

China's Baidu search engine launches English blog

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File photo shows commuters passing an advert for the Chinese internet search engine, Baidu.com in Shanghai. Chinese search engine giant Baidu has launched an English-language blog on the country's online culture, a company spokesman said Tuesday, as the firm looks to expand into overseas markets.

Chinese search engine giant Baidu has launched an English-language blog on the country's online culture, a company spokesman said Tuesday, as the firm looks to expand into overseas markets.

Baidu Beat intends to introduce and explain to foreign users the hot topics and trends on China's Internet, which is now used by more than 450 million people, spokesman Kaiser Kuo told AFP.

"It's really out of a desire to give people who are interested in China but who don't necessarily read Chinese or don't read fluently in Chinese an

opportunity to understand what Chinese Internet users are doing," he said.

"You can see what the intentions of Chinese people are by what trends are on Baidu."

Kuo said the blog could help promote the Baidu brand -- which analysts say remains unfamiliar to overseas users -- although he insisted the move was not commercial.

"If it was popular enough, I think it will help people to be aware" of the company, Kuo said.

Baidu holds more than 70 percent of China's search engine market, followed by US rival [Google](#) with a 20-percent share, according to industry analysts.

The Nasdaq-listed Chinese company has offered a Japanese-language [search engine](#) for two years, and founder Robin Li has said he wants [Baidu](#) to become a household name in half the world's countries in 10 years.

More information: beat.baidu.com/

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