

Facebook revenue estimated at \$4.27 billion

September 20 2011



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The Palo Alto, California-based social network is expected to earn \$3.8 billion worldwide this year in advertising revenue, eMarketer said, up 104 percent from the \$1.86 billion it raked in last year.

The research firm also said revenue from Facebook Credits, the currency used on the site, is estimated to reach \$470 million, up from \$140 million last year.

"Facebook's [revenue streams](#) will continue to diversify, with ads representing a decreasing proportion of total revenue while other sources

such as Facebook Credits will grow," eMarketer principal analyst Debra Aho Williamson said in a statement.

Facebook will earn \$5.78 billion in worldwide ad revenue in 2012, eMarketer estimated.

As a privately held company Facebook does not disclose figures on its [financial performance](#).

[Facebook](#), the world's largest social network with more than 750 million members, is expected to go public next year and would have to open its books to conduct an [initial public offering](#).

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Citation: Facebook revenue estimated at \$4.27 billion (2011, September 20) retrieved 3 May 2024 from <https://phys.org/news/2011-09-facebook-revenue-billion.html>

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