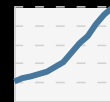


facebook

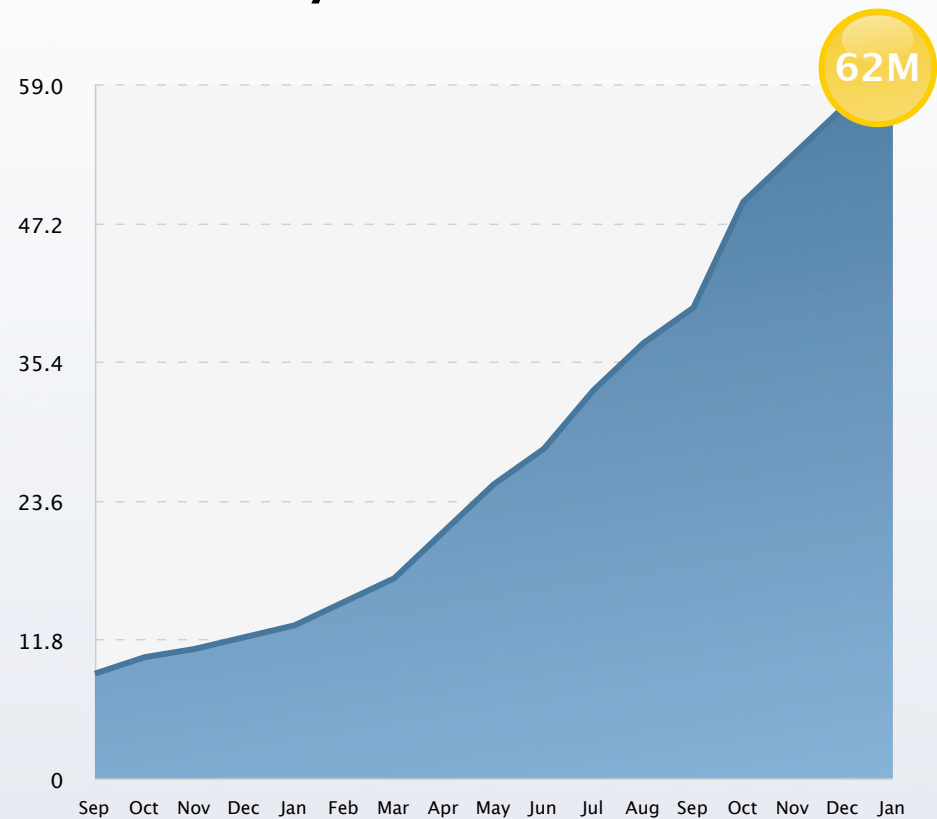
Unprecedented growth



Number of users doubles every 6 months

62M active users

250,000+ new users a day

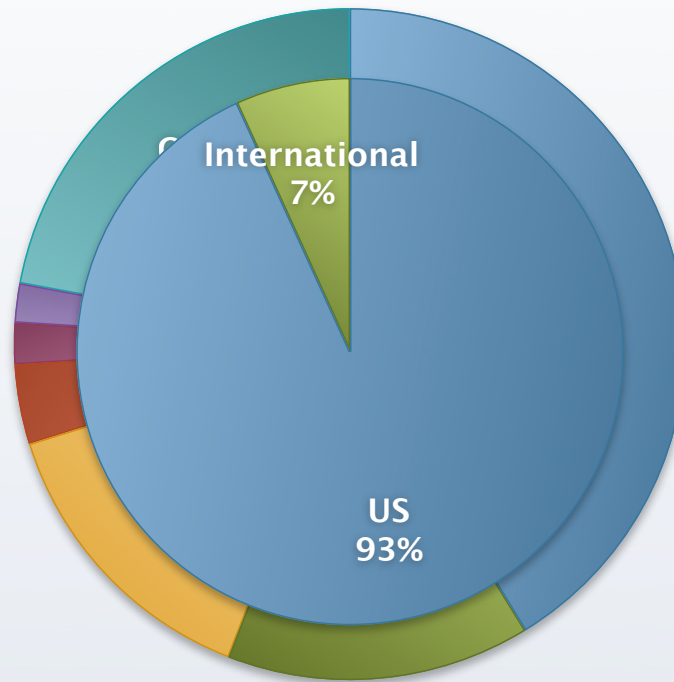


Note to Presenter:

Please update these numbers based on our externally facing statistics: <http://www.facebook.com/press/info.php?statistics>

Strong international growth

No longer just a U.S. site



Note regarding data (10/22, Itamar)

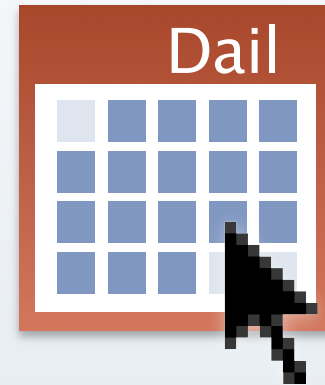
Then: as of 9/1/06
The methodology here is country of primary network affil, as opposed to GeoIP country, so there's a disconnect. But the geoIP results (if we had them) would probably not paint too different a picture.

US - 93.2% of actives
Non-US - 6.8% of actives

Now: numbers updated as of 10/22/07

Note to Presenter:
Please ask the PR team
for an update on
approved/public intl
stats before presenting
this deck.

Over 50% of our
users return daily



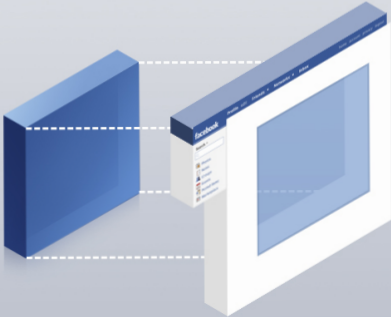
Source: Facebook internal data

Evolution of Facebook Platform

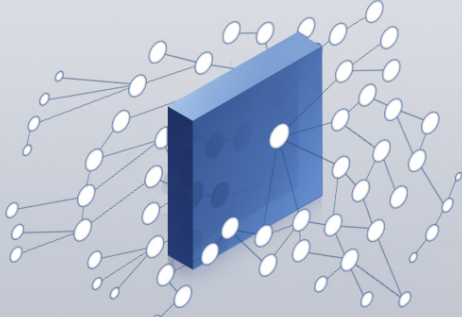




Revolutionary Platform



Deep Integration

The icon depicts a blue 3D rectangular block on the left, connected by dashed lines to a white 3D rectangular frame on the right that contains a blue screen. This represents the integration of different components or systems.

Mass Distribution

The icon shows a central blue 3D rectangular block surrounded by a network of white nodes connected by thin lines, representing a wide distribution or network.

New Opportunities

The icon features a blue 3D rectangular block on the left, with a white 3D arrow pointing upwards and to the right, set against a background of vertical blue lines of varying heights, symbolizing growth and new opportunities.

Astounding growth

7,000+ applications

100 new applications added per day

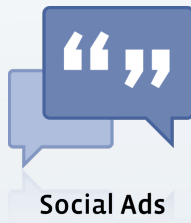
97% have added at least 1 application

Now over 100 apps with over 1M users

Note to Presenter:
Please update these numbers based on our externally facing statistics: <http://www.facebook.com/press/info.php?>

Facebook Ads: A revolutionary
way to promote...





Pages

Connect

facebook Profile edit Friends Networks Inbox home account privacy logout

BLOCKBUSTER

Blockbuster provides customers with the most convenient access to media entertainment -- through its stores, through the mail and through new technologies.

▼ Mini-Feed
Displaying 2 stories. See All

Today

BLOCKBUSTER added new content to their profile. 7:43pm X

October 30

BLOCKBUSTER joined Facebook. 4:30pm X

▼ Information edit

Website: <http://www.blockbuster.com>
Industry: Film

▼ Movies edit X

Latest New Releases

Latest Television Series Releases

Edit Profile
Edit Admins
Stop Being a fan
Edit Settings

Share +

▼ Fans
6 of 93131 fans. See All

 Javier Olivan
 Ryan Miller
 Katie Zacarian

 Professor Meagan Marks
 Steven Grimm
 Jon Fougner

▼ Seen our application? edit X

 **MOVIECLIQUE™**

Movie Clique, a Facebook application powered by BLOCKBUSTER, lets you share the movies you love with everyone in your crew. You can rate, review, suggest, keep a list of favorites, and

Share actions from outside websites

The screenshot shows the Blockbuster website interface. At the top, there is a search bar with the text "Movies, Actors" and a "GO" button. To the right of the search bar are links for "Movies", "Outlet ^{New!}", and "Stores". Below the search bar, there is a navigation menu with "Browse Movies (Home)", "Recommendations", and "Friends and Family". A dropdown menu is open under "Browse Movies (Home)", showing options like "Home", "Movie Categories", "Collections", "New Releases", "Top 100 Online Rentals", "Award Winners", and "Blu-Ray DVD".

The main content area displays the movie "Top Gun (1986)". A notification banner is overlaid on the page, stating "Blockbuster is sending this to your Facebook Profile". Below this, a larger notification box says "Meagan Marks added Top Gun to her favorites on Blockbuster". The notification box includes a close button (X) and two links: "Learn more" and "This isn't me". A "No thanks" button is also present.

Below the notification, the movie's "Summary" is visible. The "Full Synopsis" reads: "Devil-may-care navy pilot Pete Mitchell ([Tom Cruise](#)) is sent to Miramar Naval Air Station for advanced training. Here he vies with Tom Kasansky ([Val Kilmer](#)) for the coveted 'Top Gun' award. When not so occupied, Mitchell carries on a romance with civilian consultant Charlotte Blackwood ([Kelly McGillis](#)). Shaken up by the death of a friend, Mitchell loses the Top Gun honor to Kasansky. Worried that he may have lost his nerve, Mitchell is given a chance to redeem himself during a tense international crisis involving a crippled US vessel and a flock of predatory enemy planes. The story wasn't new in 1986, but [Top Gun](#) scored with audiences on the strength of its visuals, especially the vertigo-inducing aerial sequences. The film made more money than any other film in 1986 and even spawned a 1989 takeoff, Hot Shots. An Academy Award went to the [Giorgio Moroder-Tom Whitlock](#) song 'Take My Breath Away.' ~ Hal Erickson, All Movie Guide". The running time is listed as "Running Time: 109 mins".

At the bottom of the page, there is a "You Might Also Enjoy..." section with a recommendation for "The Right Stuff". A similar notification banner and box are overlaid on this section as well.

Target exactly the audience you want

Location

Country

State

City or Town

Age

Gender

Interests

Activities

Music

Books

TV shows

Education

High school

College

Major

Work history

Trusted referrals

User-created advertising



Meagan Marks and 2 of your friends signed up for Blockbuster Total Access Online.

Sponsored



Meag



Meagan Marks gave a 4-star rating to the movie Top Gun.

Sponsored



Meag



Meagan Marks added the movie Top Gun to her queue.

Sponsored



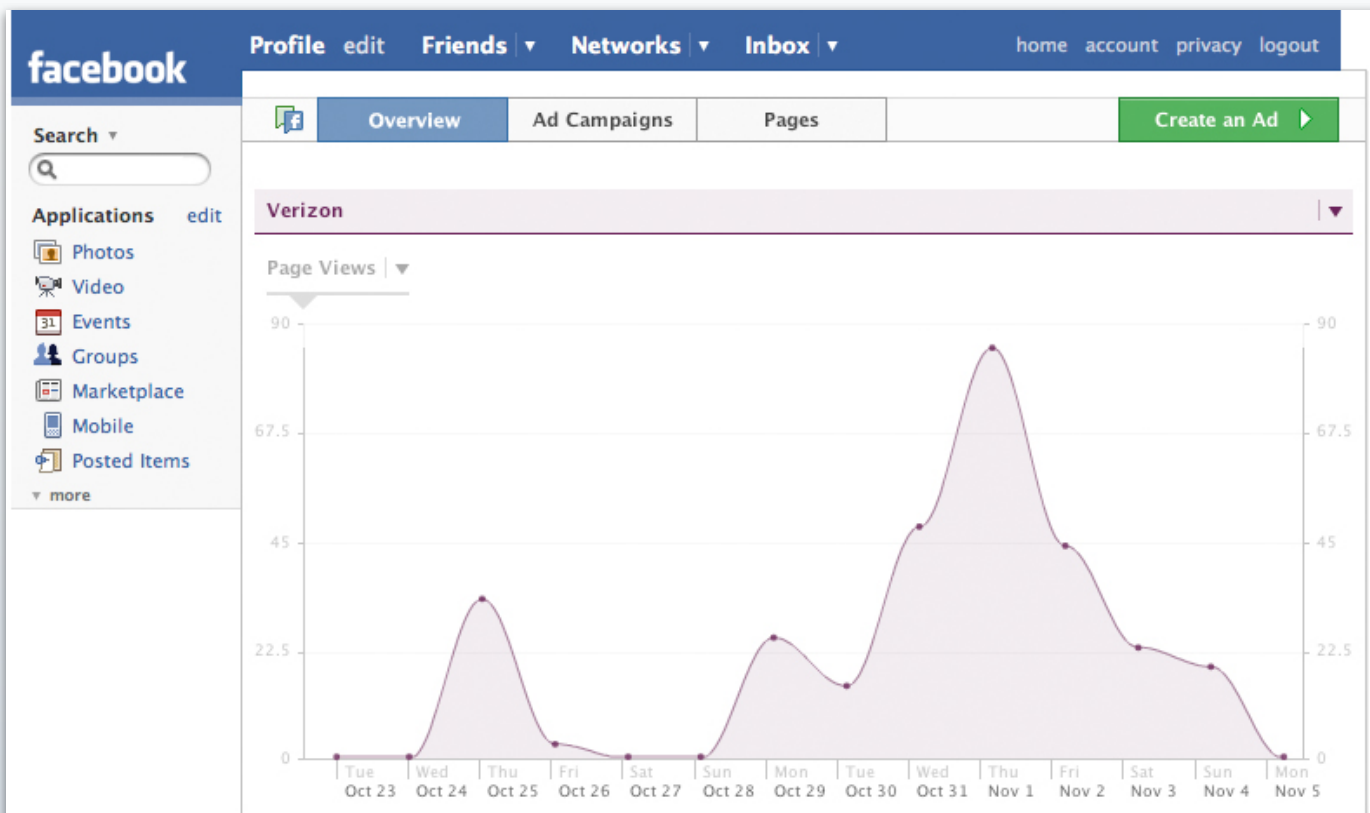
Meagan

Blockbuster Total Access

Movies through the mail + Movies through the store = One low price. Rent tonight!



Even more effective targeting through



facebook

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