

SEPTEMBER I - 2012 ISSUE

Pages 2 - 4

Late Breaking News:

- BIIA and EASDP to Partner in Biggest Event Dedicated to the Business of Database, Search and Directory Publishing
- **Sharp Contrasts in Growth of Analytics, Credit Information and Rating Services**
- D&B Stock Soars on Speculation of a Potential Sale
- BIIA at the Asia-Pacific Forum on Financial Inclusion: Approaches, Regulations and Cross-Border Issues

Pages 5 - 8

Member News:

- BISNODE First Half of 2012 Results
- BOL Thailand First Half 2012 Results
- D&B's Q2 2012 Revenues Down 7%
- Equifax Reports Record Second Quarter 2012 Results
- Consumer Credit Information: Invitation to Attend BIIA APCCIS Meeting in Taipei, Taiwan October 24th, 2012
- TransUnion Launches New 'TransUnion Total' to Help Consumers in the Fight against Identity Theft

Pages 9 - 10

Industry News:

- Q2 2012 Rating Agencies Growth Boyed by Analytics while Rating Services Stagnate
- LexisNexis Launches SmartMeeting
- Reed Elsevier Reports 5% Revenue Growth

Pages 11 - 12

News from China:

- Alibaba Group's Revenues and Net Income Soars
- Alibaba Group Splits Into 9 seven New Units
- Baidu Q2 2012 Revenue Up 60%
- Click by Click China E-commerce is Gaining Ground

Page 13

From the User Corner:

- Can SMEs Keep Pace with Rapid Consumer Adoption of SoLoMo
- Regulatory News:
- Credit Information Sharing: The UK Industry Conundrum
- U.S. Wins Trade Dispute with China over Electronic Payment Services

Page 14

People on the Move:

- TransUnion CEO Mehta Resigns
- Acxiom Names new Managing Director

Page 14

News from the Taxonomy Corner:

- Wand Taxonomy Make it Easier to Classify Billions Spent on Specific Products

BIIA Welcomes the Cerved Group, Italy as an Associate Member

LATE BREAKING NEWS

BIIA and EASDP to Partner in Biggest Event Dedicated to the Business of Database, Search and Directory Publishing



BIIA members are welcome to join BIIA experts and management in attending the annual congress of the European Association of Search and Database Publishing (EASDP). The EASDP congress is the biggest event in Europe dedicated to the people and the business of the database, search and directory publishing industry. [For further information on the EASDP Event click on the link](#)

EASDP and BIIA will partner in a special session on Thursday September 20th at 14:45 on the topic of: 'The State of Business Information and the Implications of the BIG Data Phenomena'.

As the business information industry emerges from a significant downturn during the credit crunch 'green shoots' of recovery are evident. There are newcomers to the industry which are taking an entirely different approach to market definition and there is BIG Data which is already being heralded as the next frontier for innovation, competition and productivity. Big Data is identified as a critical factor in strategic thinking in our industry.

The panelists will discuss important aspects of how we should redefine business information and how to get new value out of 'Old Databases', especially extracting value from semi/unstructured data. The role of analytics and workflow and what technologies are available and whether they are mutually exclusive will be discussed:

- Gehan Talwate, Entrepreneur & Former CEO of Ascend Aerospace Information.
- Phil Cotter, Consultant, Member of the board of directors of BISNODE – Former Managing Director of Experian UK & Ireland.
- Jim Stock, Director Central Europe of MarkLogic Corporation.

The session will be moderated by Joachim C Bartels, Managing Director of BIIA

BIIA members who are interested in attending should book via biainfoasia@gmail.com - EASDP offers a special discount for BIIA Members



Joachim C Bartels



Jim Stock



Phil Cotter



Gehan Talwate

EASDP

BIIA

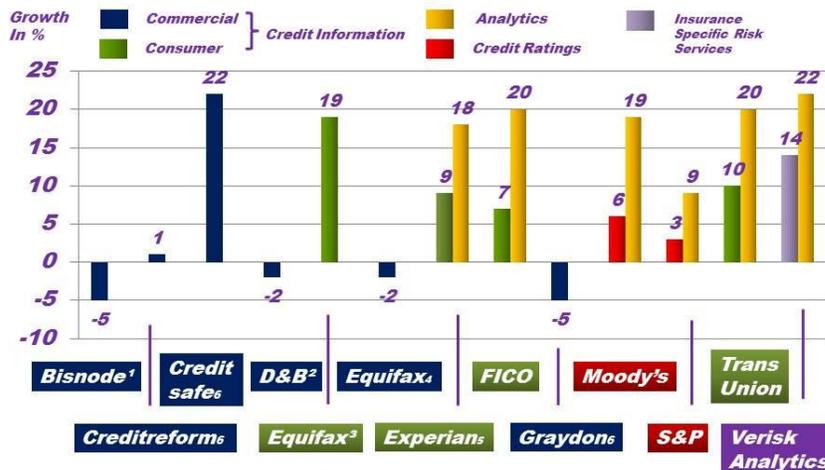
LATE BREAKING NEWS

Sharp Contrasts in Growth of Analytics, Credit Information and Rating Services

We previously wrote that analytics and platforms are becoming key differentiators in business information services. 2011 and first half 2012 revenue growth figures of key players in credit information and rating services provide a stark contrast to those companies who do not have a substantial stake in analytics. Analytical services are growing at a very healthy double digit rate.

Consumer credit information services have rebounded with solid growth rates, but commercial credit information services have not. For instance Equifax consumer credit services grew at 19% in Q2! However, Equifax's commercial credit information services were down -2% in line with its peers D&B (-2%), Bisnode (-5%), Creditreform Information 2011 (+1%), and Graydon 2011 (-5%). In stark contrast are the results of Creditsafe whose 2011 revenues grew at an impressive rate of 22%.

Business Information Revenue Growth



BISNODE¹ First Half 2012 - D&B² RMS Q2 2012
 Equifax: ³US Credit Services ; ⁴US Commercial Solutions Q2 2012
 Experian First Quarter (Ending June 30th) US CIS only
 Creditreform³, Creditsafe⁶ and Graydon⁵ 2011 Growth
 BISNODE, Creditreform, D&B, Graydon and Equifax do not report analytics services separately
 Source: Company Earnings Releases



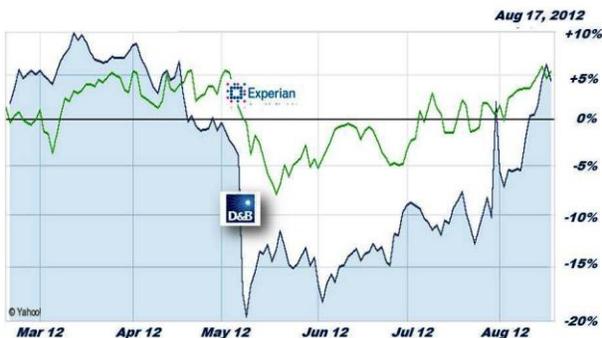
Analytics growth is only part of the proverbial Iceberg with many analytical services being packaged with other solutions and thus not reported separately. If you compare the relative low growth in commercial credit information with the high growth consumer credit information one could surmise that the latter is a much 'sexier' business. Perhaps the key reasons are that consumer risk management processes are now fully automated while commercial credit assessment is not. Furthermore it can be assumed that lots of

reporting on professionals and small businesses are imbedded in consumer credit files and not as extensively covered by the commercial credit files. If you compare the spectacular results of Creditsafe versus its peers one wonders what they have up their sleeves and what others have not. They seem to be bold and venture even where others fear to tread: The USA!

Incidentally Outsell Inc. published its [Market Size, Share, Forecast and Trend Report for Credit & Financial Information](#) (C&F Segment) on August 15 2012. The overall market for C&F grew by 7% to US\$ 52.6 billion.

LATE BREAKING NEWS

D&B Stock Soars on Speculation of a Potential Sale



News that D&B are exploring a possible sale saw shares rise by 10% after the announcement was first published in the Wall Street Journal. The WSJ reported that the company was working with J P Morgan Chase & Credit Suisse to identify potential buyers.

D&B appeared to have disappointed the market with their first quarter performance due to weakness in the US market. Other factors mentioned were the closure of its consumer marketing business, Roadway D&B, China following allegations of violation of consumer privacy laws and delays to MAXIQ, its strategic technology investment, which has seen shares underperform both the S&P 500 and Dow Jones indices over the last 6 months.

D&B reported revenues of \$1.8bn in 2011 and Profit before Tax of \$481m. With a current market capitalization of \$3.84bn and the recent acquisition of Transunion by Goldman Sachs at three times revenues it would be expected that any buyer would have to pay somewhere in the region of \$4-6bn.

D&B dismissed the rumors as speculative and announced that its Board of Directors has authorized an increase of \$500 million to its existing share repurchase program bringing the total authorization to \$1 billion. **Source: Phil Cotter, Contributing Editor**

BIIA at the Asia-Pacific Forum on Financial Inclusion: Approaches, Regulations and Cross-Border Issues



BIIA participated in the recent Asia-Pacific Forum on Financial Inclusion: Approaches, Regulations and Cross-Border Issues. The Forum was organized by the Asian Development Bank Institute, the Asia-Pacific Finance and Development Center and the APEC Business Advisory Council. The Forum took place in Shanghai, China, 25-27 June 2012 at the ultra-futuristic campus of the Shanghai National Accounting Institute.

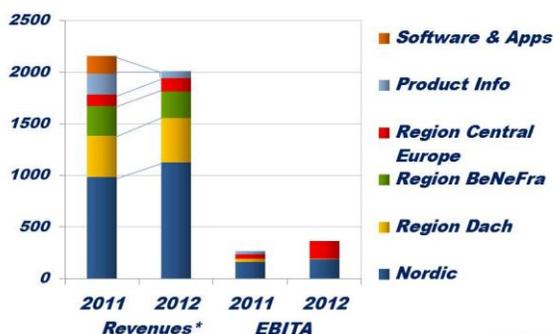
Remittances are a lifeline for 700 million people around the world. In 2012, over 250 million migrants worldwide are estimated to have sent home US\$395 billion, with over US\$ 220 billion to Asia alone. These migrant workers have no credit history in the host country which is an impediment to access to finance. To make cross border data transfer feasible, a cooperative framework is required which helps to facilitate the involvement of a multitude of players (i.e. financial institutions, service providers and regulators) as well as different legal systems.

BIIA was part of a panel discussion on facilitation of cross-border Microfinance. [To access the document click on this link](#)

MEMBER NEWS

BISNODE First Half of 2012 Revenues down 5% - Company Restructures Product Lines Focusing on Credit Information and Marketing Solutions – Renews Strategic Relationship with D&B

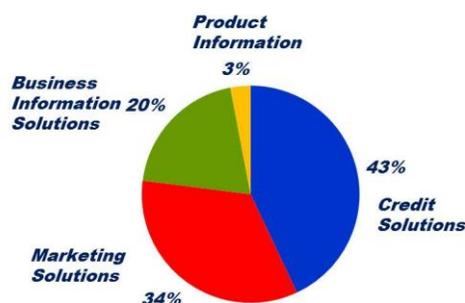
BISNODE First Half 2012 Results



Source: BISNODE Press Release *Before Internal Eliminations



BISNODE First Half 2012 Results



Source: BISNODE Press Release



BISNODE reported revenues of SEK 2,000 million versus SEK 2.105 in the prior year, down 5%. Operating profit (EBITA) improved to SEK 316 million versus SEK232 in the prior year. Operating margin (EBITA) was up 15.8 per cent versus 11.0 per cent in the prior year.

Bisnode is undergoing an intensive phase of renewal and change. It is streamlining operations and strengthening the focus on core business. It divested four businesses and made one acquisition. It also renewed its strategic agreement with D&B International. The agreement extends over the coming 10-year period, covers 11 markets providing a greater scope to further develop BISNODE Credit Solutions based on global data.”

[To read the full story log on.](#) Source: BISNODE

BOL Thailand Q2 2012 Revenues Down, Profits Up

Business Online (BOL), Bangkok-based business information provider, has reported on financial results for the quarter ended 30th June 2012. Revenues for the quarter were US\$2.8 million, a decrease of 7.3% over the same period last year. Profits for the period were US\$850,000, up 13% from last year.

For the six months ended 30th June, revenues were US\$5.2 million. That is a decrease of 9% over the first half of 2011. Approximately 67% of revenues or US\$3.5 million were generated from its online information services. Net income in the first half was US\$1.3 million, a jump of 20% over H1 last year. BOL’s management reported that diluted earnings for the first half were Baht 0.05 (US\$0.0016) per share.

Source: Business Strategies Group Hong Kong

MEMBER NEWS

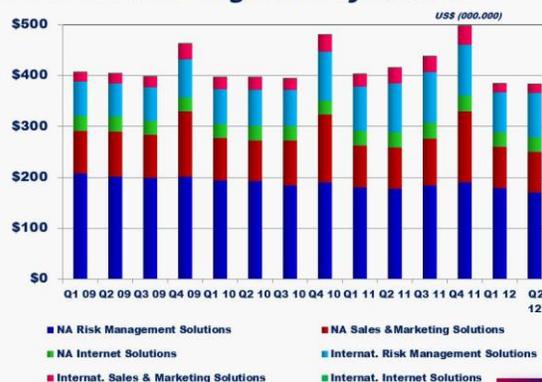
D&B's Q2 2012 Revenues Down 7%

**Dun & Bradstreet Financial Results Q2 2012
By Business Segments**



D&B Earnings Release

D&B Business Segments by Quarter



D&B Earnings Releases

BIIA

D&B announced that its Board of Directors has authorized an increase of \$500 million to its existing share repurchase program bringing the total authorization to \$1 billion.

"Our second quarter results were in line with our expectations and we are on track to meet our full year guidance. Cautious customer spending impacted North America during the first half of the year, while International results were solid. Through better traction from new products and improved execution on our core business, we expect North America's growth trajectory to gradually improve in the back half of the year and accelerate into 2013," stated Sara Mathew, D&B's Chairman and Chief Executive Officer.

Total revenue for the second quarter of 2012 was \$383.9 million, down 7% before the effect of foreign exchange (down 8% after the effect of foreign exchange) from the prior year similar period. Total revenue for the second quarter of 2011 included the results from businesses that were divested or shut down. Deferred revenue was \$575.3 million, down 4% from the prior year similar period.

Operating income before non-core gains and charges for the second quarter of 2012 was \$114.0 million, up 5% from the prior year similar period, primarily due to the effect of businesses divested in the prior year. On a GAAP basis, operating income was \$89.3 million, down 1% from the prior year similar period, primarily due to legal fees and other shut down costs related to matters in our China operations. Core Revenue US\$383.9 mil down 1%P

- North American Revenues: US\$279.0 mil down 2%
- Asia Pacific US\$46.6 mil up 10%
- Europe & Other International Markets US\$ 58.3 mil down 3%.

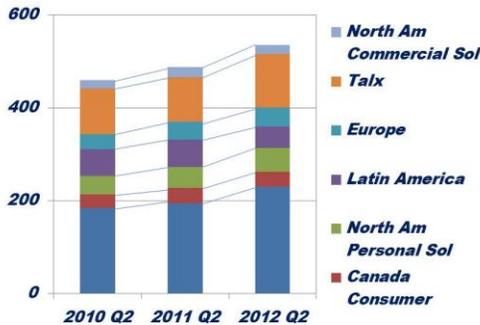
D&B today reaffirmed its financial guidance for the full year 2012: Core revenue growth of 0% to 3%, before the effect of foreign exchange; Operating income growth of 4% to 7%, before non-core gains and charges.

Source: D&B Press Release

MEMBER NEWS

Equifax Reports Record Second Quarter 2012 Results

Equifax Q2 2010 - Q2 2012



Source: Equifax

BIIA

Equifax Quarterly Revenues 2010 - 2012



Source: Equifax

BIIA

Following an impressive Q1 performance Equifax again pulled ahead with record second quarter results: Revenues were up 15% (Non GAAP and local currency basis); Operating income was up 18%.

- U.S. Consumer Information Solutions (USCIS):** Total revenue was \$230.1 million in the second quarter of 2012 compared to \$194.0 million in the second quarter of 2011, an increase of 19 percent.
- Operating margin for USCIS** was 38.3 percent in the second quarter of 2012 compared to 36.5 percent in the second quarter of 2011.
- International:** Total revenue was \$119.5 million in the second quarter of 2012, a 9 percent decrease from the second quarter of 2011. On a non-GAAP basis, excluding Brazil, revenue grew 4 percent on a reported basis and 9 percent on a local currency basis.
- Canada Consumer** revenue was \$31.9 million, up 2 percent in local currency and down 2 percent in U.S. dollars from a year ago.
- Operating margin for International** was 29.2 percent in the second quarter of 2012 compared to 26.1 percent in the second quarter of 2011.

- Workforce Solutions:** Total revenue was \$115.2 million in the second quarter of 2012, a 20 percent increase over the second quarter of 2011. **Operating margin for Workforce Solutions** was 23.4 percent in the second quarter of 2012 compared to 21.6 percent in the second quarter of 2011.
- North America Personal Solutions:** Revenue was \$50.7 million, a 12 percent increase from the second quarter of 2011. **Operating margin** was 29.8 percent compared to 27.7 percent in the second quarter of 2011.
- North America Commercial Solutions:** Revenue was \$20.3 million, down 2 percent in U.S. dollars and 1 percent in local currency compared to the second quarter of 2011. **Operating margin** was 14.0 percent, compared to 20.9 percent in the second quarter of 2011

Third Quarter 2012 Outlook: Revenue for the third quarter of 2012 is expected to be up 9 to 11 percent from the year-ago quarter. **Source: Equifax Press Release**

MEMBER NEWS

Consumer Credit Information: Invitation to Attend a BIIA Meeting on October 24th at 9:00 – 12:00 at the W Taipei, Taiwan

BIIA members are cordially invited to attend a meeting of BIIA members to discuss the formation of APCCIS**, a special initiative of BIIA members which is to focus on industry advocacy for Consumer Credit Information Services in the Asia Pacific, South Asia, South East Asia and the Middle Eastern regions.

BIIA members with operations in consumer credit information services (credit bureaus) in Asia and the Middle East have expressed a need for a more focused effort by BIIA on specific issues related to consumer credit information. In a recent meeting the following key needs were identified (not necessarily in the order of priority):

Cross Border Transfer of Consumer Data
Skill Development

Consumer Education
Industry Advocacy

Within the context of point 4 it should be noted that BIIA has been quite active in the past, on behalf of its members, on regulatory matters concerning consumer and commercial credit information in the region (China for instance) and BIIA participated in the World Bank taskforce on general principles for credit reporting. BIIA – APCCIS has participated in recent APEC meetings on Microfinance, Financial Inclusion and Financial Literacy.

BIIA recognizes that further resources have to be tapped to serve the increasing needs of members concerning privacy and regulatory issues. BIIA's managing director Joachim C Bartels and BIIA board member Phil Cotter will present the concept of APCCIS and lead the discussion.

We look forward to your participation in this important effort and welcome any further input which you may have. There is no fee associated in attending this event. If you have any further questions please do not hesitate to contact biainfoasia@gmail.com

Invitations have been extended to all Asian Pacific credit bureaus. Many have accepted and we expect a lively discussion. The proceedings will be managed by *Phil Cotter* and *Joachim C Bartels*, both are directors of BIIA.

TransUnion Launches New TransUnion Total to Help Consumers in the Fight against Identity Theft

New TransUnion Product Goes Beyond Credit Monitoring to Provide More Comprehensive Identity Theft Protection

With nearly 19 people falling victim to identity theft every minute*, more and more consumers are looking for a solution to help them monitor their identity. With the launch today of TransUnion Total, consumers can now receive a more comprehensive identity theft protection solution that provides them with extended identity theft protection services, in addition to credit monitoring.

In addition to monitoring credit files for credit score changes and other activities, TransUnion Total provides extended identity theft protection services, giving members a more comprehensive solution. To read the full story click on the link: [http://newsroom.transunion.com/manual-releases/TransUnion-Launches-New-TransUnion-Total-to-He-\(1\)](http://newsroom.transunion.com/manual-releases/TransUnion-Launches-New-TransUnion-Total-to-He-(1)) *Source: TransUnion Press Release*

BIIA NEWSLETTER

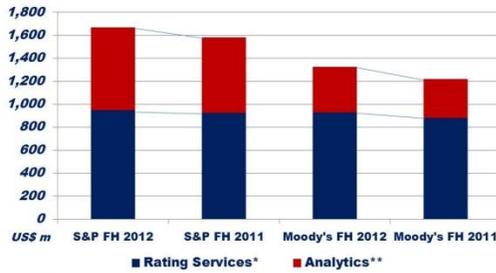
Market Intelligence - Industry Developments & Trends - Information Technology - Regulatory Issues - User Community

BIIA NEWSLETTER ISSUE 09 I - 2012

INDUSTRY NEWS

Q2 2012 Rating Agencies Growth Boyed by Analytics while Rating Services Stagnate

Rating Agencies 6 Months Revenue Comparisons



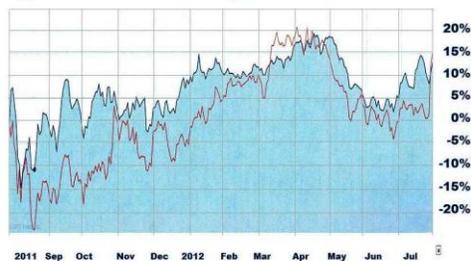
*Rating Services: S&P Ratings - Moody's Investors Service
 **Analytics: S&P Capital IQ / S&P Indices
 Moody's: Research, Data and Analytics; Enterprise Risk Solutions; Professional Services
 Source: Q1 Earnings Releases

Rating Agencies Comparison
 Q2 and First Half 2012 Revenue Growth

| | % Growth Q2 2012 | % Growth FH 2012 | % of Total Revenue |
|------------------------------------|------------------|------------------|--------------------|
| Moody's | 6 | 9 | 100 |
| Moody's Investor Service (Ratings) | 1 | 5 | 72% |
| Corporate | -4 | 3 | 30% |
| Structured Finance | 5 | 5 | 14% |
| Financial Institutions | -2 | 0 | 12% |
| Public Finance | 12 | 17 | 12% |
| Moody's Analytics | 19 | 19 | 31% |
| Research, Data & Analytics | 9 | 9 | 19% |
| Enterprise Risk Solutions | 24 | 1 | 8% |
| Professional Services | 84% | 103 | 4% |
| S&P | 4 | 6 | 100 |
| S&P Ratings | 1 | 3 | 57% |
| S&P Capital IQ / S&P Indices | 10 | 9 | 43% |

Source: Company Earnings Releases

MHP = McGraw-Hill Companies MCO = Moody's



Source: Yahoo Finance July 29, 2012

Moody's reported revenue of \$640.8 million for the three months ended June 30, 2012, up 6% from \$605.2 million for the second quarter of 2011. Operating income grew by 3%.

Global revenue for Moody's Investors Service (MIS) for the second quarter of 2012 was \$441.2 million, about flat to the prior-year period.

Global revenue for Moody's Analytics (MA) for the second quarter of 2012 was \$199.6 million, up 19% from the second quarter of 2011. Excluding the impact of foreign currency translation, revenue growth was 21 percent. If this double digit growth rate continues Moody's MA may soon be larger than MIS.

McGraw-Hill Financial grew at 6% and similar to the Moody's results Analytics saved the day. The following business units will be part of McGraw-Hill Financial:

S&P Ratings Services: Revenue increased 1% to \$483 million and operating profit decreased 2% to \$208 million in the second quarter compared to 2Q. Domestic revenue increased 7% but was largely offset by a decrease of 6% in international revenue. Foreign exchange rates negatively impacted international revenue by \$13 million but had a negligible impact on profit. International revenue represented 46% of S&P Ratings' total second quarter revenue.

S&P Capital IQ / S&P Indices: Revenue increased 10% to \$366 million and adjusted operating profit increased 17% to \$115 million.

Commodities & Commercial: Revenue increased 9% to \$241 million and operating profit grew by 45% to \$71 million in the second quarter. Commodities' revenue grew 15% to \$117 million. Commercial's revenue was down 1% as gains by J.D. Power and Associates, which is on track to record its best year ever, were offset by modest declines at McGraw-Hill Construction and Aviation Week.

Moody's and McGraw-Hill Company stocks rose following the earnings releases.

Copyright © BIIA 2012 - For Member Internal Use Only – To Request Permission to Publish Contact: biainfoasia@gmail.com
 The content of this newsletter does not necessarily reflect the opinion of BIIA and its members. BIIA is not responsible for the use which might be made of the information contained in this Newsletter. Nothing in this Newsletter implies or expresses a warranty of any kind. Neither will BIIA be responsible for any errors. To unsubscribe: Contact biainfoasia@gmail.com

INDUSTRY NEWS

LexisNexis Launches SmartMeeting

LexisNexis Legal & Professional released LexisNexis Smart Meeting, a tool that integrates with a salesperson's Outlook calendar and pushes email news and updates right to him prior to a prospect meeting.

SmartMeeting leverages LexisNexis' database to trigger up-to-date intelligence around executive moves and competitive updates directly to a salesperson. To trigger a report through SmartMeeting, the first step for the user is to schedule a meeting in Outlook. Once the system identifies a mail recipient's domain name, it will match it against LexisNexis' stored domain information. Users can also manually add the company information, and then select the timeframe for reports to be delivered, as well as content specifications, such as yearly financials, board of directors, and mergers and acquisitions.

Source: Destinationscrm.com

Reed Elsevier Reports 5% Revenue Growth

After delivering a solid set of results with strong earnings growth, Reed's recovery has started to gain momentum. Underlying revenue growth was +5% (+3% excluding biennial exhibition cycle) and adjusted operating profit growth was +7%; overall growth +8% at constant currencies. Adjusted EPS was +11% to 24.7p for Reed Elsevier PLC; +18% to €0.47 for Reed Elsevier NV. Reed said first-half growth was largely driven by a strong performance in its events and exhibitions business as well as the launch of new products.

Revenues grew across all business areas except in **LexisNexis Legal & Professional**, where revenues were flat at £780m. Operating profit rose 6 per cent to £100m. Reed Elsevier said it would accelerate plans to dispose of non-core businesses. Reed has been gradually divesting its more advertising-dependent businesses while focusing on online subscription and research products such as its LexisNexis databases.

LexisNexis Legal & Professional (12% of adjusted operating profit): Underlying revenue growth +1%; continued good growth in new sales and usage of legal research in law firms and corporate customers and in international online; moderated by print and marketing services declines

LexisNexis Risk Solutions (22% of adjusted operating profit): Underlying revenue growth +5%; Insurance +7% driven by product extensions across carrier workflow; good growth in Business Services. Modest growth in Screening; moderating declines in Government

Reed Business Information (7% of adjusted operating profit): Underlying revenue growth +1%; continued good growth in data services and marketing solutions, leading brands broadly stable, declines in other magazines & services. Integration of CBI China, Accuity and Ascend on track. Totaljobs, MarketCast, and other small disposals completed; further disposals announced. Underlying operating profits +10%; record margin of 18% reflects process efficiency and portfolio changes

FY 2012 outlook: Good growth in data services, stable leading brands, continued weakness in other magazines & services.

Calls for a break-up of Reed Elsevier from some analysts were met with silence at the start of the year. Erik Engstrom, chief executive, reiterated on Thursday that a break-up was not on the agenda and that investors were not pushing for it. The flat results of LexisNexis Legal may prompt shareholder activists to try harder. *Source: [Reed Elsevier Earnings Release](#), [Financial Times](#)*

NEWS FROM CHINA

Alibaba Group's Revenues and Net Income Soars - Consumers Switch to Internet

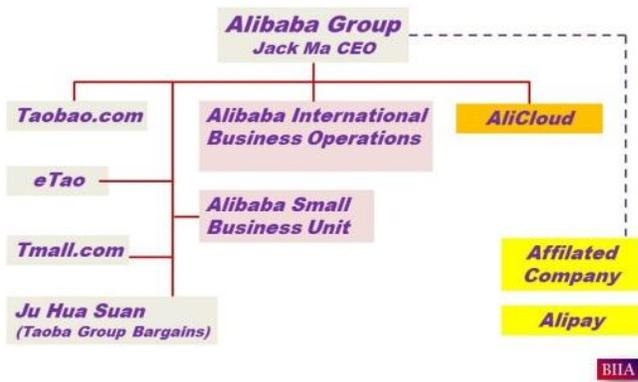
Alibaba's revenue grew 64% to \$805.9 million from \$490.9 million. Net income jumped to \$220.5 million in the three months ended March 31, 2012, from \$29.6 million in the same period a year earlier.

Alibaba Group's net income grew more than seven-fold in the January-March period compared with a year earlier, according to earnings filings from Yahoo Inc. The big jump in earnings highlights the rapid shift by many Chinese consumers to the Internet for goods, away from traditional bricks-and-mortar stores.

Taobao and Tmall forecast handling about one trillion yuan, or roughly \$160 billion, worth of transactions this year for an array of goods, including clothing, furniture and electronics. The sites made up 71% of e-commerce transactions in China in the first quarter, according to research firm Analysys International. But their share has declined in the past few years as other websites, such as Beijing Jingdong Century Trading Co.'s 360buy.com, have gained popularity.

Source: [FOX Business](#)

Alibaba Group Splits Into Seven New Units



Alibaba Group has announced that it's reorganizing into seven major business groups.

The company says the seven groups will be made up of online shopping marketplaces Taobao.com, eTao, Tmall.com, and Juhuasuan; Alibaba International Business Operations (formerly the B2B unit); Alibaba Small Business Operations (the domestic B2B unit); and AliCloud, the Group's cloud computing and information technology group. The presidents of the seven business groups will report directly to Alibaba Chief Executive Jack Ma.

Alibaba says the move is part of an effort to improve efficiency and share resources inside the group headed by Ma, an Internet tycoon. The most important change is a switch in the lines of reporting among top executives at Alibaba.com, the group's flagship B2B website.

Alipay, Alibaba's online payment company, will remain an affiliate of Alibaba Group.

Alibaba took its business-to-business operation, Alibaba.com Ltd., private to improve the quality of the platform and integrate it with Taobao and Tmall, China's biggest online shopping websites by sales. Alibaba stated it would pay a minimum of \$7.1 billion in cash and stock for up to half of Yahoo's roughly 40% stake in the company. It also said it would pay royalties to Yahoo for as long as four years.

Source: [News.investors.com](#)

NEWS FROM CHINA

Baidu Q2 2012 Revenue Up 60%

Baidu, reported revenues of US\$859 million for the quarter ended 30th June 2012 – representing a 60% year-on-year increase. Net income attributable to the company was US\$436 million, a growth of 70% over last year. Diluted earnings per share in the period were RMB 7.86 (US\$1.24).

The number of active online marketing customers increased by 18% reaching 352,000 in the second quarter of 2012 and revenue per online marketing customer in the period was US\$2,440, a rise of 35% over 2011. **Source:** *Business Strategies Group Hong Kong*

Click by Click China E-commerce is Gaining Ground

Out of 513 million Chinese Internet users, about 194 million people (37%) had made an online purchase by the end of 2011 spending 782.6 billion Yuan (US\$123 billion), which accounted for 4.32 percent of total retail sales. China is expected to overtake the United States next year to become the largest online shopping market in the world.

In certain categories, including clothing and consumer electronics online sales already exceed 10% of total retail sales. Books, which were the first type of products sold online, account for more than 20% of total book sales. Online sales are expected to triple to more than US\$360 billion by 2015. **Source:** *China Daily*

FROM THE USER CORNER

Can SMEs Keep Pace with Rapid Consumer Adoption of SoLoMo (Social/Local/Mobil)? A for Members only Contribution from BIIA Affiliate EASDP

“Consumer adoption of digital engagement is far outpacing SME transformation. Small companies face the paradox of choice, because there is too much choice, they are incapable of making a choice.”
Comments made by Neal Polachek, an Industry Expert from the US, at a recent EASDP Forum in Brussels.

Neal Polachek started with the premise that small traders do not want to be digital marketers, but consumers are now using mobile and Internet technology that demands information, services and engagement from these small businesses that many of them are not able to provide. The gap in use of online and mobile technology between SMEs and consumers is wide and only slowly narrowing.

Mr. Polachek said that consumer adoption of digital engagement is far outpacing SME transformation. Small companies face the paradox of choice, because there is too much choice, they are incapable of making a choice. The local merchant did not choose XYZ line of business to be a digital marketing guru –he chose to be an XYZ guru. The SMB DigitalScape study provides an empirical assessment of web presence conditions of SMEs and by providing good arguments, it raises the “trust” factor which will lead to a more sustainable customer relationship.”

Source: [Neal Polachek, US Industry Expert presented at the recent EASDP Forum in Brussels](#)

REGULATORY NEWS

Credit Information Sharing: The UK Industry Conundrum

On May 11, 2011 the **UK Information Commissioner** issued the UK's first statutory code of practices 'designed to help businesses and public sector bodies share people's personal data appropriately.

In the attached article, **Mike Bradford, director at Regulatory Strategies Ltd.**, examines the practicalities and complexities of the code of practices against the backdrop of the credit industry. The featured article was published in June by Cecile Park Publishing under the heading of 'Data Protection, Law & Policy: Credit Data'.

We recognize the fact that this article is a year old, nevertheless many emerging market countries still grapple with introduction of the concept of information sharing and related privacy concerns. We therefore recommend our members to read the article: ['Data Protection, Law & Policy: Credit Data'](#)

Mike Bradford is BIIA's expert on privacy and regulatory affairs



U.S. Wins Trade Dispute with China over Electronic Payment Services

The U.S. prevailed in one of its many World Trade Organization (WTO) disputes with China. Specifically, the global trade body found that China's policies toward foreign suppliers of electronic payment services (EPS) were discriminatory, as the U.S. had alleged in its original complaint.

China's trade policies have often been criticized for being borderline nationalistic, heavily favoring state or domestic suppliers while hamstringing their foreign equivalents. But as the country's role in the global market continues to expand, the pressure to create fair and open markets has increased, most notably from the U.S., which has used WTO disputes to challenge Chinese policies on everything from sales of rare earths, to American automobiles, and now, to electronic payment options.

Each year well over \$1 trillion worth of electronic payment card transactions are processed in China, nearly all of them through China's state-owned company, China Union Pay (CUP). The People's Bank of China, which regulates EPS in China, issued a series of measures dating back to 2001 that discriminate against foreign suppliers of EPS at every stage of a payment card transaction, imposing requirements on institutions in China that issue payment cards, on all point-of-sale terminal and payment card processing equipment in China, and on the institutions in China that have the relationship with the EPS supplier and handle payment card transactions for Chinese merchants.

"Open financial services markets are critical, and China should honor its WTO commitments and eliminate this discrimination," said Kirk.

For example Jack Ma's unceremonious transfer of Alipay out of the Alibaba Group was in response to the controversial regulations imposed by the People's Bank of China. *Courtesy: - Jacob Barron, CICP, NACM staff writer*

PEOPLE ON THE MOVE

TransUnion CEO Mehta Resigns

Siddharth Mehta CEO intends to relinquish his role as president and chief executive officer. The Board of Directors of TransUnion has authorized review of candidates for president and chief executive officer of the company and expects to have a successor to Mr. Mehta in place by the end of 2012

Mr. Siddharth N. Mehta, Bobby has been the Chief Executive Officer and President of TransUnion LLC since August 2007. Mr. Mehta served as Group Managing Director of HSCB Holdings PLC of HSBC Finance Corp., since April 30, 2005 and its Unit Chief Executive Officer since March 2005. He served as the Chief Executive of HSBC North America Holdings Inc., of HSBC Finance Corp., from March 2005 to February 15, 2007. He served as Executive Chairman of HSBC Finance Corp., since April 2005 and served as its Chief Executive Officer from April 2005 to February 15, 2007. He served as the Chief Executive Officer of HSBC Bank USA, N.A. until February 2007. He served as Chairman and Chief Executive Officer of HSBC Financial Corp., Ltd.

Acxiom Names new Managing Director for Acxiom U.K.

Acxiom® Corporation (Nasdaq: ACXM), a recognized leader in marketing services and technology, today announced the appointment of Christian Peck as the vice president and managing Director for Acxiom United Kingdom.

As managing director, Peck will report to Acxiom Chief Revenue Officer Nada Stirratt and will lead the entire Acxiom U.K. enterprise, with oversight of product, sales, delivery and all operations in the region. In such capacity, he will be responsible for driving marketing and data services revenue, focusing on innovation, program development and client satisfaction while ensuring a consistent global product framework that aligns resources and reporting structures. Prior to joining Acxiom, Christian held the position of VP Business Operations, Technology and Products at AOL Europe, where he managed a team of more than 700 associates. Additionally, Christian has held leadership roles with Microsoft, ZenithOptimedia (Zed), and WWAV RAPP.

Source: Acxiom Press Release

NEWS FROM THE TAXONOMY CORNER

WAND Taxonomy Makes it Easier to Classify Billions Spent on Specific Products

WAND partnered with a few of the leading spend management and strategic sourcing consulting firms to classify billions of spend into specific WAND Product and Service Taxonomy categories. The output is then delivered back to our spend consultant partners who present the complete analysis back to clients.

Source: Wand Inc.

Business Information Industry Association Asia Pacific – Middle East Ltd.

1101 Wilson House, 19-27 Wyndham Street, Central, Hong Kong

Telephone: +852 2525 6120; Fax: +852 2525 6171; E-mail: biainfoasia@gmail.com Home Page: www.biaa.com

Certificate of Incorporation: 979425

Copyright © BIIA 2012 - For Member Internal Use Only – To Request Permission to Publish Contact: biainfoasia@gmail.com
The content of this newsletter does not necessarily reflect the opinion of BIIA and its members. BIIA is not responsible for the use which might be made of the information contained in this Newsletter. Nothing in this Newsletter implies or expresses a warranty of any kind. Neither will BIIA be responsible for any errors. To unsubscribe: Contact biainfoasia@gmail.com