

Slide 1: Context

1. Baidu was founded in 2000 as search engine, it rapidly outpaced its competitors, when in 2003, it accounted for only 10 percent of total market revenues, while in 2006, it accounted for 55 percent.
2. Its growth was expedited by a bidding ranker, which displays search results based on the highest advertisement bidder.
3. China's internet is a rapidly developing space, from 2000 to 2006, its users increased more than ten fold. The paid search market expands more than 500 times.

~~4. Baidu's initial competition like Google~~

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~~5. China's internet is a closed market controlled by the government,~~

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