



Stanford eCorner

Generating Revenue

Mark Zuckerberg, *Facebook*

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Video URL: <http://ecorner.stanford.edu/videos/1502/Generating-Revenue>

An early interview with Mark Zuckerberg at the dawn of Facebook's popularity unveils the opportunities that surface from a mammoth amount of page views and sticky user loyalty. A hot web property can reel in millions in ad revenue alone.



Transcript

When you're running a site and you're four people, are on the kitchen table, your operating expenses are relatively low. So traditionally, what we've done was we had a very small sales force and we sell some ads. You might see them on the site and we just keep our operating expenses low so far and by doing that, we've been able to stay casual positive for basically the entire existence of the company. After we took some from these guys, we decided that it is OK to go a few months in casual negative while... But very barely casual. Yeah, at a point, you know. Losing like a \$100,000, not millions but now we're back. And we do a lot of page views. I think that it's not something that you really think about because you probably just think about this as a Stanford site. But everyday, we get more than 200 million page views.

I think recently were up to 230 million. By the end of, like two weeks from now or so, we're going to pass Google in page views. And that's a lot, right? You don't normally think about it in that kind of application. Like, I think, you know, I was pretty surprised when I heard that. But when you have many page views and that many people spending much time on the site, you can monetize it pretty easily just by putting matters on there. The revenue, we're generating over a million dollars a month in revenue, and well more, and that way covers our expenses and we're not even doing anything cool yet.