

THE FUTURE

OF FACEBOOK

ABOUT: Guy Amiad

> Stay relevant > Head of competition

> Digital transformation

> Innovation strategies

Coca-Cola



Unilever



Nestlé

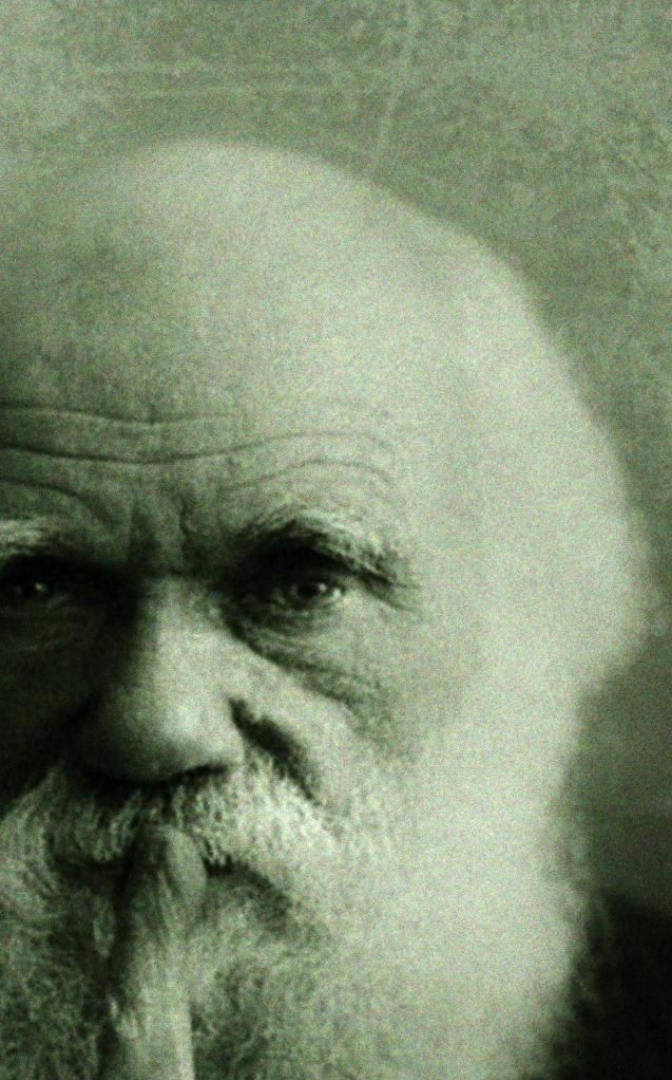


פלאפון



SONY





“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

18M



WHAT NEXT:

> Mobile first > Mobile only

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WHAT NEXT:

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> Video everywhere

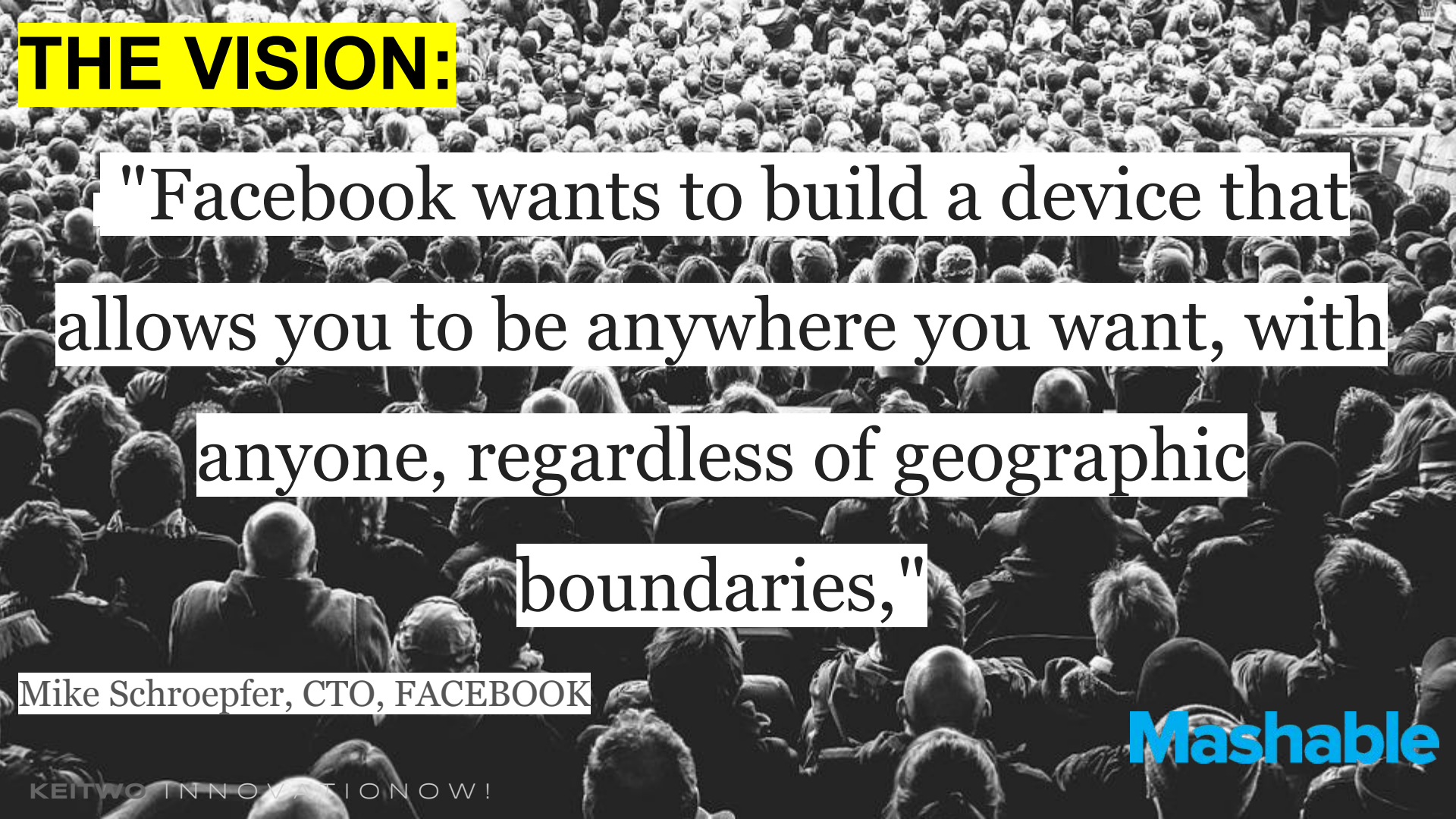
THE FUTURE

BY FACEBOOK

facebook

10 YEAR ROADMAP





THE VISION:

"Facebook wants to build a device that allows you to be anywhere you want, with anyone, regardless of geographic boundaries,"

Mike Schroepfer, CTO, FACEBOOK

Mashable

KEITWO INNOVATION NOW!



KEITWO INNOVATION NOW



**TC: Facebook, Amazon, Google, IBM
and Microsoft come together to create
the Partnership on AI**

amazon

Google

IBM



Microsoft

A solar-powered aircraft, resembling a glider with a long, thin fuselage and a large, flat solar panel on its upper surface, is shown in flight. The aircraft is white with blue and red accents on the wingtips. It is flying over a vast, mountainous landscape with green and brown terrain. The sky is a clear, pale blue.

*"OUR REAL MISSION
WASN'T TO CONNECT
ONE-SEVENTH OF THE
WORLD, IT WAS TO
CONNECT THE WHOLE
WORLD"*

A large, bright orange and yellow explosion is visible in the sky, with a massive plume of fire and smoke. In the background, several tall, dark metal lattice towers are visible against a clear sky. The explosion appears to be the result of a rocket launch failure.

Bloomberg

SpaceX Rocket Blast Destroys Satellite for Facebook Project

"One of our goals,"
Zuckerberg says, "is to
get better than human
level at all of the primary
senses."





KEITWO INNOVATIONOW!

18M

FACEBOOK'S VISION

- Sharing content
- Enabling every interaction

FACEBOOK'S VISION

- Mobile first
- Search first
- Video first



EXPLORE

/ DISCOVERY





Live Videos



Topsy Bartender
Public Figure



92nd Street Y
Cultural Center
1.7K viewers



Liberty University Office of Sp...
College & University
1.6K viewers



Ralphdous Reyini Reyini
1.6K viewers



Pelis online gratis
Movie Theater



LIVE 1.3K

Pelis online gratis
Movie Theater
1:42:40



**Facebook wants to
make original
shows like Netflix
and Amazon Prime**

WIRED



FIFA WORLD CUP
RUSSIA 2018



The future of AR / VR



The future of AR / VR



The future of AR / VR



The future of AR / VR



FACEBOOK:

THE GLOBAL T.V. OF THE FUTURE

BIG DATA

CONTENT

ECOMMERCE

THANKYOU

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