

EXHIBIT 15

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From: Douglas Purdy </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DOUGLAS PURDY>
Sent: Thursday, February 14, 2013 6:55 PM
To: Mike Vernal; Douglas Purdy
Subject: Message summary [gDBvnn+FB28qfheXaUpXcQ==]

Michael Vernal:

>If I were writing something like this, I'd say something like the following.
>
>- There have been a few macro trends shaping platform over the past few years:
>
>1/ Desktop > Mobile
>2/ Unstructured Stories > Structured Data
>

Michael Vernal:

>(Crap, send-on-enter.)

Michael Vernal:

>3/ 24M > 1.1B MAU
>4/ Decreasing User Trust

Michael Vernal:

>(1) - We had a clean business on Canvas. Drive traffic to apps, make money on payments and ads. That allowed us to focus on distribution. On Mobile, we get neither payments nor (in-app) ads revenue, changing the dynamics here.

Michael Vernal:

>(2) - We realized a while ago the limitations of unstructured, "story-oriented" sharing (fundamentally limits types of integration (e.g., music) and only accrues value to News Feed) and have been working on building a single API that enables developers to integrate into News Feed, Timeline, Graph Search, Ads, and other key parts of Facebook.

Michael Vernal:

>(3) - When we started Facebook Platform, we were small and wanted to make sure we were an essential part of the fabric of the Internet. We've done that -- we're now the biggest service on earth. When we were small, apps helped drive our ubiquity. Now that we are big, (many) apps are looking to siphon off our users to competitive services. We need to be more thoughtful about what integrations we allow and we need to make sure that we have sustainable, long-term value exchanges.

Michael Vernal:

>(4) - By being focused on making developers successful and driving value to developers, we missed the mark on user trust, and we've seen user satisfaction (violating my own rule!) with platform be unacceptably low. We've been spending a lot of the past year trying to start the process of rebuilding trust with our users.

Michael Vernal:

>In that context, I think the marching orders for the team have to be:
>
>- Do right by the user. First and foremost, optimize for great user experiences and do your best to prevent bad ones.
>

>- Data. We've built OG and are about to launch the last key building block (Collections). Now we need to focus on making it work by driving high-quality data into the system.

>

>- Money. On Canvas, we naturally participated in the success of our developers. On Mobile, we need to work for it. We're focused on three efforts here:

>-- Desktop Canvas - a huge and growing part of our overall business

>-- Project Neko - ad units optimized for mobile developers

>-- Mobile "Canvas" - a Canvas-like model for mobile games

>-- Payments 3.0 - a way to provide payments for real-world goods in mobile apps

Michael Vernal:

>If you really think there's some "reprogramming" we have to do around helping developers, we should discuss -- we could maybe do that, but I feel like I might project that to a different audience and might layout the high-level strategy and then follow-up on developer-oriented goals in a separate post that explains why the best thing we can do for developers is to:

>- Focus on the user

>- Focus on a business model where we achieve mutual success

Douglas Purdy:

>i knew you were going to say that.

Douglas Purdy:

>i think this focus on the user is one of the issues actually.

Douglas Purdy:

>i know that is your hook, but it doesn't work for lots of folks that want to build developer products.

Michael Vernal:

>Like what? What do you mean?

Douglas Purdy:

>we aren't solving real developer problems. all the things you heard today.

Michael Vernal:

>I don't think "focusing on the user" means "don't solve developer problems."

Michael Vernal:

>I think it means "solve developer problems in a way that is good for users."

Douglas Purdy:

>i think this is a conversation worth having in person. i have been talking with lots and lots of people.

Michael Vernal:

>We have time tomorrow. We should. But something concrete would help me understand.

Michael Vernal:

>What is something someone wants to build or do but they can't because of this guidance?

Douglas Purdy:

>let's talk then. my thinking has evolved a little from the note.

Douglas Purdy:

>a topic for tomorrow. mark, apparently, doesn't know why we don't want to buy parse.

Michael Vernal:

>huh?

Douglas Purdy:

>according to cory.

Douglas Purdy:

>i had a 1:1 with him the other day.

Michael Vernal:

>I have trouble taking you seriously with your current profile pic.

Douglas Purdy:

>Ha

Michael Vernal:

>Back in 2

Michael Vernal:

>Hey - it sounds like you can't make the h1 progress meeting.

Michael Vernal:

>Sara can't really move it again.

Michael Vernal:

>Can you just miss today?

Douglas Purdy:

>Yeah. Not too happy this got rescheduled over a set of my existing meetings. I don't think I am optional for these meetings.

Michael Vernal:

>Sorry, blame

>Me.

Michael Vernal:

>It was between this and not having the meeting, and I said you and Vlad could be optional.

Michael Vernal:

>Asking because of hackathon prototype.

Douglas Purdy:

>Deb isn't going anywhere.

Douglas Purdy:

>She is happy.

Douglas Purdy:

>Very happy.

Michael Vernal:

>:)