

Facebook

ACE Conference Copenhagen,
14-15 November

Chair: Kirsten Edwards-Warren (Compass Lexecon)

Speakers:

Arno Rasek (BKartA)

David Evans (Global Economics Group and UCL)

Discussant: Martin Peitz (University of Mannheim)



face facts

2.3bn

Monthly active users

This is greater than the number of followers of Christianity, the world's largest religion

300PB

FB stores approx. 300 petabytes of user data on its servers

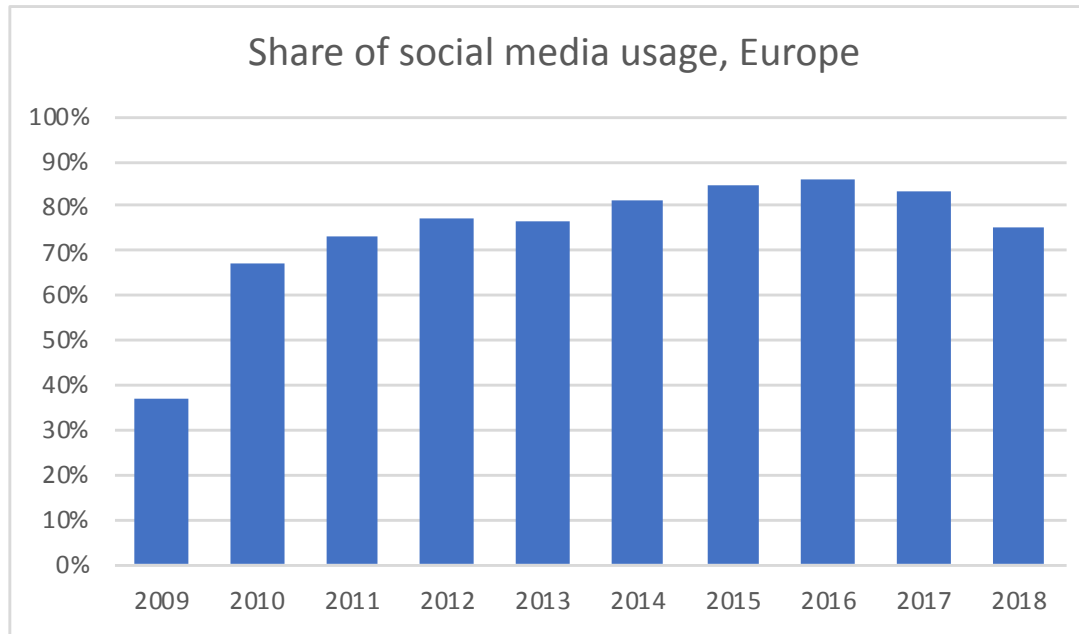
The entire written works of humankind, in every known language (including Latin and other historical languages) from the dawn of recorded history, would occupy approximately 50 petabytes

7mn

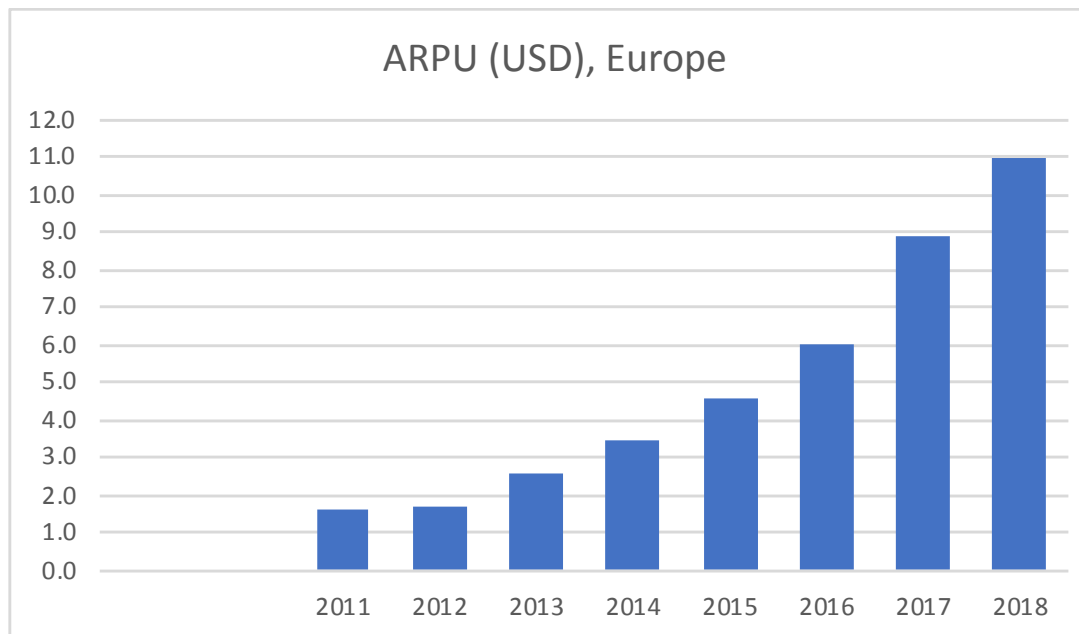
Active advertisers on FB in 2018

\$10.89

Average annual revenue per user in Europe in 2018



Source: Statcounter



Source: Statista