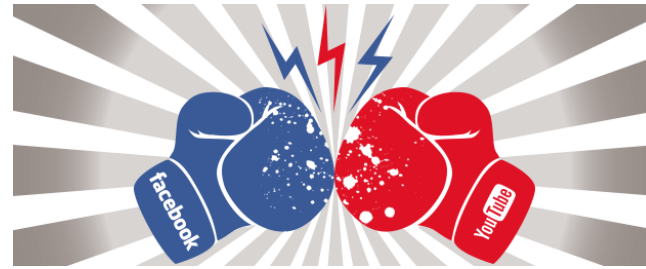


FACEBOOK LIVE – WHAT YOU NEED TO KNOW

- Available to all users & verified Pages
- iOS app availability only
- Same algorithm we know and “love”
- Boost (and targeting!) availability
- Square format (*Periscope is portrait*)
- Comments below video (*Periscope is overlay*)
- Video stays on page unless deleted (*Periscope goes away in 24 hours*)
- No analytics (yet) – but can share on business pages for Insights



FACEBOOK VS. YOUTUBE



Metric	Facebook	YouTube
Volume	8 billion daily video views	7 billion daily video views
Daily Watch Length (US)	8,061 years	713 years
Average Video Length (sec)	81.22	870.89
Distribution	Discovery	Search
Engagement	Auto-play	Active click
Amplification	Paid promotion based on Likes & Interests	Pre-roll based on keywords