Facebook Market Data Sample

Region	Country	Category	Mobile operator	Engagement	Value chain	Value	2018	2019	2020	2021	2022e	2023e	2024e	2025e	2026e
East Europe	Country D	Population	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Subscriptions	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Unique Mobile Users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Smartphone users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Mobile internet users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Rich messaging users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

User data

East Europe	Country D	Mobile Subscriptions	Mobile operator 1	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Mobile Subscriptions	Mobile operator 2	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Mobile Subscriptions	Mobile operator 3	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Mobile Subscriptions	Others	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Unique mobile users	Mobile operator 1	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Unique mobile users	Mobile operator 2	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Unique mobile users	Mobile operator 3	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Unique mobile users	Others	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Viber users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

Facebook traffic data

East Europe	Country D	Annual A2P Traffic by Engagement - API	N/A	Events	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Annual A2P Traffic by Engagement - API	N/A	Sessions	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Annual A2P Traffic by Engagement - API	N/A	Session messages	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Annual P2A Traffic by Engagement - API	N/A	Sessions	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
East Europe	Country D	Annual P2A Traffic by Engagement - API	N/A	Session messages	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

Facebook spend ($) data

East Europe	Country D	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	Viber	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
East Europe	Country D	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	Viber	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
East Europe	Country D	Annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	Viber	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
East Europe	Country D	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	Aggregator	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
East Europe	Country D	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
East Europe	Country D	Annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX

Facebook averages (per month)

East Europe	Country D	Average annual A2P Traffic by Engagement - API	N/A	Events	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
East Europe	Country D	Average annual A2P Traffic by Engagement - API	N/A	Event messages	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
East Europe	Country D	Average annual A2P Traffic by Engagement - API	N/A	Sessions	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
East Europe	Country D	Average annual P2A Traffic by Engagement - API	N/A	Session messages	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
East Europe	Country D	Average annual P2A Traffic by Engagement - API	N/A	Events	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
East Europe	Country D	Average annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	WhatsApp	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
East Europe	Country D	Average annual A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
East Europe	Country D	Average annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
East Europe	Country D	Average annual A2P Spend by Engagement, Value chain & Value - API	N/A	Per brand	Aggregator	Monthly fee		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
East Europe	Country D	Average annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	Aggregator	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
East Europe	Country D	Average annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX

Please note, sample datasheet only, subject to change