

Online ad revenue overtakes newsprint in China

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The Baidu headquarters in Beijing. China's revenue from online advertising was higher than the equivalent in newsprint for the first time in 2011, a study by the market research firm iResearch said, quoted in the Global Times Saturday.

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Web advertising in the world's second largest economy generated 51.19 billion yuan (\$8.11 billion), while newsprint advertising brought in 45.36 billion yuan, iResearch said, a trend it predicted would continue in 2012.

The three largest advertising platform providers last year in terms of revenue, according to Beijing-based iResearch, were Baidu, dominant on the [Chinese market](#), followed by Taobao's e-commerce sites and search

engine [Google](#).

At the end of 2011, there were 513 million internet users in China, up by 56 million over one year. Some 194 million made purchases online -- an increase of 20.8%, according to the China Internet Network Information Center.

In the third term of 2011, online ad revenue increased by 83.1% compared to the same period in 2010, Analysis International said, reported by state media in November.

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