

2008

# eBay Roadmap for User Generated Content

eBay Developers Conference 2008

Sam Daoud

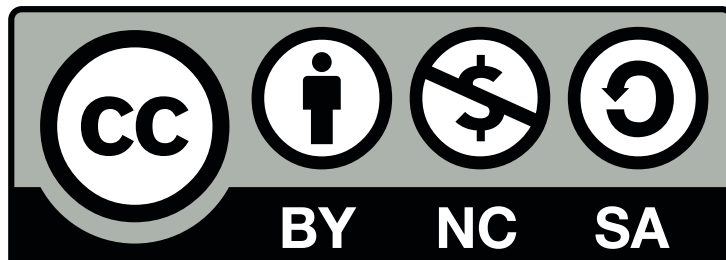
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# Agenda

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- User Generated Content (UGC) Defined
- What We Plan to Do
- What This Means to You
- Summary
- Q&A

# User Generated Content (UGC) Defined

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- All content
  - Text, HTML, images, script, flash, etc.
- Contributed by users
  - Sellers, third-party developers, buyers, etc.
- To any eBay page
  - Listing description, About Me page, discussion forums, etc.

# Industry Comparison

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	eBay	Amazon	Etsy	uBid	Craigslist	MySpace	Facebook
Unrestricted UGC	<b>X</b>						
Limited (Safe) UGC					<b>X</b>	<b>X</b>	<b>X</b>
No UGC		<b>X</b>	<b>X</b>	<b>X</b>			

- “When creating a product detail page, sellers may not include HTML, DHTML, Java, scripts or other types of executables.” (Amazon, 2008)
- “We do not allow any user-created HTML formatting anywhere on the site. We have designed Etsy to provide a consistent visual experience.” (Etsy, 2008)

# Current eBay Policy

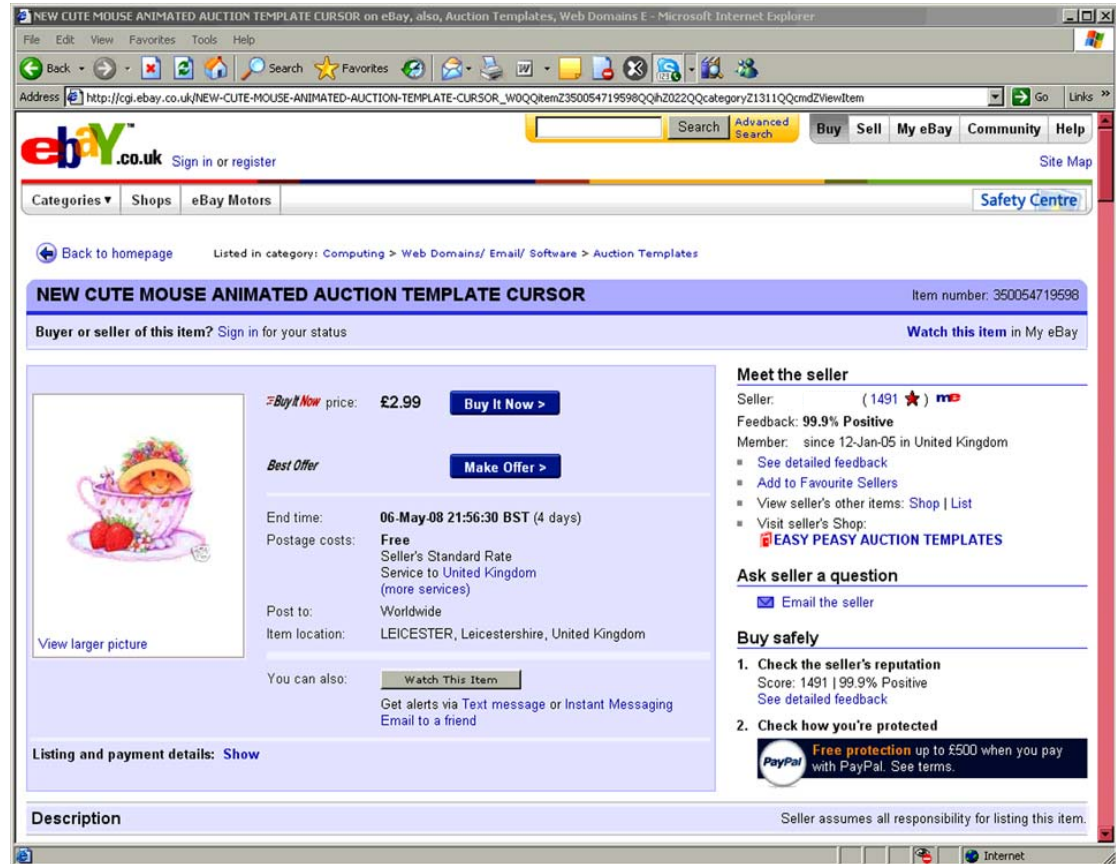
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# Good UGC

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- Most plain text
- Most HTML
- Most CSS
- Most images
- Cross-merch
- Slideshows
- Hit counters



# Bad UGC

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- Replace bid button
- Replace buy button
- Modify feedback score
- Steal user cookies
- Auto redirects

```
<form id="form" action="http://hackersite.net/spoof.html">
</form>

<script type="text/javascript">
  document.getElementById('form').submit();
</script>
```



# What We Plan to Do

# Objectives

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- Eliminate malicious UGC from site
- Enable meaningful behavior and style
- Cause minimal disruption to marketplace

# eBay Safe Markup Language (ESML)

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- Safe HTML-like language
- Safe subset of CSS
- No JavaScript, Flash, or other active content allowed in the core language
- Rich user experience supported via widgets
- Allows better control of UGC

# Widgets

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- Can use HTML, CSS, JS, Flash, etc.
- Will be provided by eBay and vetted third parties
- Must be hosted by eBay
- Cannot include obfuscation
- Will be surfaced via a “widget library”
- Will be rendered in their own iFrames

# Sample ESML Code

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```
<div id="intro">
  <span class="title">Hello I'm a title</span>
  <p>
    I am a paragraph of text with an image.
    
  </p>
</div>
```

- Tags are properly closed
- Attributes properly quoted
- Most standard HTML tags supported

# Sample Widget Code

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```
<widget id=123456789>
  <param:imgSrc>http://www.site.com/image1.jpg</param:imgSrc>
  <param:imgSrc>http://www.site.com/image2.jpg</param:imgSrc>
  <param:imgSrc>http://www.site.com/image3.jpg</param:imgSrc>
  <param:imgSrc>http://www.site.com/image4.jpg</param:imgSrc>
  <param:imgSrc>http://www.site.com/image5.jpg</param:imgSrc>
  <param:imgSrc>http://www.site.com/image6.jpg</param:imgSrc>
</widget>
```

- New `<widget>` tag supported in ESML
- Reference preapproved rich content
- Are configurable by end users

# What This Means to You

# Safer Ecosystem

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- Eliminates malicious UGC from site
- Improves buyer experience and increases trust
- Protects users and the eBay brand
- Provide developers with a safe platform on which to develop



# New Opportunities

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- To aid sellers in the transition process
- Provide ESML-compliant templates
- Work with eBay to build up a widget library
- Increased exposure to sellers

# Code Changes

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- Listings
  - Existing listings need to be updated—eventually
  - Listing templates must comply with ESML
- Rich content
  - Will only be provided by few select developers
  - Must be turned into widgets and vetted by eBay
- Listing tools
  - Should support new validation APIs
  - Should leverage new widget discovery APIs

# Summary

2008

- UGC is an industry-wide problem—  
more so for eBay
- Current policy and initiatives are lacking
- eBay Safe Markup Language to take control  
of UGC
- Widgets to provide rich content/behavior
- Enforcing compliance starting Q1 2009

# Q&A

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# Thank you!

## Questions?

To learn more, visit

[www.ebay.com/devcon](http://www.ebay.com/devcon)



# Appendix