

## Mobile Advertising Fuels Boom for China's Search Engines

Written by Australian Business

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SHENZHEN, CHINA-- [Media OutReach](#) --5 August 2014 --Revenues at China's search engines are growing rapidly, and a large portion of growth is coming from mobile. Search giant Baidu recently announced an increase of over 58 percent with mobile revenue contributing 30 percent of the total. But other Chinese companies are finding innovative ways to cash