

*New*

# Drishti

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- ❖ 10 Things to know about Google



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## **10 Things to know about Google**

Internet giant Google has come a long way since it was founded in a garage in 1998 in California. The company, started by Larry Page and Sergey Brin with four computers and a \$100,000 cheque from Sun co-founder Andy Bechtolsheim, is today the world's top technology brand.

Google hosts and develops a number of Internet-based services and products, and generates profit primarily from advertising through its AdWords program. The company was founded by Larry Page and Sergey Brin while the two were attending Stanford University as Ph.D. candidates. It was first incorporated as a privately held company on September 4, 1998, with its initial public offering to follow on August 19, 2004. The company's stated mission from the outset was "to organize the world's information and make it universally accessible and useful", and the company's unofficial slogan – coined by Google engineer Paul Buchheit – is Don't be evil. In 2006, the company moved to their current headquarters in Mountain View, California.

Google runs over one million servers in data centers around the world, and processes over one billion search requests and twenty petabytes of user-generated data every day. Google's rapid growth since its incorporation has triggered a chain of products, acquisitions and partnerships beyond the company's core search engine. The company offers online productivity software, such as its Gmail e-mail software, and social networking tools, including Orkut and, more recently, Google Buzz. Google's products extend to the desktop as well, with applications such as the web browser Google Chrome, the Picasa photo organization and editing software, and the Google Talk instant messaging application. More notably, Google created the Android mobile phone operating system, used on a number of HTC phones such as the Nexus One and Droid Eris. Because of its popularity and numerous products, Alexa lists Google as the Internet's most visited website. Google is also Fortune Magazine's fourth best place to work, and BrandZ's most powerful brand in the world. However, the company has also faced criticism over issues relating to the privacy of personal information, copyright, and censorship.

Over the past decade the company's growth has been staggering. Here are some lesser-known facts about the Web icon from this decade-long journey.

- **Billion pages**

Ever wondered how many page views world's no. 1 internet search engine clocks in a day? The figure is a staggering 7.2 billion. The company's daily visitors number around 620 million.



Little doubt then that the company's global search marketshare is a whopping 85.78%, with monthly searches crossing 87.8 billion. The amount of data processed daily by

Google is 20 PB (Petabytes).

- **Hits Nasdaq**



Google debuted on the Nasdaq on August 19, 2004. Google's IPO was one of the Silicon Valley's most discussed, dissected and debated IPOs.

Originally priced at \$85 each, Google's shares soared past \$600 in 2007. The stock stood at \$535 on February 26, 2010. While the company's assets stood at \$40.5 billion as on December 31, 2009.

- **Its all AdSense**

Google earns 97% of its revenue from advertising. In 2009 the company's ad revenue climbed \$22,888,804,000. In 2002 the advertising revenue was \$410,915,000.



The company's 2009 profit stood at \$6,520,450,000. However, in 2000, the company's profit was in red at \$-14,690,000. US accounts for almost 47% of the revenue by geography. UK contributes 13% and another 40% from the rest of the world.

- **Meet the Noogler**

A Noogler is a "new Googler," or a new employee of Google. It is said that a former Google employee Doug Edwards coined the term.



According to a recent report, a rule of thumb for all new Google employees is that when you have been around longer than 1% of staff, you cease being a Noogler.

- **Part-time benefits**

Google employees can spend almost 20% of their time working on ideas and projects that interest them. And interestingly 50% of Google products have till date originated from that 20% time.



Google's popular products like Orkut, Google News and many features of Gmail have been developed by Google employees during this 20% time.

- **Betas and Betas**



Even today Google's 45% products are in beta. In 2009 several of Google's popular services like Gmail, Google Talk, Calendar and Docs came out of their beta phase.

- **Apple and Nokia, watchout!**

Almost 60,000 new Android phones are reportedly shipped every day. In November 2007, Google announced Android platform, an open source operating system for smartphones.



Currently there are mere 20,000 Android apps in comparison to over a million apps in Apple iTunes.

- **Word power**

Blogger, a free blog publishing tool that Google acquired in Feb 2003, gets 2,70,000 words written per minute. The figure is huge to gauge the popularity of the service.



Blogger's gets over 66.7% of its traffic from outside US.


- **Not-so Green**

Google is the top scoring company on climate advocacy, and CEO Eric Schmidt can articulate one of the most advanced corporate visions for long-term development of the renewable energy economy needed to tackle climate change.



However, interestingly Google is also among the very few leading technology companies who have not disclosed their own greenhouse gas (GHG) emissions.

According to Greenhouse, Google has no emission reduction targets and did not release or disclose its own emission levels. This lack of transparency on its own emissions puts Google significantly out of step with most other technology companies.

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