

IMPORTANT MILESTONES

- Launch of IG stories.
- Introduction of FB Marketplace
- WhatsApp introduces video calling

TRENDS OF THE YEAR

- Video-first strategy. → Promoting use of live & launch of stories + making camera more accessible.
- Ecommerce through mobile. → Marketplace
- Content policing / Controversy → Working on shop through Messenger.
- ↳ Fake news → IG shop button planned to roll out
- ↳ Polarizing content → No sufficient transparency with 3rd party measurements.
- ↳ Manipulation of Trending Topics by employees. → Sharing info between WhatsApp & FB
- ↳ Issues with FB incorrect measurements.
- Big growth opportunities in emerging markets.
- Progress with AI → Specifically with text.
- ↳ Increases engagement as it helps show people more of the content they're interested in. + helps with safety & privacy.
- Advances in VR both with Oculus Rift + Touch handles.
- ↳ Slow adoption + few gamers.
- Continued investment in datacenters.