2,360,841	\$11,804,203	\$23,608,405
Path	0.7	5.4	\$2,683	\$5,366	\$53,663	\$268,315	\$536,630

Monthly Revenue Opportunity

Application	October Connection		Charge per Connection				
	Growth (MM)		\$0.0005	\$0.001	\$0.01	\$0.05	\$0.10
Instagram	262.1		\$131,061	\$262,122	\$2,621,218	\$13,106,090	\$26,212,180
Spotify	98.1		\$49,040	\$98,080	\$980,803	\$4,904,015	\$9,808,030
Pinterest	42.6		\$21,296	\$42,593	\$425,930	\$2,129,648	\$4,259,295
Yelp	4.8		\$2,411	\$4,822	\$48,216	\$241,080	\$482,160
Path	1.3		\$660	\$1,319	\$13,192	\$65,960	\$131,920

Appendix

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12

Types of read data

Data fields	Category	Alternative source of data	Type of developer(s) which values the most
UID/Name	User basic info	Reg flow	Everyone
Profile picture	User basic info	User upload	Core social apps (e.g., poker game)
Birthday	User basic info	Reg flow	Everyone
Gender	User basic info	Reg flow	Everyone
Location	User basic info	Reg flow	Everyone
Email/Phone #	User contact info	Reg flow	Everyone
Profile fields	User extended info	Reg flow	Diverse (e.g., recruiting)
Likes	User extended info	n/a	Diverse (e.g., e-commerce, media)
Photos	User extended info	n/a	Competitors
Friends	Friends graph	Mobile contacts	Competitors
Friends' Name	Friends' basic info	n/a	Everyone
Friends' profile pic	Friends' basic info	n/a	Core social apps
Friends' birthday	Friends' basic info	n/a	E-commerce
Friends' Gender	Friends' basic info	n/a	E-commerce
Friends' Location	Friends' basic info	n/a	E-commerce
Friends' Email/Phone #	Friends' ext-info	n/a	Everyone
Friends' profile fields	Friends' ext-info	n/a	Diverse (e.g., recruiting)
Friends' Likes	Friends' ext-info	n/a	Diverse
Friends' Photos	Friends' ext-info	n/a	Competitors
Coefficient	Premium	n/a	Everyone
Trust score	Premium	n/a	Financial institutions
Real-time location	Premium	Competitors	E-commerce

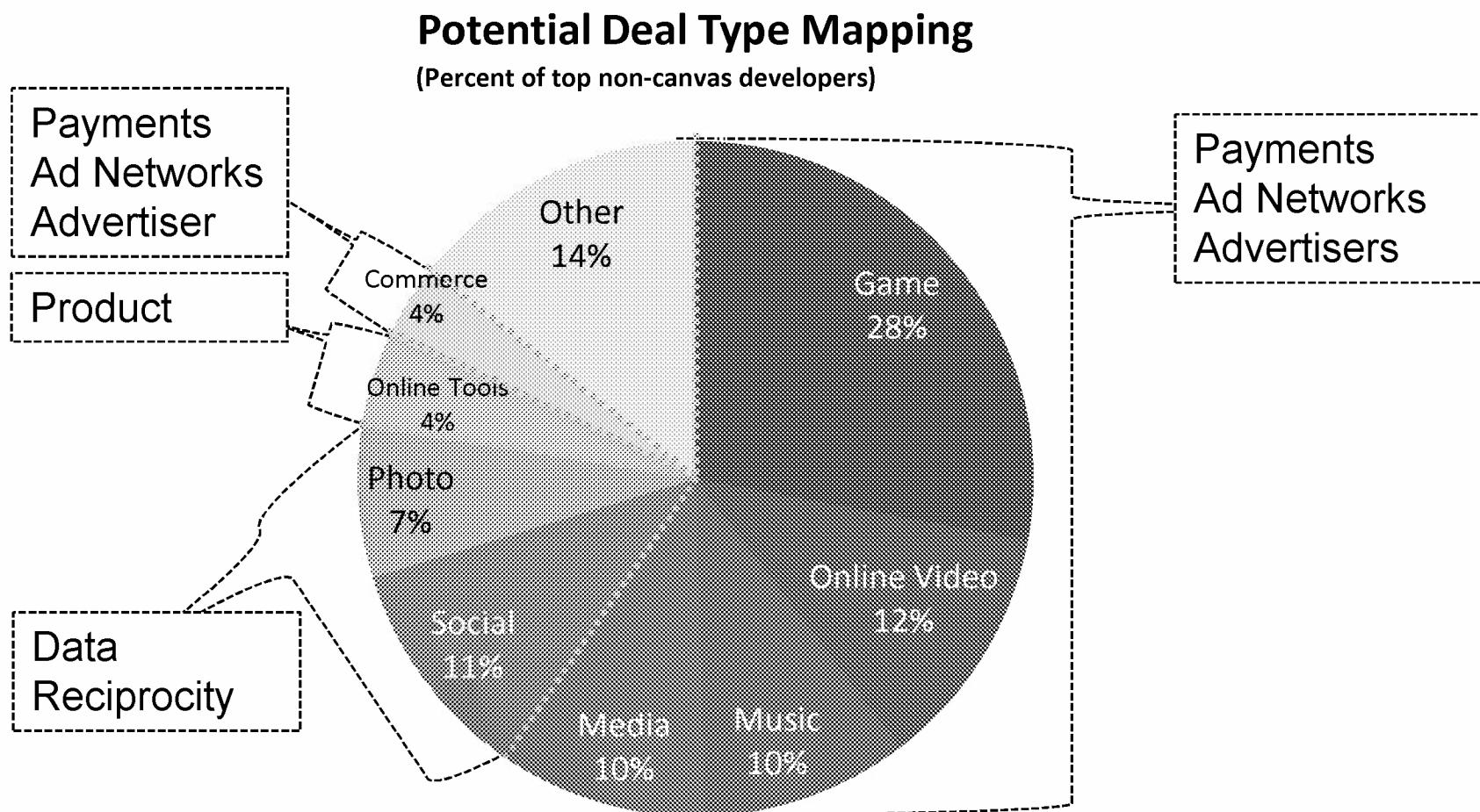
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13

BD deal framework

- Data Reciprocity (e.g. Twitter, Path)
- Payments (e.g. Spotify)
- Ad Network (e.g. Pandora)

- Product Integration (e.g. Dropbox)
- Growth (e.g. Skype)
- Advertise



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14

Direct revenue contribution of non-canvas apps

Ads

Ad revenue from partners with non-canvas apps (outlier spenders discounted where appropriate to estimate non-canvas portion of spend)

Top non-canvas apps	#
\$ of Ads (1-Yr)	\$9-18M
% of Apps w/ Ads	29%
% of Total Ads	<1%

All non-canvas apps (estimate):	#
\$ of Ads (1-Yr)	\$20-40M
% of Total Ads	1%

\$20 - 40M*

Payments

FB share of Payments revenue from non-canvas apps of partners (note, almost 100% of non-canvas payments volume from ZDC.com)

Top non-canvas Apps	#
\$ of FB Payments (1-Yr)	\$140K
% of Apps w/ Payments	1%
% of Total Payments	<1%

All non-canvas (actual):	#
\$ of FB Payments (1-Yr)	\$16M
% of Total Payments	2%

\$16M (ZDC)

Pages

Ad revenue resulting from slates generated by Pages of partners with non-canvas apps (the app-specific Page was chosen where possible)

Top non-canvas Apps	#
\$ of Page-PV Ads (1-Yr)	\$500K
% of Apps with Pages	86%
% of Total Page-PV Ads	<1%

All non-canvas (estimate):	#
\$ of Page-PV Ads (1-Yr)	\$1M
% of Total Page-PV Ads	2%

\$1M

* Low-end estimate attributes 10% of partner ad spend to non-canvas; high-end estimate assigns all spend from <\$5MM partners and bottoms-up estimate of share from >\$5MM partners

$$= \sim \$35-60M \text{ FB Rev}$$

Note: Assumes 50% displacement coefficient for Ads, revenue/MAU ratios for Ads and Pages hold at 0.75x for rest of non-canvas relative to the top 136 apps, and revenue from Page slates is proportionally distributed across Pages in relation to fan count; Ads and Pages 1-year revenue based on trailing 12-months and Canvas on annualized trailing 3-months

Platform P&L

	2012(e)	18-month run rate
Canvas ad revenue (ex-Devs)	\$431M	\$387M
Canvas Developer ad spend	\$415M	\$373M
Payments revenue (canvas)	\$735M	\$660M
Non-canvas dev ad spend	~\$30	\$100
Non-canvas payments revenue (ZDC)	\$16	-
Off-FB Ad network	-	\$250M
Neko Ad Revenue	-	\$250M
Payments off facebook.com	-	\$50M
Premium APIs	-	\$100M
Revenue	\$1,627M	\$2,170M
Less: COGS	(\$78M)	(\$252M)
Gross Profit	\$1,549M	\$1,918M

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16

Speaker Notes for Slide 15

----- Meeting Notes (11/7/12 15:52) -----

premium apis as well

appendix

non-canvas developer ad spend, payments, etc. (see appendix slide)

Proposed API changes

Data Buckets	Examples	Decisions
User Login	User ID	Continue to expose; restrict transfer via policy
User Basic+ Info	Name, Profile Pic, Birthday, Gender, Location	Continue to expose
User Contact Info	Email	Make this is a second-screen (extended) permission on mobile
User Extended Info	Profile Fields, Likes, Photos, Events, etc.	Continue to expose
Friend Graph	App-User Graph Non-App-User Graph	Restrict to app-user-friend graph only
Friends' Basic Info	Names, Profile Pics, Birthdays, Genders, ...	Remove access
Friends' Contact Info	Emails, Phone #s	Remove access
Friends' Extended Info	Likes, Profile Fields, Photos, Videos, etc.	Remove access
Stream API	Stream API	Remove access
Search API	n/a	Remove search by email functionality

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18

Speaker Notes for Slide 16

----- Meeting Notes (11/7/12 15:52) -----

drop contact info

"continue to expose" for users

"basic" is an acquisition product; "extended" should be controlled by users

Proposed policy changes

Key policies	Potential approach
Require competitive networks, regardless of size, to have a deal	<p>“Competing social networks, <i>apps and other services</i>: (a) You may not use Facebook Platform to export user data into a competing social network, <i>app or other service</i> without our permission; (b) Apps on Facebook may not integrate, link to, promote, distribute, or redirect to any app on any other competing social network, <i>app or other service</i>.”</p>
Maintain size-based restrictions (though possibly adjust thresholds)	<ul style="list-style-type: none"> • >100M daily API calls • >5M MAU • >50M impressions
Require data reciprocity	<p>“If you allow people to bring their information and the actions they take on Facebook to your app, you must also allow them to share comparable information and actions they generate in your app back to Facebook. You must allow people to easily enable this functionality within your app, and you must allow people to enable this functionality from within Facebook by implementing our <u>Action Syncing Protocol</u>.</p> <p>For example, if your app accesses the social graph, you must allow users to share any new social connections formed within your app back to Facebook.”</p>
Charge for APIs with offset based on ad spend, participation in ad network, or using FB payments	<ul style="list-style-type: none"> • Specific policy as we further develop business model

Proposed Changes

- Remove access to:
 - Non-TOS'd friends in friend list
 - Friend profile data
- Replace with:
 - Paid Invites
 - Premium Recommendations API

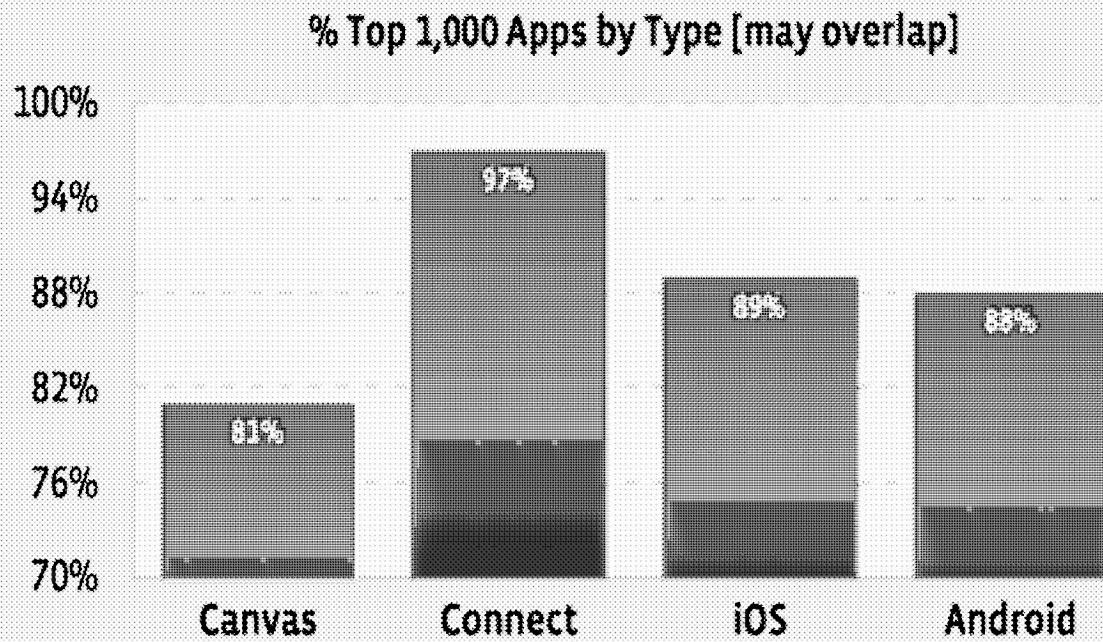
Remove Non-TOSd Friends

- IMPACT
 - Eliminates growth channel use by 23% all Facebook apps.
 - Eliminates custom friend selector essential to many larger games.
 - Will drive more mobile apps to use the address book instead of Facebook.
- MITIGATION STRATEGY
 - Larger apps on Facebook could use paid invites instead.

Remove Non-TOSd Friends

Apps calling friends list

Top 10 Apps		
Name	Calls [Bwd]	MAU
FarmVille 2	1.6B	62M
ChefVille	937.0M	24.7M
CityVille	613.8M	15.7M
CastleVille	468.5M	12.7M
Skype	361.5M	16.3M
Spotify	177.0M	23.5M
Xobni	172.8M	155K
Texas Holdem Poker	163.4M	33.0M
Hidden Chronicles	141.2M	8.3M
FarmVille	121.3M	17.0M



Overall Stats	
Total Number of Apps / % of All Apps	43K / 23%
Median MAU (top 1K)	482K
Min/Max MAU (top 1K)	60.4K / 61.9M
% Game Apps	44%

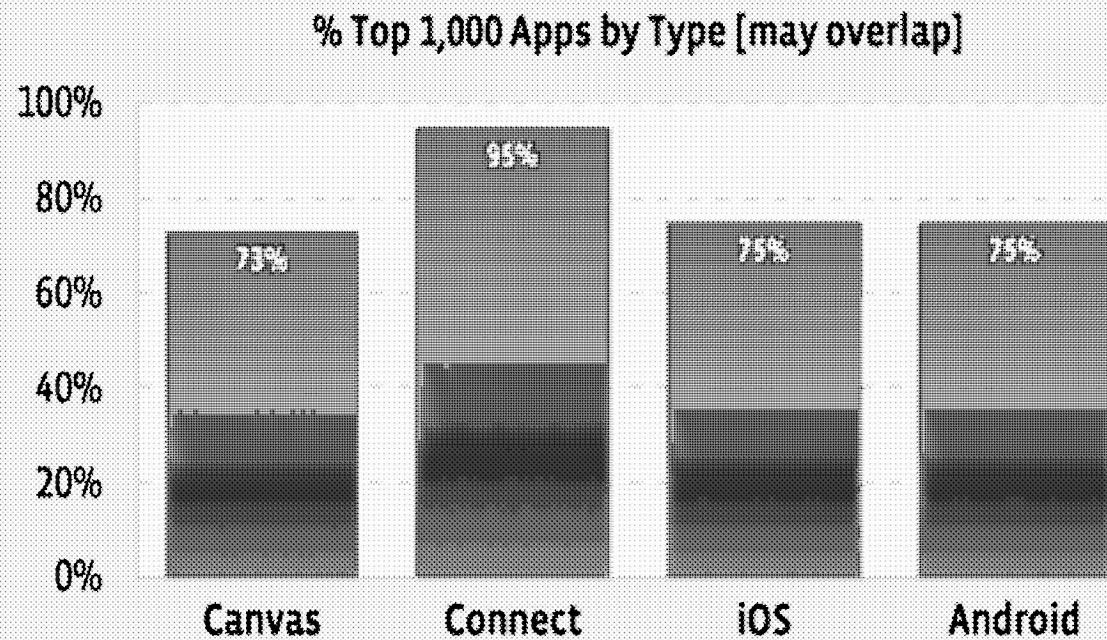
Remove Friend Profile Data

- IMPACT
 - Eliminates ability to generate custom recommendations and ‘friend stats’.
 - Essential to some startups, there are no large successful businesses built on this.
- MITIGATION STRATEGY
 - Recommendations API could provide better data anyway for common cases.
 - Offer profile data to limited partners that still want access on a paid basis.

Remove Friend Profile Data

Apps requesting friend_* permissions

Top 10 Apps		
Name	Calls [wk]	MAU
Muzy.com	39.6M	12.0M
Yahoo!	13.6M	9.4M
schoolFeed	12.9M	28.8M
TripAdvisor	12.6M	33.3M
Wish	11.5M	3.2M
Skype	8.8M	16.3M
Microsoft	7.7M	24.0M
Birthdays	6.8M	14.7M
Samsung Galaxy S	4.9M	509K
Glassdoor	3.6M	2.8M



Overall Stats	
Total Number of Apps / % of All Apps	11K / ~6%
Median MAU (top 1K)	133K
Min/Max MAU (top 1K)	39.8K / 61.9M
% Game Apps	13%

Backup

Apps calling friends list - 10 -> 30

	Name	Calls [wk]	MAU
10	Words with Friends	107.6M	13M
11	Bubble Safari	101.2M	25M
12	Diamond Dash	73.3M	20M
13	Zynga Slingo	71.5M	20.7M
14	Bingo Bash	66.0M	2.7M
15	Banjo	64.0M	490K
16	Lucky Slots	61.0M	4.5M
17	Ruby Blast Adventures	60.4M	11.6M
18	Pioneer Trail	60.0M	21.9M
19	Pool Live Tour	54.9M	9.9M

	Name	Calls [wk]	MAU
20	Swaylo	54.8M	709K
21	SongPop	53.7M	15.1M
22	Monster World	51.6M	6.5M
23	Empires & Allies	50.7M	4.6M
24	Hay Day	50.4M	1.7M
25	Top Eleven / Football Mgr	49.7M	6.1M
26	The Ville	49M	13.4M
27	Subway Surfers	43.4M	3.4M
28	Slotomania	43.2M	6.2M
29	Bubble Epic	40.4M	3.8M