

facebook

Industry Directions SocialNets Seminar

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Agenda

1 Context

2 Access

3 Platform

4 Usage

5 Q+A

Facebook in Europe

- Approx 1500 employees worldwide
 - Approx 300 employees in Europe
 - HQ and largest office in Dublin
 - Sales offices in London, Stockholm, Hamburg, Milan, Madrid and Paris
 - MEA + CIS managed from Europe and US
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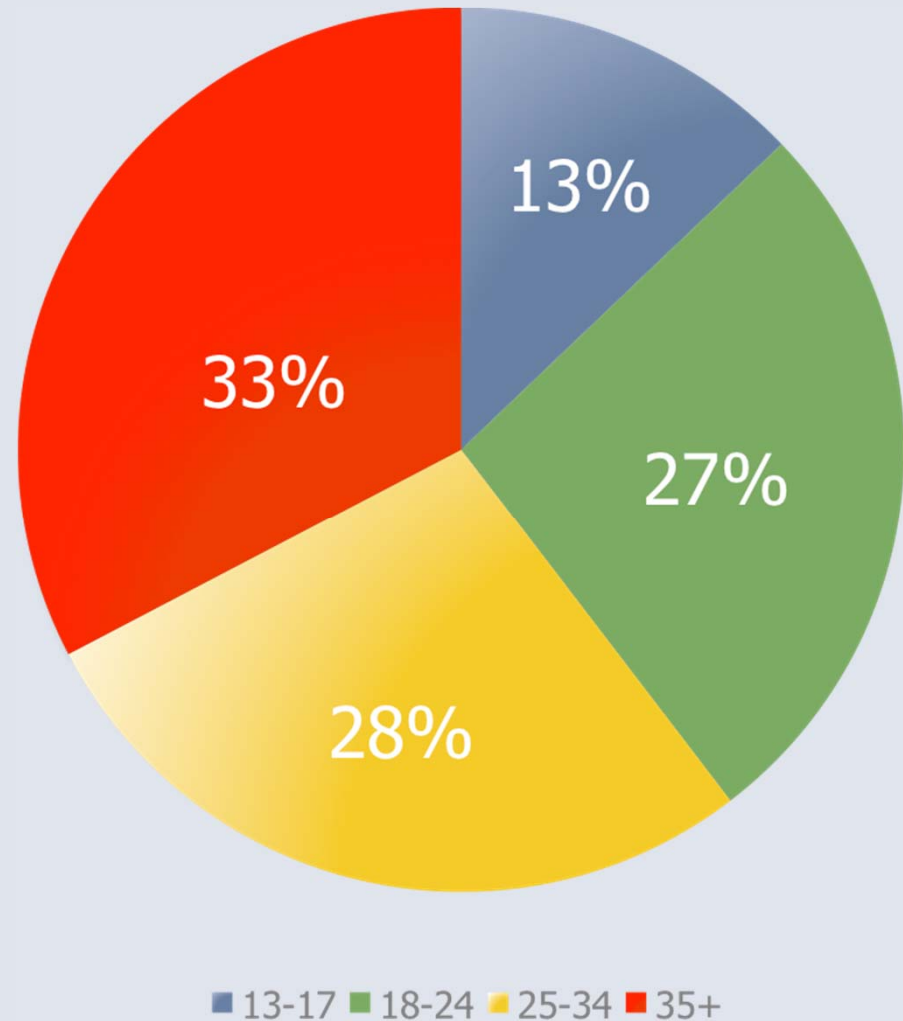
Access

Demographics, mobile

Demographics

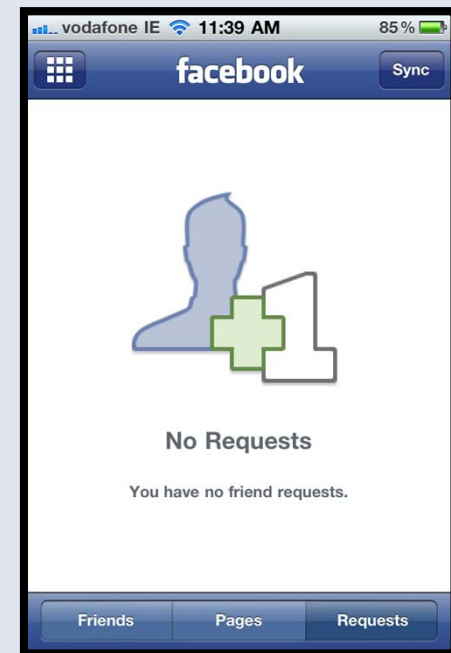
- 500m users and growing
- Approx 13% declared U18
- Approx 27% 35+ highest in mature markets
- Slightly > female in most markets
- Q: social distribution
- Q: older people adoption
- Q: limitations on minors

UK March 2010



Mobile

- 200m users and growing
- Mobile users high web users in mature markets
- Primary route to market in many new markets
- Business models in formation
- Q: mobile + web usage patterns
- Q: sustainable revenue streams
- Q: relationship with carriers



Platform
Apps, web

Apps

- Low cost of entry to platform
- Massive user numbers for some apps, esp games
- Changes to privacy model 2010
- Ad and credit based revenue
- Q: effectiveness of TOS for apps
- Q: developer privacy awareness
- Q: app usage in research projects



Web

- Integration into major websites
- Rich demographic data for site
- Rich personalisation for user
- Social interaction with real name identity
- Q: user acceptance of identity
- Q: privacy agreement with sites
- Q: friction and consent



Usage

Integrations, real identity

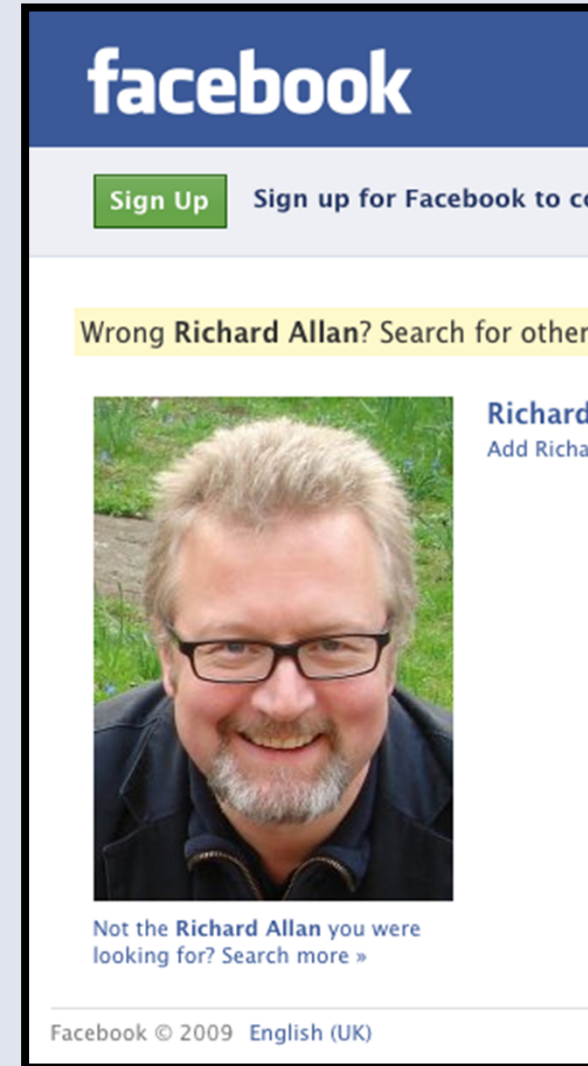
Integrations

- Deep integration into mobile
- Places as FB service plus API and 'Deals' announced Nov 2010
- Gaming and media players adding social
- Search integration with Bing
- Q: adoption of location services
- Q: impact on market of adding social to gaming and media distribution
- Q: user response to social search



Real Identity

- Statement of Rights and Responsibilities requires real ID
- Site integrity team protect social graph
- Core assumption about quality of social interaction with real ID
- Q: value to user of real ID culture
- Q: scope of real ID vs anonymous
- Q: integrity of social graph



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