

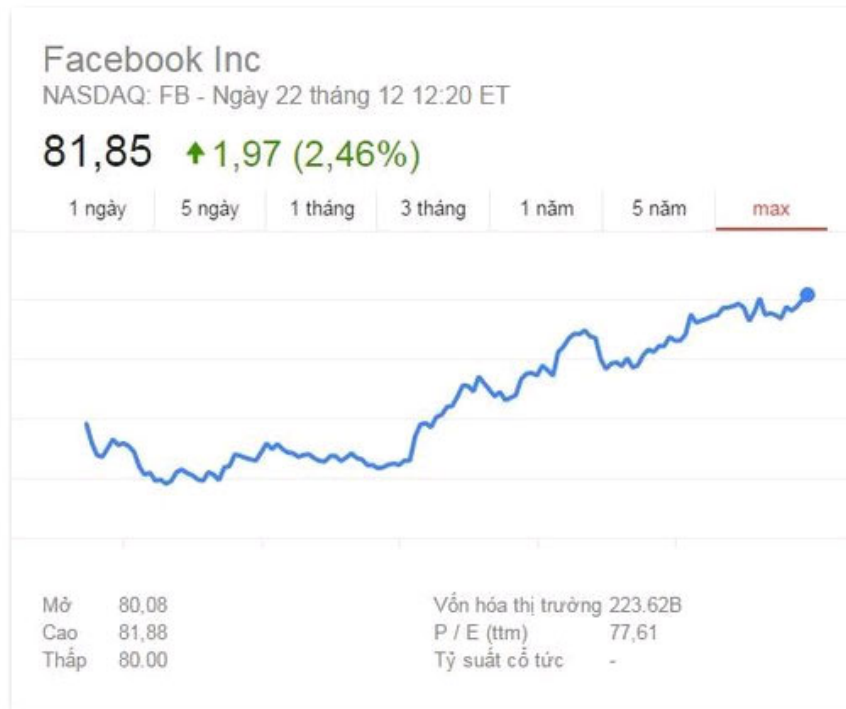
Facebook shares set a record high

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Despite the fact that FB share price has reached a record level, many people are still skeptical about the real reason that this stock price has soared (*before that, FB shares often fluctuated at 75-80 USD / stock*) . However, this can be considered a price commensurate with the value of Facebook in 2014.



Facebook stock prices have continuously increased in recent sessions

It can be said that 2014 is a great year with this global social network. In addition to the purchase of WhatsApp application for \$ 22 billion and the company invented Oculus Rift virtual reality glasses for \$ 2 billion, Facebook also launched a standalone application Facebook Messenger and a variety of test applications. other experience.

Instagram apps that Facebook bought with \$ 1 billion in 2012, are now valued at \$ 35 billion by analysts. Instagram has 300 million users, larger than the number of Twitter users. Currently, Instagram has begun testing advertising applications, promising to bring in significant revenue for this company when it is launched.

Revenue from Facebook's mobile devices is also growing rapidly, and is currently *"three times Google's mobile video and video ad revenue in some major markets like the US"*, according to The Information.

For more than 10 years, Facebook has done a great job of its strategy, but 2014 was the year to leave many imprints of this social network and signaled its willingness to dominate for many years to come.

With major applications such as Facebook app, Instagram, WhatsApp and Messenger, Facebook is in the hands of a group of applications that will help this company *"gamble"* for years to come.

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