



## Stanford eCorner

### eBay: Localization

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Video URL: <http://ecorner.stanford.edu/videos/345/eBay-Localization>

eBay has about 5000 pages that must be localized, says Tilenius. Hence, eBay plans to reduce pages, keeping the important functionality and making it easier to go from country to country. However, the countries where eBay is present have more similarities than differences. Thus, eBay only has to be customized in a few areas, including language and message boards, she adds.



#### Transcript

So right now, we have a fairly large website so we can actually go into multiple countries but one of the largest factors of that effort is the fact that we have like 5,000 pages that we need to localize. So the effort that we're doing right now that will actually launch on Hong Kong and Singapore at the end of the year is the fact that we've actually minimized the number of pages on a site. The idea that said hey, could we do an eBay 1999 and launch it in these countries so that the amount of localization of the pages we have are a lot less. I don't know the exact number. We always said it has to stay below 49 pages. I think it's a little bit greater than 49 pages, but it has the key functionality. It has selling, it has finding, it has buying. So it has all the key functions and with the fact that it's close to the 49-50 pages, it's actually easy to take that out to the next country and the next country and the next country. As far as unique functions and features, obviously we're trying to minimize that. Even on the site today with the 18 countries that we're in, the areas that we tend to have unique functions and features tend to be in the payments area and then tends to be in the trust and safety areas so the user verification areas.

I'll just add one point which is Meg typically says that eBay is in the DNA of people. It seems like a strong statement but if you look across our 27 countries, there's a lot more similarities than there are differences. It would seem that going into each of these countries would be a whole new experience, you need a new UI and a new trading platform but you don't. You actually can deploy very much the user experience that we have at eBay. You just have to customize it for the local community in terms of language, in terms of message boards. If there are competitive sites, you have to try to match their functionality so in Taiwan, for example, when we launched, we ended up competing with Yahoo so we added some features that we didn't originally have on the eBay platform. We made sure we had Chinese user IDs and those kinds of things. But for the most part, there's a lot more similarities than there are differences across the countries.