

# The number of Facebook users is close to the Chinese population

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The number of people who log in to Facebook at least once a month has increased by 14% to 1.35 billion people in the third quarter of this year, roughly equal to the Chinese population of 1.357 billion.

Meanwhile, the number of people who log into their accounts every day has increased by nearly one fifth to 864 million people - larger than the entire European population, estimated to fall to about 750 million people.

The increase in users has helped Facebook increase its revenue by 60% in the third quarter of this year.

Profits nearly doubled to \$ 1.1 billion, in the context of the company finding new ways to collect data from its large user base and use this information to sell advertising.

Mark Zuckerberg, Facebook's founder and CEO, said: " *We continue to focus on serving our community well, in addition to investing in connecting the world in the next decade.* ".

James Gellert, Executive Director of Rapid Ratings International, said Facebook has proven itself to be a strong and stable growth company.

*" They stand out in terms of profitability, organizational costs and debt management. Facebook has a strong asset base and a large financial reserve. They also carry out strategic mergers. began to bring sweet fruit , "said Gellert .*

However, Facebook's stock has plunged more than 9% after Chief Financial Officer David Wehner warned the company will increase spending. *" We have a plan to turn 2015 into a strong investment year ."*

Investors also seemed disappointed when Facebook did not have a higher rate of return as expected.

According to observers, Facebook's rate of return may be lower if the company calculates WhatsApp parameters, the messaging service has been acquired in the \$ 22 billion deal.

WhatsApp service, which allows people to send messages to individuals and groups, has lost \$ 140 million in the third quarter - after Facebook agreed to buy WhatsApp, but before the deal was completed.

The deal only ended earlier this month, after the third quarter business statistics were completed.

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