



facebook

+1 Add as Friend

2 billion people

come closer together with us every month

“We have a responsibility to protect your data, and if we can't then we don't deserve to serve you.”



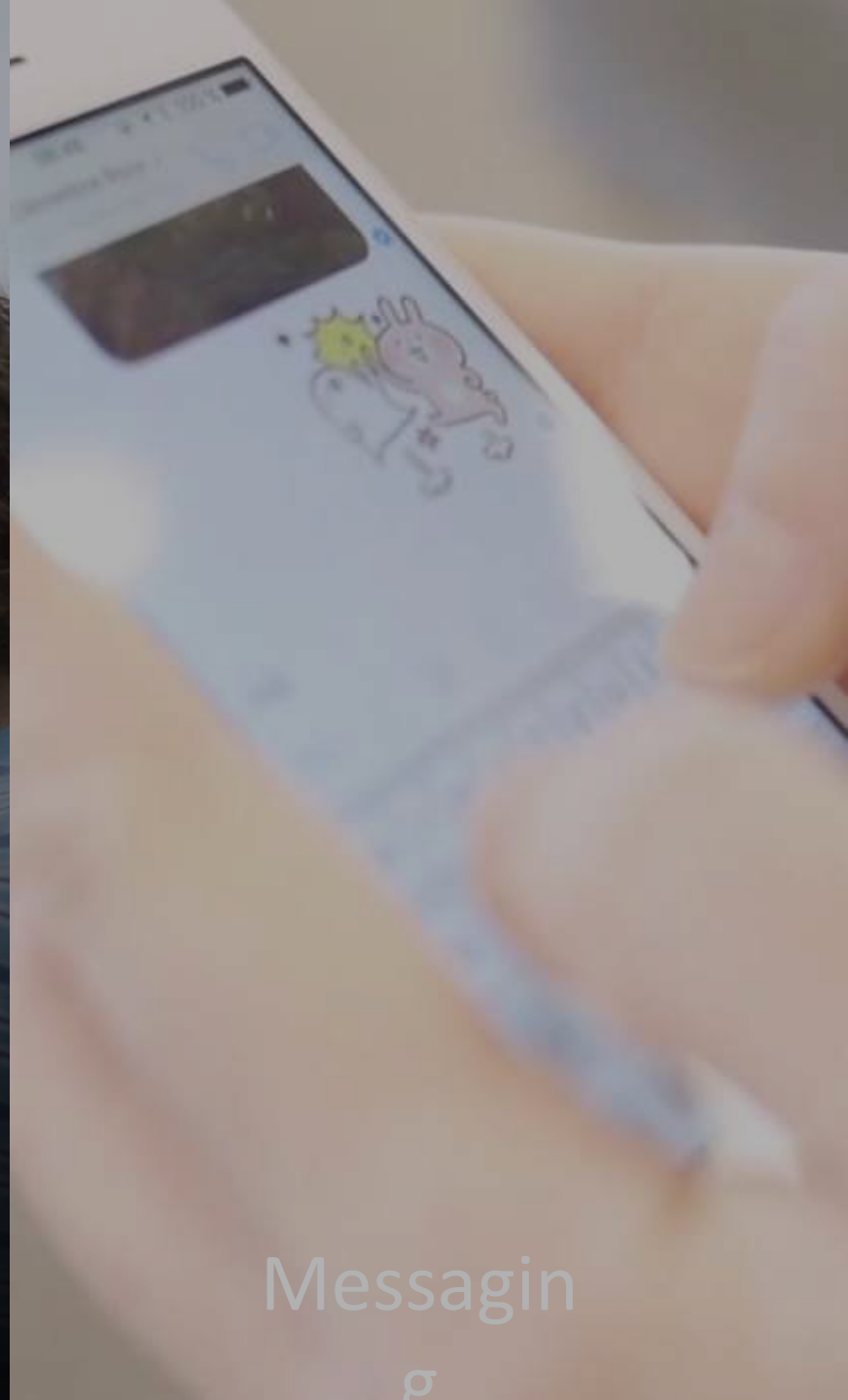
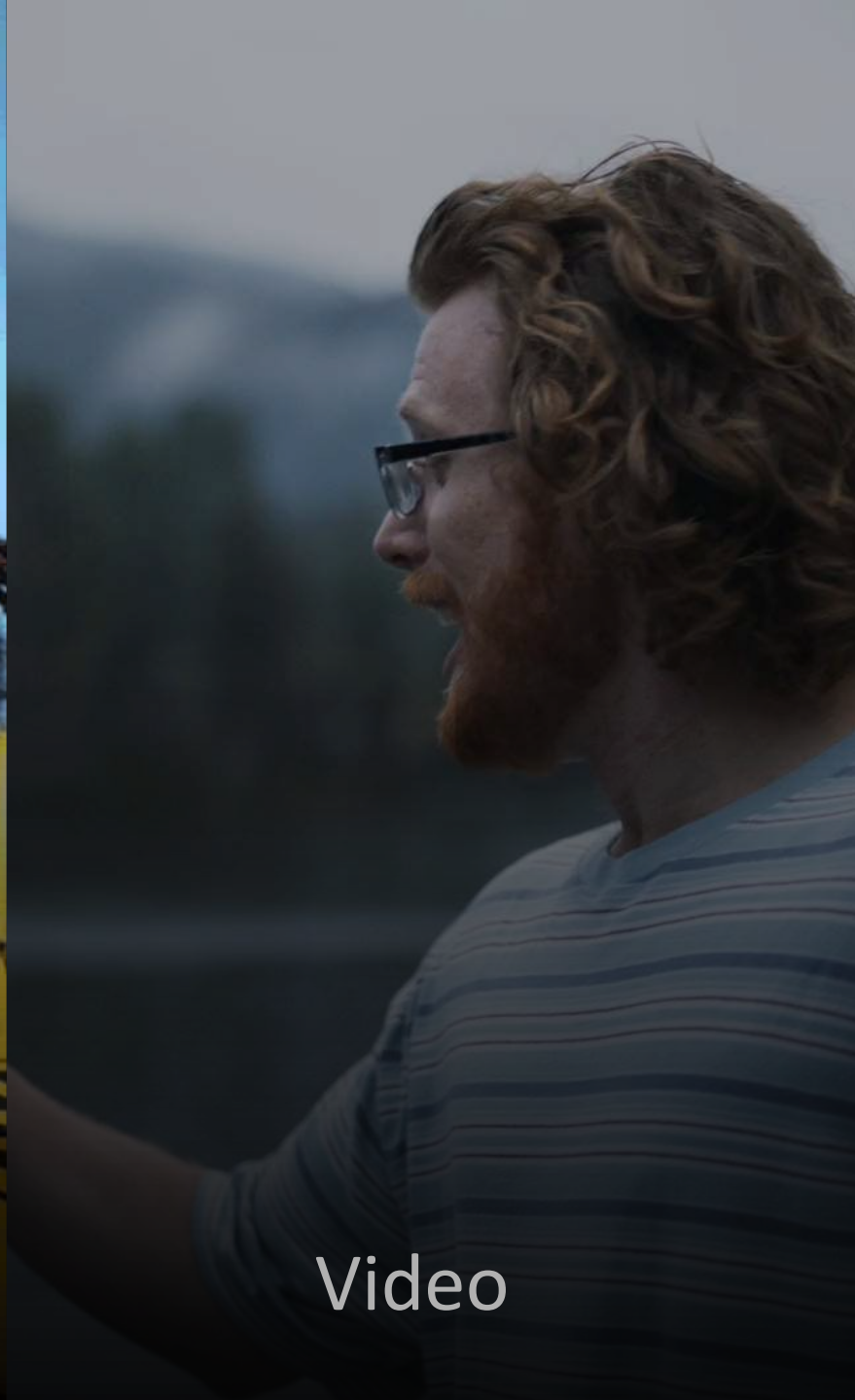


A. TAJANI
PRESIDENT
DU PARLEMENT EUROPEEN

M. ZUCKERBERG

An aerial photograph of Singapore's skyline, featuring the Marina Bay Sands hotel and the Esplanade - Theatres on the Bay. The image is overlaid with a semi-transparent blue filter. The text "We build valuable connections" is in a smaller font, and "between people and businesses" is in a larger, bold font, both in white.

We build valuable connections
between people and businesses



The mobile revolution

2.7B

unique smartphone
users worldwide²

2018

2019

2020

2021

3H

Average time spent on
mobile in the US per day

~145%

growth in mobile connection
speed³

17.7 mbps as compared to
7.2 Mbps in 2017

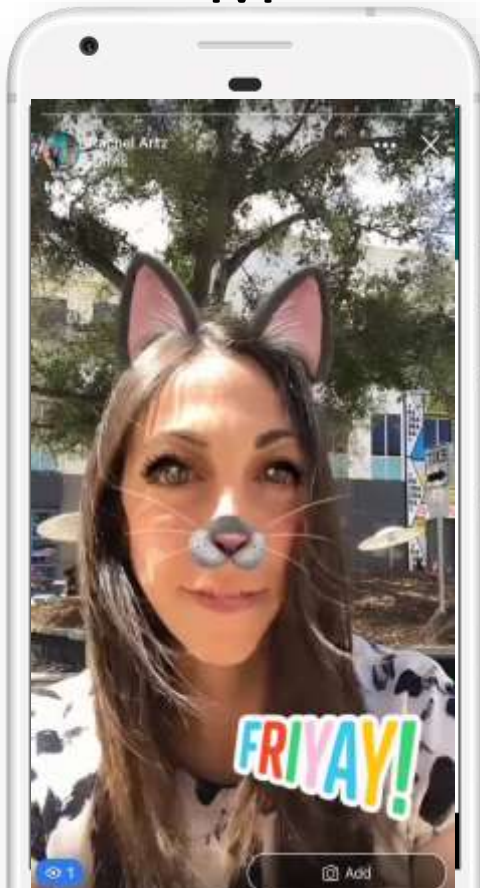
Source: 1. GLOBAL DIGITAL VIDEO VIEWERS eMarketer's Estimates and Forecast for 2016–2021, with YouTube and Mobile Video Number, February 2018

2. Statista: Number of smartphone users worldwide from 2014 to 2020 (in billions), 2014-2015

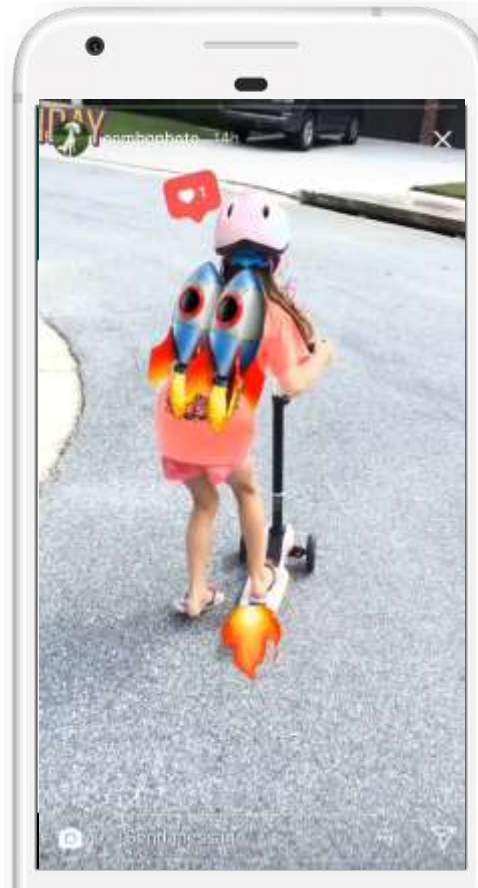
3. Statista: Average global internet connection speed from 1st quarter 2011 to 1st quarter 2017 (in Mbps), 2011-2017

Daily Stories on mobile

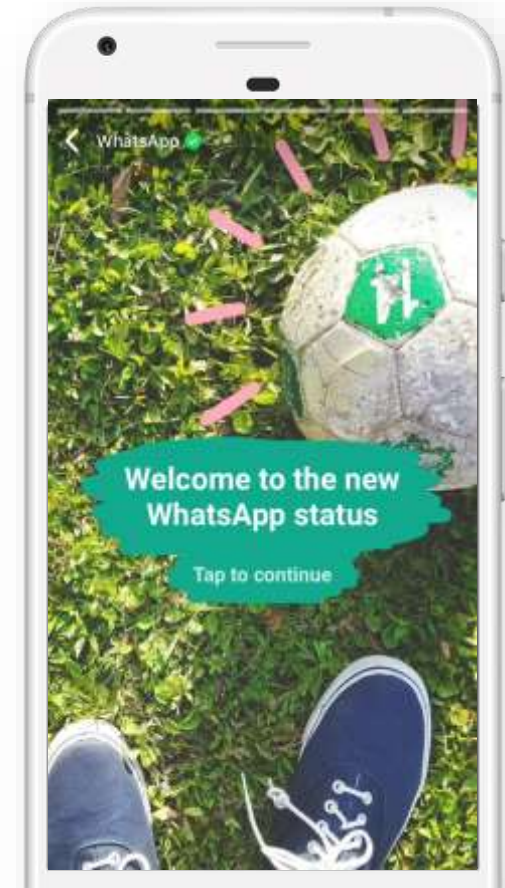

150
M




400M




450M



Personal at scale

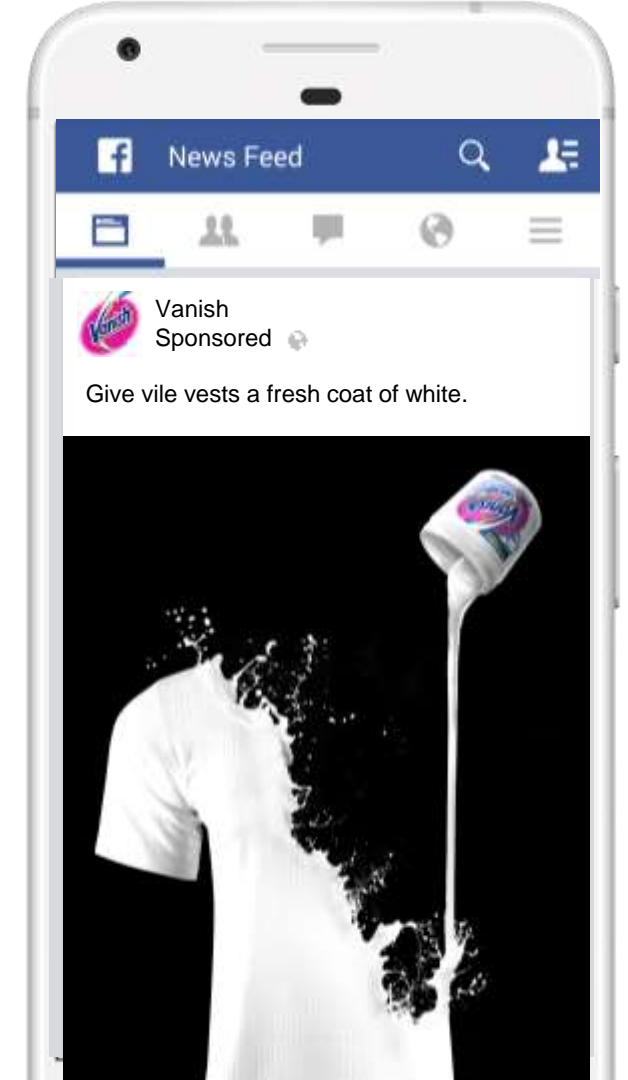
WOMEN



MUMS

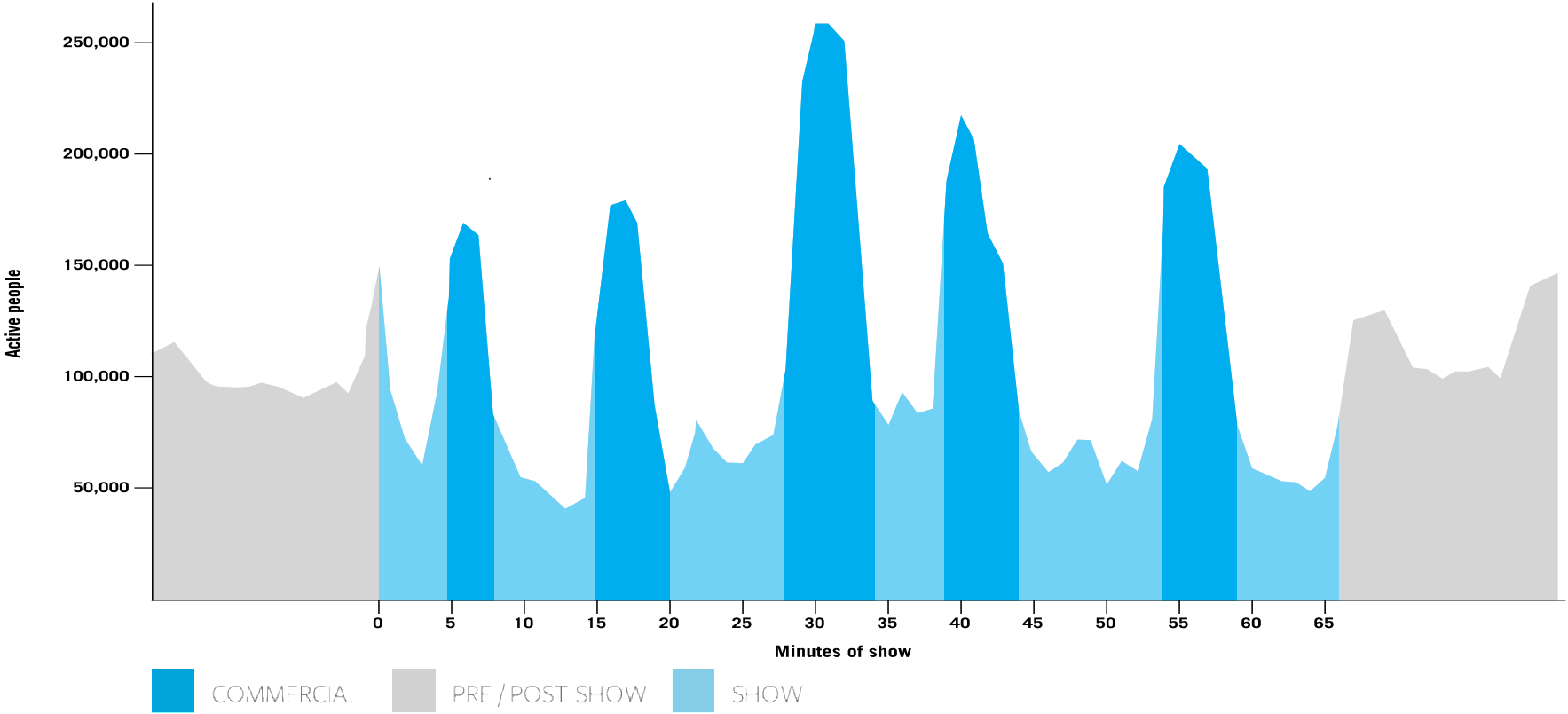


MEN



ACTIVITY ON FACEBOOK DURING TV SHOW PREMIERE

Among people watching the show



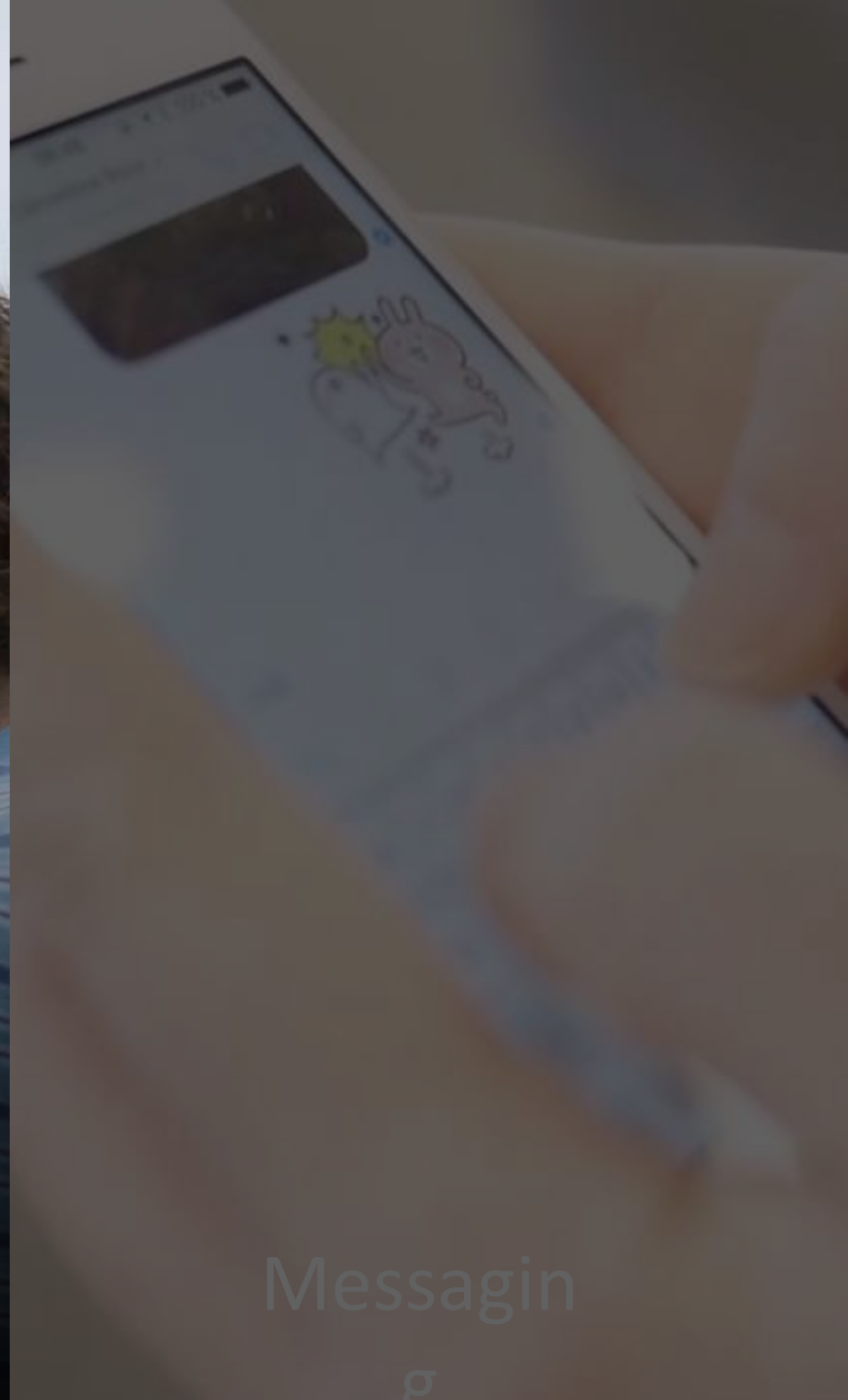
Source: Facebook Internal Data, Sep 2016



Mobil



Video



Messagin

Video is the first to go online

1 Million

minutes of video content will
cross the network each second

2020

80%

of the Internet traffic
will be video

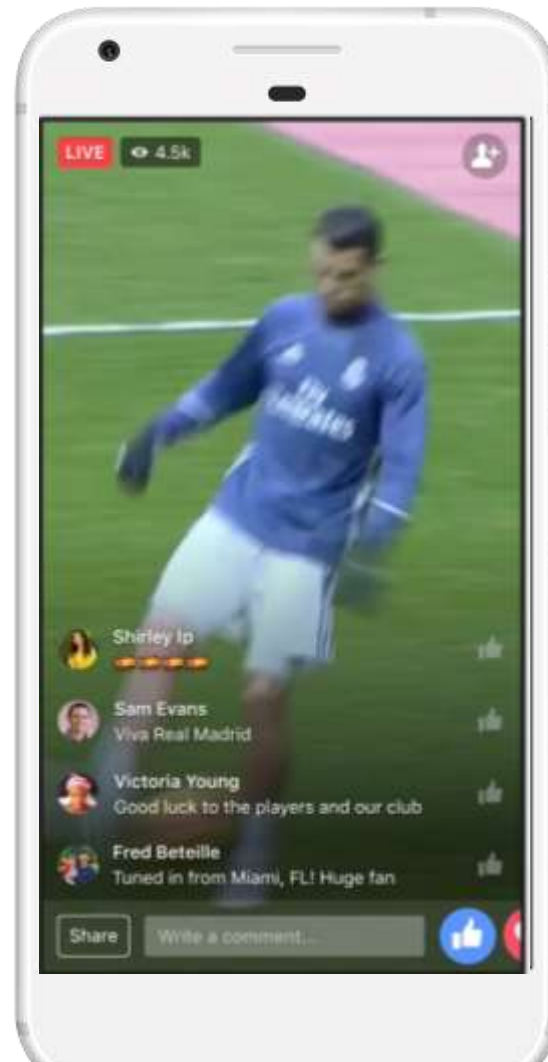
2021

Innovation and formats are driving video adoption

FEED



LIVE



AR



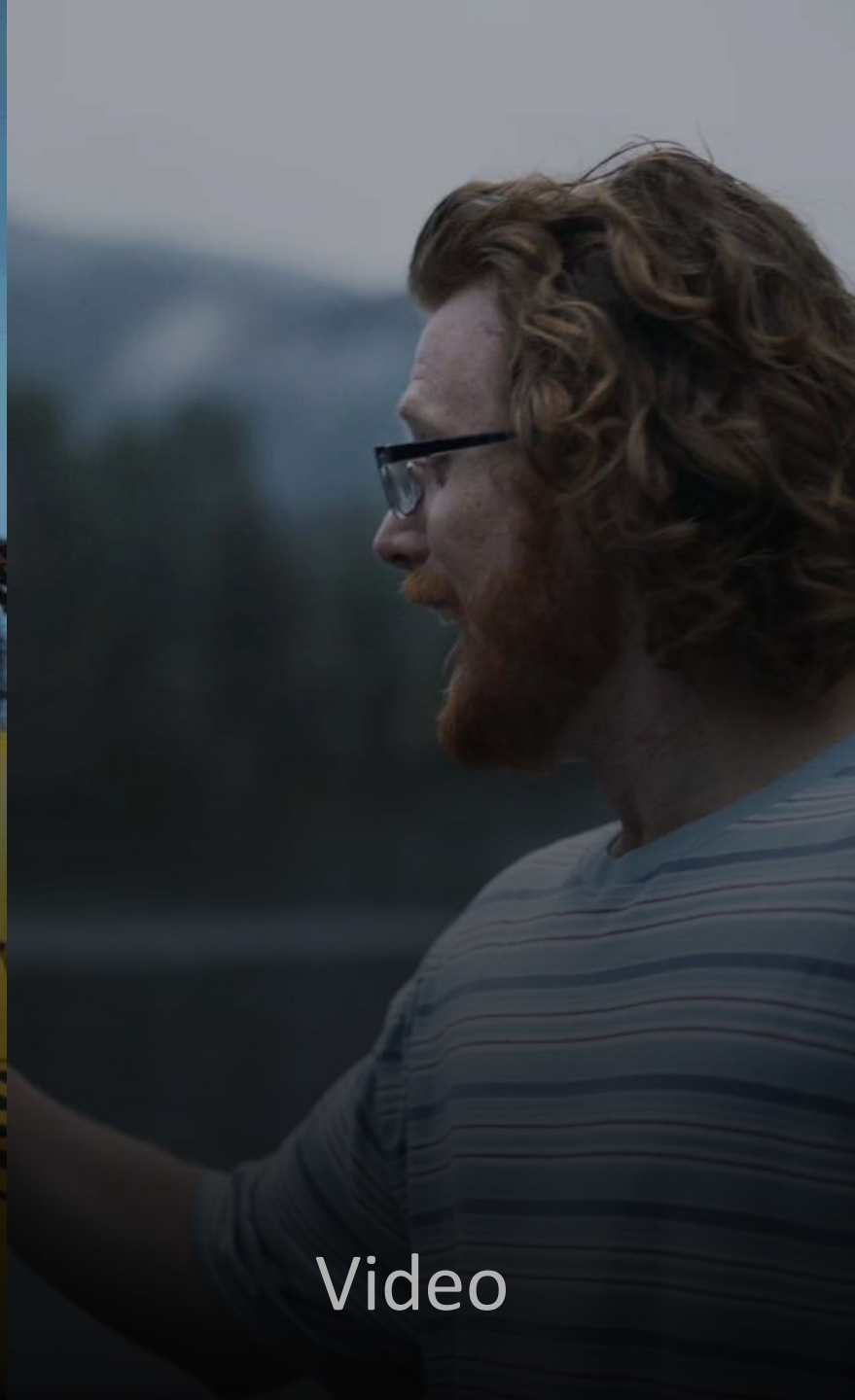
WATCH PARTIES



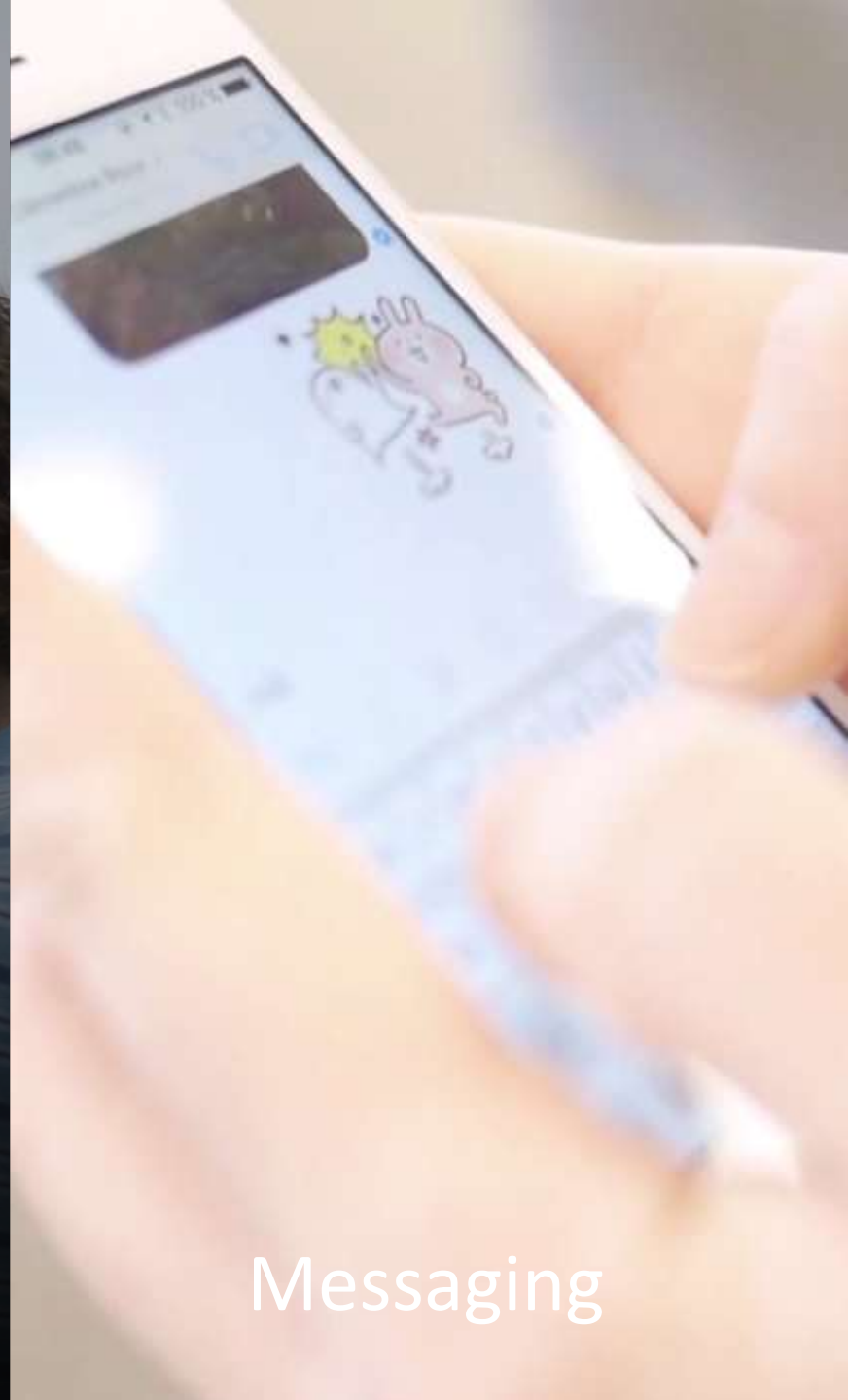




Mobile



Video



Messaging

Messaging is the next platform

2.34bn

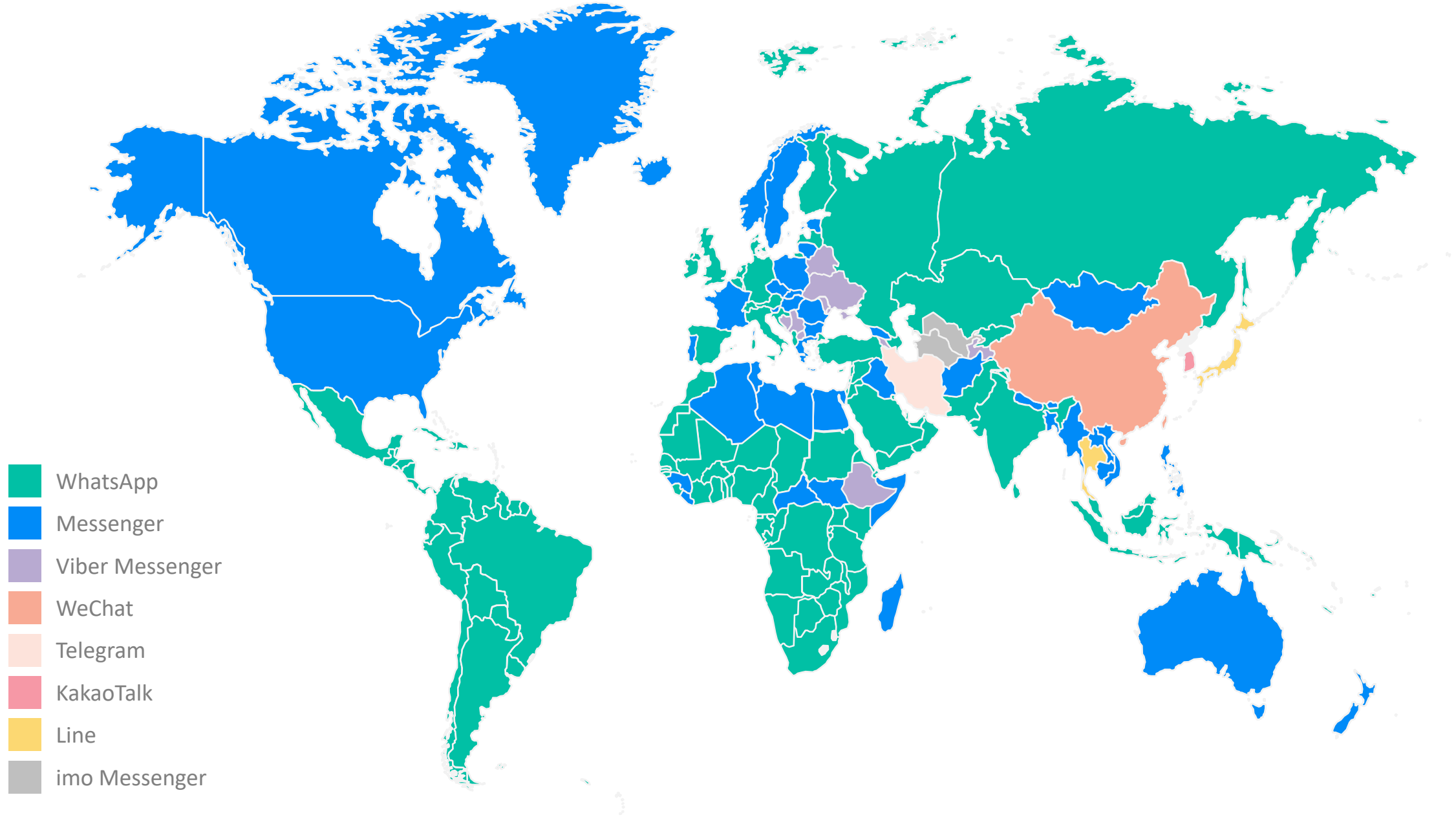
people who use a mobile
messaging app monthly

2018

2020

77%

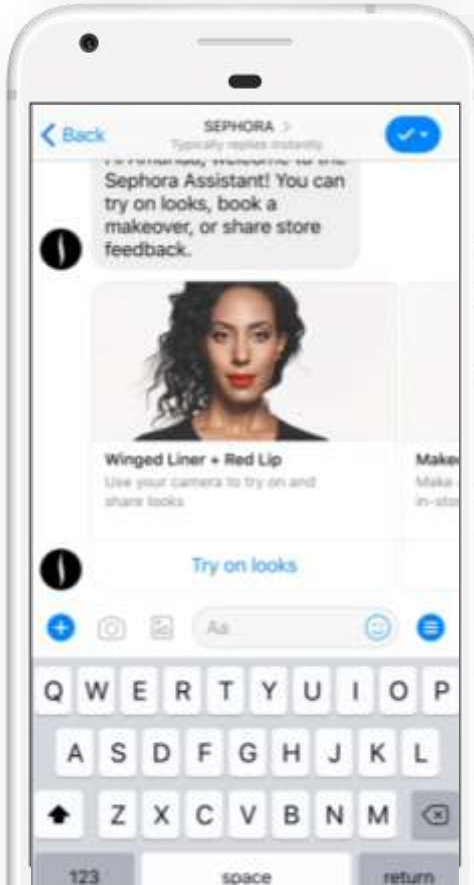
of the world's smartphone
users use a messaging app
every month



Messaging for business



Augmented Reality
sales



Ticket booking



Customer care

