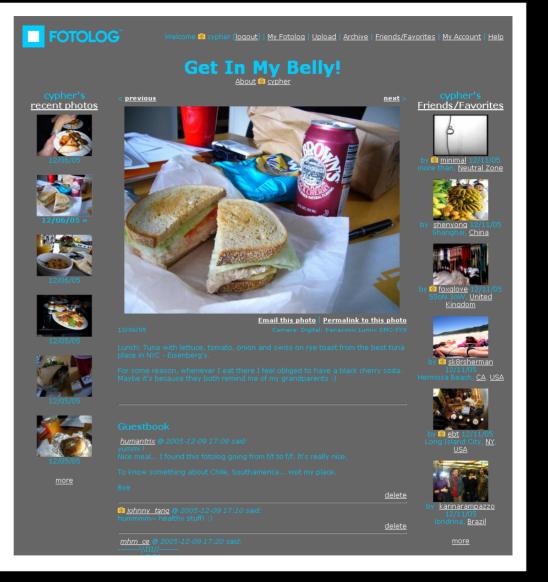
Fotolog allows anyone to easily create an online photoblog where they can **share daily photos** with **friends and strangers** around the world.

Simple functionality: Easy to upload

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

 $\begin{array}{l} \mbox{Feeback} \rightarrow \mbox{Social Capital} \rightarrow \\ \mbox{Addiction} \rightarrow \mbox{Repeat Activity} \end{array}$





The Product

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



Growth and Activity

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



The Business

Scalability

- Monetizing international markets
 - Cultural issues
 - Economic issues
 - Logistical issues
- Major brands still reluctant to advertise against user-generated content
- Increasingly crowded space
- Hiring

