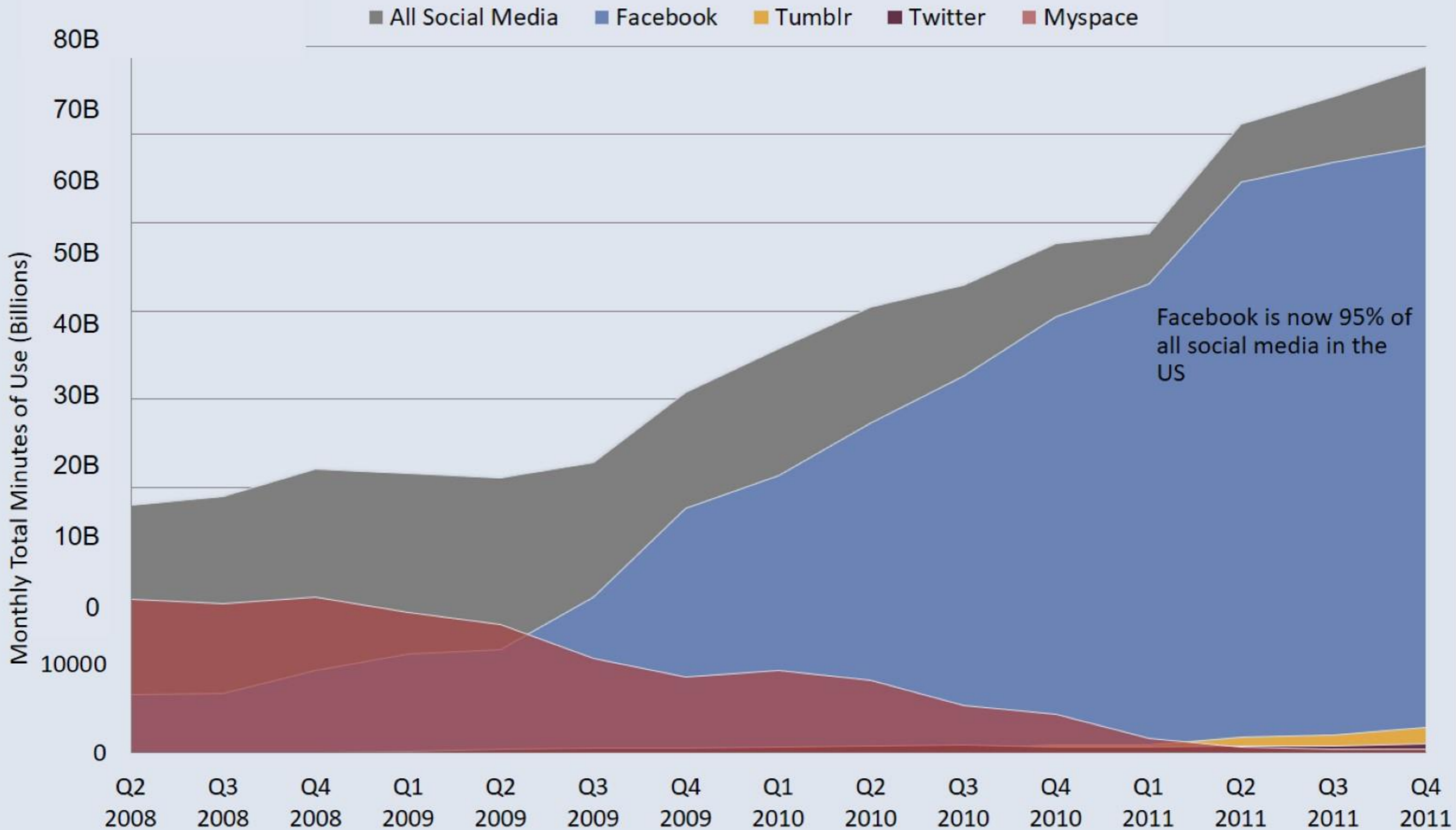


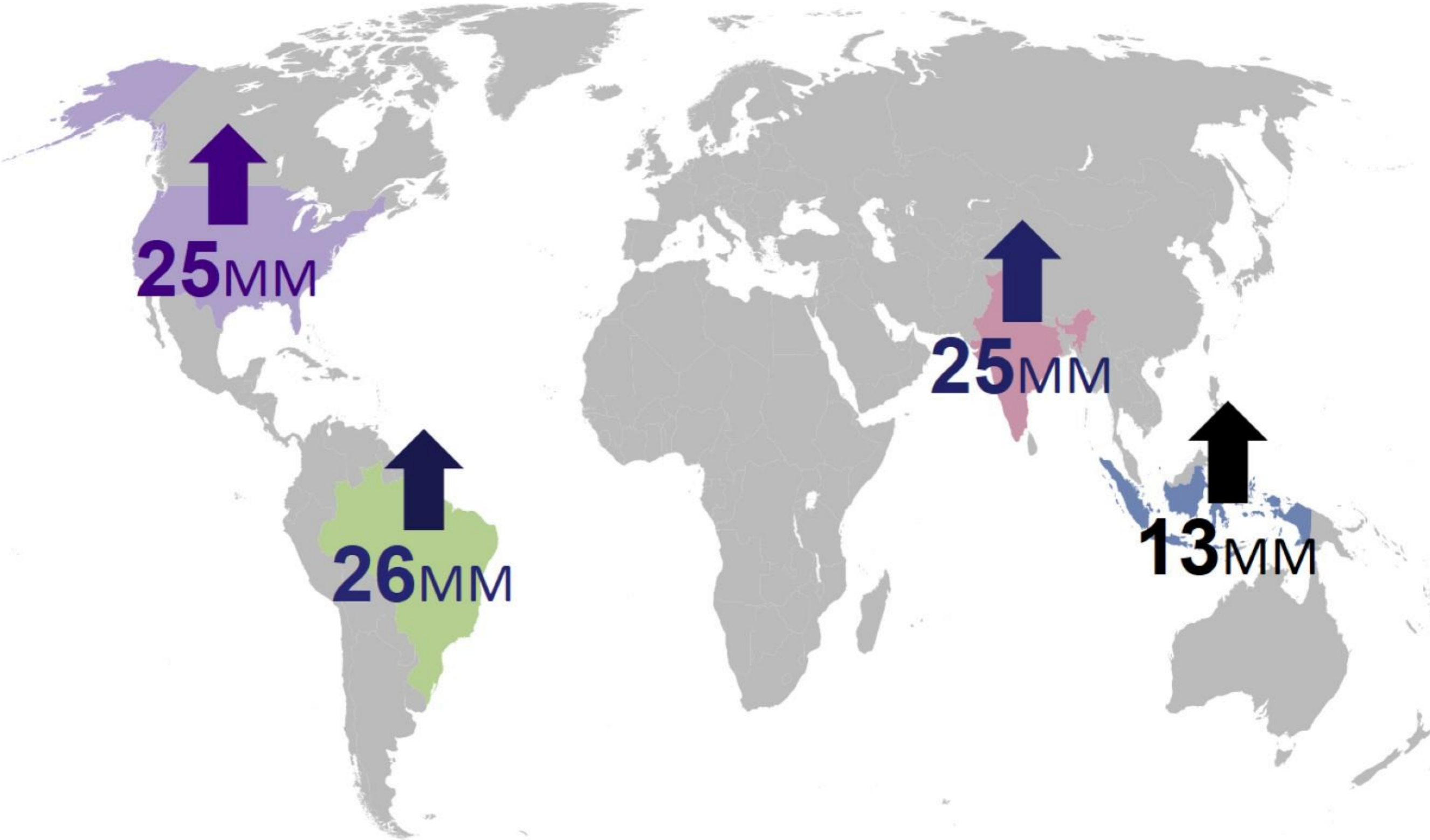
facebook

facebook

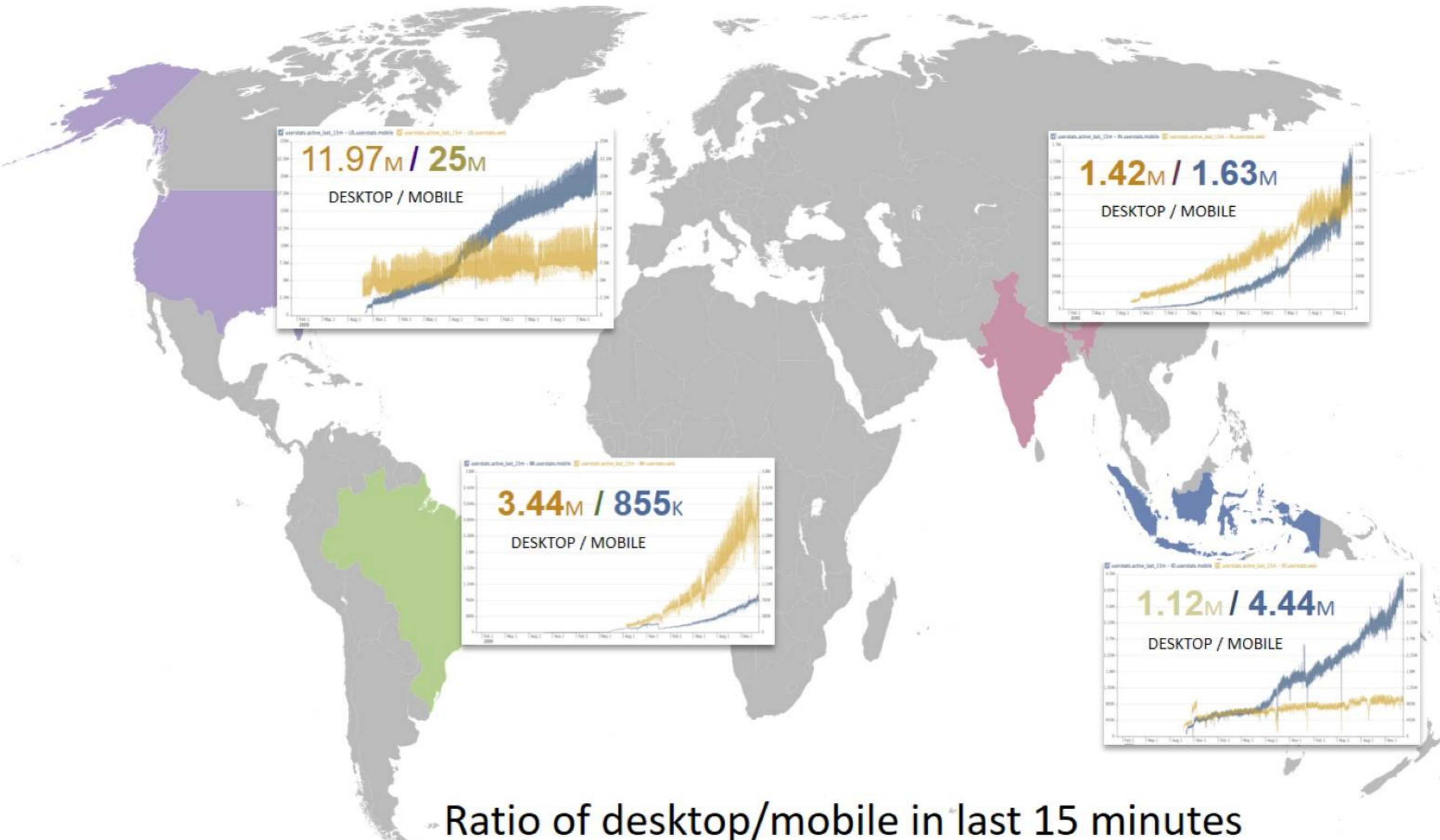
The industry consolidates as it matures



Facebook's 2011 growth in emerging markets

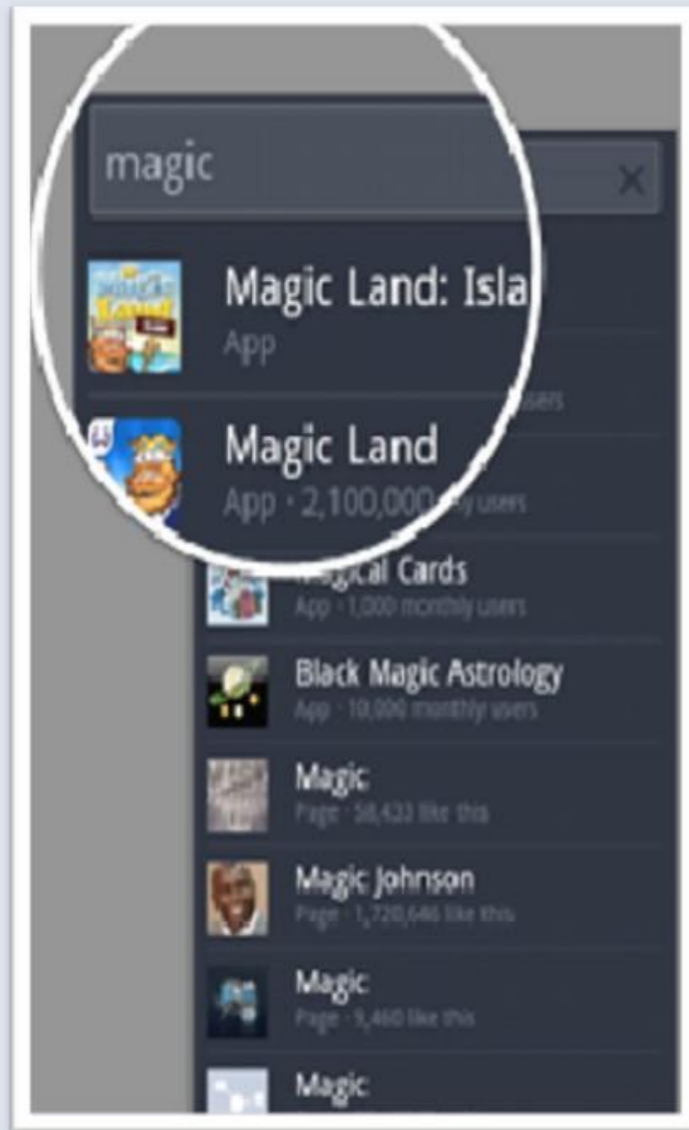


Mobile is becoming THE way people log-in



Ratio of desktop/mobile in last 15 minutes

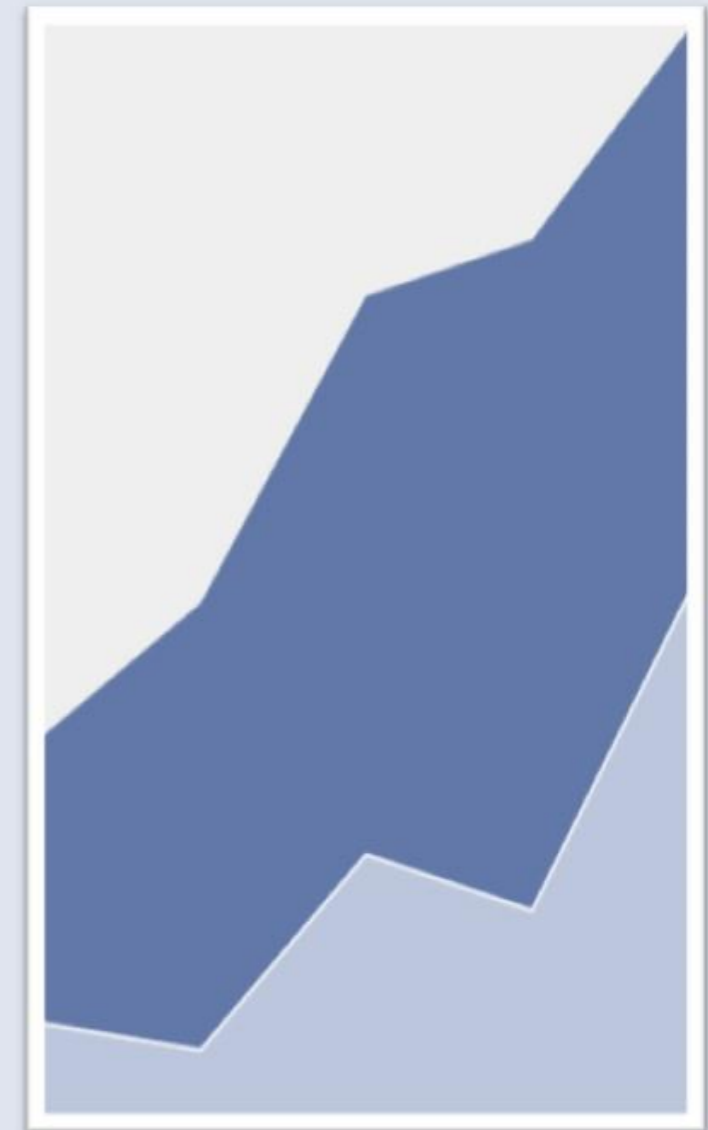
2012 brings a focus on three areas



Mobile Web Platform



Social Phones



Mobile Growth

Vodafone + Facebook:

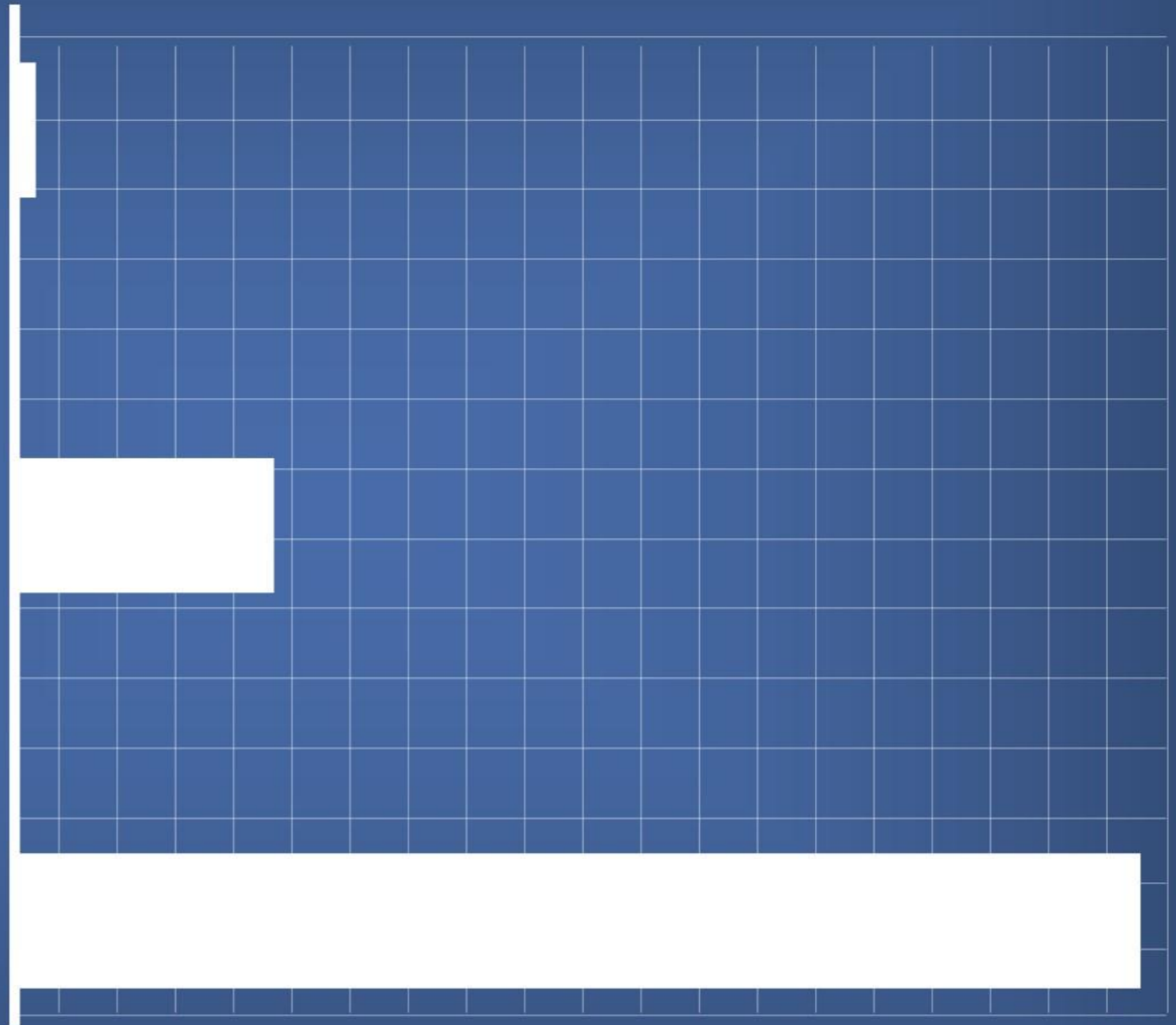
1. Ignite developer ecosystem: HTML 5 standardization
2. Frictionless payments: Operator billing
3. Improve business: Platform & Marketing integration

Appendix

425,000
iPhone Apps

4,700,000
Facebook Apps

350,000,000
Websites



Global audience of
350 million Facebook mobile users

Multi-platform support for
Native and Web apps

Social discovery & distribution key to usage

Spotify

File Edit View Playback Help

Spotify

Upgrade Henri Moissinac

Search

- What's New
- Radio
- Top Lists
- Play Queue
- Inbox
- Devices
- Library
- Local Files
- Starred

Profile



Mark Zuckerberg (zuckd)

14 public playlists

Published Playlists

- New Playlist**
- AAA Mix English 80-90s
- AAA Mix French 80-90s
- AAA Mix 2006-2010
- divers 2010
- AA SOIREE
- AA SOIREE SUR SPOTIFY
- Ambiance dinner
- Henri - ipod 30GB
- Lude
- Lude - IPHONE
- Z Ambiance
- Z Dance
- Z Dance Slow
- Z Techno



Radio Songs

27 subscribers ▾

[+Subscribe](#)

Lighters	Bad Meets Evil, Bruno Mars	5:04	Hell: The Sequel
I Need A Doctor	Dr. Dre, Skylar Grey, Eminem	4:44	I Need A Doctor
Rolling In The Deep	Adele	3:48	Rolling In The Deep
Where Them Girls At (feat. Nicki Minaj, Lil Wayne)	David Guetta, Nicki Minaj, Lil Wayne	3:15	Where Them Girls At (feat. Nicki Minaj, Lil Wayne)
Give Me Everything	Pitbull feat. Ne-Yo, Afrojack	4:12	Give Me Everything
Party Rock Anthem	LMFAO, Lauren Bennett, Goombourne	4:23	Party Rock Anthem
Save The World (Radio Mix)	Swedish House Mafia	3:33	Save The World
Rain Over Me	Pitbull Featuring Marc Anthony	3:52	Planet Pit (Deluxe Version)
On The Floor	Jennifer Lopez, Pitbull	3:51	On The Floor
Little Bad Girl (feat. Taio Cruz & Ludacris)	David Guetta, Ludacris, Taio Cruz	3:12	Little Bad Girl (feat. Taio Cruz & Ludacris)

[See all 19 tracks](#)



Eminem

12 subscribers ▾

[+Subscribe](#)

Lighters	Bad Meets Evil, Bruno Mars	5:04	Hell: The Sequel
Till I Collapse	Eminem, Nate Dogg	4:58	The Eminem Show
Superman	Eminem, Dina Rae	5:50	The Eminem Show
The Way I Am	Eminem	4:51	Curtain Call
Cleanin' Out My Closet	Eminem	4:59	Curtain Call
Drug Ballad	Eminem	5:00	The Marshall Mathers LP - ...
Not Afraid	Eminem	4:08	Recovery
Like Toy Soldiers	Eminem	4:57	Encore
Lose Yourself - Soundtrack Version	Eminem	5:27	Lose Yourself
Sing For The Moment	Eminem	5:40	Curtain Call

[See all 17 tracks](#)



Green Day

59 subscribers ▾

[+Subscribe](#)

Working Class Hero	Green Day	4:24	Working Class Hero
Minority	Green Day	2:48	Warning

People

- Mark Cabling
- Mark Heynen
- Mark Jacobstein
- Mark Rabkin
- Mark Rodgers
- Mark Slee
- Mark Watts-Jones
- Mark Zuckerberg**
- Martin Monteiro
- Massimiliano Russomanno
- Mathieu Lhomme
- Mathieu Nouzareth
- Mathieu Ramage
- Matt Cahill
- Matt Cohler
- Matt Hicks
- Matt Kelly
- Matt Wyndowe
- Matthew Mengerink
- Matthew Papakipos
- Matthias Schaefer
- Max Mancini
- Max Niederhofer
- Max Vinicio Cordeiro
- Meenal J. Balar
- Michael Amar
- Michael Bayle
- Michael Buhr
- Michael Chen
- Michael Eyal Sharon
- Michael Jones
- Michael Richter
- Michael Stephanblome
- Michael Teng
- Mick Johnson
- Mihai Crasneanu
- Mikael Benfredj

End to end platform for Mobile Operators marketing on facebook

350M mobile users



Unique Insights
(phones, services...)



More effective marketing
for

- Brand Development
- Acquisition
- Retention

Social phones

Applications



Integrations into OS ...

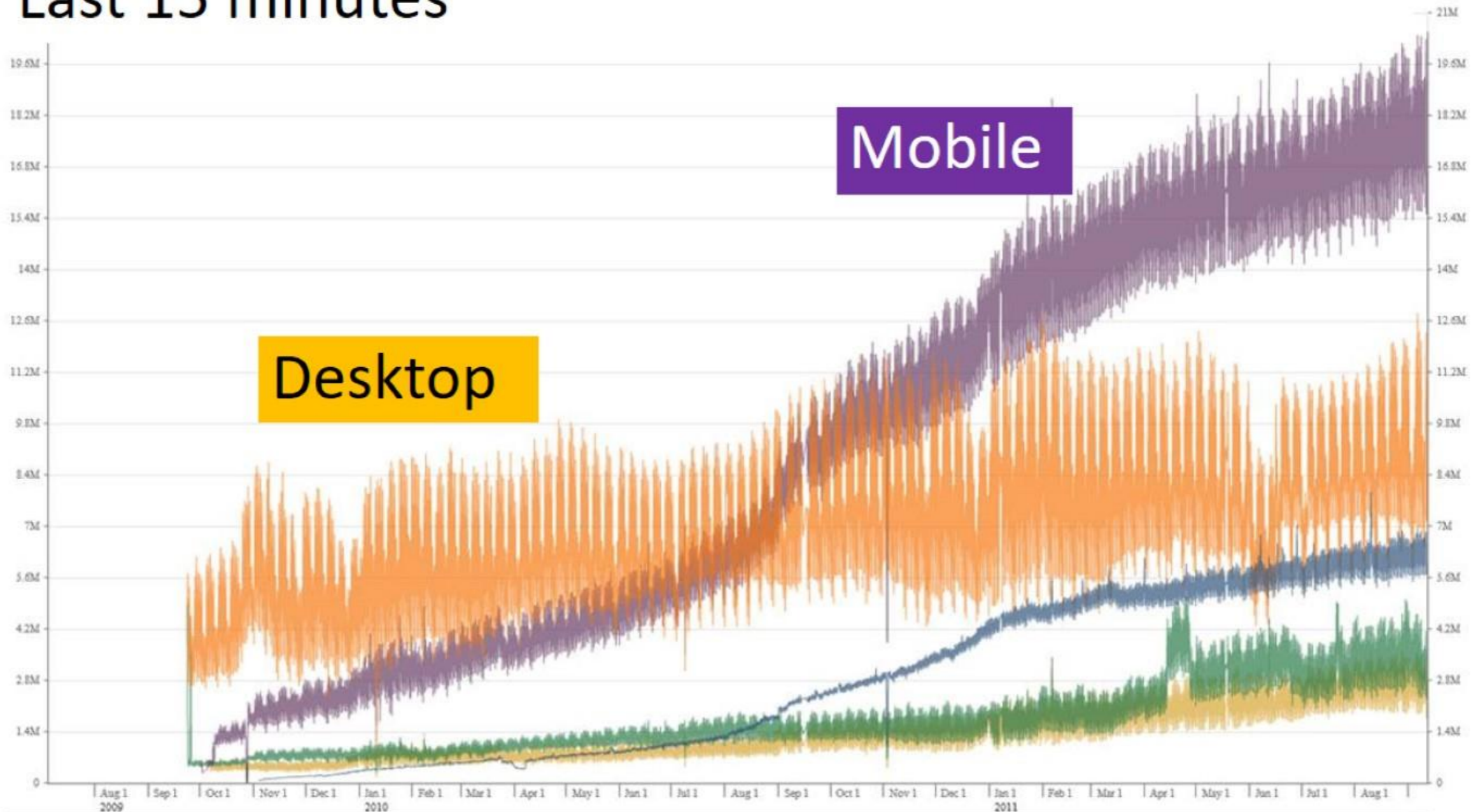


and with hardware



Mobile is becoming THE way users use facebook

Last 15 minutes



Facebook Platform for mobile

Greater reach for developers

Apps and Games



Less Friction in Development



Greater Reach for Developers



Facebook Market Update



800M

People on Facebook



350M

Facebook Mobile Users

On Facebook, every day...



2B

Posts are liked and commented on



500M

Users log in



250M

Photos are uploaded

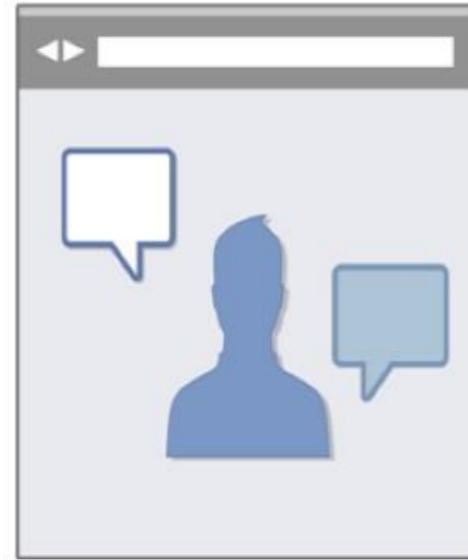
Facebook Platform



Distribution

500M

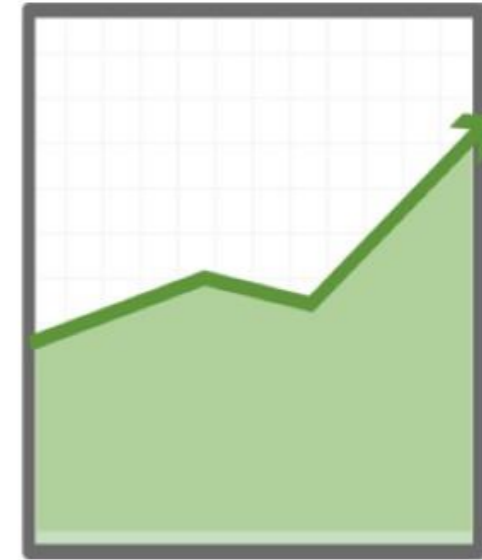
Platform users



Engagement

200M

Games players



Monetization

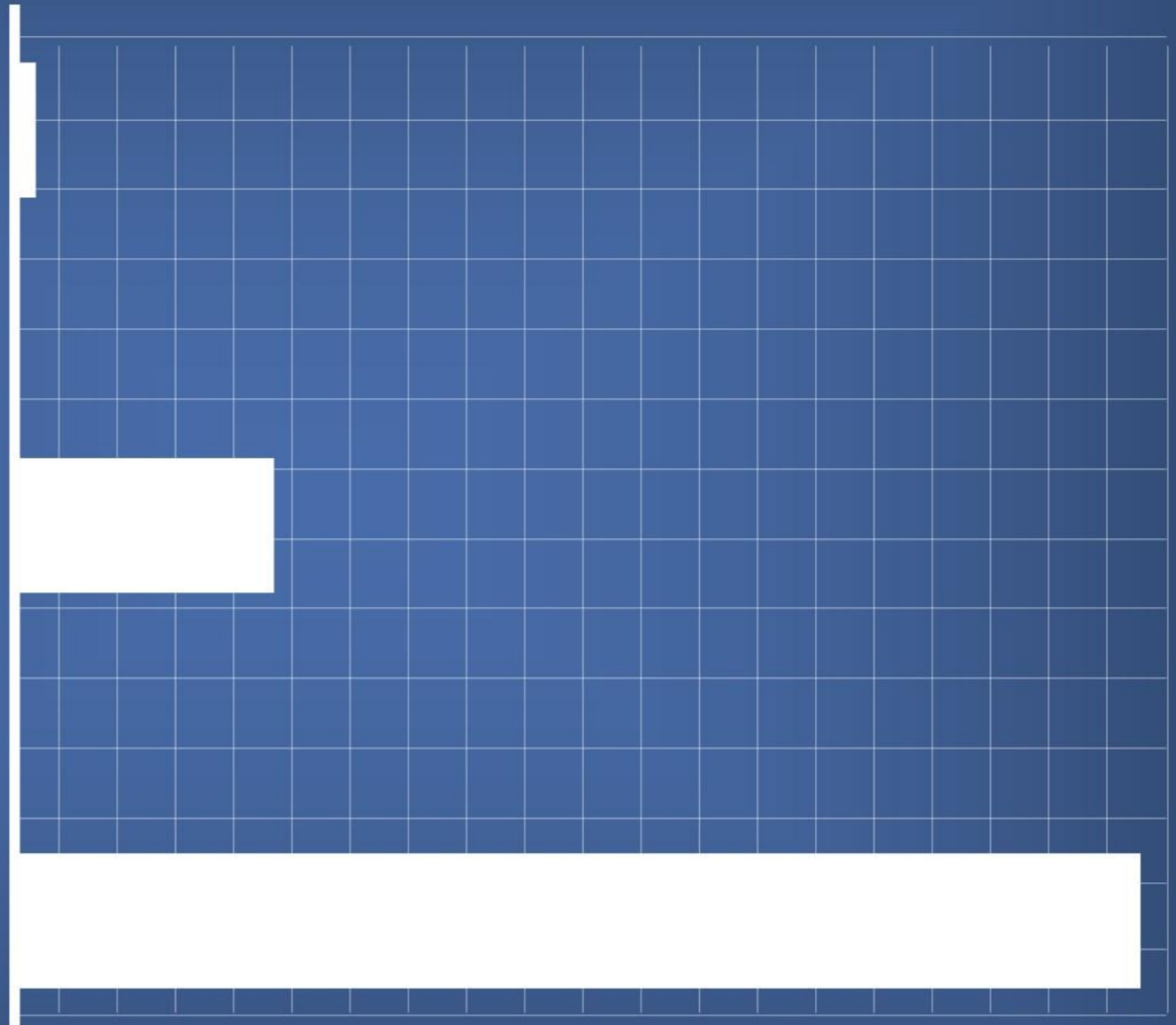
20M

Apps installed daily

425,000
iPhone Apps

4,700,000
Facebook Apps

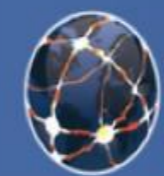
350,000,000
Websites



LIVESTRONG.COM



Drive one.



RockMelt



+



Successful social distribution

The image illustrates the successful social distribution of a game on Facebook. It features a central Facebook profile for Namita Gupta, with four callout boxes highlighting key distribution points:

- Homepage Ticker:** A notification at the top of the profile stating "Namita Gupta is playing Word Game".
- NewsFeed:** A notification in the main feed area stating "Namita Gupta is playing Word Game".
- Games Dashboard:** A notification in the Games section stating "Kate sent you a Zoning Permit!" and "Kate just sent you a Mystery Gift! They're different every time so be sure to give one of your CityVille friends one too!".
- Canvas Ticker:** A notification on the profile canvas stating "Namita Gupta is playing Word Game".

A central inset shows a game interface for Rock-Paper-Scissors, with a notification stating "Zhen Fang has 4 friends ranked higher than her in Rock-Paper-Scissors." and "Bruce Rogers is playing Words With Friends." and "Ian Wilkes passed Aaron Brady in Make The Number Go Up with a score of 2." and "Namita Gupta has earned 1 of 9 achievements in Rock-Paper-Scissors." and "Win A Game With Rock Smash a pair of scissors with a rock."

The background shows the Facebook profile for Namita Gupta, including her profile picture, name, and bio: "Works at Facebook", "Studied Engineering (B-tech, Me-tech) at Indian I...", "Lives in Menlo Park, California", and "Married to Gaurav Agarwal".

A Recent Example

The image shows a Facebook profile page for David Nguyen with several annotations illustrating data integration:

- Timeline (Spotify August):** A central box lists top songs from Spotify for August:
 - Top Songs:
 - Around The World - Daft Punk
 - Derezzed (Remixed by The Glitch Mob) - The Glitch Mob
 - The Son of Flynn - Daft Punk
 - Snoop Dogg
 - Top Song:
 - Derezzed (Remixed by The Glitch Mob) - Daft Punk
- Ticker:** A notification box stating "David Nguyen listened to Fight Test on Spotify".
- NewsFeed:** A notification box stating "David Nguyen listened to songs on Spotify" with three audio player icons.
- Timeline (Bottom):** A notification box showing a song player interface.

Arrows indicate the flow of data from the Spotify data source to the Ticker, NewsFeed, and Timeline notification boxes. A Spotify logo is also present near the bottom left of the profile.

Background profile information includes:
Marketing Communications, Planning & Analytics
Studied at NYU
Lives in San Francisco, California
From Buffalo, New York

Navigation tabs: About Me, Friends (703), Photos, Likes & Interests, Notes.

Footer: Update Status, Add Photo, Ask Question, Social Media Cliff Notes! appsumo.com, The fastest way to start marketing your business using Facebook & Twitter - Today only 84% off!

Evolution of Web Discovery



YAHOO! DIRECTORY

CATEGORIES [\(What's This?\)](#)

Top Categories

- [Music](#) (68685) **NEW!**
- [Actors](#) (16270)
- [Movies and Film](#) (36444) **NEW!**

Additional Categories

- [Amusement and Theme Parks](#) (439)
- [Awards](#) (33)
- [Blogs@](#)
- [Books and Literature@](#)
- [Chats and Forums](#) (45)
- [Comedy](#) (1599)
- [Consumer Electronics](#) (1413) **NEW!**
- [Contests, Surveys, and Polls](#) (330)

Google™

Google Search I'm Feeling Lucky

News Feed

Raquel Sampson posted on your wall. 11:54am

why yes it is; you have no idea. :D how are ya beautiful?! :D

See Wall-to-Wall

Avraham Callahan is in full effect. 11:14am

Ashley Sculley added new photos. 10:54am [Share](#)

Lost in Tahoe - 55 photos
Location: Tahoe and lots of casinos

Updated: 6 of your friends changed their profile pictures. 10:02am

Chris Joanna Darian Dave Sonia Tom

1.0

2.0

3.0



Evolution of Mobile Discovery



1.0

2.0

3.0



Facebook Mobile Canvas

Step 0.1: Launched on October 10

Desktop



Mobile



Discovery Channels

Notifications



News Feed



Search



Timeline



Requests



Bookmarks

