

Google reveals revenue splits with websites

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This picture taken on January 2010 in Paris shows the internet homepage of the the search engine website Google. Google on Monday revealed that websites and makers of online content get more than half the revenue from AdSense advertising deals with the Internet search powerhouse.

Google on Monday revealed that websites and makers of online content get more than half the revenue from AdSense advertising deals with the Internet search powerhouse.

Google made its AdSense for Content and AdSense for Search revenue sharing information available "in the spirit of greater transparency," product management vice president Neal Mohan said in a blog post.

AdSense for Content is Google's tool for making money from advertising posted next to online content, while AdSense for Search focuses on making money from custom Google search engines built into websites.

AdSense for Content accounts for the "vast majority" of revenue, with publishers getting 68 percent of the Content advertising money brought in, according to Mohan.

Google's AdSense for Search partners get 51 percent of the revenue brought in by advertising put next to results of Internet searches at their

webistes.

Google explained that its share of revenue reflects the company's costs, including research and development of search and AdWords technologies.

"Of course, we can't guarantee that the revenue share will never change (our costs may change significantly, for example), but we don't have any current plans to do so for any AdSense product," Mohan said.

"Over the next few months we'll begin showing the revenue shares for AdSense for content and AdSense for search right in the AdSense interface."

Google dominates the online [search advertising](#) market and in April reported that its first quarter net profit rose by more than 37 percent while revenue increased by 23 percent to 6.8 billion dollars.

The Mountain View, California-based Internet search and advertising giant said [net profit](#) in the quarter that ended on March 31 was 1.96 billion dollars, compared to 1.42 billion dollars in the same quarter a year ago.

Google [chief financial officer](#) Patrick Pichette said revenue growth was "driven by strength across all major verticals and geographies."

The amount of cash [Google](#) makes from pay-per-click online [advertising](#) climbed 15 percent from the same quarter last year, indicating the firm's [revenue](#) will improve along with the global economy.

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