

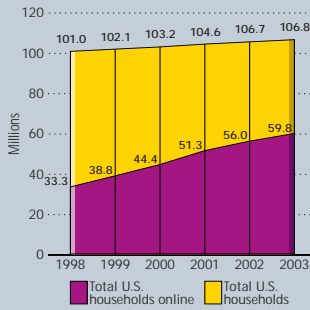


INTERNET AT A GLANCE

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WINTER 2000

U.S. Households Online



SOURCE: JUN. 1999 JUPITER COMMUNICATIONS

U.S. Online Demographics

TOTAL ADULTS: 198,388
TOTAL INTERNET USERS: 78,174

	INTERNET USAGE	INDEX*
Gender		
MEN	51%	106
WOMEN	49	94
Age		
18-34	40	121
35-54	48	120
55 PLUS	12	43
Education		
GRADUATED COLLEGE PLUS	40	182
ATTENDED COLLEGE	36	133
DID NOT ATTEND COLLEGE	25	49
Occupation		
PROFESSIONAL	20	200
EXEC./MANAGER/ADMIN.	18	180
CLERICAL/SALES/TECHNICAL	26	139
PRECISION/CRAFTS/REPAIR	6	86

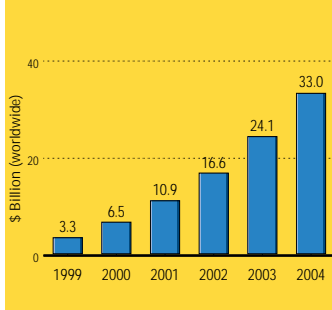
Household Income		
\$150,000 OR MORE	7	195
\$75,000-\$149,000	33	173
\$50,000-\$74,999	26	128
LESS THAN \$50,000	33	59

Census Region		
NORTHEAST	20	99
NORTH CENTRAL	22	96
SOUTH	33	94
WEST	25	115

*If greater than 100, Internet population exceeds population average. The inverse also applies (100=average).

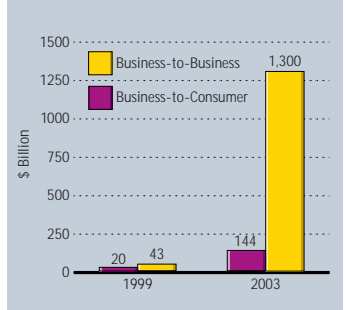
SOURCE: FALL 1999 MRI CYBERSTATS

Online Advertising Forecast



SOURCE: AUG. 1999 FORRESTER RESEARCH

E-Commerce Forecast



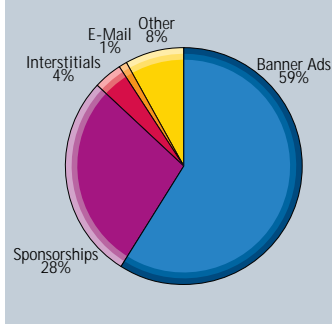
SOURCE: NOV. 1999 FORRESTER RESEARCH

Top 10 Sites

RNK	SITE	UNIQUE VISITORS
1.	Yahoo.com	35.4M
2.	AOL.com	30.9
3.	MSN.com	30.8
4.	Microsoft.com	22.9
5.	Geocities.com	21.8
6.	Netscape.com	20.8
7.	Go.com	19.2
8.	Amazon.com	14.8
9.	Passport.com	14.7
10.	Hotmail.com	14.5

SOURCE: NOV. 1999 MEDIA METRIX

Ad Spending Breakdown



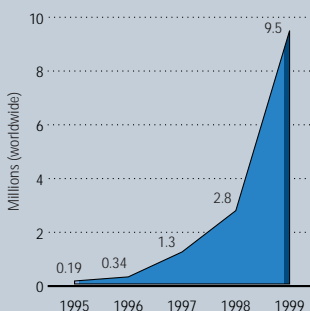
SOURCE: Q2 1999 IAB

E-Commerce Projections

CATEGORY	1999	2004	%*
Leisure travel	7,798	32,097	12
Apparel	1,620	27,128	9
Food & beverage	513	16,863	3
Automobiles	0	16,567	4
Computer hardware	1,964	12,541	40
Consumer electronics	1,205	11,670	10
Health & beauty	509	10,335	5
Tools & garden	177	7,156	5
Appliances & furniture	446	5,908	9
Household goods	250	5,755	8

SOURCE: SEP. 1999 FORRESTER RESEARCH * OF 2004 TOTAL

Number of Sites



SOURCE: SEP. 1999 NETCRAFT

Top 10 Internet Countries

USERS	1998*	USERS	2002*
U.S.	70.1	U.S.	154.6
Germany	10.3	Germany	32.9
U.K.	8.9	Japan	23.3
Japan	8.8	U.K.	23.0
France	4.0	France	23.0
Canada	4.0	Italy	13.2
Australia	3.4	Canada	12.3
Italy	3.1	China	9.4
Sweden	2.5	Netherlands	7.6
Netherlands	2.5	Australia	5.8

SOURCE: APR. 1999 IDC

Online Usage Patterns

Number of sessions per month	16
Number of unique sites visited	10
Page views per month	521
Page views per surfing session	32
Time spent per month	8:06:59
Time spent during surfing session	29:38
Duration of a page viewed	0:56
Average clickthrough rate (%)	0.45

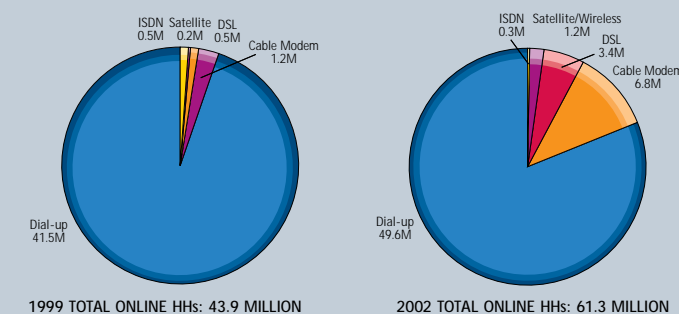
SOURCE: NOV. 1999 NIELSEN/NETRATING

Top 10 E-Commerce Sites

RNK	SITE	EST. CONSUMER SALES
1.	eBay.com	\$1.1-1.3B
2.	Amazon.com	\$1.0-1.1B
3.	Dell.com	\$500-600M
4.	Buy.com	\$350-400M
5.	OnSale.com	\$300-350M
6.	Gateway.com	\$250-300M
7.	Egghead.com	\$150-200M
8.	BarnesandNoble.com	\$125-175M
9.	CDnow.com	\$125-175M
10.	AOL.com	\$100-150M

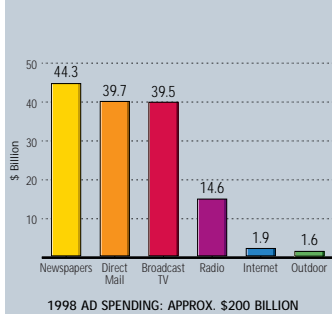
SOURCE: SEP. 1999 NATIONAL RETAIL FEDERATION

U.S. Household Internet Access Speed



SOURCE: OCT. 1999 IDC

Ad Spending by Medium



SOURCE: JUN. 1999 IAB

Top 10 E-Commerce Countries

SPENDING	1998	SPENDING	2002
U.S.	\$37.4B	U.S.	\$409.0B
Japan	2.0	Germany	62.8
Germany	1.7	U.K.	47.6
U.K.	1.4	Japan	28.8
Canada	1.4	France	28.5
Australia	0.4	Canada	19.9
France	0.4	Italy	18.1
Italy	0.4	Netherlands	12.6
Netherlands	0.4	Sweden	8.7
Sweden	0.3	Spain	8.0

SOURCE: AUG. 1999 IDC