eBay Fact Sheet

As of 31 March 2006

- Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything.
- eBay has a global presence in 33 markets, including the U.S.
- eBay has 193 million registered users worldwide.
- Profitable since its launch, eBay Inc. net revenues totalled US$1.39 billion in Q1-06. eBay Inc.'s International business achieved net revenues of US$642.3 million in Q1-06.
- In Q1-06, gross merchandise volume (GMV), the total value of all successfully closed items on eBay’s trading platforms, was US$12.5 billion.
- eBay users worldwide trade more than US$1,608 worth of goods on the site every second.
- There were 575.4 million new listings added to eBay worldwide in Q1-06. At any given time, there are approximately 89 million listings worldwide, and approximately 6 million listings are added per day. eBay users trade in more than 50,000 categories.
- Based on Q1-06 GMV, the following categories delivered US$1 billion or more in worldwide annualized GMV: eBay Motors at US$14.8 billion; Clothing & Accessories at US$3.9 billion; Consumer Electronics at US$3.9 billion; Computers at US$3.6 billion; Books/Music/Movies at US$3.0 billion; Home & Garden at US$2.9 billion; Collectibles at US$2.5 billion; Sports at US$2.3 billion; Toys at US$1.9 billion, Business & Industrial at US$1.9 billion; Jewellery & Watches at US$1.7 billion; Cameras & Photo at US$1.4 billion and Antiques & Art at US$1.2 billion.
- While eBay is well-known for its auction format, users can also buy and sell in fixed-price formats, which accounted for 34% of total GMV during Q1-06.
- At the end of Q1-06, eBay hosted approximately 486,000 stores worldwide, with approximately 247,000 stores hosted on the U.S. site and 239,000 stores hosted on eBay’s international sites.
- More than 724,000 professional sellers in the U.S. use eBay as a primary or secondary source of income. In addition, 1.5 million individuals sell on eBay to supplement their incomes. (Source: ACNielsen International Research, July 2005)
- As of December 2005, eBay members worldwide have left more than four billion feedback comments for one another regarding their eBay transactions.
- The most expensive item sold on eBay to date is a private business jet for US$4.9 million.

eBay Australia:

- eBay commenced operations in Australia in October 1999.
- There are over three million Australian eBay members or one in every five adult Australians.
- eBay is Australia’s leading online marketplace with over 4 million unique visitors in March 2006 according to Nielsen/NetRatings Netview.
In 2005 the total value of items sold on eBay.com.au was up 90% on the previous year.

More than 8,500 professional eBay sellers in Australia currently derive their primary or secondary source of income from selling on eBay.com.au according to ACNielsen research. The research also shows:

- Almost 2,500 Australians use eBay as their primary source of income.
- More than 6,000 Australians run a business and use eBay as a secondary sales channel.
- Almost 7,000 eBay sellers in Australia have considered quitting their day jobs to sell full-time on eBay.
- Three out of four eBay small businesses believe eBay has helped them reach out to more buyers than is possible through an offline business and over a third believe eBay has helped them become more profitable.

The most expensive item sold on eBay in Australia was the last Holden Monaro which sold on 19 February for AU$187,600 with all proceeds going towards the Leukaemia Foundation.

On an average day in Australia:

- A car is sold every 12 minutes
- A laptop is sold every 11 minutes
- A stamp is sold every 2 minutes
- An antique is sold every 3 minutes
- A baby item is sold every 38 seconds
- An item of sports memorabilia is sold every minute
- A CD is sold every minute
- A DVD is sold every 30 seconds
- A toy is sold every 21 seconds
- A piece of women’s clothing is sold every 14 seconds

Interesting Items Sold:

- A chance to drive in the 2005 Formula 1 Grand Prix celebrity race AU $100,000
- David Beckham’s soccer ball from Euro 2004 AU $48,220*
- Ian Thorpe’s Sydney 2000 Olympic speed suit AU $100,000
- Fatso the fat–arsed wombat AUD $84,000
- Pat Rafter’s ponytail AU $2,025
- The boat from The Perfect Storm AU $205,030*
- The oldest known pair of Levi jeans AU $65,745*
- The house where Bob Dylan grew up AU $133,655*
- An Honus Wagner baseball card AU $1,787,845*  
  * converted amount

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