

# FACEBOOK

Chloé Brethous  
Waleria Engelmann  
Arthur Mennesson  
Volkan Senturk

# Facebook Creation

Created by Mark Zuckerberg in 2004

University Social Network in Harvard

& other american universities

Since September 2006 → opened to everybody



**HARVARD**  
UNIVERSITY

# The Company



Headquarters: California

International Headquarter: Dublin



Turnover : 55 billions dollars in 2018

Net earnings : 22 billions dollars in 2018



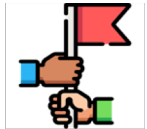
#1 Social Network Platform



# Product / Services



Facebook's mission: to give people the power to build community & bring the world close together



The company built the first big worldwide social media that reunited more than two billion of users. It allows to share content, keep contact among long distances and chat with a lot of people.

# World Market

2.3 billion users  
in 2019

2.32 billion users monthly

1.52 billion users daily  
on average for December 2018



Comparison: YouTube

1,90 billion users monthly  
on average in 2018

> 30 million users daily  
on average in 2018



29,8% of total  
population

*Facebook Users Worldwide:*



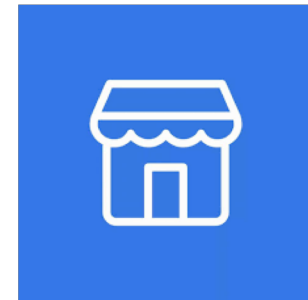
Asia: 873 million



Europe: 377 million



US & Canada: 241 million

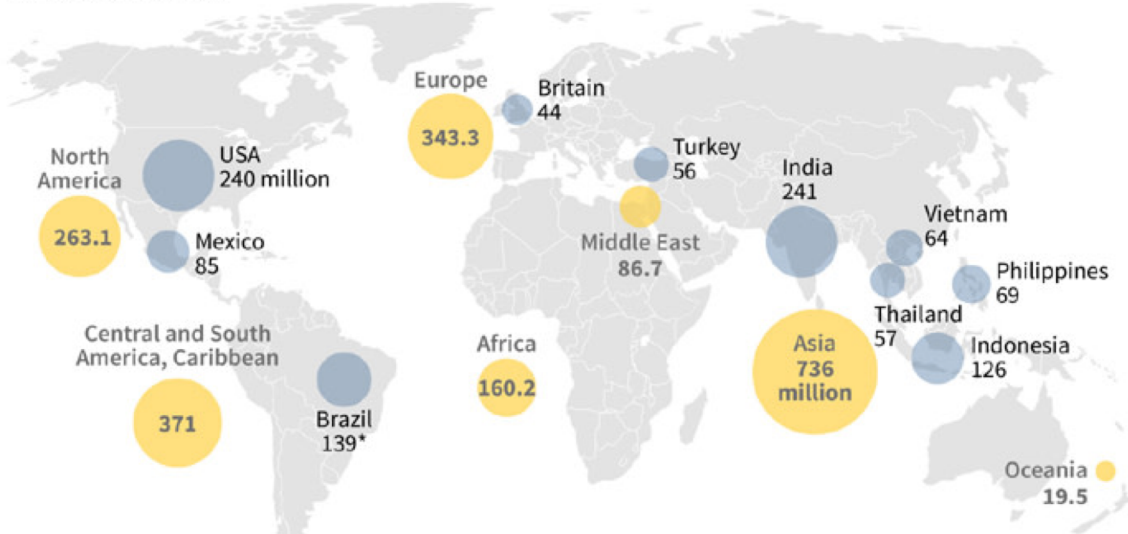


# Exposed to Facebook

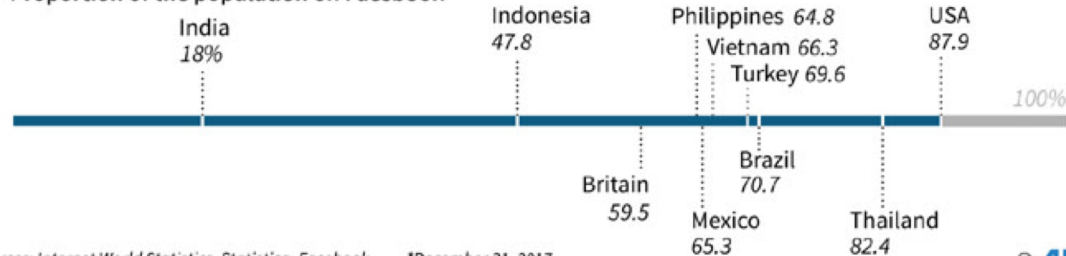
2.1 billion monthly users of Facebook at the end of 2017, representing 27.6 percent of the global population

## Regions and top 10 countries

Data on June 30, 2017



## Proportion of the population on Facebook



# WORLD MAP OF SOCIAL NETWORKS

January 2018





# Facebook In House Lobbying & Consultancies

**Financial year:** 01/2018 - 12/2018

**Estimate of the annual costs related to activities covered by the register:**

**3,500,000 € - 3,749,000 €**

## **Consultancy Agencies:**

FTI Consulting	<b>€ 300,000</b>
Teneo-Cabinet DN	<b>€ 300,000</b>
Flint Global	<b>€ 100,000</b>
EU Strategy	<b>€ 50,000</b>



# Facebook In House Lobbying & Consultancies



Facebook is the 12th organisation that spends most money on lobbying in Brussels.



Facebook is hiring more lobbyists and increasing its lobbying costs after Cambridge Analytica scandal and privacy laws.

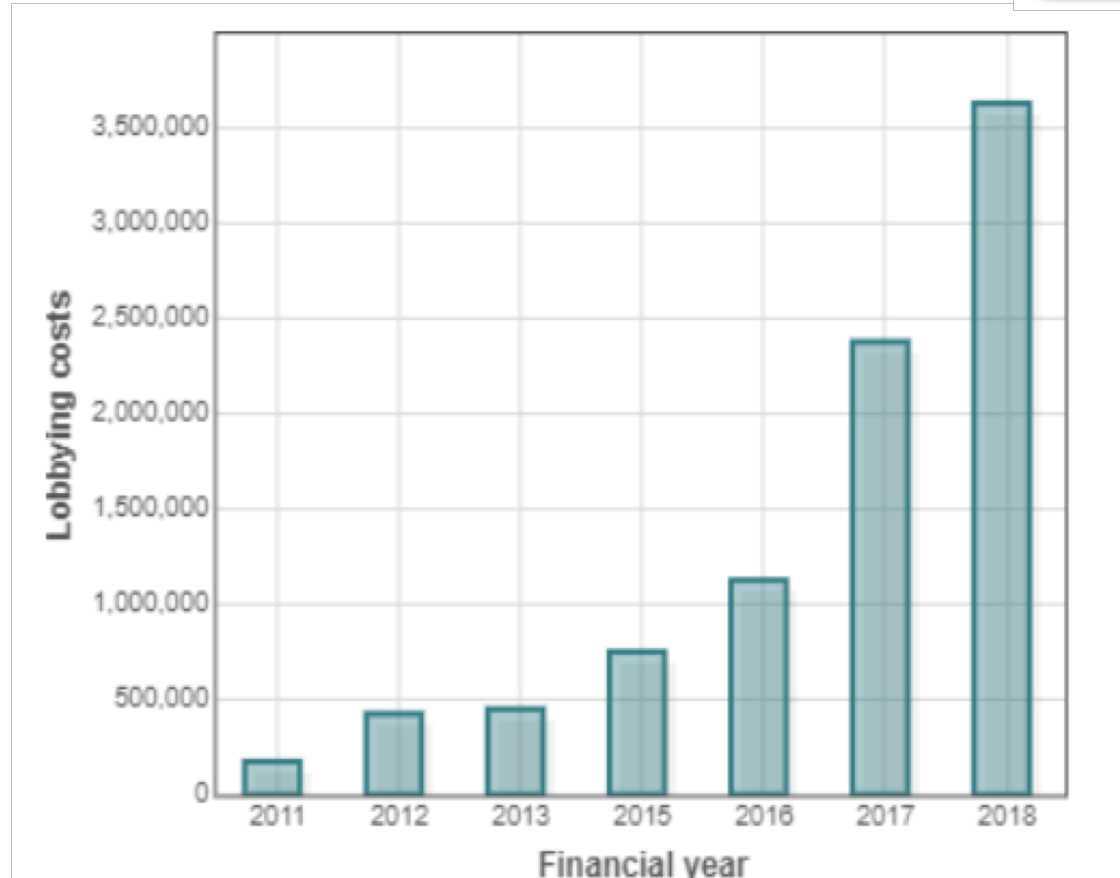


Using in-house lobbyist: 15 people by whom 4 are accredited.



# Facebook In House Lobbying & Consultancies

Facebook has tripled their lobbying costs between 2016 and 2018.



# Lobbying via Associations



Facebook is a member of the following organisations:

- American Chamber of Commerce EU	1,000,000 € - 1,249,999 €
- Application Developers Alliance	100,000 € - 199,999 €
- British Chamber of Commerce	291,573 €
- Business Europe	4,000,000€ - 4,249,999€
- Computer and Communications Industry Association (CCIA)	400,000 € - 499,999 €
- European Internet Services Providers Associations (EuroISPA)	9,999 €
- European Digital Media Association (EDIMA)	400,000 € - 499,999 €
- European Internet Foundation (EIF)	400,000€ - 499,999 €
- IAB Europe	300,000 € - 399,999 €
- Information Technology Industry Council (ITI)	<u>200,000 € - 299,999 €</u>
<b>Total Spending of These Associations:</b>	<b>7,001,572 € - 8,201,564</b>

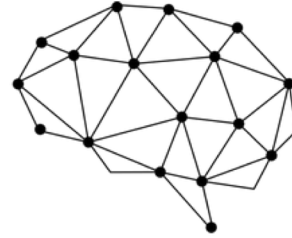
**CCIA, IAB and EDIMA have been heavily lobbying the EU Institutions on the ePrivacy regulations on behalf of Facebook.**



# Lobbying objectives

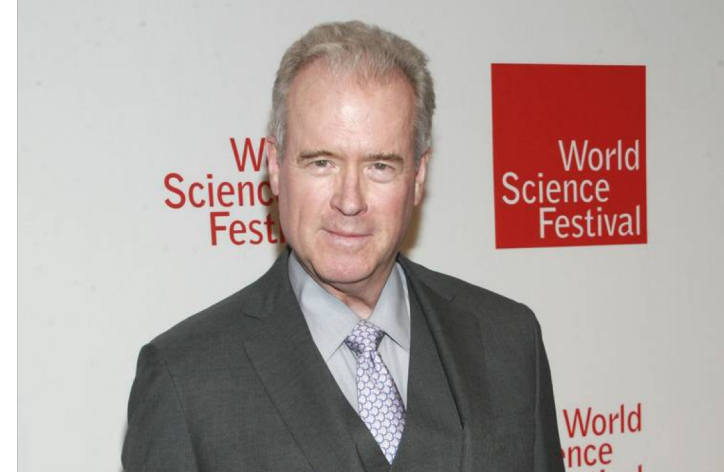
16	Juhan Lepassaar, Cabinet member of Andrus Ansip  Laure Chapuis- Kombos, Cabinet member of Andrus Ansip	Digital Single Market	11/10/2018	Brussels	Code of Practice and EU data protection
19	Wojtek Talko, Cabinet member of Věra Jourová	Justice, Consumers and Gender Equality	27/09/2018	Brussels, Belgium	Data protection
26	Juhan Lepassaar, Cabinet member of Andrus Ansip  Andrus Ansip, Vice-President  Vivian Loonela, Cabinet member of Andrus Ansip	Digital Single Market	17/04/2018	San Francisco, USA	Data protection, disinformation, AI
33	Věra Jourová, Commissioner  Kevin O'Connell, Cabinet member of Věra Jourová  Daniel Braun, Cabinet member of Věra Jourová  Renate Nikolay, Cabinet member of Věra Jourová	Justice, Consumers and Gender Equality	23/01/2018	Brussels, Belgium	Hate speech online, Data protection - GDPR, Privacy Shield, E-evidence

# Lobbying



- ❖ Why data protection?
- ❖ Some controversies
  - > Cambridge Analytica
  - > Trump's Presidential Campaign
  - > Robert Mercer  
(Hedgefonds-Manager)
  - > Election of Trump
- ❖ Facebook's solution: It is trying its best to polish its image and reassure both the public and institutions -> by gaining influence in Brussels (and Washington)

## Cambridge Analytica





# Lobbying

- ❖ Nick Clegg,  
former british Deputy Prime Minister  
2010-2015  
and MEP (Member of the European Parliament)  
1999-2004



-> is now Head of Global Affairs and Communication for Facebook

- ❖ signed code of conduct, new data regulations: not if they will be some, but how they are going to be executed
- > Problem: between 2015 & 2018 Facebook reacted very aggressive against almost every regulations



# Results of Facebook's Lobbying



“The industry does not need a regulatory push to improve,” the company **told the Commission** in March 2016.



Facebook is not accepting many laws given by the European Commission (e-privacy, hate speech)



Some exceptions:

-> the European Commission managed to forbid Facebook's self-regulatory methods for terrorist content

Thank you for your attention!



Like us on

**Facebook!**



# Webliography

Charron Francois, L'histoire de Facebook:

<https://www.francoischarron.com/lhistoire-de-facebook-et-de-mark-zuckerberg/-/qC6ZXEuNuT/>

Corporate Europe, Post-scandal Facebook: will the EU stop treating the tech giant as a trusted partner?:

<https://corporateeurope.org/en/power-lobbies/2018/05/post-scandal-facebook-will-eu-stop-treating-tech-giant-trusted-partner>

Europe Transparency Register, Facebook Ireland Limited:

<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=28666427835-74>

Kallas Priit, Dreamgrow, 2018, World Map of Social Networks:

<https://www.dreamgrow.com/world-map-of-social-networks/>

Kayali Laura, 2019, Politico, Inside Facebook's fight against European regulation:

<https://www.politico.eu/article/inside-story-facebook-fight-against-european-regulation/>

Kolb Matthias, 2019, Süddeutsche Zeitung, Nick Clegg:

<https://www.sueddeutsche.de/digital/britischer-ex-politiker-nick-clegg-facebooks-neuer-cheflobbyist-gibt-sich-als-ueberzeugter-europaeer-1.4306186>

Lobbyfacts, Facebook Ireland Limited:

<https://lobbyfacts.eu/representative/64755e0fc2a14e46aa9d8646df6f8f19/facebook-ireland-limited>

Meyer David, "Inside the ePrivacy Regulation's furious lobbying war":

<https://iapp.org/news/a/inside-the-eprivacy-regulations-furious-lobbying-war/>

# Webliography

Newsroom, Facebook Company Info:

<https://newsroom.fb.com/company-info/>

Omnicore, 2019, YouTube by the Numbers: Stats:

<https://www.omnicoreagency.com/youtube-statistics/>

Socialbakers, Facebook statistics directory:

<https://www.socialbakers.com/statistics/facebook/>

Statista, 2019, number of facebook users worldwide: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

Vergely Antoine, 2018, VOXeurope, Facebook's expanding lobbying in Brussels:

<https://voxeurop.eu/en/2018/social-media-5121938>

Wikipedia, 2019, Facebook:

<https://fr.wikipedia.org/wiki/Facebook>

Youtube Press, Youtube user numbers:

<https://www.youtube.com/yt/about/press/>