

## China Search Engine Market In 2007

Contributed by Len Bai  
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On the New Year Day of 2007, Sohu.com, one of the top three Chinese portal sites, launched its newly upgraded search engine Sogou version 3.0. This symbolised that battles on the China search market in the new year have been started.

China's search market has been dominated by Baidu and Google since 2003. These two companies in combination account for nearly 90% of China's online searching market, in which Baidu has got the largest share of 56.6 percent of the total market and Google ranks the second with a share of 32.8 percent. Yahoo! is in the third position, but it's only got less than 5 percent market share, leading all the other minor players on the search engine market.

Sogou seems to be the superstar on the searching market at the beginning of the year. It's claimed the best Chinese search engine, with a strong slogan 'Sogou know the Chinese Internet better'. The new 3.0 version is proud of the improved quality of search, due to its expanded database capacity, faster indexing speed and higher relevancy. To demonstrate what it claimed to public, Sogou even provide a page for online users to compare the search results among Baidu, Google and Sogou.

Another important player is Netease (163.com). Unlike Sogou's big marketing campaign, Netease published it's new search engine Yodao.com a bit 'sneakingly'. Yodao.com is fully developed by Netease and provides web search, blog search and a massive dictionary. I believe it will gain some market share in some way, according to the consistent performance of 163.com on the China's internet market.

Other Chinese local search engine companies mainly specialise in a certain area in the industry. For example, Sina iAsk focus on a kind of knowledge sharing platform where people ask and answer questions. It is like the witkey mode. Qihoo provide community and blog search. Zhongsou is now featured as a personal portal leader which I dont understand much. All others are trying to differentiate themselves from someone else, with providing more detailed and tailored services to Chinese internet users.

There will be more news from the China's search engine market. Who is gonna win, We will see.