



## Stanford eCorner

### Value of the Long Tail

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Video URL: <http://ecorner.stanford.edu/videos/1514/Value-of-the-Long-Tail>

Polese explains the concept of the "long tail".



#### Transcript

The value of the long tail used to be, you just focused on, you know, sort of the 80% of the 18-20-year-old. The 80% of the world that's whatever is most popular is where you focus. The 20% you sort of ignore. More and more the value is in that additional population of users who are maybe using many different products in the case of the world of open source. There are over a hundred thousand projects on source board, which is a place where many of these projects are aggregated. Our value is, values of company is our ability to support the widest variety of open source components available instead of just supporting this stack and that's it. More and more companies are using new components everyday and with the flexibility of incorporating them in their environment but still having commercial support around them. So the long tail, Clay Shirky is someone who, you ma have, you may read his blogs. He talks a lot about this. The power curve.

If you look at the blogosphere, the most popular blogs have, you know, certainly a lot of attention but if you look at the flat side of that curve that's where the largest population of users is and what's driving the growth of the blogosphere. More of oasis and more interest that's in the content that's been delivered.