Facebook Global Strategy

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Contents

• Overview
• Facebook’s development culture
• The basic ingredient: language support
• Beyond Language
Key Milestones

- Company founded: February 2004
- Platform: May 2007
- First Language (Spanish): Jan-Feb 2008
- FB Connect: May 2008
- I18n Open to Platform Developers: July 2008
- I18n Open to FB Connect Partners: Sept 2009

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Give people the power to share and make the world more open and connected.
User Growth - Worldwide

Active Users

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International growth

No longer just a U.S. site

- US
- International

Dec 2008

Source: Facebook internal data
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International growth

Dec 2009

Source: Facebook internal data
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International growth

US
International

Dec 2010 ??

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Elements of the Globalization Strategy

- The basic ingredient: language support
- Culture beyond language
- Competition
- Accessibility
- In-Country activity
Phase 1 – Internationalization

• The usual stuff:
  • I18n libraries
  • String extraction
  • Training and support

• Design decisions:
  • Storage: English (US) vs. Translation
  • How do we show translations on the site?
Phase 2 – Language Support

- Goal: translate as many languages as possible as fast as possible.

- Original Plan:
  - Crowd-source translations:
    - Develop Translations application
    - Invite users to translate
  - Pilot Spanish and try to finish in one week
  - Move on to critical languages: French and German
  - Release languages as the community completes them.
Community Translation

• Motivation behind crowd-sourcing:
  – Personal
  – Business
    • Speed
    • Quality
    • Engagement
    • Reach
    • Cost
Crowd-Sourcing Challenges

• How do we know when to launch and prepare for it?
  – What if the community does not translate fast enough?
  – How do we control quality?
• Can we launch a language BEFORE it is fully translated?
• How do we “support” languages post-launch?
• What about “secret” content... or sensitive content... or content not suitable for our technology... yet?
• How can we effectively respond to emergencies (such as sabotage)?
• How do we deal with communities and different languages and language variants?
Resolution

• Hybridize process and prioritize necessity for intervention:
  – Create an admin interface to gain tighter control over quality and timelines.
  – Implement flexible scheduling based on business priorities.
  – Use business priorities and traffic metrics to:
    • decide what and how much to translate before and after launch.
    • determine order of text shown for translation.
• Build strong technology to facilitate translation, engage community, and help control quality
Language Support - Results

• Spanish completed in ~1 week, released in 3 weeks.
• French draft translated in 1 day. French and German released in 3 weeks.
• Planned and released 5 languages monthly over one year.
• Lessons (related to pure crowd-sourcing) learned and adjustments made.
• Scope of crowd-sourcing expanded to reviewing, moderation, and even administration of some languages.
• ~500,000 people contributed to translations!
• ~55% of all users view the UI in translation
ROI on Translation?

- Italy: May 2008 (+ 3 months)
- France: March 2008 (+ 3 months)
ROI on Translation?

- Italian May 2008-Dec 2008
- French March 2008-Dec 2008
Phase 3 - Beyond Language

• In-country growth managers to:
  – Understand the market and make the product more relevant.
  – Integrate the product into local life (sports, politics, social).
  – Engage local developers through Connect and Platform.
  – Understand and deal with competitive space.
Phase 3 - Beyond Language

• Making the product more culturally relevant
  • Relationships
  • Networks/Connections
  • Schools
  • Political systems
  • Religion
  • Openness
  • Use of real identities
Phase 3 – Beyond Language

• Adherence to local regulations
  – Minimum age
  – Privacy

• Making the product more accessible
  – Bandwidth
    • Lite.facebook.com
  – Mobile
    • Native application: iPhone, Blackberry
    • m.facebook.com
    • 0.facebook.com

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Muse Nashville wants to be your friend Confirm · Ignore

Stefan Huyghe has a birthday today

All notifications and 36 more requests

**News Feed**

**Top News · Most Recent**

Vikram Sahay Mathur changed his profile picture.

Mark Zuckerberg Snack—at Pho Hoa with Matt Cohler.
7 minutes ago · Comment · Like

Mark Zuckerberg Snack—

Vikram Sahay Mathur Children
with special needs only want what we all want: to be accepted. Can I
make a request of anyone willing to post this and leave it as your
status for... See More
9 minutes ago · 1 Comment · Like · 1

Abhishek Pamecha 0x20
20 minutes ago · Comment · Like

Ziad Abikaram "No matter how old I
get, the race remains one of life’s most rewarding experiences. My
times
become slower and slower, but the experience of the... See More
25 minutes ago · Comment · Like · 1

Kate Losse @ new Gap logo
External: Tupac- Keep Your Head Up
26 minutes ago · Comment · Like · 1

Anh-Thi Le Wassup?
Phase 3 – Beyond Language

• Competitive Space:
  – First mover advantage and disadvantage
  – Coming from behind:
    • Countries with local products
    • Products with a global appeal
Phase 3 – Beyond Language

• Activities:
  – Partnerships
  – Platform and FB Connect integrations
  – Co-marketing
  – Developer garages
What Makes Some Countries Tick?

- Germany: Privacy
- India: Relevance, Privacy, All-in-one Package
- Indonesia, Malaysia: Mobile
- Taiwan: Social gaming
- Japan: Mobile & touch-optimized sites
- Korea, Russia: WIP!

Global Connections
From Global to Local