Data Mine

Online Recreation

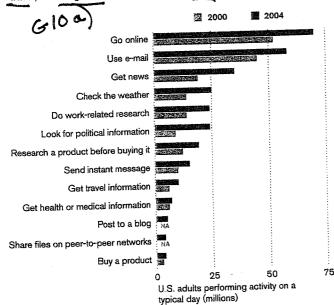
personal pursuits. The Pew Internet and American Life Project estimates that 70 million U.S. adults are online on a given day. Activities formerly done offline, such as checking the news and weather, are now done online by nearly twice as many people as in 2000. The market for paid content continues to expand, with sites collecting \$1.8 billion in revenue in 2004. Dating sites account for more revenue than any other type of site. Entertainment sites, such as music- and movie-downloading destinations, rank second despite 90 percent revenue growth in 2004.

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

Maryann Jones Thomps

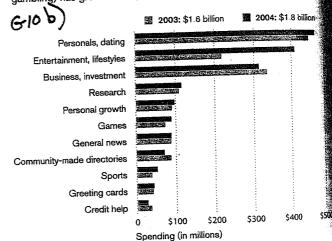
Daily life on the Net

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



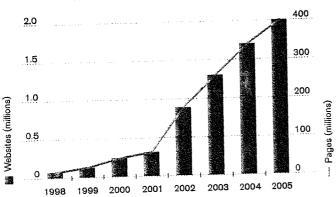
Online-content spending

The overall market for paid content (excluding pornography and gambling) has grown from \$664 million in 2001 to \$1.8 billion in 200



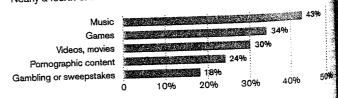
Growth in pornographic content online

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



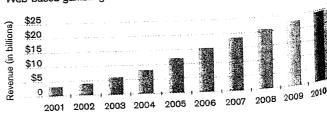
Traffic to entertainment sites*

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



Online-gambling forecast

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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