

# The number of Facebook and Instagram users is equal to nearly half of the world's population

According to Meta's first quarter 2024 financial report dated April 24, the company's total daily active users (DAP) currently reached 3.24 billion as of the end of March, an increase of 7% compared to 3.19 billion by December 2023, accounting for 40% of the world's population (current world population is 8.1 billion).

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Meta's current platforms include Facebook, Instagram, WhatsApp, Threads. Among them, Threads - the Meta social network launched last year to compete with X - is one of the fastest growing platforms with more than 150 million daily active users, 130 million in the last quarter.



Meta started to prosper after the "year of efficiency" strategy launched by CEO Mark Zuckerberg last year, including tightening spending and cutting 21,000 employees. The company achieved revenue in the first quarter of 2024 of 36.46 billion USD, an increase of 27%, and net income reached 12.37 billion USD, an increase of 117% over the same period last year.

However, according to CNBC, Meta shares dropped 15% after the report because the metaverse segment continued to lose money.

According to Zuckerberg, the above financial results are a "good start" for 2024. Regarding the loss at Reality Labs, he said he will not give up on ambition and that the division is "continuing to make steady progress in building the metaverse". Regarding AI, he emphasized that for Meta to fully scale, thereby turning them into profitable businesses, it will take a period of several years.

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