



eBay's new GMV definition - what it means for you

Hi,

As you may have heard, eBay recently changed its definition of Gross Merchandise Value (GMV) to mean the total value of all paid transactions between users on our platforms inclusive of shipping fees and taxes. For further details, read eBay's [Press Release](#).

Why the change?

GMV is the most-used metric within eBay and is the most accurate measure of overall transaction volume on eBay platforms. eBay's business has evolved significantly over the past 15 years and our key operating metrics need to continue accurately reflecting our business. A new GMV definition better aligns with customer money flow and our monetization model.

How does this affect me?

Fortunately, the eBay Partner Network (EPN) is not making any changes to the definition of [Gross Merchandise Bought \(GMB\)](#) and our current [rate card](#) will remain the same. EPN's definition of GMB will continue to exclude shipping and taxes, as it has done in the past. It's business as usual and there's no action for you to take. Your current pricing won't change as a result of this and we'll continue to pay partners the same way as before. For further information, please refer to our [Network Agreement](#).

Thank you for your continued partnership. If you have any questions, please feel free to contact us at EPNHelp@ebay.com.

The eBay Partner Network team

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