

Internet Focus: Hong Kong/China

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Overview:

Hong Kong-China divergence seen extending even to Internet growth

By Normandy Madden

[HONG KONG] Hong Kong and China may differ as much on Internet development as they do on legal and political issues.

The list of innovative trendsetters on the Web in Hong Kong is long—fitting for an Internet market that is one of the more developed in Asia. But in China, the Web is largely untapped by marketers.

Hong Kong's reliable infrastructure, free local phone calls and a techno-savvy population have encouraged rapid Internet development, including the existence of more than 120 Internet Service Providers and a group of new Chinese-language sites such as China.com, Sohu.com, Sina.com and Renren.com.

In China, by contrast, the government recently indicated it might ban foreign investment in the Internet.

MOTOROLA STEPS IN

Motorola Corp. is one Internet marketer that's taken advantage of the opportunities in Hong Kong.

Last August, Motorola signed a unique cross-title deal with Dow Jones & Co.'s Hong Kong-based interactive publications: Feer.com, awsj.com and cnbcasia.com, and the online editions of the *Far Eastern Economic Review*, *The Asian Wall Street Journal* and *CNBC Asia*, respectively. Motorola was also an early advertiser on the Feer.com weekly online newsletter.



On target: Anna Fang

"This is the first time a corporation has entered a combined agreement with three of [Dow Jones'] interactive editions for a period of four months. We are targeting those publications because of their [high-end professional] audience profile," said Anna Fang, Motorola's manager of corporate communications, Hong Kong.

Motorola (www.motorola-asia.com) also has signed up with Yahoo!Asia and Yahoo!Hong Kong to run banner ads on the site's "Today's News," "Financial" and "Stockquote" Web pages.

"We have currently about eight different banners running on these sites," Ms. Fang said, leading consumers to a variety of microsites, online publications, direct shopping sites in Singapore and Australia and the company's first online consumer survey.

Internet promotions, advertising and design now account for about one-fifth of Motorola's total regional marketing budget in Asia Pacific, which is independent of additional online spending by the company's individual business groups.