



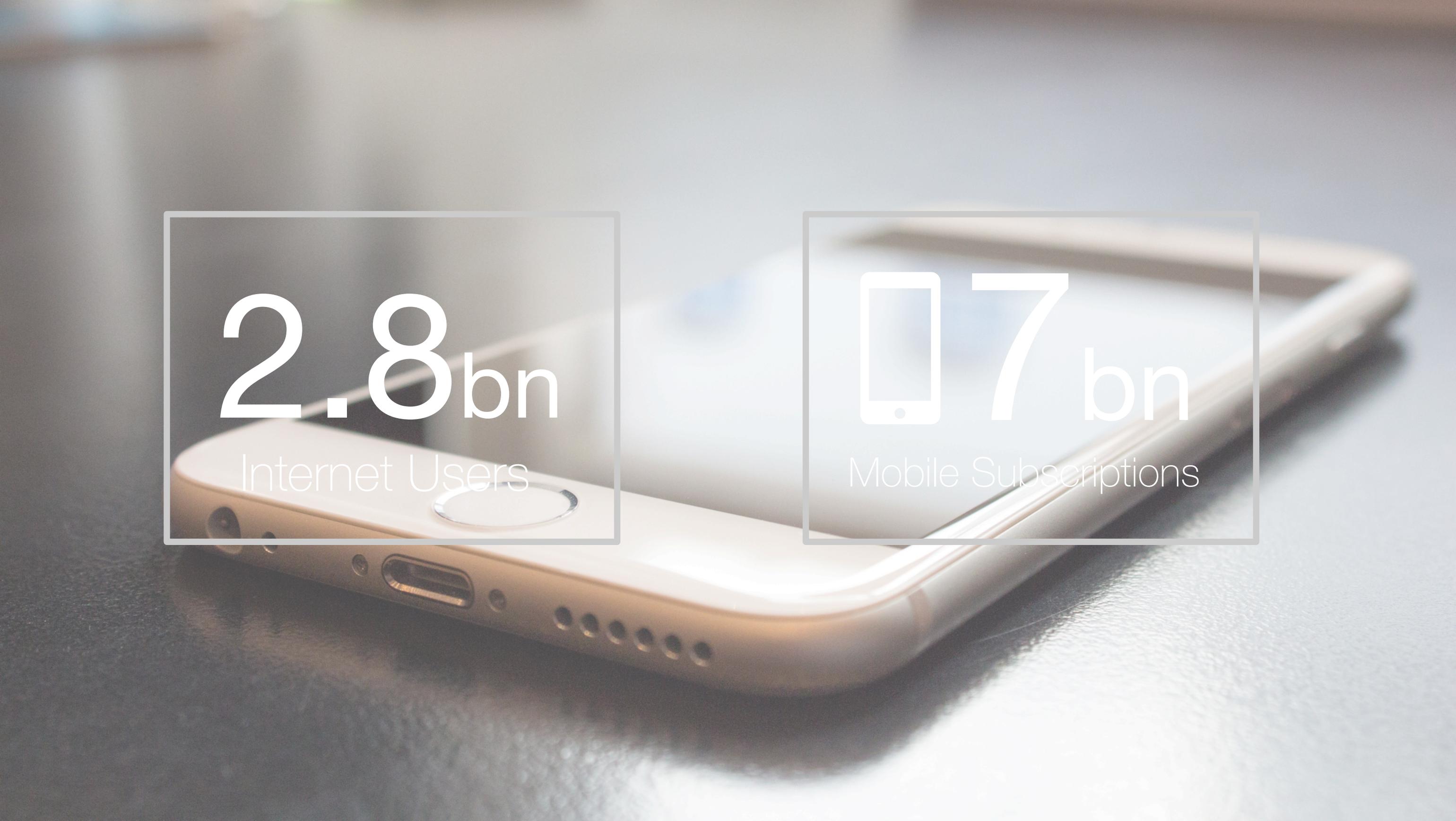
The Power of Relevance

Making Creative Connect

Steve Hatch

Managing Director, UK & Ireland
Facebook





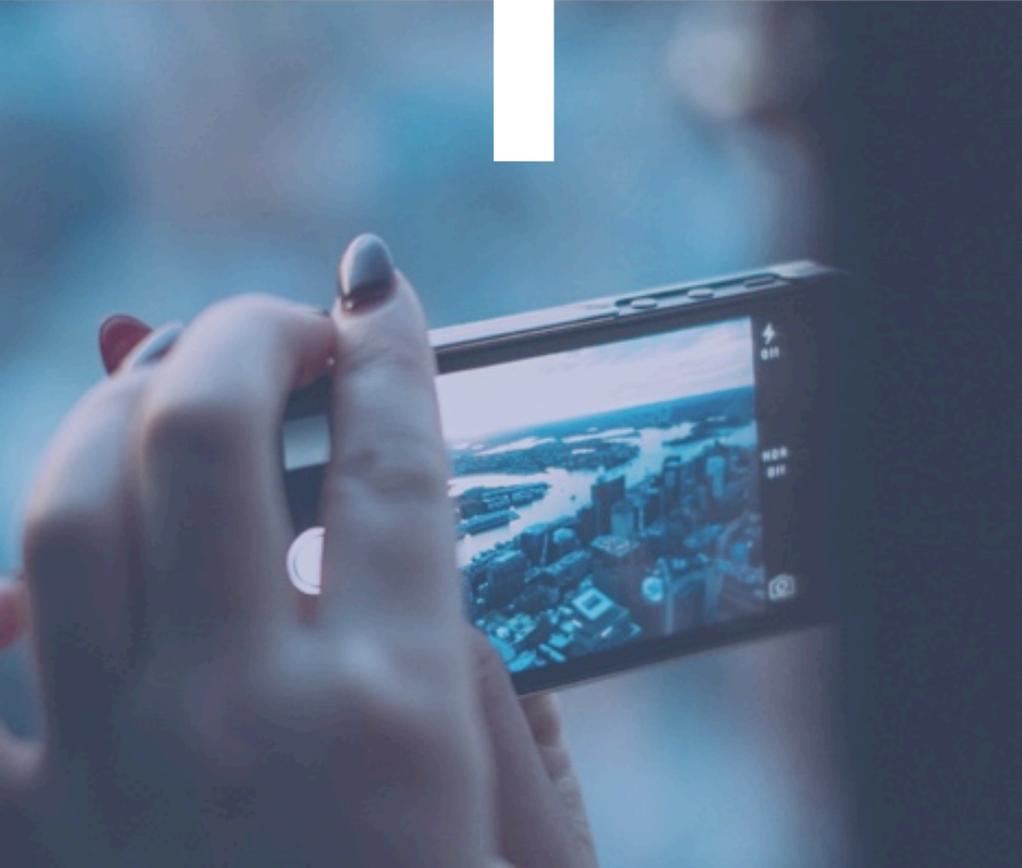
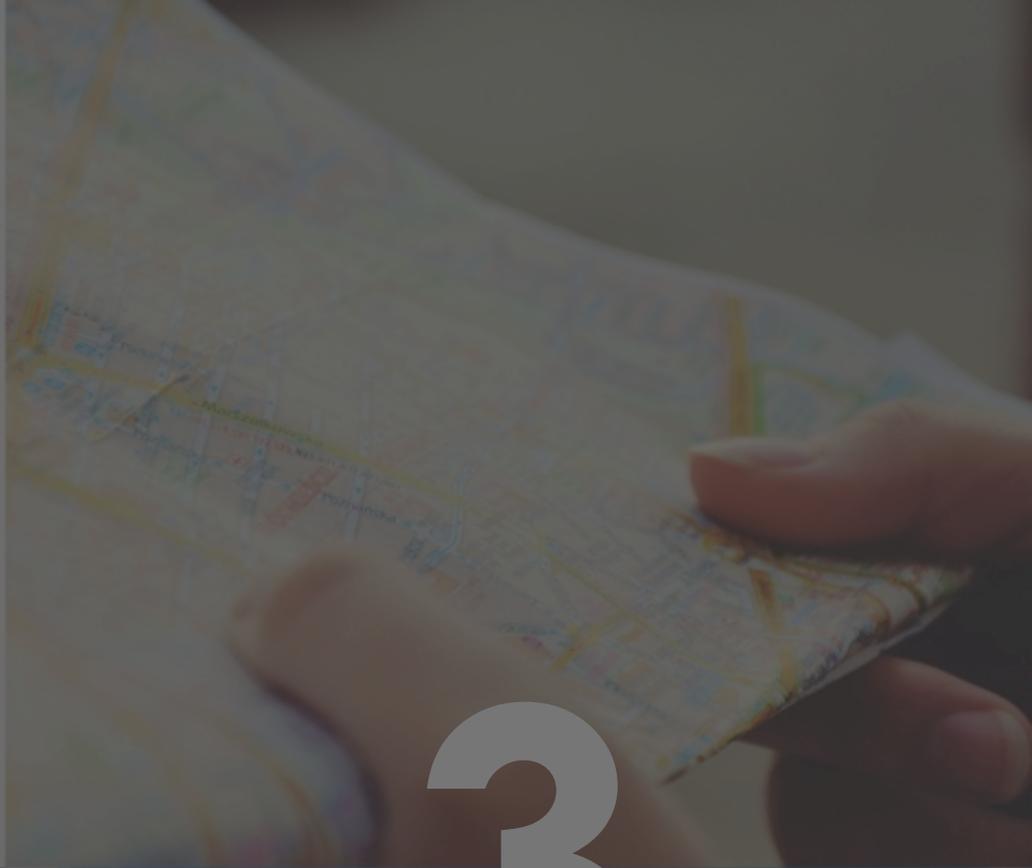
2.8bn

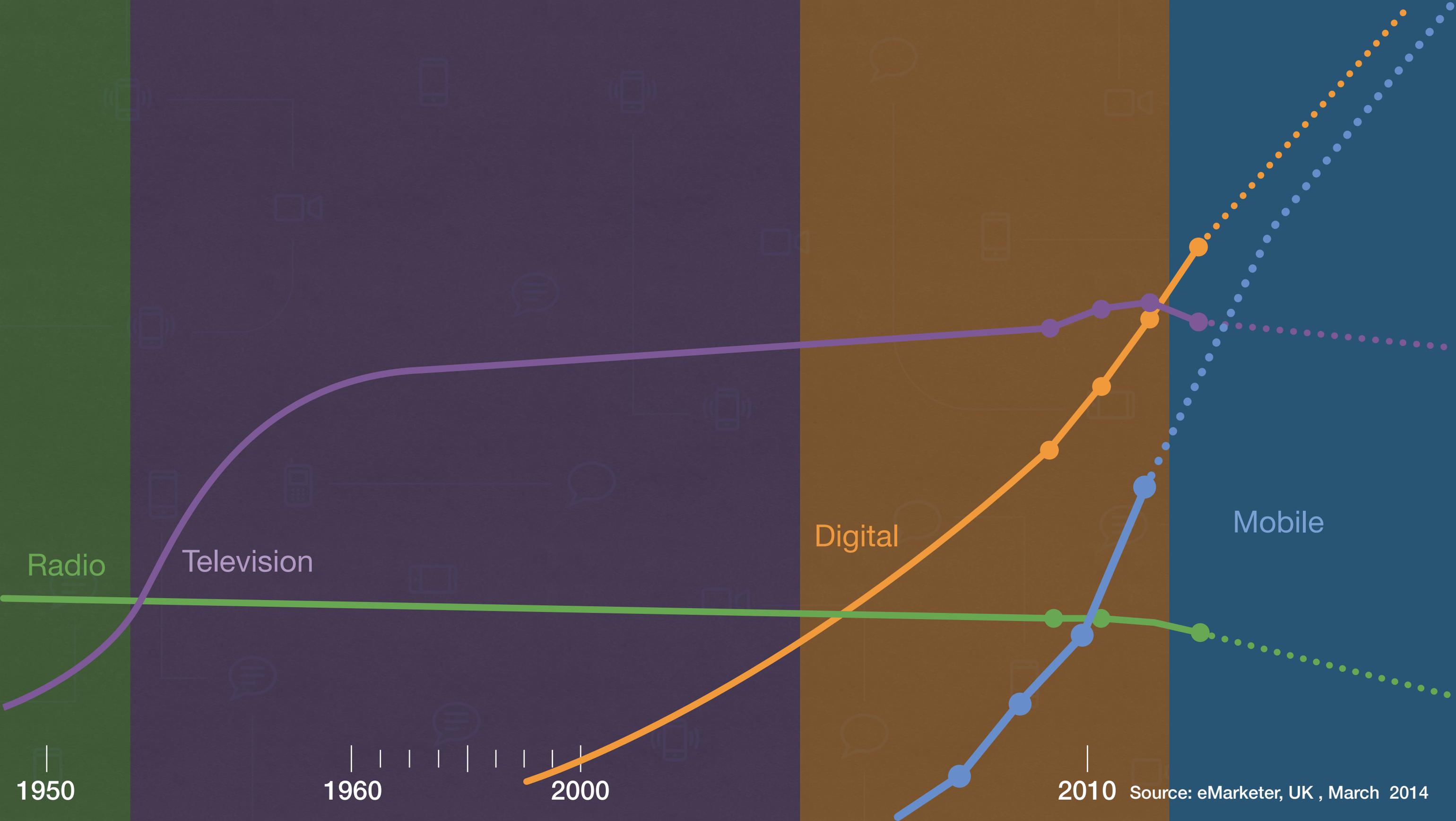
Internet Users

 0.7bn

Mobile Subscriptions







Radio

Television

Digital

Mobile

1950

1960

2000

2010

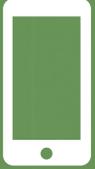
Source: eMarketer, UK, March 2014

35M

Monthly
Active Users

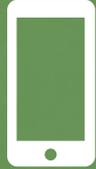
28M

Daily
Active Users



31M

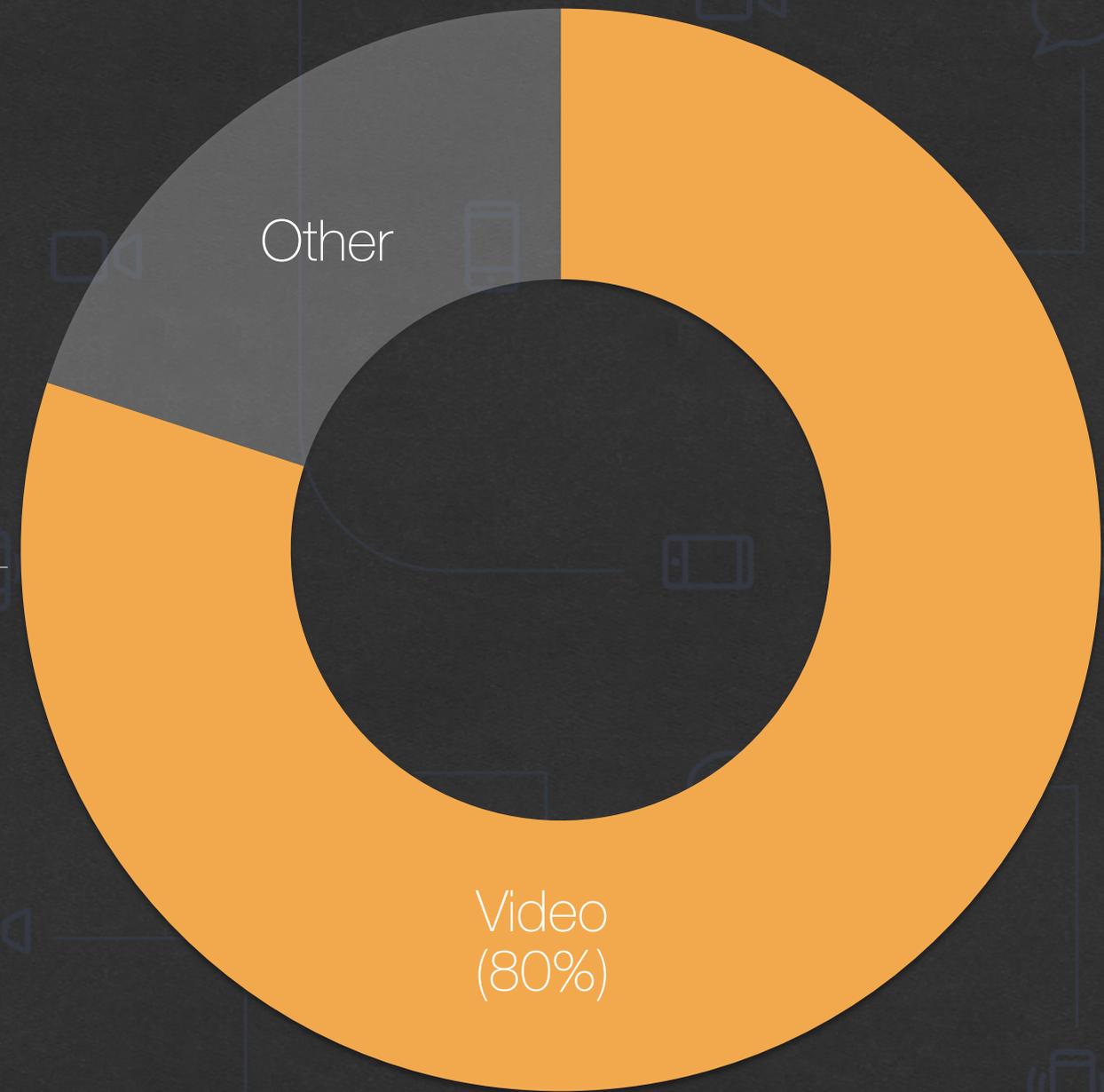
Mobile Monthly
Active Users



25M

Mobile Daily
Active Users

GLOBAL
INTERNET
TRAFFIC 2019



>4bn

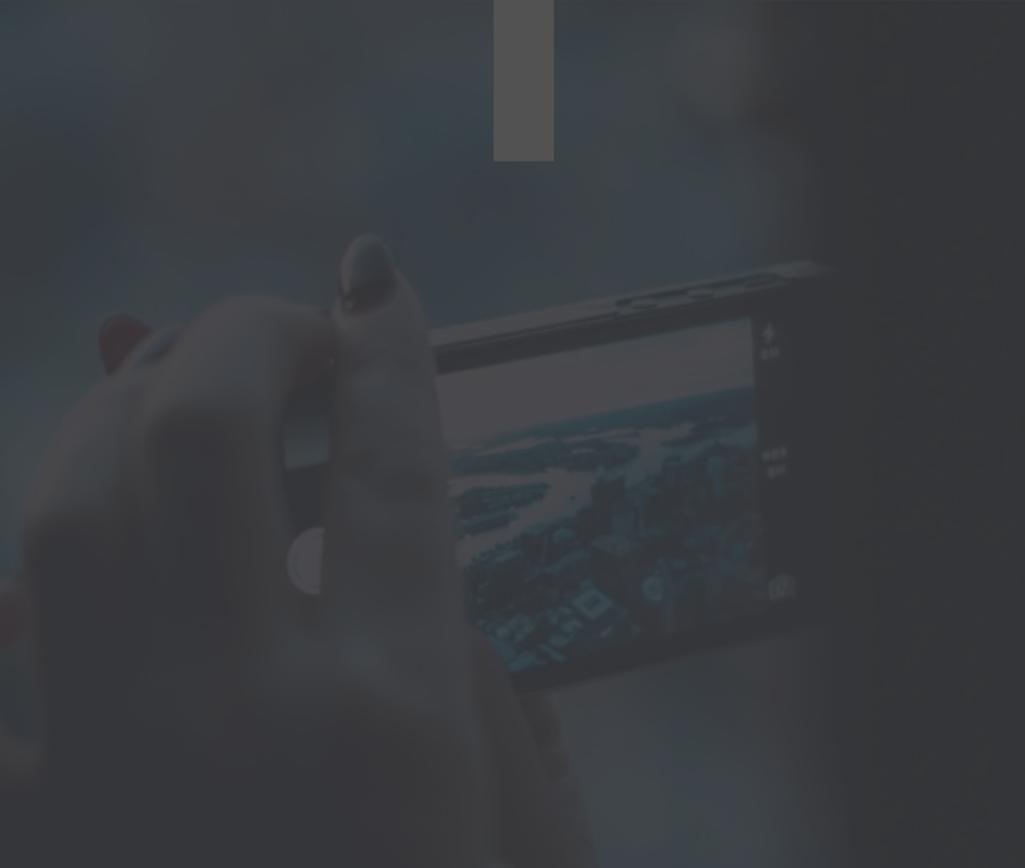
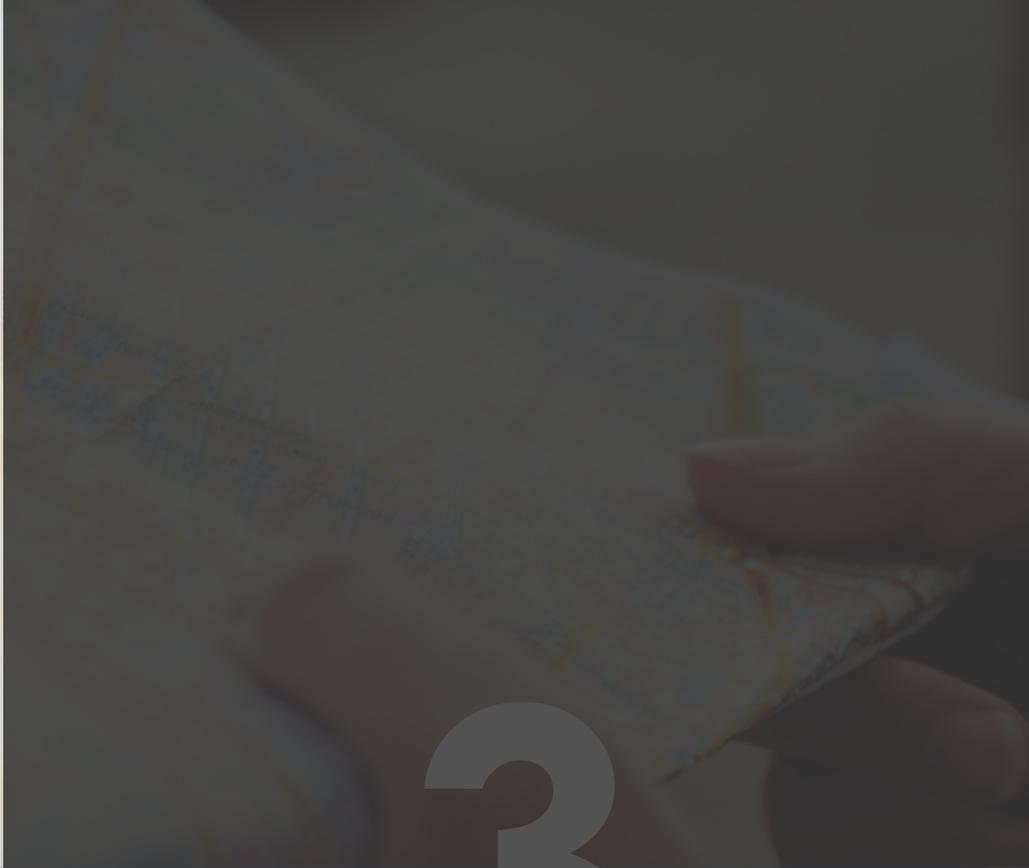
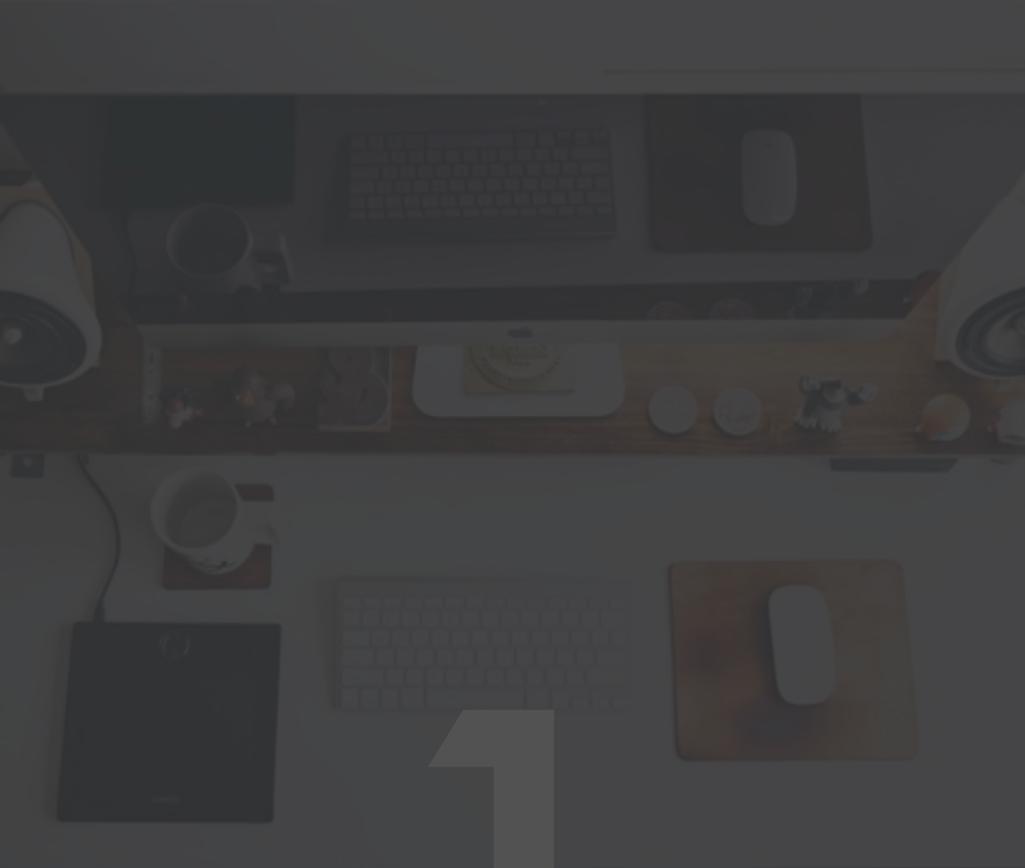
video views
EVERY DAY
on Facebook

75%

on
MOBILE

88%

growth in UK
VIDEO POSTS



2011

AT&T 3G 6:26 PM 66%

All Stories

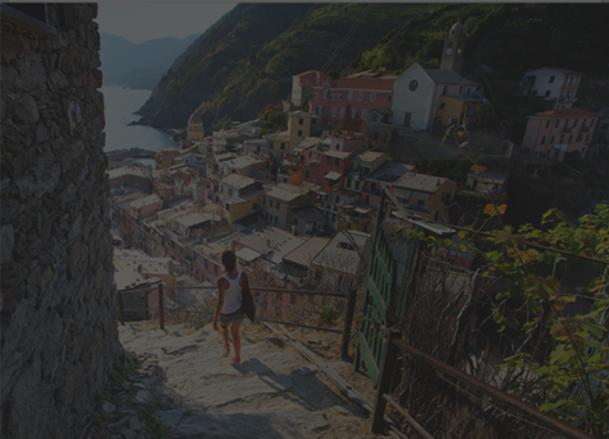
Danny Frenkel
i am thinking about quitting my job and becoming a ski bum.
1 hour ago near Palo Alto, CA
19 people 2 comments

Scott Reed
its 4:45pm and I am supposed to go to the gym at 8:00pm and in 15 minutes at 5:00pm I'd really just rather have a beer. or two.
2 hours ago in NY, NY
12 people 8 comments

Stephanie A. Fox
So grateful to my roomie Cheri for helping me move in. She helped me empty a minivan packed with stuff (including many books) into our 3rd floor apartment, when the elevator was broken.

2015

9:14 AM

Daniel Tomson
5 mins · 🌐
Day two on our backpacking adventure. Nothing but incredible views.

56 Likes · 18 Comments
Like Comment Share

Macy's
25 mins · 🌐
What an amazing day of granting wishes! Remember: your letters to Santa = \$1M for

News Feed Requests Messenger Notifications More

2018

9:14 AM

Search

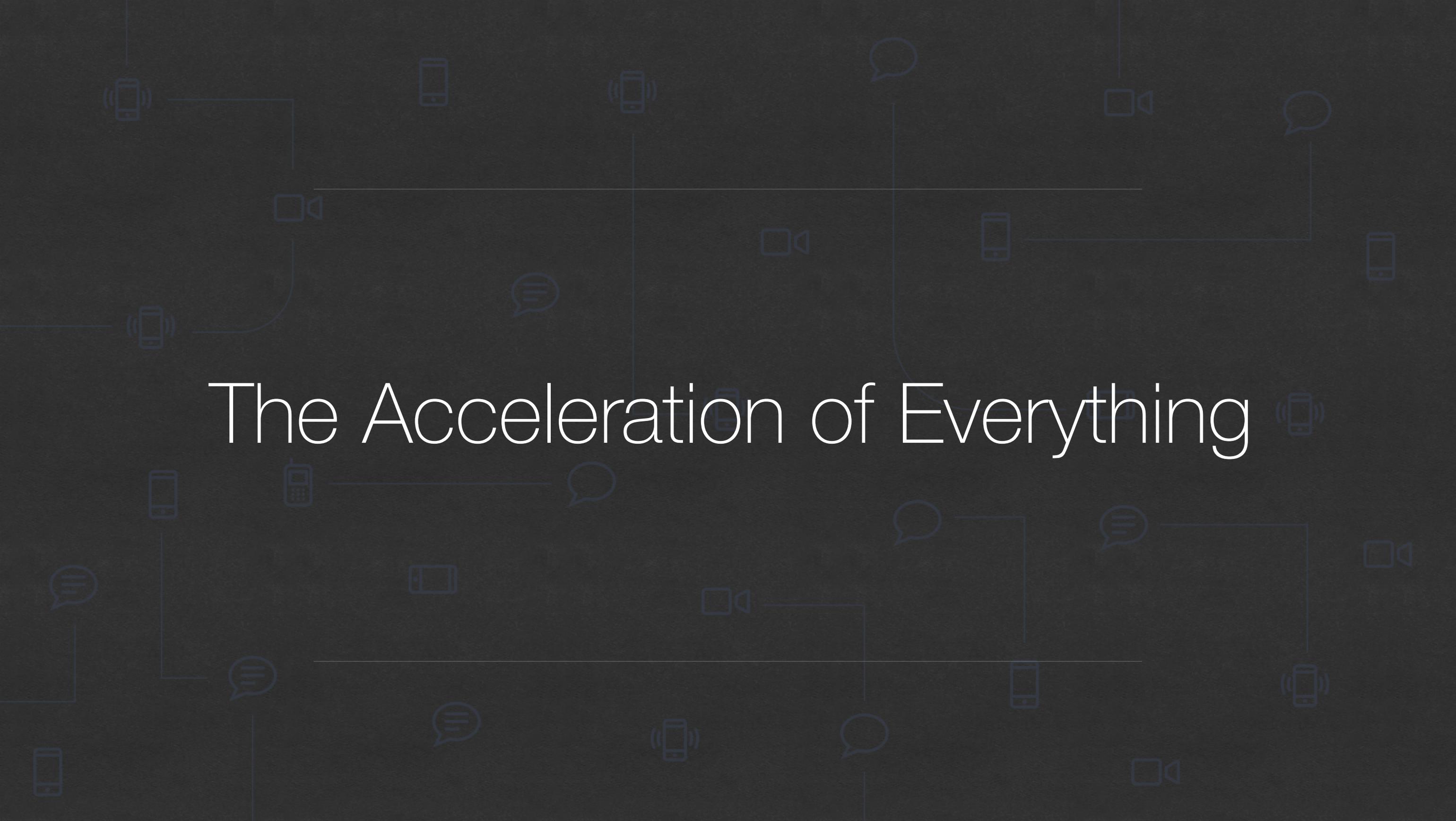
Status Photo Check In

ABC World News Tonight with David Muir
22 mins · Edited · 🌐
David Muir has #TheOneThing you need to know in today's #Facecast -- from the NFL controversy to the secrets in the new Star Wars trailer.

2.3K Likes · 188 Comments · 94.3K Views
Like Comment Share

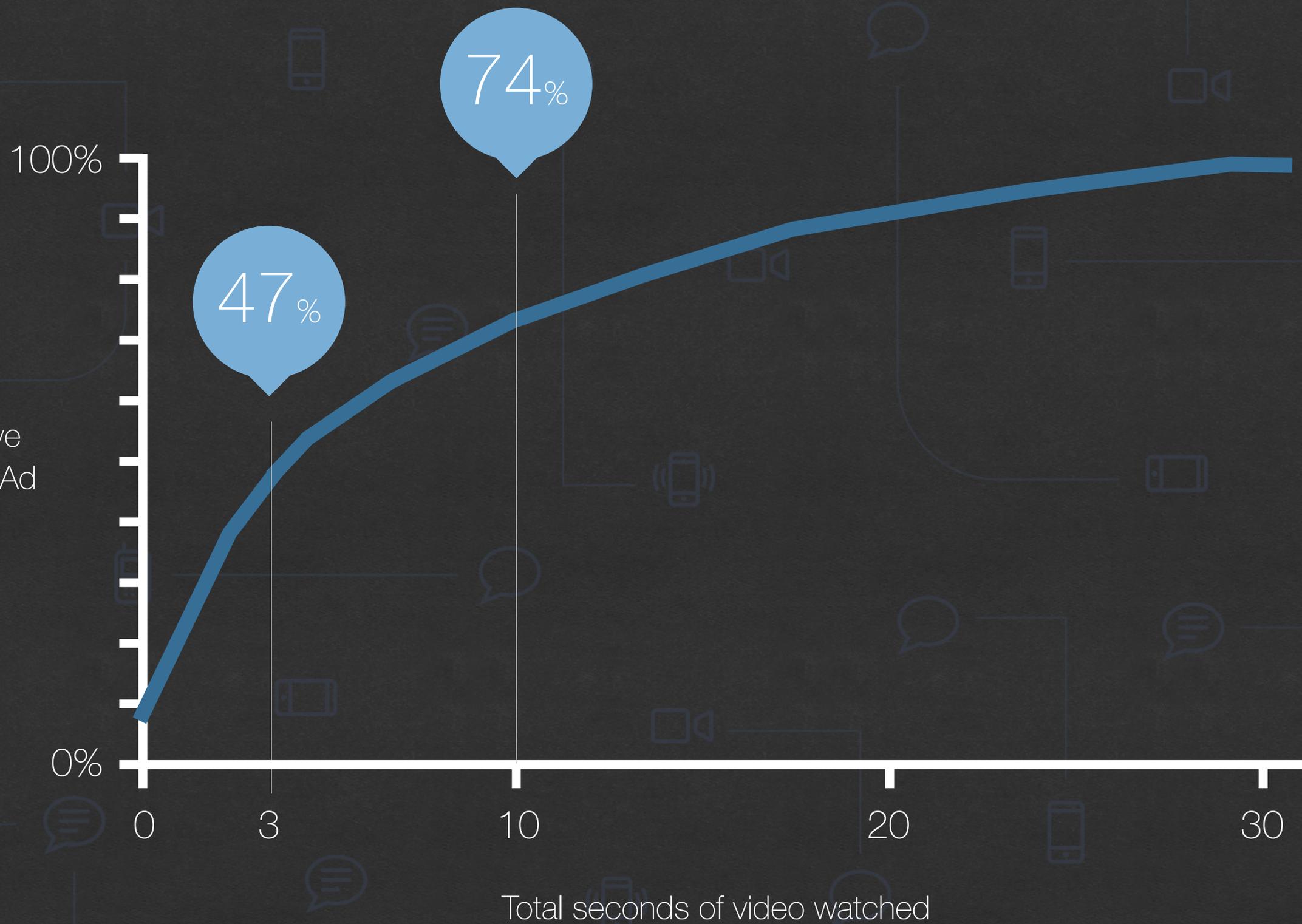
App Store
45 mins · ✨
Happy Holidays from Apple. Watch one musician use Apple products to make a special gift for her

News Feed Requests Messenger Notifications More

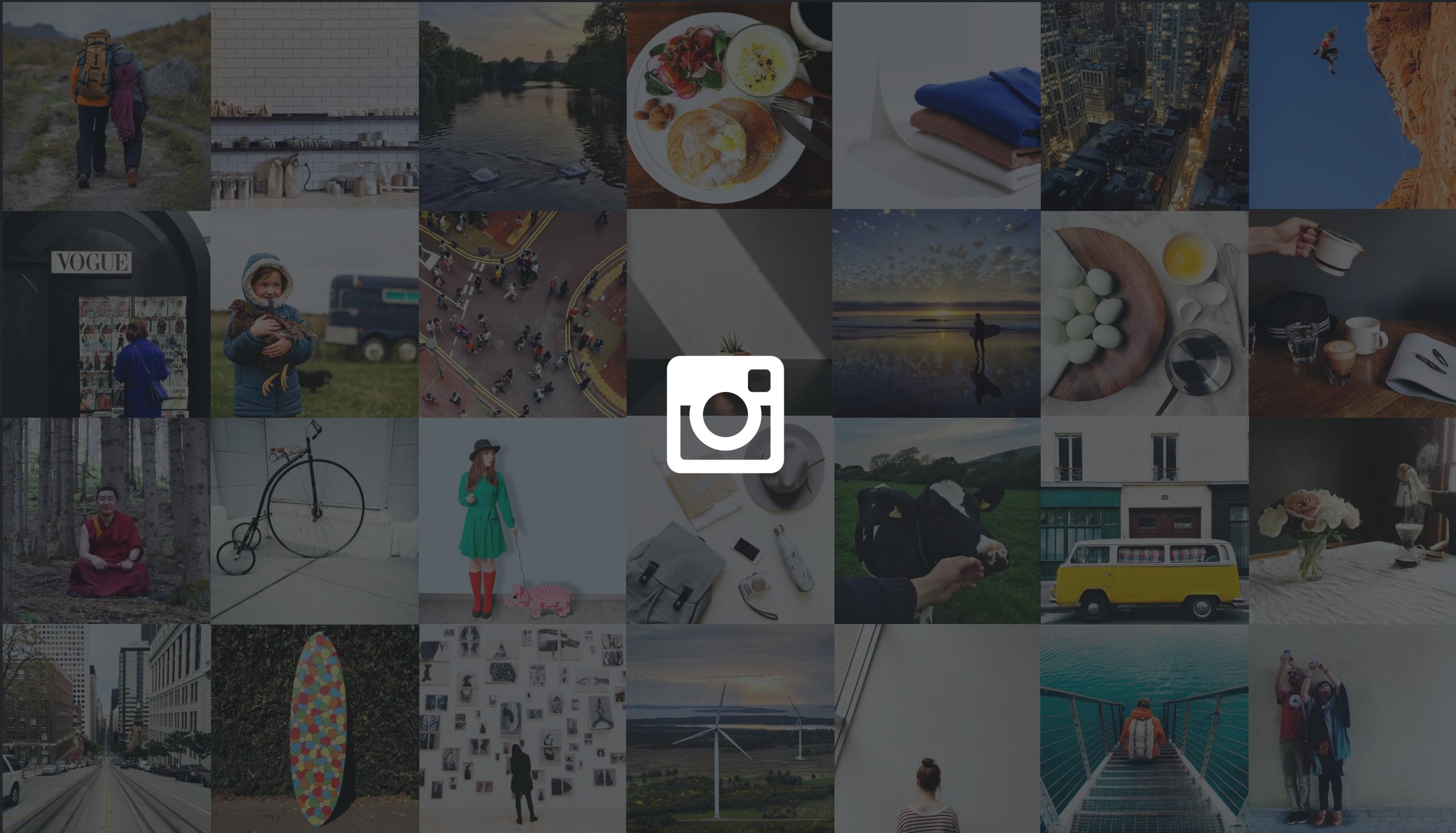
The background features a dark grey field with a network of thin, light grey lines. Scattered throughout are various icons representing digital communication: smartphones, speech bubbles, video cameras, and text messages. The central focus is the title text.

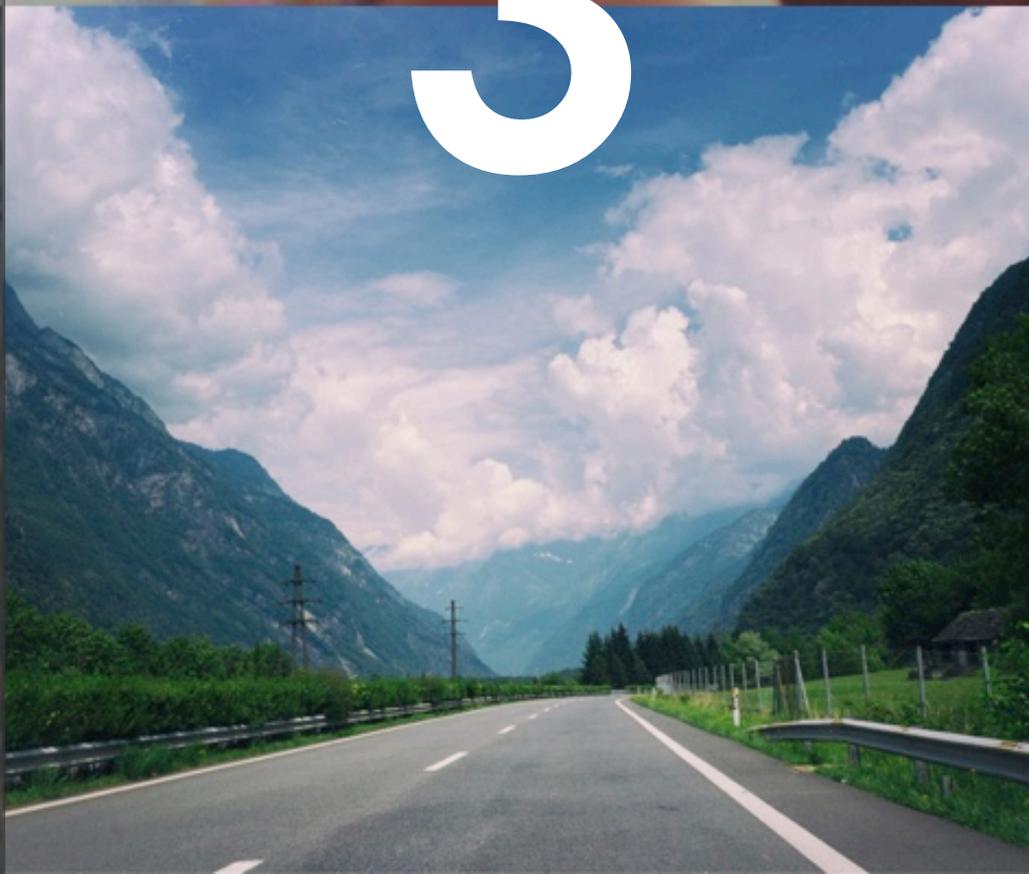
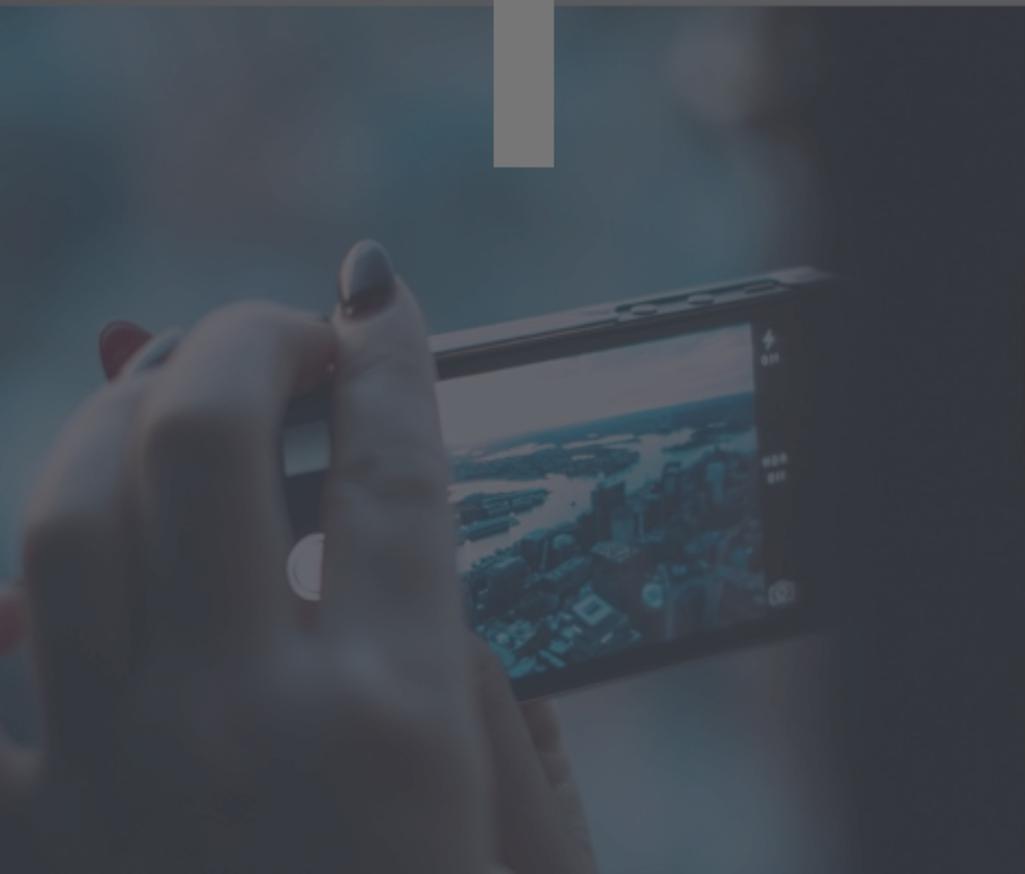
The Acceleration of Everything

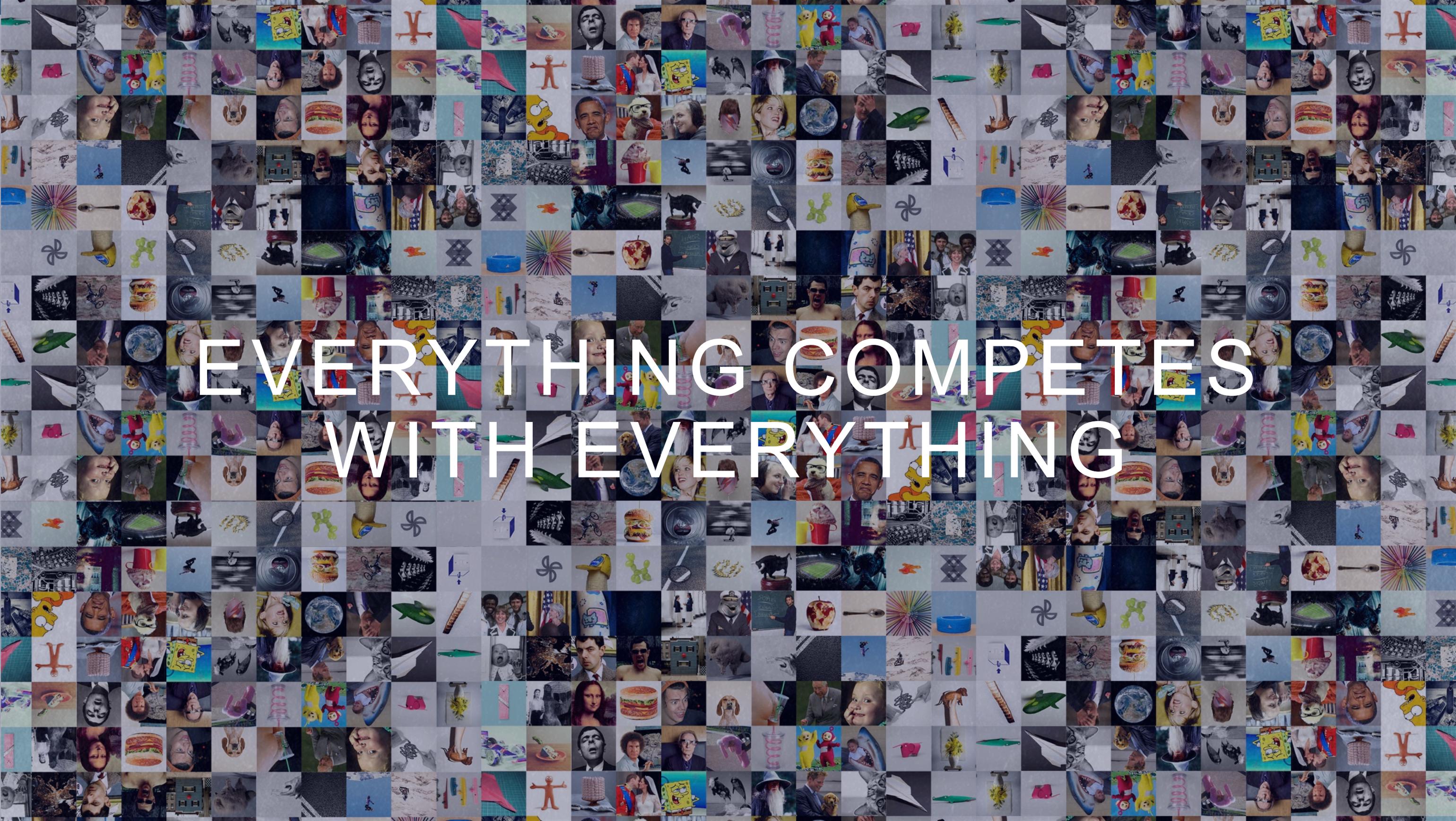
Cumulative
Impact on Ad
Recall



Total seconds of video watched

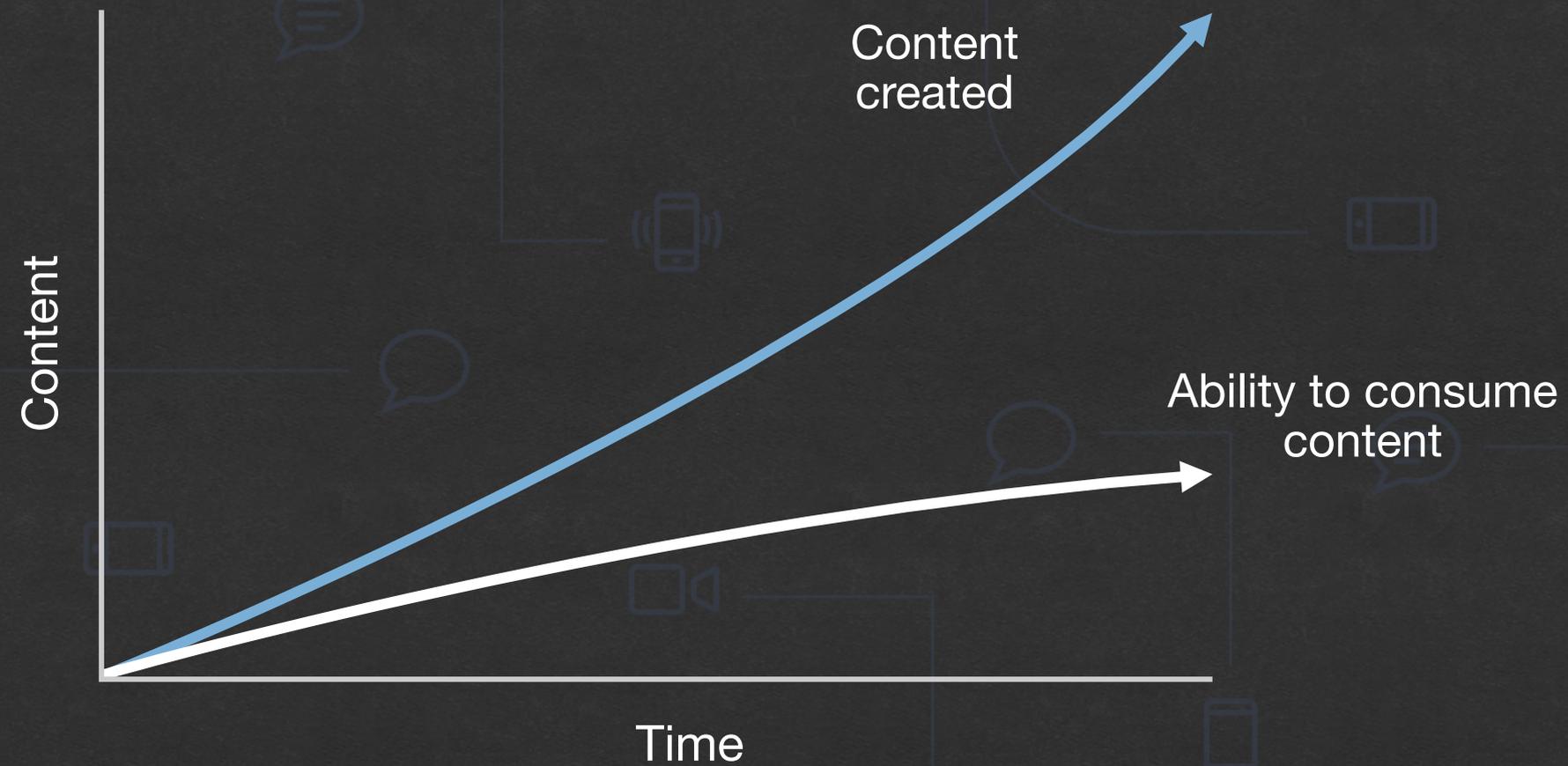






EVERYTHING COMPETES
WITH EVERYTHING

The gap between content creation and ability to consume content will continue to widen





1

FROM PHYSICS
TO CHEMISTRY

2

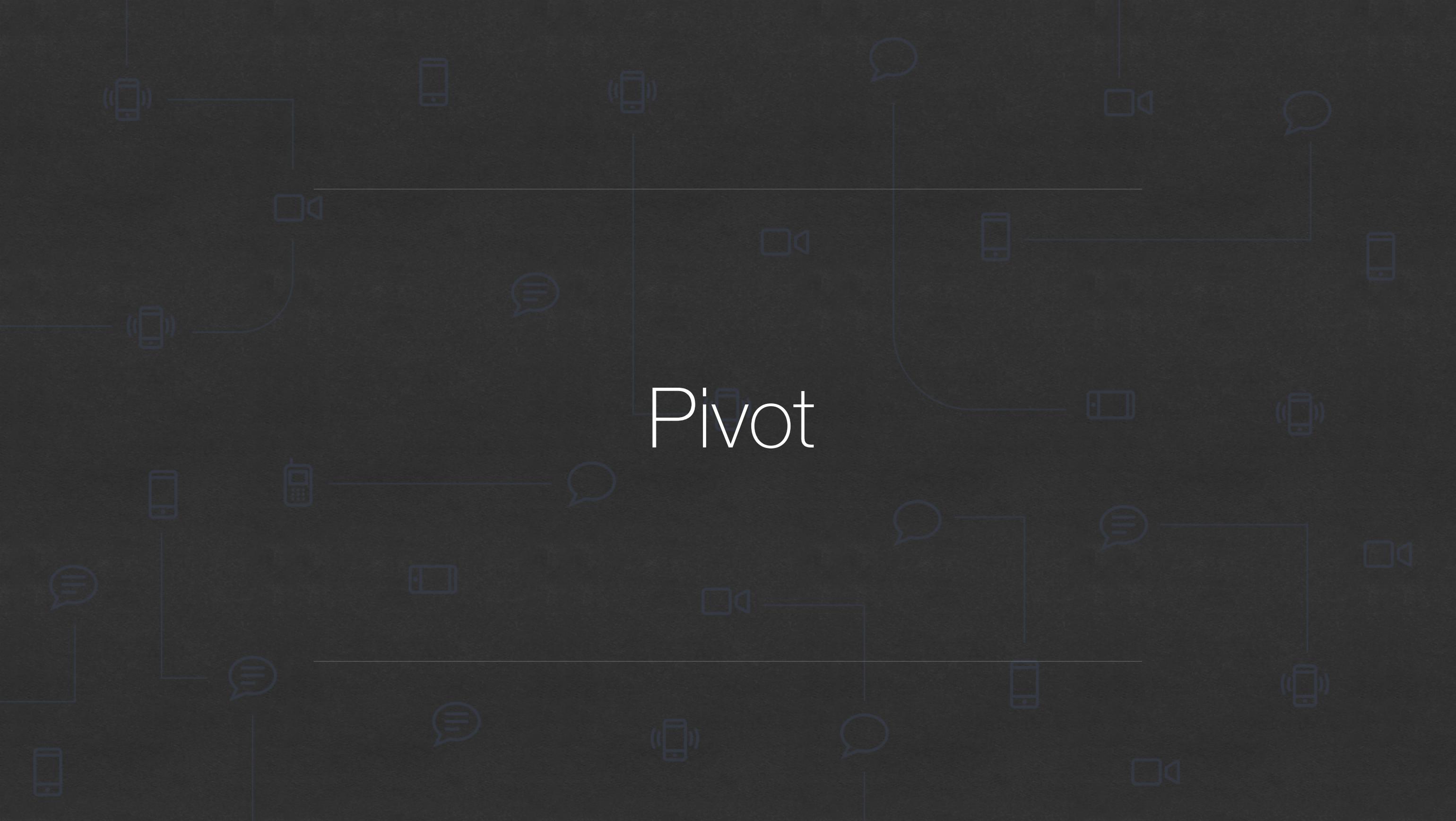
3



Personal



Story



Pivot

9:14 AM
40 Likes · 15 Comments · 2 Shares

Like Comment Share

Sport Chek uploaded a new video. ▼
December 20 at 9:00 PM · 🌐

Check out this Boxing Day deal! Reebok One Trainer 2.0 Men's training shoe, save 50%!
<http://bit.ly/1wQ7bLj>



355 Likes · 16 Comments · 100K Views

Like Comment Share

Jos Rebuck commented on this. ▼

News Feed Requests Messenger Notifications More

9:14 AM
40 Likes · 15 Comments · 2 Shares

Like Comment Share

Sport Chek uploaded a new video. ▼
December 20 at 9:00 PM · 🌐

Check out this Boxing Day deal! Nordica Firearrow F1 Men's ski boots, save 60%!
<http://bit.ly/1wQ7bLj>



355 Likes · 16 Comments · 100K Views

Like Comment Share

Scott Sullivan
Yesterday at 18:23 · Instagram · 👤

News Feed Requests Messenger Notifications More

9:14 AM
40 Likes · 15 Comments · 2 Shares

Like Comment Share

Sport Chek uploaded a new video. ▼
December 26 at 9:00 PM · 🌐

Check out this Boxing Day deal! Reebok Women's sports leggings, save 40%!
<http://bit.ly/1xsDeDG>



136 Likes · 13 Comments · 48.9K Views

Like Comment Share

Nicole Gregory
1 hour ago 👤

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LEXUS

#LexusNX



LEXUS

#LexusNX



LEXUS

#LexusNX

LEXUS

#LexusNX

LEXUS

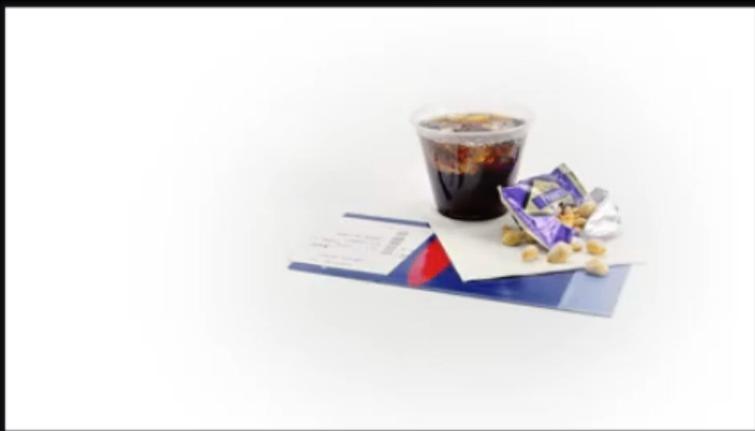
#LexusNX

LEXUS

#LexusNX

LEXUS

#LexusNX



LEXUS

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Men under 25

Interstellar Movie
Sponsored

Are you ready to experience new worlds?
See **Interstellar Movie** everywhere Friday.



Likes · Comments · Shares

Like Comment Share

Men 25+

Interstellar Movie
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Our destiny lies above us. See **#Interstellar** NOW in 70MM IMAX, 70MM Film or 35MM Film, everywhere tomorrow.



Likes · Comments · Shares

Like Comment Share

Women under 25

Interstellar Movie
Sponsored

See Matthew McConaughey in Interstellar NOW in select formats & everywhere 11/7. Get tickets here: bit.ly/24fws



Likes · Comments · Shares

Like Comment Share

Women 25+

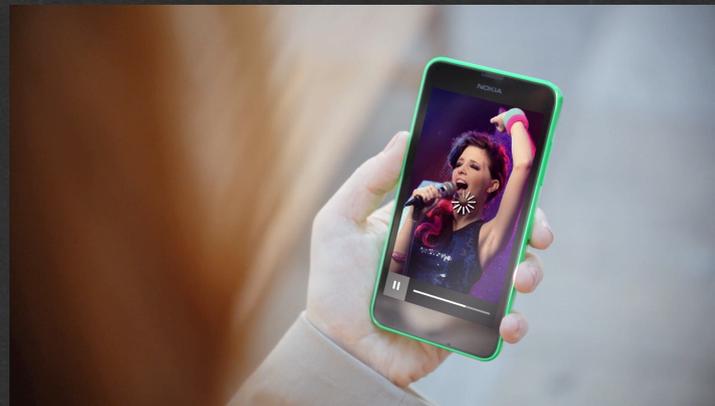
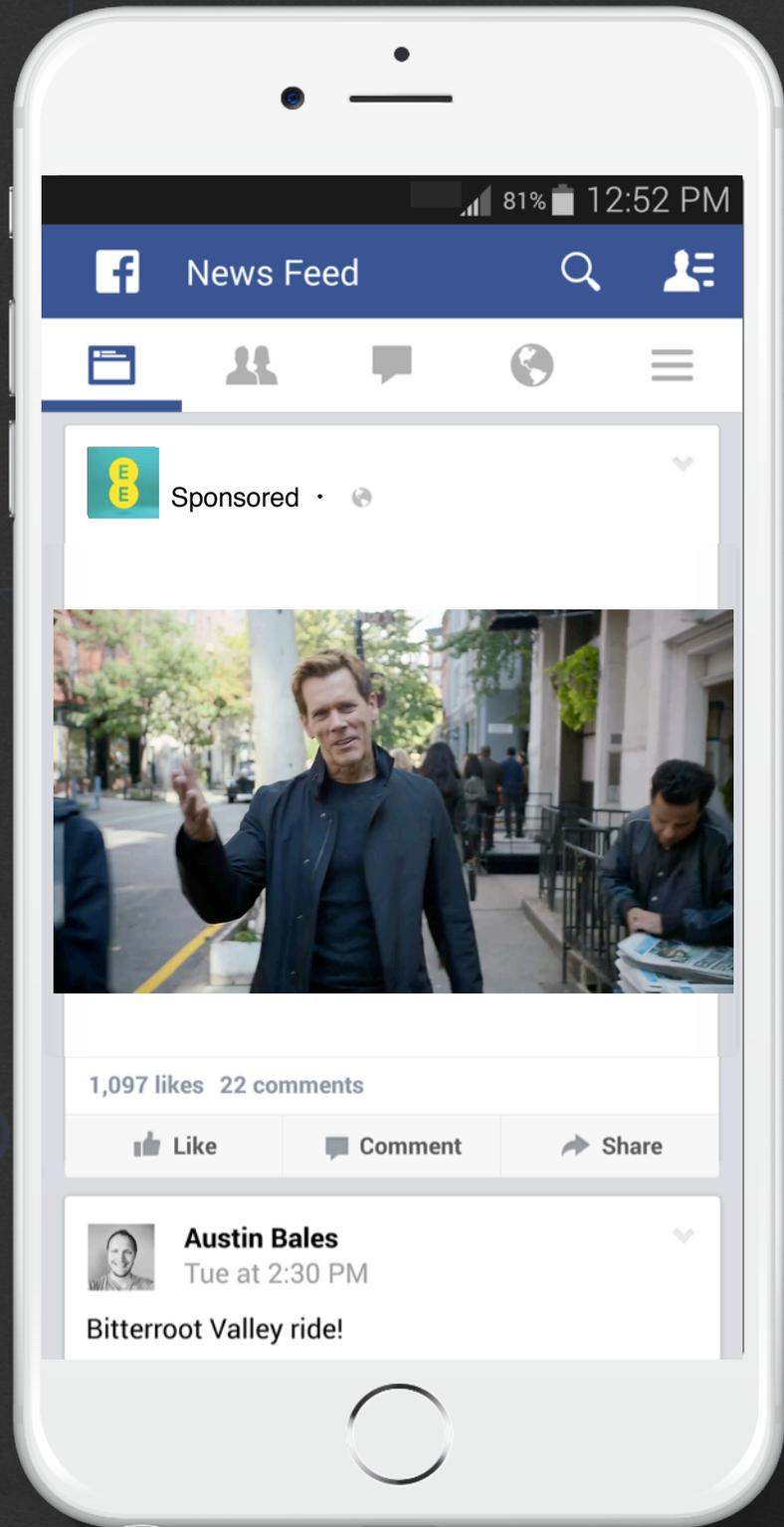
Interstellar Movie
Sponsored

When you become a parent, one thing becomes really clear: you want to make sure your children feel safe. -Cooper **#Interstellar**

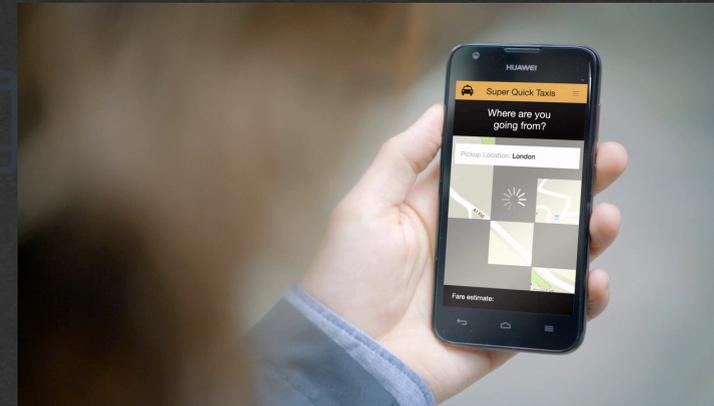


Likes · Comments · Shares

Like Comment Share



1.2M UK LOVERS OF THE VOICE



6.4M LONDON DWELLERS



14M UK FOOTBALL LOVERS

Search



Status

Photo

Check In

Suggested Post



Philadelphia Italia

Sponsored

Con una colazione così, il weekend comincia oggi.

Philadelphia
PANCAKES
MIRTILLI





ON THE AIR

CLARA, LU, 'N' EM

those witty but wacky housewives who argue and chat about this and that—give you a lift and a laugh every...

MON., WED., FRI.

WISN--10:00 A. M.

Pillsbury's Best Enriched Flour







Thank You