

Thread Id:3018524920

▲ DEFENDANT ▲

United States District Court
Northern District of California

Case No. 4:20-cv-05640-YGR
 Case Title *Epic Games, Inc. v. Apple, Inc.*
 Exhibit No. DX-3681
 Date Entered _____
 Susan Y. Soong, Clerk
 By: _____, Deputy Clerk

"Alec Shobin"

8/6/2020 1:20:43 PM +00:00

[Thread] Next steps on copy approvals - would like to get a sense of when diff teams are ready for next round with Tim.

"Alec Shobin"

8/6/2020 1:21:27 PM +00:00

I feel like we can probably get Phase 2 Partner Comms for console and first party mobile in front of Tim today. Do you agree it's ready?

"Alec Shobin"

8/6/2020 1:21:53 PM +00:00

When do you think next round of social copy will be good to look at - is that more of a Monday thing or do you think today is doable?

"Alec Shobin"

8/6/2020 1:22:33 PM +00:00

Are your blog posts all approved now or do we still need to review Free Fortnite blog?

"Jeremy Hoffmann"

8/6/2020 1:23:01 PM +00:00

We need video copy locked and localized by Tuesday 9am so that and team can prep for versioning.

"Alec Shobin"

8/6/2020 1:23:49 PM +00:00

what are next steps for PR/pre-brief? In the afternoon call it sounded like pre-brief was vetoed - did you all connect offline?

"Alec Shobin"

8/6/2020 1:24:14 PM +00:00

I'll make sure video copy is included in next round (hopefully today)

"Nick Chester"

8/6/2020 1:24:22 PM +00:00

Tera and I did discuss, and that's correct. No pre-briefs are being planned.

"Alec Shobin"

8/6/2020 1:25:40 PM +00:00

for vis on this thread. At a minimum, I would like to get Video Copy, Phase 2 Partner Comms for Console and Mobile first party in front of Tim today. Stretch goal may be additional social copy. Lmk what you think.

"Devin Winterbottom"

8/6/2020 1:26:23 PM +00:00

video copy we have a dedicated video review at 5:30 today, so we might not need time in other sessions

"Matt Weissinger"

8/6/2020 1:29:28 PM +00:00

Let's try and find time for a partner comm's review meeting with Tim today. maybe we repurpose the 6:30pm meeting that's already on the books and add Tim?

"Alec Shobin"

8/6/2020 1:30:01 PM +00:00

Could work - I'll ping admins and see if that's doable.

"Mana Drake"

8/6/2020 1:33:20 PM +00:00

I'm going to sync up with Garth today about the video title/description/tags so we can get that taken care of ASAP for review. I'm working on more social copy this morning but happy if anyone wants to jump in with some copy ideas in the doc. Wanting to get that to a good place today.

"Carlos Almeida"

8/6/2020 1:43:17 PM +00:00

, having Loc back for the video copy by 9AM Tuesday, at this point, will not be possible. We are not planning on sending *any* Loc out for translation until Tuesday morning. So, we may just have to go live with Loc'ed versions later. Happy to discuss this further. Depending on the copy that is needed, we can maybe use our LQA guys to handle it, but we, at this point, also don't have all languages available internally.

"Sarah Germano"

8/6/2020 1:43:44 PM +00:00

Hey Carlos, we just need it locked for you to have Tues. All good :thumbsup::skin-tone-2:

"Jeremy Hoffmann"

8/6/2020 1:43:59 PM +00:00

And so that we can start English.

"Jeremy Hoffmann"

8/6/2020 1:44:34 PM +00:00

We know the exact copy may change, so we are going to prioritize and then be on standby

"Matt Grandstaff" <"

8/6/2020 2:14:37 PM +00:00

Yeah, I think we're close on the blog, but would like to make sure we're good to ship to localization. Should we be sharing the assets being used with the various blogs, too? (#FreeFortnite, safe, etc)

"Alec Shobin"

8/6/2020 2:22:53 PM +00:00

great. Yeah I think including assets would be good.

"Mana Drake"

8/6/2020 2:38:50 PM +00:00

we should get Tony Rossi read in to help with the above^

"Alec Shobin"

8/6/2020 2:39:34 PM +00:00

added

"Jodi Lamela"

8/6/2020 4:03:42 PM +00:00

[Thread] First Party Assets

"Jodi Lamela"

8/6/2020 4:04:02 PM +00:00

Did we decide not to make assets for Mega Drop to send to first party?

"Devin Winterbottom" <"

8/6/2020 4:25:52 PM +00:00

Statics we should make.

"Devin Winterbottom"

8/6/2020 4:26:14 PM +00:00

Unclear if they will use them, but should be available.

"Jodi Lamela"

8/6/2020 4:27:16 PM +00:00

ok - we just need to know what level of support we should target. There are many many sizes and most get localized so need to understand scope and details

"Devin Winterbottom"

8/6/2020 4:28:45 PM +00:00

I'd suggest console support only, I highly doubt mobile will use them. Is that helpful clarification? Or is there some support-intensity level you're referring to?

"Steven Allison"

8/6/2020 4:54:26 PM +00:00

Entitlements could be as high as 12-15mm in that 24 hours

"Alec Shobin"

8/6/2020 4:57:57 PM +00:00

a free game giveaway on EGS hasn't historically caused a payment service outage across our ecosystem, right? that or an inability for players in FN to login are my two concerns. I am also worried that EGS will dominate the news cycle this day but Total War is relatively niche, right?

"Wen-Jen Chang" <"

8/6/2020 4:57:59 PM +00:00

has joined the group

"Mana Drake"

8/6/2020 4:58:21 PM +00:00

do you have the apple image without the phone wrapper? I want to use it as a mock up for one of the social posts being pitched.

"Steven Allison"

8/6/2020 5:01:19 PM +00:00

GTA caused EGS to fall over, and issues transacting for it on launcher and web but my recollection is FN was fine throughout (worth checking in with the ecomm and platform team re 5/14/20 re: services stability besides EGS being overwhelmed) on all platforms - it was more that the traffic pointed at EGS web and launcher was so much larger than we even expected we had issues for about 8 hours getting that sorted out re: scaling there.

"Steven Allison"

8/6/2020 5:01:51 PM +00:00

Total War games are pretty huge.... and giving a first run game next in the series away free for 24 hours is going to be big

"Steven Allison"

8/6/2020 5:02:34 PM +00:00

plus we're also giving Remnant From The Ashes free that week as well...they both go live free 8/13 so that day will be high volume

"Alec Shobin"

8/6/2020 5:22:06 PM +00:00

ok this is helpful info. for vis

"Mana Drake"

8/6/2020 5:46:41 PM +00:00

pickaxe assets:

"Wen-Jen Chang"

8/6/2020 5:50:33 PM +00:00

we've separated our paid and free DB's to avoid causing additional stress in situations like this. we expanded our DBs originally for our EGS mega sale, and it worked great. We had 80K+ transaction/minute during ARK's peak for free games. I don't expect to have any payment/transaction issues with Liberty and Total War on the same day.

"Garth O'Brien"

8/6/2020 6:13:49 PM +00:00

is the pricing drop for Items and VBucks or just VBucks?

"Matt Grandstaff" <

8/6/2020 6:14:33 PM +00:00

v-bucks and re-money offers

"Jodi Lamela"

8/6/2020 6:32:37 PM +00:00

The three tabs here are all the possible first party placements. Want to understand how many of these we need to do.

"Jodi Lamela"

8/6/2020 6:36:52 PM +00:00

- asking for your assistance to understand first party support :arrow_up:

"Cameron Payne"

8/6/2020 6:38:50 PM +00:00

it's on Oyin's radar. we plan to use basic 1P console channels but with standard static campaign.

"Cameron Payne"

8/6/2020 6:39:33 PM +00:00

oh, she's not in the channel. but she's aware of Mega Drop and will put together a basic plan with 1P

"Cameron Payne"

8/6/2020 6:39:43 PM +00:00

oh, she's not in the channel. but she's aware of Mega Drop and will put together a basic plan with 1P

"Cameron Payne"

8/6/2020 6:40:16 PM +00:00

we are optimizing for confidentiality, so assuming assets not delivered until Aug 13, meaning might not be live on Aug 13

"Cameron Payne"

8/6/2020 6:40:25 PM +00:00

but we've told them it's a 2-week promotional push

"Jodi Lamela"

8/6/2020 6:40:46 PM +00:00

ok - any idea when this will be ready for us to start?

"Cameron Payne"

8/6/2020 6:41:08 PM +00:00

"this" = what assets we need for 1P for MegaDrop?

"Jodi Lamela"

8/6/2020 6:41:24 PM +00:00

When we will understand what we need to make

"Jodi Lamela" <[REDACTED]>

8/6/2020 6:41:42 PM +00:00

This is a single designer so want to make sure we have enough time

"Tony Rossi" <[REDACTED]>

8/6/2020 6:47:37 PM +00:00

has joined the group

"Alec Shobin" <[REDACTED]>

8/6/2020 6:48:15 PM +00:00

see thread above - looking to get a web page setup to support this

"Tony Rossi" <[REDACTED]>

8/6/2020 6:49:37 PM +00:00

thanks

"Tony Rossi" <[REDACTED]>

8/6/2020 6:52:20 PM +00:00

so yeah I can create a page within the web application we have at which hosts the fan art policy, community rules page, etc

"Tony Rossi" <[REDACTED]>

8/6/2020 6:52:47 PM +00:00

could be the page URL and it wouldn't have to be in the header or footer

"Tony Rossi" <[REDACTED]>

8/6/2020 6:53:00 PM +00:00

we can add a link to the header/footer only if we want one

"Alec Shobin" <[REDACTED]>

8/6/2020 6:54:03 PM +00:00

for tim review in an hour, mobile first party comms are updated [REDACTED FOR PRIVILEGE] in our existing comms doc here: the stuff for Apple is all set to also work for Google Play so shouldn't require anything additional from you, and we'll cover carriers later today at 6:30. is your console phase 2 comms (linked to from this deck as well) updated and good to go after the convo last night?

U00 <[REDACTED]>

8/6/2020 6:54:05 PM +00:00

for tim review in an hour, mobile first party comms are updated [REDACTED FOR PRIVILEGE] in our existing comms doc here: the stuff for Apple is all set to also work for Google Play so shouldn't require anything additional from you, and we'll cover carriers later today at 6:30. is your console phase 2 comms (linked to from this deck as well) updated and good to go after the convo last night?

"Tony Rossi" <[REDACTED]> 8/6/2020 6:54:32 PM +00:00 [REDACTED]

With very little effort we can add a page which is formatted like ``. If we want a different look and feel I can build a custom page too.

"Alec Shobin" <[REDACTED]> 8/6/2020 6:55:45 PM +00:00 [REDACTED]

I'm adding you to this meeting as well

"Devin Winterbottom" <[REDACTED]> 8/6/2020 6:56:21 PM +00:00 [REDACTED]

We'll likely want a very simple, highly legible page with clearly defined sections. Larger fonts etc. How much of that is you manually building it vs available to us in CMS?

"Jodi Lamela" <[REDACTED]> 8/6/2020 6:56:48 PM +00:00 [REDACTED]

Mana - I will get that im

"Jodi Lamela" <[REDACTED]> 8/6/2020 6:56:57 PM +00:00 [REDACTED]

Mana - I will get that image

"Tony Rossi" <[REDACTED]> 8/6/2020 6:57:08 PM +00:00 [REDACTED]

I believe all of the is aggregated together. You can select if a particular post will not show up in the launcher, but all posts will show in the feed on the site.

"Jodi Lamela" <[REDACTED]> 8/6/2020 6:57:47 PM +00:00 [REDACTED]

added the Mega Drop blog header and thumb

"Jodi Lamela" <[REDACTED]> 8/6/2020 6:58:28 PM +00:00 [REDACTED]

Mega Drop assets are here now

"Tony Rossi" <[REDACTED]> 8/6/2020 6:58:48 PM +00:00 [REDACTED]

Let's start with copying community-rules and then I can add custom styles on top of it to match whatever you are looking for. Larger fonts and padding is easy

"Tony Rossi" <[REDACTED]> 8/6/2020 6:59:12 PM +00:00 [REDACTED]

do you know the prod url we want yet?

"Tony Rossi" <[REDACTED]> 8/6/2020 6:59:20 PM +00:00 [REDACTED]

? [REDACTED]

"Tony Rossi" <[REDACTED]> 8/6/2020 7:00:40 PM +00:00 [REDACTED]

`` ? [REDACTED]

"Garth O'Brien" <[REDACTED]> 8/6/2020 7:03:11 PM +00:00 [REDACTED]

To clarify -- Will Post be published if we need to use the urgent backup post? They both have the same Title which means they will/should generate the same URL.

"Elizabeth Cook" <[REDACTED]> 8/6/2020 7:26:31 PM +00:00 [REDACTED]

yes, we cannot use outside production help due to sensitive nature so need to consider that in the asks

"Chane Hollander" <[REDACTED]> 8/6/2020 7:36:15 PM +00:00 [REDACTED]

has joined the group

"Joseph Sozio" <[REDACTED]> 8/6/2020 7:36:15 PM +00:00 [REDACTED]

has joined the group

"Alec Shobin" <[REDACTED]> 8/6/2020 7:36:28 PM +00:00 [REDACTED]

[Thread] 13.40 ERs

"Alec Shobin"

8/6/2020 7:36:53 PM +00:00

Just added and to this channel to discuss the ER but sounds like you are already talking in a diff thread

"Matt Grandstaff" <"

8/6/2020 7:43:15 PM +00:00

when is this happening?

"Alec Shobin"

8/6/2020 7:43:48 PM +00:00

in 15 min but scope is just partner comms at this point

"Alec Shobin"

8/6/2020 7:43:50 PM +00:00

only a 30 min meeting

"Alec Shobin"

8/6/2020 7:44:03 PM +00:00

we will def have to setup more

"Garth O'Brien"

8/6/2020 7:54:37 PM +00:00

YT Video optimizations are complete. There is an outstanding question about the Short URL. Once that is answered I can give final sign-off.

"Mana Drake"

8/6/2020 8:01:33 PM +00:00

looking now!

"Matt Grandstaff" <"

8/6/2020 9:26:18 PM +00:00

Post , as in FreeFortnite?

"Matt Grandstaff"

8/6/2020 9:26:27 PM +00:00

Post 2, as in FreeFortnite?

"Garth O'Brien"

8/6/2020 9:30:03 PM +00:00

The three blog posts we discussed earlier have been optimized. Let me know if we need to discuss my recommendations.

"Matt Grandstaff"

8/6/2020 9:45:04 PM +00:00

Went through. Changes all made sense. Open item — have a look at the proposed URLs. I think the Mega Drop recommendation makes sense for SEO. Wondering on the other if we'd want to simplify to just FreeFortnite.

"Matt Grandstaff" <

8/6/2020 9:46:23 PM +00:00

Now, I follow. We would amend the urgent back up to communicate the points of 2, once the 1 posts.

"Garth O'Brien"

8/6/2020 10:01:08 PM +00:00

Not sure I understand. Blog 2 is already FreeFortnite correct?

"Elizabeth Cook"

8/6/2020 10:10:19 PM +00:00

THREAD for video campaign

"Elizabeth Cook" <"

8/6/2020 10:10:44 PM +00:00

<@WG41J6PAB> <@WG2B8AY65> <@WG2UY1URY> <@WG2QCU3FE

"Elizabeth Cook" <"

8/6/2020 10:10:56 PM +00:00

<@WG41J6PAB> <@WG2B8AY65> <@WG2UY1URY> <@WG2QCU3FE

"Elizabeth Cook" <"

8/6/2020 10:11:39 PM +00:00

<@WG41J6PAB> <@WG2B8AY65> <@WG2UY1URY> <@WG2QCU3FE

"Mana Drake"

8/6/2020 10:11:41 PM +00:00

Followed up on the doc

"Elizabeth Cook" <"

8/6/2020 10:13:41 PM +00:00

Discussed with Tim and this is the plan to start to work out: 1. Have video ready to go if we are blocked by Apple 2. Once we are, starting appointment setting to see a premiere of a thing (language to be sorted out :)) in Party Royale. We will determine the best time to do the premiere based on when the block happens. Could be Thurs night, could be Friday but want to hit good news cycle 3. After this premiere, put video into MOTD (unskippable) and post to all other social channels 4. Have stream non-stop on Twitch

"Elizabeth Cook"

8/6/2020 10:13:59 PM +00:00

- did I miss anything?

"Garth O'Brien"

8/6/2020 10:17:51 PM +00:00

Nice. Just made a comment in the doc. This is ready to go.

"Carlos Almeida"

8/6/2020 10:19:57 PM +00:00

Sounds good. Quick question: when do we think we'll have copy for any potential comms drafted and approved?

"Mana Drake"

8/6/2020 10:19:58 PM +00:00

Would the stream just be looping the video?

"David Hook"

8/6/2020 10:20:06 PM +00:00

re MOTD version, At least with current CMS tech I can't make it unskippable, but can autoplay/fullscreen/loop

"Mana Drake"

8/6/2020 10:20:57 PM +00:00

Would the Twitch stream just be looping the video?

"Jeremy Hoffmann"

8/6/2020 10:22:33 PM +00:00

Megan is not briefed, but she is working on getting the twitch stream set up with NGE

"Mana Drake"

8/6/2020 10:25:15 PM +00:00

Are we accounting for FNCS with number 4? If that goes into the weekend?

"Jeremy Hoffmann"

8/6/2020 10:25:30 PM +00:00

we know it's a thing

"Jeremy Hoffmann"

8/6/2020 10:26:06 PM +00:00

we are making sure we can stream to multiple channels. would we do the Unreal Engine Twitch too?

"Mana Drake"

8/6/2020 10:27:01 PM +00:00

oh no I mean how long we will have it streaming non-stop and if that is going to affect FNCS broadcast at all that weekend?

"Matt Grandstaff"

8/6/2020 10:27:02 PM +00:00

Just have a clean URL of /FreeFortnite

"Devin Winterbottom"

8/6/2020 10:27:28 PM +00:00

We'll need to work that out based on what it goes live Mana. It's a totally valid concern, we can't completely bump FNCS.

"Devin Winterbottom"

8/6/2020 10:27:36 PM +00:00

We'll need to work that out based on when it goes live Mana. It's a totally valid concern, we can't completely bump FNCS.

"Mana Drake"

8/6/2020 10:27:59 PM +00:00

Yea that weekend is the finals and broadcast starts that Friday >.<

"David Hook"

8/6/2020 10:29:31 PM +00:00

use the video as an ad break?

"Alec Shobin"

8/6/2020 10:31:07 PM +00:00

Fyi saw Megan is getting a brief scheduled

"Alec Shobin"

8/6/2020 10:31:31 PM +00:00

Fyi saw Megan is getting a read-in scheduled

"Elizabeth Cook"

8/6/2020 10:34:59 PM +00:00

Dream team right here

"Alec Shobin"

8/6/2020 10:35:53 PM +00:00

Lmk if we need to add more folks onto that meeting as well

"Mana Drake"

8/6/2020 10:37:16 PM +00:00

oh yea there is that 1hr 15 mins of broadcast before NAE starts too. if we end up airing it during FNCS broadcast as well should we then consider putting the video on FN Comp Twitter as well? Not having access on mobile does hurt a part of the comp community.

"Ed Zobrist" <

8/6/2020 10:47:30 PM +00:00

Tim proposed 8p ET Thurs as the target appt to set, but I think we should be nimble. If Apple blocks that morning, we may want to go with an earlier time. Devin, what do you propose is the IDEAL time? I'm actually thinking that 5p ET (or thereabouts) might be better for maximum impact on players and news cycle?

"Mana Drake"

8/6/2020 10:48:19 PM +00:00

2PM ET is usually ideal to still be caught by EU news (at least we don't try to go later than that for big beats anyway)

"Ed Zobrist" [REDACTED]

8/6/2020 10:49:14 PM +00:00 [REDACTED]

I also think we'd cycle it for a day. Then if nothing else is on Main Screen, I guess we could let it run longer. We'll also want standard PI event analytics on it.

"Jeremy Hoffmann" [REDACTED]

8/6/2020 11:02:55 PM +00:00 [REDACTED]

we are looking at the stream to be ready at Noon ET. Let us know if we should go earlier.

"Jeremy Hoffmann" [REDACTED]

8/6/2020 11:03:10 PM +00:00 [REDACTED]

we have to do this through a vendor, so we want to have wide margins

"Alec Shobin" [REDACTED]

8/6/2020 11:03:13 PM +00:00 [REDACTED]

possible to be ready by as early as 8am?

"Garth O'Brien" [REDACTED]

8/6/2020 11:04:19 PM +00:00 [REDACTED]

ahhh. that works too. .com/freefortnite

"Alec Shobin" [REDACTED]

8/6/2020 11:04:25 PM +00:00 [REDACTED]

on a call discussing this now with Ed

"Garth O'Brien" <[REDACTED]>

8/6/2020 11:04:33 PM +00:00 [REDACTED]

how would users get to it via internal navigation?

"Jeremy Hoffmann" [REDACTED]

8/6/2020 11:04:38 PM +00:00 [REDACTED]

8am ET?

"Alec Shobin" [REDACTED]

8/6/2020 11:04:42 PM +00:00 [REDACTED]

yeah

"Jeremy Hoffmann"

8/6/2020 11:05:22 PM +00:00

we can, but the actually asset may not be ready by then.

"Jeremy Hoffmann"

8/6/2020 11:05:47 PM +00:00

Unless it's 1 of the 3 options we start with

"Jeremy Hoffmann"

8/6/2020 11:06:02 PM +00:00

if there is any new videos needed it will take about an hour, depending on how many versions

"Chris Adams"

8/6/2020 11:07:21 PM +00:00

has joined the group

"Julian Eggebrecht"

8/6/2020 11:07:21 PM +00:00

has joined the group

"Alec Shobin"

8/6/2020 11:07:44 PM +00:00

ok this is good context

"Alec Shobin"

8/6/2020 11:07:53 PM +00:00

when would the video be ready?

"Alec Shobin"

8/6/2020 11:08:13 PM +00:00

Video Ingestion Thread

"Alec Shobin"

8/6/2020 11:08:37 PM +00:00

were you in the 1984 video meeting today? Question on how long it will take to get the video ingested.

"Alec Shobin" [REDACTED] 8/6/2020 11:09:26 PM +00:00 [REDACTED]

for vis

"Jeremy Hoffmann" [REDACTED] 8/6/2020 11:09:46 PM +00:00 [REDACTED]

adding Sarah

"Alec Shobin" [REDACTED] 8/6/2020 11:10:45 PM +00:00 [REDACTED]

is it right that you're on point for the appointment setting GTM for this video? just getting up to speed from Ed

"Jeremy Hoffmann" [REDACTED] 8/6/2020 11:11:13 PM +00:00 [REDACTED]

we should talk through this on Monday

"Jeremy Hoffmann" [REDACTED] 8/6/2020 11:11:24 PM +00:00 [REDACTED]

there are a ton of different factors at play

"Alec Shobin" [REDACTED] 8/6/2020 11:11:25 PM +00:00 [REDACTED]

agree

"Devin Winterbottom" <[REDACTED]> 8/6/2020 11:11:26 PM +00:00 [REDACTED]

Yes I'll take care of and drive this one

"Alec Shobin" <[REDACTED]> 8/6/2020 11:11:47 PM +00:00 [REDACTED]

kk lets set up time to chat. thanks for jumping on this.

"Jeremy Hoffmann" [REDACTED] 8/6/2020 11:12:20 PM +00:00 [REDACTED]

I moved the meeting up

"Jeremy Hoffmann"

8/6/2020 11:12:25 PM +00:00

it was on Tuesday

"Alec Shobin"

8/6/2020 11:12:50 PM +00:00

awesome thank you

"Alec Shobin"

8/6/2020 11:12:53 PM +00:00

I may add some folks

"Jeremy Hoffmann"

8/6/2020 11:13:10 PM +00:00

add away

"Sarah Germano"

8/6/2020 11:14:32 PM +00:00

Adding Chane to Monday's meeting.

"Scott Nellessen"

8/6/2020 11:14:34 PM +00:00

I'm assuming we'll want to fire up paid media against the video asset as soon as it premiers. Please confirm

"Alec Shobin"

8/6/2020 11:14:37 PM +00:00

already done lo

"Cameron Payne"

8/6/2020 11:14:51 PM +00:00

To be ready for multiple scenarios, we should target 8am Thu 8/13 as moment the video goes live in Party Royale. That's current "earliest possible moment".

"Alec Shobin"

8/6/2020 11:15:18 PM +00:00

this meeting will be great

"Alec Shobin"

8/6/2020 11:15:44 PM +00:00

already done lol

"Sarah Germano"

8/6/2020 11:16:19 PM +00:00

8am 8/13 is the earliest possible - and English only

"Carlos Almeida"

8/6/2020 11:16:31 PM +00:00

Hey guys, as much as it pains me to suggest this, should we meet tomorrow instead of Monday? I just fear that if we wait until Monday to 'start', it may be too late to plan this accordingly. Thoughts?

"Cameron Payne"

8/6/2020 11:16:59 PM +00:00

Loc plan is SRTs, no VO?

"Cameron Payne"

8/6/2020 11:19:01 PM +00:00

What earliest possible for all languages?

"Cameron Payne"

8/6/2020 11:19:18 PM +00:00

What's earliest possible for all languages?

"Sarah Germano"

8/6/2020 11:19:42 PM +00:00

We will be localizing all the text in the video and doing SRTs for the VO. Checking with Carlos for ETA of localized translations..

"Alec Shobin"

8/6/2020 11:20:04 PM +00:00

^

"Elizabeth Cook"

8/6/2020 11:27:15 PM +00:00

I can do that it makes everyone feel better about the plans, no prob! Mid-morning?

"Devin Winterbottom" [REDACTED]

8/6/2020 11:27:46 PM +00:00 [REDACTED]

I think we probably should, esp as we lose half of Monday with midday meeting.

"Elizabeth Cook" <[REDACTED]>

8/6/2020 11:28:57 PM +00:00 [REDACTED]

Let's do it!

"Alec Shobin" [REDACTED]

8/6/2020 11:29:09 PM +00:00 [REDACTED]

I have something 8-12 -_-

"Elizabeth Cook" [REDACTED]

8/6/2020 11:29:21 PM +00:00 [REDACTED]

Oh Alec

"Alec Shobin" [REDACTED]

8/6/2020 11:29:23 PM +00:00 [REDACTED]

Can dial in tho if then

"Elizabeth Cook" <[REDACTED]>

8/6/2020 11:29:35 PM +00:00 [REDACTED]

Or 1pm?

"Alec Shobin" [REDACTED]

8/6/2020 11:29:38 PM +00:00 [REDACTED]

Yeah!

"Elizabeth Cook" <[REDACTED]>

8/6/2020 11:29:55 PM +00:00 [REDACTED]

In other words, I'm flexible

"Carlos Almeida" [REDACTED]

8/6/2020 11:29:57 PM +00:00 [REDACTED]

On a call with Sarah right now working the details out.

"Carlos Almeida" [REDACTED]

8/6/2020 11:30:03 PM +00:00

[REDACTED]

Will report back here soon.

"Jeremy Hoffmann" [REDACTED]

8/6/2020 11:30:30 PM +00:00

[REDACTED]

you fucking monsters. lol. Send the invite. I'll be around.

"Alec Shobin" [REDACTED]

8/6/2020 11:30:56 PM +00:00

[REDACTED]

should we just move your meeting to then?

"Alec Shobin" [REDACTED]

8/6/2020 11:31:07 PM +00:00

[REDACTED]

1pm ET Fri?

"Matt Salazar" <[REDACTED]>

8/6/2020 11:32:39 PM +00:00

[REDACTED]

im down

"Matt Salazar" [REDACTED]

8/6/2020 11:33:06 PM +00:00

[REDACTED]

yes we want to run the ad spend

"Elizabeth Cook" <[REDACTED]>

8/6/2020 11:34:27 PM +00:00

[REDACTED]

I expect everyone to be sitting outside with a beverage

"Arthur Flew" <[REDACTED]>

8/6/2020 11:34:52 PM +00:00

[REDACTED]

in the rain? you monster!

"Alec Shobin" <[REDACTED]>

8/6/2020 11:35:39 PM +00:00

[REDACTED]

sending a meeting hold stand by

"Carlos Almeida"

8/6/2020 11:43:15 PM +00:00

Ok, so it sounds like we would be okay to receive the Loc back by 5PM on 8/12, however, depending on what comes out of the meeting tomorrow, the Loc delivery date/time (for the video content ONLY) may need to be expedited. I'm already sending over 7K words to be translated in a day, so I'm trying not to throw many more caveats to this vendor to avoid other issues, but I did meet with them today and told them that there was a potential for us to need the video copy sooner than 5PM on 8/12, so they are aware.

"Sarah Germano"

8/6/2020 11:46:37 PM +00:00

Let's discuss with Chane in the meeting tomorrow, to confirm timing on his end. We can plan to deliver all three versions to Media Services Wed night - but we do not want to start processing until we know for sure which version we are going with.

"Jeremy Hoffmann"

8/6/2020 11:47:07 PM +00:00

sorry, still in an art review. I'll keep Mondays for now and can cancel if everything is resolved

"Chane Hollander" <

8/6/2020 11:53:46 PM +00:00

Yup let's discuss. Short rule of thumb is every minute of content takes two minutes to process. With alternate audio tracks additional processing will need to be done.

"Jeremy Hoffmann"

8/6/2020 11:54:17 PM +00:00

45 second video. only english audio.

"Matt Grandstaff" <

8/7/2020 1:04:53 AM +00:00

it would be in the blog rotation, but I think we'd keep it pinned

"Matt Grandstaff" <

8/7/2020 1:05:08 AM +00:00

Pin Mega Drop first. Once in phase 2, pin that.

"Michael House" <

8/7/2020 1:08:48 AM +00:00

As an FYI, we've begun transferring copy that's ready into the Loc Tracker.

"Carlos Almeida" [REDACTED]

8/7/2020 1:09:09 AM +00:00

Yup, I saw that. Thank you!

"Matt Grandstaff" <"[REDACTED]">

8/7/2020 2:02:29 AM +00:00

Do we know when the next one will happen?