

Now that Facebook has filed its paperwork to go public, we're getting our first real glimpse at the inner workings of the world's largest social networking website. Let's set aside the potential for Facebook's valuation to get out hand. We're still several weeks away from actual deal pricing and retail investor reactions.



Facebook is not going public because it needs to raise money, but by going public the company is giving its early investors a way out and its not going to be cheap.

Facebook has **845 million monthly active users**. Yes, that's impressive. Some skeptics who thought Facebook was celebrating milestones of cumulative registrations probably didn't realize the dot-com darling only counts current users. There are

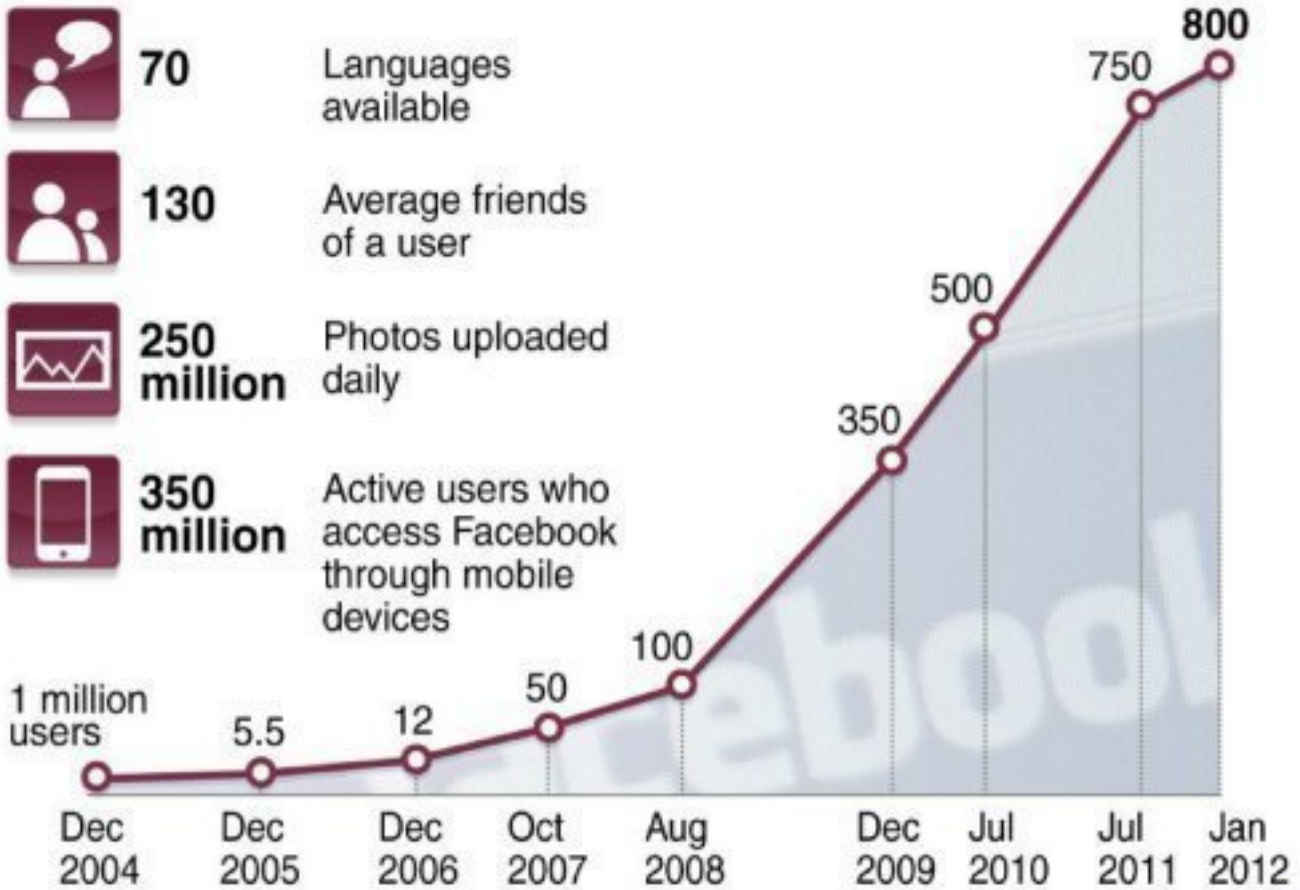
483 million daily active users.

In other words, more than half of Facebook's users are on the website in any given day. The key point here is that while active monthly users have climbed by 39% over the past year, daily active users have increased by 48%. In other words, Facebook continues to get stickier with consumers. There are

100 billion friendship connections on the website.

The rise of Facebook

Launched in February 2004, the social networking giant now has more than 800 million active users worldwide



Source: Facebook

AFP