

Google tops views with fourth-quarter gains

By John Letzing, MarketWatch

SAN FRANCISCO (MarketWatch) - Google Inc. on Thursday posted big profit and sales gains for the fourth quarter as it continued to see an increase in the number of users clicking on its Internet search advertisements...sending a positive signal for the online ad industry as a whole.

Mountain View, Calif.-based Google (NASDAQ:GOOG) said net income rose to \$1.97 billion, or \$6.13 a share in the period ended in December, compared to \$382 million, or \$1.21 a share in the same period a year earlier. Net revenue rose to \$4.95 billion, Google said.

"Given that the global economy is still in the early days of recovery, this was an extraordinary end to the year," Google Chief Executive Eric Schmidt said in a statement.

Wall Street were bullish about Google's quarter in the weeks leading up to its earnings report, with many citing what was a relatively strong online shopping turnout over the holidays. While Google didn't sell holiday gifts directly, it helped point shoppers to items through its paid search advertising. Google said its paid clicks, or the number of times that users clicked on advertisements and generated revenue, rose 13% compared to the same period last year. Google had posted 14% year-over-year growth in paid clicks for its quarter ended in September. The average price paid by advertisers per click meanwhile rose 5%, Google said.

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By: Martin Peers - January 6, 2010

Apple's Tasty Mobile-Advertising Bet

Apple's purchase of mobile-advertising firm Quattro Wireless demonstrates just how much mobile is shaking up the tech industry. Apple, for the first time in its history bought an ad-sales company. On the same day, online-ad company Google unveiled a new phone, the Nexus One, it will sell online.

Selling ads, particularly on mobile apps, is emerging quickly, with e-commerce not far behind. Apple presumably sees potential in selling ads on the tablet, in particular, given the entertainment features it will offer.

EDITOR'S NOTE: Cartel Funding, llc, the venture capital company currently positioning **Netword®** towards the forefront of on-line advertising via its unique, patented, live search resolutions, **eyes a mid 2012 IPO potential.**