



compete in world markets. Google's Australian engineers work to improve Australian users' internet experience and enable them to take full advantage of the exciting potential of the internet and Google's suite of products.

Both globally and in Australia, Google is far more than just a search engine. Its range of popular products includes Google Maps, Google Earth, Gmail, Docs and Spreadsheets, YouTube, Blogger, Google News, the photo site Picasa and many more. Google's business is based on selling 'sponsored links' next to its search results through its AdWords programme. Thousands of Australian businesses use AdWords to connect with potential customers.

HISTORY

According to Google lore, company founders Larry Page and Sergey Brin were not terribly fond of each other when they first met as Stanford

THE MARKET

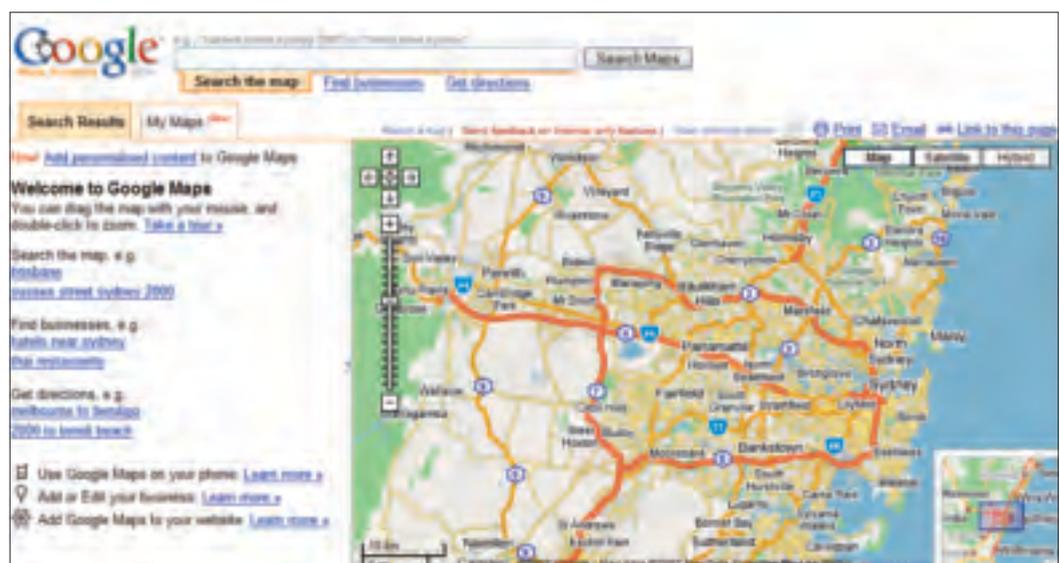
Online consumers have at their disposal incredible quantities of information, feeds, news, blogs, maps, images, videos, games, social networks, email, collaborative software and more.

With the advent of new devices, more offline content moving into cyberspace, broadband speeds increasing and users generating more content themselves, consumers' lives are increasingly being led online. In 2007, among 18-29 year old Australians, over 40 per cent of media time was spent online.

Google, the world's most widely used search engine, is at the heart of the new media environment, connecting Australians with information, audiences and customers worldwide.

ACHIEVEMENTS

Google is a world-renowned brand and Australia's leading web destination. Australians rely on Google to find and manage all sorts of information, and the



brand is committed to making the experience simple and useful for them.

Google's growing Australian presence is a critical part of its global operations. Google Australia was one of the first Google offices outside the US. It's now a vital R&D hub for the entire Asia Pacific region. The web is an especially vital and exciting platform for Australian users and businesses. It helps them to overcome the tyranny of distance and

University graduate students in computer science in 1995. They argued about every topic they discussed. Their strong opinions and divergent viewpoints would eventually find common ground in a unique approach to solving one of computing's biggest challenges: retrieving relevant information from a massive set of data.

By January of 1996, Larry and Sergey had begun collaboration on a search engine called BackRub, named for its unique ability to analyse the "back



links” pointing to a given website. Larry, who had always enjoyed tinkering with machinery and had gained some notoriety for building a working printer out of Lego™ bricks, took on the task of creating a new kind of server environment that used low-end PCs instead of big expensive machines.

A year later, their unique approach to link analysis was earning BackRub a growing reputation among those who had seen it. Buzz about the new search technology began to build as word spread around campus. A year later again the name had been changed to Google and the company was on its way.

Google’s Sydney office opened in 2003 as a two-person sales team to help sell AdWords in the local market. Google’s investment has grown significantly and now includes significant engineering, network operations and sales teams and various other functions. It is the base for Google’s activities in Australia and New Zealand and helps support the whole Asia-Pacific region.

THE PRODUCT

Google products allow users to search not only for particular phrases and topics, but also to explore and innovate; communicate, show and share; go mobile; and make their lives and businesses more effective.

In a very real way, Google is a whole world of services, all under one brand and accessible from anyone’s computer.

RECENT DEVELOPMENTS

Google has seen a myriad of new developments in recent years. No company consistently pushes the envelope or launches new products as rapidly and consistently as Google. The key ones include the the launch of Gmail in 2004, Google Earth in 2005, the acquisition of YouTube in 2006, and the release of collaborative software (Google Apps).

In 2007, Google launched Google Maps in Australia, with business listings and driving directions.

PROMOTION

Google’s promotional efforts rely on the quality, ease of use and ingenuity of its products, plus word of mouth and community involvement.

Investment in Australia continues to grow rapidly to serve users and partners more effectively.

Google supports Australia’s next generation of IT professionals in many ways, including the Anita Borg Scholarship to encourage female engineers; the Summer of Code – providing opportunities for young Australian programmers and developers to put their ideas into practice; Google Australia

summer internships; and University programmes and prizes.

Google also has global programs in place such as Google.org, through which it supports various not-for-profit and charitable organisations, as well as investing in important social initiatives.

BRAND VALUES

Google’s mission is to organise the world’s information and make it universally accessible and useful.

In their letter to launch the IPO, the founders wrote: “Google is not a conventional company. We do not intend to become one. Throughout Google’s evolution as a privately held



company, we have managed Google differently. We have also emphasised an atmosphere of creativity and challenge, which has helped us provide

unbiased, accurate and free access to information for those who rely on us around the world.”

Google’s philosophy and brand values are embodied in a list of ‘Ten things that Google has found to be true’.

1. Focus on the user and all else will follow; from its inception, Google has focused on providing the best user experience possible. By always placing the interests of the user first, Google has built a loyal audience.

2. It’s best to do one thing really, really well; Google does search, which has provided a basis for its other products

3. Fast is better than slow; Google believes in instant gratification.

4. Democracy on the web works; Google works because it relies on the millions of individuals posting links on websites to help determine which other sites offer content of value.

5. You don’t need to be at your desk to need an answer; the world is increasingly mobile and unwilling to be constrained to a fixed location.

6. You can make money without doing evil; the revenue that Google generates is derived from offering its search technology to companies and from the sale of advertising displayed on Google and on other sites across the web. Google does not allow ads to be displayed on results pages unless they’re relevant.

7. There’s always more information out there; Google’s researchers continue looking for ways to bring all the world’s information to users seeking answers.

8. The need for information crosses all borders; its mission is to facilitate access to information for the entire world, so the company has offices around the globe.

9. You can be serious without a suit; Google’s founders built a company around the idea that work should be challenging and the challenge should be fun.

10. Great just isn’t good enough; Google does not accept being the best as an endpoint, but a starting point. Through innovation and iteration, Google takes something that works well and improves upon it in unexpected ways.



THINGS YOU DIDN'T KNOW ABOUT GOOGLE

- Google Maps was invented in Australia.
- Google’s name comes from a play on the word “Googol”, which is a 1 followed by 100 zeros.
- Thousands of Australian websites earn money by using Google AdSense, running advertisements on their website.
- Google Labs is a testbed for Google engineers and adventurous Google users, where users can find product prototypes and provide feedback on ways in which the technology could be used or improved. Current Google Labs products include Google Moon and Google Web Accelerator.
- Google’s original chef used to cook for the Grateful Dead.