



Stanford eCorner

eBay and Wireless Trading

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October 29, 2003

Video URL: <http://ecorner.stanford.edu/videos/342/eBay-and-Wireless-Trading>

Tilenius talks about how eBay has the technology for wireless integration but the demand for wireless notices is not high enough. In Germany they have a wireless provider who sends users messages if they have been outbid, she says. Besides Korea and Germany, other countries do not have high penetration for wireless trading, she adds.



Transcript

Yeah. I can speak to that a little bit. I mean, I think in the case of Germany, we actually do have a provider that we work with where you can actually get a notice that says you've been outbid and you can actually bid. So it's just that right now, wireless is still not a large part of our business. We're not having a lot of demand for it. So I think we have the technology and the capabilities. It's just not a lot that we pursue because right now the demand is not very high. Yeah, I say that's true. In Korea and some of the Asian countries, Korea for example, much more advanced in terms of high-speed internet access is available to two-thirds of the country and they use a lot more wireless. So we have a higher number of wireless users in this country.

But for most part, besides from Korea and Germany, I think most of the countries don't have a high penetration.