



# Living in a selfie world

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## 2016 Best Franchise Conference

Wednesday 30th November 2016













WHAT IS

# Facebook?





To give people the power  
to share and make the world  
more open and connected



Serve our  
existing  
community



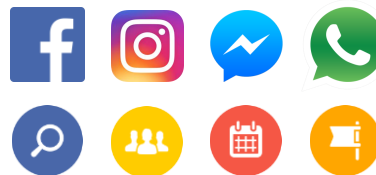
NOW

Drive fundamental  
world changes



THE FUTURE

Build next  
generation of  
services



NEXT





1.71B

on Facebook  
each month



1B

on Whatsapp  
each month



1B

on Messenger  
each month



500M

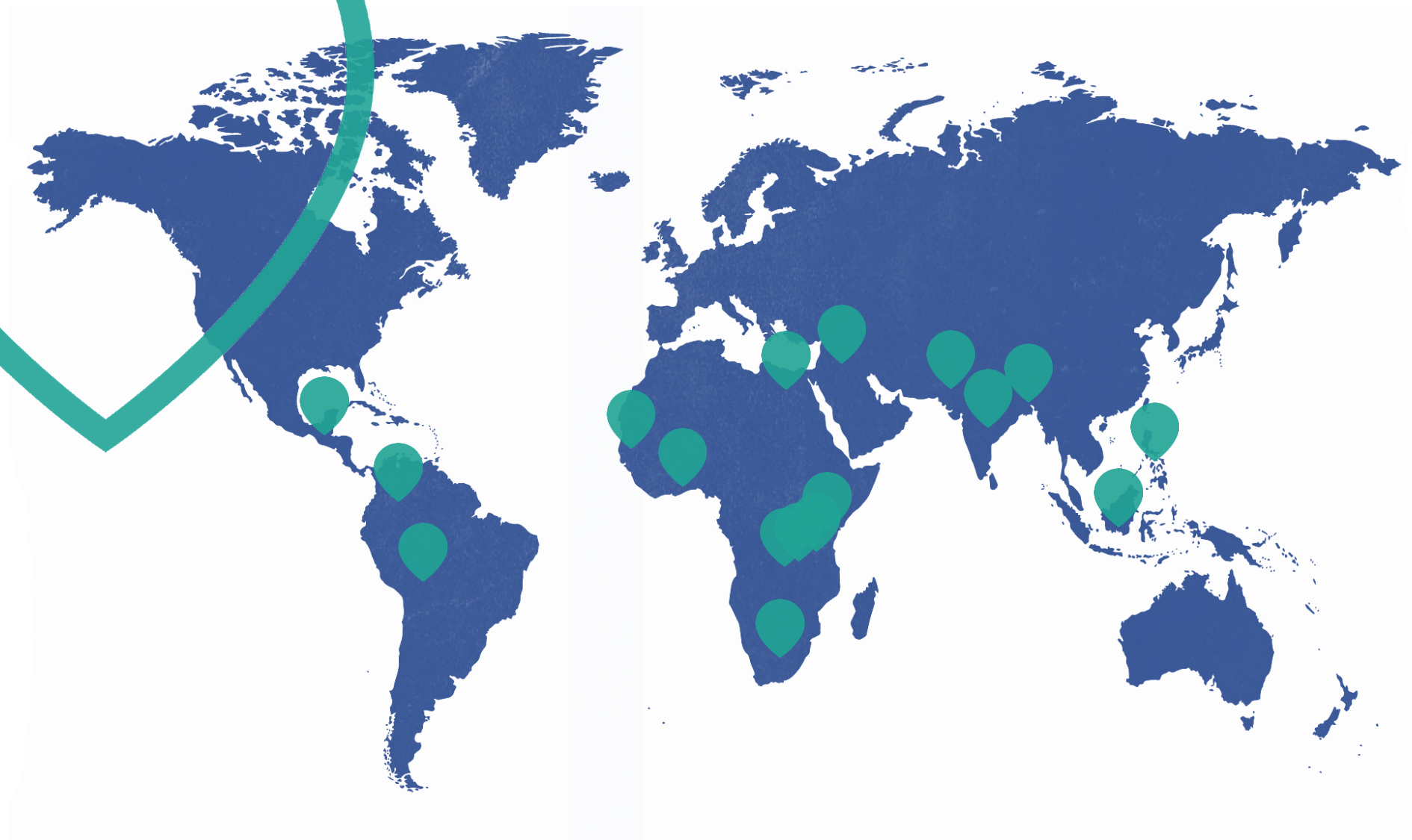
on Instagram  
each month



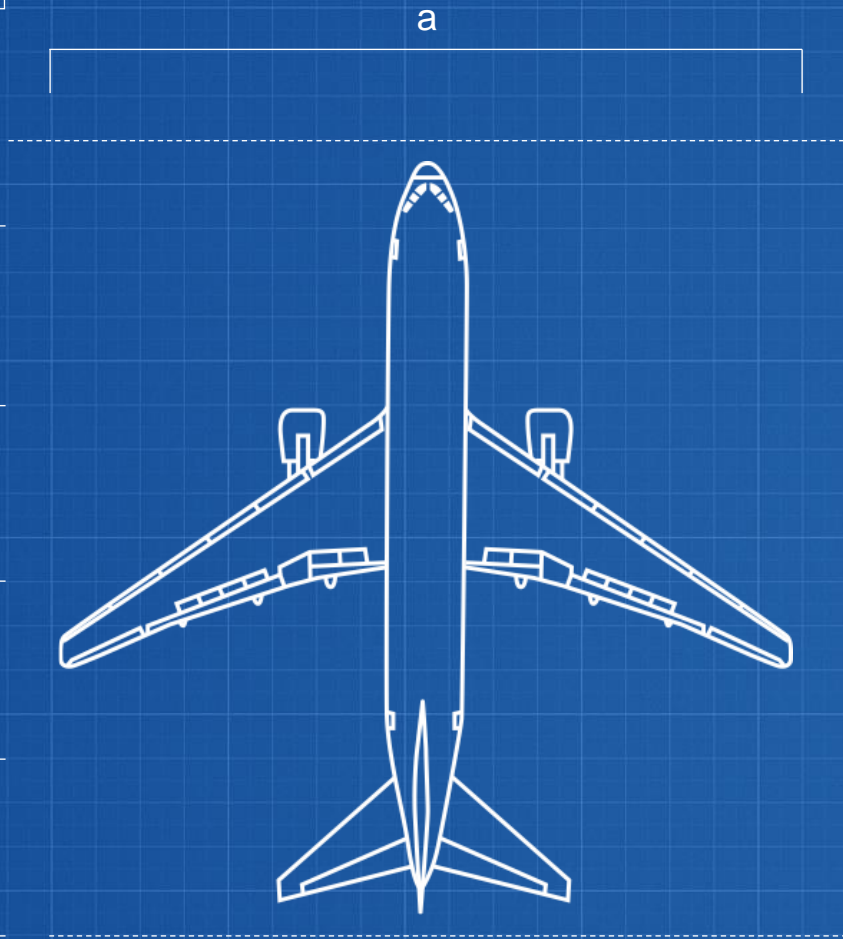
internet.org



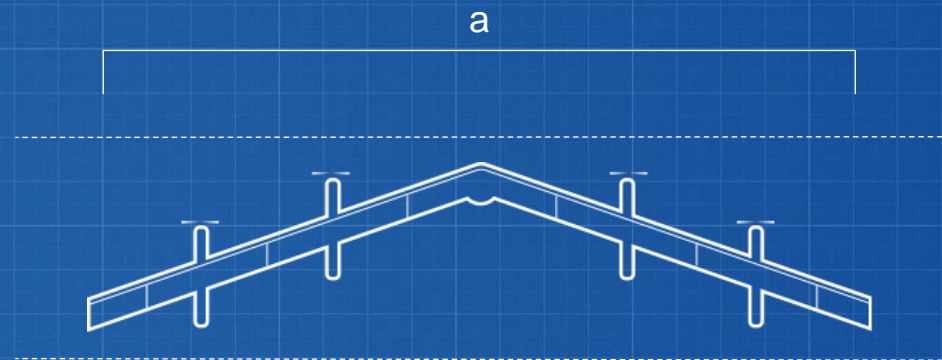




- Zambia
- Tanzania
- Kenya
- Colombia
- Ghana
- India
- Philippines
- Guatemala
- Indonesia
- Bangladesh
- Malawi
- Pakistan
- Senegal
- Bolivia
- South Africa
- Egypt
- Iraq



Boeing 737

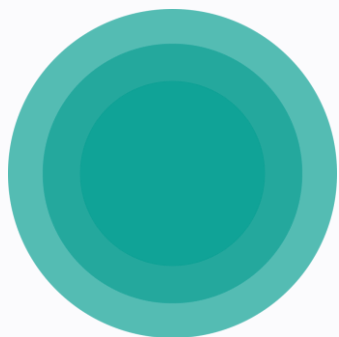


Aquila









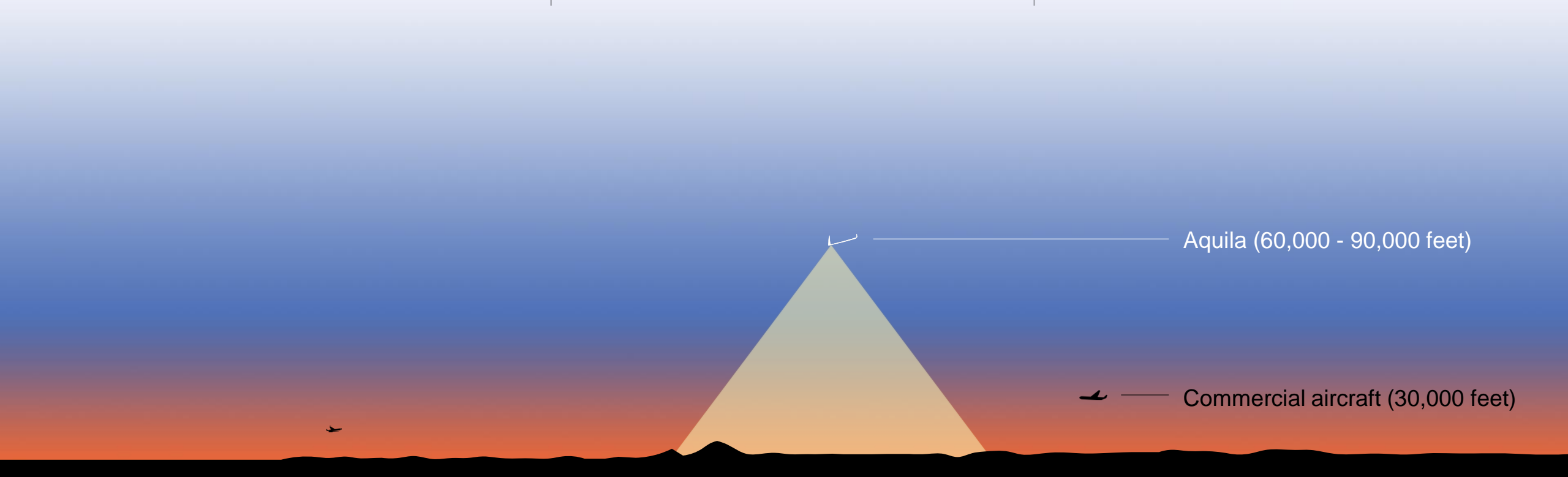
Solar Powered



Altitude



Duration







Facebook AI Research



9:41 AM



[Recent](#)

[FB Test Page] M >

Sure, Mark! Here's the weather forecast for Palo Alto.

Palo Alto, CA  
Wednesday 3:00 PM  
Mostly Sunny



77°F | °C

Precipitation: 0%  
Humidity: 52%  
Wind: 11 mph

Temperature   Precipitation   Wind



Type a message...



Aa









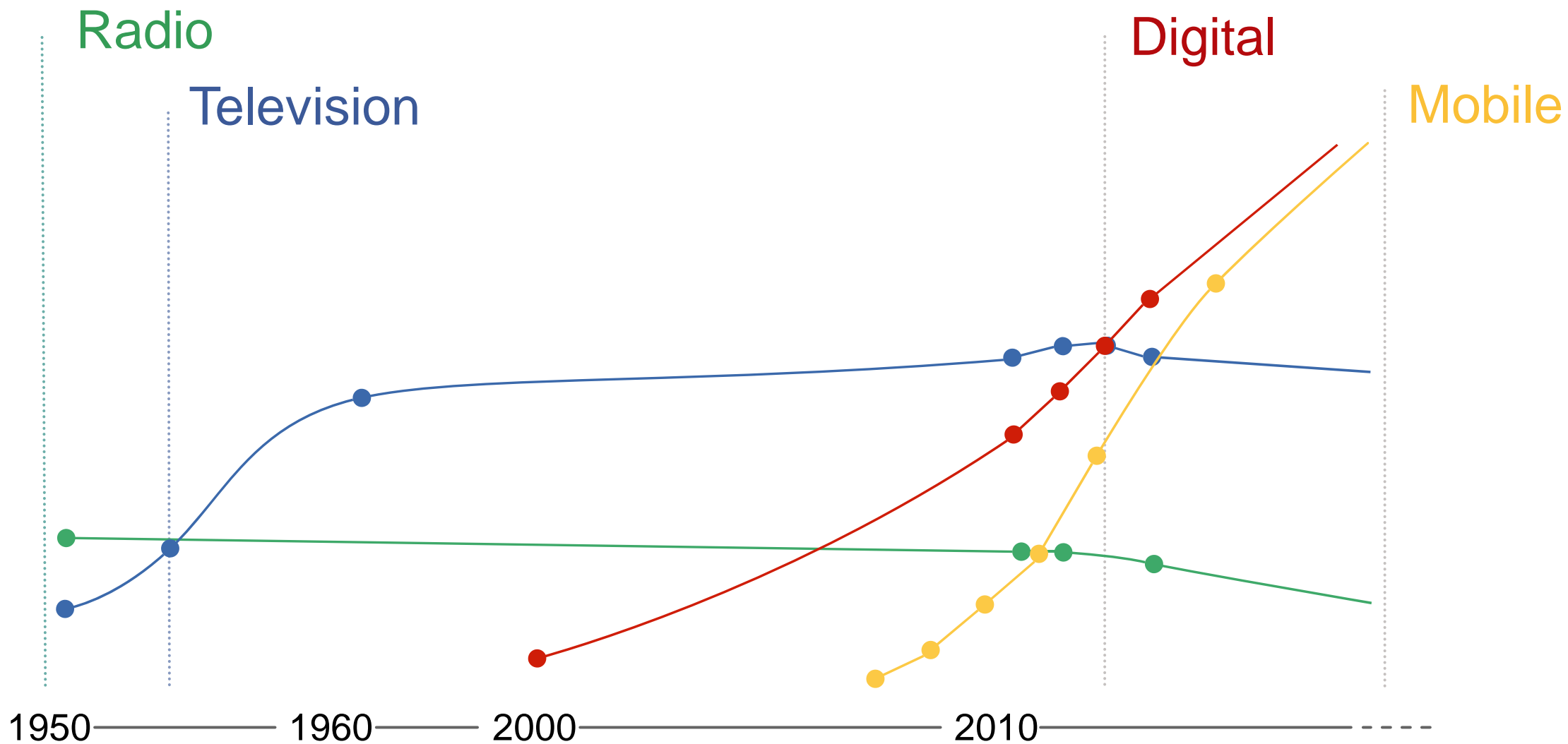






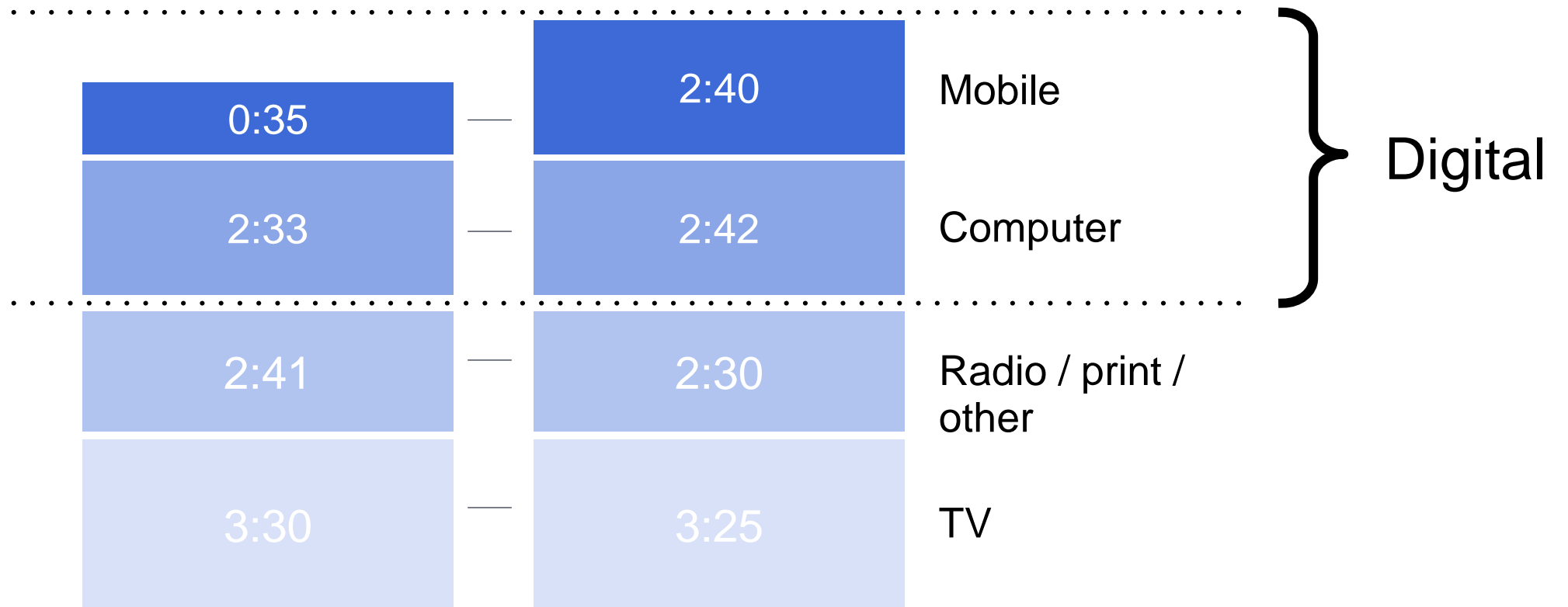




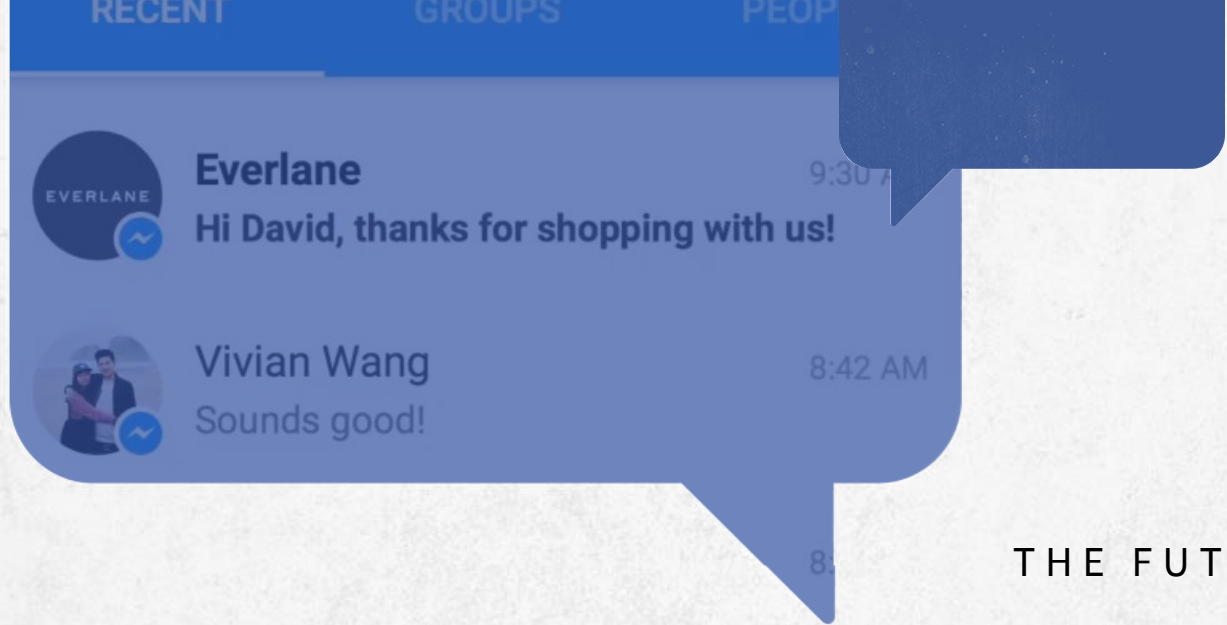


2011  
9 hours

2015  
11 hours







THE FUTURE OF

# Communication



Immediate



Expressive



Immersive





THE EXPECTATION OF

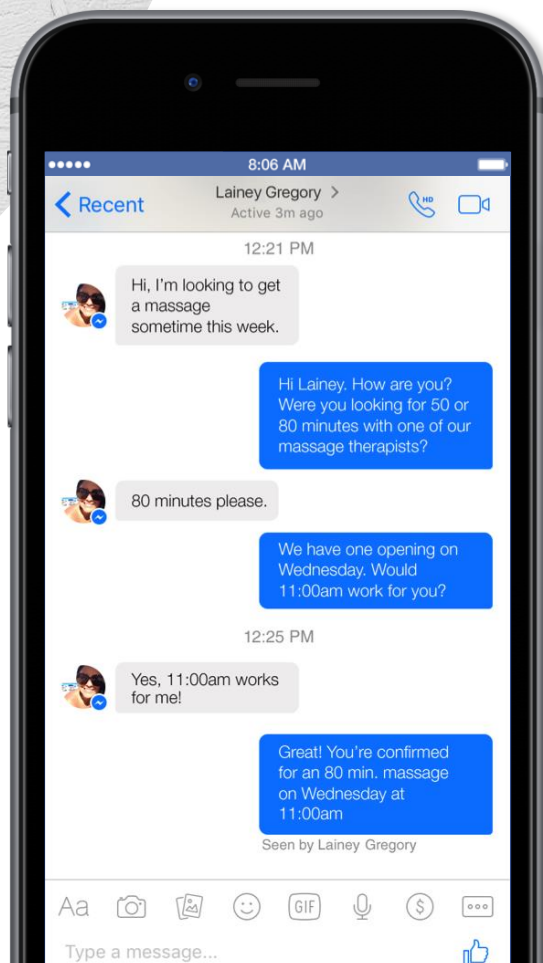
# Immediate Communication



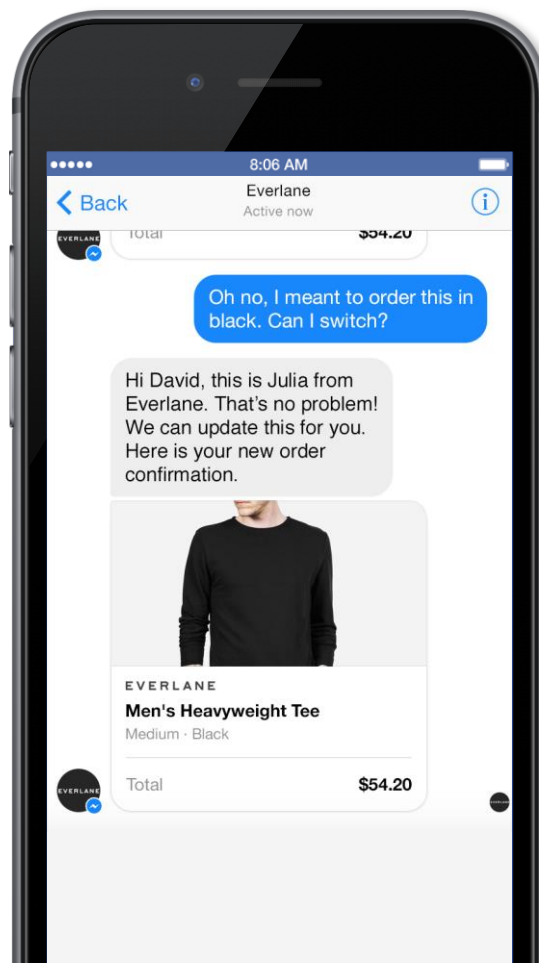




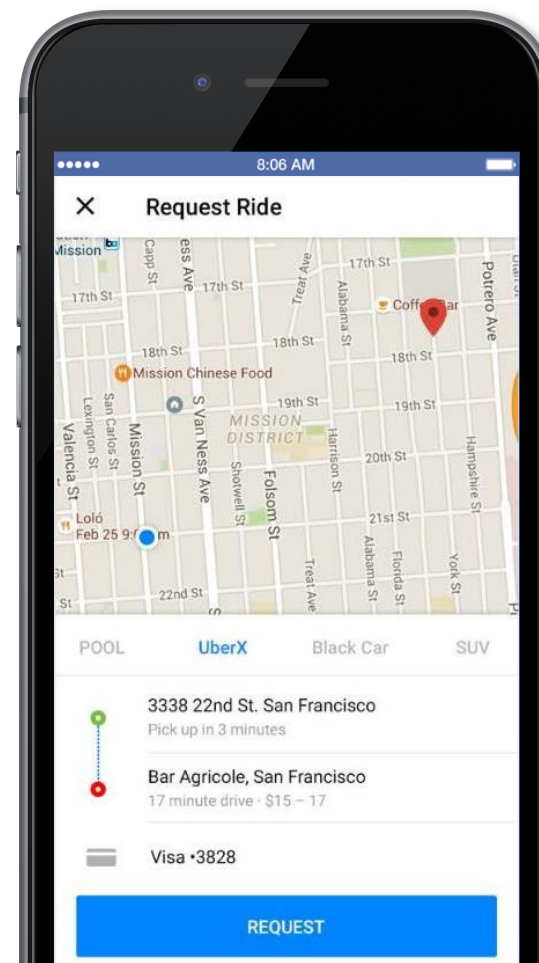
1:1



Scaled



Actions







## Messenger



RECENT

GROUPS

PEOPLE



**Everlane**

9:30 AM

Hi David, thanks for shopping with us!



**Vivian Wang**

8:42 AM

Sounds good!



**Jeremy Goldberg**

8:15 AM

Looking forward to it.



**Zulily**

Tue

Your order's on the way!



**Garima Sinha**

Tue

Garima sent a sticker.



**Rob Daniel**

Tue

Rob sent \$25.





THE EXPECTATION OF

# Expressive Communication



# 3trillion

photos a year



2015



2014

Vape

I N F O R M A L

Inhale and exhale the vapour produced by an electronic cigarette or similar device

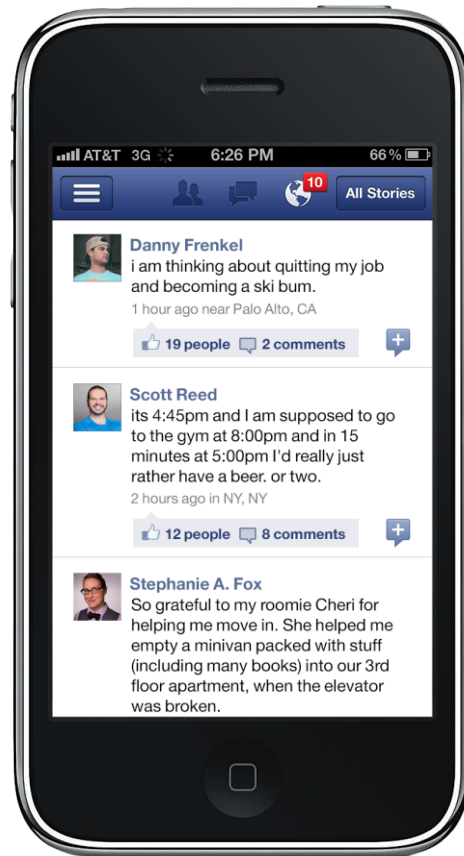
2013

Selfie

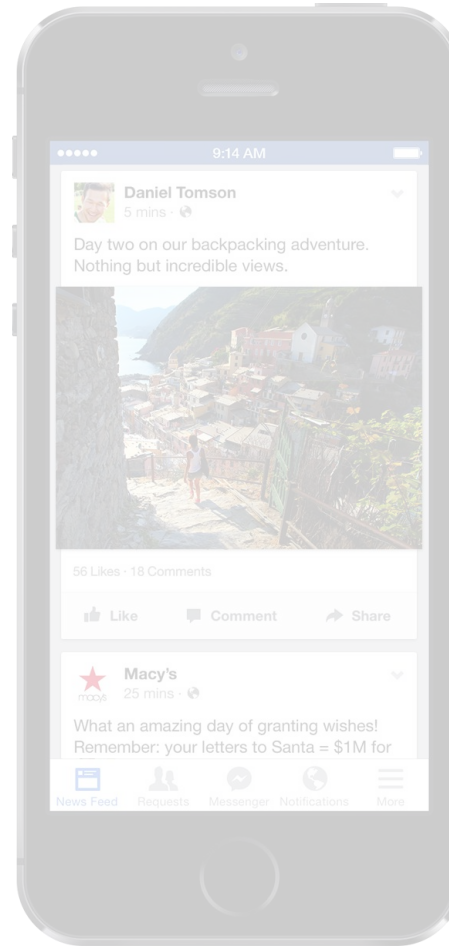




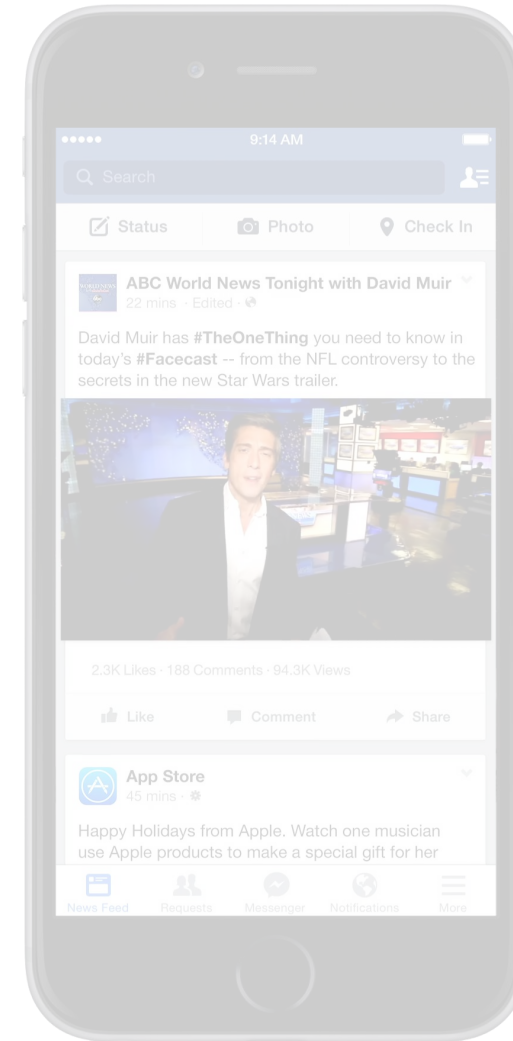
# Then



# Now



# Next





We only need to  
see an image for  
13m

s to identify it







The human brain  
processes images

60,000

times faster than  
words









Creativity  
**Layout**

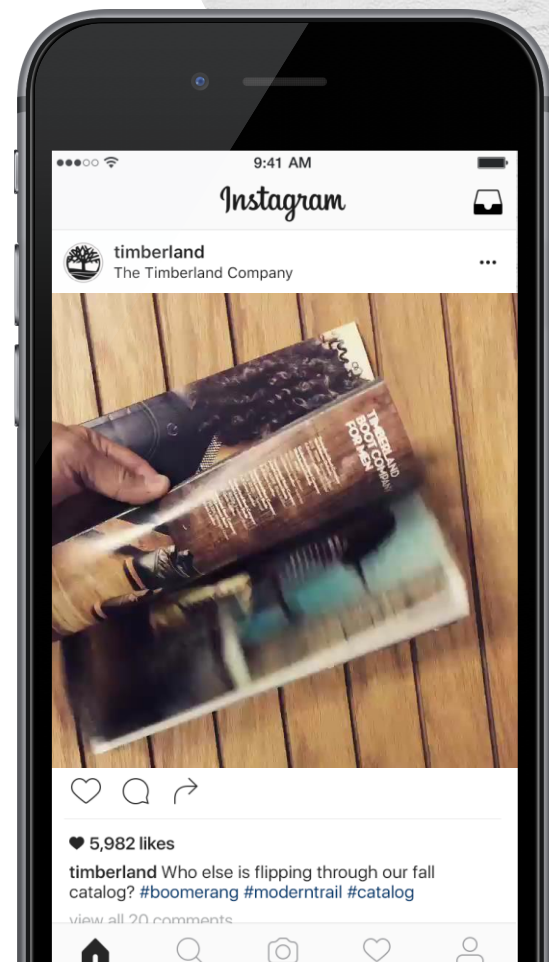
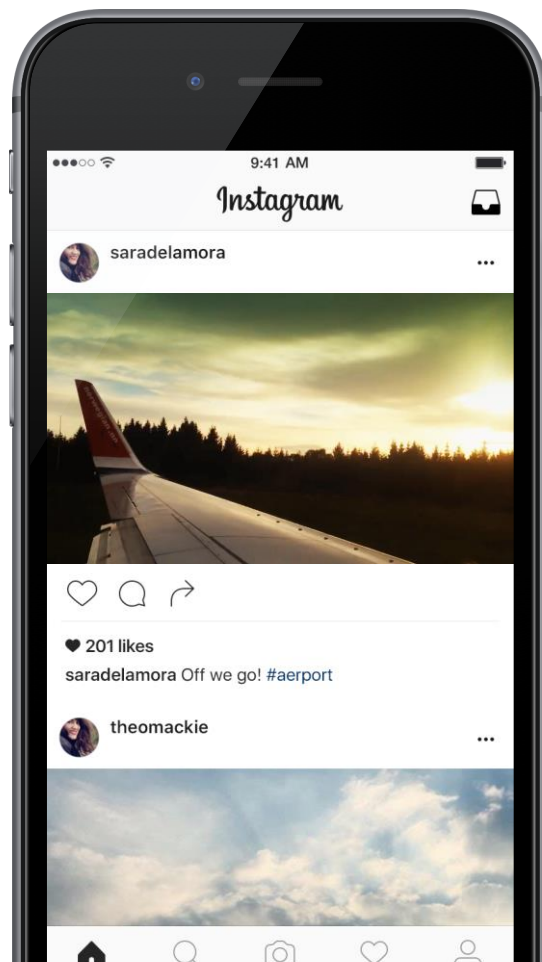


Communication  
**Hyperlapse**



Storytelling  
**Boomerang**





# Introducing Instagram Stories





THE EXPECTATION OF

# Immersive Communication







“Wow, Italy is  
so beautiful!”

  
Text

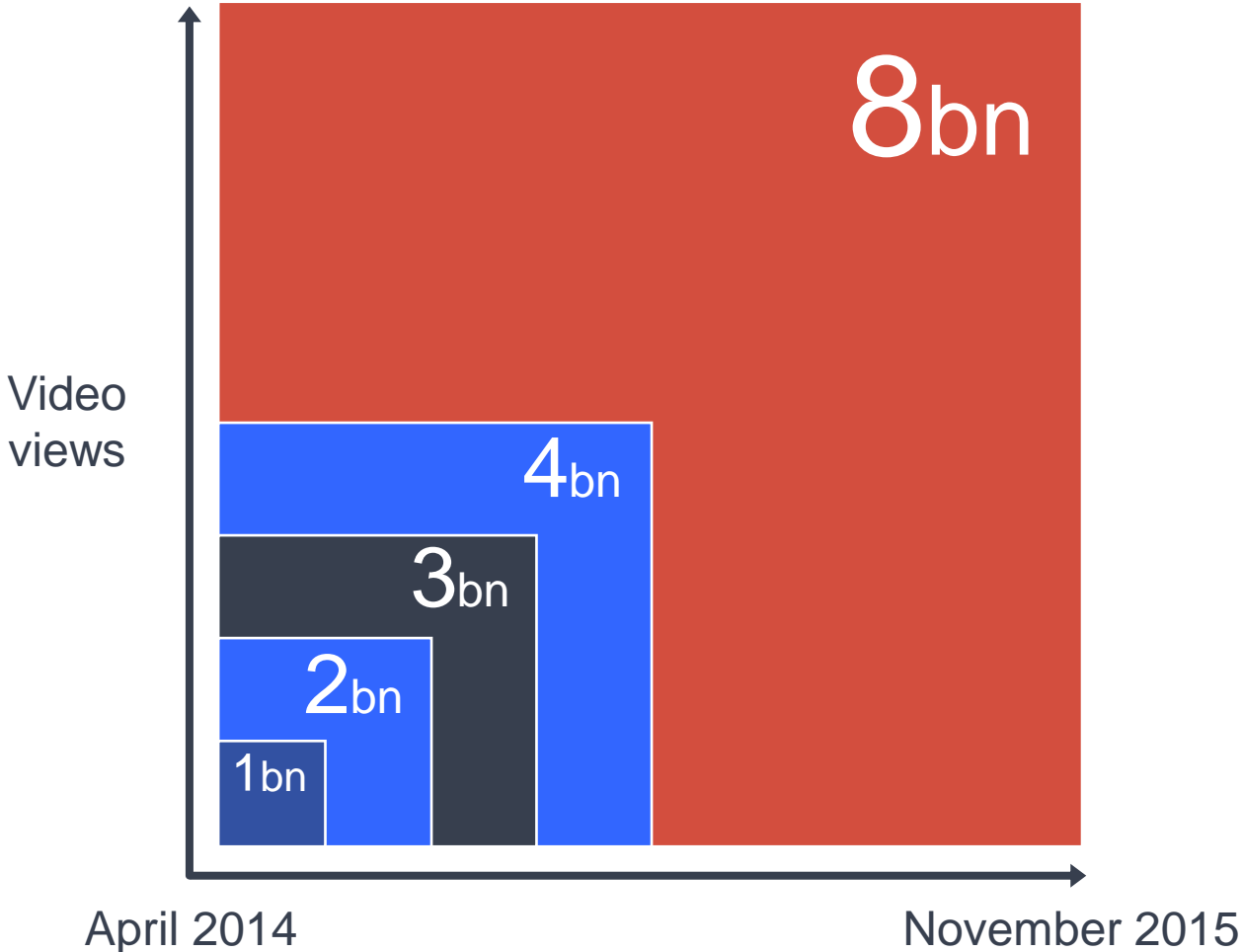
  
Photo  
s

  
Video  
s

  
VR/AR



# Facebook has become a video platform



Source: Facebook internal data, Q4 2015







Mark Zuckerberg was live.

Wednesday at 17:57 · 🌐

Live Q&A with astronauts on the International Space Station! Leave your questions below.



5.5M Views



Like



Comment



Share



You, Martin Konicek and 434K others

49,967 shares



Abhirupa Bhattacharya

Who ever is reading this all around the



Write a comment



Post





**Candace Payne** was live.

19 May at 20:24 • 🌐

It's the simple joys in life....



154M Views







facebook

