

**eBay Town Hall**  
**November 30, 2006**  
**4:00 – 5:30 PM**

**Introduction: WELCOME TO THE EBAY TOWN HALL, WHERE THE COMMUNITY SPEAKS, WITH YOUR HOST, BILL COBB, PRESIDENT OF EBAY NORTH AMERICA.**

**FOR YOUR QUESTIONS OR COMMENTS, CALL 877-474-3302, OR INTERNATIONALLY AT 858-678-8958. AND NOW, OUR MODERATOR, GRIFF.**

**Griff:** Hello everyone. Welcome to the eBay Town Hall. This is Griff, Dean of eBay Education, host of eBay Radio, author of the official eBay Bible, a long time eBay buyer and emcee for this Town Hall. I hope everyone had a wonderful Thanksgiving Holiday last week.

This is a special Town Hall for a couple reasons. This is the last Town Hall of 2006, so we'll be with you for 90 minutes today, to make sure we get as many of your questions answered as possible. Also, you probably notice something new. We're very excited about a brand new format for today's event. We're broadcasting live to you via Internet radio, from our Headquarters, in San Jose, California. We want to thank our friends at WS Radio for their help.

As you may know, I host two weekly eBay radio shows. Every Tuesday, I invite guest speakers to join me and share their buying tips and selling strategies and fun eBay stories. And every Sunday, I spend to houses dedicated to answering your questions the best I can. The listeners and I have a lot of fun doing this, so we're going to try this radio format for our last Town Hall of 2006 and hopefully we'll move ahead with it in 2007.

With our new radio format, there are two ways to ask questions. Now you can call us directly and ask Bill or anyone on the panel, your question on the air. Just dial our toll free number at 877-474-3302. Much like we do on eBay Radio. If you start calling now, we'll get to your questions in just a bit. Or if you prefer, you can also submit a written question by clicking the link to the Town Hall Board, from [www.eBay.com/townhall.com](http://www.eBay.com/townhall.com). We'll be collecting these questions and asking some of them on the air throughout the show.

Quickly, before I introduce the panel, I want to tell you about something that I recently experienced that was a lot of fun, my recent trip to Southeast Asia, which included stops in Singapore, Malaysia and Manila, in the Philippines.

Let me tell you, the passion and the excitement among the Community members there is incredible. We held an event at each location called "eBay Explained".

We had over 1,000 people attend each event and we even had to turn some people away. These folks love eBay and they kept asking for more tools to help them trade. They want more things eBay and PayPal to help them with their trading. It was a really fascinating experience. I wish you could have seen their enthusiasm. It definitely energized me. I came back all fired up and ready to jump into 2007, and hopefully, some of them are listening.

Okay, now onto the introductions for today's Town Hall. I'm joined today of course, by Bill Cobb, President of eBay North America, as well as a panel of other eBay leaders. Hello Bill.

**Bill Cobb:** Griff, there's millions of people listening in on the radio.

**Griff:** That's right. And it's no time to get stage fright. We'll ask you to say a few words to kick off the event in a moment, so compose yourself and get ready.

The other panelists with us today are Matt Halprin, or Resident Town Hall Trust & Safety guy. Welcome Matt.

**Matt Halprin:** Hi everyone.

**Griff:** Jim Ambach, from eBay's Product team. Hello Jim.

**Jim Ambach:** Hi, good to be here.

**Griff:** Leigh Goldstein, eBay's shipping expert. Welcome Leigh.

**Leigh Goldstein:** Hi everybody.

**Griff:** Wendy Jones, from our Customer Support team. Hi Wendy. Give us a shout out. She's sitting in the crowd. So I'll say hi for her. Hah.

Chris Tsakalakis is responsible for Advanced Seller Solutions, eBay, including eBay Stores. Hello Chris.

**Chris Tsakalakis:** Hi Griff.

**Griff:** Gary Briggs from the Marketing team. Welcome Gary.

**Gary Briggs:** Thanks Griff.

**Griff:** And finally, from PayPal, Jeff Clementz. Welcome to you Jeff.

**Jeff Clementz:** Hello.

**Griff:** And so Jeff is sitting in the crowd too. He made it just in time.

Today's Town Hall is open to all eBay related topics and the panel will do their best to answer as many questions as possible in the time we have. Again, to ask your question live on the air, please dial our toll free number as 877-474-3302. Now before we get to your questions and put this Town hall into full gear, Bill has a few things he'd like to mention. Bill, I turn it over to you.

**Bill Cobb:** All right, Griff, I've composed myself.

**Griff:** I can tell.

**Bill Cobb:** You told me there are millions of listeners on your radio show, so.

**Griff:** Billions.

**Bill Cobb:** Yeah, billions. So, hi everybody, this is going to be our last Town Hall of 2006, and it's exciting, because we've been doing these for the last two years. We started in February of '05 and it's been two short years. And a lot of folks have told us how much they look forward to this. So we are very excited to try this format, because Griff has, and I've been a guest on his show and it's a fun show, and we're going to do this to give listeners an opportunity to ask live questions. So he gave you the instructions, so we're looking forward to it.

What I want to do is just reflect a little bit of the year in review. It is hard to believe that 2006 is almost over and I'm sure everybody is in the Holiday Shopping Season. My friend, Gary Briggs, is with me today and his organization, and hopefully, a lot of you have seen their efforts, has been very busy working on our marketing campaigns and other initiatives to bring shoppers to the site and ensure that eBay.com is fun and exciting when they get here. Hopefully, many of you saw our campaign last week, encouraging everyone in the US to sleep in the day after Thanksgiving.

**Griff:** Like I needed encouragement. Hah.

**Bill Cobb:** We called it "Nation Sleep-in Day" in an effort to have everyone forgo those busy malls and sleep-in. I did so also. And we happen to be not only on that day but also on Cyber Monday, which is now a term that the media has picked up, which is the Monday after Thanksgiving. eBay was the most visited e-commerce website. And I think on Monday, we had almost 12,000,000 unique visitors. So that's a great job from Gary's team and proves the excitement that's happening around the holiday season and how excited people are to come to eBay.

Also earlier this month, we sent out our holiday catalogue. I hope a lot of you got it, to over 4 million households. And our gift guide was also mailed to 4 million households. Plus and hopefully, you've seen our new IT television ads. We've been running the ones dedicated to the Holidays, and they're terrific. Our little robot is out there and I think a lot of people have commented about how great they like that.

And just to give you some numbers on this, because I think people are always interested in our marketing efforts. We will have reached our audience, which is a very broad audience, 85% of that audience, an average of 13 times. So this is all, all of those messages are around our core message, that, "Whatever it is, you can get it on eBay."

Now speaking that you can get it on eBay, I assume everybody knows by now about the launch of the new Placentation 3 and Nintendo Wii. We've sold a couple of them. And many of our staff teamed up to make sure not only that we could sell a few of them but that we had the right merchandising plans to promote these items, combined with the right safety measures in place to protect against fraud. And I think this combined effort has helped make the launch of these items extremely successful for our sellers and buyers. In the past couple of weeks, hundreds of stories about the launch of these game systems have appeared in the media and most have pointed out the abundance of these "must have" gifts on eBay. And I think this has really helped to drive a lot of traffic to the site.

And also our Community Counts Promotion ended last week. This was a promotion we did to count up by zip code, the activity that was done on the site. And we also announced that whichever community won, would host, we would come there and do an "eBay in Person". So you get Jim Griffith and I to come to your community.

**Griff:** Woo hoo.

**Bill Cobb:** And Griff, I have big, big news.

**Griff:** I can hardly wait.

**Bill Cobb:** Because

**Griff:** Let it be Rutland.

**Bill Cobb:** The winning community is not Rutland, Vermont.

**Griff:** Oh darn it!

**Bill Cobb:** It was Lumberton, New Jersey. My home state. The winning community, very near to the home of our very own Jamie Iannone, and very close to my college girlfriend's home, Judy Clark.

**Griff:** Oh, this should be interesting. Hah. [laughing in the audience]

**Bill Cobb:** So Griff and I will be visiting . .

**Gary Briggs:** Judy, if you're out there, you can call 877 . .

**Bill Cobb:** Lumberton, New Jersey, in 2007. And she doesn't live there anymore.

**Gary Briggs:** You hope.

**Bill Cobb:** Hah. We're going to throw a big party. We're going to host an exciting eBay event. We're going to make a donation to a charitable effort in Lumberton, and it's going to be really fun. Lumberton is not too far from Philadelphia, which is where I went to college, so it should be, we're going to have a lot of fun going there.

**Griff:** We should give them a big hand.

**Bill Cobb:** Yeah, let's hear it for Lumberton, New Jersey.

[applause] . .

**Bill Cobb:** Another kudo for the Garden State.

**Griff:** Exactly.

**Bill Cobb:** Thank you. Next, I want to mention the Holiday Dreams Campaign, hosted by eBay Giving Works. And this season, and you know we've done a lot of efforts in this area, and we're really pleased to continue to help the victims of the 2005 Gulf Coast hurricanes. Because they still need our support and eBay is a great way to continue to raise money for that.

I hope you've noticed we teamed up with 8 celebrities who are purchasing items to benefit families and communities in the Gulf Coast Region. Plus, they each put together personal items or experiences to list on Giving Works, that you can buy to benefit a good cause. So checkout eBay Giving Works, and let me read the list of celebrities here, Griff; Ray Romano, LeAnn Rimes, Josh Hartnett, Holly Robinson Peete, Oscar De La Hoya, Drew Brees, Jamie Foxx and Matthew McConaughey, are helping out these Gulf Coast communities through eBay this Holiday Season. So the campaign ends December 21<sup>st</sup>, and you can learn more about it by going to [www.Holidaygiving.ebay.com](http://www.Holidaygiving.ebay.com).

Now there's also some other things that have come onto the site and I think this is part of an effort that the whole team, and especially Gary's marketing team have been driving to really bring back some of the magic and some of the engagement that we've had in eBay in the past. And we've done it hopefully, in a very modern way.

We have the eBay Deal Finder. We have eBay Pop now, to help expand on a fun buying experience. The Deal Finder helps buyers find low priced items, which are ending soon, which is always one of the best things on eBay. And eBay Pop was created to capture some of the excitement of shopping on eBay in a fun and informative creative way. Check that out. It's really fun.

Also for your power sellers out there, hopefully you've signed up for the PowerSeller Challenge, on November 5<sup>th</sup>. A lot of PowerSellers have asked for a reward system. So we've given them each a personalized target and if they exceed that, um, they're going to get a one time eBay listening credit. So we've had a lot of good reception from the PowerSellers and you can see the Announcement Board for more details.

So if you haven't read or visited these areas, we have a lot of stuff going on. I hope you will. Each is designed, whether it's designed for the seller or the buyer to make the experience on eBay even more exciting and rewarding, and I would encourage everybody to check out the Announcement Board for more details.

So Griff, over to you. Hopefully the phone lines are lighting up. Are you going to do your best Larry King imitation as you do this or?

**Griff:** Hah, hah. Yeah, I'll try, Bill.

**Bill Cobb:** Hah, hah. All right, over to Griff.

**Griff:** Thanks Bill. There's a lot of exciting stuff going on right now during the Holidays, it's true. But before we get started, I want to remind everyone listening how to submit a question if they would like to.

If you would like to call our toll free number, that's 877-474-3302. Again, 877-474-3302, and ask your question live. But, I have a special request. Because of the nature of Town Hall, where we like to cover as many topics as we can, and we like to cover general topics, if you have a personal issue; for example, there's a problem with your account, maybe you've been suspended, maybe you've had some auctions ended or you had a dispute or a problem with another member, we'd like to take those off line.

We're not set up to be able to actually discuss those because of privacy reasons here on Town Hall. So we would love to help you address those issues but we'll

take them off line. We're looking for questions of a more general nature. And they can be about anything and they don't have to be nice. As you know, if you have an issue that you want to sound off about, one of the cool things about this format is this is our way of giving you a chance not only to have your voice heard by someone else reading it as we've done in the past, but you can actually make your very own voice heard, and people do want to hear from you.

So again, give us a call with your comment or question about any general topic about eBay, something you'd like to see, something you don't like; 877-474-3302. If you're shy and you don't want to call in, you can go to the Town Hall Board and type your question in the November 30<sup>th</sup> Town Hall thread. We'll be choosing some of those questions to read on the air and answer. You can find that board by going to the Town Hall Page and clicking the link to that board.

So we'll start with some of the questions that came in on the Town Hall Board, and I know that our Community team went through and grouped a lot of them by topic and by the number of postings, and we have some of these questions here. Let's go right to Trust & Safety, with Matt Halprin.

This was something that was posted on the Town Hall thread.

**Question # 1: There has been a significant rise on eBay in the number of scams and false and misleading auctions. Reports submitted to eBay customer service don't seem to be acted upon or have any impact on these occurrences. What is eBay going to do about this problem and to ensure the validity of auctions that are placed?"**

**Answer from Matt Halprin:** Thanks, Griff. Yeah, you know, especially during the holiday season we, you know, it's real important to all of us at eBay that all of the members stay safe and secure online. And for those who don't know, we actually have something like 2000 Trust & Safety reps around the world who are working 24 hours a day, 7 days a week, to help keep the site safe. And they do a great job. It doesn't mean that there aren't some bad guys out there trying to take advantage of folks and so um, there are a couple tips we'd like to make sure that everybody follows.

You can go to the Security Center to read more about this, Security Center linked on the bottom of every page on eBay. But first, please, nobody pay with Western Union. Just don't pay with Western Union. Even Western Union will tell you not to pay with Western Union for Internet auction. Western Union is for people that you know. So don't pay with Western Union.

If you get a message that purports to be from eBay, go to My Messages within My eBay and check to see if it's there. If it's not there, if it's asking for personal information or anything about your account, if it's not in My Messages it's not

from eBay. And then download the toolbar, the eBay toolbar from the Security Center, which will help tell you where spoof sites are.

**Bill Cobb:** Hey Matt, could you also um, add in that uh, to the point about that customer support doesn't seem to act upon this? Because that is just not true.

**Matt Halprin:** Yeah. That's what I was saying about the 2000 reps that we have around the world. Wendy Jones' organization does a fantastic job keeping the site safe. We take reports that we get very seriously and you know, I personally see a lot of the ones that come through across my email inbox as well. They get handled quickly. They do a real fantastic job. So, and you know, from the measures that I see, actually, we're doing very well in the past several months and we're encouraged by that.

**Griff:** It's probably also bears noting here as we've repeated in the past that many times when a person reports in a problem or a listing, they're expecting a response back about kind of a, what happened, you know, what was the outcome. And Matt, can you talk about how we handle that kind of a response?

**Matt Halprin:** Yeah, generally you know, we generally acknowledge a report has been received but we don't typically respond with what the action was primarily for privacy reasons. Because when we take an action on an individual, it's not the public's information. I will say we're looking at potentially changing that when the action is public, like when we suspend an account or when we uh, end a listing, it's publicly available, when they do something like that in 2007.

**Griff:** Oh, we have a, let's see, we have a customer service based phone call. Michael is on the line and let's get Wendy to get in front of a microphone here; Wendy Jones, our Vice President of Customer Service. Michael, welcome to our Town Hall. What's your question?

**Question # 2 from Michael:** **How come when we call in for some help or eBay mail in, we don't get responses back? I haven't, I put in a bunch of calls and emails and I haven't gotten anything back. Even Bill Cobb's personal voicemail, two phone calls, never got anything back.**

**Answer from Wendy Jones:** Yeah, so this is Wendy. Thank you for your question. This is obviously, as you can imagine, handle an enormous amount of inquiries on a daily basis, probably about 150,000. This is something we track pretty closely. So, happy to talk to you individually and off line. I really find that surprising and hard to believe. I mean we're pretty responsive, very focused on our service levels, our response times, and I personally monitor Bill Cobb's email address. So, I find that pretty hard to believe.



**Griff:** But let's make sure that Michael gets some sort of recourse as well. So Mike, if you could give the folks off line your details, somebody will contact you.

Wendy. Yeah, I think the best thing for you to do um, Michael, is you can just send your information to me directly.

**Griff:** Oh, good.

**Wendy Jones:** It's [wendyjones@ebay.com](mailto:wendyjones@ebay.com) and I'll be more than happy to look into that for you.

**Griff:** Well there's another employee who's just given their email address out. Welcome to the club, Wendy.

**Wendy Jones:** Thank you, Griff.

**Griff:** Now Bill, a question for you. And this was I think on a lot of sellers' mind and it was, I checked out the Town Hall Board. A lot of people were asking this and this was our progress with eBay Express versus Core. And uh, the poster said:

**Question # 3:** **At eBay Live, you said that the store concepts took eBay away from the Core, so therefore, you removed Store Search. Then you come out with the eBay Express feature that is all new. How does the eBay Express concept get back to the Core?**

**Answer from Bill Cobb:** So just a couple of things on this. First of all, we did not remove Store Search. So what we did was when there are search results that end with less than 30 results, we do return, Store Search Results, and you're able to find all store listings when you click on the Buy It Now tab. So there are ways to get to these store inventory items through Core Search.

Now about eBay Express, this is not about eBay Express versus Core. Because if, essentially, the inventory on eBay Express is filtered from the core inventory that is on the main site. This was a way to introduce a concept to buyers about the new products that are on our site and a way to present the inventory in a different way, to get either our existing buyers to buy more or people who are use to, because the format is much more like traditional fixed price e-commerce site. And so we designed it in a way that it would be easy to use for those people who have either not been back to eBay for awhile or, you know, or are coming by to check something out on eBay. So we feel it's been a great compliment to the dot com site and that the two work hand in hand quite well.

**Griff:** Also, I think there may be some people who've mistakenly believe eBay Express is a view into eBay Store Items, when it's actually a view into all fixed price, whether they're on Store or in core. Quite frankly, from my own buying experience on eBay Express, a lot of those items are fixed price format on the core site, so.

**Bill Cobb:** Right, and you have to be a qualified seller. We have requirements here, so these are our best sellers, because we really wanted to enhance the overall experience.

**Griff:** Here's a question. This is Trust & Safety, so I guess Matt, this is back in your ball court. Correct?

**Matt Halprin:** Sure.

**Griff:** And on the line with us is Kate, from Rochester. Kate, welcome to the Town Hall. What's your question for Matt?

**Question # 4 from Kate:** **Hi. I have a question about Trust & Safety with regards to [www.half.com](http://www.half.com). Um, you know, there's been a number of textbook problems with people trying to get um, textbooks and not receiving them and trying to file claims and just wondering with the new semester coming up, if you have any protection for buyers for textbooks on half.com.**

**Griff:** Thanks, Kate. Matt?

**Answer from Matt Halprin:** Yeah, thanks Kate. I think if you have any problem, if anybody has any problem on half.com or on eBay.com, obviously, you know, use the processes we have in place; the Item Not Received process or Significantly Not as Described process to file claims. And you know, we'll make sure that they're all taken care of. We watch the half.com site the way we watch the rest of the core site and to try to keep, make sure we keep it safe. And I think you can expect we'll be doing this same thing with the new textbook season coming up.

**Griff:** Okay. Thanks Matt. Thanks Kate for calling in. Let me give that number again, by the way, as well. It's 877-474-3302. We ask for your general topics, questions and comments about eBay or PayPal. You're concerns, even your complaints. Please, you know that I treat you well on the radio and I'll do the same here, and everyone on the panel will as well. So don't be shy. Call in; 877-474-3302. We really do love to hear from you. Again, if you're shy, you can also post on the board. Which people are doing and we're now getting a lot of questions coming in that way. So Bill, would you like to take one of these?

**Bill Cobb:** Sure.

**Griff:** Here's one that just came in. Oh, and actually, I've never heard this one asked before.

**Question # 5:** Why can't we sign in just once for both PayPal and eBay?

**Bill Cobb:** So I, Gary, do you want to try, since you work at PayPal or Jeff? And I'll, I'll give my take on it.

**Answer from Gary Briggs:** Sure. So the single sign in as we call it, in looking at both the single sign and both eBay and PayPal, it's certainly something we've considered and looked at. Typically, the question that comes up is to do with Trust & Safety. And in particular with PayPal, given the nature of the financial information that's exposed there, making sure that there's a second pass at sign in.

There are a couple things that we're doing right now to look at that. One is we've recently introduced a security key option with which we're starting to roll out, which will allow you essentially a key fob, and allows you to have a secondary secure way to protect your account. But this is something for general you know, user ease of use that we put that from time to time. We look at this on an ongoing basis, but primarily, our most important concern is to protect people's financial information on PayPal and I think we're going to look at this pretty carefully before we uh, you know, we test it and go forward.

**Griff:** Thank you, Gary. Bill, you said?

**Bill Cobb:** Yeah, I think it's, you know, we get asked this a lot. You know, it's a tricky philosophical question too, because you know we want to make sure that we provide choice for buyers and sellers and PayPal is financial. You know, they serve different purposes but I think it's something that we're continuing to look at and I think Gary expressed it well. I think you're right. We haven't had that question before.

**Griff:** I haven't heard it and I, off the top of my head, would find it, eh, I'm not sure I would do it because it's two different User ID's really.

**Bill Cobb:** Right. Right. And we want to make sure. And the other piece is, we want to make sure that you know, obviously, both sites need to be safe but PayPal has to be because you're protecting you know, your, private financial information and PayPal is just zealous about, you know, protecting your privacy. So that's another reason why we want to be very careful with this. But it's a good thought and you know, for those of us who are heavy users of the site, you know, obviously it's a great thing, so.

**Griff:** I remind everyone that this is our first Town Hall where we're actually taking your phone calls and airing them during the Town Hall. If you would like to call in, the number is 877-474-3302, and our Community team is waiting to take your call and get you online. So feel free to call; 877-474-3302.

We're also getting a lot of questions coming in on the chat board so uh, the thread, and we'll take one here. This one's for Leigh.

**Question # 6: When will PayPal implement the new USPS scan form that provides evidence that a package was received by the postal system?**

**Answer from Leigh Goldstein:** That's a great question, something we've been looking forward to introducing for quite awhile. Actually our partner, Pitney Bowes, who powers the technology for US Postal Service label printing product on PayPal is actually working on this. In fact, earlier today I was meeting with them and they asked me just how high of a priority it is. I told them the highest. So we are aiming currently for February. I'm pushing to get it as quickly as possible because it is incredibly critical and will become even more so next year. So right now we're targeting mid February.

**Griff:** That's good to know. That's not that far off. Thanks, Leigh. Matt for you, this is a question about online dispute resolution.

**Question # 7: I'd like to ask about the project to block/remove Feedback in the case of non participation and the online dispute resolution process. Specifically, the buyer's equivalent of the process implemented for sellers at the beginning of last December. I'm looking for a realtime estimate here. The sellers had their block on buyer Feedback in place for very nearly a year now. When are buyers going to get theirs?**

**Answer from Matt Halprin:** All right, thanks, Griff, and thanks for the person that asked the question. Just so everybody listening understands, last December we launched something that said, "If a buyer doesn't respond to the seller's Unpaid Item dispute, then the buyer's Feedback, if they left any or if they subsequently leave any, doesn't count against the score." And the red icon is removed from the Member Profile page.

We did that because we didn't think it was fair that a buyer who's not participated in the Online Dispute Process and may not have paid for their item should get to impact another member's reputation, at least their score. And so that person who asked this question is right, we absolutely want to do this for sellers as well. So if, I mean for buyers. If a buyer files an Item Not Received and the seller never responds then you know, a seller's negative Feedback should count against their score as well. So we're not doing it because we don't want to. We think it's the right thing to do. It's just an issue of time and resources. We're

working with PayPal. I can't give you a specific estimate at this time but we do hope it comes in 2007.

**Griff:** Great. Thanks, Matt. Jim finally, another one for you. This is a product question and we hear this a lot during this time of year.

**Question # 8:** I have asked this question several times before, when is eBay going to focus attention on providing fully debugged high quality software for its website and for buyer and seller tools?

**Answer from Jim Ambach:** Hah. A good question and I can tell you that in the product organization we completely understand how disruptive it can be to our sellers and to our buyers when things don't function as they should, especially during a busy time of the year like this.

We certainly don't do anything on purpose that would be buggy and we have a very extensive Quality Assurance organization. Every feature that goes out live on the site gets a minimum of three weeks of Quality Assurance time. So these are people who are banging on a feature and are coming up with every possible way to use it. And through this process, we catch a lot of things. And unfortunately, we don't catch all and there are issues when things go out on the site. But uh, but we think that we have a good process in place. And what's more, is with the help of our Customer Support Organization, we also have a way to address things that do make it to the site in a rapid fashion.

**Griff:** Jim, is there a way for folks who experience a problem with the seller tool or buyer tool to make their um, experience and their feedback back to eBay kind of productive? So that if they're experiencing something, they can let somebody know?

**Jim Ambach:** Yeah. So we're out there monitoring all the time. The boards are certainly a great place to do it and get sometimes immediate impact. But also working with Customer Support, anything that gets filed through those processes that are indicating bugs, then we hop on that immediately.

**Griff:** And I think Wendy has a few words for this too, as well.

**Wendy Jones:** Yeah, I think the only other thing to that is we've been working very closely with the Product teams and our Community teams and have recently added a feature called "Site Issue Messaging" where we are more proactively trying to communicate known bugs to the community so they understand what we're aware of, what we're not, what resolution timeframes look like. But certainly, as and when you encounter a problem, you can pretty easily access customer support and let us know about it. And we've got good links into Jim to be able to report those back.

**Bill Cobb:** The other thing I would say Griff, is um, we understand that it is our obligation, duty, etc. to provide all of our functionality 24/7. Obviously, along the way, we'll have an issue here, a bug there, etc. We work around the clock. The technology teams are staffed 24/7. There is no day off. And when you set records like you know, on traffic, on Cyber Monday and the Friday after Thanksgiving, you know, we are banging this site at levels never before seen. And that's okay. We have to continue to scale that because of the popularity of the site. But we are also doing all of this real, you know, it's the old you know, fixing the airplane while in mid flight. We are doing this on the run but we are very, we are triple staffed you know, through the holidays, especially through this next three week season and you know, we need that feedback from the Community. That is really important to us. But I also want to applaud our Technology teams and our engineers who are working tirelessly to make sure the holiday season comes off well.

**Griff:** Thanks, Bill. 877-474-3302, that's our number. Jacob, from Pico Rivera, welcome to the Town Hall. What's your question?

**Question # 9 from Jacob:** **Hi. Yes, this is for Trust & Safety. Um, it's actually about the suspension policy. I just wanted to know, is that going to be changing anytime soon? Actually for sellers? Because it seems like when somebody gets suspended temporarily and then they have to start all over from scratch again once they get reinstated once the suspension is over. And it just seems kind of unfair that they have to start all over again.**

**Griff:** Hmm, Matt, can you just add? I don't think that's the case, is it? Or it shouldn't be.

**Bill Cobb:** Griff, could you, it was a little hard to hear. Could you rephrase the question?

**Griff:** Jacob, stay on the line. If I don't get this right, correct us. So I think what Jacob is asking is that um, our suspension policy for eBay members, uh, if it's a temporary suspension or if they're reinstated, Jacob is saying it's not fair that they have to start over with a new User ID. What is your Feedback?

**Answer from Matt Halprin:** Yeah. So if someone is, if Trust & Safety takes an action to suspend an account temporarily so we have, sometimes we have seven day suspensions, for example. And other times we have sort selling restrictions where you can't list new items for you know, 24 hours or something. If the account is reinstated or the selling restriction is lifted, there is no impact to the member's Feedback.

**Bill Cobb:** Right. And you keep your User ID, right?

**Matt Halprin:** Keep the User ID, keep the Feedback, reputation's in tact.

**Griff:** Is Jacob still with us, Lee?

**Jacob:** Yeah. I'm still...

**Griff:** Has this happened to you?

**Jacob:** No, no, it has not. It was just, actually happened to a close eBay member of mine, a friend. And it was just kind a sad because she had a store and she was temporarily suspended and then she lost her whole store and all of her listings.

**Griff:** Yeah, I see. So yeah, that can happen. If you're suspended, you can lose your listings and they're not reinstated. But your friend should have been able to keep her User ID. If you want to send her to us, um . .

**Bill Cobb:** Well I think we're trying to figure. We're having conversations.

**Matt Halprin:** Yeah, perhaps a better understanding. It's possible that if the Store was suspended as well. And it may have even happened through an account takeover. I mean if an account was taken over and we had to you know, suspend the account until we could restore it the everything would have to get relisted. So starting from scratch in terms of the listing process, that unfortunately, you know, as a result of something like an account takeover could have generated that and that's just for protecting the safety of the site at large, and actually for the individual member who might have been on the hook for following through on those items.

**Griff:** Thank you, Jacob.

**Jacob:** Thank you.

**Griff:** Where should we, should we take another call?

**Bill Cobb:** Yeah.

**Griff:** Okay. Let's take this one from Deborah, in Ruston. Deborah, welcome to the Town Hall. How to change your email, I'm sorry. What is your question? Sorry. I almost read it. I'm sorry.

**Deborah:** Okay.

**Bill Cobb:** Do you read her mind? How do you do this, Griff?

**Griff:** It's the great Carnac.

**Bill Cobb:** This is amazing.

**Griff:** So Deborah, what is your question? Sorry.

**Question # 10 from Deborah:** I'd like to know is there a way to change your email address on existing listings say, in your store, in bulk?

**Griff:** Hmmm, Jim.

**Bill Cobb:** Change your email?

**Griff:** I know what Deborah's asking. So if you have to, do you mean in your item description?

**Deborah:** Well, in relation to receiving PayPal payments.

**Griff:** Oh, for PayPal.

**Deborah:** Um-hm.

**Griff:** Oh, okay, I understand.

**Answer from Chris Tsakalakis:** So you're asking about Store Inventory listings, where you'd want to change the uh, email address associated with your PayPal account?

**Deborah:** Correct.

**Chris Tsakalakis:** Okay. Right now there's no easy way to do that in bulk. The tools we have for bulk editing of store inventory listings are focused around sending them to auction or changing other things like that. So uh, unfortunately, those listings would have to be, to the best of my knowledge, would have to be uh, ended and then recreated using the default address, email address associated with your account that would be in your seller preferences.

**Griff:** Thank you, Deborah.

**Deborah:** Uh-huh.

**Griff:** We've got lots of calls.

**Bill Cobb:** Great.



**Griff:** So let's keep up with those. And then we'll get back to some that were sent in on the chat board. San Antonio, welcome to the chat board center. Welcome, Jimmy, what's your question?

**Question # 11 from Jimmy:** Thank you very much. Glad to be talking to you guys. I'm a new eBay. I got a question about the TKO alert. I've received three or four of them here on other bids. What's done about a TKO alert after an auction has been ended and you are a winning bidder?

**Answer from Matt Halprin:** So let me make sure I understand the question. You say if you are a winning bidder and somehow you receive an offer from a bad guy?

**Jimmy:** No. No, no. I've got the printout. It says, "Congratulations, you won," you know, and so forth. About ten minutes later I get an eBay alert that the listing was an alert, TKO alert, and the listing's been removed. It was like a 24 hour auction.

**Matt Halprin:** Right. So um . .

**Jimmy:** And I've got, I've seen that three times now in the past four days.

**Matt Halprin:** Right. Well I'm sorry you're seeing it that much. What that means is actually the Trust & Safety systems are doing their job. So what happened is somebody's account was taken over by a bad guy. They listed items using 1 Day Auctions and it sounds like you bid and perhaps won one of those but we detected that it was a fraudster who had taken over the account, as opposed to the legitimate seller, and we sent out a notice letting you know that you know, this is not something that you should follow through on.

So the main point is if you get one of those alerts, please whatever you do, do not pay for the item. They're probably trying to get you to Western Union them some money. But in any event, don't pay for the item if we've done that. We try to get to those obviously, while the listings are still live, but even after they've closed, we want to make sure that we get to you as quickly as we can so that we can protect you as a buyer.

**Griff:** Is that good, Jimmy?

**Jimmy:** Well not really. It's uh, why isn't eBay detecting that when the item gets listed?

**Griff:** Matt?

**Matt Halprin:** Yeah. You know, a lot of times we do. I'd say a large percentage of times we do and uh . .

**Bill Cobb:** And the large percentage is well over 90%, so this is not you know, 50%. You know, we catch most, a high, high percentage of these.

**Matt Halprin:** Yeah. We catch most of them. It's just sometimes we can't get to all of them. And in those cases where we don't get to all of them, we want to make sure we're getting to them even after the auctions close, to protect any loss to you as our buyer.

**Griff:** And also Jimmy, if you're limiting your buying on eBay to only those listings where you can pay with PayPal and it says that the seller is providing Buyer Protection.

**Jimmy:** They do.

**Griff:** Then at least you know if something does go wrong and you've actually paid for the item, that you'll be covered by PayPal in . .

**Jimmy:** Up to a \$1,000?

**Griff:** Yeah. So I would, I'd keep an eye out for, eh, which category are you...?

**Jimmy:** I've been bidding on the Dell um, XPSM2010.

**Griff:** Yeah.

**Jimmy:** Which is a laptop/desktop combination.

**Bill Cobb:** How much is it, Jimmy?

**Jimmy:** Well they're run anywhere between uh, realistically, they should be going between \$1,800-\$3,500, depending upon the add ons and specs. Some of them are coming back and guys are getting lucky at \$850, \$900, \$1,000.

**Griff:** So Jimmy, if this happens again, why don't you uh, you can always send an email to me at [Griff@ebay.com](mailto:Griff@ebay.com) and I can take a look at it. But uh, I think in a sense, I know as Matt said, it's kind of unusual that one person would receive three of these in a row. But it's a good indication that our Trust & Safety measures are working, so we're able to alert you, but thanks for calling.

**Jimmy:** If you were to go right now and do a search with the Dell XPSM2010, you'll find some people have 20 listings, 30 listings, 10 listings, all starting at \$30.00, \$40.00, \$50.00.

**Griff:** Um-hm. And some of those we probably should take a look at. So thanks for letting us know. Uh, do we have others? No, I think that's it for now. So I'll give out the number again; 877-474-3302.

**Bill Cobb:** We have a call coming in as we speak.

**Griff:** Well the phone's ringing off the hook. Joe from Buffalo, welcome to the Town Hall. What's your question, Joe?

**Question # 12 from Joe:** **Well my basic question is uh, when you a Bidder Nonpayment and you go through, you get all your fees back but you don't get your feature plus fees back and I was wondering why that is.**

**Griff:** Who wants to take that one?

**Bill Cobb:** So that was about a?

**Matt Halprin:** Unpaid Item.

**Bill Cobb:** Right.

**Answer from Matt Halprin:** Yeah. So for those who don't know, if a buyer doesn't follow through and pay for an item, which doesn't happen very often. It's only one or two percent of the time, but when it happens, um, you file an Unpaid Item Dispute and eBay will refund your final value fees and will also refund, or credit your listing fees if you re-list the item and it successfully sells. But you're right, we don't refund feature fees in that case. We didn't use to refund the listing fees but we started doing that soon. This is one where I think it's something that we'll always look at that helps to have an incentive for the seller to try to collect from the buyer. But it's an issue that we continue to look at.

**Griff:** Thanks, Matt. We have a lot of these questions coming in still and we're taking them off of the chat board. Let's take this one.

**Question # 13:** **Will there be a replacement for the discontinued eBay Keywords Program? We benefited enormously when we could run banner ads on eBay Pages. It was more effective advertising than Google ads by far. Please let us know if you will offer a similar service in the future.**

**Answer from Chris Tsakalakis:** Thanks for the Question. Yeah, the eBay Keywords Program is one we know that a lot of our sellers enjoyed. We certainly liked it as well. When we signed our deal with Yahoo, they actually took over the sort of ad serving on the website. And in that transition, unfortunately, we weren't able to set it up so that an eBay seller could buy ads that would only appear on eBay.com, which was the eBay Keywords Program. So for right now, we don't have any concrete plans to replace that program but we are looking at ways to possibly do that in the future. But just to be clear, right now we don't have any concrete plans to replace it.

**Griff:** Thanks, Matt.

**Chris Tsakalakis:** Chris.

**Griff:** Some more that were on the chat board.

**Chris Tsakalakis:** (inaudible) . .

**Griff:** Oh, sorry, that was Chris.

**Griff:** My fault. Thank you, Chris.

**Question # 14:** **Considering the search problems, for the past two months during the heaviest buying time of the year and the numerous glitches that continue to plague sellers, if not buyers, can you tell us whether there is any plan to invest in a new platform for dot com, rather than continuing to patch the old one, which seems to cause constant problems? What other options/intentions do decrease these problems do you have?**

**Answer from Jim Ambach:** Hi. So again, it's Jim Ambach from the Product Organization. So to answer the question, yes, we are actually planning to invest heavily in both our search features and our search infrastructure throughout 2007, because it's such a critical component of our site.

That being said, we don't feel like the existing search infrastructure is sort of creaking and old and just barely getting on. It's actually pretty amazing what we do with that and Bill, at the top of the show mentioned the 12 million unique visitors that visited us on Cyber Monday. And if you consider that most of what they're doing is actually searching, and the fact that at the same time, we're adding millions of listings that are getting indexed, altogether, that's a pretty significant feat that our search engineers have achieved and we're pretty pleased with the way that platform continues to work. But yes, we will be investing heavily in it and we'll continue to do so throughout 2007.

**Griff:** Thanks, Jim.

**Jim Ambach:** Um-hm.

**Griff:** Let's see, let's take this one. I guess this one will be for Leigh and/or Matt. It's:

**Question # 14:** **When is eBay going to get a handle on excessive shipping charges? It's gotten WAY, and that's in capital letters, out of control.**

Matt or Leigh?

**Answer from Leigh Goldstein:** I guess I'll take this one. This is Leigh. We've been actively working on this with a lot of resources and a lot of effort, a lot of us, over the past four to five months and we're going to continue on this as long as we need to. A couple updates; one is on the policy side of things. So we've been doing a couple things; one is actively policing listings ourselves and two, is taking reports from members, and both of these are effective ways of monitoring the side and keep excessive shipping to a minimum. We've been extending some of the areas where we've been aggressively policing proactively on our own, particularly recently, we've moved into some areas that we think are very popular during the Holiday Season.

So I think if you go into some of those areas, such as video games or cell phones, you'll see much better visibility into the shipping costs and that they're lower than they have been in the past. And we will continue to do this, however, alone, this is not the only solution that we will do. We're also looking at product solutions, such as a total cost sort, which will be a buyer option for sorting on search results and that is coming sometime in the winter months. And we're working furiously on that, as well as couple other product solves, including Feedback 2.0, which will breakout shipping and handling as a way to rate a seller and we think that will help a lot as well.

**Griff:** Thank you, Leigh. I also thought of something, Bill and company, and after Jimmy's call about the TKO messages, it bears repeating. And that's whenever you get one of these in your regular email client, you should check to see if it's also showing up in My Messages. There is a possibility we hadn't considered, and I don't know if this is a case for Jimmy, but that the TKO Notices are actually spoof email or fishing email. So always double check your My Messages inbox to see if it's duplicated there. If it's there, you know it's legit. If it's not there, then you can pretty much discount the legitimacy of the email that you received.

877-474-3302. Let's go to Pam. Hi Pam, welcome to the Town Hall. What's your question?

**Question # 15 from Pam:** I'd like to know, does eBay followup on scammers once they've been detected?

**Griff:** Good question.

**Matt Halprin:** Yeah, hi, this is Matt Halprin from Trust & Safety. We do. I won't say we follow-up on everyone but with we work with law enforcement here and all over the world, have probably 60 people on our law enforcement relations department and have four formal federal prosecutors, including my boss, Rob Chesnut. And we get people put in jail. We fly to other parts of the world to work with law enforcement there that are perpetrating scams on folks in the US or anywhere and we actively, actively work with law enforcement. If we can get law enforcement interested in a case, we work with them to get people put in jail.

**Griff:** Thanks, Matt. Let's take a question that just came in from our thread on the site. Oh, okay. Well I just read this one, hold on.

**Question # 16:** What is the point of a seller having an eBay Store if the only exposure we get is through core listings, it makes more sense for all of us to list on free sites and then use eBay Auctions to guide customers to our websites.

**Answer from Chris Tsakalakis:** Griff, this is Chris Tsakalakis. I'll take that. So I think there are two, there's probably one fact we should lay out first before I answer this question and the first is that your eBay Store subscription is not just Store Inventory. One of the benefits you get from having an eBay Store is access to the Store Inventory format, which has lower insertion fees but higher final value fees and also lower exposure and search results.

So starting with Store Inventory, the value of Store Inventory is that you can showcase a large number of your listings for sale on eBay without paying a lot in insertion fees. It reduces your risk so to speak, of listing items on eBay. But more broadly, the value of an eBay Store is that it gives you one place on eBay where all of your stuff is available for sale. And what I can tell you based on thorough statistical analysis is that an eBay seller who has an eBay store sells more on eBay than one who does not. What we've seen in the first quarter of someone having an eBay store is that they sell 25% more than a comparable seller who does not open an eBay store. And the reason for that is that we give you a variety of tools that make it easy for you to showcase other items for sale whenever any potential buyer comes to one of your listings.

So if you create an auction listing, which will get more exposure in search and someone comes to that, we have several links to your eBay store on that listing. We also have what we call a "cross promotion box" that allows you to showcase other items that you have for sale on eBay. And those could be in the Store

Inventory format. They could be in fixed price and auction format, whatever format you want, because your eBay Store shows every single item you have for sale on eBay. Beyond that, we have other tools that help you manage your business on eBay, including traffic reports. If you have an eBay Store, that's the only way you can get traffic reports and see exactly how much traffic you're getting to ever single one of your listings. We have this cross promotion tool and then we have things like sales reports plus and other tools that enable you to monitor your business. And a whole bunch of other merchandising tools, including email marketing, the ability to email people who say, "Hey, they want to hear from you," you can send them emails pretty much as often as you want to let them know about what you have available for sale. So . .

**Griff:** Yeah. Chris, if I may too, as well, there's a great, and the question the person asked, you know, why not just use it to drive traffic. I'd like to also remind people that if they have an eBay Store, you can utilize something that we actually spend a lot of time and resources doing is working with the big search engines to help drive traffic directly to your eBay store from the internet, by purchasing on your behalf, keywords. And all you have to do is make sure that your eBay Store definition header has all of the pertinent words to describe your eBay store and you can grab traffic off the internet with no cost to you, beyond the subscription price of the store.

So there's really, as Chris mentioned, there's lots of benefits to it and finally, I just want to add one other thing. If you go and talk to anyone who's running an eBay successful store, they will more than tell you why it's been a benefit to them. So they really can make a difference in your business.

Let's take the phones. Again, 877-474-3302. Carl, welcome to the Town Hal. What's your question?

**Question # 17 from Carl:** **Hi, Griff, and this one's for you too, because you've asked this before. What's eBay's plan as far as for giving negative Feedback points on histories older than a year?**

**Answer from Bill Cobb:** So I'll take that one. So this is something that we are looking into. I wouldn't say that we're looking, you know, I wouldn't get into the timeframe but I do that that as we are now 11 years old and as we have grown as a site and as frankly, we've changed as a site as it's grown, as it's become global, etc. this is something that we are studying. So I don't mean to sound vague but this is a live issue that we are looking into.

And so I would say stay tuned on this. To give you my own personal sentiment, I think it is the right thing to do, that as sellers have proved their worth over an extended period of time, that this um, that this is something that we should look to retire. There are different definitions of what does retire mean, and we won't get into those details right now, but this is a, this is a live discussion. Matt's

involved with it and a number of us, and I think we're inclined to try to figure this out.

**Matt Halprin:** Yeah, and I want to add one thing too; sellers and buyers, we look at it for both.

**Griff:** Yeah. And Carl, you're right, I have asked this before. I'm all for it. I kind a want to hope that whatever we do is on a voluntary basis because I've got one negative and I'm kind a proud of it, so I'd like to be able to keep it. But I agree, I think it's actually a really good idea.

**Bill Cobb:** I got my first neutral, well actually, my wife did. And...

**Griff:** Really? What happened?

**Bill Cobb:** It kind of annoyed me, but.

**Griff:** Really?

**Bill Cobb:** Well she gave a neutral to somebody who didn't ship, that shipped us an item that was marked as new and it wasn't new, so she sent it back. We got refunded and she decided to give her a neutral because it was "Item Not as Described".

**Griff:** And?

**Bill Cobb:** Well.

**Griff:** They gave you a neutral in return.

**Bill Cobb:** Yeah.

**Griff:** Well, welcome to eBay, Bill.

**Bill Cobb:** Exactly.

[laughter] . .

**Bill Cobb:** Exactly. But I don't have to like have my, you like your negative. I don't like my neutral. But anyway, back to the callers, Griff.

**Griff:** Well it's easy for me to say that. It's one and it was ten years ago. I'm sure that I'd feel different if it was just yesterday. Uh, let's take one that's come on the chat board.



**Question # 18:** Why as a seller can I mark my sales as shipped but as a buyer, I cannot see if the seller has shipped the item? We never know if the item has been shipped by the seller, unless they send us an email.

Leigh?

**Answer from Leigh Goldstein:** Okay. Actually, this is Leigh, in shipping, and actively working with Jim's team, in Product. If you remember before, I was eluding to how the bulk scan form for USPS that we're going to implement on PayPal will become even more valuable on eBay next year. And the reason is we're working on a large tracking project. We want to take the tracking information from as many of the eBay packages as possible, bring it back to the site within My eBay, for both buyers and sellers.

So what we're going to do, two things; one is when a seller marks an item as "shipped" we can let a buyer know within My eBay that the seller has told them so they don't have to send that email. And then two, when we have the tracking number from a package, we will actively update the information on that package for both buyers and sellers, which we think we'll do wonders for buyers to know where their packages are. So we're pretty excited about this project. We're hoping to have it out before the end of winter but we will keep you posted.

**Griff:** So a lot of stuff happening this winter.

**Leigh Goldstein:** Yeah, Jim's team is very busy for us.

**Griff:** It's a great idea by the way. Thank you for asking that question. Let's go back to the phones. Let me see if I get this right. North Tonawanda. Welcome to the Town Hall. What's your question, Sherry?

**Question # 19 from Sherry:** Hi. I was just wondering, is there any way that eBay could prevent the buyers from creating fake accounts with false information?

**Griff:** Sure, that's a good question. Who wants to take it? . . . So what Sherry is asking is if there is a way for eBay to prevent buyers particularly, right Sherry?

**Sherry:** Yeah.

**Griff:** Well or anyone, from opening an account with fake information.

**Answer from Matt Halprin:** Yeah, good question and we get this all the time. You know, obviously, eBay, if I was speaking for Trust & Safety only,

I'd love to verify everybody you know, via right in the line scan, so we know exactly who they are. Uh, but one of the things...

**Griff:** Is that coming this winter?

**Matt Halprin:** That'll be in the spring, right?

**Bill Cobb:** They have to finish the shipping projects first.

**Matt Halprin:** But in all seriousness, you know, there are lots of legitimate buyers who may be uncomfortable. Even though we'd like them to provide perfect information, they may be uncomfortable providing for example, their phone number or their exact address because they're worried about being contacted. And they're perfectly good buyers who pay for their items. And we think it would harm the marketplace to require everybody to do that. So what we've done instead is to provide buyer requirements, which you can find in My eBay, under My Preferences.

And if you turn on a few different ones that allow you to manage the risk or manage the types of buyers you will accept bids from. And one of my favorites, if you're really concerned about new buyers who may not, you know, you're worried aren't serious, is to require the one about PayPal, which basically says that you only accept bids from people with a PayPal account. And those buyers have an 80% lower unpaid item rate than buyers who don't have a PayPal account.

**Bill Cobb:** I'd also say, Griff, because I think Matt and his team do a really good job of trying to, it is a balancing act for any of us who work on the Internet today. This is a problem throughout the net. We at eBay being the largest e-commerce site, you know, we have to be on the forefront of this. We want to keep the spirit that Pierre started the site with. We want to welcome new members. We want to help them. We want to help them learn eBay, have them come along, perhaps sell something later, you know, start out with buying. And sometimes people just need help getting started as opposed to they're really doing something fraudulent or, and so it's a balancing act we have to have.

It is clear that we have to take steps, because it's a fact of life in 2006 and going into 2007 that we're going to have to have greater verification on our site. But we also still want to be this site where people can come on, you know, experiment with eBay, learn about, and because people are always so intrigued and so interested in eBay. So I mean Matt's right, we could just close the doors to this, to this um, community, and that's clearly not the spirit that we were founded upon and clearly not the spirit that we would want going forward either.

**Griff:** I suppose once everyone in the world is registered, then we could think about that.

**Bill Cobb:** Yeah, then we'll.

**Griff:** But the idea that eBay has grown so big and so vibrant right now is that as a place for buying and selling, having that door open and welcoming people has been a big part of that. And we may, we operate from the assumption, without any other evidence to the contrary, that people are basically good, including the new person that shows up. But like Matt mentioned, you know, we can't, if we find them, you know, we suspend them and.

**Bill Cobb:** And I think you go back to your opening comments. When you were in Southeast Asia the last week, how exciting it was for you to see people who were new to eBay, who you know, so everyone on the call knows, in each location that Griff was, there were over a thousand attendees at each location and they had to turn folks away.

**Griff:** Yeah, they were very eager.

**Bill Cobb:** People were that eager. So we still have a lot of folks who want to come on and learn about eBay and we have to be able to enable them to do that while also keeping bad guys out.

**Griff:** 877-474-3302. That's 877-474-3302. We're in the middle of our winter fundraiser, oh, sorry, wrong show.

[laughter]

**Griff:** We can survive without your calls though, even though we're not here supporting our public radio station. We're here to support Town Hall. We'd love to hear you call in. So 877-474-3302.

This next question came in recently, just in the last few minutes. And I've seen a lot of posts about this on the board and it's very interesting. It's kind of, it's a topic that's getting a life of it's own where people are putting conspiracy theories behind how this is working. Jim, it's for you.

**Question # 20:** **What is the significance of a listing number? Meaning, why do some individual numbers begin in the 1500's, while others are in the 3200's? What method is used to assign these numbers?**

Jim?

**Matt Halprin:** Well that's a Trust & Safety thing.

**Jim Ambach:** Yeah, um-hm. And I'm glad that this question finally gets to be aired here in the public because...

**Bill Cobb:** Tell the truth, Jim.

**Answer from Jim Ambach:** Yeah. No, I think if you look carefully at those item numbers, you can actually ascertain the astrological sign of the seller and that's how. No, hah.

So I have seen this on the boards as well and the significance of a listing number is actually nothing other than it's a unique identifier for that listing. And we use it throughout the system to identify uniquely that particular listing. The way that that number gets assigned actually we used to assign it based on the category that the item was listed in. And that was where the pool of numbers that would start. I think now that number is actually assigned based on the seller's account and where the seller's account is stored in our servers actually.

So people should really treat that as a completely random, randomly generated number. There's nothing significant and coded within the number, we just use it as unique identifier. And we changed the method that we used to actually create that number as the number of items. It keeps increasing, so. There's nothing there. No black helicopters here.

**Griff:** It's kind of disappointing, actually.

**Jim Ambach:** Yeah.

**Griff:** Sorry, I thought that Roswell was behind it for some reason but I guess not. Another question that was posted on the thread:

**Question # 21:** Also on a Fixed Priced item with the Best Offer feature, why do you not allow a last minute offer to stand for 48-hours instead of expiring at the auction's end? If the offer stood for 48-hours after the auction end, you would think there would be more successful listings.

That's an interesting question, or proposition.

**Bill Cobb:** Hm.

**Griff:** Bill?

**Bill Cobb:** So this is different than you know, the usual extender or auction duration.

**Griff:** Yeah.

**Answer from Bill Cobb:** Which we always talk about and want to we do not choose to do that because for a variety of reasons, one of which is that's our model and we want to enable buyers to you know, go in and you know, win their item at the stated time. This is a little different. I think this is one worth taking up. You know, Jim and Gary.

**Jim Ambach:** Um-hm.

**Bill Cobb:** I think that is, we always learn things here, right Griff.

**Griff:** Yeah. I never thought of that one before. It's a good one.

**Bill Cobb:** So um, thank you whoever wrote this in. We're going to take it. I think that's an interesting...

**Jim Ambach:** Yeah. It's a very good idea actually.

**Griff:** It is kind a like an extension of the Second Chance Offer.

**Jim Ambach:** Yeah.

**Griff:** You know, Second Chance Offer happening for a closed listing. It's the best offer for a closed listing.

**Jim Ambach:** Yeah. Uh-huh.

**Bill Cobb:** I like that.

**Jim Ambach:** And it puts more of a fun factor into the experience I think, for the buyer, which is great.

**Griff:** Yeah. Anything that gets, helps a seller sell something is a good thing.

**Jim Ambach:** Absolutely.

**Griff:** Another that came in on the thread. By the way, the phone number here is 877-474-3302. Let me repeat that number. It's 877-474-3302. Give us a call if you'd like to hear your voice in the community, right here on the air on the Town Hall. We'd love to hear from you. Any topic about eBay or PayPal, general comment, topic, concern, complaint, just give us a call; 877-474-3302.

**Question # 22:** **Why is there no place on the PayPal platform to report a buyer with false contact information? PayPal confirmed addresses are increasingly wrong. Shouldn't there be a place to report these?**

Jeff?

**Answer from Jeff Clementz:** Hey, that's a great question. I'd love to join this Town Hall and answer that. We actually would encourage everyone that finds false contact information or if there's a spoof email on PayPal, to report that either using our, going into our Help Center or going into our Security Center. We haven't had this request too many times to report false confirmed addresses because the vast majority of the time the confirmed addresses are absolutely right, because we check that against the address verification system as well as using our own proprietary logic. But we are launching a new security center in January on PayPal and we will look to add an increasingly amount of new features there and we'll look at this one was well.

**Griff:** Thank you, Jeff. This one here?

**Bill Cobb:** Yup.

**Griff:** Okay. This was also just recently posted.

**Question # 23:** Are there any plans to make the Shop eBay Stores Box and the left hand navigation bar work properly and actually pull in stores that have the most in inventory instead of only stores with the most at auction?

Chris?

**Answer from Chris Tsakalakis:** Thanks, Griff. This is Chris Tsakalakis. And thank you Ann or Jodi for the question, because I think I know who sent this in. So let's start with the work properly phrase because, obviously, we all want things to work properly. But it's a little bit the definition of what's proper here is sort of in the host. The way this works now is that the Shop eBay Stores Box will show stores, eBay Stores that have the most number of listings matching the search. If the search is a regular core search, it will only pull listings that are in the core formats. If you go to the Buy It Now tab, it'll include store inventory listings in that search. So basically, the Shop eBay Stores Box is basically tied to the way that the search works. And we have no plans right now to change that. Right now it is tied to the way the search works.

**Griff:** Thank you, Chris.

**Chris Tsakalakis:** Sure.

**Griff:** A question that was posted earlier.

**Question # 24:** When will the ISBN Database be updated? The catalogue provided by Muse is sorely out of date. Many titles, some of

**them on the best seller lists published this year, do not appear in the database used by either eBay or Half.com.**

**Answer from Jim Ambach:** Good question. This is Jim from Product. So we actually eh, as the question indicates, we use the catalogue of information that's published by our partner, named Muse. We found that that was the most complete catalogue that's available on the market. And we update, we get updates to that catalogue every two weeks, which we then put into our own system for sellers who are using prefilled item information, both on eBay and Half. We know that there are some gaps in the information that we get from Muse, and we are looking at ways to augment that potentially with the help of our colleagues over at shopping.com. But we do update that every two weeks when we get new data from Muse, so.

**Griff:** So Jim, I have a question if I could, because I've heard this before from people. Would it be feasible to actually open up Muse or the database in such a way that it's almost like a wiki? Where sellers who are actually effected by this could report in the title and the ISBN number. It could be verified very quickly and then added to the database. It'd be a lot faster I think, than waiting for updates from just one source.

**Jim Ambach:** Yup. No, that's a great idea. And it is something that we're actually considering in the Product organization right now. And even beyond just for media products though. So stay tuned.

**Griff:** Terrific. 877-474-3302. Welcome to the Town Hall, Linda, what's your question?

**Question # 25 from Linda:** **Hi. I'm a seller and I think that the non payers are increasing of the non paying buyers. And I think eBay should start charging the listing fees and the final fees of the unpaid item to the buyer's credit card. And maybe if they start having to lose money and they don't even get the item, maybe there will be a less amount of non payers. And eBay will make money because they won't have to lose the money that they're reimbursing back to the seller and it's just an idea that it might help.**

**Answer from Matt Halprin:** All right, this is Matt Halprin, in Trust & Safety. I'll take a shot at this one. I mean first of all, yeah, non payment buyers or Unpaid Items are definitely very frustrating and they hurt a seller's business. You know, we put some tools in place for folks a couple years ago, for sellers to try to mitigate those. We monitor the rates really closely. I see them actually, every week, and they're running and continue to run in the one to two percent range of successful transactions on the site, which is you know, too many. It's a, we wish it were zero.

You know, we've thought about ideas like this before and I do know that some sellers actually will put in their listing that they uh, if a buyer backs out, that they expect the buyer to cover their fees. You have to be a little careful with that. I think that's actually okay in return for the seller not filing an Unpaid Item. It's not okay to say, "To avoid negative Feedback," because that becomes Feedback extortion. But in terms of doing it for all buyers that's a, you know, that's something we talked about before. Not all buyers actually have credit cards on file with eBay. We do, we ask some people to do it and others not to, depending on certain risk factors, so it would be hard to do across the site. But it is something we've talked about and I'm sure continue to look at it.

**Griff:** Thank you very much, Matt. Here's one that was posted earlier.

**Question # 26:** **With respect to PayPal and specifically, to transferring funds from my PayPal account to my bank account, there is a three to four business day delay in executing a funds transfer. The message on PayPal blames the delay on the banks receiving the funds. In today's world of instant electronic fund transfers, we all know this is simply untrue. In point, a fact, PayPal is just utilizing three to four days of float to collect additional interest on the funds without compensating the account holder.**

That's the question.

**Answer from Jeff Clementz:** Well thanks, Griff. This is Jeff, from PayPal, and I actually received this question at Salt Lake City, at our eBay In Person and so I triple checked the answer in between then and now. And actually found that one of PayPal's earliest inventions actually, was to partner and to utilize kind of the US National Banking Networks and to send money and to send withdrawals. And so it actually is true that about several times a day, I think it is four or five times a day, we batch up all the requests to withdraw money and then we send that to the National Banking Network and then it does take three to four days and it's completely out of our hands. And we've continued this innovation around the world and in all the countries where PayPal operates and partners with or utilizes those networks. So in some countries, it may take slightly less or it might take slightly more, but it is completely out of PayPal's hands once we send the withdrawal out and we don't earn interest on those funds.

**Bill Cobb:** This is a total misconception of PayPal...

**Griff:** Yeah.

**Bill Cobb:** That PayPal is making interest on this. It is not true.

**Griff:** Right. We do not make interest on the flow for PayPal.



**Jeff Clementz:** That's right. And it just depends on how fast that network can move the money through kind of a national banking system.

**Bill Cobb:** Right. We don't hold money.

**Griff:** Right. What is that network called, by the way?

**Jeff Clementz:** It's called NACHA, the National Automated Clearing House Association.

**Griff:** And it's what every bank uses.

**Jeff Clementz:** That's right.

**Griff:** We are kind of bound by this institution. We can't, I think there's a misunderstanding in the way the question is asked also, not just about the flow, which doesn't exist at eBay, a, at PayPal; that all funds electronic transfers are instantaneous. Bank wire transfers are quick. Electronic fund transfers have to go through the same...

**Bill Cobb:** Exactly.

**Griff:** System when you write, as people use when writing checks.

**Bill Cobb:** People keep confusing wire transfer with this.

**Griff:** Right.

**Jeff Clementz:** I also think some confusion comes in the fact that when you send money to another eBay member from your bank account, PayPal has created this innovation because of creating history about that buyer, where we actually will move that money instantly.

**Bill Cobb:** Right.

**Jeff Clementz:** But that is actually something that is within the PayPal system. It's not with the withdrawals. Withdrawals is a slightly different system.

**Griff:** All right, so if you're a PayPal member with a good account standing and you have a credit card and a bank account on file, when you pay through your bank account, the seller who receives the money will receive it instantaneously. It's not being received instantaneously from the buyer's bank account.

**Jeff Clementz:** That's right.

**Griff:** PayPal is sending the money on behalf of the buyer and seller.

**Jeff Clementz:** You got it.

**Griff:** Right. Thanks Jeff.

**Question # 27:** **As a fairly new eBay member, I find that the big players don't bother with feedback. How do we little guys hope to obtain a Feedback score?**

**Answer from Bill Cobb:** So Griff, you're probably one of the best at answering this question. But I think we all have our little tricks. I always send a message to the seller, "Will leave you positive Feedback once I receive and would appreciate you doing the same." And I feel that I get a lot of Feedback from that. So I think if you can send a message to the seller where you actually you know, prompt them to try to do that, I find that a lot of sellers do leave Feedback. Now you probably have some tips on this, Griff.

**Griff:** Well, you have to remember, you can only really technically within the rules ask once, so you don't want to make a nuisance out of yourself.

**Bill Cobb:** No, I'm sorry, when I pay with PayPal.

**Griff:** Oh, okay.

**Bill Cobb:** You know the message to seller and the PayPal? That's what I'm talking about.

**Griff:** Oh, I see. So what I've, my advice to people today is that I remind everyone that Feedback is voluntary and that is probably the way it will always stay. We don't force anyone to leave it. But that being said, you can usually coax Feedback out of somebody who's either a very busy seller or otherwise just not caring by being as personable as possible, so that they understand they're dealing with another person.

Send them a friendly email saying, "I'm so excited that I bought this from you and you have no idea how important this it to me because it's a great experience and now I'm going to want to come back and by more from eBay and specifically you. And you know, I'd love it if you could leave me a Feedback because I really need that score." And if you can actually say this, you can appeal to somebody's better nature and maybe the otherwise kind of cranky, experienced eBay seller who's very busy buying and you know, selling and packing, will take a moment and actually leave you a Feedback comment.

**Matt Halprin:** Yeah. Actually, there are a couple more little tricks that I use. One is, I'll check the member profile of a seller and look at "Left For Buyers" and see whether they actually make it a habit of leaving Feedback after a transaction or not, by looking at their Member Profile page. And then if I do it and still don't get it, I usually send a note saying you know, "Vice President of Trust & Safety," and that usually helps.

[laughter]

**Griff:** I had no idea you were pulling rank. It's also important to understand that if, like I said earlier, if somebody doesn't leave you Feedback even after you asked, just to not make it an issue out of it only because again, it is voluntary and if you, you know, push the issue, it's not, it's like the best way to catch a fly is with honey and you don't, if it's not going to work the first time, you're probably best to walk away from it.

**Bill Cobb:** Why don't we get to a caller, honey.

**Griff:** 877-474-3302. Mark, welcome to the Town Hall. What's your question, Mark?

**Question # 28 from Mark:** Yeah, hi. My question I guess has to do with Trust & Safety and I and we've been a seller for awhile. We had a Store for awhile. We've had some auctions just ended last night and ironically within a matter of hours after the auctions ended, somebody hijacked our account apparently or hacked whatever. So I'm curious, what can eBay do? What are they able to do to protect seller accounts?

**Answer from Matt Halprin:** So this is Matt Halprin in Trust & Safety and we do, we definitely do a lot of things to try to prevent accounts from being taken over. I've described some of them already. You know, download the eBay Tool Bar. I suspect you probably already done that. And, you know, encourage people to check My Messages, so that they don't, if a message is saying, you know, it's from eBay and they're asking for your password or your personal information, check My Messages to make sure it's there. And the other thing is something that we're seeing an increasing use of is password guessing.

This is something the bad guys will do. If you have a, what we would call a weak password or something that's easily guessed, something like 123456 or password or eBay or something like that. You know, but anyway, if you have a weak password, there are guys out there that will actually just guess passwords. They'll take the hundred most common weak passwords and they'll guess them. That's another way it could potentially happen. And we've actually, you know, we tell you how strong your password is now when you sign in. We thought about actually encouraging people or even pushing people to change their

passwords. So there's a number of things that we're working on and other ideas that we're thinking about for 2007, but I'm sorry it happened to you.

**Griff:** So Mark, what I think we should do for Mark, Wendy, is maybe we can get Mark's contact information and maybe we can follow-up right after the Town Hall ends to find out his specific situation and let's see if we can help him out.

**Bill Cobb:** Also, I've been, in my correspondence with a lot of eBay sellers in particular, we're seeing I think an increase, slow, but a definite increase in the malicious use of um, Keyword Stroke, a malicious software that can take information from your computer when you enter in data and then transmit that data to some other location, including your password. So if you're not using a good strong anti-virus and software, you should look into one and actually update it and make sure that you scan your system for any of this malicious malware, as it's otherwise referred to, so that you make sure you're not a victim.

**Griff:** Let's stay with the phones, 877-474-3302. Delores, welcome to the Town Hall. Thanks for calling. What's your question, Delores?

**Question # 29 from Delores:** **Yes, I need to know how long after you listed an item on eBay Motors does it take it to show up in the eBay search?**

**Griff:** Hm, good question. Thanks Delores.

**Answer from Bill Cobb:** So it depends on the category. Because what we're trying to do and we've had a lot of questions on this today, we are trying to go through listings on the site to make sure that fraud doesn't enter the site. So we will take some time from, we will take time on certain categories to delay the listing. And we think that that's very important for our technology filters to go through and make sure you know, that some of the examples you heard earlier don't occur. So we are working on what the right timeframe is and we may have to get to a point where we might do this on more listings um, because we want to make sure this is the safest site on the net. But obviously, our technology team and Trust & Safety are working very hard at this.

**Griff:** Let's take a question that came in earlier from our list here. Which one Bill? This?

**Bill Cobb:** Okay.

**Griff:**

**Question # 30:** **I think the new policy of hiding Bidder's ID's has taken away my privilege as an auction bidder. I use to be able to find out what**

**other auctions are bid on by others, so I can decide whether to bid on those auctions too. Without knowing who has placed bids so far, I cannot adjust my bid accordingly. Basically, this will leave me with two choices; don't bid on eBay anymore or always bid at the end of an auction. If the reason is just to protect bidders from fake offers, why doesn't eBay simply discontinue second chance offers? Also, why does...**

Well, let's just stop at that one because there's a series of questions and it goes on and on. So let's, we'll end it there. Who wants to take it?

**Answer from Matt Halprin:** Okay, yeah, this is Matt from Trust & Safety. Just first for those who may not be aware of this, we're running a test right now in Motors and it's actually only for items that are over two hundred dollars right now. And what we're doing is if an item is over \$200.00 and there are bidders on it, instead of it saying the actual User ID, it says Bidder 1 and if there are 7 bidders it will say Bidder 1, Bidder 2, Bidder 3, etc. on the Bid History Page or the High Bidder on New Item. And this is to protect the identity of the members of the buyers who are bidding on these items from bad guys trying to contact them to say, "Hey, I've got a car. You should buy it from me." Or pretending to be the actual seller, which they sometimes do through what's called a fake Second Chance Offer.

And you know, there's some valid concerns on these things. We didn't, you know, there's a reason we're running a test here, because we are concerned about people knowing who they're bidding against and being able to find out that information. And so one of the things we've done, you may not be aware of this, but you can actually roll your cursor over the actual Bidder 1 or Bidder 2 and it gives you a bunch of information about that bidder, including information, like what percentage of bids that this member has placed that are on that seller's items, which is something people can use to help detect potential shill bidding.

More to your question about why don't we just eliminate fake Second Chance Offers? That actually wouldn't do anything to stop potential bad guys from sending offers that are targeted at people that might be bidding on a high priced item. They just call it a different name or they wouldn't change the name. They'd call it "fake best offer" or something like that. So it is a test and so far, it seems to actually be going quite well, but we are testing our way into it like we do with a number of these initiatives.

**Griff:** We should also point out that Second Chance Offer itself is actually a very successful way for sellers to sell items, so it would be kind of counterproductive to end such a successful feature. Gary, this one is going to be for you, I believe. Gary?

**Gary Briggs:** Yeah, okay, Griff, yeah. I'm here. Sorry.

**Griff:** He was busy chatting with Jim.

**Gary Briggs:** Yes.

**Griff:** It's a good thing we don't video these.

**Gary Briggs:** Why is that, Griff?

**Griff:** Because I think our reputations wouldn't go for that.

**Question # 31:** I would like to know why the original primary US site, eBay.com, does not default to only items listed on the US dot com site. As a buyer this past weekend, the UK listings are overwhelming and so many categories, especially in the clothing categories where the sizes are completely different than US sizing.

**Answer from Gary Briggs:** Thanks. A couple points to that. So first of all, with the opportunity to, the decision that we made was whether or not to have listed On Items or Available Too. And the reason for making all the items available to US buyers is to provide much more assortment for the US buyers. And we found in various countries around the world when we done this, the buyer transactions and the amount of activity by buyers goes up quite significantly.

Now to the particular question here, and then I'll give a broader example, the particular question here; it is easy within search to look down the left nav and to check and narrow down your search to looking at items that are only listed on a particular site and it's one of the search defaults that you're able to use. So it's really up to the choice, to the buyer, to then be able to narrow down their search and look at what they have. Now I can give you an example; when I was in Canada, I use to be General Manager in Canada. And there we actually made the decision to go from a listing on the Canadian site to available to the Canadians, and that has had a dramatic impact in growing the overall Canadian business. In particular the Canadian sellers ultimately have really benefited from that. So, providing more choice to buyers, we find brings more success to sellers.

**Griff:** And there are as you mentioned, ways for the buyer to tailor searches to their liking, including not showing items that are just from a particular country. This is a question that came in recently. Again, I'm going to give the phone number out. Let me also remind you we have about five minutes left before we have to end our Town Hall, so if you have been putting off that question; and I know from the radio, we have this where there are suddenly a flurry of questions in the last few minutes. The number is 877-474-3302. On your mark, get set, go. Start calling and we'll get to your question as soon as possible.

**Question # 32: Can eBay Express be open to Canadian sellers?**

**Answer from Bill Cobb:** So, when we launched eBay Express, we did, because of the functionality, it ended up being a new site we had to limit it to US sellers only. Our stated intent is to open this to Canadian sellers. We certainly want to do that. We certainly have a lot of wonderful sellers up in Canada. Stay tuned on that. Nothing to announce right yet.

Griff. Great. 877-474-3302. Our first Town Hall where we're taking phone calls. Dawn, welcome to the Town Hall. What's your question, Dawn?

**Question # 33 from Dawn:** Yes, hi. It's more of a suggestion. Is there a way that eBay can do like an overall like comment? Like if we want to do like a comment or a statement on all of our listings, similar to like the vacation setting that you would do for your Store. If there was a way, say I wanted to offer free shipping if you spend \$50.00 with me, and it would show up on all of my listings on all of my auctions and my Store, you know, inside all of my Store listings and things like that. Is there anyway that, you know, they have ever thought about doing something that would overall do that?

**Griff:** Thanks, Dawn. I think this is Chris's area.

**Answer from Chris Tsakalakis:** Yeah, so I think it's a great question. We don't have a specific mechanism that's just focused on, you know, a message you put on every single one of your listings. But there is, it sounds like you have an eBay Store, so there is something called a custom listing frame that's available to eBay Store sellers that allows you to put your Store logo and links to certain of your categories or your custom pages, as well as a search box and then links to a bunch of your categories within every single one of your listings. And all it takes is a check box. And what you could do is create a custom page called "free shipping" and then have the custom listing frame, have that link within the custom listing frame by choosing that custom page. So that's the one way to kind of do it today. And as far as getting a broader message out there, it's not something we've fully thought about but we'll think about.

**Bill Cobb:** So Leigh, do you want to talk about your free shipping function that just launched?

**Leigh Goldstein:** Sure. Yeah, there is a way to default items into free shipping with a checking box and SYI. But I think your question was how could you apply that to all of your items such as if you spend fifty dollars or more, you get free shipping. We're working on a new shipping discounts project which will launch new winter and we will be able to take care of that.

**Griff:** Thanks. Well, we're just about out of time. Bill, would you like to close us off for the hour?

**Bill.** I feel so badly. We cut Leigh off so quickly.

**Griff:** Yeah, I know. I'm sorry.

**Bill Cobb:** Do you want to say anything else about free shipping?

**Leigh Goldstein:** No.

**Griff:** He doesn't have time. Don't ask him.

**Leigh Goldstein:** I'm just mad at Griff now.

**Bill Cobb:** Well thanks everybody. You know, this is always, always great for us. I mean I've got my Best Offer idea that I'm going to be walking back over to our main building and talking to the team over there immediately.

**Griff:** I like that one.

**Bill Cobb:** So this is really great and I think everybody has their own notes and we do learn a lot through this and that's what's so great about this. And hopefully, you'll all be busy buying and selling on eBay over the coming days. As I said in the beginning, this is our last Town Hall for 2006. So I want to wish everybody a safe and prosperous New Year and Happy Holidays. And we are committed to keeping this dialogue open in 2007. Griff, how do you think this worked with the radio call in?

**Griff:** Oh, I thought it was brilliant and I want to thank everyone who called in. I know a lot of folks that called in today, we never had on the radio show, so we had a lot of new folks call in. And I want to say on behalf of everyone here, how much we appreciate your participation.

The reason why we have these Town Halls is for you, not for us. Although, we love to hear what you have to say and then we can take it back and utilize it as appropriate. Again, thank you so much for everyone who participated. I want to thank Bill and everyone on the panel for taking the time to stop by and answer questions. I know sometimes they're difficult. If you want to listen to a repeat of this Town Hall, as always, you can listen, well actually, it's a new thing.

You can tune into our audio archive which will be available soon on the Town Hall page. You can get there by going to, write this down, [www.ebay.com/townhall](http://www.ebay.com/townhall) and you can listen to it at any time. As always, a transcript of the event will also be available and you can download that as well.



So thank you everyone. Thanks for joining us on our Town Hall. We look forward to seeing you in 2007. Happy Holidays and have a great evening.

[applause]