

Dealflo Fun

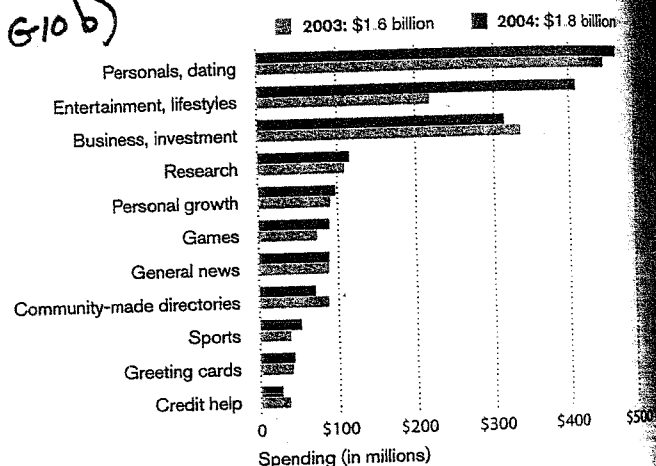
But these market figures exclude two significant sources of online revenue: pornography and gambling sites. While the nature of the sites' content makes accurate estimates of their traffic and revenues difficult, Nielsen/NetRatings monitored site visits among a panel of surfers and found that during April alone 10 percent visited porn sites and 18 percent visited gambling sites. It's no wonder, then, that there are an estimated two million pornographic sites on the Web today and that the online gambling market is expected to hit \$24 billion by 2010.

Maryann Jones Thomps

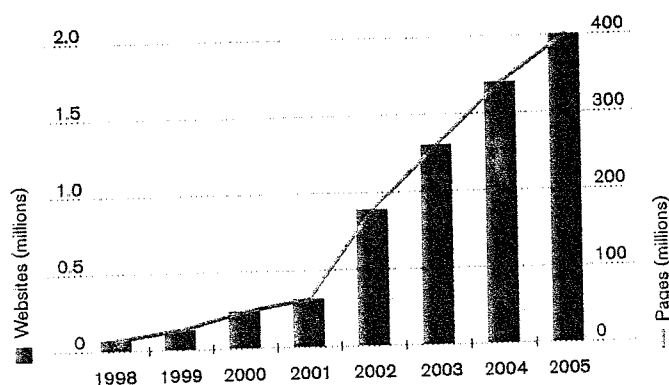
Significantly more Americans accessed news, weather, political, travel, and religious information online in 2004 than did in 2000.



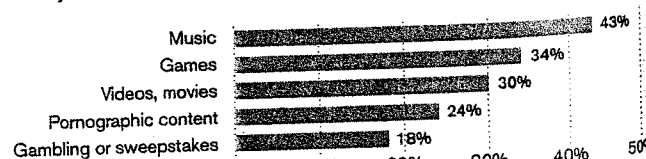
The overall market for paid content (excluding pornography and gambling) has grown from \$664 million in 2001 to \$1.8 billion in 2002.



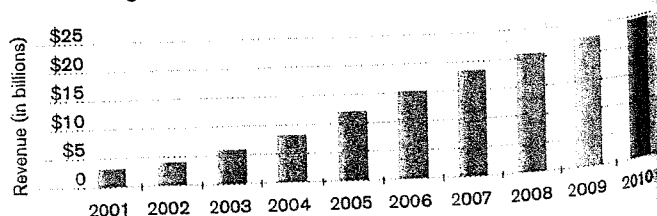
The number of pornographic websites has increased nearly 30-fold in the past seven years.



Nearly a fourth of monitored Web users visited pornographic sites in April



Web-based gambling revenue will double in the next five years.



*PERCENTAGE OF ACTIVE U.S. INTERNET USERS WHO VISITED EACH TYPE OF SITE AT LEAST ONCE DURING APRIL 2005. SOURCES: PEW INTERNET AND AMERICAN LIFE PROJECT, ONLINE PUBLISHERS ASSOCIATION/COMSCORE NETWORKS, SECURE COMPUTING, CHRISTIANSEN CAPITAL ADVISORS, NIELSEN/NETRATINGS

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