

Facebook to target users with TV-style ads

Facebook plans to sell 15-second TV-style commercials to advertisers for between \$1 million and \$2.5 million a day. The new service aims to capture “adspend” that has traditionally gone to TV networks



Facebook revenue (Q2, 2013): **\$1.8 billion**

Of which advertising revenue: **\$1.6 billion**

Mobile advertising revenue: **\$656 million**

Facebook members: **1.15 billion**

Of which use site daily: **61%**

Commercials: Placed directly in users’ news feeds – targeted by age and gender. Users won’t see any commercial more than three times in a given day

Limits: About one commercial for every 20 updates – 5% of user’s news feed

Global advertising expenditure (2015 est.)

● Television	\$221.8bn
● Internet	\$136.4bn
● Newspapers	\$84.8bn
● Magazines	\$38.7bn
● Outdoor	\$38.7bn
● Radio	\$37.1bn
● Cinema	\$3.4bn

