

**Country:** China

**Info:** Total population 1,300,000,000 – Internet population 132,000,000 - % of population 10%

## Introduction

### Background

- Largest internet Portal in China
- 3<sup>rd</sup> generation Chinese search engine
- One of the largest and most influential Internet companies in China

### General Info

- Listed on Nasdaq since 2000
- Sohu is one of the closest online advertising pure play companies in China with the highest percentage of revenues derived from advertising business.

### Key Metrics

- **Reach:** 6.0 unique users daily; 100 million registered users (source: portal info 03/2006)
- **Page impressions:** 3.5 billion page impressions daily
- **Socio-demographics:** Gender: 74% men / 26% women; age: Under 18: 1%, 18 to 34: 85%, 35 to 49:11%, over 50:3%; education level: 48% users have university degrees; high incomes: Sohu 21% versus all internet users 14%; marital status: 55% single / 45% married;

### Advertising Metrics

**Ad formats:** Banner 590x80, Super Banner 450x105 or 590x105 or 760x100 or 760x32, Skyscraper 130x300, Pop-Up 350x250, Index page title pic, PIP 350x250, Button 120x50 or 120x60, Moving icon 80x80, Full Screen, Pair Ad 130x300, Flash layer 200x150, Roll-Over Ad 250x250 or 80x80, Video Ad, Extending Ad, Rich Ad, Browser Ad, Crazy Ad

**Channels:** Sport, Music, Search, Shopping, Automotive, Computer & Technology, Entertainment, News, Fitness and Health and Computer game, Instant messaging, Wireless messaging and Email

**Specials:** Interactive Platform, Online Roadshow, Direct Email Filtering, Email login page, instant messaging page and game page



### Benefits/ USP

- **Total solution:** Suggesting an idea & mechanism, Media booking, ad creatives & minisite

### Additional Information

- **Official internet content sponsor of 2008 Beijing Olympics:** Sohu.com helps to build the official website of the Beijing 2008 Olympic Games

### Links:

[www.sohu.com](http://www.sohu.com) (largest internet portal), [www.sogou.com](http://www.sogou.com) (largest online ring tones in China), [www.chinaren.com](http://www.chinaren.com) (largest alumni club), [www.17173.com](http://www.17173.com) (No. 1 online games portal), [www.house.focus.cn](http://www.house.focus.cn) (most influential real estate website), [www.goodfeel.com.cn](http://www.goodfeel.com.cn) (wireless value-added services provider), [www.go2map.com](http://www.go2map.com) (leading online mapping service provider)