



ASIA-PACIFIC TELECOMMUNITY

15th APT Policy and Regulatory Forum (PRF-15))

3-5 August 2015, Singapore

Document

PRF-15/INP-25

3 August 2015

Facebook, Singapore

Enhancing Internet Connectivity Through Innovation & Partnerships

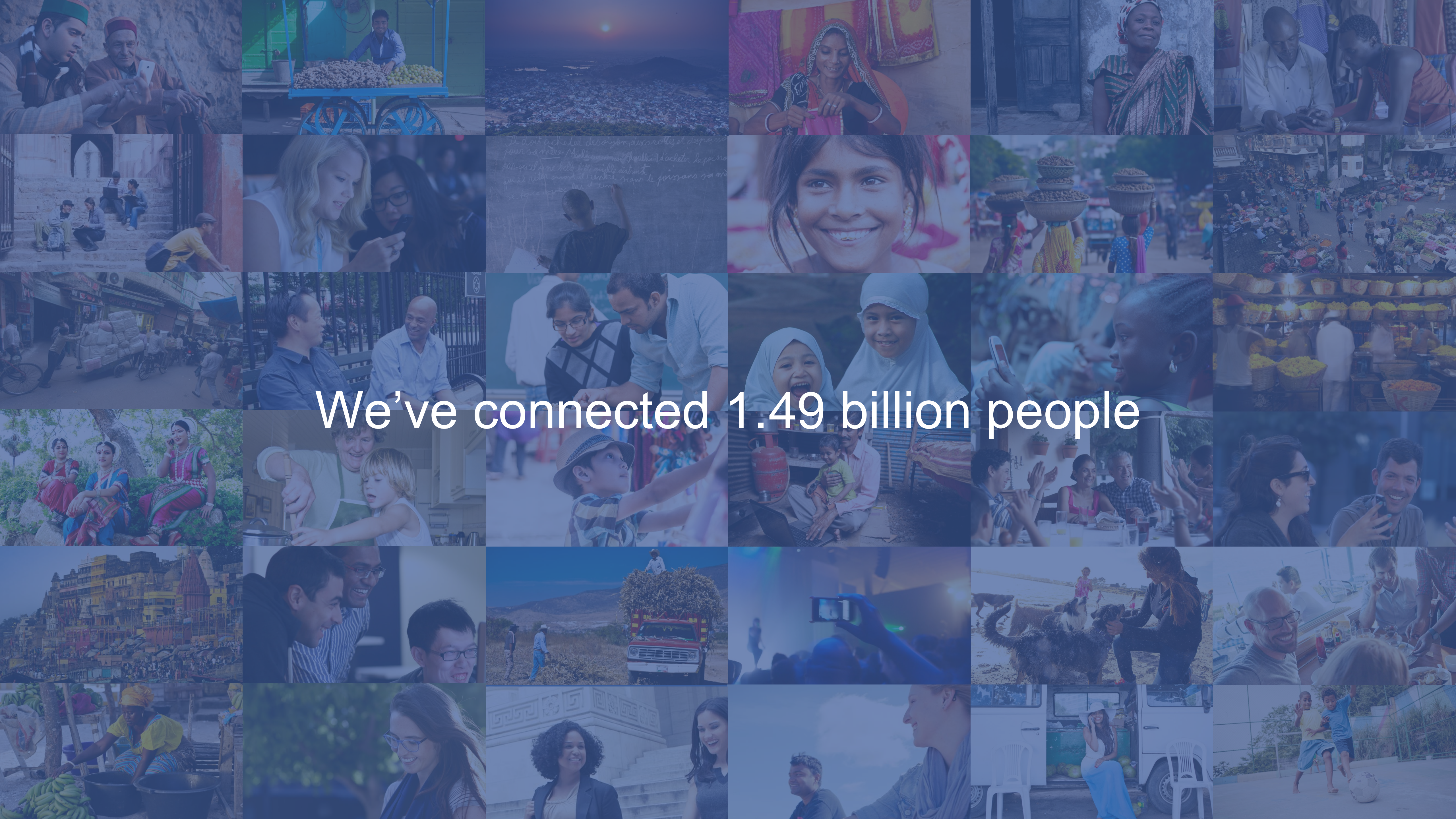
Contact :

Tel:

Email:



Give people the power to share and make
the world more open and connected



We've connected 1.49 billion people

facebook Community Update



1.49 Billion

people on Facebook each month



800 Million

people on **Whatsapp** each month



700 Million

people on **Messenger** each month



300 Million

people on **Instagram** each month



1.5 Billion

searches daily



1 Billion

people offered access through **Internet.org**



850 Million

people using **Groups** on Facebook



450 Million

people using **Events** on Facebook



40 Million

small businesses using **Pages**

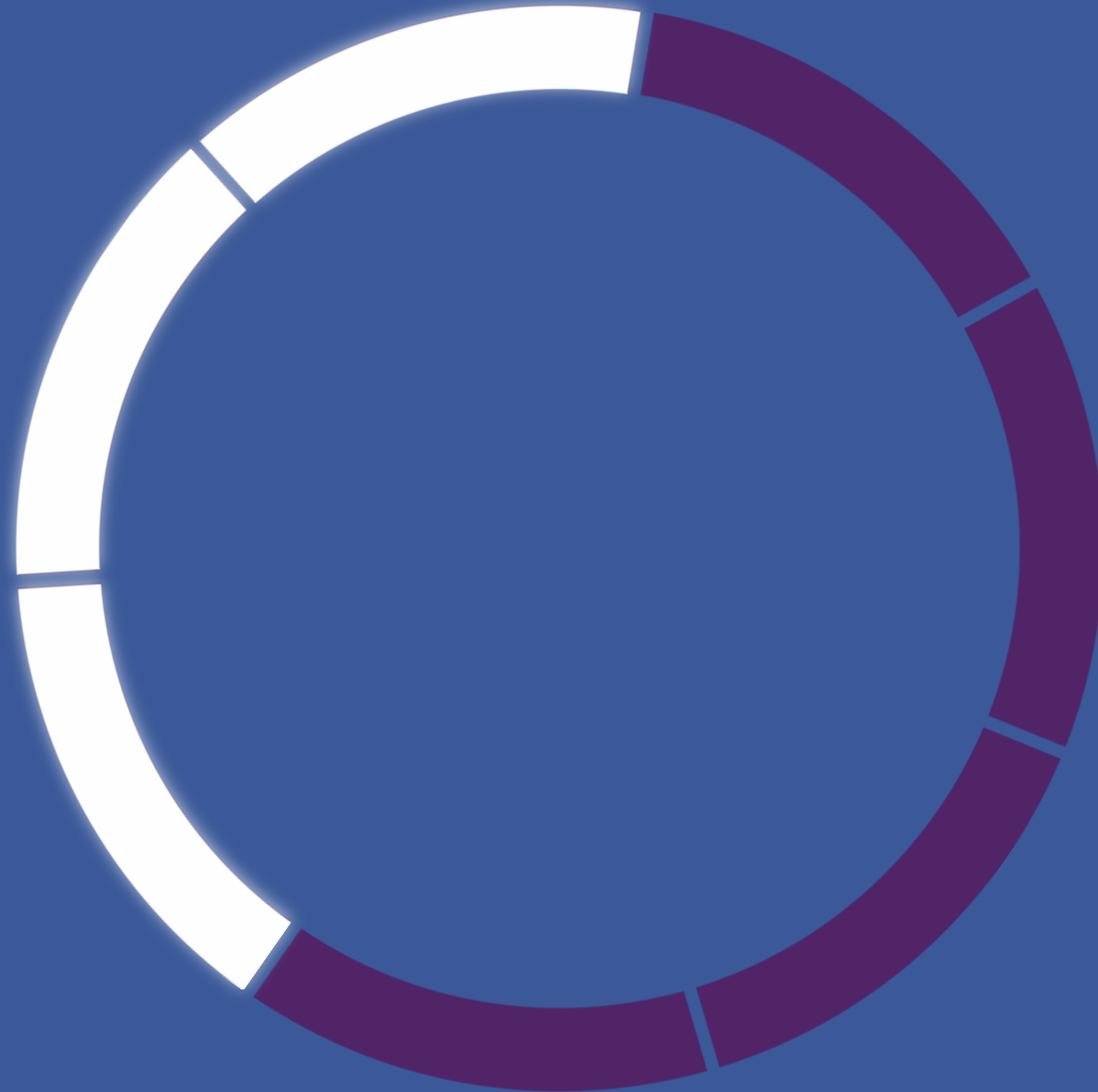


The State of Connectivity

3 billion

4 billion

World Population







“It’s not that connectivity is an end in itself.
It’s the things that connectivity brings.”

Mark Zuckerberg



Create more than 140 million new jobs and lift 160 million people out of poverty



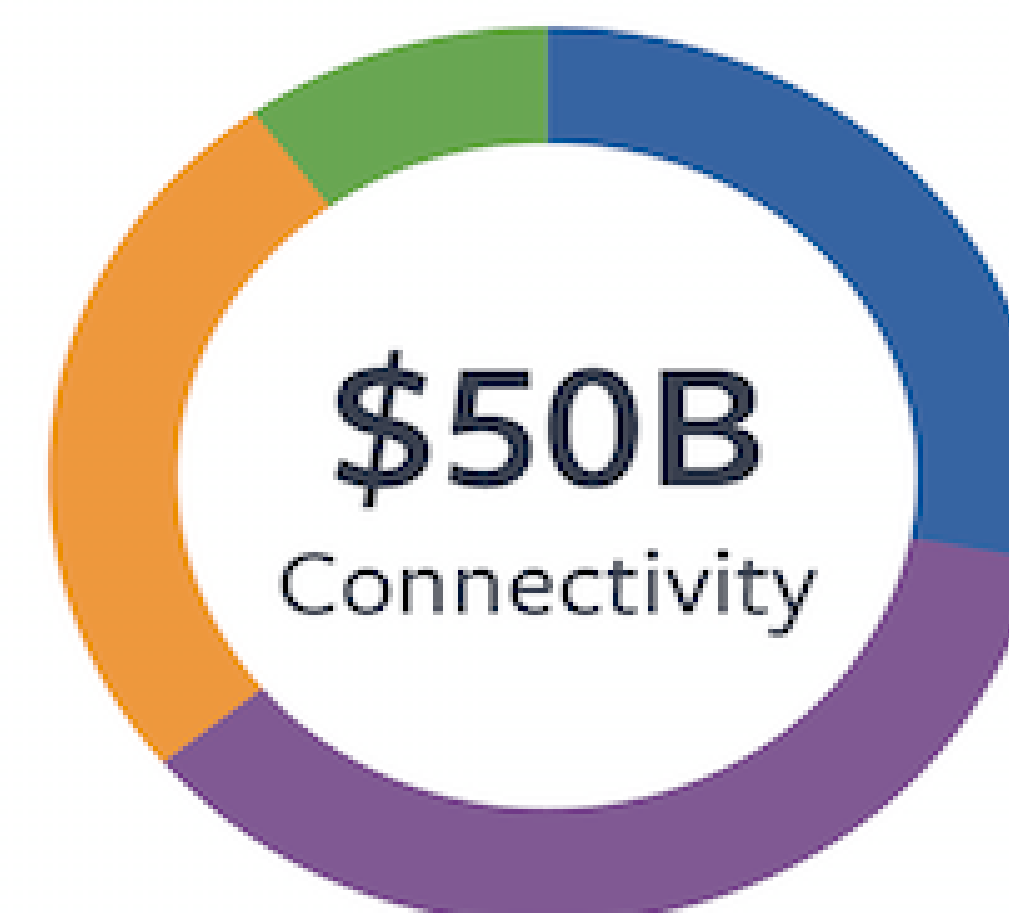
Reduce child mortality by 7% and save the lives of 2.5 million people



Give 640 million children access to cost effective learning tools and resources

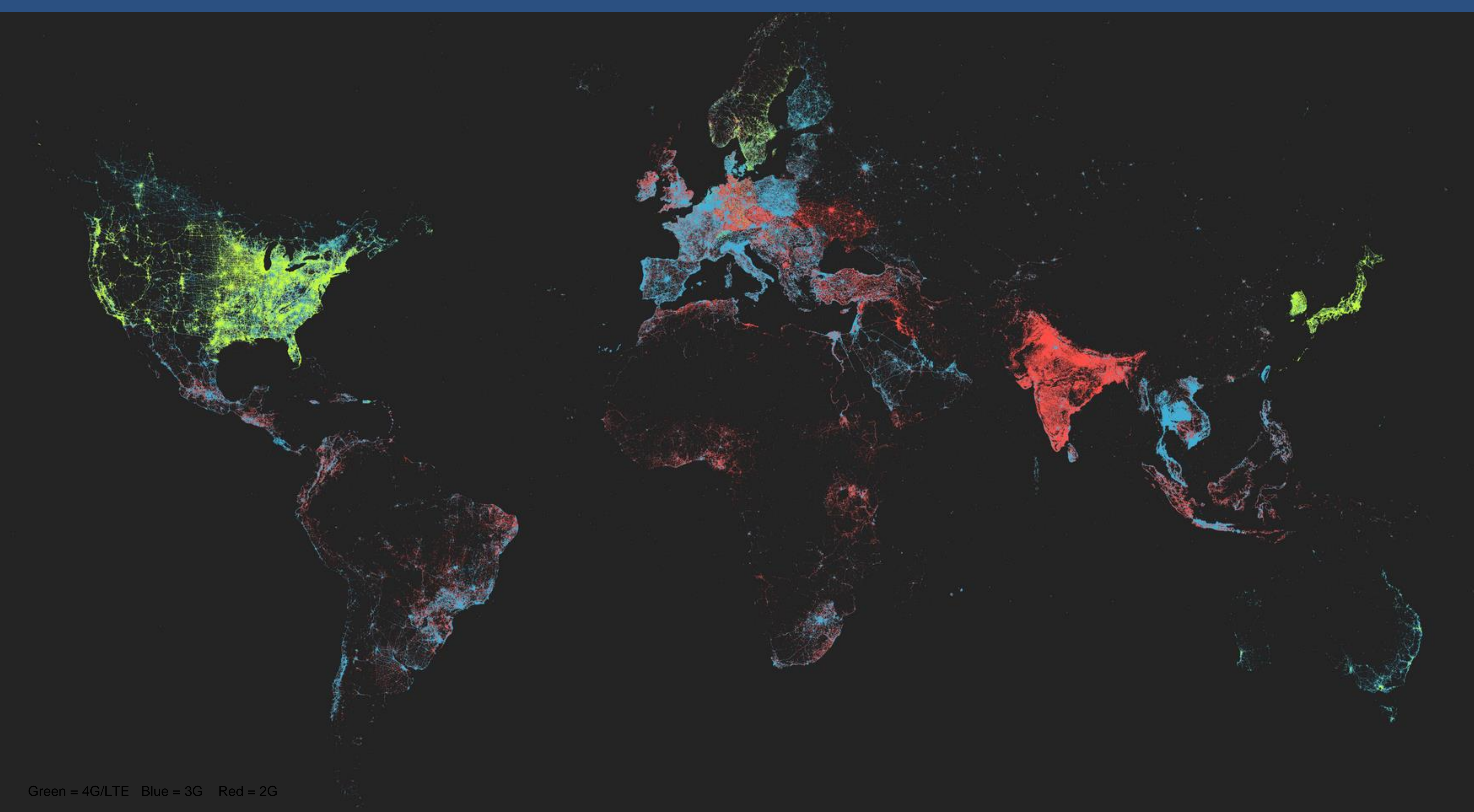
Total impact by effect

● North America ● EMEA ● APAC ● Central/South America





The Barriers to Connectivity



Green = 4G/LTE Blue = 3G Red = 2G



Infrastructure



Affordability



Relevance

Internet.org



Connectivity Lab @Facebook

Research alternative
physical network
technologies to deliver
connectivity in remote
regions.



Free Basic Services

Constructively align with
traditional mobile network
operators to motivate
purchase consideration
of mobile data.



Connectivity Lab



Mark Zuckerberg uploaded a new video.

8 hrs · 🌐

I'm excited to announce we've completed construction of our first full scale aircraft, Aquila, as part of our [Internet.org](#) effort.

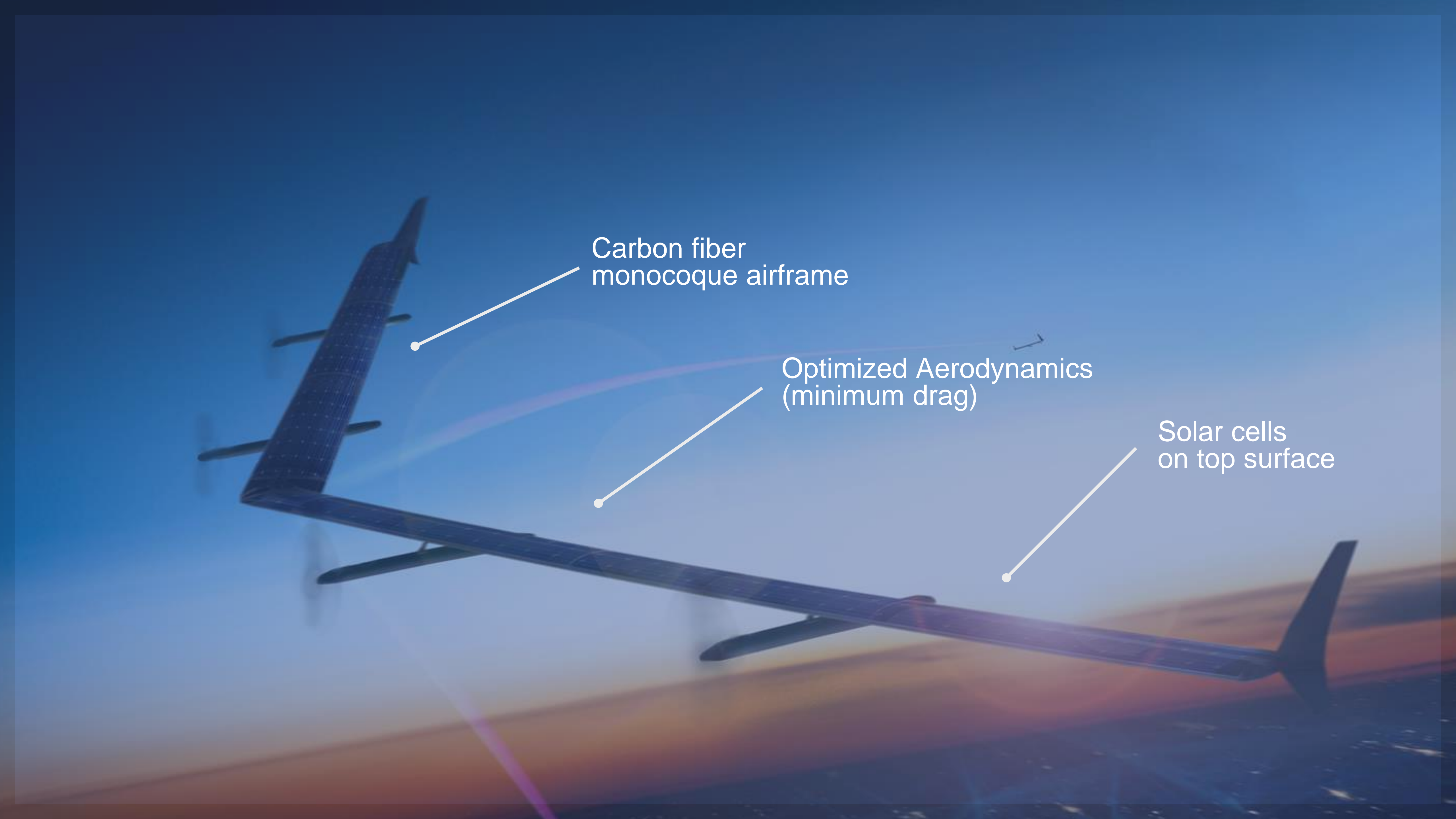
Aquila is a solar powered unmanned plane that beams down internet connectivity from the sky. It has the wingspan of a Boeing 737, but weighs less than a car and can stay in the air for months at a time.

We've also made a breakthrough in laser communications technology. We've successfully tested a new laser that can transmit data at 10 gigabits p...

[See More](#)





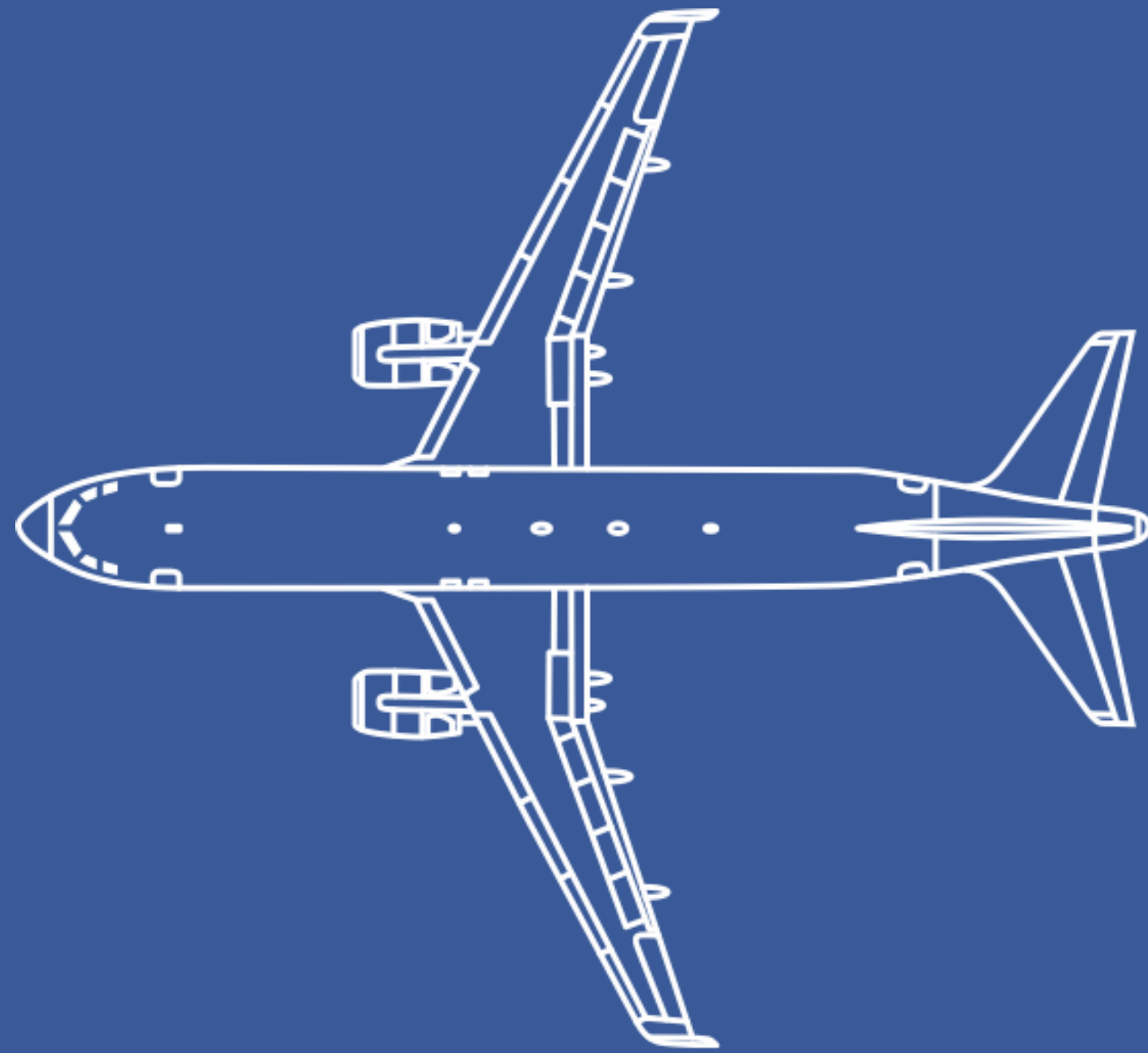


Carbon fiber
monocoque airframe

Optimized Aerodynamics
(minimum drag)

Solar cells
on top surface

Airbus A320



78,000 kg
(172,000 lbs)

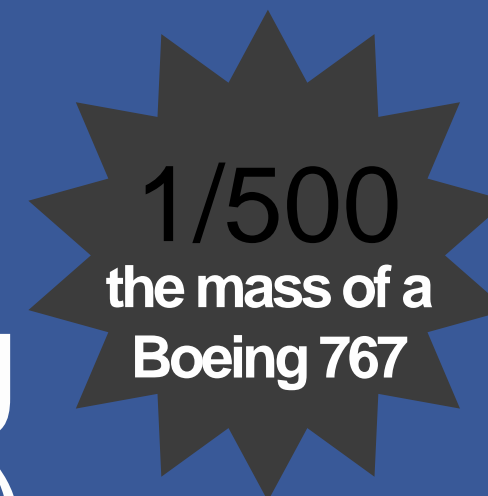
~1 day

FB

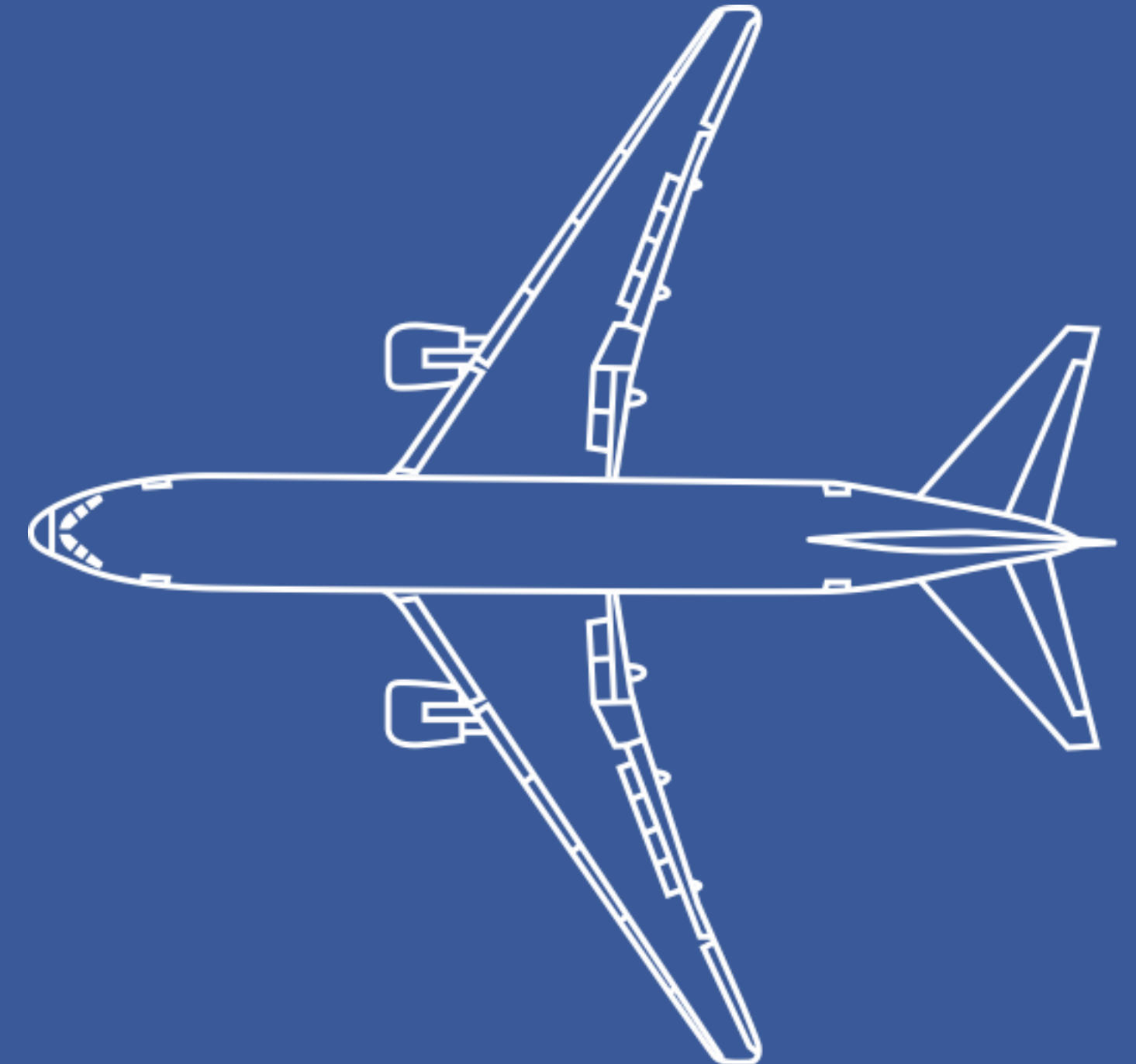


400 kg
(881 lbs)

3 months



Boeing 767



205,000 kg
(450,000 lbs)

~1 day



An aerial photograph of a vast, green, hilly landscape. The terrain is divided into numerous small, irregular fields by dark stone walls. In the lower-left foreground, a small cluster of buildings, including a prominent yellow one, is visible. In the upper-middle part of the image, a small, white, V-shaped aircraft is seen flying against a pale, hazy sky. The overall scene is a rural, agricultural landscape under a clear but slightly hazy sky.

1/10 SCALE MODEL

High Altitude Long Endurance Unmanned Aerial Vehicle

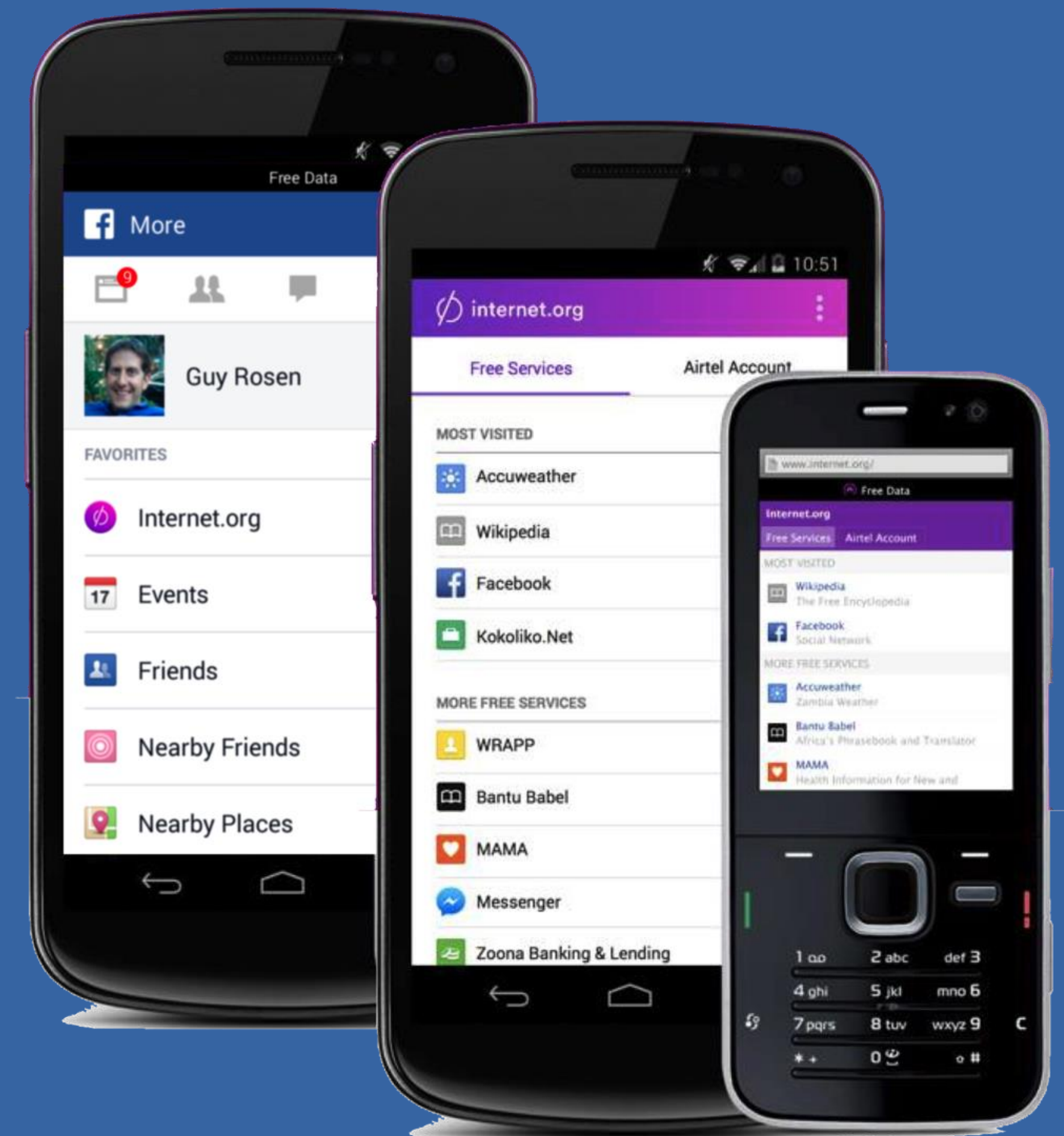


Free Basic Services

Internet.org Free Basic Services



- Provide people with free access to a set of locally-relevant basic services
- Addresses two barriers:
 - Affordability
 - Awareness



Free Basic Services & the Internet.org Platform



Information

News
Weather
Reference
Search



Communication

Free Facebook
Free Messenger



Health

General health
Information
Maternal health



Education

Education
materials
Job skills



Finance

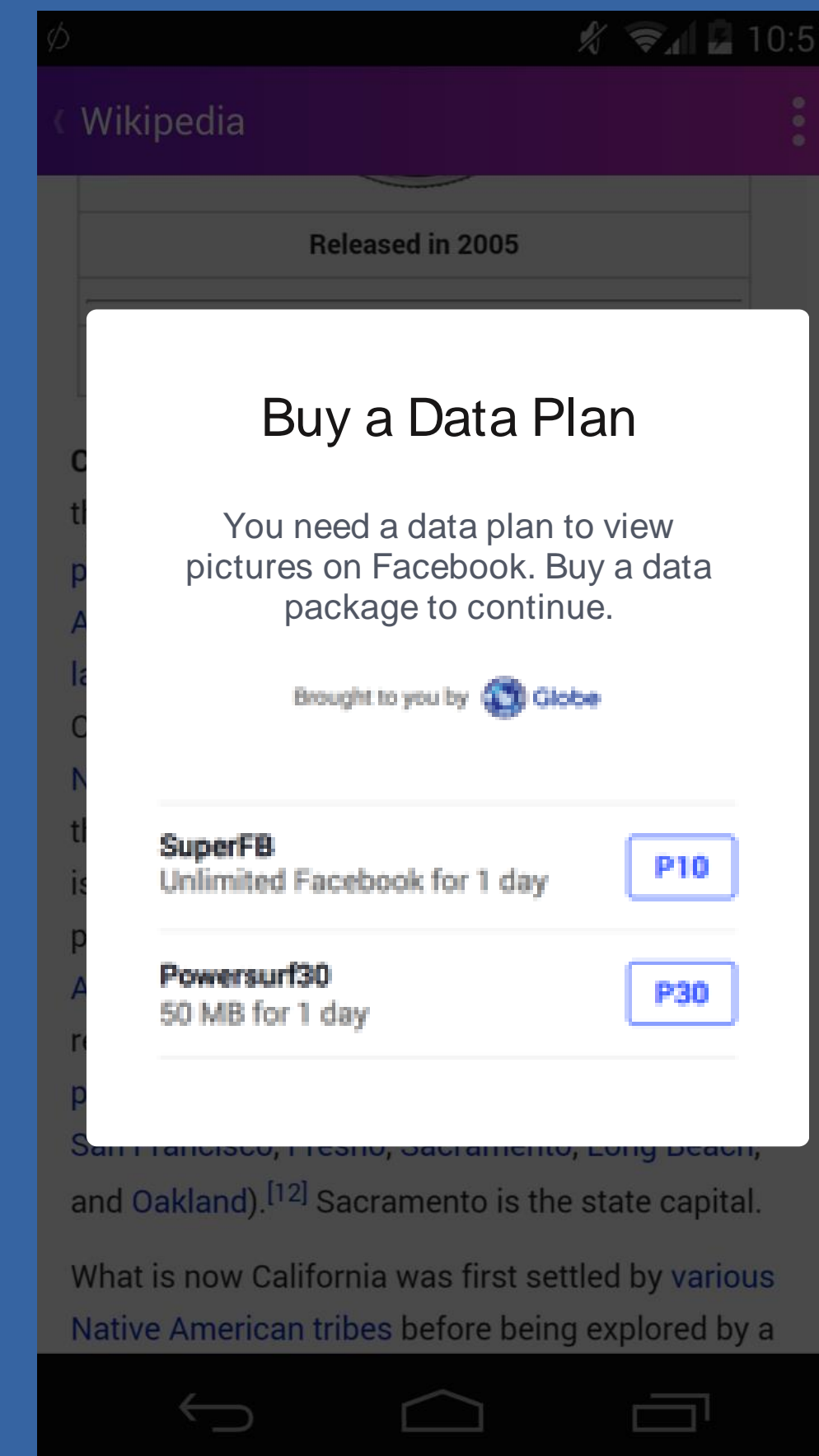
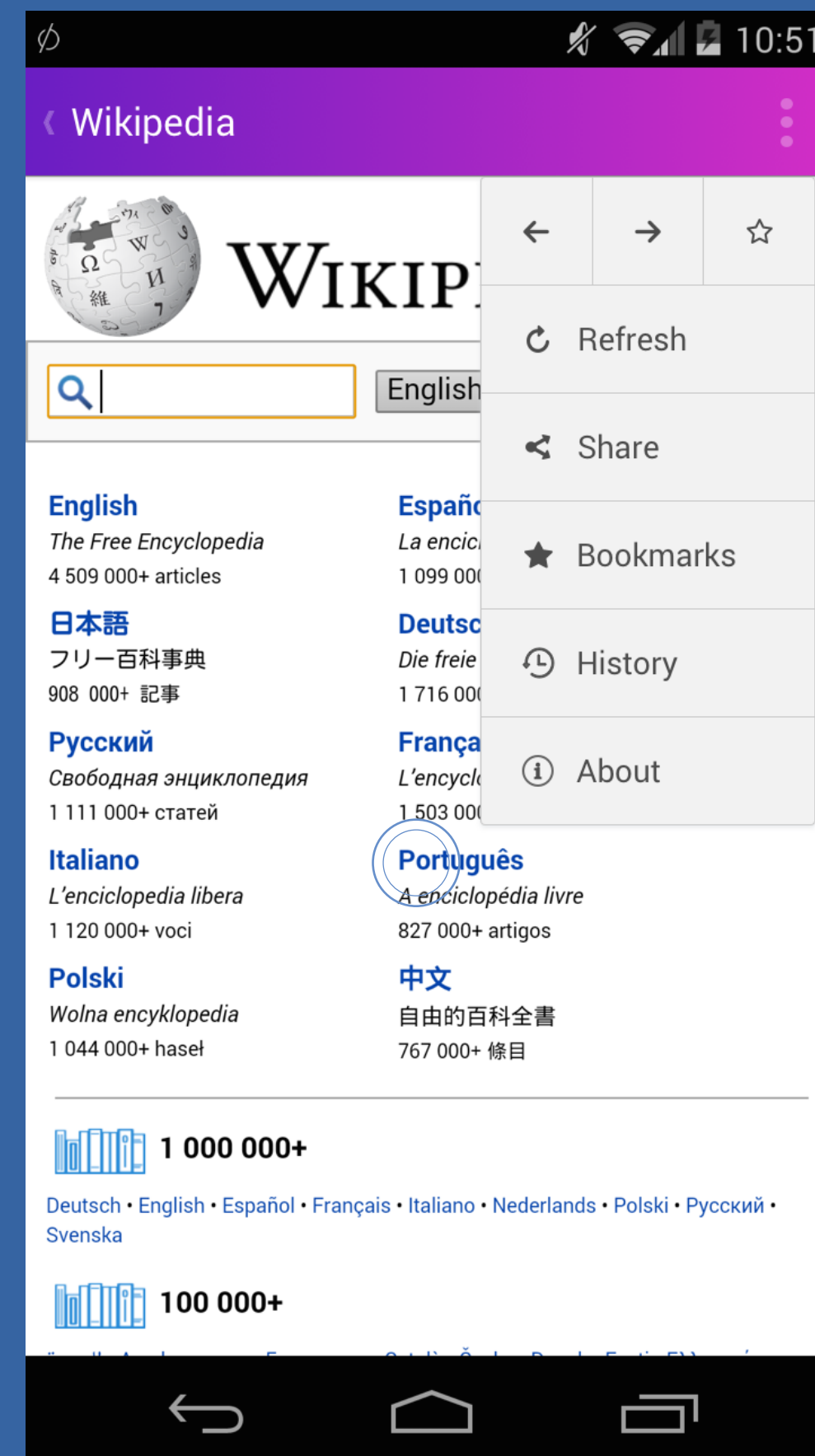
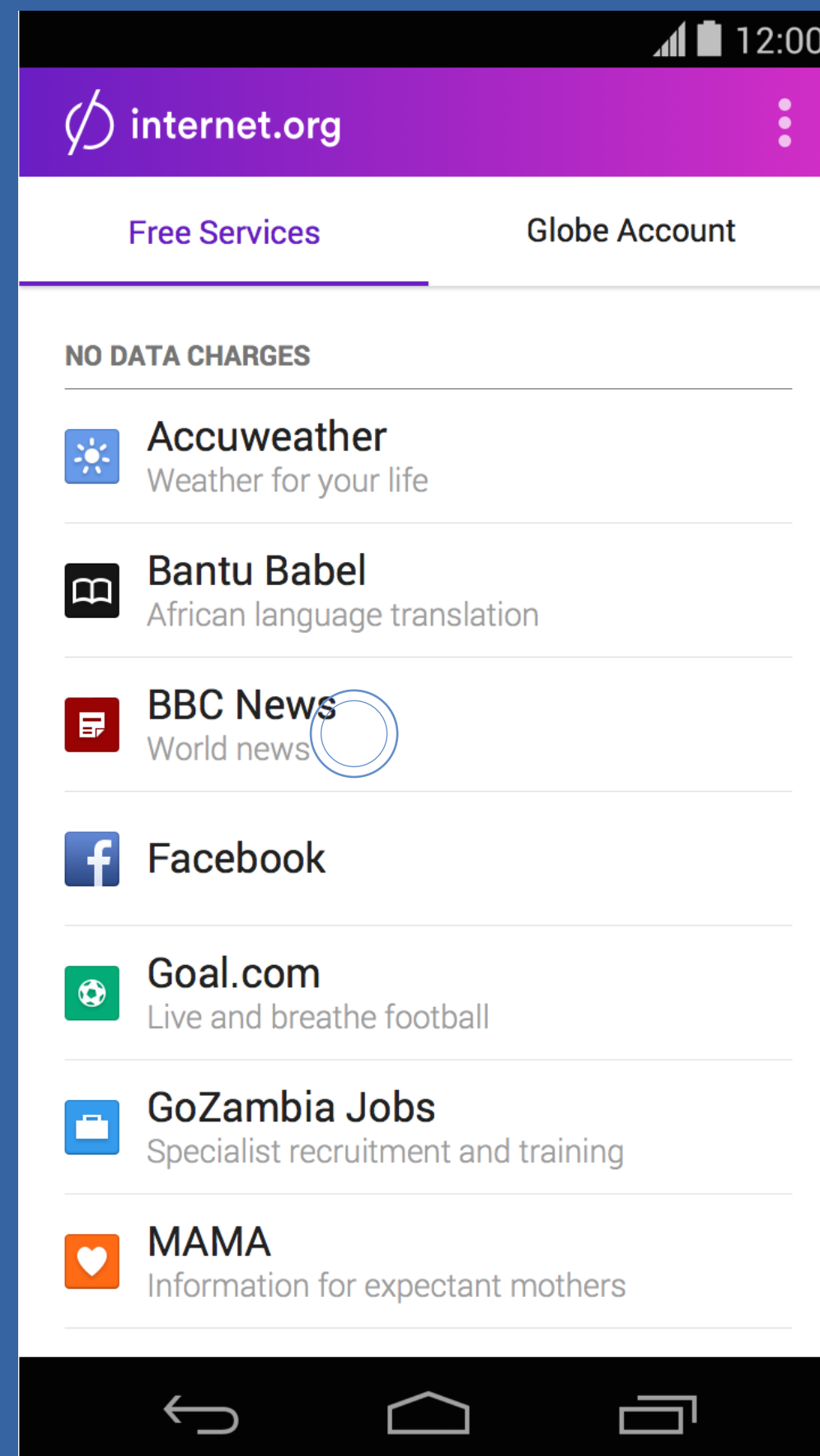
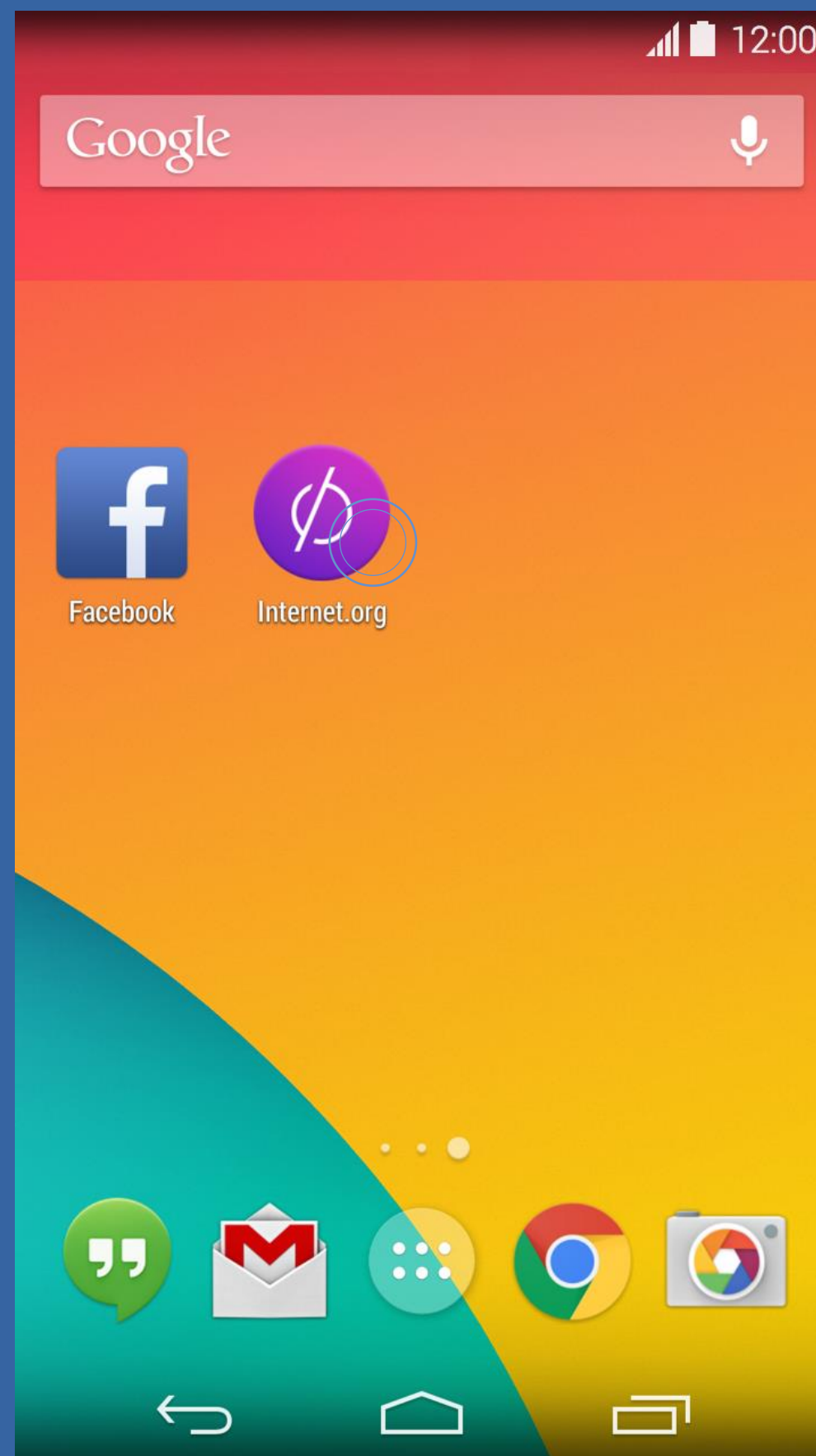
Agriculture
Employment
Banking
Marketplaces

Internet.org app deployments

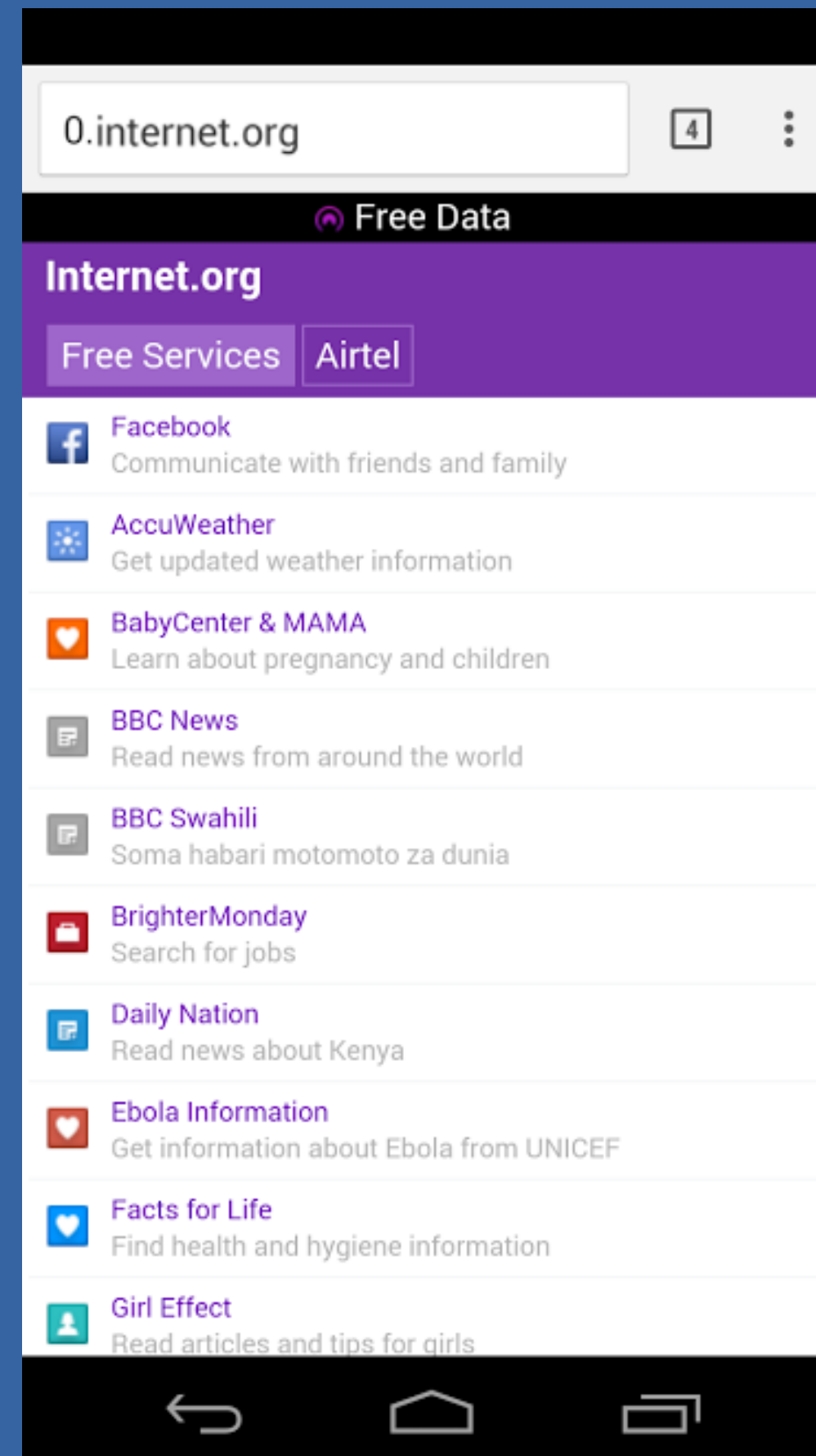




The Internet.org Experience



On feature phones



Via Browser
(for Feature Phone Support)

Onramp to the Internet

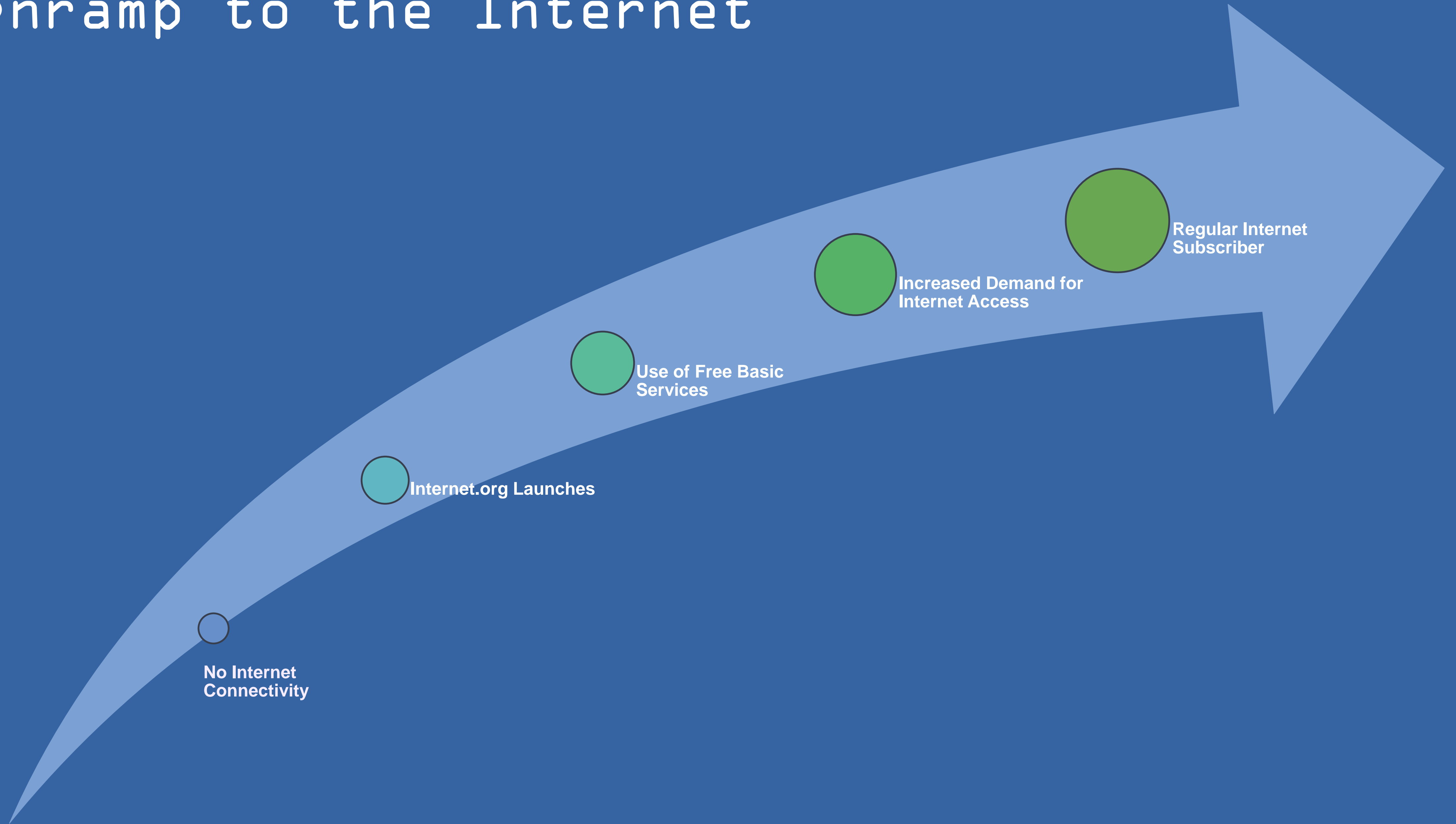
No Internet
Connectivity

Internet.org Launches

Use of Free Basic
Services

Increased Demand for
Internet Access

Regular Internet
Subscriber



Lazada

Bringing Southeast Asia's shoppers online



80%

reach of online population in
Indonesia, Malaysia, and
Thailand

90%

reach of online population in
Philippines

60X

fan growth in one year to 5
million fans

Brodo Footwear

Success on a shoestring



5 X

increase in sales

90%

of sales from Facebook

100%

of assisted conversions from Facebook





Regional Events in North America



Regional Event in Seoul



Local event in Melbourne



Industry Event in Ho Chi

