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**CASE STUDY - FACEBOOK**

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**FACEBOOK** is a global social media platform that lets you communicate with people from all over the world through text, photos, audio and video. It was founded by Mark Zuckerberg in 2004. It can be used and accessed on various devices - PCs, phones, laptops, tablets and the like. Users can add other fellow users as “friends” by sending them friend requests, they can share posts they like, upload photos to share with their friends, message their friends and even block troublesome users.

**WING COMPANIES:**

Over the years, this massive company has expanded and bought many other competing networks/companies - leading to surplus revenue generated from both their own platform as well as the platforms of the companies bought by them. Some of the companies bought and owned by Facebook are:

* WhatsApp
* Instagram
* Atlas (an ad-serving and measurement platform, offering services to advertisers and agencies)
* Onavo
* Parse (back end infrastructure provider for mobile applications)
* Moves: (exercise (steps) tracking application)
* Oculus: (virtual reality technology)
* LiveRail
* Masquerade (visual Filters mobile application)

**ADVERTISING:**

Advertisements play arguably the biggest role in the generation of revenue for Facebook. Every post, comment and page liked by the user shapes the user’s likes and dislikes, interests and hobbies. This crucial information is what is accessed by third party companies and applications which, after following the terms and conditions provided strictly by Facebook, send targeted and filtered ads to the user based on his interests. Thus, the source of revenue here is all the personal data that users hand over to Facebook every time they react to a post by clicking "like", add an emoji, post something themselves, or launch a search on the site.

Facebook's business model is perfectly legal: The network does not itself market any of the data, but instead sells access to the data to third parties, which often don't read or respect the terms and conditions of use.

**PROVIDING INTERNET ACCESS:**

There are countless regions across the globe that still do not have access to internet. One smart as well as philanthropic and generous strategy of revenue collection used by Facebook is “internet.org” - a global partnership intended to enable access to the internet to 2/3rds of the world. This internet is provided either for free or at a significantly low price.

**GAMES AND APPLICATIONS:**

Numerous games have the option of linking your facebook account to them so that you can play with your friends. These games and applications play a great role in framing Facebook’S business model as a part of these type of payments go to the company, and further acts as a payment gateway for these [applications and games](https://developers.facebook.com/docs/games_payments).

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