

## **EXHIBIT 100**

**UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL**

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**From:** Jillian Stefanki </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JILLIAN CARROLL>  
**Sent:** Thursday, January 09, 2014 6:57 PM  
**To:** Scott Hershkowitz; Graham Keggi; Monica Mosseri; Peter Yang; Pete Wild; Eddie O'Neil; Evan Piwowarski  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update  
**Attachments:** Screen Shot 2013-08-27 at 5.27.42 PM.png; 0A1AD420-6A8F-46FC-B7D4-DD03900D6870.png

No worries. Know Monica is reaching out to Rdio. Who can connect with PicCollage?

No offense, Evan – but would prefer not to use Zynga as that comes with other baggage.

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**From:** Scott Hershkowitz <shershkowitz@fb.com>  
**Date:** Thursday, January 9, 2014 3:53 PM  
**To:** Graham Keggi <keggi@fb.com>, Monica Mosseri <mwalsh@fb.com>, Internal Use <jillian@fb.com>, Peter Yang <petergyang@fb.com>, Pete Wild <Wild@fb.com>, Eddie O'Neil <ekoneil@fb.com>, Evan Piwowarski <evan.piwowarski@fb.com>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

I would prefer not to ask ESPN for this. We have a lot going on with them and this is really far down on the priority list.

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**From:** Graham Keggi <keggi@fb.com>  
**Date:** Thursday, January 9, 2014 at 5:08 PM  
**To:** Monica Mosseri <mwalsh@fb.com>, Jillian Stefanki <jillian@fb.com>, Peter Yang <petergyang@fb.com>, S H <shershkowitz@fb.com>, Pete Wild <Wild@fb.com>, Eddie O'Neil <ekoneil@fb.com>, Evan Piwowarski <evan.piwowarski@fb.com>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Heres the latest data dump

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**From:** Monica Mosseri <mwalsh@fb.com>  
**Date:** Thursday, January 9, 2014 at 2:06 PM  
**To:** Jillian Stefanki <jillian@fb.com>, John Keggi <keggi@fb.com>, Peter Yang <petergyang@fb.com>, Scott Hershkowitz <shershkowitz@fb.com>, Pete Wild <Wild@fb.com>, Eddie O'Neil <ekoneil@fb.com>, Evan Piwowarski <evan.piwowarski@fb.com>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Who are the partners that are up slightly on iOS and Android? I can reach out to Rdio but think it may be better to reach out to the partners who are slightly up.

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**From:** Jillian Stefanki <jillian@fb.com>  
**Date:** Thursday, January 9, 2014 at 1:23 PM  
**To:** Graham Keggi <keggi@fb.com>, Peter Yang <petergyang@fb.com>, mwalsh <mwalsh@fb.com>, Scott Hershkowitz <shershkowitz@fb.com>, Pete Wild <Wild@fb.com>, Eddie O'Neil <ekoneil@fb.com>, Evan Piwowarski <evan.piwowarski@fb.com>

<evan.piwowarski@fb.com>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Yes – he is looking to talk to someone about how the tests are going and their thoughts on the product. Would likely be quoted in the story.

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**From:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>

**Date:** Thursday, January 9, 2014 1:10 PM

**To:** Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>, Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Pete Wild <[Wild@fb.com](mailto:Wild@fb.com)>, Eddie O'Neil <[ekoneil@fb.com](mailto:ekoneil@fb.com)>, Evan Piwowarski <[evan.piwowarski@fb.com](mailto:evan.piwowarski@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+ Evan on Zynga

Jillian - Yep the data is neutral or only slightly positive on conversion, users denying permissions are relatively low. So he's just looking to chat for background partner perspective to make sure he's not missing something?

Scott/Monica do you think ESPN/Rdio are good candidates here?

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>

**Date:** Thursday, January 9, 2014 at 12:52 PM

**To:** Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>, Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, John Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Pete Wild <[Wild@fb.com](mailto:Wild@fb.com)>, Eddie O'Neil <[ekoneil@fb.com](mailto:ekoneil@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

To clarify a bit -- (and please holler if anyone wants off this thread)

The NYT reporter is close to finalizing his story. One of the last bits missing is his request to talk to one of the four partners who are testing Login v4 (Rdio, Zynga, ESPN, PicCollage). Based on this thread and a conversation with Peter, it sounds like no one has any hugely impressive stats to share. But that's Ok — if there is a partner we can point him to that's willing to say they don't have any new stats to share just yet because it's early days with testing, but that they're excited to be one of the first people to try this out and that they believe it will help their users better understand how they're using the app, etc --- that works.

I would connect with the product person and the PR person for this partner, talk them through our messaging and the status of the NYT story, and then if the partner agreed, I would share their contact information with the reporter. We don't need a partner quote — we need someone who we've vetted who is willing to talk to the reporter and to speak positively on our behalf about Login v4.

And there's no indication that this will be a NYT cover story. :) This is a NYT piece that we pitched and have been working on for a couple months.

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**From:** Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>

**Date:** Thursday, January 9, 2014 11:40 AM

**To:** Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>, Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Pete Wild <[Wild@fb.com](mailto:Wild@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+Pete

Graham, are conversion stats flat for all of our Login v4 partners? Without positive stats can we get a partner quote for the NYTimes reporter? Jillian can coach the partner on the proper quote.

As context, the NYTimes reporter is writing a cover story on the login ecosystem comparing us to Google. So the more positive stats / quotes we can provide the better we'll look.

Thank you,  
Peter

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**From:** Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>  
**Date:** Tuesday, January 7, 2014 at 8:38 PM  
**To:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>, Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Graham sent me the Rdio data and it looks like conversion for iOS is down 1.7% but up for Android +.2%. We haven't shared this with Rdio just yet and not sure they would have much to say about this that would be positive. We also didn't make email revokable in this Rdio test.

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>  
**Date:** Tuesday, January 7, 2014 at 9:38 AM  
**To:** Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>  
**Cc:** mwalsh <[mwalsh@fb.com](mailto:mwalsh@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

**Graham**, is the data for ESPN and Rdio favorable? If so, can Monica and Scott reach out to their contacts to connect me w/ their PR people?

The NYT reporter is back in tomorrow to connect w/ Doug.

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**From:** Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>  
**Date:** Tuesday, January 7, 2014 8:14 AM  
**To:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>  
**Cc:** Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Does the ESPN data tell the story we want? Seems like conversions are up only modestly.

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**From:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>  
**Date:** Tuesday, January 7, 2014 at 11:07 AM  
**To:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>  
**Cc:** S H <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Sent out a data update to ESPN last night, will compile one for Rdio this AM as well

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>  
**Date:** Monday, January 6, 2014 at 11:07 PM  
**To:** John Keggi <[keggi@fb.com](mailto:keggi@fb.com)>, Peter Yang <[petergyang@fb.com](mailto:petergyang@fb.com)>  
**Cc:** Scott Hershkowitz <[shershkowitz@fb.com](mailto:shershkowitz@fb.com)>, Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

+ Peter

Following up as the data update was scheduled for today. Are any of the four partners seeing positive results?

If so, I'd like to connect with their PR and product point people to loop them in on the NYT story. Hoping to do so tomorrow if possible.

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**From:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>

**Date:** Friday, January 3, 2014 4:51 PM

**To:** Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Volume's pretty much the same as the below.

We've got a data update going out Monday so might be better to wait until they've seen that before pinging them about talking to the press (in case they haven't paid much attention to the beta, which I suspect they haven't)

That said, ESPN has been the most in touch / interested in it and would be good, Rdio might be a good 2nd, but in both cases would probably be best to filter the idea through their partner managers to get a read on what they might say first. ESPN is Scott Hershkowitz, Rdio is Monica Mosseri

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>

**Date:** Friday, January 3, 2014 at 4:35 PM

**To:** John Keggi <[keggi@fb.com](mailto:keggi@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Hi Graham -

Confirming the below is still accurate with regard to rollout. (The NYT reporter has asked for an update.)

Reporter has also asked if he can speak with the companies who are testing it. Think this would be good for us, assuming they're happy with results so far. Is that the case? If so, who are the best two partners to put him in touch w/? We'd of course connect with them first to talk through the story.

Thank you, and hope you had a nice holiday!

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**From:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>

**Date:** Wednesday, December 4, 2013 9:05 PM

**To:** Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

We're at about 5% of english-only, new-users-only, iOS-only, android-mobile site only (not fb4a on android)

We should try to keep the % to ourselves since we've found that this almost always gets misinterpreted as % of all current app users (several million) when in fact its just % of new registrations in certain locales on certain phones (a 100-200 / day)

We've been talking to beta partners in absolute #'s, not %

Latest is

Rdio – 150/day

PicCollage – 350/day

ESPN – 500/day

Zynga Poker – 150/day

This will increase slightly as we add other languages in the next week or so

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>  
**Date:** Wednesday, December 4, 2013 8:56 PM  
**To:** John Keggi <[keggi@fb.com](mailto:keggi@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

So, we're currently out to what % of ESPN, Rdio, PicCollage and Zynga Poker?

Any other new test partners?

--  
Jillian Stefanki  
Facebook Communications

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**From:** Graham Keggi <[keggi@fb.com](mailto:keggi@fb.com)>  
**Date:** Wednesday, December 4, 2013 8:43 PM  
**To:** Internal Use <[jillian@fb.com](mailto:jillian@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

Yup, we're testing with them

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**From:** Jillian Stefanki <[jillian@fb.com](mailto:jillian@fb.com)>  
**Date:** Wednesday, December 4, 2013 7:06 PM  
**To:** John Keggi <[keggi@fb.com](mailto:keggi@fb.com)>  
**Subject:** FW: Product Partnerships & BD: Bi-Weekly Update

Confirming Rdio is testing Login v4, per the below?

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Jillian Stefanki  
Facebook Communications

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**From:** Jackie Chang <[jackie@fb.com](mailto:jackie@fb.com)>  
**Date:** Monday, November 25, 2013 9:06 PM  
**Cc:** Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Monica Mosseri <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Simon Cross <[si@fb.com](mailto:si@fb.com)>, Bryan Hurren <[bryanhurren@fb.com](mailto:bryanhurren@fb.com)>, Konstantinos Papamiltiadis <[kpapamiltiadis@fb.com](mailto:kpapamiltiadis@fb.com)>  
**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

## PRODUCT PARTNERSHIPS & BD UPDATE (11/11-11/22)

### \*OG Entities (Jackie)

#### /DATA & AFFILIATES/

- Live Event Ticketing (Hunch & Events): Addressed TM's blocking concern around our product's good faith effort to test a 1-click primary ticketing experience with a verbal commitment. Final deal points being reviewed by leadership with path still set for early Dec. close. **Eventful** discussions currently paused, optimal ticketing attribute coverage of 9% for the ~5-7MM US/CAN events with majority as non-ticketed long-tail events. Presenting to **Paciolan** (Primary College & Pro-Sports ticketing) leadership tomorrow on integrating their upcoming ticketed game feeds in Q1 '14.
  
- Movie Ticketing (Hunch & Pages): **Fandango** working through final concerns around ads & targeting; presented to their leadership team in NY this week. Still on path to closing before year end.

- Media Consumption (Hunch): **Netflix** still stuck on strategic concerns around being commoditized, had leadership meeting. Will know their position early next week. **Apple** has the latest mocks and we're expecting them to send an updated terms draft this week.

- Music (Ridge & Minutiae): All three majors -- **UMG**, **WMG** and **Sony** — pushing towards closing out the deals before the holiday. Still the farthest apart with WMG, but pushing hard on the last couple of points.

- Location (Hunch & Places): Engaging with **Nokia** on a reciprocal data deal - terms & details still in negotiation. Simon & Rob will be leading partnerships in this area and working with the Location team to spec out POI data needs.

#### *[QUALITY]*

- Compound Eye: Provided partners recommendation for three methods of executing a crowdsourced quality assessment pipeline: (1) In-house using open-source solutions (2) Using full-service provider (3) Using free-lancing providers and building in-house.

#### **\*PLATFORM (Simon & KP)**

##### *[PS12n]*

- Capability Audit: Audit of 5200 existing whitelisted apps with the goal to put 80% into sandbox mode or remove them from the whitelists altogether and mapping remaining to Salesforce.
- New Whitelisting process: Designed a more formalized process for whitelisting internal & external apps with Legal & Privacy XFN. Working with Product (Marie) to reflect updates needed to the Capability tool to support.
- API Privatization: Finalizing with Product (Eddie) a set of 54 apis to become privatized. Working on the first cut of top tier apps to be evaluated for extension/exemption.
- Unified Review: Preparing post-PS12n appeals workflow with DevOps.
- Deprecations (Instant Personalization): Established a Jan 31st deadline for **Tripadvisor** with our commitment to help them optimize their Login flow to counter this change.

#### *[LOGIN]*

- Login v4: **Rdio** to roll-out to users this week for initial testing. (*Monica*)

#### **\*MESSENGER (Bryan)**

##### *[STICKERS]*

- **Disney**/ Frozen launched last Friday. Big win for the stickers program – got the assets for free. **Viacom** on hold due to product gaps. Current funnel: **Lego**, **Muppets**, **Asterix**, **Mr. Men**, **Peabody & Sherman**, **Garfield**, **Nike/Jordan**.

#### *[TITAN API]*

- Extended API Agreement now in place to support **RBC**'s Mobile Money Transfer experience set to launch planned Dec 9.
- Caught **Spotify** misusing as a growth channel by only sending to non-Spotify users. Working with them to fix asap. (*Monica*)

#### **\*INTERNET.ORG (Bryan)**

- Presented a proposal around partnership strategy, but still working on finalizing approach. Met with **Reuters Market Lite**, **Jana**, and **Idiro** to assess compatibility with I.org objectives. RML seems to be a good candidate to enable India, while Jana's CPA model doesn't map to our goals and Idiro making for a better PMD partner.

#### **\*VERTICALS (Ime)**

##### *[MUSIC]*

- **SoundCloud** weeks away from launching their new album-art image HTML5 widget. Ramping to 100% of users (currently at 1%). (*Simon*)
- Testing OG for Pages with **Bandsintown** revealed some new opportunities to enhance Page aggregations for key verticals such as music artists for H1'14. (*Jackie*)

#### *[FITNESS]*

- Nike hit some engineering delays that may push their full fix around long-runs and login out to March. Working with their tech team to figure out how to shorten this window. (*Jackie*)

#### [BOOKS]

- Goodreads on Kindle rolled-out to Kindle Fire users and set to roll out to e-Ink users by beginning Dec. Login to GR via Kindle is still low with less than ~3k a day, expecting first bump post-black friday. (*Jackie*)

#### [IDENTITY]

- Assessing LinkedIn's extent in over-permissioning users for non-experience enhancing data collection. (*KP*)  
- Working with Coursera to use FB as part of their verification program. Additional interest in partnering on i.org initiatives. (*Monica*)

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>

**Date:** Monday, November 11, 2013 at 5:28 PM

**Cc:** Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Monica Walsh <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Simon Cross <[si@fb.com](mailto:si@fb.com)>, Bryan Hurren <[bryanhurren@fb.com](mailto:bryanhurren@fb.com)>, Konstantinos Papamiltiadis <[kppapamiltiadis@fb.com](mailto:kppapamiltiadis@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

## PRODUCT PARTNERSHIPS & BD UPDATE (10/28-11/8)

### \*OG Entities (Jackie)

#### /DATA & AFFILIATES/

- Live Event Ticketing (Hunch & Events): TM concerned about 'Find Ticket' experience, they want us to address before signing the agreement. Initial **Ticketfly** data review was positive, evaluating work and return on our end before proceeding with a commitment to integrate.
- Movie Ticketing (Hunch & Pages): **Fandango** working through final concerns around ads & targeting. Still on path to closing before year end.
- Media Consumption (Hunch): **Netflix** still stuck on strategic concerns around being commoditized, but now escalated on both sides and determining next steps. Positive signals from **Apple** moving towards closing as they've signaled intent to get this done. Remaining questions around attribution and commissionable links.
- Music (Ridge & Minutiae): **UMG** and **Sony** still close to closing; **WMG** still holding out.

#### [QUALITY]

- Compound Eye: Pulling together POV and options around microtasking/crowdsourcing search quality rating.

### \*PLATFORM (Simon & KP)

#### /POLICY & ENFORCEMENT/

- PS12n: Formalized work-streams and leaders to tackle (1) pre-PS12n whitelist approvals (2) post-PS12n appeals (3) post-PS12n whitelist process (4) capabilities deprecations, and (5)capabilities auditing with respects to games, non-games, mobile, and pmd/marketing partners. Follow progress [here](#).
- Instant Personalization Deprecation: **TripAdvisor** thinks this deprecation will materially affect their business, working through a reasonable path by Jan 31.

#### /LOGIN/

- Login v4: **Rdio** will participate in beta. **Foursquare** to provide feedback this week.
- App Events for user studies: Discussing with **Spotify** next week about instrumenting App Events to better inform them about their login/reg funnel and help us better measure login preferences and pre-login behavior.

#### [Parse]

- GAP Analysis for eComm: Working with local CTOs to provide a POV on entering the eComm space. Feedback so far is to integrate into well known eComm platforms like Magento.

### \***MESSENGER (Bryan)**

#### [STICKERS]

- Collaborated with Public Content team on a **World Food Program** in the recent Pusheen pack. Received **Disney** (Frozen) assets. **Viacom** (SpongeBob) needs PM ratification on expiration terms.

### \***INTERNET.ORG (Bryan)**

- Receptive initial conversations with **Twitter** and **AccuWeather**. Working with XFN team to define/ identify additional candidate projects. **World Bank** working on updates that better support country requirements. Assessing partnering with their local incubators/ accelerators (MSFT, Google, Nokia, and BBRY all participate already) given low-cost to engage.

### \***VERTICALS (Ime)**

#### [MUSIC]

- Mobile Music Previews: **Spotify** provided 50 track sample and negotiating attribution for album art. **Rdio** still blocked but got interesting feedback from Sony around full-length tracks for single play in FB.

#### [FITNESS]

- Working with **Nike** to optimize (1) long runs through returning smaller data samples and (2) consistency in following login policies and best practices for various brand apps.

#### [OTHERS]

- **Justigiving** worked with us on being a featured case study for the new Share icons. (KP)

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>

**Date:** Tuesday, October 29, 2013 at 1:45 PM

**Cc:** Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Monica Walsh <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Simon Cross <[si@fb.com](mailto:si@fb.com)>, Bryan Hurren <[bryanhurren@fb.com](mailto:bryanhurren@fb.com)>, Konstantinos Papamiltiadis <[kpapamiltiadis@fb.com](mailto:kpapamiltiadis@fb.com)>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

## PRODUCT PARTNERSHIPS & BD UPDATE (10/14-10/25)

### \***OG Entities (Jackie)**

#### [DATA & AFFILIATES]

- Live Event Ticketing (Hunch & Events): **TM** still on path to close end of Oct. **Ticketfly** sent over data sample and syncing next week around affiliate relationship. Ticketfly would bring in around 70k+ local US/CAN club & festival events in the system. Broader data & affiliate discussion with **Active** stakeholders EOW. Lowering priority of **Eventbrite** and **Stubhub** as launch partners.

- Movie Ticketing (Hunch & Pages): **Fandango** stuck on branding/reference on linking experience, data usage, and exclusivity. Still aiming for EOY close, but need to get a better signal from Fandango for movement on the above sticking points.

- Media Consumption (Hunch): Rob D closed **TMS**. **Netflix** asked us to not display their links on entity cards - escalating to determine next steps. Positive signals from **Apple** in targeting Nov for agreement close, current sticking point around branding/reference on deep-linking experience.

- Music (Ridge & Minutiae): Close to closing **UMG** and **Sony** (a couple weeks out); **WMG** hitting bumps as they're asking for licensing fees.

#### **\*PLATFORM (Simon & KP)**

*[POLICY & ENFORCEMENT]*

- Instant Personalization Deprecation: **Yelp** & **Flixster**/ **Rotten Tomatoes** committed to turning off by EOY. **Bing** TBD until new Search/Map Agreements close. **TripAdvisor** discussion being scheduled.

*[LOGIN]*

- Auth Referral Deprecation: **Spotify** & **iHeartRadio** are 100% removed, which closes out overall deprecation.  
- Login v4: **Rdio** reconsidering with dependencies on their legal's assessment of the new user age handling. Pitched **Foursquare** & **Shazam**, both initially saw v4 limiting the scope of how they currently use login. However, waiting for final feedback. Email address is a consistent sticking point given that it's a primary benefit/purpose in using fb login.

*[MINUTIAE]*

- Minutiae API: Expanding partner testing after **Runtastic** saw positive results around increased story engagement. Pitched **Foursquare**, **Shazam**, **Zeebox**, and **Musixmatch**. Positive reaction with **Zeebox** committing to integrating. (KP)

#### **\*MESSENGER (Bryan)**

*[STICKERS]*

- **King.com** (Candy Crush) and **Iconix** (Peanuts) launched. Agreements with **Disney** (Frozen) and **Viacom** (SpongeBob) are near final.

*[MSG PLATFORM: TITAN API]*

- **Royal Bank of Canada** launching a mobile money transfer experience using private inbox messaging apis. Working through agreement requirements and PR plans.  
- **Netflix** private sharing implementation continues to perform well (4x connect rate) compared to OG.

#### **\*INTERNET.ORG (Bryan)**

- Collaborating with Growth (Shirley Sun), Mobile Partnerships (Steve Jarrett/ Ameet Suri), and Mobile Growth Partnerships team (Laura G-E) to assemble a cohesive partnership strategy beyond OEMs and Operators.

#### **\*VERTICALS (Ime)**

*[MUSIC]*

- Mobile Music Previews: **Spotify** has coverage for 80% of their catalogue, but waiting for product mocks to unlock required label approvals. **Rdio** blocked by labels.  
- Event Playlists: **Rdio** experience working end-to-end, but launch paused due to project resourcing, will revisit EOY.

*[MOVIES & TV]*

- **Hulu** wants us to improve aspect ratio of video cover art images for NF. Worth noting that they are working with Twitter on improving video stories being shared.

*[Books]*

- **Goodreads on Kindle**: OOB& OG integration slated to launch by late Nov for both Fire & e-Ink. Hold-ups on Amazon Platform Agreement are not slowing down GROK integration.

*[FITNESS]*

- **Fitbit** working through resource assessment around OG. Meeting next week.

- Nike launched their FB & IG photo experience for running last week. We pushed out a complimentary improvement to photo + OG Fitness action story for iOS where users will be able to swipe between running maps & photos.

#### [OTHERS]

- Uber coming in for an all-day Wed hack. Login, Auto-fill, and Events are potential project that will be worked on (Bryan)
- PicsArt (50MM installs on Android) discussions around integration optimization and Neko ramp-up (KP)

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**From:** Jackie <jackie@fb.com>

**Date:** Tuesday, October 15, 2013 at 3:20 PM

**Cc:** Ime Archibong <ime@fb.com>, Monica Walsh <mwalsh@fb.com>, Simon Cross <si@fb.com>, Bryan Hurren <bryanhurren@fb.com>, Konstantinos Papamiltiadis <kpapamiltiadis@fb.com>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

## PRODUCT PARTNERSHIPS & BD UPDATE (9/30-10/11)

### \*Entities (Jackie)

#### /DATA & AFFILIATES/

- Live Event Ticketing (Hunch & Events): **TM** projected to close by end of Oct. Agreement meets our data goals and provides us the best pay-out with reasonable give on our side re:commission window. Evaluating **Eventbrite** head data. **Stubhub** to provide data sample for both themselves and **Zvents** with affiliate discussions picking back up next week. Likely moving forward with **Eventful** data deal given their data coverage. Initial pitch to **Active** (local activities from marathons to conferences) and **Ticketfly** successful, next step to meet decision makers & begin discussions around data needs.

- Movie Ticketing (Hunch & Pages): **Fandango's** first draft is pretty far off. Reassessing their commitment to launch. Projected close now TBD until we reconnect this week.

- Media Consumption (Hunch): One more open item for **TMS**, projected close by EOW. TMS provides content mapping, working now on approvals from **Netflix** and other content partners to display their links on entity cards. **Apple** sent first draft which is farther off than initial thought, projected close now TBD until we reconnect with them next week.

- Music (Ridge & Minutiae): Close to closing the **UMG** deal; **Sony** is close (a couple weeks); and still working on **WMG**.

- Restaurant Reservation (Hunch & Places): **OpenTable** affiliate deal closed.

- Location (Places): Beginning to scope Q1 '14 data priorities with Emily Grewal, which include: menus, food imagery, & POI. Reached out to **Bookings.com** (largest OTA w/ 337k hotel properties ww) to engage on data & affiliate partnership.

- Books (Hunch & Pages): Book data set as low-pri on product side, pausing conversations with **Bowker**, **Barnes & Noble**. Strong interest from B&N for an affiliate partnership. **Random House** now merged with **Penguin** to become the largest book publisher. Strong interest from publishers to provide direct book sampling in FB.

### \*PLATFORM (Simon & KP)

#### /POLICY & ENFORCEMENT/

- Platform Simplification: Decision made to move forward with hashed UIDs - all apps impacted. Working with data analysts to quantify and capture severity of impact, especially for verticals like Games & Marketing.

#### [LOGIN]

- Auth Referral Deprecation: **Spotify** & **iHeartRadio** at 100% complete, which closes out overall deprecation.
- Login v4: **iHeartRadio** and **Rdio** declined beta due to new model not passing user email, which is core to their use of login. **Pandora** to confirm this week if Login will make the 6 month roadmap.

*[ACTION IMPORTERS]*

- Action Importers for Timeline Collections: Feedback from Mark to hold and re-scope this product as a broader functionality for Login, Collections, and App Feed. Updated **Netflix**, **Endomondo**, **Runkeeper** on this indefinite pause. Partners have less and less bandwidth for FB requests, this is a good lesson to thoroughly vet out product before approaching partner given that it lessons credibility for future product asks.

*[SAVED]*

- A new product in the works to create a private means for users to bookmark content they want to view later. Objects saved in FB will default to 'only me' privacy. Still working through how we will treat third-parties using common 'want' actions given concerns around potential user confusion created for existing partner integrations.

*[SEND-TO-MOBILE]*

- Desktop Plugin: Simon to present to Zuck at a mini-prototype forum next Tues.

**\*HOME (Ime)**

*[APP FEEDS]*

Successful launch of **Pinterest**, **Instagram**, **Tumblr**, and **Flickr** integrations.

**\*MESSENGER (Bryan)**

*[STICKERS]*

**Relativity Media** (Free Birds) launched.

*[MSG PLATFORM: TITAN API]*

- Messenger as a platform: Exploring Bundling, Preload, and Platform opportunities for Messenger with Ameet Suri .

**\*VERTICALS (Ime)**

*[MUSIC]*

- Mobile Radio Stations: **iHeartRadio** presented ideas to our product team on & **Pandora** now working on the same.  
- Event Playlists: **Rdio** to start end-to-end testing of export flow

*[FITNESS]*

- Ime & Aryeh attending NikeFuel Forum to explore ideas around Movement, Motivation and NikeFuel with experts from **Nike**, and in the industry of health, fitness, and motivation

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**From:** Jackie <jackie@fb.com>

**Date:** Monday, September 30, 2013 4:13 PM

**Cc:** Ime Archibong <ime@fb.com>, Monica Walsh <mwalsh@fb.com>, Simon Cross <si@fb.com>, Bryan Hurren <bryanhurren@fb.com>, Konstantinos Papamiltiadis <kpapamiltiadis@fb.com>

**Subject:** Re: Product Partnerships & BD: Bi-Weekly Update

**PRODUCT PARTNERSHIPS & BD UPDATE (9/16-9/27)**

**\*Entities (Jackie)**

*[DATA & AFFILIATES]*

- Live Event Ticketing (Hunch & Events): **TM** affiliate deal moving forward with lowered commission to replace window constraints. Placement guarantees for official primary and secondary is remaining sticking point. Exploring **Eventbrite** &

**Stubhub** as additional affiliates and talking with **Ticketfly** this week. Still evaluating legal risk of an **Eventful** data-only deal for torso & tail events.

- Movie Ticketing (Hunch & Pages): **Fandango** Internal Evaluation Agreement done, opening up showtime and theater data this week. Affiliate deal projected to close by end of Oct.
- Media Consumption (Hunch): **TMS** sent over draft and opened data for evaluation, still projected to close by end of Oct. **Apple** open to covering IAP and FAS for media content (in addition to apps) under a standard 7% commission. Projected to close by end of Nov. Hunch to move forward with TMS movies/tv iTunes mapping and Ingram ISBN matching with Apple search API as short-term launch strategy.
- Restaurant Reservation (Hunch & Places): Getting close to wrapping up the **OpenTable** affiliate deal by beginning Oct.
- Music (Ridge & Minutiae): Redline out to all 3 major labels (**UMG**, **WMG**, **SME**). Expect them all back next week.
- Sport Scores (Springfield): **Sports Data** deal complete. Marie Hagman to manage data use/access.
- Books (Hunch & Pages): Exploratory conversations with **Bowker** (ISBN agency & data broker) around robust author, bestseller/media mention, & additional ISBN data coverage. Exploring affiliate program with **Barnes & Noble** this week.

#### **\*PLATFORM (Simon & KP)**

##### *[POLICY & ENFORCEMENT]*

- Platform Simplification: Delivery XFN formed to focus on execution of changes. Areas of focus will include: (1) Auditing partners with non-standard Platform Agreements (2) Capabilities clean-up and (3) Auditing partner impact for proposed deprecated APIs

##### *[LOGIN]*

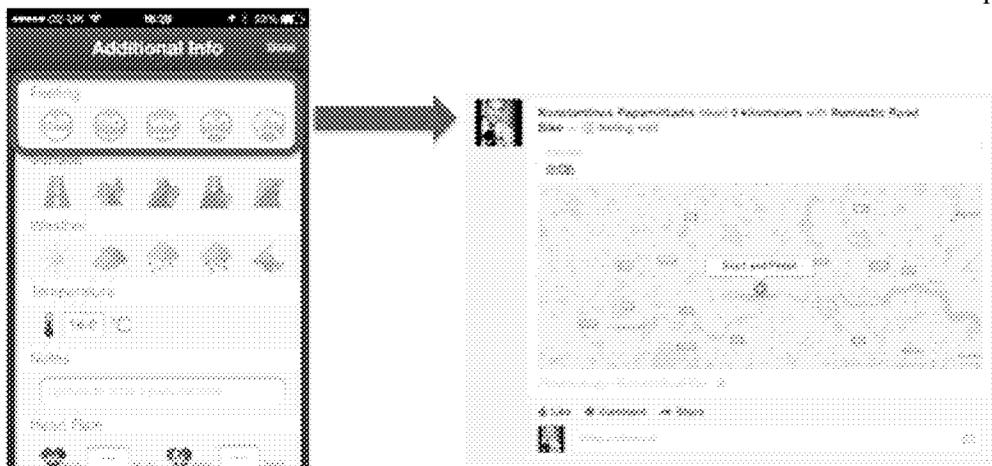
- Auth Referral Deprecation: Spotify & iHeartRadio at 50% removal with goal of 100% within 2 weeks.
- Login v4: Pitching **Pandora** & **iHeartRadio** this week as test partners. Spotify excluded due to current issues around login & registration.

##### *[ACTION IMPORTERS]*

- Action Importers for Timeline Collections: **Netflix** agreed to 10% testing in the US. **Endomondo** cleaned-up auth dialog and wants to test first before providing confirmation. Waiting for **Runkeeper**'s confirmation for 20% testing .

##### *[MINUTIAE]*

- Minutiae API: **Runtastic** launched minutiae for bike action stories to 100% of Bike App users.



#### **\*HOME (Ime)**

*[APP FEEDS]*

Rebrand from "Facebook Home" to "Home" and new logo. Partners ready for the 10/3 beta launch date.

**\*MESSENGER (Bryan)**

*[STICKERS]*

**Relativity Media** (Free Birds) and **King.com** (Candy Crush) targeting launches of Oct 7 and Oct 14.

*[MSG PLATFORM: TITAN API]*

- **Netflix**: Initial testing shows 4X higher FB Connect rates with private sharing entry point vs. OG.
- Messenger as a platform: Exploring bundling models with partnerships evaluated on a growth driving basis.

**\*VERTICALS (Ime)**

*[MUSIC]*

- Mobile Previews: **Deezer** launched tags, **Spotify** launched tags for 50 songs (still working on full catalogue), & **Rdio** still negotiating with labels.
- Event Playlists: **Rdio** to build simple endpoint to enable testing by EOW.
- Subscriptions: **Deezer** extended trial to another 10 countries. Low figures still.
- Growth: Expanding international coverage by targeting new market leading partners: (1) **Spinlet** is the biggest music service in Africa & SEA (2) **Musicqubed** is a white-label music player platform for mobile operators committed to integrate with SDK & Native Share Dialog by end of Oct. **Spotify** furthering international expansion with recent launches in Taiwan, Greece, Argentina, and Turkey.

*[BOOKS]*

- Readers: Reviewing wireframes new **Goodreads** on **Kindle** e-ink & Fire flows allowing users to share past Kindle purchases & in book progress & quotes set to launch ~Nov '13. Would like to re-initiate conversations around progress-based og book stories.

*[FITNESS]*

- Photos: **Nike** to release new photo support for FB & Instagram on 10/9 to coincide with a new OG Fitness photo story update in iOS.

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>

**Date:** Monday, September 16, 2013 4:14 PM

**Cc:** Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Monica Walsh <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Simon Cross <[si@fb.com](mailto:si@fb.com)>, Bryan Hurren <[bryanhurren@fb.com](mailto:bryanhurren@fb.com)>, Konstantinos Papamiltiadis <[kpapamiltiadis@fb.com](mailto:kpapamiltiadis@fb.com)>

**Subject:** Re: Platform Partnerships& BD: Bi-Weekly Update

**PRODUCT PARTNERSHIP & BD UPDATE (9/3-9/13)**

**\*Entities (Jackie)**

*[DATA & AFFILIATES]*

- Movie Ticketing (Supports Hunch & Pages): **Fandango** on board with a v1 deep-link experience off mobile Movie Pages. Affiliate and data deal discussions underway.
- Live Event & Ticketing (Hunch & Events): **EventSource** deal done but data ingest revealed some data gaps. Evaluating legal

risks in using **Eventful** as another source to fill the gaps. **TM** on board with v1 deep-link experience off new mobile Live Event Pages; affiliate and data deal discussions underway.

- Media Consumption (Hunch): **TMS** reduced fee in exchange for a similar feed that we provide Rovi. Planning on deep-linking to installed iOS apps (I.E. Netflix, Hulu, etc.) and prioritize streaming experiences first. Re-initiating affiliate discussion with **Apple**. Will not likely have an agreement in place by initial Hunch launch due to blockers on data usage.
- Restaurant Reservation (Hunch & Places): In negotiations with **OpenTable** but will likely end up with \$.80/reservation affiliate structure.
- Music (Ridge & Minutiae): ~1-3 weeks away from closing the **UMG** and **Sony** agreements. Far off for **WMG**, but working on bridging the gap.
- Sport Scores (Springfield): **Sports Data** lowered price and offered 18 months free. Aiming to close end of Sept.

#### **\*PLATFORM (Simon)**

##### *[POLICY & ENFORCEMENT]*

- Platform Simplification (Previously 3.0): Still evaluating ecosystem impact, announcement tentatively set for Jan '14. Working with legal to audit special platform agreements. Review boards for exemption/extension to be created in Oct. '13
- Capabilities Clean-up: Goal is to account for all outstanding GK & Capabilities being used by partners and future streamlining of approvals. Initiating xfn conversations with Games and PMD to account for their partners. Audit in ~3-4 weeks.

##### *[OG INTEGRATIONS]*

- Action Importers for Timeline Collections: **Goodreads** out per Amazon. **Netflix** and **Runkeeper** are in, but questions long-term value. Working with legal on the necessary coverage to testing .

- **Rdio** happy with recent spikes in Impressions/Clicks. Not entirely sure of cause, but may be attributed to artist exclusives like Paramore & MGMT. (see attached chart)

#### **\*HOME (Ime)**

##### *[APP FEEDS]*

Demoed the beta release version of App Feed integration with all launch partners. Mark discussed the upcoming launch on stage at TechCrunch.

#### **\*MESSENGER (Bryan)**

##### *[STICKERS]*

Program redefined based on learnings from v1. **Disney Int'l** (Disney, Lucas, Pixar, and Marvel) and **Viacom** (MTV, Nickelodeon) are in redline.

##### *[MSG PLATFORM: TITAN API]*

- **Netflix**: Private Sharing launched with the Inbox API (Titan) agreement signed 9/9.
- Messenger as a platform: Interest from Evernote/Dropbox/Pinterest/Nike and Layer winning Techcrunch Disrupt, has resulted renewed interest. Engaging with Javier, Vernal, and Eddie to explore new opportunities.

#### **\*IDENTITY (Konstantinos)**

##### *[INTERNAL]*

Analyzing impact of Platform 3.0 on the Identity ecosystem. Syncing with Lessin on the Identity product roadmap and

any partnership opportunities to accelerate their work.  
**(0/1 complete)**

**\*INDUSTRY (Jackie)**

*[MEDIA - INTERNAL]*

- Music

- Mobile Previews: **Deezer** shipped tags for new Mobile Music Preview URLs with **Rdio & Spotify** 2-3 weeks behind.
- Event Playlists: **Spotify** punted to Q4 & **Rdio** still undetermined.
- Login v4: **Pandora** concerned around strength of profile data and lack of password.
- Subscriptions: **Deezer** trial launched on 9/10. **Spotify** evaluating deprecation due to inability to maintain or optimize this api. No further partners being onboarded due to lack of resourcing.

- Movies/TV: **Intel** demo'd new set-top box and discussed integration opportunities from Auth/OG to Ads.

- Books: **Kindle Fire** RCP agreement will likely sign this week. Likely launch in Oct with updated OOB, native share, and contact & event sync.

*[MEDIA - EXTERNAL]*

- **FB Start NY:** Keynote by Ime to 40+ start-ups across various categories on the new 3 pillars of Platform.

*[FITNESS - INTERNAL]*

- Action Importers: see **Runkeeper** above

- **Strava** launched mobile OG for users who've activated from web. Working on optimizing experience with either new native or custom share sheet.

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>

**Date:** Tuesday, September 3, 2013 2:42 PM

**Cc:** Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Monica Walsh <[mwalsh@fb.com](mailto:mwalsh@fb.com)>, Simon Cross <[si@fb.com](mailto:si@fb.com)>, Bryan Hurren <[bryanhurren@fb.com](mailto:bryanhurren@fb.com)>, Konstantinos Papamiltiadis <[kpapamiltiadis@fb.com](mailto:kpapamiltiadis@fb.com)>

**Subject:** Platform Partnerships& BD: Bi-Weekly Update

Below is the Product Partnerships team bi-weekly update to provide you transparency and keep you informed of our progress. The current initiatives we support include, but are not limited to Entities, Platform, Home, Messenger, Identity, and Industry. These updates are high-level and concise, so pls let us know if you have any questions or want additional context.

Key --

*[GOAL]*

Update summary

**(Progress/Tracking)**

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**PRODUCT PARTNERSHIP & BD UPDATE (8/19-8/30)**

**\*Entities**

*[DATA ACQUISITION: 4 deals]*

- Hunch

- Movie Showtimes: CinemaSource deal done.
- Consumption: Moving forward with TMS agreement to supply US link outs for Movies/TV for purchase or consumption. Approaching Fandango for ticket purchase link outs.
- Restaurants: OpenTable redline in review, still negotiating.

- Public Events

- Live Events: EventSource deal almost done. Holding on Eventful as long-tail source as we try to lower price.
- Ticketing: Meetings this Friday (9/6) with TM to walk through mocks/concepts.

- Ridge

- Music: Redlines from all 3 major labels (UMG, WMG, SME)

- Springfield

- Sport Scores: Slowing down conversations with Sports STAT to focus efforts on Hunch data requirements.

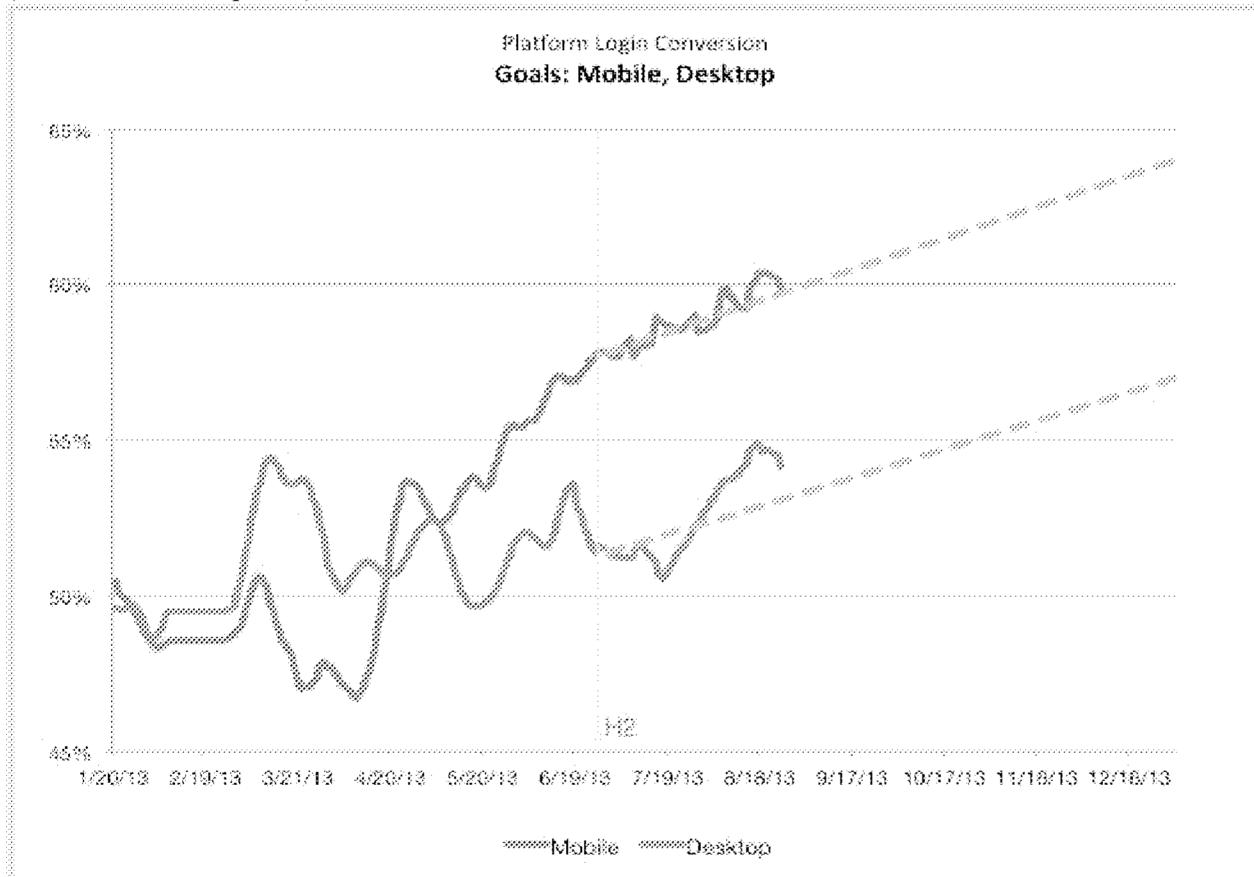
**(1/4 deals complete)**

**\*PLATFORM**

*[POLICY & ENFORCEMENT: 2 successful initiatives]*

- Platform 3.0: Impact analysis of the major deprecations is underway. Forming a framework for managing extensions, exemptions, (or neither) for the different classes of apps across head, torso and tail.
- Login Checklist: Brought top 100 iOS & Android mobile apps from ~60% to ~90% compliance. Improved overall login conversion and installs wow. (see Platform Login Conversion graph)

**(1/2 initiatives completed)**



*[OG: 4+ new head partner integrations]*

- Goodreads on Kindle: Approved OOB flows for e-ink and Fire with the requirement of GR dialog language updated to match ours.
- Kindle Fire: Privacy hole resolved. Live demo next week for final Day 0 update approval on new Gen 6 devices.

**(2/4 head integrations complete)**

## **\*HOME**

*[APP FEEDS: 3+ partner integrations]*

- Demo-ing app feeds to Pinterest, tumblr and Flickr next week with expected beta announcement on sept 12/13th  
**(0/3 launched; on track for 4/3)**

## **\*MESSENGER**

*[STICKERS: 5 major studio deals]*

- Stickers: Launched Cut the Rope (Zepto Labs) and Duck Dynasty (A&E) last week. Disney, Viacom, Hasbro, Comedy Network, Sony, Fox are all in negotiation.  
**(0/5 deals executed)**

*[MSG PLATFORM: 2+ Titan API integrations]*

- Netflix: Inbox API (Titan) agreement close to signed. Launch moved to Sept 10.  
**(0/2 integrations)**

## **\*IDENTITY**

*[INTERNAL: 1+ key integrations; influence product]*

n/a

**(0/1 complete)**

*[EXTERNAL: 1+ corp comms initiatives]*

n/a

## **\*INDUSTRY**

*[MEDIA INTERNAL: 3+ key integrations across categories; influence product]*

- Pandora: Login v4 pitch set for 9/27. Goal is to launch a best-in-class integration (iOS and Android first) in Q4.
- Music/Mobile Previews: Spotify blocked by one label. Rdio still in early conversations with labels – no movement yet.
- Music/Event Playlists: Rdio underway with integration, launch TBD.

**(0/3 integrations completed)**

*[MEDIA EXTERNAL: 3+ corp comms initiatives]*

- Login Momentum- Featured best in class login integrations including Readmill to highlight Facebook Login: <https://www.facebook.com/groups/platform.fyi/permalink/552368911478395/>  
**(2/3 corp comms initiatives complete)**

*[FITNESS INTERNAL: 3+ key integrations; influence product]*

- Action Importers: Runkeeper & Endomondo provided access to their apis.  
**(1/3 integrations completed)**