

# EXHIBIT 10



# Facebook Pages

March 2009

Facebook is unifying and simplifying the way people interact on the site by making Pages similar to user Profiles. This product upgrade is the next step of the new site design, launched in September 2008, and supports Facebook's mission to make the world more open and connected.

**facebook**

Plaintiff's Trial Exhibit

**PTX-300**

Case No. 08-CV-00862

# Facebook Pages

## Overview

A Facebook Page is a customizable presence for an organization, product, or public personality to join the conversation with Facebook users. The Page focuses on the stream of content posted by the Page administrators.

By leveraging the real connections between friends on Facebook, a Page lets Fans become brand advocates. Posts by the Page will start to appear in News Feed, giving Pages a stronger voice to reach their Fans.

In addition, Pages now have the flexibility of multiple customizable tabs previously exclusive to user profiles.

### Facebook Page



The screenshot displays the Facebook interface for 'The New York Times' page. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Tab', 'Help Me', 'Settings', and 'Logout'. The page header shows 'The New York Times' with a search icon and tabs for 'Wall', 'Info', 'Discussions', 'Photos', 'Video', and 'Posts'. A text box prompts 'What's on your mind?' with a 'Share' button. Below this, there are links for 'The New York Times', 'Just The New York Times', and 'Just Fans'. A post by Peter X. Deng is visible, dated 'Yesterday at 12:45pm', with the text 'Best paper in the world'. Another post by 'The New York Times' is shown, dated 'February 20 at 9:22am', with the text 'Baseball: Shea's Final Piece'. A third post by 'The New York Times' is shown, dated 'February 17 at 1:20pm', with the text 'Travel: Cruising Norway's Coast'. The left sidebar contains a 'Where the Conversation Begins' section with 'Fans' (6 of 363,220 fans) and a list of fan names: Jena Bets-wenger, Danny Conway, Jackie Chang, Athalie Laguerre, Helen Min, and Jen Rosa. At the bottom of the sidebar, there is a 'FAN US NOW & JOIN THE CONVERSATION' banner.



# Key New Features and Opportunities

## Easier Publishing

### Enhanced Wall

The Page's Wall tab will enjoy the same rich, multi-media functionality as the Wall tab on a user Profile. The Wall is a central location for recent information posted by you and about you. It's where you keep your up-to-date content, and where Fans can contribute.

It's important that Facebook Page administrators have control over their own Facebook Page. When you share content (videos, photos, notes, etc.) on one of your tabs other than the Wall, you'll have the choice of whether or not to publish to your stream. If you do choose to publish the post, it will go into your Page's Wall. These posts can appear in your Fans' News Feeds.

### Publishing to Wall



# Key New Features and Opportunities (continued)

## Encouraging More Social Actions

### Update and share

Like a user profile, your Page can now update its Fans with statuses—short text-only messages. These statuses will appear in Fans' News Feeds.

### Status Update

The New York Times

Wall Info Discussions Photos Video Boxes +

What's on your mind?

Join our latest conversation on the discussions tab

Add Photos Video

Just The New York Times Just Fans Settings

Josh Wiseman love this page 3:27pm

Suggest to Friends  
Add to my Page's Favorites  
View Updates  
More

When the Conversation Begins

Fans

Welcome, Helea.

What's on your mind?

The New York Times join our latest conversation on the discussions tab 6:46am

Sean Brutch  
Calif. Legislators Support Bid To Overturn Prop. 8  
Source: abc2.com  
Both houses of the state Legislature passed resolutions Monday opposing the legal effort to overturn California's same-sex marriage ban, just days before the issue goes to the state Supreme Court.  
6:00pm - Comment - Like - Share

Brandon Brock  
Source: biosmos.healy.gov/out.com  
5:59pm - Comment - Like - Share

TODAY

- Alathan King's birthday - Send a gift
- Grasm Gerrard's birthday - Send a gift
- Frankie DeLaise's birthday - Send a gift

HIGHLIGHTS

- Event: Clotia Statnem speaks... 24 friends are attending.
- Connect with more Friends
- Enter a friend's email address...
- Photo 2009 2 friends like this.

News Feed story



## Key New Features and Opportunities (continued)

### Richer Experiences

#### Tabbed Structure

The tabbed structure multiplies your possibilities. Similar to their functionality in user Profiles, tabs help keep Pages organized so people know where to go to get different pieces of information. The Wall tab is for dynamic content, the Info tab has static information, the Photos tab contains photos albums and Fan photos, etc.

Facebook has already made several of its core Facebook Page applications available for tabs, including Events, Reviews and Discussions. If the functionality you want for your Facebook Page isn't yet available via an existing application, you can build your own. Third party developers can also use tabs. Since each tab has its own URL, you can choose any of them as the landing Page for your Facebook Ads and off-site promotion. You can also choose which tab to set as the default when users who aren't yet Fans organically navigate to your Facebook Page from within Facebook.

#### Photos tab

The screenshot shows the Facebook interface for 'The New York Times' page, specifically the 'Photos' tab. At the top, the page name and logo are visible, along with navigation tabs for 'Wall', 'Info', 'Discussions', 'Photos' (which is selected), 'Video', and 'Boxes'. A '+ Create a Photo Album' button is located in the top right. Below the navigation, the text 'The New York Times's Albums 566 Photo Albums | View Comments' is displayed, followed by a pagination control '1 2 3 4 5 Next'. The main content area features a grid of photo album thumbnails. Each thumbnail includes a representative image, the album title, and the number of photos in the album. The visible albums are: 'Fashion & Style: At the Parties' (3 photos), 'Travel: A Weekend in Washington, D.C.' (3 photos), 'Home & Garden: Box of Tricks' (2 photos), 'Baseball: Shea's Final Place' (3 photos), and 'Profile Pictures' (12 photos).



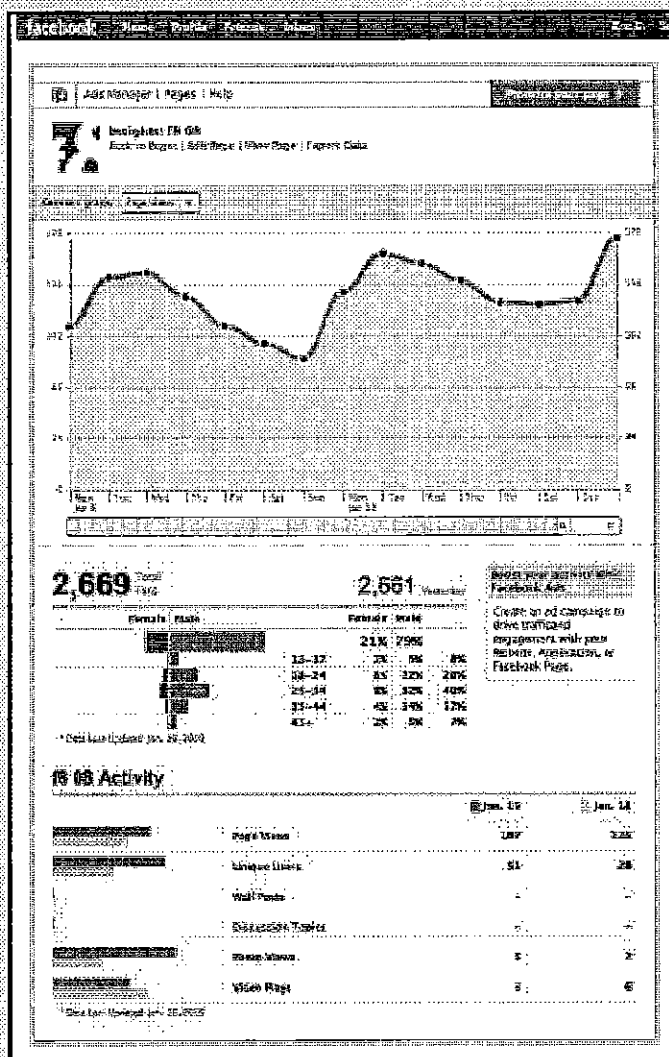
## Key New Features and Opportunities (continued)

### Additional Insights

#### Measuring Engagement and Interaction

The Facebook Pages Insights tool will include new data on Fans' engagement with posts from your Page. You'll be able to see how many comments Fans make on your posts, and you'll also be able to track how many Facebook users start and stop viewing your posts in News Feed.

Insights Tool





# Product Specifications

## Key Elements & Product Specifications

### Getting Started

When you create your Page, you must select a permanent name and category. Thereafter, most of the settings and features you choose for your Page can be revised at any time—including your profile picture, which is the first thing to add.

**Tabs**  
The layout of a Facebook Page is flexible. You can add up to 6 visible tabs to your Page, and more that can be exposed by the user.

**Profile Picture**  
You can use a JPG, GIF or PNG.

**Blurb Box**  
This short blurb can be a tagline, motto, greeting and/or a space to share more information about your business, organization or product. Can be up to 130 characters.

**Application Boxes**  
You can also include up to 4 application boxes on your Wall/Info tab in the left-hand 200 px column.

**Status**  
Update your Page's status. Can be up to 160 characters, not including the Page name.



Left column (static) 200 px

Main column 540 px





## Product Specifications (continued)

### Update Streams

#### Wall

The Wall tab closely resembles the Wall tab on a user profile. You and your Fans can use the turnkey publisher tool in the main column to share comments and even rich media. Posts by your Page go to your Fans' News Feeds, and comments by your Fans go to their friends' News Feeds. Those posts will hyperlink back to your Page.

Adjust your Wall tab settings to control what content Fans can post to your wall, whether that content appears in the default Wall view and what the default landing Page looks like for non-Fans (the default view for Fans and logged-out visitors will always be the Wall tab).

**The New York Times**

Wall Info Video Photos Discussions Boxes +

Write something...

The New York Times Just Fans

**View Settings**

Default View For Wall:

Default Landing Tab for Everyone Else:

Auto-Expand Comments:  Comments on my stories will be expanded by default

**Fan Permissions**

Fans can write on the wall:  Fans can write on the wall

Posting Ability:  Allow fans to post photos  
 Allow fans to post videos  
 Allow fans to post links

Wall Tab Settings

**The New York Times**

Wall Info Discussions Photos Video Boxes +

What's on your mind?

Just The New York Times Just Fans

**Peter X. Deng** Best paper in the world  
Yesterday at 12:45pm

**The New York Times**

**Busobath Shea's Final Piece**  
February 20 at 9:22am • Comment • Like • Share

Create Debate: O'Hare, Jim Migdal, and 5 others like this.

Write a comment...

**The New York Times**

**Fans**  
6 of 369,220 fans

Jana Bels-wenger  
Dorsey Conway  
Jackie Chang  
Athalia Lagusara  
Heleen Min  
Jen Rosa



## Product Specifications (continued)

### Tabs

By default, a Facebook Page has a Wall Tab, and Info Tab and a Boxes Tab if your Page has applications.

The Info tab lets you share key information about your company such as website, mission, overview, and products. Depending on which category of Page you create, different fields will be available. For example, for a film Page, fields like release date, genre, and studio are available, whereas for a restaurant Page, fields like location, attire, and culinary team are available. The information appears in the main column.

The Boxes tab is where you can add application modules in the wide and narrow columns. You can 'drag and drop' the application modules around the Page. Some applications, however, are designed for only the main or narrow column of the Page.

**Info tab**

The New York Times

Wall Info Discussions Photos Video Boxes

Click on a profile section below to edit it.

Basic Info

Detailed Info

Website: [www.nytimes.com](http://www.nytimes.com)

Company Overview

Mission

Products

Save Changes Cancel

**Boxes tab**

The New York Times

Wall Info Discussions Photos Video Boxes

Edit basic content for The New York Times

Home Delivery

FAN OFFER

GET THE CONVENIENCE OF HOME DELIVERY FOR 50% OFF

Favorite Pages

6 of 23 Pages

Wide Column 380 px

Narrow Column 200 px

Left Column 200 px

Main Column 540 px



## Product Specifications (continued)

The applications you can choose for your Boxes tab include:

**Discussion Boards:** Users can discuss your products, promotions, and more. This application is available as a full tab.

**Video:** You can upload an unlimited number of videos to your Facebook Page. You can choose whether or not to allow Fans to upload their own videos. This application is available as a full tab.

Facebook supports high definition video and audio. Please target your video to have the highest image quality possible while still under the 1GB limit.

### Acceptable Formats—

.mpe (MPEG Video)	.vob (DVD Video)	3gp (Mobile Video)
.mpeg (MPEG Video)	.wmv (Windows Media Video)	3gpp (Mobile Video)
.mpeg4 (MPEG-4 Video)	.mov (QuickTime Movie)	.asf (Windows Media Video)
.nsv (Nullsoft Video)	.mp4 (MPEG-4 Video)	.avi (AVI Video)
.ogm (Ogg Format)	.flv (Flash Video)	.m4v (MPEG-4 Video)
.qt (QuickTime Movie)	.3g2 (Mobile Video)	.mkv (Matroska Format)

**Photos:** You can upload unlimited photos and choose whether or not to allow Fans to upload their own photos. This application is available as a full tab.

**Events:** Inform Fans of movie premieres, in-store sales, concert dates and more by posting an event. Once a user RSVPs, it will be added to her calendar, and her friends may see the event in News Feed. This application is available as a full tab.

**Static FBML:** FBML, Facebook's version of HTML, lets you customize a rich, interactive experience. You can add as many as 10 FBML modules to the Boxes and "Wall" tab of your Page (up to four on the Wall tab). The Static FBML application is also available as a full tab, where you can embed Flash animations. The FBML tab can be as wide as 760-pixels and has no restrictions on height.

**Reviews:** Users can write a one- to five-star review. This application is available as a full tab.

**Other Platform applications:** There are thousands of Facebook Platform applications built by 3rd party developers available for use on your Facebook Page. Over time, more and more of these will be available as full tabs for your Page.