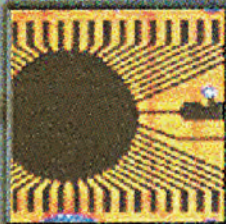
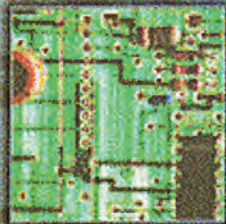


March 15, 1999



cni

Web Steering Committee



INTEROFFICE MEMO

Sunday, March 14, 1999

TO: Chip Weil, Bill Toner, Tom MacGillivray,
John Oppedahl, Dale Duncan, Paul Burrowes, Rich Ganley
Chris Lavelle, Myrta Pulliam

FROM: Howard I. Finberg

SUBJECT: Ranking / Ratings CNI Web Sites

To help CNI better understand the success factors of our Web sites [and promotional programs], we have purchased data from Media Metrix, an Internet audience measurement company. Media Metrix, with a panel of 22,000+ Web users, tracks where these customers travel on the Web and how long they spend on various sites at work and home. Top-level highlights of CNI's Web sites and its competitors follow. However, it is important to understand how these data are created and their relative importance.

Combining Media Metrix data with other information about the larger Web universe and general population demographics, the company creates a measurement called "Web reach." Reach is the percentage of the Web universe that goes to a specific site during a specific period [such as a month]. If the Web universe is 100%, then a specific site like Yahoo reached 50% of the audience. AOL reached 49.7% in January, MSN had 34.6%, GO.Com captured 34% of the traffic, etc. Of course, the totals reflect the multiple sites customers visit. Of the millions of sites on the Web, only about 4,000 get enough traffic to be included as part of the study.

The value of this measurement is it allows for "apples-to-apples" comparison among sites. Media Metrix's panel is much like the Nielsen ratings used by television networks. Media Metrix data are independent of what sites report and share publicly, such as page views and visits. Each type of data provides valuable information.

However, there are several caveats that should be noted. First, the accuracy of any such panel data is only as good as the size of the panel. Last year, Media Metrix grew their panel by more than 30%. It still needs to be larger. A more important caveat involves looking at this data from too broad a perspective and comparing the huge reach of portal sites to specific or niche sites, which can be very successful without large reach numbers.

While Homefair showed growth in its numbers during the past 8 months, the figures look poor only in comparison with the large portal sites such as Yahoo. More important is that Homefair's competitors tracked lower numbers and

that many of the competitors did not register any usage, according the Media Metrix panel.¹

Media Metrix also offers a geographic breakdown of the top dozen metropolitan areas. This allows local sites, such as Arizona Central, to see how it compares with its competitors [AzFamily and Access Arizona]. It also allows us to look at how other local sites fare in their markets. [See attached chart for specifics.]

One other observation involves comparisons between VJF [high tech careers] and the other jobs sites. Sites such as Monster.com and CareerBuilder tend to be general in their appeal and attract a larger audience. In addition, a jump in traffic for Monster and HotJobs in January might be attributed to the television commercials both aired during the Super Bowl.

[We might want to explore the development of a more general jobs companion site. Media Metrix allows companies to consolidate such offerings into a single listing.]

Media Metrix admits to a slight bias in its panel to home rather than work usage because of some unfounded concerns IS departments have with allowing Media Metrix to track from the workplace.

As we explore the promotional opportunities for all of our sites, using the Media Metrix data can give us some benchmarks for tracking success and watching how our competitors are doing.

It is not perfect data, but like the Web, it is a tool in its infancy -- and the best available.

Attachments

¹ Among the sites not having any panel usage were:
ReloMall, RelocationCentral and Moving.com [Homefair competitors];
2001andBeyond.com [a The School Report competitor]



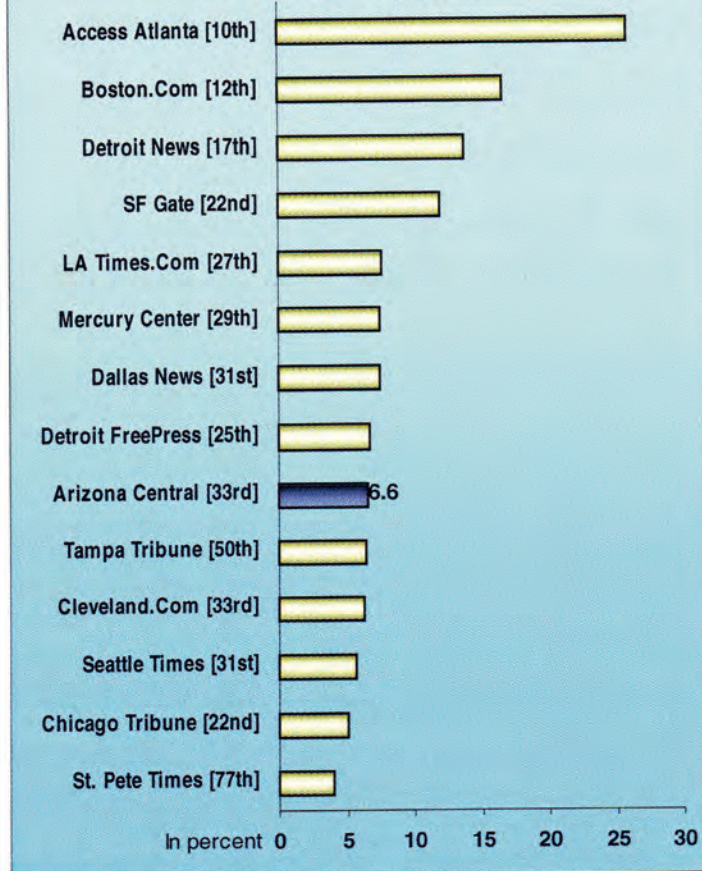
WEB STEERING COMMITTEE AGENDA

For March 15 meeting

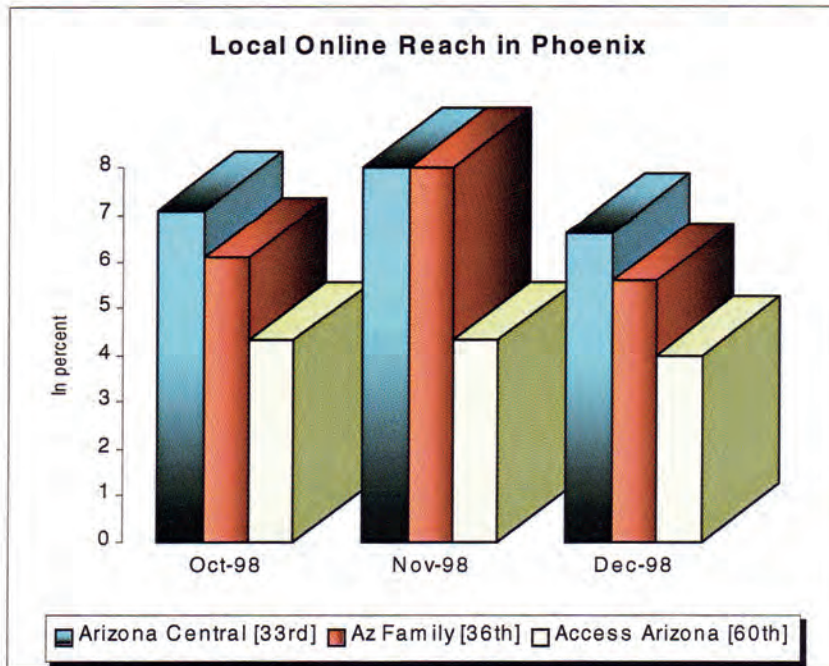
- | | |
|---|------------------|
| 1. Site Measurements | 9:30-10:00 a.m. |
| <ul style="list-style-type: none">• Web Flash• Media Metrix• IPRO issues / rollout | |
| 2. Site Information and Updates | 10-10:45 a.m. |
| 3. Discussion on Organic Proposals | 10:45-11:00 a.m. |
| <ul style="list-style-type: none">• Site navigation / accrue measurements• Site strategies / architecture• Promotional / marketing assistance | |
| 4. Break | 11:30-11:15 a.m. |
| 5. Discussion / Review Other Issues | 11:15-Noon |
| <ul style="list-style-type: none">• Micro-payments, Qpass• Domain tracking issues, input | |
| 6. Lunch | Noon |
| 7. iXL Presentation on e-commerce | Noon-1:45 p.m. |
| 8. Next Steps / Adjourn | 1:45-2:00 p.m. |

cc: Chip Weil, Tom MacGillivray, John Oppedahl, Dale Duncan

Comparing Local Online Reach December, 1998



LOCAL ONLINE SERVICE REACH



Local Reach % and Ranking in Market	Oct-98	Nov-98	Dec-98
St. Pete Times [77th]	4.5	4.4	4
Chicago Tribune [22nd]	9.8	10.6	5
Seattle Times [31st]	6	9.3	5.7
Cleveland.Com [33rd]	4.4	9.4	6.2
Tampa Tribune [50th]	5.5	3.6	6.4
Arizona Central [33rd]	7.1	8	6.6
Detroit FreePress [25th]	8.2	9.3	6.7
Dallas News [31st]	12.6	7.2	7.5
Mercury Center [29th]	10.1	7.6	7.5
LA Times.Com [27th]	11	8.4	7.6
SF Gate [22nd]	11.2	12.4	11.9
Detroit News [17th]	10.9	10.8	13.7
Boston.Com [12th]	14.6	17.2	16.6
Access Atlanta [10th]	21.9	20	25.8
Az Family [36th]	6.1	8	5.6
Access Arizona [60th]	4.3	4.3	4

CNI WEB SITE REACH VERSUS COMPETITORS

Reach In % U.S.	Jun-98	Jul-98	Aug-98	Sep-98	Oct-98	Nov-98	Dec-98	Jan-99
Arizona Central	0.5	0.3	0.2	0.3	0.3	0.3	0.2	0.5
<i>Access Arizona</i>				0.1	0.1	0.1	0.1	
<i>Az Family</i>				0.1	0.1	0.1	0.1	
<i>Az StarNet [Tucson]</i>	0.8	0.7	1.4	0.6	0.6	0.6	0.6	0.6
Indy StarNews	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2
Other News Sites								
<i>ChicagoTribune.com</i>	0	0.5	0.7	1	0.9	0.8	0.7	0.9
<i>Dallas Morning News</i>	0.5	0.4	0.4	0.4	0.6	0.4	0.5	0.5
<i>Minn. Star Tribune</i>	0.6	0.4	0.7	0.6	0.8	0.6	0.7	0.6
<i>San Francisco Gate</i>	0.8	1	1.4	0.9	0.9	0.7	1	1.4
<i>Seattle Times</i>	0.5	0.4	0.2	0.4	0.6	0.6	0.5	0.7
The School Report	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2
Homefair	0.7	0.7	0.9	0.8	1.1	0.7	0.6	1
<i>Homeadvisor.com</i>	0	0.3	0.6	0.9	1	0.7	0.5	0.7
<i>Virtual Relocation</i>	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.2
VJF	0.1	0	0.2	0.2	0.2	0.1	0.2	0.3
<i>CareerBuilder.com</i>	0.4	0.4	0.4	0.6	0.6	0.5	0.3	0.4
<i>Career Mosaic</i>	1.9	1.2	1.3	1.6	1.7	1.4	1.5	1.4
<i>HotJobs.com</i>	0.3	0	0.3	0.2	0.2	0.3	0.2	0.7
<i>Monster Board</i>	2.1	1.5	1.2	1.6	1.4	1.5	1.4	3

WORLD WIDE WEB

3-month Trends of Key Measures

Home/Work Combined

	Reach %			Unique Visitors (000)			Average (Daily) Unique Pages per Visitor in a Month		
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
ALL DOMAIN NAMES	100.0	100.0	100.0	56,781	56,781	58,383	376.9	383.3	431.1
CATEGORIES									
SEARCH ENGINE	69.4	70.3	75.3	39,431	39,929	43,956	54.8	57.0	61.1
NEWS/INFO/ENTERTAINMENT	83.6	82.7	83.8	47,442	46,963	48,945	79.7	80.6	81.1
DIRECTORIES	24.1	24.7	27.1	13,711	14,038	15,813	12.0	11.6	11.1
MARKETING/CORPORATE	77.9	79.1	78.4	44,237	44,921	45,763	49.3	50.0	51.1
AUTOMOTIVE	5.0	5.3	5.8	2,838	3,024	3,380	13.5	12.2	11.1
TRAVEL/TOURISM	29.7	29.1	33.2	16,889	16,541	19,392	16.6	17.1	21.1
AIRLINE SITES	8.4	8.1	10.7	4,798	4,600	6,256	11.4	11.7	14.1
WEB SERVICES	62.9	66.5	64.8	35,692	37,780	37,829	39.7	37.6	46.1
SHOPPING	63.4	68.0	63.7	36,023	38,589	37,206	48.6	54.5	51.1
COMMERCIAL ONLINE	67.5	68.3	68.2	38,335	38,761	39,825	21.5	20.5	21.1
INTERNET SERVICE PROVIDER	60.7	58.7	60.8	34,462	33,304	35,477	17.7	17.8	18.1
EDUCATION	44.1	41.9	46.0	25,065	23,809	26,853	20.1	17.8	21.1
ADULT CONTENT	32.6	31.9	33.2	18,530	18,113	19,370	87.7	86.5	89.1
GOVERNMENT	30.6	30.8	36.1	17,356	17,504	21,078	18.5	18.2	20.1

WORLD WIDE WEB

3-month Trends of Key Measures

Home/Work Combined

	Reach %			Unique Visitors (000)			Average (Daily) Unique Pages per Visitor in a Month		
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
ALL DOMAIN NAMES	100.0	100.0	100.0	56,781	56,781	58,383	376.9	383.3	430.7
DOMAINS WITH NO DATA									
SEARCH ENGINE	69.4	70.3	75.3	39,431	39,929	43,956	54.8	57.0	67.4
YAHOO.COM	47.0	47.3	50.0	26,690	26,843	29,198	49.4	53.8	56.4
GO.COM	0.2	0.3	34.0	92	176	19,871	2.4	...	15.1
EXCITE.COM	25.1	25.3	26.6	14,237	14,386	15,544	18.9	20.2	23.3
LYCOS.COM	23.2	23.2	25.7	13,192	13,152	14,999	10.2	9.6	10.7
ALTAVISTA SEARCH SERVICES*	19.2	19.8	19.2	10,907	11,217	11,237	12.5	12.2	14.5
HOTBOT.COM	10.4	9.9	11.4	5,898	5,612	6,668	9.2	9.5	9.4
SNAP.COM SEARCH & SERVICES*	9.5	9.5	11.0	5,377	5,386	6,433	14.4	12.8	13.3
LOOKSMART.COM	6.5	6.9	8.4	3,716	3,903	4,880	6.9	6.5	6.4
GOTO.COM	5.5	5.3	6.9	3,127	3,003	4,017	5.5	5.1	5.0
WEBCRAWLER.COM	6.6	5.4	5.9	3,751	3,052	3,452	8.2	9.3	10.2
DOGPIL.COM	2.4	2.5	3.0	1,370	1,424	1,749	16.6	15.8	17.2
METACRAWLER.COM	2.4	2.0	1.7	1,367	1,119	970	13.0	9.3	5.1
800GO.COM	1.4	1.9	1.4	779	1,067	815	1.8	1.5	1.7
ASKJEEVES.COM	1.5	1.2	1.3	843	708	735	15.9	16.1	17.5
ASK.COM	0.0	0.2	0.8	23	135	477	2.9	...	3.6
YAHOO.CO.UK	0.8	0.7	0.8	431	376	475	3.9	3.3	2.6
NLSEARCH.COM	0.8	0.7	0.8	428	391	451	5.0	7.7	7.1
YAHOOOLIGANS.COM	0.6	0.6	0.7	339	346	394	8.0	6.4	6.4
HANDILINKS.COM	0.4	0.4	0.7	201	249	393	2.6	1.7	1.9
IATUSEEK.COM	0.5	0.6	0.7	288	354	383	2.7	2.5	2.3
.JMA.COM	0.3	0.3	0.5	142	166	311	8.8	8.9	9.8
STPT.COM	0.7	0.7	0.5	374	395	280	3.5	2.3	4.1
MCKINLEY.COM	0.6	0.5	0.5	329	283	279	3.7	4.5	3.3
NERDWORLD.COM	0.2	0.3	0.5	122	144	266	2.4	2.1	2.9
WWW.YAHOO.CA	0.2	0.4	0.4	113	220	246	2.4	1.9	1.7
EINET.NET	0.5	0.4	0.4	296	236	233	2.2	2.1	2.1
LINKS2GO.COM	0.3	0.2	0.4	152	116	233	3.5	2.8	2.5
NEWS/INFO/ENTERTAINMENT	83.6	82.7	83.8	47,442	46,963	48,945	79.7	80.6	87.4
ZDNET.COM	10.8	10.4	12.2	6,112	5,902	7,126	13.9	14.3	15.0
WEATHER.COM	7.0	8.5	10.7	3,966	4,805	6,230	10.7	10.4	12.1
MSNBC.COM	8.3	8.0	9.0	4,693	4,526	5,236	11.0	12.0	12.7
PATHFINDER.COM	7.2	7.9	8.5	4,079	4,462	4,965	6.9	7.8	7.5
DISNEY ONLINE*	8.6	9.6	8.1	4,875	5,462	4,756	11.8	11.0	11.2
MININGCO.COM	7.5	7.7	7.9	4,242	4,371	4,627	4.7	5.2	4.1
ESPN*	7.2	7.0	7.7	4,107	3,949	4,525	28.1	23.2	19.1
CNN.COM	7.0	8.2	7.4	3,984	4,637	4,347	13.9	12.9	12.6
DIGITALCITY.COM	5.3	7.1	7.0	3,030	4,031	4,083	9.1	9.7	10.1
SONY ONLINE*	6.3	6.8	6.4	3,552	3,849	3,751	24.0	18.2	20.3
WARNER BROS. ONLINE*	5.2	5.8	6.0	2,942	3,278	3,508	6.7	6.3	7.8
SPORTSLINE USA*	4.3	4.5	5.5	2,419	2,532	3,214	15.6	14.1	12.2
IVILLAGE: THE WOMEN'S NETWORK*	4.4	4.3	5.4	2,519	2,461	3,158	11.6	12.2	12.6
BROADCAST.COM INC.*	4.4	4.6	5.3	2,475	2,607	3,098	8.3	8.6	8.1
ABC*	5.1	4.1	5.2	2,888	2,328	3,047	8.7	9.2	8.5
CNET.COM	4.5	4.4	5.1	2,534	2,484	2,987	7.6	8.3	8.3
NET.COM	2.1	3.9	4.6	1,166	2,215	2,685	1.5	8.2	8.7
USA TODAY.COM	4.7	4.3	4.4	2,656	2,460	2,552	42.6	37.5	24.8
QUICKEN.COM	2.7	3.2	4.3	1,523	1,844	2,523	16.0	17.4	14.3

... = Insufficient Sample Size

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WORLD WIDE WEB

3-month Trends of Key Measures

Home/Work Combined

	Reach %			Unique Visitors (000)			Average (Daily) Unique Pages per Visitor in a Month		
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
ABC NEWS*	5.7	4.7	4.1	3,263	2,651	2,389	7.3	8.3	7
THEGLOBE.COM	4.2	3.8	3.8	2,368	2,144	2,222	9.4	11.2	9
NBC ONLINE*	3.1	3.1	3.6	1,758	1,750	2,124	7.0	6.6	5
CBS.COM*	3.7	3.0	3.6	2,128	1,716	2,104	5.7	6.7	6
NFL.COM	4.1	4.1	3.5	2,324	2,347	2,034	18.0	13.2	8
CNN.SI.COM	3.5	3.4	3.5	2,005	1,957	2,034	19.3	18.3	16
INTELLICAST.COM	2.4	2.8	3.3	1,358	1,609	1,899	9.2	8.1	10
WASHINGTONPOST.COM	3.2	3.3	3.2	1,816	1,884	1,852	10.0	9.9	10
UPROAR.COM	2.5	3.6	3.1	1,407	2,034	1,822	19.3	20.8	23
MONSTER.COM	1.5	1.4	3.0	880	821	1,779	7.5	7.6	22
KBB.COM	2.7	2.6	3.0	1,553	1,462	1,779	16.1	16.5	21
MONEY CENTRAL*	2.7	2.7	3.0	1,553	1,561	1,758	29.6	30.0	33
NYTIMES.COM	2.5	2.7	3.0	1,414	1,556	1,733	20.5	21.1	24
MARKETWATCH.COM	2.2	2.1	2.9	1,266	1,211	1,684	7.6	10.5	10
WOMEN.COM NETWORK*	2.6	2.6	2.9	1,476	1,497	1,682	11.1	10.9	17
INTERNET.COM LLC*	1.8	2.3	2.8	1,041	1,291	1,658	7.1	5.8	7
MTV.COM	2.2	2.0	2.7	1,268	1,159	1,589	7.3	5.9	7
ELIBRARY.COM	1.8	2.3	2.7	1,010	1,309	1,572	5.4	4.1	3
EONLINE.COM	2.2	2.1	2.6	1,249	1,180	1,545	8.5	9.2	8
HOMEARTS.COM	2.7	2.5	2.6	1,518	1,447	1,537	6.8	6.1	6
PBS.ORG	2.5	2.1	2.6	1,433	1,215	1,508	8.8	11.2	11
PCWORLD.COM	2.6	2.2	2.5	1,490	1,225	1,446	15.0	10.0	7
TVGEN.COM	2.2	2.3	2.5	1,228	1,328	1,443	12.7	13.0	17
CNNFN.COM	2.5	2.3	2.4	1,397	1,301	1,422	9.4	11.6	12
IMDB.COM	2.1	1.9	2.4	1,177	1,062	1,384	16.3	21.7	23
GAMESPOT.COM	1.9	2.3	2.4	1,100	1,299	1,381	11.0	11.3	12
WIRED.COM	1.9	2.1	2.2	1,061	1,184	1,291	3.7	5.4	4
ZONE.COM	2.0	2.3	2.2	1,125	1,279	1,282	18.1	16.9	19
REALTOR.COM	2.5	1.5	2.2	1,403	877	1,256	28.9	27.8	26
PLAYBOY.COM	2.0	2.0	2.1	1,141	1,151	1,210	18.3	15.9	18
WWF.COM	1.8	1.7	2.0	995	963	1,190	10.9	10.4	9
WUNDERGROUND.COM	1.5	1.5	2.0	870	844	1,171	6.3	8.6	6
DISCOVERY.COM	1.8	1.5	1.9	1,039	830	1,098	6.4	7.9	6
UBL.COM	1.9	1.7	1.9	1,089	984	1,084	3.3	3.6	3
INSIDETHEWEB.COM	1.8	2.0	1.8	1,028	1,135	1,079	15.1	10.6	13
NBA.COM	0.7	0.7	1.8	393	411	1,079	3.9	5.5	9
UNIVERSAL STUDIOS*	1.9	1.5	1.8	1,060	877	1,066	7.2	6.9	6
EDMUNDS.COM	1.6	1.4	1.8	883	777	1,045	13.4	13.1	15
THRIVEONLINE.COM	1.8	1.1	1.8	994	643	1,039	7.4	5.0	7
ATWEB.COM	1.1	1.4	1.7	605	785	992	1.5	2.0	2
NEWS.COM	1.9	1.5	1.7	1,103	837	969	5.0	5.0	4
BIGCHARTS.COM	1.0	1.6	1.7	573	895	965	11.2	11.3	13
COMEDYCENTRAL.COM	1.1	1.6	1.6	636	900	958	11.7	10.4	7
IGN.COM	1.9	1.8	1.6	1,079	1,038	953	10.9	12.3	12
ANCESTRY.COM	1.3	1.4	1.6	728	795	953	29.8	28.1	32
NICK.COM	1.9	1.7	1.6	1,091	957	945	16.4	10.0	11
WSJ.COM	1.4	1.2	1.6	798	687	945	16.2	17.9	14
CAREERPATH.COM	1.3	1.2	1.6	762	669	917	10.3	10.1	12
FAMILYTREEMAKER.COM	1.7	1.6	1.6	957	887	914	23.1	31.0	23
ASTRONET.COM	1.2	1.0	1.6	662	593	909	5.6	6.2	7
EPICURIUS.COM	1.5	1.6	1.5	876	882	904	7.2	7.7	8
PARAMOUNT ONLINE*	1.6	2.0	1.5	906	1,115	898	6.9	6.1	5
FOXNEWS.COM	1.2	1.4	1.5	663	777	892	6.0	5.5	5
HOLLYWOOD ONLINE*	1.5	1.3	1.5	836	765	890	7.8	7.5	5

WORLD WIDE WEB

3-month Trends of Key Measures

Home/Work Combined

	Reach %			Unique Visitors (000)			Average (Daily) Unique Pages per Visitor in a Month		
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
TECHWEB.COM	1.3	1.3	1.5	745	730	874	3.6	3.9	3.6
FOODTV.COM	1.7	1.3	1.5	981	732	873	12.0	15.5	16.1
FOXSPORTS.COM	1.1	1.0	1.5	606	575	865	6.0	6.3	7.8
TREELOOT.COM	0.3	1.5	1.4	171	840	835	40.9	90.0	77.4
GAMECENTER.COM	1.3	1.4	1.4	720	808	827	10.8	7.5	8.0
HAPPYPUPPY.COM	1.0	1.2	1.4	589	692	826	8.0	8.6	7.1
BBC.CO.UK	1.1	1.2	1.4	609	669	812	5.0	6.0	6.4
INFOBEAT.COM	1.6	1.4	1.4	917	809	805	10.2	11.6	5.0
NASCAR.COM	1.9	1.0	1.4	1,076	566	802	12.0	10.9	11.0
CAREERMOSAIC.COM	1.4	1.5	1.4	817	853	795	5.3	5.7	7.0
OCC.COM	0.9	1.0	1.3	509	555	787	27.7	20.6	5.6
HOTWIRED.COM	1.1	1.0	1.3	627	548	784	3.9	4.1	4.5
ACCUWEATHER.COM	0.7	0.8	1.3	422	457	776	9.4	11.9	8.4
QUOTE.COM	1.0	1.2	1.3	587	655	774	17.8	13.9	18.9
SHOCKRAVE.COM	1.0	1.2	1.3	555	683	764	12.6	10.0	7.9
MP3.COM	0.6	1.1	1.3	319	601	748	6.9	7.9	7.9
FASTWEB.COM	1.4	0.9	1.3	776	528	747	10.1	11.1	12.3
WWW.LYRICS.CH	1.2	1.1	1.3	673	637	740	11.6	12.7	3.2
CONSUMERREPORTS.ORG	1.0	1.2	1.3	593	693	731	10.3	8.2	10.8
STARWARS.COM	2.5	1.6	1.3	1,415	922	730	10.4	11.2	9.8
CONSUMERINFO.COM	1.3	0.9	1.2	752	537	726	2.0	1.9	2.5
GOSPEL.COM.NET	1.2	1.3	1.2	669	719	714	13.2	7.7	9.5
LA TIMES*	1.1	1.4	1.2	619	806	714	7.5	7.3	10.2
ROOTSWEB.COM	1.3	1.2	1.2	712	701	709	30.1	31.7	31.3
COMPUTING CENTRAL*	1.0	1.4	1.2	566	776	707	5.8	6.7	7.1
CW.COM	0.7	0.8	1.2	392	436	707	8.6	8.3	10.3
NASDAQ.COM	0.7	0.9	1.2	412	517	698	29.4	24.3	20.3
SFGATE.COM	0.7	0.9	1.2	403	532	692	15.5	13.1	5.7
UNITEDMEDIA.COM	1.0	1.0	1.2	541	556	692	16.8	13.9	14.1
WEBSTAKES.COM	1.0	1.3	1.2	569	720	689	20.2	18.0	18.7
MOVIELINK.COM	1.1	1.1	1.2	651	650	673	7.8	5.9	5.8
ADVANCED.ORG	1.0	0.9	1.2	547	486	673	5.8	3.7	5.6
INTELIHEALTH.COM	0.9	0.8	1.2	539	440	671	10.2	9.6	12.4
ONE-AND-ONLY.COM	1.1	1.1	1.1	607	598	650	8.8	9.1	13.9
GAMESVILLE*	0.8	1.0	1.1	473	578	634	151.1	167.2	129.7
VIDEOGAMES.COM	0.8	0.9	1.1	428	532	634	15.5	12.8	15.4
HOOVERS.COM	1.0	0.9	1.1	557	506	631	5.1	4.4	4.2
BANKRATE.COM	0.9	0.7	1.1	513	398	631	5.5	4.8	5.5
HONESTY.COM	0.8	1.0	1.1	465	560	629	6.6	7.3	11.7
DRUDGEREPORT.COM	1.0	1.0	1.1	585	546	627	8.1	9.9	10.9
M-W.COM	0.9	0.8	1.1	538	439	620	3.8	3.9	3.7
ENCARTA.COM	1.5	1.1	1.1	835	651	620	4.0	3.2	4.4
CJTA.NET	0.3	0.9	1.1	158	493	619	6.7	6.3	5.2
DETNEWS.COM	1.0	1.0	1.1	565	575	617	4.4	3.7	4.1
MAYOHEALTH.ORG	1.1	1.0	1.1	600	558	616	5.2	4.9	5.9
PLANETDIRECT.COM	1.0	0.8	1.0	555	473	609	20.6	20.0	17.2
AP.ORG	0.9	1.1	1.0	530	615	592	6.2	8.2	10.6
CARTOONNETWORK.COM	0.6	1.1	1.0	368	637	591	8.3	9.8	7.8
ONNOW.COM	1.6	0.9	1.0	919	492	591	14.3	14.7	12.7
BOSTON.COM	1.0	1.2	1.0	566	663	589	9.3	11.8	12.2
CHARTMASTER.COM	0.5	0.7	1.0	263	425	583	9.6	7.2	9.5
/SALERT.COM	0.7	0.8	1.0	373	452	575	9.3	8.8	7.7
MEFAIR.COM	0.7	0.6	1.0	396	323	574	5.3	5.5	5.5
FAMILYEDUCATION.COM	1.0	1.1	1.0	569	649	574	7.4	6.8	4.9

WORLD WIDE WEB

3-month Trends of Key Measures

Home/Work Combined

	Reach %			Unique Visitors (000)			Average (Daily) Unique Pages per Visitor in a Month		
	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99	Nov '98	Dec '98	Jan '99
HEADHUNTER.NET	0.8	0.7	1.0	479	399	574	25.0	15.7	23
NATIONALGEOGRAPHIC.COM	0.9	0.7	1.0	489	386	567	5.8	5.4	6
RENT.NET	0.9	0.7	1.0	488	392	567	5.6	5.0	6
NANDO.NET	1.2	0.9	1.0	684	519	566	3.7	4.1	2
PROLAUNCH.COM	0.7	0.8	1.0	380	470	566	18.1	15.3	22
GIST.COM	0.8	0.9	1.0	455	486	562	3.5	3.7	3
SPORTINGNEWS.COM	1.0	1.2	1.0	550	670	562	15.6	10.4	10
ACOP.COM	0.4	0.7	1.0	211	371	557	6.4	8.0	11
NICKJR.COM	1.1	0.9	1.0	616	510	556	11.0	10.2	10
MPLAYER.COM	0.8	0.8	0.9	467	466	549	20.5	16.8	16
SALONMAGAZINE.COM	0.7	0.9	0.9	371	509	549	6.3	6.9	6
CHICAGOTRIBUNE.COM	0.8	0.7	0.9	477	398	546	9.4	8.8	12
FANONLY.COM	1.0	1.0	0.9	554	582	546	5.5	5.1	6
ROTTEN.COM	1.1	1.0	0.9	598	582	546	18.6	16.2	13
USNEWS.COM	0.6	0.7	0.9	361	390	543	6.4	4.4	6
WINMAG.COM	0.9	0.7	0.9	498	390	540	8.9	5.8	7
OHMYGOODNESS.COM	2.3	1.5	0.9	1,302	830	540	4.6	6.5	6
ONLINEPSYCH.COM	0.5	0.2	0.9	311	117	539	5.2	4.3	4
PERSONALOGIC.COM	0.3	0.8	0.9	198	476	539	9.1	9.7	11
MERCURYCENTER.COM	0.7	0.8	0.9	410	452	533	12.6	9.5	9
THEFREESITE.COM	1.0	0.9	0.9	582	524	527	4.9	4.5	5
YAKIMA.NET	1.4	0.8	0.9	807	451	527	1.4	1.4	1
MARTHASTEWART.COM	1.2	1.1	0.9	692	618	523	9.3	10.9	8
FOOL.COM	0.9	1.1	0.9	483	604	523	16.8	17.7	30
GAME-REVOLUTION.COM	0.4	0.6	0.9	220	341	517	7.6	4.2	5
HGTV.COM	1.1	0.9	0.9	627	519	516	12.0	9.7	11
BUSINESSWEEK.COM	0.7	0.7	0.9	407	378	515	3.6	2.8	3
NETGUIDE.COM	0.7	1.0	0.9	390	575	513	3.7	3.4	2
IDG.NET	0.8	0.6	0.9	477	351	511	2.7	2.9	2
CELEBSITE.COM	...	...	0.9	...	...	507	...	...	3
WATERHOUSE.COM	0.5	0.6	0.9	302	321	502	10.8	21.2	12
AJB.DNI.US	0.8	0.6	0.8	478	330	496	5.5	5.1	5
WON.NET	0.8	0.8	0.8	481	434	494	6.7	9.8	7
SCIFI.COM	0.8	0.9	0.8	434	530	491	14.5	7.4	10
ASTROLOGY.NET	0.3	0.4	0.8	187	252	488	5.4	4.3	8
HOMESHARK.COM	0.6	0.6	0.8	336	320	484	4.1	4.3	6
TEN.NET	1.1	0.9	0.8	622	503	480	19.2	8.7	10
PHILLY.COM	0.9	0.8	0.8	505	458	474	12.2	13.9	16
FORBES.COM	0.7	0.6	0.8	413	368	466	11.1	10.2	11
MARKETGUIDE.COM	0.3	0.4	0.8	172	253	464	3.3	4.3	4
EA.COM	0.6	0.7	0.8	344	403	457	6.3	8.2	5
WIRELESSDIMENSION.COM	0.5	0.6	0.8	286	334	457	2.8	5.1	3
AMCITY.COM	0.6	0.6	0.8	314	362	454	2.2	4.2	3
NHL.COM	0.9	0.8	0.8	531	432	453	12.6	9.4	11
NYPOSTONLINE.COM	0.5	0.5	0.8	288	309	443	6.2	5.8	4
TECHSTOCKS.COM	0.5	0.5	0.7	294	281	436	69.4	38.8	43
PRESSANYKEY.COM	0.1	0.2	0.7	68	107	435	3.3	...	3
BLIZZARD.COM	0.7	0.6	0.7	383	360	433	8.8	9.2	9
MARLO.COM	0.9	1.1	0.7	492	611	433	6.1	5.6	5
ROLLINGSTONE.COM	0.9	0.6	0.7	490	337	431	4.2	4.5	5
TRADERONLINE.COM	0.7	0.6	0.7	371	315	430	15.7	18.6	19
DIGITALCHEF.COM	0.5	0.8	0.7	262	459	430	7.7	5.9	5
MAGICTHOUGHTS.COM	0.0	0.1	0.7	3	79	428	1.0	...	...
AMA-ASSN.ORG	0.7	0.5	0.7	382	275	427	5.5	12.2	7

... - Insufficient Sample Size

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INTEROFFICE MEMO

Monday, March 01, 1999

TO: Chip Weil, Tom MacGillivray, Bill Toner
FROM: Howard I. Finberg
SUBJECT: Central Newspapers 1998 Web Traffic Report / [REDACTED]

What follows is a look at CNI major Web sites and the traffic they received in 1998. The purpose of this report is to provide a "benchmark" for ongoing measurement at both CNI and the operating units.

The January report will follow within the next couple of days as those numbers become available. As we switch to a CNI reporting method and technology, we will have figures shortly after the month closes.

In addition, I have researched some general Web/Online traffic information as to provide us with a better understanding of how much growth is occurring nationally and whether CNI sites are reflecting that growth.

In summary, most CNI sites showed strong growth rates, with the largest increase at Westech's VJF as measured by the number of visitors, which grew by more than 300%. Visits are a reflection of the number of times a unique computer "address" accesses a server. Arizona Central also showed a large increase in the number of visits to its site, twice the number of visits versus its page views.

CNI WEB SITES

For 1998

Site	Avg. monthly page views	Page view growth rate ¹	Avg. monthly visits	Visit growth rate for 1998 ²
AzCentral	5,383,405	52.34%	802,644	126.88%
Homefair	3,833,050	10.28%	536,627	10.28%
NSRS ³	439,956	-7.69%	65,302	-7.69%
StarNews	5,325,785	24.12%	318,011	57.42%
VJF	1,357,545	58.27%	381,468	345.74%

There are some important caveats regarding this data. In 1998 [and in early 1999] not all CNI sites used the same tools to measure their Internet usage. In addition, some sites were hosted on different technology and comparisons were not always possible. Shortly, all CNI sites will use the same technology and

¹ December traffic over January traffic

² December traffic over January traffic

³ Only September-December figures available

measurement tools. The figures for Homefair and NSRS are a reflection of the lack of reporting tools available for tracking customers. Both sites will get new tools in March. While there is no specific need to compare all the sites within the company, it is vital that we have consistent measurement methods going forward.

CUMULATIVE WEB TRAFFIC / REVENUE FOR CNI SITES

	Hits	Visits	Page Views	Revenue	Allocated Revenue	Expenses
1998	819,201,521	27,401,511	192,134,822	\$8,796,655	\$1,384,985	\$8,012,552

WEB TRAFFIC TRENDS

On whole, the Internet access accounts in the U.S. increased by more than 21% in 1998 from 1997. This figure reflects service agreements and not customers, as more than one person [or a family] might use the same account [such as AOL or a local service provider]. These are the "paying" customer accounts.

Looking at individual online users in the online universe the number is even more dramatic. Since 1997, the percentage of online users has increased 21.2%.

Internet Access Accounts

4 th Q 1997	1 st Q 1998	2 nd Q 1998	3 rd Q 1998	4 th 1998
22,022,000	22,104,071	22,464,206	25,176,597	27,948,000

Total Online Population and percentage total population

1996	1997	1998	1999
36,863,243	59,866,269	76,553,997	93,271,752
13.9%	22.4 %	28.4 %	34.2 %

CNI Web Sites Annual Traffic / Revenue

DETAILED NUMBERS BY SITE

ARIZONA CENTRAL

Month/Year	Hits	Visits	Page Views	Revenue	Allocated Rev	Expenses	Budget
Jan-98	22200000	492,433	3,700,000	\$152,658	\$5,297	\$96,021	\$178,725
Feb-98	24204888	501,438	4,034,148	\$98,823	\$4,581	\$99,971	\$171,468
Mar-98	31598604	644,560	5,266,434	\$98,195	\$247,282	\$140,064	\$193,574
Apr-98	31812000	670,456	5,302,000	\$88,911	\$77,643	\$125,792	\$169,954
May-98	31836000	689,140	5,306,000	\$113,135	\$76,791	\$133,047	\$159,649
Jun-98	33072000	807,770	5,512,000	\$280,391	\$93,264	\$173,121	\$187,756
Jul-98	34935306	923,600	5,822,551	\$115,987	\$70,152	\$136,157	\$164,204
Aug-98	34977174	907,364	5,829,529	\$113,182	\$73,456	\$132,226	\$156,866
Sep-98	36114642	926,257	6,019,107	\$163,731	\$90,775	\$179,989	\$192,601
Oct-98	36169836	1,012,033	6,028,306	\$118,365	\$72,876	\$119,755	\$186,260
Nov-98	36865164	939,436	6,144,194	\$111,343	\$70,937	\$128,056	\$168,578
Dec-98	33819540	1,117,244	5,636,590	\$110,318	\$70,096	\$201,167	\$188,494
Total		9,631,731	64,600,859	\$1,565,039	\$953,150	\$1,665,366	\$2,118,129
Average		802,644	5,383,405	\$130,420	\$79,429	\$138,781	\$176,511
Growth rate		126.88%	52.34%				

HOMEFAIR

Month/Year	Hits	Visits	Page Views	Revenue	AI	Expenses	Budget	Leads
Jan-98	10573929	479,450	3,424,643	\$92,675		\$74,040	\$93,949	8446
Feb-98	9992679	466,325	3,330,893	\$107,575		\$74,217	\$93,953	6918
Mar-98	11220312	523,615	3,740,104	\$108,224		\$99,756	\$93,953	8228
Apr-98	11610456	541,821	3,870,152	\$92,252		\$84,568	\$93,953	6561
May-98	9675878	490,040	3,500,289	\$90,071		\$103,111	\$93,953	6510
Jun-98	11896296	555,160	3,965,432	\$200,909		\$123,488	\$93,953	6266
Jul-98	13056069	609,283	4,352,023	\$93,052		\$110,684	\$93,953	8171
Aug-98	12494148	583,060	4,164,716	\$157,932		\$106,492	\$93,953	10525
Sep-98	12100254	564,679	4,033,418	\$141,854		\$128,528	\$93,953	11722
Oct-98	12509448	583,774	4,169,816	\$156,861		\$150,227	\$93,953	14297
Nov-98	11005593	513,594	3,668,531	\$182,279		\$167,341	\$93,953	12318
Dec-98	11329764	528,722	3,776,588	\$209,427		\$272,059	\$93,953	13294
Total		6,439,525	45,996,605	\$1,633,111	#	\$1,494,511	\$1,127,432	113,256
Average		536,627	3,833,050	\$136,093		\$124,543	\$93,953	9,438
Growth rate		10.28%	10.28%					36.47%

NATIONAL SCHOOL REPORTING SERVICE

Month/Year	Hits	Visitors	Page Views	Revenue	All	Expenses	Budget
Sep-98	2343078	69,556	468,616	\$105,178		\$131,679	\$109,171
Oct-98	2422459	71,912	484,492	\$117,737		\$188,402	\$109,171
Nov-98	1870774	55,535	374,155	\$109,053		\$182,203	\$109,171
Dec-98	2162800	64,204	432,560	\$120,734		\$273,341	\$109,171
Total		261,207	1,759,823	\$452,702		\$775,625	\$436,684
Average		65,302	439,956	\$113,176		\$193,906	\$109,171
Growth rate		-7.69%	-7.69%				

STAR/NEWS ONLINE

Month/Year	Hits	Visits	Page Views	Revenue	Allocated Reve	Expenses
Jan-98	13227034	259,078	4,813,154	\$72,460	\$38,100	\$63,999
Feb-98	15922716	296,062	7,896,400	\$69,936	\$39,100	\$66,651
Mar-98	21654546	394,062	7,896,400	\$99,145	\$39,000	\$88,400
Apr-98	14798885	296,415	4,794,100	\$72,785	\$28,000	\$84,996
May-98	14653859	266,334	4,767,449	\$70,079	\$32,000	\$70,818
Jun-98	14233091	289,653	4,904,660	\$84,112	\$37,500	\$94,303
Jul-98	12731213	313,367	4,048,255	\$77,860	\$34,000	\$85,574
Aug-98	12716184	254,617	4,014,024	\$91,815	\$35,500	\$75,875
Sep-98	16981558	371,571	5,360,271	\$100,792	\$43,900	\$96,059
Oct-98	13857025	302,169	4,292,475	\$87,311	\$35,000	\$85,208
Nov-98	17,385,143	364,961	5,148,158	\$100,646	\$35,000	\$77,492
Dec-98	20091315	407,839	5,974,070	\$115,389	\$34,735	\$110,069
Total		3,816,128	63,909,416	\$1,042,330	\$431,835	\$999,444
Average		318,011	5,325,785	\$86,861	\$35,986	\$83,287
Growth rate		57.42%	24.12%			

VJF

Month/Year	Hits	Visits	Page Views	Revenue	A	Expenses	Budget
Jan-98	3389833	131,643	1,098,437	\$228,067		\$171,050	
Feb-98	3005286	126,117	989,183	\$290,779		\$218,084	
Mar-98	10725918	457,670	1,593,991	\$330,255		\$247,691	
Apr-98	9975254	399,979	1,348,147	\$291,789		\$218,842	
May-98	9768657	376,515	1,165,465	\$288,640		\$216,480	
Jun-98	8407360	365,532	1,041,494	\$354,298		\$265,724	
Jul-98	8182944	356,924	1,586,423	\$317,933		\$238,450	
Aug-98	7650877	336,563	1,313,716	\$406,753		\$305,065	
Sep-98	7851634	425,937	1,335,284	\$399,262		\$299,447	
Oct-98	8266784	461,009	1,426,659	\$398,088		\$298,566	
Nov-98	9481128	552,934	1,653,246	\$336,484		\$252,363	
Dec-98	11136461	586,791	1,738,495	\$461,125		\$345,844	
Total		4,577,614	16,290,540	\$4,103,473	#	\$3,077,606	
Average		381,468	1,357,545	\$341,956	#	\$256,467	
Growth rate		345.74%	58.27%				

WORLD WIDE WEB

Local Market Audience Ratings

Home/Work Combined

Phoenix, AZ
Q4 1998

	National Reach (%)				Phoenix Reach (%)			
	Oct'98	Nov'98	Dec'98	3-month Average	Oct'98	Nov'98	Dec'98	3-month Average
ALL DOMAIN NAMES	100.0	100.0	100.0		100.0	100.0	100.0	
WWW-using Persons (Raw)	19,080	21,069	21,543		266	295	270	
YAHOO.COM	46.9	47.0	47.3	47.1	39.2	47.5	45.2	44.0
AOL.COM	47.5	48.7	49.8	48.7	38.7	46.1	39.4	41.4
NETSCAPE.COM	31.7	29.9	30.9	30.8	30.1	30.4	23.6	28.0
MSN.COM	19.9	32.7	32.9	28.5	17.1	30.7	32.6	26.8
MICROSOFT.COM	37.2	22.9	22.9	27.7	35.9	21.0	21.7	26.2
GEOCITIES.COM	32.3	32.0	33.4	32.6	22.2	26.4	27.4	25.3
LYCOS.COM	23.0	23.2	23.2	23.1	21.9	18.6	23.0	21.2
EXCITE.COM	25.4	25.1	25.3	25.3	19.4	21.0	20.7	20.4
ALTAVISTA SEARCH SERVICES*	19.0	19.2	19.8	19.3	14.5	16.6	16.5	15.9
INFOSEEK SITES*	19.8	19.3	21.1	20.1	13.8	15.6	17.6	15.7
BLUEMOUNTAINARTS.COM	13.4	16.0	21.7	17.0	11.3	14.8	19.5	15.2
TRIPOD.COM	18.0	18.5	19.2	18.6	14.9	14.7	15.8	15.1
ANGELFIRE.COM	16.8	16.8	17.1	16.9	13.8	16.5	11.6	14.0
AMAZON.COM	11.6	13.8	16.1	13.8	11.2	12.3	15.6	13.0
XOOM.COM	14.1	14.6	18.3	15.7	13.4	13.7	11.6	12.9
ZDNET.COM	11.1	10.8	10.4	10.8	10.4	12.7	13.8	12.3
REAL.COM	12.6	11.7	13.3	12.5	10.0	10.4	13.5	11.3
HOTMAIL.COM	16.1	16.7	17.0	16.6	11.8	11.8	9.4	11.0
ATT.NET	6.1	5.3	5.7	5.7	11.6	11.0	9.2	10.6
HOTBOT.COM	9.6	10.4	9.9	10.0	11.2	8.2	10.1	9.8
CNET SOFTWARE DOWNLOAD SVCS*	6.1	5.9	6.1	6.0	10.9	8.1	7.4	8.8
SNAP.COM SEARCH & SERVICES*	9.2	9.5	9.5	9.4	9.8	7.4	7.2	8.1
INFOSPACE.COM	6.7	8.0	9.8	8.2	5.4	7.3	10.3	7.7
SIMPLENET.COM	8.9	8.5	8.2	8.5	8.7	6.2	7.2	7.4
CNET.COM	3.2	4.5	4.4	4.0	7.8	6.0	8.1	7.3
ICQ.COM	8.1	8.5	8.5	8.4	5.7	10.2	5.9	7.3
DISNEY ONLINE*	8.0	8.6	9.6	8.7	6.6	6.2	8.9	7.2
AZCENTRAL.COM	0.3	0.3	0.2	0.3	7.1	8.0	6.6	7.2
EARTHLINK.NET	7.3	7.0	6.0	6.8	6.9	9.4	5.1	7.1
MSNBC.COM	8.3	8.3	8.0	8.2	4.3	7.2	8.9	6.8
AZFAMILY.COM	0.1	0.1	0.1	0.1	6.1	8.0	5.6	6.6
EBAY.COM	5.6	7.6	9.7	7.6	6.8	8.0	4.7	6.5
CNN.COM	7.4	7.0	8.2	7.5	5.9	5.0	8.3	6.4
SWITCHBOARD.COM	9.7	9.1	6.0	8.3	6.9	6.2	5.6	6.2
STATE.AZ.US	0.3	0.2	0.1	0.2	7.9	5.3	4.9	6.0

WORLD WIDE WEB
Local Market Audience Ratings
Home/Work Combined

Phoenix, AZ
Q4 1998

	National Reach (%)				Phoenix Reach (%)			
	Oct'98	Nov'98	Dec'98	3-month Average	Oct'98	Nov'98	Dec'98	3-month Average
BONZI.COM	7.4	5.8	6.7	6.6	6.4	4.2	7.3	6.0
NFL.COM	4.2	4.1	4.1	4.1	4.8	5.8	7.2	5.9
BARNES & NOBLE*	6.0	6.6	8.3	7.0	3.6	6.4	7.6	5.9
PREVIEW TRAVEL*	4.2	4.4	4.5	4.4	7.8	5.1	4.6	5.8
NETCOM.COM	4.1	3.7	3.2	3.7	7.3	6.2	3.9	5.8
UPS.COM	2.5	2.5	3.2	2.7	5.2	6.1	6.1	5.8
WARNER BROS. ONLINE*	4.7	5.2	5.8	5.2	5.0	7.1	5.3	5.8
PATHFINDER.COM	7.8	7.2	7.9	7.6	6.1	4.1	6.7	5.6
VALUPAGE.COM	3.8	3.7	3.2	3.6	5.6	6.2	4.7	5.5
GOTO.COM	5.6	5.5	5.3	5.5	3.9	7.1	5.3	5.4
WEATHER.COM	7.3	7.0	8.5	7.6	4.2	6.3	5.5	5.3
USWEST.NET	0.4	0.7	0.6	0.6	4.6	5.9	5.4	5.3
ESPN*	7.9	7.2	7.0	7.4	3.9	6.6	5.1	5.2
LOOKSMART.COM	6.6	6.5	6.9	6.7	5.0	6.6	4.0	5.2
BONUSMAIL.COM	3.5	3.2	3.4	3.4	4.3	5.2	5.6	5.0
ASU.EDU	0.9	0.9	0.8	0.9	5.7	5.0	4.3	5.0
DIGITALCITY.COM	4.9	5.3	7.1	5.8	5.4	4.5	4.8	4.9
PRIMENET.COM	2.2	2.2	2.2	2.2	2.9	7.5	4.1	4.8
MININGCO.COM	7.3	7.5	7.7	7.5	3.9	5.7	4.8	4.8
USWEST.COM	0.8	0.9	0.9	0.9	4.3	4.4	5.0	4.6
FORTUNECITY.COM	6.8	6.0	6.5	6.4	2.5	5.9	5.1	4.5
ONSALE.COM	2.2	2.4	2.6	2.4	2.3	5.6	5.4	4.4
KBB.COM	3.0	2.7	2.6	2.8	5.3	2.4	5.1	4.3
EGGHEAD.COM*	3.3	3.5	5.2	4.0	4.3	4.6	3.8	4.2
ACCESSARIZONA.COM	0.1	0.1	0.1	0.1	4.3	4.3	4.0	4.2
MAPQUEST.COM	5.6	5.5	5.9	5.7	3.3	3.6	5.7	4.2
INTEL.COM	2.4	2.5	2.5	2.5	3.1	6.8	2.5	4.1
SPORTSLINE USA*	4.6	4.3	4.5	4.5	3.7	4.6	4.1	4.1
DIRECTHIT.COM	2.0	4.6	1.8	2.8	5.1	4.8	2.5	4.1
ADOBE.COM	4.0	3.9	3.9	3.9	5.4	3.6	3.1	4.0
AMERICAWEST.COM	0.5	0.4	0.3	0.4	5.0	2.6	4.5	4.0
JUNO.COM	1.8	2.1	1.6	1.8	5.1	3.5	3.5	4.0
GAMESPOT.COM	2.0	1.9	2.3	2.1	2.5	4.5	4.5	3.8
WEBCRAWLER.COM	6.5	6.6	5.4	6.2	5.7	3.5	2.3	3.8
USATODAY.COM	4.9	4.7	4.3	4.6	4.1	5.1	2.1	3.8
MACROMEDIA.COM	4.3	3.5	4.2	4.0	2.1	4.6	4.5	3.7
CNET COMMERCE SERVICES*	2.5	2.2	2.2	2.3	2.1	4.1	4.8	3.7
PCWORLD.COM	2.4	2.6	2.2	2.4	4.3	2.1	4.6	3.7
MARICOPA.EDU	0.3	0.2	0.2	0.2	5.9	3.5	1.3	3.6
COMPUSERVE.COM	5.4	5.2	5.1	5.2	4.3	3.5	2.7	3.5

WORLD WIDE WEB
Local Market Audience Ratings
Home/Work Combined

Phoenix, AZ
Q4 1998

	National Reach (%)				Phoenix Reach (%)			
	Oct'98	Nov'98	Dec'98	3-month Average	Oct'98	Nov'98	Dec'98	3-month Average
GOODNET.COM	0.6	0.7	1.0	0.8	2.1	3.9	4.4	3.5
NASA.GOV	4.2	3.6	2.8	3.5	3.6	5.9	0.7	3.4
APPLE.COM	3.4	3.4	3.4	3.4	3.7	3.5	2.8	3.3
ETOYS.COM	2.5	5.2	6.8	4.8	1.8	1.7	6.5	3.3
CDNOW.COM	3.8	4.5	4.7	4.3	3.2	3.1	3.5	3.3
GTE*	3.9	3.7	3.5	3.7	3.9	4.9	1.0	3.3
DEJANEWS.COM	3.7	3.5	3.4	3.5	3.2	1.7	4.7	3.2
REALNAMES.COM	4.4	4.1	4.6	4.4	3.0	4.1	2.5	3.2
EROLS.COM	4.2	4.2	3.7	4.0	4.1	3.6	1.8	3.2
CYBEREROTICA.COM	3.0	2.6	2.7	2.8	3.9	1.7	3.8	3.1
SONY ONLINE*	5.8	6.3	6.8	6.3	2.5	2.4	4.4	3.1
TALKCITY.COM	1.8	2.4	2.1	2.1	3.7	1.7	3.9	3.1
ATT.COM	2.8	2.9	3.1	2.9	2.5	3.2	3.5	3.1
CBS.COM*	4.0	3.7	3.0	3.6	3.3	2.6	3.3	3.1
SYMANTEC.COM	1.8	1.7	1.6	1.7	3.3	3.4	2.5	3.1
EXPEDIA*	4.2	4.0	4.1	4.1	2.5	3.9	2.7	3.0
TRAVELOCITY.COM	4.4	4.1	3.9	4.1	4.1	2.8	2.1	3.0
123GREETINGS.COM	1.7	2.3	3.1	2.4	2.1	3.2	3.6	3.0
ARIZONA.EDU	1.1	1.1	0.8	1.0	3.1	3.7	2.1	3.0
SEARCH.COM	2.1	1.7	0.9	1.6	4.3	3.5	1.0	2.9
WELLSFARGO.COM	1.3	1.0	1.3	1.2	2.5	3.5	2.7	2.9
FLASH.NET	3.5	2.9	2.7	3.0	3.7	2.6	2.3	2.9
SPREE.COM	2.8	3.0	2.4	2.7	2.9	2.9	2.8	2.9
ABC NEWS*	4.6	5.7	4.7	5.0	2.9	3.6	2.0	2.8
USPS.GOV	2.2	2.2	3.0	2.5	2.3	1.9	4.3	2.8
MINDSPRING.COM	4.7	4.1	4.0	4.3	3.3	2.1	3.0	2.8
UNIVERSAL STUDIOS*	1.8	1.9	1.5	1.7	3.6	3.1	1.7	2.8
SIERRA.COM	1.5	1.7	1.6	1.6	2.9	3.8	1.7	2.8
COOLSAVINGS.COM	2.8	3.3	3.3	3.1	1.4	2.4	4.5	2.8
PORNCITY.NET	3.5	4.1	4.2	3.9	3.2	2.4	2.7	2.8

Top Consolidations in Phoenix

ABC Internet Group*	9.5	10.8	9.3	9.9	6.2	7.4	4.6	6.1
Amazon*	11.6	13.8	16.1	13.8	11.2	12.3	15.6	13.0
AOL Websites*	51.4	53.5	54.5	53.1	42.6	52.8	43.3	46.2
BroadCast.Com Consolidation*	13.2	11.8	12.0	12.3	10.1	9.0	7.8	9.0
Cendant Interactive Services*	3.5	3.8	4.0	3.8	4.3	2.6	5.5	4.1
CIMnetCities*	2.9	2.5	2.9	2.8	4.3	5.0	4.4	4.6
CMPNET*	4.3	3.9	4.1	4.1	3.7	4.5	1.8	3.3
CNET*	11.8	11.7	11.4	11.6	19.6	15.9	16.9	17.5
CNN Networks*	10.4	10.2	11.0	10.5	6.9	6.6	9.0	7.5
Dejanews*	3.7	3.5	3.4	3.5	3.2	1.7	4.7	3.2

WORLD WIDE WEB

Local Market Audience Ratings

Home/Work Combined

Phoenix, AZ
Q4 1998

	National Reach (%)				Phoenix Reach (%)			
	Oct'98	Nov'98	Dec'98	3-month Average	Oct'98	Nov'98	Dec'98	3-month Average
eBay*	5.7	7.7	9.9	7.8	6.8	8.3	4.7	6.6
ESPN Internet Group*	11.8	11.2	10.3	11.1	9.2	11.0	11.3	10.5
Excite Network, The*	30.6	30.0	29.2	29.9	24.9	22.4	22.3	23.2
Fortunecity Global Community*	6.8	6.0	6.5	6.4	2.5	5.9	5.1	4.5
GameSpot Network*	2.3	2.3	2.8	2.5	2.9	5.2	4.8	4.3
GeoCities*	32.3	32.0	33.4	32.6	22.2	26.4	27.4	25.3
Go2Net Network*	7.0	7.5	8.1	7.5	-0.1	5.8	4.1	3.3
IBM*	3.2	3.6	3.2	3.3	3.5	2.8	3.1	3.1
IDG.NET [The Online Network]*	4.7	4.9	4.6	4.7	6.4	4.4	6.9	5.9
Infoseek*	21.7	20.7	22.1	21.5	14.5	16.9	18.3	16.6
Infospace Impressions*	6.7	8.0	10.0	8.2	5.4	7.3	10.3	7.7
Intel*	2.5	2.7	2.5	2.6	3.1	6.8	2.5	4.1
Learning Co Sites, The*	4.1	5.0	4.8	4.6	2.9	3.5	5.7	4.0
LookSmart*	10.8	10.5	9.6	10.3	6.1	8.7	5.7	6.8
Lycos*	45.1	45.2	46.5	45.6	44.5	40.7	45.1	43.4
Macromedia*	5.0	4.0	4.9	4.6	3.2	4.6	4.5	4.1
Microsoft Sites*	48.4	48.9	48.4	48.6	44.6	46.4	46.6	45.9
MSN*	41.4	41.9	41.3	41.5	37.9	38.7	40.6	39.1
NBC Network, The*	10.6	10.3	10.0	10.3	5.7	7.9	10.2	7.9
NETCOM On-Line Communications*	4.1	3.7	3.3	3.7	7.3	6.2	3.9	5.8
Netscape*	31.7	29.9	30.9	30.8	30.1	30.4	23.6	28.0
Network Associates*	2.3	2.5	2.6	2.5	1.8	5.0	3.8	3.5
News Corp. Online*	6.6	6.3	6.1	6.3	5.1	6.4	3.8	5.1
Quicken.com Sites*	3.6	2.9	3.4	3.3	2.6	3.6	2.3	2.8
RealSite Portfolio*	13.6	12.9	14.3	13.6	11.1	10.8	13.5	11.8
Sierra Online*	1.5	1.8	1.8	1.7	2.9	4.5	2.3	3.2
Switchboard Network*	9.8	9.2	6.1	8.4	6.9	6.2	5.6	6.2
Symantec*	1.8	1.7	1.6	1.7	3.3	3.4	2.5	3.1
Time Warner Online*	18.9	18.6	20.3	19.3	14.1	14.5	18.4	15.7
US West*	1.4	1.9	1.8	1.7	8.9	10.3	10.7	10.0
USA Today*	5.1	4.9	4.5	4.8	4.4	5.1	2.1	3.9
Viacom Online*	7.6	7.7	8.0	7.8	3.6	4.9	5.9	4.8
Walt Disney Company Online, The*	24.1	25.6	23.9	24.5	18.0	19.9	21.9	19.9
Weather Channel*	7.3	7.0	8.5	7.6	4.2	6.3	5.5	5.3
Wired Digital*	11.1	11.7	11.3	11.4	11.2	10.0	12.1	11.1
Xoom Sites*	15.1	15.4	18.9	16.5	14.4	15.4	12.8	14.2
Yahoo Sites*	47.6	48.0	48.2	47.9	40.2	48.2	45.6	44.7
ZDNet Sites*	12.6	12.7	12.6	12.6	11.8	16.8	16.2	14.9

WORLD WIDE WEB
Local Market Audience Ratings
Home/Work Combined

Phoenix, AZ
Q4 1998

	National Reach (%)				Phoenix Reach (%)			
	Oct'98	Nov'98	Dec'98	3-month Average	Oct'98	Nov'98	Dec'98	3-month Average
<u>Top Networks in Phoenix</u>								
24/7 Media**	47.4	48.2	50.0	48.5	44.9	51.6	49.9	48.8
DoubleClick Network, The**	42.0	40.9	45.8	42.9	39.0	47.3	38.2	41.5
Excite Advertising Network, The**	33.9	33.2	32.8	33.3	29.8	26.9	21.9	26.2
LinkExchange Network**	53.0	60.5	53.6	55.7	44.5	59.8	47.9	50.7
Microsoft Sites/LE Network**	68.8	71.1	67.9	69.3	65.1	74.1	63.7	67.6
MSN/LE Network**	66.9	69.6	65.7	67.4	61.6	69.7	62.0	64.4
Real Media**	20.4	19.3	19.1	19.6	16.8	13.2	15.3	15.1
Xoom Network, The**	na	17.9	18.9	18.4	na	17.9	14.0	16.0

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Media Metrix Web Report					Persons		
January 1999							
Site Analysis: AZCENTRAL.COM							
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
2+	280	0.5%	100.0%	100	2.3	17.9	9.0
12+	280	0.5%	100.0%	107	2.3	17.9	9.0
18+	275	0.6%	98.2%	116	2.3	18.2	9.1
35+	103	0.4%	36.9%	79	2.9	18.3	11.9
50+	24	0.4%	8.5%	76	...	...	...
55+	17	0.4%	6.1%	84	...	...	...
2-11	...	...	...	...	...	...	...
2-17	5	0.1%	1.8%	12	...	...	...
12-17	5	0.1%	1.8%	22	...	...	...
12-34	177	0.6%	63.1%	135	2.0	17.7	7.3
12-49	256	0.5%	91.5%	112	2.3	18.9	9.3
18-24	39	0.4%	14.1%	85	...	...	...
18-34	172	0.8%	61.4%	160	2.0	18.1	7.5
18-49	251	0.6%	89.7%	122	2.3	19.2	9.5
21-34	157	0.9%	56.1%	186	2.0	18.3	7.4
21-49	237	0.6%	84.4%	129	2.4	19.4	9.5
25-34	133	1.0%	47.3%	217	2.2	19.2	7.3
25-49	212	0.6%	75.7%	132	2.5	20.1	9.7
25-54	219	0.6%	78.1%	128	2.6	19.8	9.6
35-44	54	0.4%	19.2%	74	...	...	...
35-49	80	0.4%	28.4%	80	3.1	21.7	13.8
35-54	86	0.4%	30.8%	78	3.0	20.6	13.3
35-64	100	0.4%	35.8%	80	2.9	18.7	12.1
45-54	33	0.4%	11.6%	86	...	...	...
45-64	47	0.4%	16.7%	89	...	...	...
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... Indicates data used to generate measures fell below minimum reporting standards.							

Media Metrix Web Report

January 1999

Site Analysis: AZCENTRAL.COM

Males

Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
12+	184	0.6%	65.6%	129	2.7	22.4	10.7
18+	182	0.7%	64.9%	142	2.7	22.6	10.8
35+	67	0.5%	23.9%	94	3.4	22.5	14.5
50+	15	0.4%	5.5%	76	...	...	...
55+	11	0.4%	3.8%	81	...	...	...
12-17	2	0.1%	0.7%	14	...	...	...
12-34	117	0.8%	41.8%	165	...	...	...
12-49	169	0.7%	60.2%	138	2.7	23.8	11.1
18-24	16	0.3%	5.6%	69	...	...	...
18-34	115	1.0%	41.0%	202	...	...	...
18-49	167	0.7%	59.5%	154	2.8	24.0	11.2
21-34	104	1.1%	37.1%	227	...	...	...
21-49	156	0.8%	55.5%	160	2.9	24.2	11.2
25-34	99	1.4%	35.4%	292	...	...	...
25-49	151	0.8%	53.8%	177	2.9	23.8	10.7
25-54	155	0.8%	55.5%	169	2.9	23.3	10.6
35-44	34	0.5%	12.3%	96	...	...	...
35-49	52	0.5%	18.4%	101	...	...	...
35-54	56	0.5%	20.1%	97	...	...	...
35-64	65	0.5%	23.4%	97	...	...	...
45-54	22	0.5%	7.8%	99	...	...	...
45-64	31	0.5%	11.1%	99	...	...	...

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... Indicates data used to generate measures fell below minimum reporting standards.

Media Metrix Web Report

January 1999

Site Analysis: AZCENTRAL.COM

Females

Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
12+	96	0.4%	34.4%	81	1.5	9.4	5.8
18+	93	0.4%	33.3%	85	1.6	9.6	6.0
35+	36	0.3%	13.0%	61	...	...	...
50+	8	0.4%	3.0%	74	...	...	...
55+	6	0.4%	2.2%	89	...	...	...
12-17	3	0.2%	1.1%	34	...	...	...
12-34	60	0.5%	21.4%	100	...	...	...
12-49	88	0.4%	31.3%	82	1.4	9.6	5.9
18-24	24	0.5%	8.4%	100	...	...	...
18-34	57	0.5%	20.3%	112	...	...	...
18-49	85	0.4%	30.3%	86	1.5	9.9	6.1
21-34	53	0.7%	18.9%	137	...	...	...
21-49	81	0.4%	28.9%	93	...	...	...
25-34	33	0.6%	11.9%	123	...	...	...
25-49	61	0.4%	21.8%	82	...	...	...
25-54	63	0.4%	22.6%	80	...	...	...
35-44	19	0.3%	6.9%	53	...	...	...
35-49	28	0.3%	10.0%	58	...	...	...
35-54	30	0.3%	10.8%	58	...	...	...
35-64	35	0.3%	12.5%	61	...	...	...
45-54	11	0.3%	3.9%	69	...	...	...
45-64	16	0.4%	5.6%	73	...	...	...

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... Indicates data used to generate measures fell below minimum reporting standards.

Media Metrix Web Report				Income			
January 1999							
Site Analysis: AZCENTRAL.COM							
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
Under \$60K	145	0.5%	51.8%	102	3.2	28.9	13.7
\$60K+	135	0.5%	48.2%	98	1.3	6.1	4.0
\$75K+	98	0.5%	35.0%	98	...	...	...
\$100K+	50	0.4%	17.9%	89	...	...	...
\$150K+	8	0.3%	3.0%	54	...	...	...
Under \$15K	7	0.4%	2.4%	86	...	...	...
\$15K-\$25K	20	0.7%	7.3%	153	...	...	...
\$25K-\$40K	50	0.5%	18.0%	114	...	...	...
\$40K-\$60K	68	0.4%	24.2%	87	...	...	...
\$60K-\$75K	37	0.5%	13.2%	99	...	...	...
\$75K-\$100K	48	0.5%	17.1%	109	...	...	...
\$100K-\$150K	42	0.5%	14.9%	103	...	...	...
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... Indicates data used to generate measures fell below minimum reporting standards.							

Media Metrix Web Report				Household Size			
January 1999							
Site Analysis: AZCENTRAL.COM							
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
1-2	104	0.7%	37.2%	150	1.9	10.6	7.5
3+	176	0.4%	62.8%	84	2.5	22.2	9.9
5+	50	0.4%	17.9%	79	...	...	...
1	20	0.9%	7.3%	181	...	...	...
2	84	0.7%	29.9%	144	1.5	6.3	5.2
3	63	0.5%	22.6%	106	...	...	...
4	63	0.3%	22.3%	72	...	...	...
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... Indicates data used to generate measures fell below minimum reporting standards.							

Media Metrix Web Report				Region			
January 1999							
Site Analysis: AZCENTRAL.COM							
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views
W.N.Central	3	< 0.1%	1.0%	10	...	...	...
Mountain	130	3.3%	46.3%	683	3.3	30.9	14.8
Pacific	35	0.3%	12.6%	69	...	...	...
New England	18	0.5%	6.5%	111	...	...	...
Middle Atlantic	46	0.6%	16.5%	126	...	...	...
S.Atlantic	12	0.1%	4.2%	27	...	...	...
E.S.Central	11	0.4%	3.9%	78	...	...	...
W.S.Central	3	< 0.1%	1.0%	10	...	...	...
E.N.Central	23	0.2%	8.1%	50	...	...	...
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... Indicates data used to generate measures fell below minimum reporting standards.							

Media Metrix Web Report					Location			
January 1999								
Site Analysis: AZCENTRAL.COM								
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views	
Business	121	0.6%	43.3%	126	...	...	...	
Home	177	0.3%	63.3%	68	1.9	14.4	8.7	
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... Indicates data used to generate measures fell below minimum reporting standards.								

Media Metrix Web Report				Presence of Children				
January 1999								
Site Analysis: AZCENTRAL.COM								
Demographic	Unique Visitors (000)	Reach	Composition	Index	Avg. Days Viewed	Avg. Duration for Period (Mins)	Avg. Uniq. Pg. Views	
No	179	0.8%	64.0%	156	2.1	17.6	7.5	
Yes	101	0.3%	36.0%	61	2.5	18.4	11.7	
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... Indicates data used to generate measures fell below minimum reporting standards.								





The second year of The Finberg Files kicks off with a new look and navigation. The Web is an ever-changing medium and we need to practice what we talk and write about. In addition to coverage of key newspaper technologies, The Finberg Files plans to bring more information from other media industries.

In this issue

Show me the money was easy at a recent [Morgan Stanley Dean Witter Internet investment conference](#) held at the the Phoenician. The conference pulsated with the sounds of deals and stock prices climbing. There were some interesting comments from these "Internet Upstarts" such as AOL as they explained how their businesses are changing. Read some of the scary highlights and you won't wonder whether the Web is a new medium or not.

If Commerce is King, then Content must be the Crown Prince. That is what seems to be the latest buzz [and not too surprising to a company like CNI, which has lots of content]. As more Web site applications -- free e-mail, search, etc. -- become commodities, [sites are using reliable and interesting information to draw and keep customers](#). This does not mean you don't need those other applications, but you also need compelling content. Who is losing customers to Web content? It looks like television is the big loser. Newspapers fair better. [Details just a click away.](#)

Just because we can't change history doesn't mean we can't keep it on our servers. If you are a new subscriber to The Finberg Files, check out [the complete 1998 collection of information](#), not available at stores or even by telephone operators who are not standing by. This is a PDF file [.pdf] created using Adobe's new Acrobat technology that allows for archiving the Web.

If you are a manager at *The Arizona Republic* and saw the opening presentation at the Annual Operating Plan rollout on [how technology is changing our world](#), but the theater was too dark in which to take notes, you can now view that information at your leisure.



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