

Supporting Local Currencies on Facebook

We can monetize better with non-US players if we show prices in their preferred currency rather than in USD as we currently do. Facebook has SDK support that allows apps the ability to display prices in the users' preferred currency. This includes automatically converting prices with the exchange rate conversions that Facebook uses.

Facebook references:

- Preferred Currency API: https://developers.facebook.com/docs/credits/user_currency/
- Pay Dialog: <https://developers.facebook.com/docs/reference/dialogs/pay/>

Currency is displayed via Facebook using the international currency code (ISO-4217-3). To be user friendly, Facebook indicates we can convert the code to local currency symbols.

The following table shows which currencies Facebook supports. The highlighted ones are those we should take the extra effort to show the actual currency symbol rather than just the currency abbreviation.

International Currency Code (used by Facebook)	Currency Name	Should We Display Local Currency Symbol?	Currency Symbol
AUD	Australian Dollar	YES	\$
BOB	Bolivian Boliviano		
BRL	Brazilian Real		
GBP	British Pound	YES	£
CAD	Canadian Dollar	YES	\$
CLP	Chilean Peso		
CNY	Chinese Yuan		
COP	Colombian Peso		
CRC	Costa Rican Colon		
CZK	Czech Koruna		
DKK	Danish Krone	YES	kr
EUR	Euro	YES	€
GTQ	Guatemalan Quetzal		
HNL	Honduran Lempira		
HKD	Hong Kong Dollar		
HUF	Hungarian Forint		
ISK	Iceland Krona		
INR	Indian Rupee		
IDR	Indonesian Rupiah		
ILS	Israeli New Shekel		
JPY	Japanese Yen	YES	¥
KRW	Korean Won	YES	₩
MOP	Macao Patacas		
MYR	Malaysian Ringgit		
MXN	Mexican Peso		
NZD	New Zealand Dollar	YES	\$
NIO	Nicaraguan Cordoba		
NOK	Norwegian Krone	YES	kr
PYG	Paraguayan Guarani		
PEN	Peruvian Nuevo Sol		
PHP	Philippine Peso		
PLN	Polish Zloty		

QAR	Qatari Rials		
RON	Romanian Leu		
RUB	Russian Ruble		
SAR	Saudi Arabian Riyal		
SGD	Singapore Dollar	YES	\$
ZAR	South African Rand		
SEK	Swedish Krona	YES	kr
CHF	Swiss Franc	YES, but symbol is same as code	CHF
TWD	Taiwan Dollar		
THB	Thai Baht		
TRY	Turkish Lira		
AED	UAE Dirham		
USD	US Dollar	YES (DEFAULT)	\$
UYU	Uruguay Peso		
VEF	Venezuelan Bolivar		
VND	Vietnamese Dong		

The following is a JavaScript function taken from the Facebook documentation used to convert prices. I've defined its currmap variable to contain the currency symbols we want.

```
function convertPrice(price, currencyData) {
  var currmap = {
    AUD: '$',
    CAD: '$',
    DKK: 'kr',
    EUR: '€',
    GBP: '£',
    JPY: '¥',
    KRW: '₩',
    NOK: 'kr',
    NZD: '$',
    SEK: 'kr',
    SGD: '$',
    USD: '$',
  }
  var currency = currmap[currencyData.currency.user_currency]
  || currencyData.currency.user_currency, // in case the map doesn't cover it
  rate = currencyData.currency.currency_exchange_inverse,
  offset = currencyData.currency.currency_offset;

  // JS Math.round only rounds to int, so work around that
  var localPrice = String(Math.round(price * rate * offset));

  // Using string operations - you could also use floor(division) and mod
  offset = {1:0, 10:-1, 100:-2}[offset];
  var minorUnits = localPrice.substr(offset),
      majorUnits = localPrice.substring(0, localPrice.length + offset) || "0",
      separator = (1.1).toLocaleString()[1]; // use the locale-correct decimal

  var displayPrice = currency + String(majorUnits) +
    (minorUnits ? separator + minorUnits : '');
  return displayPrice;
}
```