

## EXHIBIT 69

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

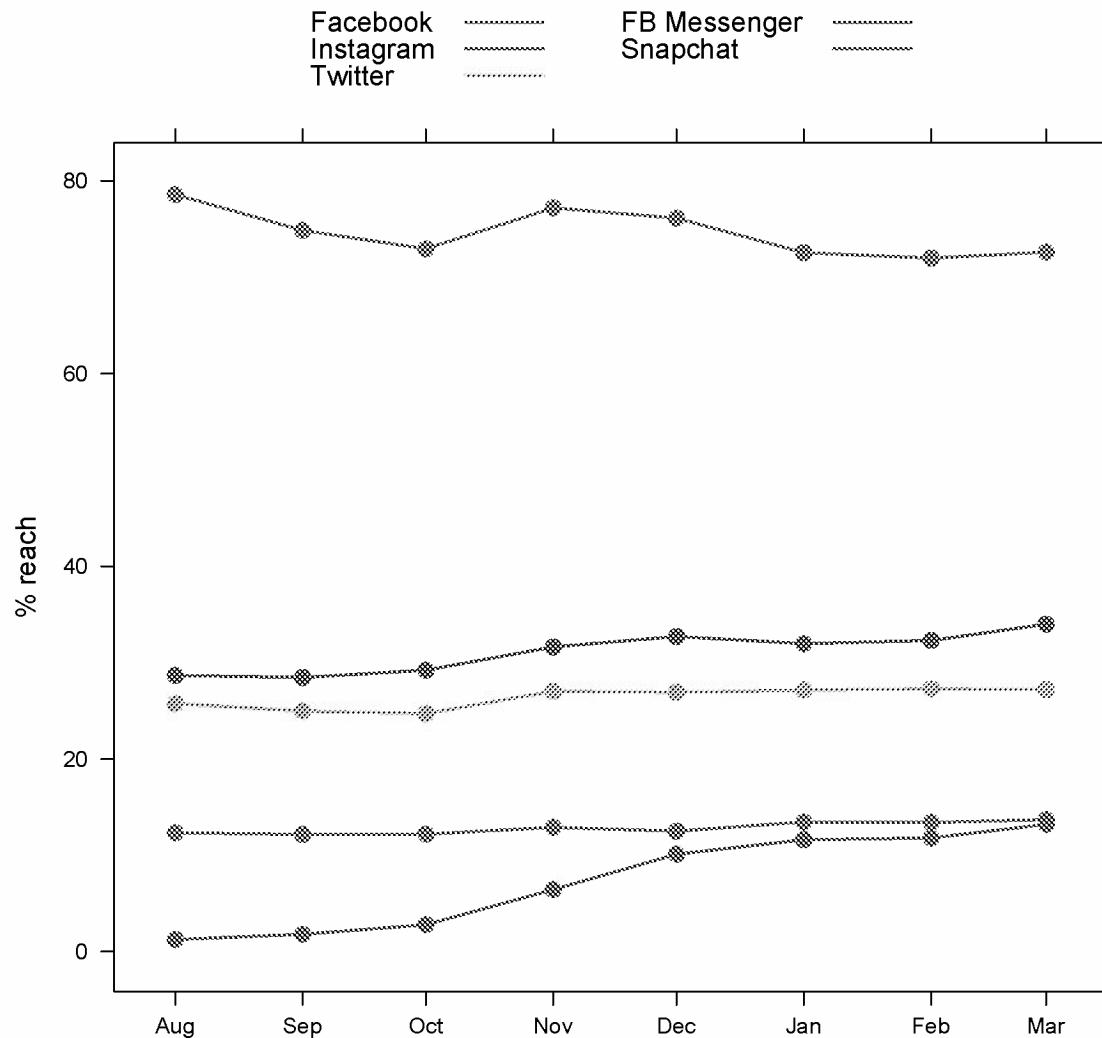
facebook

# Industry update

April 26, 2013

# US mobile apps (iPhone)

US iPhone App Reach, Aug 2012 - Mar 2013 (source: Onavo)

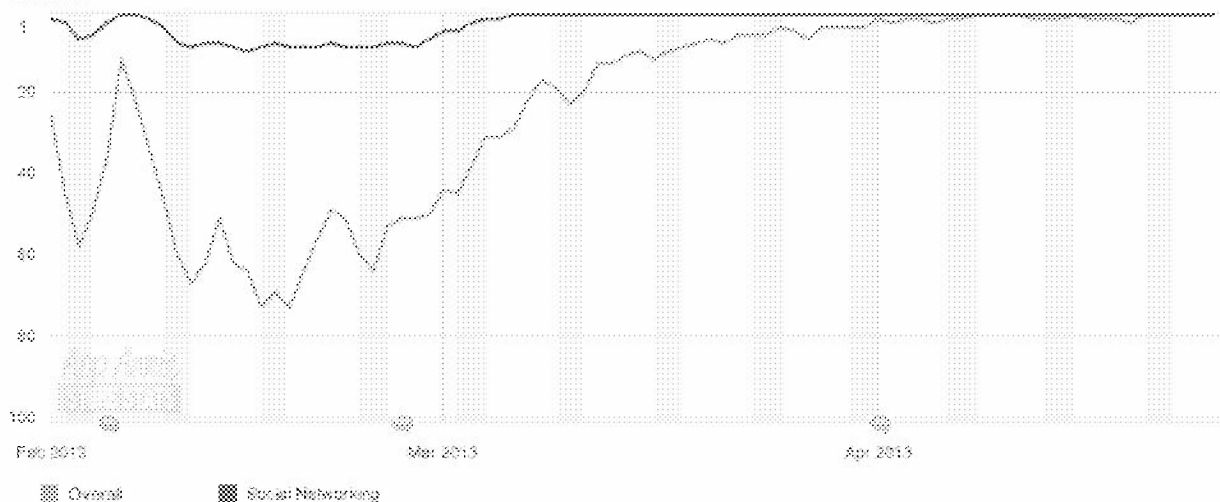


	<u>% Reach,</u>			<u>Rank</u>	
	<u>Mar.</u>				
Facebook	72.6%	+0.6	1	---	
Instagram	34.0%	+1.7	3	---	
Twitter	27.2%	+0.1	6	---	
FB Msgr	13.7%	+0.2	15	---	
Snapchat	13.2%	+1.6	16	+4	
Pinterest	11.3%	+0.2	20	+1	
WhatsApp	8.6%	+0.3	30	---	
Tumblr	5.9%	+0.4	43	+3	
foursquare	5.0%	+0.2	57	+1	
Vine	3.9%	+1.2	71	+25	
Google+	2.9%	-0.2	97	-4	
Path	1.0%	+0.1	243	+22	

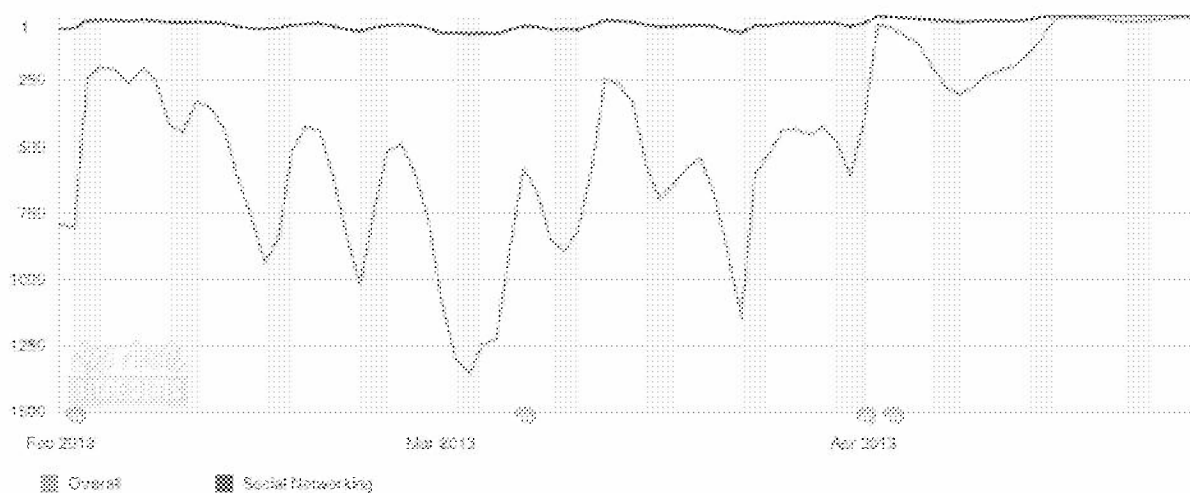
source: Onavo

# US emerging mobile apps

 **Vine: #1 overall / #1 social networking in US iTunes store**



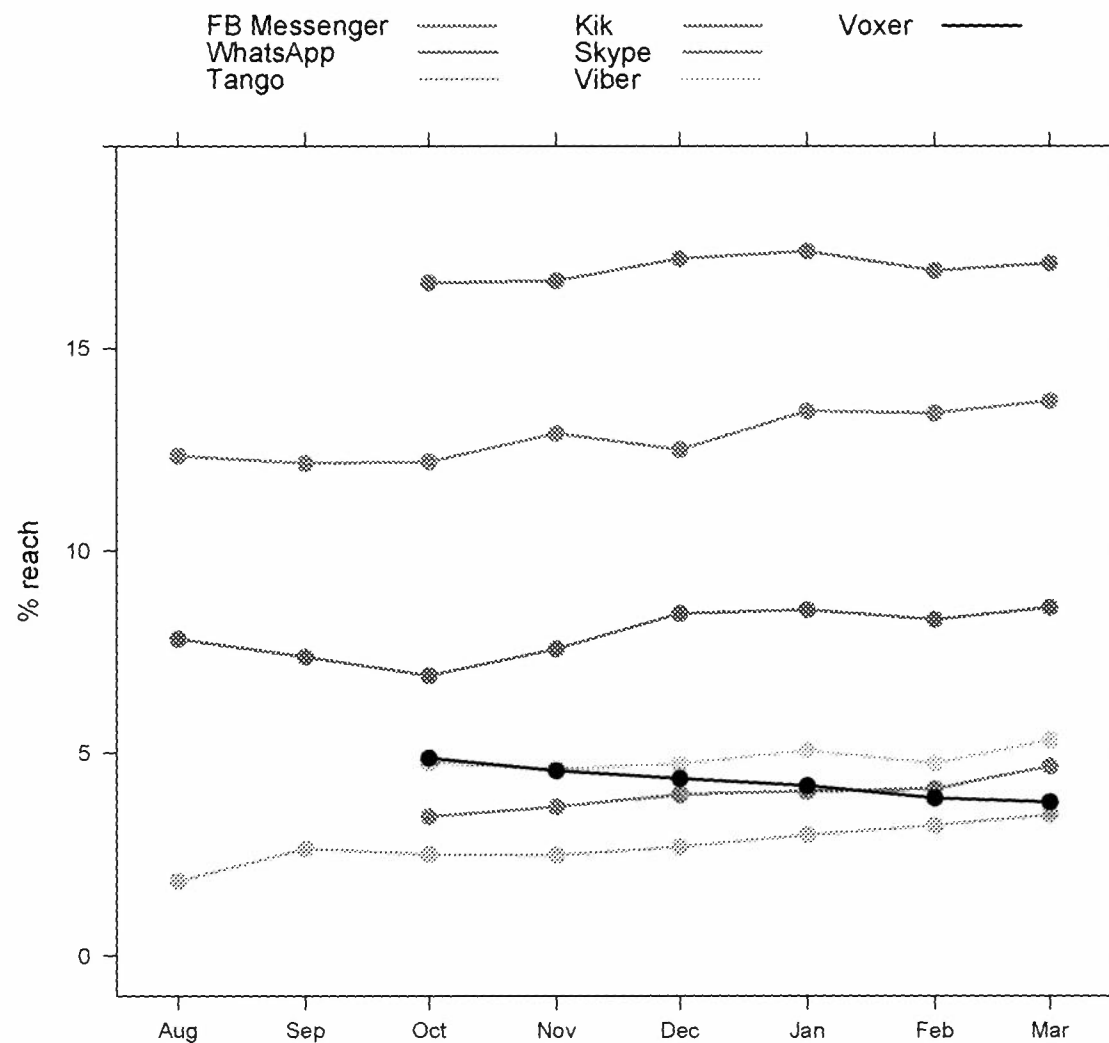
 **Path: #9 overall / #2 social networking in US iTunes store**



source: AppAnnie

# US mobile messenger apps (iPhone)

US iPhone App Reach, Aug 2012 - Mar 2013 (source: Onavo)

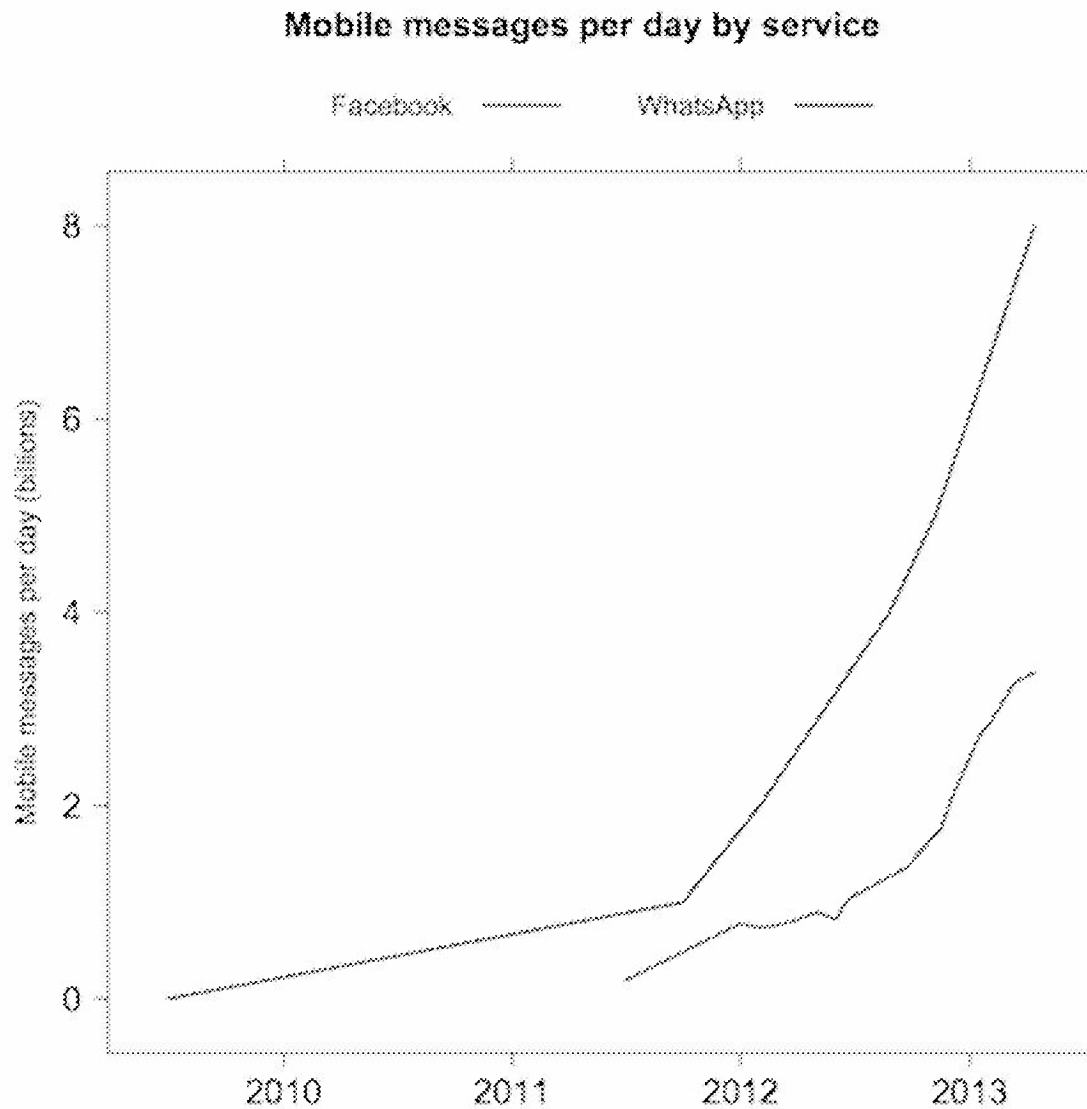


## March % Reach

Skype	17.1%
FB Messenger	13.7%
WhatsApp	8.6%
Viber	5.3%
Kik	4.7%
Voxer	3.8%
Tango	3.5%
GroupMe	2.4%
Line	1.4%
KakaoTalk	1.2%
MessageMe	0.5%

source: Onavo; \*Nielsen

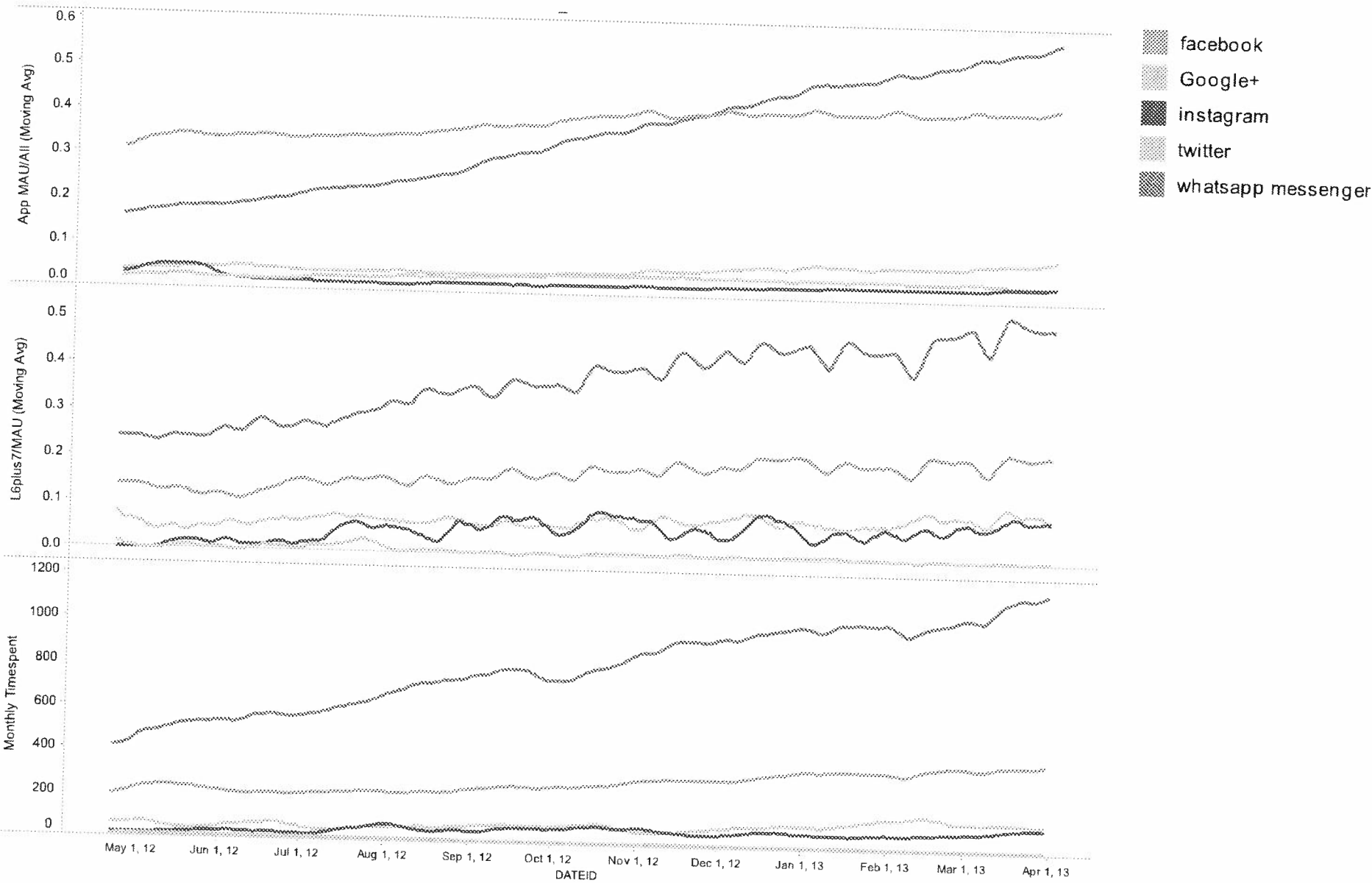
# WhatsApp message sends



## Message sends/day

WhatsApp	8.2 billion
Facebook (mobile)	3.5 billion
Facebook (mobile + web)	11.5 billion

India mobile apps (Android)



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FB-01367817

# Dashboards

**Web** industry data with user actions:

<https://our.intern.facebook.com/intern/data/portal/gem/industry/overview>

**Mobile** ad-network data: <https://clients.onavo.com> (email for login)