

# Data Leaders

## - Meta

Boyu (Perry) Shi

Xixin (Mera) Zhang

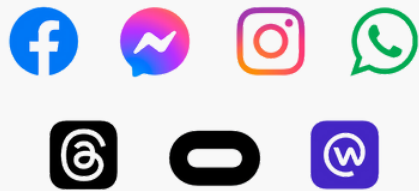
Yuzhao (Andrew) Cai

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# Meta and its Data

Q Meta

Meta



## Data about consumer

- Your activity and the information
- Friends, followers, and other connections
- Apps, browsers, and device information
- Information from partners, vendors, and other third parties
- Consumer activities in Metaverse



## Data about businesses

- Advertising: data of advertising activities and performances of vendors and companies
- Meta Business tools: eg. Meta Pixel / the Conversions API - more detailed consumer data of advertisers on their websites and other platforms



## Q User data on Meta's social media platforms

1

Direct information and knowledge of a large user base which is more than **3 billion**

2

Digital footprints on social media reveal a huge amount of **valuable information** about consumers

3

Basis of its advertising business which accounts for **98% of the revenue**

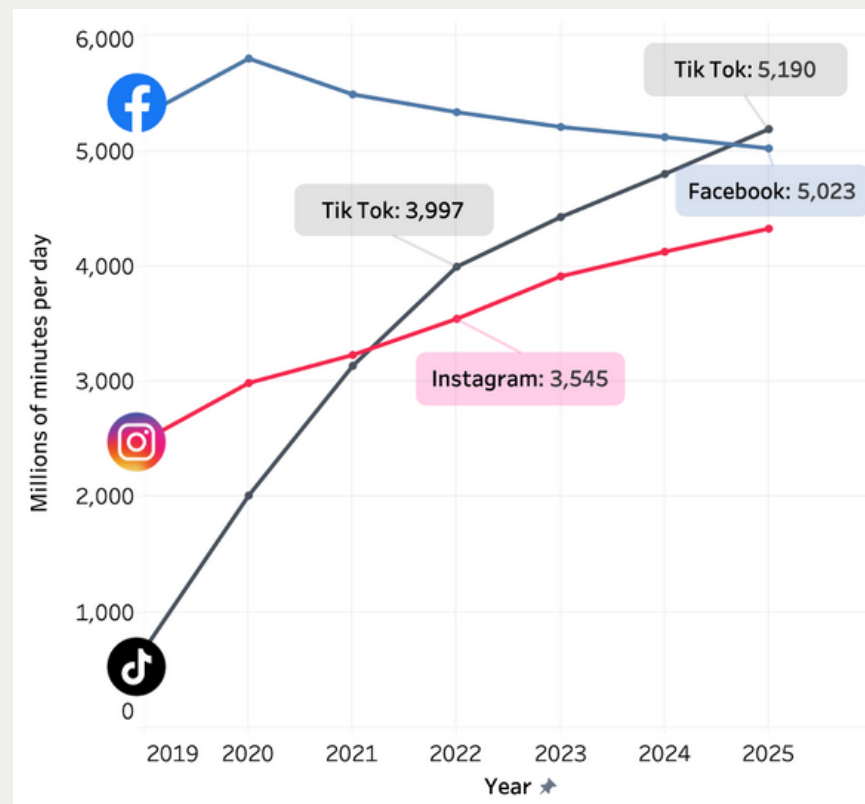
# Meta's Biggest Competitors

Most revenue comes from advertising on Facebook and Instagram

**TikTok:** Compete for users and users' level of engagement

Apps	2023 User number	Estimated user growth rate
Facebook	2,110 million	<1%
Instagram	1421.5 million	6.24%
<b>TikTok</b>	<b>940.2 million</b>	<b>9.26%</b>
Snapchat	694.7 million	5.77%

Millions of minutes per day on social media among US adults



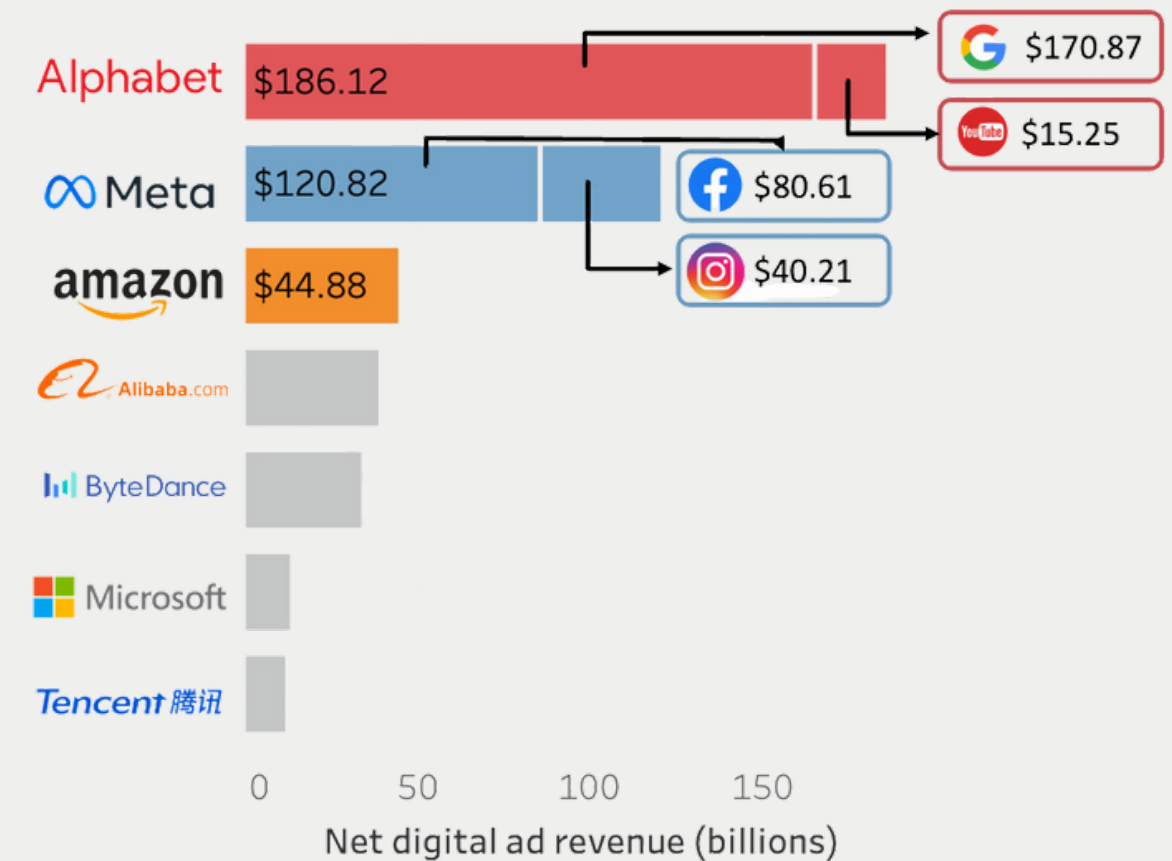
TikTok passed Ins in total daily minutes in 2022 and will beat Facebook in 2025

The **third-largest** social media platform, following Facebook and Instagram

**Google:** Compete for marketers' advertising budget

- Apple's App tracking transparency update
  - Many marketers have started shifting their ad budgets to Google
- Google is the default search engine for Apple's Safari browser

Companies with the most net digital ad revenue worldwide, 2023

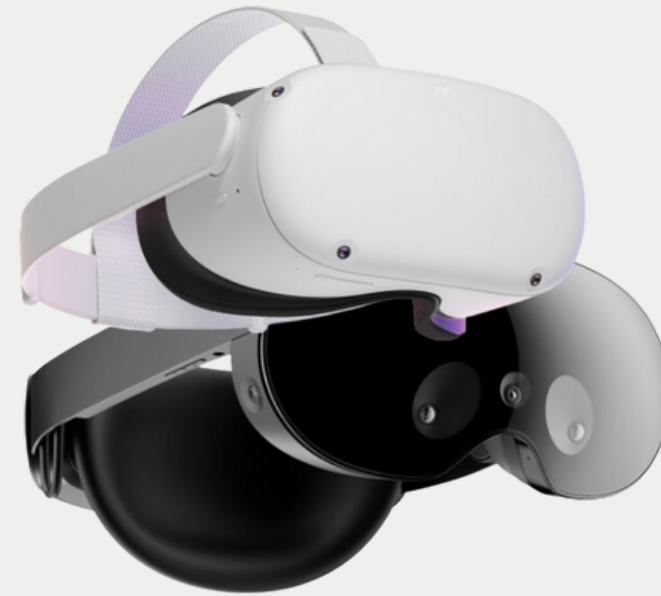


# Maintain an Advantage



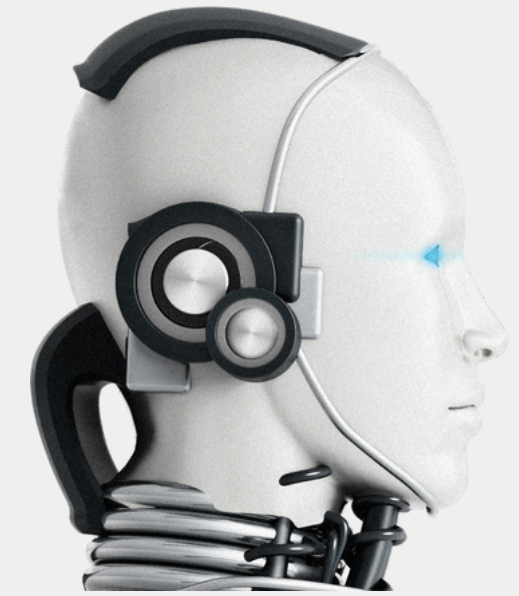
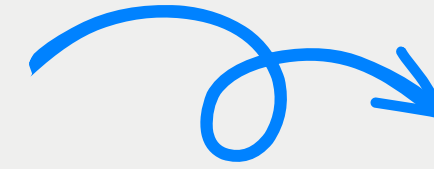
## Existing Market Family of Apps (FoA)

Integration of Services  
A More Interconnected Ecosystem



## New Area Reality Labs Products (RL)

Meta Quest virtual reality devices, as well as software and content available through the Meta Quest Store



## Emerging Technologies AI, AR, VR

Oculus Division – AR &VR, develop hardware  
AI – Improve their platforms, content recommendation, ad targeting, and security



In 2022, 82% of Meta's total costs and expenses were recognized in FoA (\$71.79 billion), and 18% were recognized in RL (\$15.88 billion).



Meta plans to spend \$33 billion this year to support their AI capacity.

# Business Strategy



## Rebranding: Metaverse Vision



- **Why? Market Potential**
  - The global Augmented and Virtual Reality market size was valued at USD 31,491 million in 2022 and is expected to reach USD 220,496 million by 2028.
- **2014 - Company Acquisition: Oculus** (leading VR technology company)
- **2021 - Rebranding: Focus on Metaverse**
  - Meta announced plans to invest \$10 billion in the development of the metaverse over the next several years
- **2022 - Company Acquisition:** gaming, haptic feedback, and body-scanning technology



## Threads: A Text-Based Conversation App

- **Why? - Rival Twitter**
- Threads had over 100 million sign-ups in its first five days, becoming **the fastest app** to reach 100 million users.
- Threads is **struggling to retain users**
  - In the US, peak usage for Threads was 2.3 million daily active users on July 7, compared with about 576,000 as of August 7.

## Data that Meta Desire in the Future

### VR/AR Usage Data - Product Development

- VR/AR devices, VR/AR apps and platforms, data analytics platforms, user surveys and feedback tools

### AI Training Data - Improve Algorithms

- User interaction data and publicly available data

### Biometric and Health Data - Technology Development

- User-provided data, health and fitness apps, and hardware sensors

### Sensor Data - Technology Development

- Environmental sensors, hardware sensors, and mobile devices

# Data Privacy Concerns

1

## What data Meta collects



Health Info



Financial Info



Location

2

## Who has access to the data



Police



Hackers



Companies

3

## How Meta and third parties use the data



An extremely detailed map of people's lives with the data from Facebook, Instagram and Meta Pixel

## Cambridge Analytica Scandal Affects 50+ Million Users

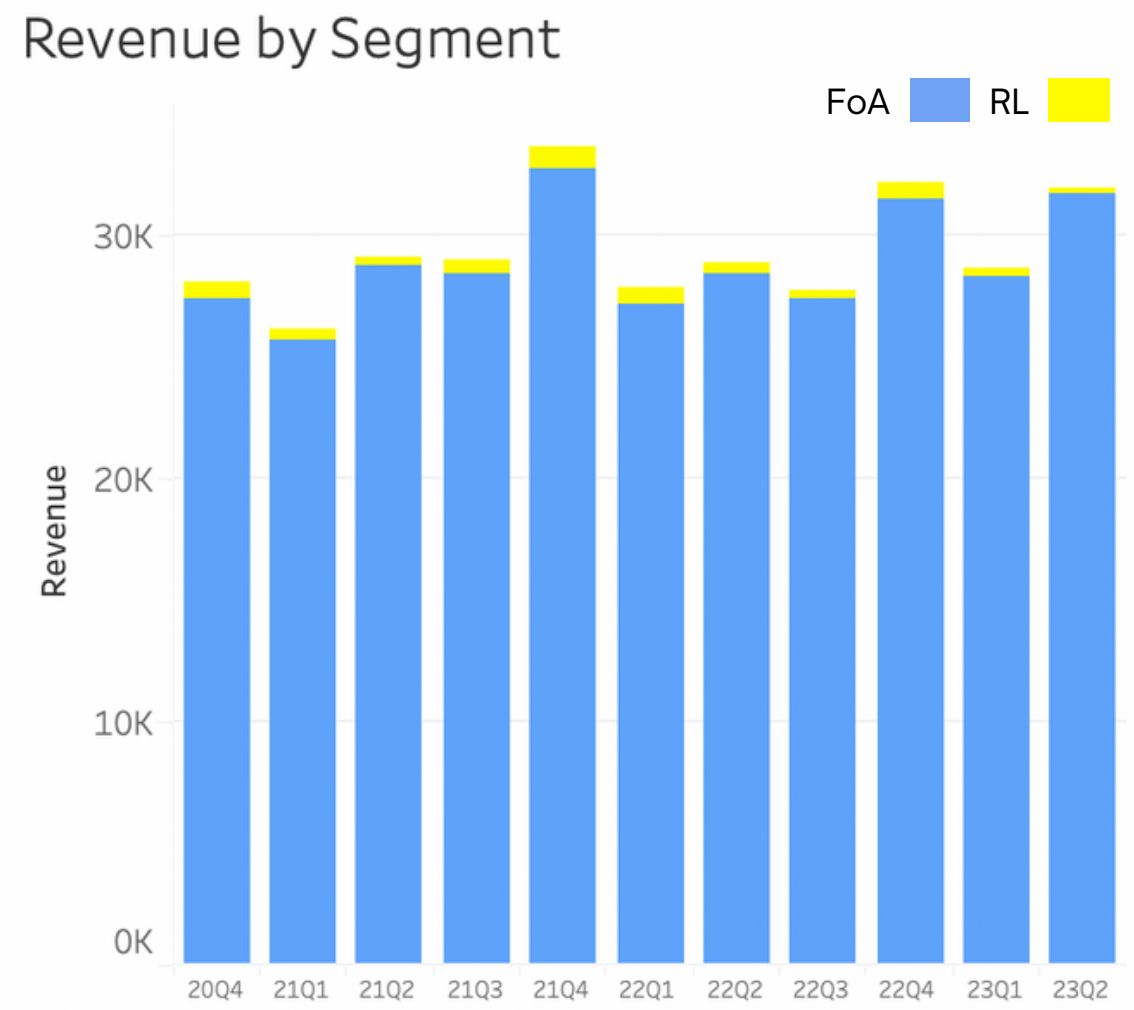
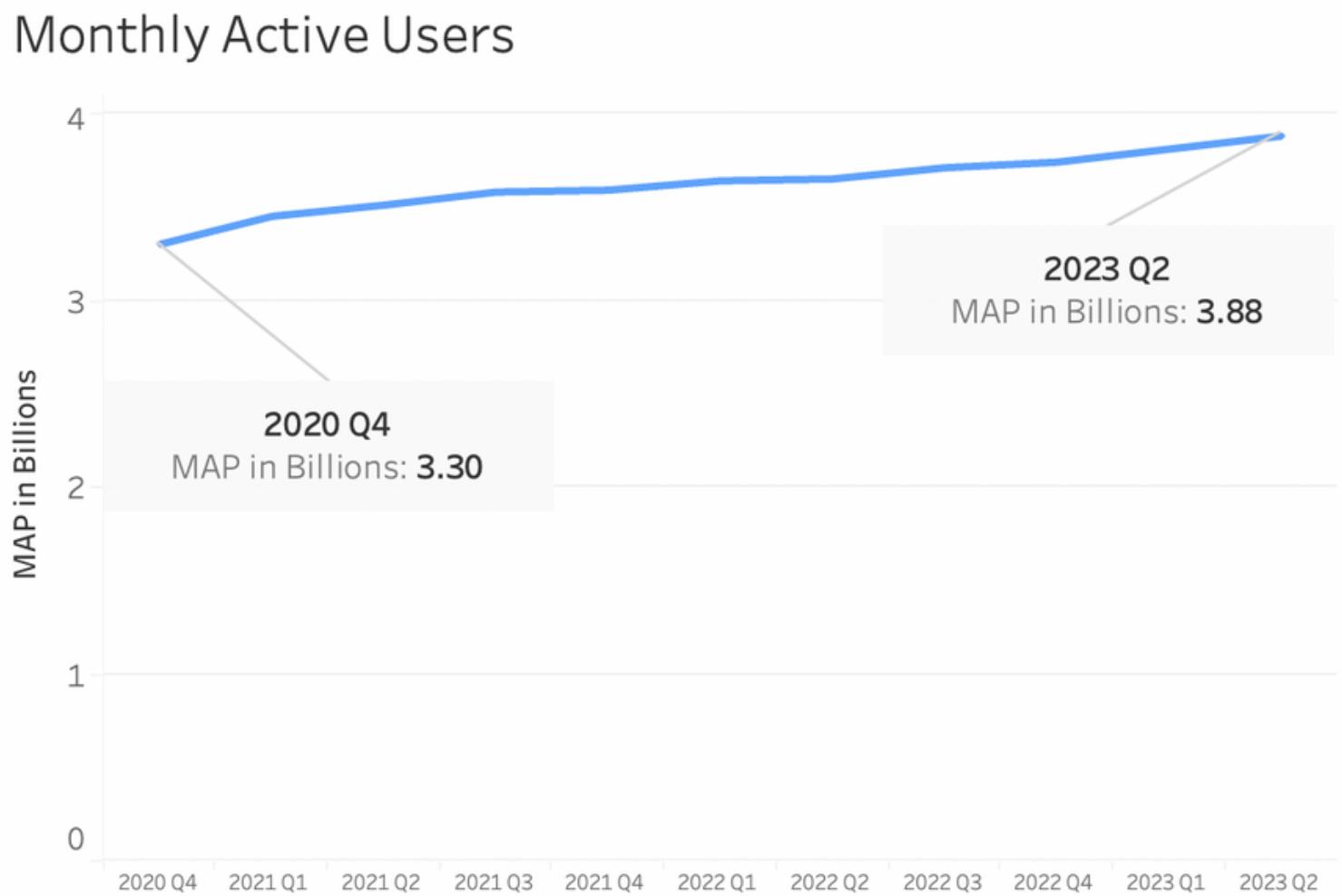
In its biggest privacy scandal to date, Facebook exposed data on 50+ million users to the political consulting firm Cambridge Analytica.

Cambridge Analytica, where the former Trump aide Stephen K. Bannon was a board member, used data improperly obtained from Facebook to build voter profiles to help Trump's election campaign.

Facebook knew Cambridge Analytica was misusing user data as far back as 2015, but Facebook did not take action until the media raised the heat on its coverage in March 2018.

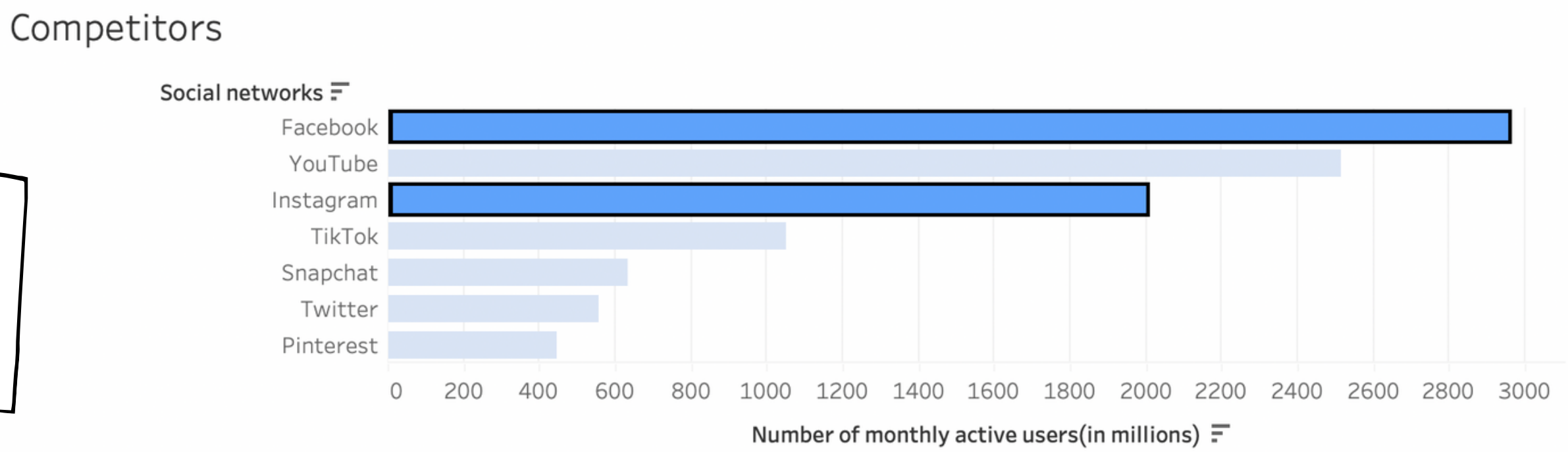
# Essential Data about Meta

A large user base that is still growing steadily



Generate revenue by advertising on FoA

Own two of the largest social networks



# Q References

- <https://www.facebook.com/business/help/363303621411154>
- <https://d18rnOp25nwr6d.cloudfront.net/CIK-0001326801/14039b47-2e2f-4054-9dc5-71bcc7cf01ce.pdf>
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