

EXHIBIT 3

- [Home](#)

• [The Facebook Data Center FAQ](#)

September 27th, 2010 : Rich Miller



With more than 500 million active users, **Facebook** is the busiest site on the Internet and has built an extensive infrastructure to support this rapid growth. The social networking site was launched in February 2004, initially out of Facebook founder Mark Zuckerberg's dorm room at Harvard University and using a single server. The company's web servers and storage units are now housed in data centers around the country.

Each data center houses thousands of computer servers, which are networked together and linked to the outside world through fiber optic cables. Every time you share information on Facebook, the servers in these data centers receive the information and distribute it to your network of friends.


We've written a lot about Facebook's infrastructure, and have compiled this information into a series of Frequently Asked Questions. Here's the **Facebook Data Center FAQ** (or "Everything You Ever Wanted to Know About Facebook's Data Centers").

How Big is Facebook's Internet Infrastructure?

Facebook is currently the world's most popular web site, with more than 690 billion page views each month, according to metrics from Google's DoubleClick service. Facebook currently accounts for about 9.5 percent of all Internet traffic, slightly more than Google, according to HitWise.

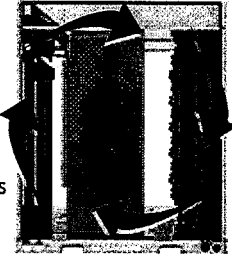
Facebook requires massive storage infrastructure to house its enormous stockpile of photos, which grows steadily as users add 100 million new photos every day. People share more than 30 billion pieces of content on Facebook each month. In addition, the company's infrastructure must support platform services for more than 1 million web sites and 550,000 applications using the Facebook Connect platform.

Start-Up Ready IT Equipment Cabinets



**Fill It Up
Plug It In
Problem Solved**

- Holds up to 250U
- Cools up to 150kW at PUE of 1.4 or better
- Five distinct configurations
- Stand alone or in series, side-by-side or stacked
- Customized available in weeks



silverlinings.biz
info@silverlinings.biz

Most Cost Efficient Solution to Computing Capacity Expansion

To support that huge activity, Facebook operates at least nine data centers on both coasts of the United States, and is in the process of building its first company-built data center in Oregon. Although more than 70 percent of Facebook's audience is in other countries, none of the company's data centers are located outside the United States.

For most of its history, Facebook has managed its infrastructure by leasing "wholesale" data center space from third-party landlords. Wholesale providers build the data center, including the raised-floor technical space and the power and cooling infrastructure, and then lease the completed facility. In the wholesale model, users can occupy their data center space in about five months, rather than the 12 months needed to build a major data center. This has allowed Facebook to scale rapidly to keep pace with the growth of its audience.

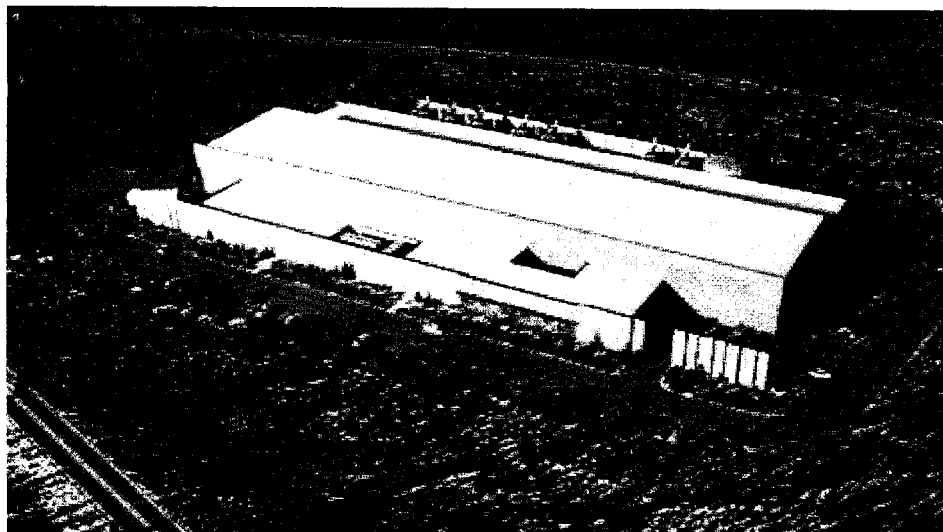
In January 2010 Facebook announced plans to build its own data centers, beginning with a facility in Prineville, Oregon. This typically requires a larger up-front investment in construction and equipment, but allows greater customization of power and cooling infrastructure.

Where are Facebook's Data Centers Located?

Facebook currently leases space in about six different data centers in Silicon Valley, located in Santa Clara and San Jose, and at least one in San Francisco. The company has also leased space in three wholesale data center facilities in Ashburn, Virginia. Both Santa Clara and Ashburn are key data center hubs, where hundreds of fiber networks meet and connect, making them ideal for companies whose content is widely distributed.

Facebook's first company-built data center is nearing completion in Prineville, Oregon. If Facebook's growth continues at the current rate, it will likely require a larger network of company-built data centers, as seen with Google, Microsoft, Yahoo and eBay.

How Big Are Facebook's Server Farms?



A rendering of an aerial view of the Facebook data center in Princeville, Oregon.

As Facebook grows, its data center requirements are growing along with it. The new data center Oregon is a reflection of this trend.

In the data centers where it currently operates, Facebook typically leases between 2.25 megawatts and 6 megawatts of power capacity, or between 10,000 and 35,000 square feet of space. Due to the importance of power for data centers, most landlords now price deals using power as a yardstick, with megawatts replacing square feet as the primary benchmark for real estate deals.

Facebook's new data center in Oregon will be much, much larger. The facility was announced as being 147,000 square feet. But as construction got rolling, the company announced plans to add a second phase to the project, which will add another 160,000 square feet. That brings the total size of the Prineville facility to 307,000 square feet of space – larger than two Wal-Mart stores.

[NEXT: How Many Servers Does Facebook Have?](#)

[The Facebook Data Center FAQ | Page Two | Page Three](#)

SHARE THIS STORY:

cool down.

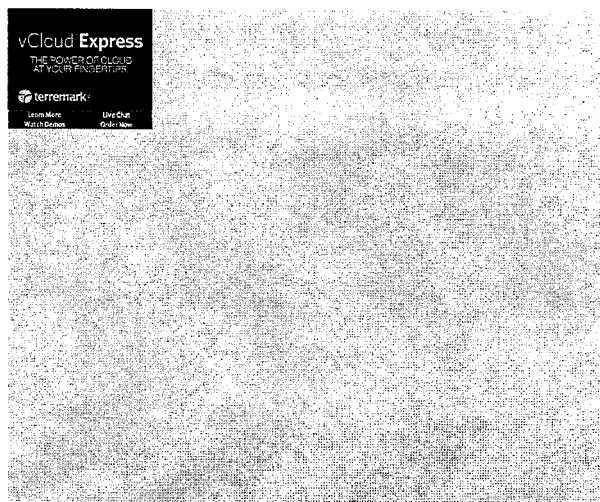
RESOURCE LINKS:

- [i/o Data Centers' comprehensive checklist provides over 150 criteria to grade data centers & colocation providers. Download Now.](#)
- [Emerging UPS Standby Power Sources - Four Promising Alternatives to the Lead Acid Battery](#)
- [Preview the new solutions for Cisco Borderless Networks and Data Center/Virtualization architectures.](#)
- [Free report on data center efficiency and scale from industry veteran Simon Tusha, QTS Chief Technology Officer. Click to download.](#)
- [Top 9 mistakes in Data Center planning](#)
-

DataCenterKnowledge

- Companies
 - - 365 Main
 - APC
 - Akamai
 - Amazon
 - Cisco
 - CoreSite
 - Digital Realty Trust
 - Dupont Fabros
 - Eaton
 - Emerson Network Power
 - Equinix
 - - EvoSwitch
 - Facebook
 - Fortrust
 - Google
 - Hewlett-Packard
 - Horizon DCS
 - Hosted Solutions
 - IBM
 - Intel
 - Internap
 - i/o Data Centers
 - - Interxion
 - Latisys
 - Microsoft
 - Peak 10
 - Phoenix NAP
 - Quality Technology
 - Rackspace
 - Russo Development
 - SGI
 - Sabey
 - Savvis
 - - SoftLayer
 - SuperNAP
 - Switch and Data
 - TelecityGroup
 - Telehouse
 - Telx
 - Terremark
 - Twitter
 - ViaWest
 - Yahoo

- eBay
- [White Papers](#)
- [Downtime](#)
 - [Cities](#)
 - - [Asia-Pacific](#)
 - [Atlanta](#)
 - [Austin](#)
 - [Silicon Valley](#)
 - [Boston](#)
 - [Chicago](#)
 - [Dallas](#)
 - [Europe](#)
 - [Florida](#)
 - [Kansas City](#)
 - - [Los Angeles](#)
 - [New York](#)
 - [Phoenix](#)
 - [Quincy, Wash.](#)
 - [Research Triangle](#)
 - [Sacramento](#)
 - [San Antonio](#)
 - [Seattle](#)
 - [DC & Northern Virginia](#)
 - [Data Center Map](#)
 - [Industries](#)
 - [CDNs](#)
 - [Colocation](#)
 - [Consolidation](#)
 - [Disaster Recovery](#)
 - [Healthcare](#)
 - [HPC](#)
 - [Government](#)
 - [Managed Hosting](#)
 - [Online Gaming](#)
 - [SaaS](#)
 - [Storage](#)
 - [Video](#)
 - [Technology](#)
 - [Servers](#)
 - [Cooling](#)
 - [Data Center Design](#)
 - [Generators](#)
 - [Green Data Centers](#)
 - [Low Latency](#)
 - [Management](#)
 - [Peering](#)
 - [Power](#)
 - [Virtualization](#)
 - [Data Center Jobs](#)



[Submit](#)

- [RSS](#)
- [Twitter](#)

Whitepaper Library

The Top 9 Mistakes in Data Center Planning:

This white paper discusses the total cost of ownership approach to building or expanding data centers.

Which UPS is right for the job?

Considerations in choosing standby, line-interactive, double-conversion designs - and new high-efficiency, multi-mode...

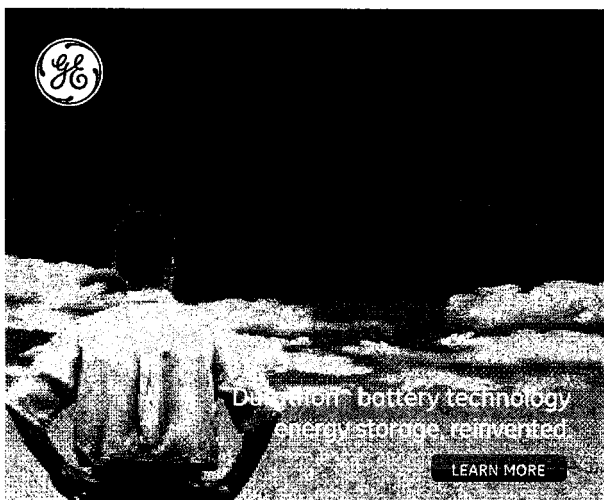
Data center cooling with two-phase modular cooling system

Data center cooling continues to be a major challenge for data center operators. This white paper shows how the Alcate...

Reclaiming Wasted Cooling Capacity

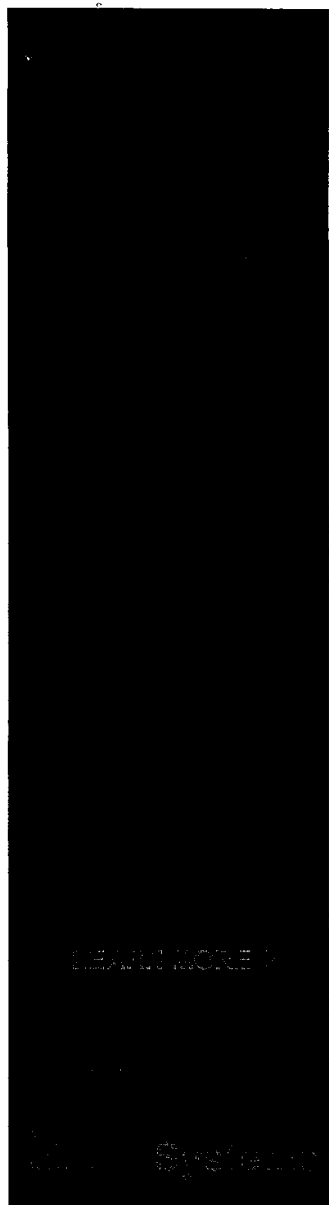
Learn how reclaiming wasted cooling capacity which results from hot air leakage and cool air bypass allows for more E...

[View More Research](#)



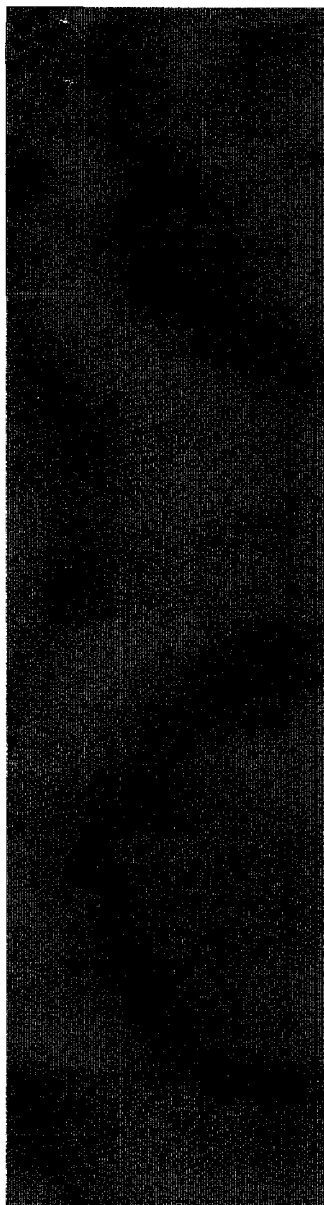
ARCHIVED ARTICLES

Select Month



All Content on Data Center Knowledge
© 2009 Miller Webworks LLC
All Rights Reserved

- [Home](#)
- [Advertise](#)
- [Events](#)
- [Cloud Computing](#)
- [Containers](#)
- [Investing](#)
- [Videos](#)
- [Newsletter](#)



Gartner
Data Center
Conference 2010
December 6 – 9
Las Vegas, NV
gartner.com/us/datacenter
REGISTER

DATA CENTER JOBS
Sr. Infrastructure Systems
Engineer
Pleasanton, CA - Workday
Data Center Engineer
(Night Shift)
Dallas, TX - Viawest
Operations Product
Manager
Redmond, WA - Microsoft
- Global Foundation
Services
Data Center Engineer

Chantilly, VA -
Amazon.com
DTA Data Center Architect
Honolulu, HI - IBM
[See All Jobs](#)
[Post a job for \\$99](#)
Jobs by **Simply**

