



## Stanford eCorner

### eBay's Future: Cross-Border Trading

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Video URL: <http://ecorner.stanford.edu/videos/344/eBays-Future-Cross-Border-Trading>

Tilenius talks about the long term plan of eBay, which is to have a language translator so that there is one platform and one user ID to trade across borders. eBay has not found the technology to do this yet, she says.



#### Transcript

So in terms of past border trading, the long-term plan is to have essentially all, we have 27 countries and if you look on the eBay homepage, those countries are listed in the lower left hand side. You can register especially on, you can register on eBay and trade in UK and Australia especially where there's English language. The long-term ambition is to have a language translator so that you can trade in Korean with somebody in Germany. And to have one platform, which we do today and have one user idea plus all those countries. So that is the long-term vision but we haven't found translation software that facilitates that kind of trade today. Half that time obviously was in our media categories. Books, movies, music, and games. And obviously that particular site was fairly large even while Amazon was trying to take off and so what's our longer term strategy half? The longer term strategy half is really to integrate them into the eBay platform and actually mid next year, half as we know it is going away but we're doing several things on the eBay platform of which only two weeks ago did we add the catalog capabilities to eBay. So now while you're on eBay, you can on some of your items actually put in, you know the ISBN number of a book or the VIN number of a CD or whatever and you actually have catalog capabilities now on eBay. And we're going to continue over the next few months adding functionality, such that you have not the total half experience.

That's not what we're looking for but the eBay version of the half experience on eBay. And so half, half as you know it will be going away and integrated in the eBay.