



**ANNOUNCEMENTS AT F8 2016:**

## What they mean to advertisers

On April 12-13, 2016, Facebook will host F8, our global developer conference, where the technical community will join us for two full days of sessions, workshops, product demos and 1:1 time with Facebook's product experts.

While the content and announcements at F8 are geared for developers, we want our advertisers and partners to be aware of what was announced and what they mean.

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**KEY ANNOUNCEMENTS INCLUDE:**

### Facebook Analytics for Apps

**What this is:**

Announced at F8 2015, Facebook Analytics for Apps is a free mobile analytics tool that helps developers better understand how people use their apps, improve people's experiences and grow their businesses. At F8 2016, we are announcing improvements to Facebook Analytics for Apps including deeper audience insights, push and in-app notifications (beta), powerful breakdowns, and a App Events Export API to analyze data offline.

**What this means for advertisers:**

Advertisers can use Facebook Analytics for Apps to better understand how their mobile app impacts their business. Facebook Analytics also help businesses learn more about the people who use their app and build audiences for Facebook ads through segmentation tools. For more information on Facebook Analytics for Apps, please visit: <https://developers.facebook.com/products/analytics>

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### Account Kit

**What this is:**

Account Kit helps developers grow their apps by providing an easy way for people to log in with their phone number or email address. The flow is passwordless, removing barriers to entry. Account Kit is a complementary solution to Facebook Login.

**What this means for advertisers:**

This won't impact advertisers, but businesses may have some interest in implementing Account Kit for their apps.

## Facebook Share Updates

### **What this is:**

We're announcing a host of sharing updates including new quote and hashtag sharing products that allow people to share in new ways, a more seamless sharing experience for mobile web, as well as improvements to our Sharing Debugger tool to help developers better optimize what their content looks like on Facebook.

### **What this means for advertisers:**

These updates have no impact to advertisers. Publishers and developers may benefit from the new sharing features as these are designed to provide more consistent and seamless ways people share their content on Facebook. With the Sharing Debugger tool, developers can more clearly see what makes their links appear the way they do on Facebook.

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## Social Plugins Updates

### **What this is:**

We're releasing new tools and features that help developers drive engagement and sharing on their websites and mobile apps. Updates include a save plugin, improved mobile web share dialog, sharing insights, embedded posts and improved comments plugin.

### **What this means for advertisers:**

While these features have no direct impact to advertisers, the Save button may be of interest to e-commerce advertisers. The Save button allows people to save interesting things they see, including products, around the web in one place on Facebook. For businesses who are promoting their product catalogs through Facebook's dynamic ads, we'll detect changes in the catalog and send people, who have saved products from their catalog on Facebook, notifications at relevant times — like when the price drops for something they've saved, or when something they've saved comes back into stock. At this time, businesses cannot promote saved items. Facebook will occasionally remind people of saved items.

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## Profile Expression Kit

### **What this is:**

At F8, we are announcing a new identity expression platform which includes profile pic frames for Pages and Profile Expression Kit. Profile pic frames enable certain verified Pages to submit and post frames for their fans to create new profile pictures with. The Profile Expression Kit enables people to post a profile video from third party apps with one click.

## Messenger Platform Updates

### What this means for advertisers:

This update has no impact to advertisers; however, businesses with Pages may be interested in profile picture frames. At this time, profile frames are limited to certain Verified Pages within the sports, entertainment, and cause-based verticals.

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### What this is:

On 4/7, we released several announcements for Messenger including 900M MAU, one billion messages sent between people and Pages monthly and a host of new ways to initiate conversations (Messenger Codes, Messenger Links and Messenger Greetings). At F8, we are announcing that we are expanding access to the Messenger platform through a closed beta. The new Send/Receive API will give businesses and developers the ability to reach their customers where they already are: Messenger. In addition to the API, we are also announcing the wit.ai Bot Engine. Built off of learnings from how people pose questions to M, and powered by our acquisition of wit.ai (an AI/semantic search company), the wit.ai Bot Engine will help businesses create bots to manage common conversations. Businesses will be able to "train" bots on how to address common questions, freeing up customer service representatives to tackle only the most complex/challenging of needs. Bots created in the wit.ai Bot Engine can be triggered by messages received via the new Send/Receive API. Finally, at F8, we are announcing that we are testing sponsored messages in Messenger.

### What this means for advertisers:

We are focused on creating value for people. With over 900 million people using Messenger each month, it is increasingly important that businesses support this channel to best serve people where they are already spending their time. The number of messages sent between people and businesses on Messenger has more than doubled over this past year and we continue to invest in growing and improving this channel.

As always, we test and measure the impact of any new features on all of our products, including Messenger, to ensure that we are creating delightful and engaging experiences for people. Many of the features we've released in recent months have been around delivering great customer service through Messenger and we are also testing new experiences such as ride-sharing, order receipts, and live chat. Today, the primary way that businesses can serve their customers on Messenger is to enable messaging on their Page and be responsive to the messages that they receive. While we are currently testing sponsored messages in Messenger, we cannot confirm broader availability at this time. For more information Messenger, please visit: <https://www.facebook.com/business/news/find-and-contact-businesses-on-messenger>

## Instant Articles

### What this is:

At F8, we will be opening up the Instant Articles program to all publishers—of any size, anywhere in the world—that want to join. In addition, we recently announced an ads policy and product updates for Instant Articles that include allowing video and animation (rich media) for publisher direct-sold ads, increased ads density for publishers, and Audience Network updates that include plans to support new native formats like video and carousel ads. Additionally, we will start supporting branded content in Instant Articles.

### What this means for advertisers:

**Advertising within Instant Articles:** Audience Network will continue as the approved ad network solution for Instant Articles, delivering people-based ads in high-value, native formats. To opt-in, check the box for Audience Network.

**Publishing on Instant Articles:** Advertisers interested in publishing their content on Facebook should evaluate whether Canvas or Instant Articles is the best product to help achieve their objectives. Instant Articles is built for media organizations and journalists that are publishing their content at scale on mobile, and is the best platform on Facebook for publishers. Canvas is a flexible space to tell a better brand story or showcase products to drive all product objectives, and was built with marketers in mind to give them the space and technology to better engage with their customers on mobile.

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## Live API

### What this is:

Live API allows publishers to seamlessly integrate Live into their existing broadcast setup and also create new ways to interact with their viewers. Device manufacturers can use the API to incorporate Live directly into their latest video products. The Live API will be available for verified Pages to publish Live Video directly to Facebook beginning April 12th.

### What this means for advertisers:

Although there are no monetization opportunities for brands at this time, businesses may be interested experimenting with the Live API to publish Live content to Facebook with existing video equipment and want to enable creative interactions with viewers.

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## Branded Content

### What this is:

Branded content is a growing and evolving part of the media landscape and media companies, public figures, influencers, and marketers have been asking us for a way to bring this to Facebook. On Facebook, we define branded content as any content — including photos, videos, Instant Articles, links, and Live videos — typically from media companies, celebrities, or other influencers (Page owners) that specifically mentions or features third party products, brands, or sponsors.

On April 8, we updated our branded content policy across ads and Pages to enable verified Pages to share branded content on Facebook. We are also launching a new tool that makes it easy for publishers and influencers to tag a marketer when they publish branded content. Marketers will be able to see insights on tagged posts and have the option to share and boost the post.

### What this means for advertisers:

We know that many of our media partners have existing sponsorship deals with marketers, and this update gives them the ability to extend their branded content business onto Facebook. For marketers, the new tool introduces more transparency and allows them to better understand how their marketing initiatives are performing across Facebook. Additionally, marketers can now leverage these types of content creative and activate sponsorships that drive value and are useful, interesting, and entertaining to their target audiences.

For more information on branded content, please visit:

<https://www.facebook.com/business/news/branded-content-update>

For our Pages policy, please visit:

<https://www.facebook.com/policies/brandedcontent>

For our Ads policy, please visit:

<https://www.facebook.com/policies/ads/#restricted>

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## Rights Manager Copyright Program / Policies

### What this is:

At F8, we're introducing technology and policies that enable owners of video intellectual property to surface, monitor, and take action in response to other parties' uploads of their copyrighted content to Facebook.

### What this means for advertisers:

This update has no impact on advertisers; but may be of interest to media and publishers.

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## Crossposted Videos and Insights Update

**What this is:**

Crossposted videos is a content management capability that lets publishers reuse the same video across multiple posts and/or Pages. The associated Insights updates give publishers a view of total performance across these multiple uses of the same video.

**What this means for advertisers:**

This may be of interest to advertisers and publishers with a lot of video content.

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## Events Ticketing

**What this is:**

Millions of people on Facebook connect with their favorite bands, artists and causes to find out about events happening in their community. We've heard feedback from venues and artists that Facebook is an important platform for them to update and connect with fans. At F8, we are announcing that we are starting a test with Eventbrite and Ticketmaster to make ticket purchasing easier and faster for people on Facebook.

**What this means for advertisers:**

We are in early testing of events ticketing and do not have immediate advertising opportunities at this time.

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## Marketing API Updates

**What this is:**

At F8, we'll be announcing two updates to the Marketing API: the Recommendations API and launch of a new Java SDK. The Recommendations API is intended to serve as the repository for all best practices on ads. The Java SDK provides an easy interface and abstraction between a Java application and Facebook's Marketing API.

**What this means for advertisers:**

These updates will particularly useful for advertisers and partners who use our Marketing API. For more information on the Recommendations API, please visit: <https://developers.facebook.com/docs/marketing-api/reference/ad-recommendation>

## Questions?

Contact your account representative or visit our Help Center at [facebook.com/help](https://facebook.com/help).

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