



Stanford eCorner

eBay Statistics: Usage and Revenue

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Video URL: <http://ecorner.stanford.edu/videos/319/eBay-Statistics-Usage-and-Revenue>

Reedy talks about eBay's site statistics - on an average day a vehicle is sold every 2 minutes, a car part or accessory sold every 3 seconds, diamond jewelry sold every 83 seconds, and timberland shoes sold every 10 minutes. eBay brings buyers and sellers together, she says. The company has 83 million registered users with net revenue of \$531M in Q3 2003.



Transcript

To give you some statistics, we are the world's online market place and on an average day, a vehicle does sell every two minutes and actually, Stephanie was responsible for a lot of that growth. A part or accessory, that's a car part or accessory, sells every three seconds. Diamond jewelry sells every 83 seconds. Timberland shoes sell every 10 minutes. A bottle of perfume is sold every minutes. A trading card sells every six seconds. So when you talk about the velocity of eBay and the fact that we really do bring buyers and sellers together and we really are the platform for trading in the world. So we'll talk a little bit more about that. When you look at over the last five years, you kind of look at our growth, our growth was really astronomical. For registered users, we currently have 86 million registered users in the world and that is about a 23-percent quarter over quarter growth rate.

Our growth merchandise sales, what that is for most companies it would be what their revenue is because they own their product. For us, remember, we're a platform, we don't actually own the product so the growth merchandise sales is what the product is worth that all of our sellers sell and that in Q3 was actually \$5.8 billion; or for 2003, an annualized run rate of \$23 billion. Actually if you look at the five-year compounded average growth rate, it's actually at over 100%. Our net revenue in Q3 2003, \$531 million. Actually, we are expecting for 2003 that our actual revenue would be over \$2.1 billion and once again, the five-year CAGR is actually around 90 to 95%.