

# **CS155a: E-Commerce**

Lecture 15: October 30, 2001

**C2C Commerce:  
eBay and Auctions**

# eBay Overview

- World's largest "online trading community"
- Current number of users:  
Approx. 30M  
(2M end of 1998; 12M middle of 2000)
- Offers a global marketplace for individuals worldwide to buy and sell from one another.



The World's Online Marketplace™

# eBay History

- 1995: Founded by Pierre Omidyar on Labor Day
- 1998: IPO in September at \$18/share
- 2000: All-time high stock price of \$127/share in March. Value of goods traded on eBay in 2000 is over \$5B.
- Current:
  - Stock price: 51.70 (10/29/2001)
  - Earnings/share: 0.31; P/E ratio: 190