Fotolog allows anyone to easily create an online photoblog where they can share daily photos with friends and strangers around the world.

Simple functionality:
- Easy to upload
- Easy to view
- Easy to get feedback
- Social Network
  - Keep track of friends
  - Serendipitous browsing
  - Exponential distribution network

Feeback → Social Capital → Addiction → Repeat Activity
Members
- 3.2 million members
- ~10,000 new per day
- Currently limiting new registrations

Photos
- 107 million photos
- ~350,000 new per day

Views and Visits
- 1.5 billion total monthly page views
- 20 million monthly unique visitors
- 10% of all members uploaded a photo yesterday
- 20% logged into the site to do something

Ranking – Alexa
- #98 global
- #3 in Chile (ahead of Yahoo!)
- #5 in Argentina, #15 Brazil, #19 Mexico, #22 Portugal

Guestbook messages
- 1.1 billion messages for 107 million photos
Historical
- Founded 2002 as a hobby
- Constant scramble to keep up with growth
- Just entered our Renaissance

Fotolog is in the business of providing “Pats on the Back” to our members

Premium Subscriptions (Gold Camera)

Advertising and Sponsorships
- Social network targeting
- Groups
- Email

Mobile

Misc.
- Custom publishing
- Mass publishing – fotolog.book
- E-commerce
- Scalability
- Monetizing international markets
  - Cultural issues
  - Economic issues
  - Logistical issues
- Major brands still reluctant to advertise against user-generated content
- Increasingly crowded space
- Hiring