



**For immediate release: Thursday 17<sup>th</sup> May, 2012**

## **FACEBOOK SET FOR FLOTATION**

Tomorrow Facebook releases its share price, but what will this flotation mean for its users? **Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com)** says: "Historically Facebook's model has been about growing the number of users and enhancing their experience, not monetising every last inch of the site. With shareholders entering the equation, that may now change. They will want to see that Facebook doesn't miss out on the potentially huge source of revenue that mobile ads, customised to users' likes and locations, would provide. So Facebook faces a delicate balancing act if it is to keep both profit-focused investors and loyal users happy. And if it puts a step wrong, everything could come crashing down.

"But ultimately we have to remember that if consumers do become unhappy and leave, shareholders will end up suffering too.

"Facebook is close to achieving the holy grail of advertising platforms – the ability to weave brand messages into the fabric of people's social lives. It provides advertisers with extremely detailed information, meaning they can produce very targeted campaigns. Users voluntarily divulge details of where they are, what they're doing and what they like on Facebook, all of which is diamond dust to advertisers.

"But with nearly half of the 900million subscribers accessing the site from mobile devices – and this number likely to increase – Facebook needs to be ready for this change. On the most basic level this means optimising the way the site looks, as the smaller screens of mobile devices mean there is less space for adverts.

"The firm is already making inroads in the mobile app world. It has launched an app store and is attempting to buy the photo-sharing service Instagram. Facebook needs to ensure that it continues to move with what consumers want, which is to be able to access their favourite websites whilst on the go."

For more information visit [www.uswitch.com](http://www.uswitch.com) or call 0800 093 0607

**-Ends-**

**For further information please contact:**

Katherine Cooper, uSwitch.com on 020 7802 2961 or [katherinecooper@uswitch.com](mailto:katherinecooper@uswitch.com)  
Jonny Stevens, Rhizome PR on 0207 8514757 or [jonny@rhizomepr.com](mailto:jonny@rhizomepr.com)

**About us**

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email [CustomerServices@uswitch.com](mailto:CustomerServices@uswitch.com) or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

uSwitch.com is owned by Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.