

Chinese portal Sina says profits tumble

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(AP)—Chinese portal Sina Corp.'s quarterly profit tumbled 75 percent on relatively small revenue for its microblog service.

Sina said Wednesday it earned \$2.4 million in the three months ending Dec. 31, compared with \$9.3 million a year earlier. Revenue rose 4 percent to \$139.1 million.

Online [advertising revenue](#) rose 7 percent to \$110.7 million. Non-advertising revenues, mostly from the company's popular Sina Weibo microblog service, rose 181 percent but stood at just \$10.6 million.

"2012 was a year of investment for Sina," said chairman Charles Chao. "In 2013, we will continue to improve user experience and expand the scale of Weibo [monetization](#), while turn our focus to mobile Internet for all of our major product lines."

[Sina](#) offers online and mobile media as well its microblog service.

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