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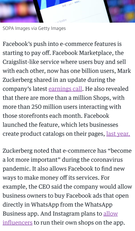
Facebook Marketplace has 1 billion users

Facebook's future is all about shopping.

Karissa Bell
Senior Editor
Thu, Apr 29, 2021 2 min read



SOPA Images via Getty Images

Facebook's push into e-commerce features is starting to pay off. Facebook Marketplace, the Craigslist-like service where users buy and sell with each other, now has one billion users, Mark Zuckerberg shared in an update during the company's latest earnings call. He also revealed that there are more than a million Shops, with more than 250 million users interacting with those storefronts each month. Facebook launched the feature, which lets businesses create product catalogs on their pages, last year.

Zuckerberg noted that e-commerce has "become a lot more important" during the coronavirus pandemic. It also allows Facebook to find new ways to make money off its services. For example, the CEO said the company would allow business owners to buy Facebook ads that open directly in WhatsApp from the WhatsApp Business app. And Instagram plans to allow influencers to run their own shops on the app.

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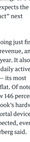

"We're investing in building the future of commerce," Zuckerberg said. "We have a long way to go to build out a full-featured commerce platform across our services. This modern commerce system is going to bring together a number of areas where we either already have strong offerings like in ads, community tools and messaging with areas like shops and business messaging and payments."

Facebook warned last quarter that 2021 would bring "uncertainty" as the company navigates the effects of Apple's iOS 14.5 update, which requires users to agree to ad-tracking. CFO Dave Wehner said the company now expects the update to "begin having an impact" next quarter.

So far, though, the company is doing just fine. It reported last year $26 billion in revenue, an increase of 48 percent from last year. It also grew its user base to 1.88 billion daily active users, though growth in the U.S. – its most lucrative ad market – remained flat. Of note, Facebook's "other" revenue grew 146 percent. The category accounts for Facebook's hardware sales, including its Oculus and Portal devices. "Quest 2 is doing better than expected, even after the holiday season," Zuckerberg said.

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Paramount announces yet another Star Trek prequel

It's a prequel to the prequel, itself a sequel to another prequel.

Daniel Cooper
Senior Editor
Fri, Apr 16, 2021 at 1:05 PM GMT+2 1 min read

Paramount Pictures

Movie-industry shindig CinemaCon was the venue at which Paramount Pictures announced it has started work on a new Star Trek movie. Slashfilm reports *Untitled Star Trek Origin Story* will be a prequel to Star Trek (2009), J.J. Abrams' glossy prequel to *Star Trek* (1966). It'll be directed by Toby Haynes, most famous around these parts for helming episodes of *Andor* and *Black Mirror's USS Calliister*. The screenplay has been written by Seth Grahame-Smith, who wrote *The Lego Batman Movie* and *Pride and Prejudice and Zombies*.

So that we're clear, *Untitled Star Trek Origin Story* will serve as a prequel to the 2009 origin story and a sequel to 2003's origin story, *Enterprise*. It will likely be set before Discovery, which was conceived as a prequel to *Star Trek* (1966) and Strange New Worlds, which is a prequel to *Star Trek* (1966). And, look, if you'll excuse me, I just have a little personal for a moment, I am deeply overjoyed at the news. Given the dearth of origin stories, prequels and nostalgia-parades in the Star Trek universe, an *Untitled Star Trek Origin Story* is a welcome, necessary and life-giving addition to the franchise.

Let's be honest, it's high time we got something insular and backward-looking after so many years of non-stop groundbreaking, original adventures shorn from the burdens of continuity.

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