

From: [REDACTED]
Sent: Sunday, February 16, 2014 4:43 PM
To: Mark Zuckerberg [REDACTED]
Cc: [REDACTED]
Subject: RE: 100m+ MAU apps

Hi Mark,

Below are the Engagement (L28) and DAU estimates for the apps. All of the figures are based on figures as of 1/10/2014.

The FB Messenger DAU are lower than the internal numbers since we do not report ChatHeads usage as "Active Users" and thus we under-count Android usage. This will impact DAU and L28 more -- MAU figures will be less affected, since there is a higher probability that they will use the Messenger app at least once in the 30 days.

<u>App Name</u>	<u>Global MAU (M)</u>	<u>Engagement (L28)</u>	<u>Est. DAU (M)</u>
Facebook	533	19.3	367
YouTube	490	6.1	106
Google Maps	410	4.3	63
WhatsApp Messenger	392	19.6	274
Gmail	389	11.5	160
WeChat	341*	20.9	254
Chrome - browser by Google	299	14.2	152
Facebook Messenger	214	10.0	76
Instagram	203	14.3	104
QQ	172*	13.9	86
Twitter	184	11.2	74
Google Search	173	8.1	50
Skype	172	5.7	35
Viber	163	8.3	48
淘宝 (Taobao)	138*	8.2	40
LINE	123	16.2	71
Dropbox	121	3.2	14
Candy Crush Saga	119	12.2	52
微博 (Weibo)	112*	15.9	64
Clean Master (Cleaner)	104	6.0	22
Shazam	101	3.3	12
Waze Social GPS, Maps & Traffic	99	4.4	15
Google Translate	93	3.3	11
支付宝钱包 (Alipay)	90*	10.2	33

Thanks,
[REDACTED]

From: Mark Zuckerberg
Sent: Sunday, February 16, 2014 1:15 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: 100m+ MAU apps

Can you pull DAU for these as well?

Also, do these numbers for FB, Instagram and Messenger line up with our internal numbers?

On Feb 16, 2014, at 1:12 PM, [REDACTED] wrote:

Hi Mark,

Below are the apps that have at least 90M MAU (based on iPhone & Android figures). We used 90M, since these are projections and figures may vary. There are 24 apps that fit this criteria, 5 of which are Chinese-based apps.

<u>App Name</u>	<u>Global MAU (M)</u>	<u>Notes</u>
Facebook	533	
YouTube	490	
Google Maps	410	
WhatsApp Messenger	392	
Gmail	389	
WeChat	341*	Social Networking
Chrome - browser by Google	299	
Facebook Messenger	214	
Instagram	203	
QQ	172*	Social Networking
Twitter	184	
Google Search	173	
Skype	172	
Viber	163	
淘宝 (Taobao)	138*	eCommerce
LINE	123	
Dropbox	121	
Candy Crush Saga	119	
微博 (Weibo)	112*	Social Networking
Clean Master (Cleaner)	104	
Shazam	101	
Waze Social GPS, Maps & Traffic	99	
Google Translate	93	
支付宝钱包 (Alipay)	90*	Payments

* - Estimates based heavily on Chinese panelists. Due to smaller and self-selected panel, figures have larger error bands.

Please let me know if you have any additional questions.

Thanks,
[REDACTED]

From: [REDACTED]
Sent: Sunday, February 16, 2014 1:20 AM
To: Mark Zuckerberg
Cc: [REDACTED]
Subject: Re: 100m+ MAU apps

We'll find a way. Stay tuned.

- [REDACTED]

Sent from my mobile

On Feb 16, 2014 1:11 AM, Mark Zuckerberg [REDACTED] wrote:
Any chance you can do this by Monday evening?

On Feb 16, 2014, at 1:04 AM, [REDACTED] wrote:

Sure. + [REDACTED] will extract this list and send over next week.

- [REDACTED]

Sent from my mobile

On Feb 16, 2014 1:02 AM, Mark Zuckerberg [REDACTED] wrote:
Do guys have a list of all mobile apps with >100m MAU globally? I'm really curious to see this.