One billion – key metrics
Facebook reached 1 billion monthly active users on September 14 at 12.45 PM Pacific time.

Since Facebook launched, we’ve seen:

• **Over 1.13 trillion likes since launch** in February 2009
• **140.3 billion friend connections**
• **219 billion photos uploaded**
  o Data was pulled on 9/10/2012, and represents the total # of photos currently on this site – in other words, it excludes deleted photos. If we wanted to include all photos ever uploaded, the estimate we have is 265 billion. Photo uploading launched fall 2005.
• **17 billion location-tagged posts, including check-ins**
  o Includes location-tagged posts as well as check-ins. Data was pulled 9/10/2012, and represents total location-tagged posts & check-ins since launch of the product in August 2010
• **62.6 million songs have been played 22 billion times** - that’s about **210,000 years of music**
  o Data was pulled on 9/11/2012, and represents song plays since the launch of music-listening applications in September 2011

**Characteristics of users joining the week Facebook hit 1B**

• The median age of the user is about 22
• The top five countries where people connected from at the time we reached this milestone were Brazil, India, Indonesia, Mexico and the United States (NOTE: in alphabetical order)
• Facebook now has 600M mobile users

**Characteristics of users joining the week Facebook hit 500M users (July 2010)**

• The median age of the user at that time was about 23
• Top five countries where people connected from at the time we reached this milestone were Brazil, India, Indonesia, Mexico, and the United States (NOTE: in alphabetical order)
• Users signing up at this time now have an average of 305 friends

**Characteristics of users joining the week we hit 100M (August 2008)**

• The median age of the user at that time was about 26
• The top five countries where people connected from at the time we reached this milestone were Chile, France, Turkey, the United Kingdom, and the United States (NOTE: in alphabetical order)
• The user signing up at this time now has an average 334 friends

**Characteristics of users joining the week Facebook hit 50M users (October 2007)**


• The median age of the user signing up at this time was about 26
• Top five countries where people connected from at the time we reached this milestone were Australia, Canada, Turkey, the United Kingdom and the United States (NOTE: in alphabetical order)
• Users signing up at this time now have an average of 321 friends