**Facebook Plans to Build out its Mobile Presence**

Mobile accounted for 84% of Facebook's revenue in Q2, and the company continues to innovate on how to make the platform more useful for brands and consumers. Facebook's Andrew Bosworth says that the company is focusing on moving "beyond this idea of TV as a medium but more in what was the value TV created that marketers want to recreate on the mobile phone."

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<http://mashable.com/2016/09/26/facebook-mobile-bosworth/#fIbdWNYswZqH>