



Messenger platform evolution

APR 2017

Discovery and Chat Extensions

JUL 2017

Handover Protocol and Built-in NLP

NOV 2017

Customer Chat and Media Template

FEB 2018

New Quick Replies and Messaging Insights

APR 2019

Appointment Booking Functionality in Beta

MARCH 2019

Dark Mode

OCT 2018

The New Messenger

APR 2018

360 Degree Photos & HD Video

MAR 2018

Messenger Lite Video Chat

Messenger by the numbers

More than

1.3 billion

people use Messenger each month

410 million

users use video chat on Messenger monthly

Approximately

300,000

developers on the platform

20 billion

messages sent between people and businesses on Messenger each month

40%

year over year growth in the amount of time spent in video chat on Messenger

17 billion

photos shared in Messenger each month

40 million

monthly active businesses on Messenger

300,000

active bots on Messenger



Messenger is the second **most popular** iOS app of all time, behind Facebook*



*App Annie <http://blog.appannie.com/most-popular-iphone-ipad-apps-all-time/>

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