

Mark Zuckerberg has regrets: 'I'm really sorry that this happened'

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Mark Zuckerberg has regrets.

"I'm really sorry that this happened," the Facebook (FB) CEO told CNN's Laurie Segall in an exclusive TV interview on Wednesday.

News broke this weekend that Cambridge Analytica, a data firm with ties to President Donald Trump's 2016 campaign, accessed information from 50 million Facebook users without their knowledge, and might have kept that data even after Facebook told the company to delete it.

The revelation put Facebook and Zuckerberg under the microscope for their handling of user data and privacy.

Zuckerberg addressed the scandal publicly through a Facebook post on Wednesday. He wrote that the company made "mistakes" and outlined how it has changed its policies to make sure that user data is protected.

"I wish we'd taken those steps earlier," Zuckerberg told Segall. "That ... is probably the biggest mistake that we made here."

In 2014, Facebook changed its platform to limit the amount of data that third-party developers could access.

Aleksandr Kogan, the data scientist who passed along data to SCL Group and its affiliate Cambridge Analytica, built a Facebook app that drew data from users and their friends in 2013. He was allowed access to a broad range of data at the time.

Though Kogan's data was properly obtained, he breached Facebook's policy when he shared that information with a third party, Facebook has said. When Facebook learned about the information being shared, it asked Cambridge Analytica to

destroy the data. Cambridge said it had.

But a former contractor, Christopher Wylie, disputes that Cambridge Analytica destroyed the user data.

Zuckerberg told Segall that he regrets taking Cambridge Analytica at its word. "This was clearly a mistake," he said.

Zuckerberg said Facebook plans to alert everyone whose data was accessed by Cambridge Analytica. But he added that he wishes the company hadn't waited so long to tell people what happened.

"That's definitely something that, looking back on this, I regret that we didn't do at the time," he told CNN. "I think we got that wrong."

And he said he's made other mistakes along the way.

"I started this when I was so young and inexperienced," the 33-year-old Zuckerberg said. "I made technical errors and business errors. I hired the wrong people. I trusted the wrong people," he said.

"I've probably launched more products that have failed than most people will in their lifetime."

But ultimately, he said, he's learned from his missteps.

"That's the commitment that I try to have inside our company, and for our community."

Apple doesn't aspire to acquire massive companies like Netflix or Disney.

Instead, it's pouring money into smaller investments that focus on how people will be using and consuming media in the future, according to Apple senior vice president Eddy Cue.

In a discussion with CNN's Dylan Byers at SXSW in Austin, Texas, on Monday, Cue said the company isn't "throwing things up against the wall" to see what sticks.

"The financial part ... isn't the issue," Cue said. "The issue," he said, is finding the right investments.

Earlier in the day, Apple (AAPL) announced it is acquiring Texture, a digital magazine subscription service known as the "Netflix for magazines." Financial terms were not disclosed.

The service, which costs \$9.99 per month for 200 magazine downloads, will be integrated into current Apple News offerings. Apple News provides iOS users personalized news and information from a variety of news organizations.

"We want to give you a bit of serendipity to see all of what's out there," Cue said. "We're not trying to just give you the most popular stuff for you but some of the articles that you should be reading. We want that serendipity."

It's no secret Apple isn't short on funds. In its last earnings report, Apple reported it has \$285 billion cash on hand. That's enough to potentially buy a media big hitter like Netflix (NFLX).

But Cue insisted going big on acquisitions is not Apple's strategy. The company would rather make strategic investments that boost "quality" content and services.

For now, Apple will remain focused on

distributing other companies' TV apps and content, such as ESPN and other sports channels, he said. The company intends to make it easier for consumers to find and watch programming on various channels through push notifications sent to mobile devices.

But that's not to say Apple isn't going big on one media strategy. According to Cue, Apple is "all in" on TV.

"We hope we bring some amazing, great-quality stuff. We'll have a few surprises," he said. "We think there are ways to leverage technology to make the viewing experience even better."

Last year, the company created its own original programming with "Planet of the Apps," starring Jessica Alba, Gwyneth Paltrow, will.i.am and entrepreneur Gary Vaynerchuk. (The show received mixed reviews). It's now reportedly developing Steven Spielberg's science fiction series "Amazing Stories," among other series.

However, Cue admitted the company still needs help developing its original programming vision.

"We don't really know how to create shows," he told attendees. "We were cognizant of that."

He said the company spent two years trying to find the right executives to run its original programming department, which they hired last year. About 40 people are now on that team.

"We don't try to sell the most smartphones or tablets in the world – we try to make the best one," Cue said. "When you think of content, great storytelling is what's important. You get storytelling from big name people and also get it from new and up-and-comers."