

Facebook is getting closer to 'owning' WhatsApp

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Facebook's acquisition of WhatsApp - a very popular free messaging application does not seem to be new to users. However, the fact that this acquisition is still incomplete, is similar to other acquisitions such as Lenovo's purchase of Google's Motorola. And most recently, Facebook has gone one step further in this deal.



More specifically, the heads of the *European Commission* (EC) stamped the approval, turning the green light on Facebook's purchase plan. The big points that the social networking site put forward persuaded the EC, especially in fear of a monopoly coming from Facebook. They also show that the market is now in the hands of many other names in this piece such as Viber, Line, Telegram, WeChat, and both Google Hangouts and Apple's iMessage. It is clear that current users not only use a service for instant messaging, and what WhatsApp belongs to Facebook is merely to help Facebook set foot deeper into this potential market segment.

As a big guy in the Internet service industry, Facebook owns a large user community with more than 1 billion users. They themselves have turned the messaging feature on Facebook into a separate application to compete in the free messaging segment via the Internet. And with the approval from EC, this promises to be a big revenue segment for Facebook in the future.

However, there are still some legal provisions that need to be approved so that the deal can be officially completed. With a huge amount of transactions up to \$ 19 billion, it will take some time for WhatsApp to officially be in the hands of Facebook.

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