



Stanford eCorner

Global Future of Mobile

Jocelyn Goldfein, *Facebook*

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Video URL: <http://ecorner.stanford.edu/videos/3166/Global-Future-of-Mobile>

Facebook Director of Engineering Jocelyn Goldfein argues that the companies that will win in the future of consumer software are the ones that successfully deliver fast, streamlined, and lightweight data experiences, leveraging the exploding mobile-device usage across the developing world.



Transcript

The other interesting thing about mobile is that mobile growth's enormous. A lot of it is happening in the developing world. And so users are flooding onto smartphones; in the next three years, we're going to have orders of magnitude more smartphone users than we've had in the past. But the interesting thing is the smartphone that those folks in Latin America, in Asia, in Africa, the smartphone they're going to be using is going to be a Gingerbread phone. It's like a three year old version of Android. And so I actually think the race there is not who can do like the snazziest, richest, craziest feature on mobile, it's actually who can deliver the most streamlined, speedy, lightweight, light touch, smooth experience on a very low-end, low power device. And you've got to be - in this country data is basically - I mean, you pay for your data plan, but then once you've paid for your plan, you don't think hard about how much data you're using. When you pay by the minute, when like the - when data is as large a part of the spend as it is in parts of the developing world, you're pretty - like if we do over-fetching in the newsfeed in the U.S., it just doesn't matter too much. Like we send a few extra stories, so that your feed loads faster, it's slightly sub-optimal, you don't really care. That happens in Africa like we're costing some - our users money when we send too much data.

So thinking about how to do that and then we just think about phones as the mechanism by which a whole next set of billions of people are going to get online and are going to get on Facebook, because frankly lots of people are going to have smartphones and feature phones that have never and will never have a computer. And so what is an entirely mobile centric Facebook experience look like that isn't a second screen device, a second device in addition to your laptop. So those are the things we're thinking really hard about.