



Stanford eCorner

Globalization: Google and Asia-Pacific

Larry Page, *Google*; Eric Schmidt, *Google*

May 01, 2002

Video URL: <http://ecorner.stanford.edu/videos/1093/Globalization-Google-and-Asia-Pacific>

Google increasingly has a global focus; as of 2002, traffic is now around 60% outside of the United States and growing. The search supports 74 languages, including many Asian languages, says CEO Eric Schmidt. There is tremendous growth in Japan, where the majority of portals and online services now use Google.



Transcript

Well, with respect to our search, we support 74 languages including an awful lot of Asian languages that I have never heard of, which hopefully won't be a war with one another, you know that kind of a thing. We have pretty much full, basically double-byte character support. We have tremendous growth in Japan and the majority of the Japanese portals and online services now use Google. So that's a great story. Our actual data centers are all in the United States so we serve the answers from the United States from a common set of information. Our traffic is now on the order of 60% outside the United States so we are very, very international. And I suspect that that number will grow.