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## "IT IS A GUARANTEE" THAT FACEBOOK WILL HAVE OVER 1 BILLION USERS



Facebook now has more than 500 million global users, which means big advertising revenues. In fact, revenues for Facebook are well over \$1 billion per year. This year, Facebook is projected to roll out with \$1.285 billion. According to eMarketer, 65% of Facebook's ad revenue comes from the US.

Facebook's projections for next year are even more stunning. The social network mammoth is project to bring more than \$1.75 billion. That's more than 30% growth year-to-year. Myspace, the former top social networking site, will likely see their revenues fall to a fraction of that, with just less than \$300 million in ad revenue for the fiscal year of 2010-11. Senior analyst with eMarketer, Debra Aho Williamson, said, "Brand advertisers are making Facebook a core buy. Ad spending is building quickly and the mass audience is one that marketers cannot ignore any longer. Mark Zuckerberg, Facebook's creator, told the Cannes Lions Internation Advertising Festival that "it is almost a guarantee" that Facebook will, in the future, have over 1 billion users.

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