

# After Facebook, Youtube and Twich, Bing will also 'run out of business' in China

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Bing search engine is the latest US technology service that will not be accessible in China. According to a detailed report from Financial Times, starting yesterday, some internet users in mainland China began complaining that they could not access Microsoft's Bing search engine. via cn.bing.com as usual, while those who live outside of the country can still use Bing to perform normal search queries. According to some anonymous sources collected by the Financial Times, the cause of this phenomenon was China Unicom, a state-owned telecommunications corporation, which blocked all access to the search engine. This sword, and probably this is a requested order from Beijing officials, but all still stop at the conjecture because the authenticity of this information is still very vague.



"We confirm the information that Bing is currently not accessible in Chinese territory. We are investigating the exact cause before making a decision about the next action." Microsoft spokesman shared before the press.

1. Microsoft offers users a way to crack Office 2019 software on Bing

In fact, it is not uncommon for websites or online services of foreign suppliers in general and the United States in particular to ban or restrict access. Twitch was banned in the world's most populous market last September, while other major online platforms in the world such as Facebook, Twitter, and YouTube have long had no concept of making eat in China, and it is likely that this time Bing will be the next "victim".

Earlier, Microsoft Bing had a "healthy" time in China, and is one of the few major services developed by a US technology company that is still allowed to operate in the country. times can compete directly with domestic services, which are favored by the local government. One of the reasons Bing can stay so long in China is because they have switched to using the cn.bing.com website, and have a mechanism to censor search results, or to say it in a nutshell. Microsoft is willing to abide by the Chinese government's cyber censorship policies, including the restriction and prevention of information "harming national security and social unrest, and breaking regulations and laws . "



#### 1. Face recognition features of Chinese technology companies will dominate the world in 2019

However, the recent incident shows that Bing's efforts to date are still not enough, especially with more Chinese authorities' attention to information security issues and network security recently. Therefore, the reason here is most likely because China needs a tighter control over the Internet space.

The second reason can be mentioned is that this unexpected and contradictory decision took place at the same time another big guy in the search market, which was once banned in China, was Google. The plan re-entered this 2-billion market with a new search service included in the big project called Dragonfly - a project that caused a wave of fierce conflict both inside and outside the company. Google had previously been active in China until 2010, when it decided to withdraw from the country as a move to oppose Chinese authorities' freedom of speech and access to information.

Due to the absence of Google, Baidu - a domestic search engine emerged as the nation's top search provider, controlling more than 70% of the market (while Bing only accounted for about 2%). However, with the appearance of CEO Sundar Pichar, Google has completely changed his mind and now they are viewing the Chinese market as an extremely potential growth opportunity, and the company is also in phase. re-exploration of this market.



1. Google paid a fine of 50 million euros after allegedly violating the General Data Protection Act in France

But things didn't go well with Google. Due to the backlash from the company, and to ease the situation, Google was forced to close an experimental search engine called 265.com. Accordingly, 265.com can be considered a 'virtual' search engine because it will redirect search queries directly to Baidu. 265.com is used by Google to collect data on habits and search trends of Chinese people to serve their Dragonfly project.

With this 'sudden' departure of Bing, it is difficult to confirm whether Google is lucky enough to bring its products and services back to the market that they consider 'important' and 'full of potential'. This 'ability' or not, especially in the context of the country's authorities has stepped up the tightening of cyber management.

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