# UNITED STATES
# SECURITIES AND EXCHANGE COMMISSION
**WASHINGTON, D.C. 20549**

# FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER**
**PURSUANT TO RULE 13a-16 OR 15d-16**
**UNDER THE SECURITIES EXCHANGE ACT OF 1934**

**For the month of October 2026**

**Commission File Number: 000-51469**

# BAIDU, INC.

**Baidu Campus**
**No. 10 Shangdi 10th Street**
**Haidian District, Beijing 100085**
**The People's Republic of China**
**(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

## EXHIBIT INDEX

| Exhibit No. | Description |
| --- | --- |
| 99.1 | Announcement – Date of Board Meeting |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BAIDU, INC.

By: /s/ Haijian He
Name: Haijian He
Title: Chief Financial Officer

Date: October 27, 2026

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*Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise 10 votes, respectively, on all matters subject to the vote at general meetings of the Company. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing eight of our Class A ordinary shares, are listed on Nasdaq in the United States under the symbol BIDU.*

**Baidu, Inc.**
百度集團股份有限公司
*(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)*
**(Stock Codes: 9888 (HKD counter) and 89888 (RMB counter))**

## DATE OF BOARD MEETING

Our board of directors will hold a board meeting on Monday, November 16, 2026 for the purposes of, among other matters, approving our unaudited results and announcement for the three months ended September 30, 2026 (the "**Third Quarter 2026 Financial Results Announcement**").

We will upload the Third Quarter 2026 Financial Results Announcement to the website of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the website of the Company (https://ir.baidu.com) on Monday, November 16, 2026 (Beijing/Hong Kong Time), after the trading hours of the Stock Exchange and before the opening of the U.S. market.

The Company's management will hold an earnings conference call at 8:30 P.M. on Monday, November 16, 2026, Beijing/Hong Kong Time (7:30 A.M. on November 16, 2026, U.S. Eastern Time).

Interested parties may register in advance of the conference call using the link provided below. Dial-in number, passcode, and unique access PIN will be provided by email as a calendar invite upon registration.

Interested parties may visit the link below for pre-registration, which automatically directs visitors to the registration page of "Baidu Inc. Q3 2026 Earnings Conference Call".

**PRE-REGISTRATION LINK: https://s1.c-conf.com/diamondpass/10057872-oyt4z8.html**

In the 10 minutes prior to the call start time, participants may use the conference access information (including dial-in number(s), the passcode and unique access PIN) provided in the calendar invite received following pre-registration.

Additionally, a live and archived webcast of this conference call will be available at https://ir.baidu.com.

A replay of the conference call may be accessed by phone at the following number until November 24, 2026:

US: 1 855 883 1031

Reply PIN: 10057872

By order of the Board
**Baidu, Inc.**
**Mr. Robin Yanhong Li**
*Chairman of the Board*
*and Chief Executive Officer*

Hong Kong, October 27, 2026

*As at the date of this announcement, the board of directors of the Company comprises Mr. Robin Yanhong Li as director, and Mr. Yuanqing Yang, Mr. Jixun Foo, Ms. Sandy Ran Xu and Ms. Xiaodan Liu as independent directors.*