

Facebook announces 16 million people come to Facebook every month on mobile

Facebook announced 16 million people in Nigeria visit Facebook every month with 100% of them coming on mobile. Each day, 7.2 million people visit Facebook with 7 million on mobile.

Facebook's visit coincided with Friends Day, 4 February, or Facebook's 12th birthday. During the past five years, the global Facebook community has more than doubled in size, and its community in Nigeria continues to grow.



"For us, Friends Day in Nigeria was about hearing the stories of our community using Facebook our platform to grow and connect with others. We have made amazing progress over the past year. We're only 1% done in Nigeria and inspired to do even more in this fast-moving, mobile first country," said Nicola Mendelsohn, Vice President, EMEA, at Facebook.

Nunu Ntshingila, Head of Africa for Facebook, said: "This is the year we deepen our partnerships with Nigerian businesses. We're committed to Nigeria, and during this visit we shared insights with our business and agency partners on how to deliver personalised marketing, at scale, where people are – on their mobile phone. We want to make sure Nigeria - its people, its agencies and its businesses - realise the opportunity that technology and mobile bring."

Ntshingila continued: "We know the mobile platform people use the most in Nigeria is Facebook and up to 77% of Nigerians on Facebook use their mobile device to discover new products and services. Nigerians are sophisticated mobile users and

this sophistication is increaseing fast – people are ahead of businesses, and we're here to help businesses create mobile-first solutions to grow their business.”

Facebook also hosted a dinner for women leaders in Nigeria where Mendelsohn and Ntshingila spoke about entrepreneurship and technology can drive economies and create jobs.

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