**Ever Wonder How Much Content Would Cost Without Advertising to Subsidize It?**

Facebook's revenue in the most recent quarter was $4 billion -- nearly all of which came from advertising. The social-networking giant reports that, as of June 30, it had 1.49 billion monthly active users. Simple enough, right? Each MAU need only cough up about $2.69 per quarter, or around $10.75 per year, for an entirely ad-free, user-supported Facebook.

***Advertising Age 9.28.15***

<http://adage.com/article/print-edition/ad-age-imagines-a-world-ads/300552/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1444002017>