

Facebook gives more details on mobile usage

May 9 2012

(AP) -- Facebook says the number of people logging into Facebook is continuing to grow more quickly than the number of ads delivered.

Facebook says this is in part because more people are using the social network on mobile devices, where it shows a very small number of ads. This implies that [Facebook](#) has room to grow in the still-nascent [mobile advertising](#) space.

Facebook says it saw that trend in the first quarter, and that has continued in the current quarter.

Facebook Inc. disclosed that Wednesday in regulatory filings. The changes came after executives met with prospective investors in New York and Boston ahead of its [initial public offering](#) of stock. Facebook added three paragraphs related to mobile usage to its filing. The additions were likely in response to questions from investors.

©2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Facebook gives more details on mobile usage (2012, May 9) retrieved 26 June 2024 from <https://phys.org/news/2012-05-facebook-mobile-usage.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--