

《百度因魏则西事件，被要求削减有偿广告》

导读:中国监管者要求百度必须减少其搜索结果中的有偿广告数量。



Baidu must reduce the number of paid-for adverts it includes in its search results, Chinese regulators say.

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It comes after an outcry over the death of a student who tried an experimental cancer therapy that came top of the list in his Baidu web search.

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Baidu had come under fire for allegedly selling listings to bidders without adequately checking their claims.

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The search engine giant says it will now overhaul its search results so they are primarily ranked by credibility.

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Currently, on Baidu, listings that have paid for a prominent placement are marked at the bottom with a small sign saying "promote", but many say this does not identify them as paid-for listings sufficiently clearly.

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In a statement (in Chinese) on Monday, the Cyberspace Administration of China said Baidu's search results appeared to have "had an impact" on student Wei Zexi's choice of treatment.

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Baidu gave "too much weight" to paid-for advertisements in its search results, "commercial promotions were not clearly marked", and this had "affected the impartiality and objectivity" of Baidu's search results, the statement added.

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The regulator demanded that Baidu make several changes, including:

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Cleaning up the healthcare advertisements in its search results

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Preventing medical institutions that had not been approved by the government from being promoted on Baidu

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Overhauling its search results ranking system, so that they are not solely determined by how much advertisers have paid, and are primarily ranked by credibility

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Ensuring that paid-for promotions do not consist of more than 30% of search results per page

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In response, Baidu said it would "implement all the changes demanded by investigators, and deeply reflect on its shortcomings".

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It would "thoroughly investigate its medical promotions, and change its search results ranking system so they are primarily ranked by credibility", and "control the number of commercial promotions per page".

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Analysts said that Baidu's shares fell by 5% in pre-market trading in New York on Monday, as healthcare provides 20-30% of its search revenue, Reuters reported.

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