Stanford eCorner

Search Engines and Competition

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Video URL: http://ecorner.stanford.edu/videos/1096/Search-Engines-and-Competition

In the beginning, co-founders Larry Page and Sergey Brin tried to license Google to other companies because they wanted to finish their PhD's, but none were interested. Google was started out of desperation; they had no other option but to start the company themselves. Though the founders do worry about competition, the barrier to entry is continuously increasing as Google indexes more and more documents and becomes the foundation of so many other services.

Transcript

I would love to know if you have seen one. We actually worry about that. I think it's a little bit different, I will say when we started Google we did it out of desperation. We actually tried to license Google to other search companies. We talk to them, we wanted to finish our PhDs but none of them were interested. They're saying, "We're all going to be portals, we don't care about search." It's a very different environment. One reason we started the company was because we couldn't find anyone to give the technology to and nobody else was going to do it. It sounds kind of strange but that was really the case at the time. I think it's a different environment where you have someone who's strong and focused on the problem, right? I just think if you compared Google to when we started to where we are now-- I'll just give you one example, we have 30 million documents which was competitive at that time and today we index over 3 billion documents. So the technology required to do that is more difficult, we've put a lot of effort into that.

So I think the going out but we definitely will -- you know of things or whatever you just let me know.