

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

Feedback → Social Capital →
Addiction → Repeat Activity

The screenshot shows a user profile for 'cypher' on the Fotolog website. The page title is 'Get In My Belly!' with a subtitle 'About cypher'. The main content is a large photo of a sandwich and a can of 'Black Cherry' soda. Below the photo is a caption: 'Lunch: Tuna with lettuce, tomato, onion and swiss on rye toast from the best tuna place in NYC - Eisenberg's.' and a note: 'For some reason, whenever I eat there I feel obliged to have a black cherry soda. Maybe it's because they both remind me of my grandparents :)'.

On the left, there is a 'recent photos' section with a vertical list of five small photo thumbnails, each with a date: 12/06/05, 12/06/05, 12/06/05, 12/05/05, and 12/05/05. A 'more' link is at the bottom.

On the right, there is a 'Friends/Favorites' section with a vertical list of five small photo thumbnails, each with a user name and date: 'minimal 12/11/05 Neutral Zone', 'shenwong 12/11/05 Shanghai, China', 'foxlove 12/11/05 55oN 3oW, United Kingdom', 'sk8rsherman 12/11/05 Hermosa Beach, CA USA', and 'ebt 12/11/05 Long Island City, NY, USA'. A 'more' link is at the bottom.

Below the main photo, there is a 'Guestbook' section with three comments from users 'humantix', 'johnny_tang', and 'mhm_ee', each with a date and a 'delete' link.

At the top of the page, there is a navigation bar with links: 'Welcome cypher', 'logout', 'My Fotolog', 'Upload', 'Archive', 'Friends/Favorites', 'My Account', and 'Help'.

▣ 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