

## EXHIBIT 70

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

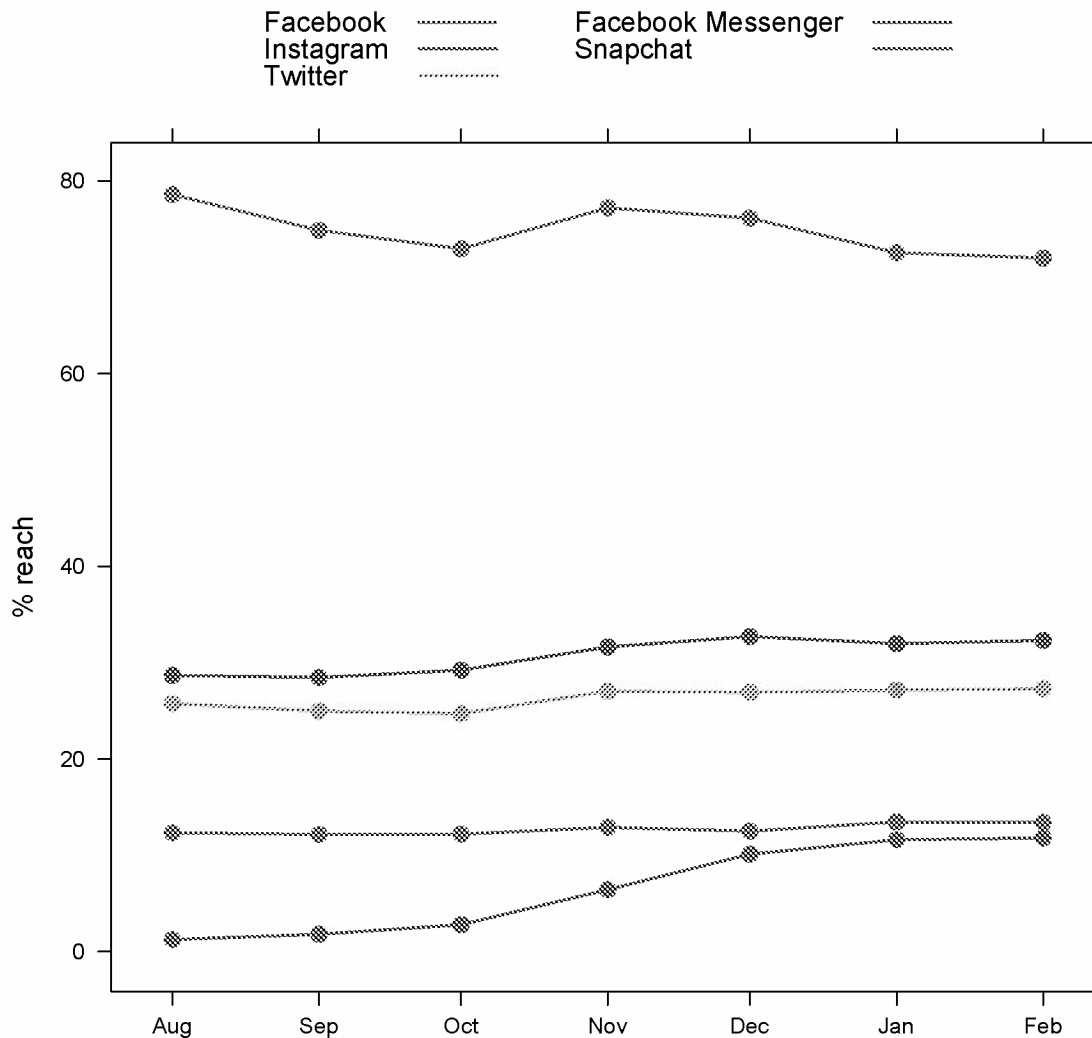
facebook

# Industry update

March 15, 2013

# US mobile apps (iPhone only)

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

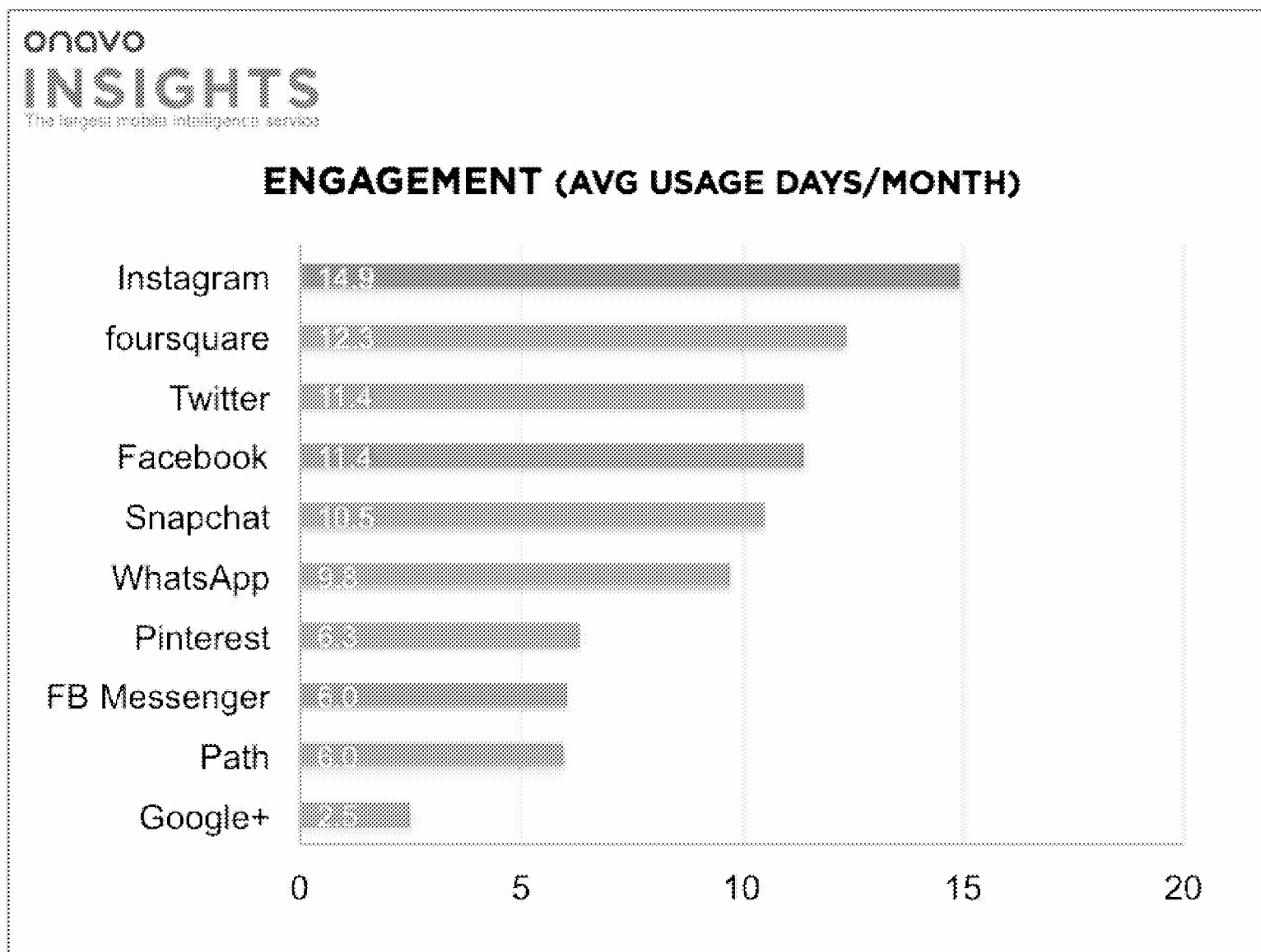


## February % Reach

Facebook	72.0% (-0.5 pts)
Instagram	32.3% (+0.3 pts)
Twitter	27.1% (+0.1 pts)
FB Messenger	13.5% (-0.1 pts)
Snapchat	11.6% (+0.2 pts)
Pinterest	10.6% (+0.1 pts)
WhatsApp	8.3% (+0.0 pts)
foursquare	4.8% (-0.0 pts)
Google+	3.1% (N/A)
Vine	2.7% (N/A)

source: Onavo

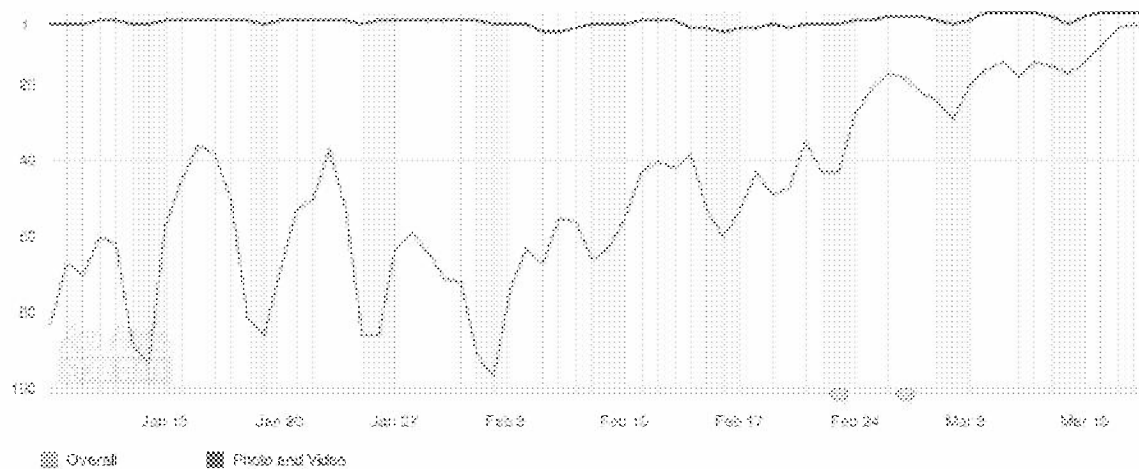
# US mobile apps (iPhone only)



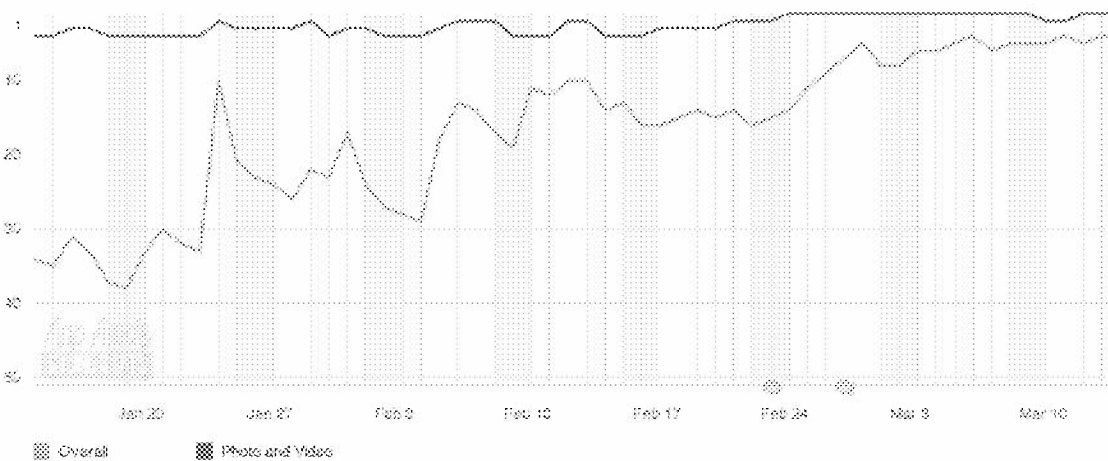
source: Onavo

# Snapchat app-store ranks

## United Kingdom: #1 Photo/Video; #5 Overall



## New Zealand: #1 Photo/Video; #5 Overall



source: AppAnnie

# Global web data dashboard

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