

Facebook Users by the Numbers

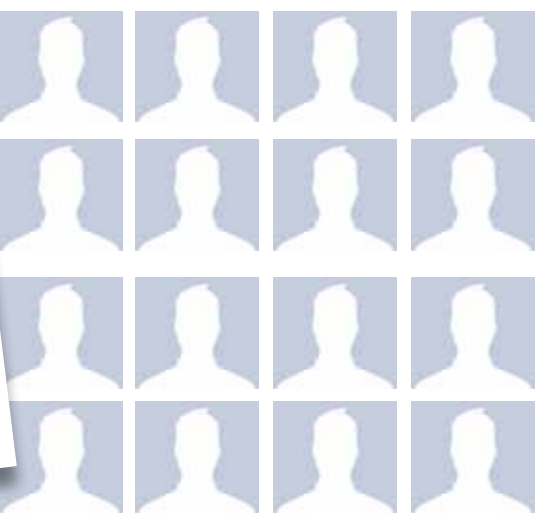
THERE ARE
845
million
monthly active users
on Facebook.

483
million
return to
the site daily.

360
million
users are active
6 out of 7 days.

These users upload
more than
250 million
photos
to the site
each day.

Facebook
stores
more than
100 petabytes
of photos
and video.



as of
DECEMBER 31, 2011,
there have been
more than

100
billion
friend connections

Big Money

Facebook
made

1 billion
in **2011**
on total revenue
of **\$3.7**
billion.



In 2010, it made
\$606 million
(88% increase
year over year).

That
makes
each
Facebook
profile
worth about

\$43.79



Mark Zuckerberg made
\$1.5 million
in total compensation
last year on salary of
\$500,000.

COO Sheryl Sandberg made
\$30 million
on a base salary of
\$300,000.

Zuckerberg holds
28 percent
of the company,
which puts his net
worth around
\$28 billion
assuming a
valuation of
\$100 billion.

Next year, **Zuckerberg** will earn a **base salary of \$1.**

Part of **Zuckerberg's** 2011 compensation was
\$692,679 in **chartered jet services** as part
of his "**comprehensive security program.**"

Social gaming
company **Zynga**
accounted for
approximately
12% of
Facebook's
total revenue.

44
percent of
2011 revenue came
from **outside**
the **US.**

Advertising
accounted for
85%
of Facebook
revenue
in 2011

Last year,
Facebook spent
\$388 million on
research and
development.
That's from
\$144 million in
2010 and \$87
million in 2009.

