

Outlook E-mail

**From:** [REDACTED]  
**Sent:** 4/3/2012 1:40:09 PM  
**To:** Mark Zuckerberg; [REDACTED]; Sheryl Sandberg; David Ebersman; Chris Cox; [REDACTED]

**Cc:** [REDACTED]  
**Subject:** Platform Insights Weekly Report (week ending 3/30)  
**Attachments:** B2A6C68D-F3BE-4C26-8D11-54E6C9002471.jpg; F09A5FCC-E42B-4F72-BA5E-B13373818DB2.jpg; 501E0C49-3519-4A62-8F0B-4C2DF53EA1F6.jpg; 95361CEF-559F-4BB2-9301-E42CBB9FDF32.jpg; D4958897-3B61-4119-9233-A0E454B3187B.jpg; 304CAA27-536E-454F-9A59-94E68C50C80F.jpg; B66A6A7D-B31F-4962-A2B5-BD2CA9D081D8.jpg; 322A7800-8BBD-489C-9CAA-03688A1D53F6.jpg; FA4A2909-A337-472B-849B-7EFF0E980A40.jpg; C8F95B76-11CB-4A1F-A94E-F09374420C7D.jpg; 1F3123F1-2665-4DE1-B030-E93F5B8BD361.jpg; D52664DC-F4A6-4E47-B534-DB8B9127683C.jpg; C061E96B-7300-41B4-9B4E-80FE3B6D8732.jpg; 99F366D0-FE2E-49CB-9E93-7039D8595FD2.jpg; 23195D3D-F10A-4A8A-A88D-DCA67B09A970.jpg; 08A425D1-1CD8-447E-AE8B-5EA50F19DA96.jpg; 498E2687-600F-4BBC-9700-OCB95258CC46.jpg

**Platform Insights Summary (week ending 3/30)**

1) Web Canvas User-App Pairs (UAP) increased 0.5% W/W. Non-Game apps were up 1.8%, Zynga games were up 0.9%, and non-Zynga games were down 0.1%

- Daily Canvas UAP were up 0.5% W/W to 178.6MM. Canvas DAU was 90.5MM (up 1.1% W/W) and avg. Apps per user was 1.97 (down 0.5% W/W)
- Largest gainers for the week were Zynga Slingo (+1,071k), MyCalendar - Birthdays (+285k), and Texas HoldEm Poker (+278k)
- Largest (non-spam) decliners were Hidden Chronicles (-461k), ØšÛ„Û…ø²ø±ø¹ø© øšÛ„ø³ø¹Ûšø~ (Arabic -> Happy Farm) (-157k), and CastleVille (-109k)
- Zynga Web MUU was up 1.2% W/W at 130.8M (20.7% below EOY Target). Zynga Mobile MUU is currently N/A due to the OMGPOP acquisition but will be updated this week. Reminder: if we miss the Web and/or Mobile EOY Targets, Zynga has the right to terminate our contract.
- Games commentary: Zynga was the top performing segment of Games, despite having 6/10 of the top decliners. Those 6 decliners represented a total loss of ~920K UAP for Zynga, but Zynga Slingo offset this with growth of ~1.1M UAP. Poker also had a good week for Zynga adding ~280k UAP
- Note that Facebook's overall Web DAU increased 0.26% W/W



2) OG Daily Publishing User-App Pairs (P-UAP) increased 7.8% W/W, driven by a Instagram's switch to OG and continued recovery in Video (Izlesene and DailyMotion)

- Avg. Daily Publishing UAP increased 7.8% from 7.38MM to 7.95MM. Monthly Publishing UAP increased 4.9% from 68.0MM to 71.3MM
- Article.Read publishers decreased 1.0% to 2.7MM, Music.Listen publishers grew 3.8% W/W to 1.7MM, Video.Watch publishers increased 15.1% to 1.1MM, Pinterest increased 3.3% to 674k and all Other grew 28.2% to 1.7MM
  - o Largest gainers in Publishing Users included Instagram (+174k), Izlesene (+73k), and schoolFeed (+49k)
  - o Continued recovery in Video driven by Izlesene (Turkish video site) and DailyMotion as they revert from in-feed video play to offsite play. Growth in "Other" was primarily driven by Instagram's switch to OG
- 974k of the average daily OG P-UAPs came from mobile (+27% W/W). This resulted from Instagram cutting over 70% of their users to use OG publishes rather than stream publish last week
- ARGUS dashboard to track OG progress toward goal here: <https://our.intern.facebook.com/intern/dashboards/view/COG%20Goal>



3) 2012 TPV dropped 60bps to end the week at 18.2% below our target to achieve the annual TPV goal of \$4.4Bn

- Note that the forecast has been updated to represent the board forecast for TPV and revenue, which alters the target line but not the EOY goal of \$4.4Bn of TPV
- TPV in FY'12 to-date is \$983.5MM, 18.2% below the forecast of \$1,202.4MM
  - W/W decreased 60 bps, from being 17.6% below projection to 18.2% below
- Daily Payments Volume was \$7.83MM, up 1.1% from last week's \$7.75MM
- Zynga share of daily TPV increased 160 bps W/W from 51.4% to 53.0%
- Payment revenue has been soft the past 2-3 weeks. We believe this is being driven by Spring break, holidays, and seasonality, all of which are also affecting overall engagement (UAP) and total purchasers. The monetization of gamers (gaming TPV / UAP) has also been decreasing. The Platform Growth, Gaming and FP&A teams are working on ways to improve performance



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**Platform Insights Detail (week ending 3/30)**

1) Canvas User-App Pair Detail



2) OG Partner Detail



3) Mobile Platform Detail

<!--[if !supportLists]-->Â· <!--[endif]-->Almost all of the mobile PUAP gains resulted from Instagram cutting over 70% of their users to use OG publishes rather than stream publish last week. Instagram is now the #2 app in terms of mobile PUAPs

<!--[if !supportLists]-->Â· <!--[endif]-->The majority of this week's referral traffic gains were due to organic growth of apps such as Flixster, BranchOut, and Social Reader. A spammy Spanish viral app accounted for about a quarter of the remaining growth this week

<!--[if !supportLists]-->Â· <!--[endif]-->We now have 4 "big" apps with over 1MM daily clickers: Social Reader, Hoot Suite, BranchOut, Pinterest. Social Reader and Pinterest continue to experience growth via OG and BranchOut continues to grow rapidly through notifications.





4) Overall Platform Distribution Detail



5) Platform distribution quality

