

Facebook Changes Its 'Move Fast and Break Things' Motto Facebook's mantra for developers has long been "Move Fast and Break Things." It meant that new tools and features on the platform might not be perfect, but creation speed was key, even if there were some missteps along the way. Now, CEO Mark Zuckerberg wants to be a little more careful in getting it right the first time. As a part of his keynote presentation at the F8 Developers conference on Wednesday, he announced Facebook is now embracing the motto "Move Fast With Stable Infra." Mobile advertising now makes up 59% of Facebook's total ad revenue, up from 30% one year ago. Mobile was a main focus of Zuckerberg's keynote, and it's not surprising: just last week, he said during a Q1 earnings call that it has 1 billion monthly active users on mobile and emphasized mobile is a key focus to its long-term growth strategy. We used to have this famous mantra ... and the idea here is that as developers, moving quickly is so important that we were even willing to tolerate a few bugs in order to do it," Zuckerberg said. It's certainly not as sexy as the former saying, but it's a promise to users to make new tools less buggy. but it helps us build better experiences for everyone we serve and how we operate now."