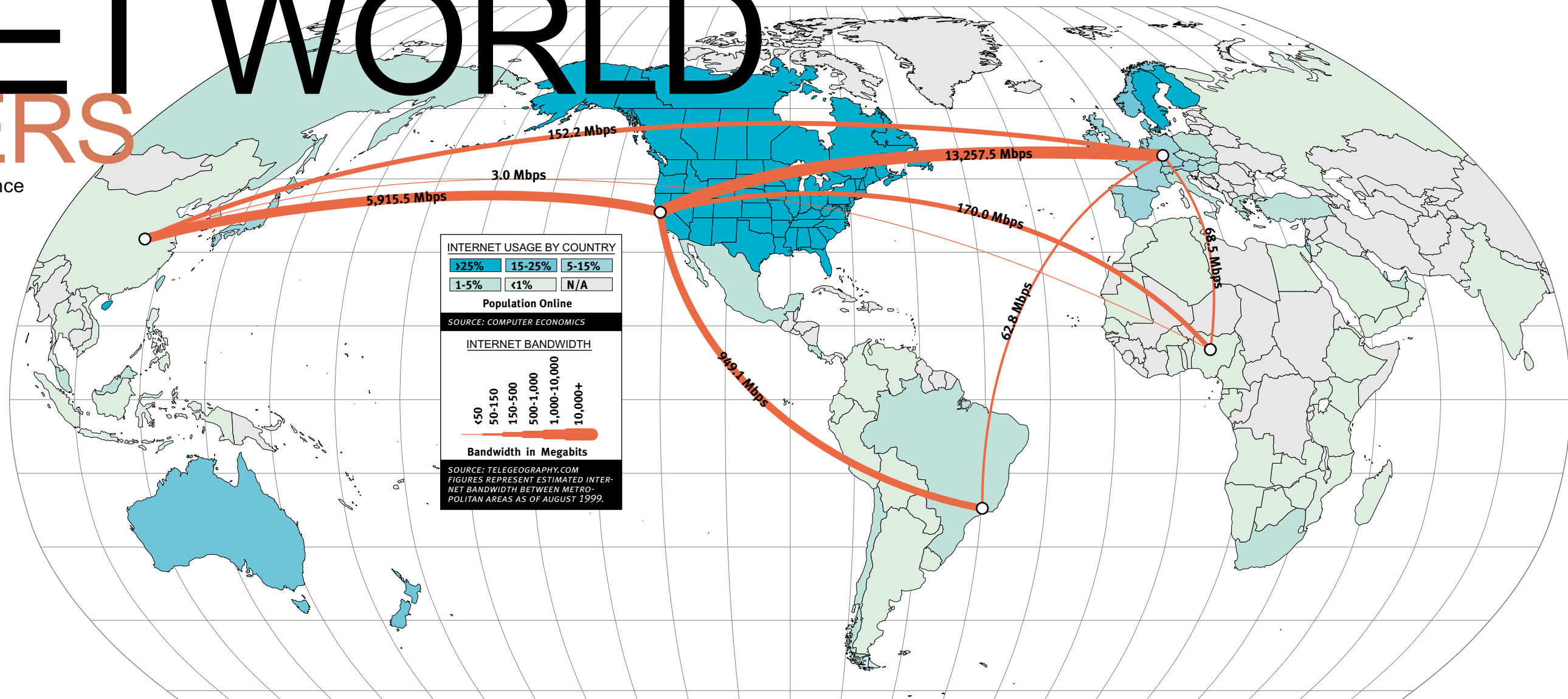


THE NET WORLD

IN NUMBERS

By Stacy Lawrence



INTERNET USE LEAPS AHEAD

Online Commerce and Advertising Follow

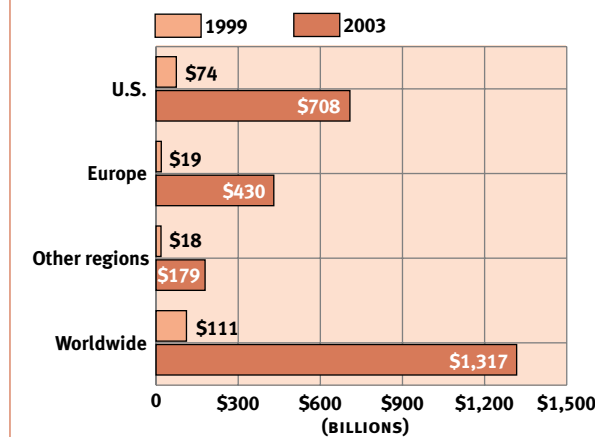
The Internet wave is spreading rapidly beyond its U.S. origins. This year North America will represent only 43 percent of the online population and that will fall to 30 percent by 2005, according to projections by the Computer Industry Almanac. Western and Eastern Europe meanwhile, will account for about a third of all Internet users in 2005, up from about 28 percent this year. And almost a quarter of the worldwide online population in 2005 will reside in the Asia-Pacific region.

Online commerce and advertising revenues will remain largely within the U.S., at least in the short term. By 2003 the U.S. will still retain more than half of all e-commerce revenue, with Europe representing about a third, International Data Corp. estimates. Advertising is even more U.S.-centric. The U.S. accounted for 85 percent of all online ad revenues last year, according to Forrester Research, and will keep more than two-thirds through 2004.

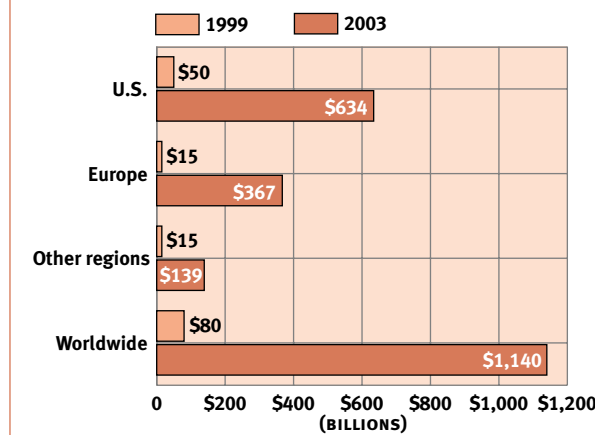
As Web usage goes global, English is ceasing to be the dominant language online. About 43 percent of users in 1999 were non-English speakers, according to Global Reach. Japanese, Spanish and German were the most prevalent non-English languages.

E-COMMERCE

E-COMMERCE REVENUES BY REGION

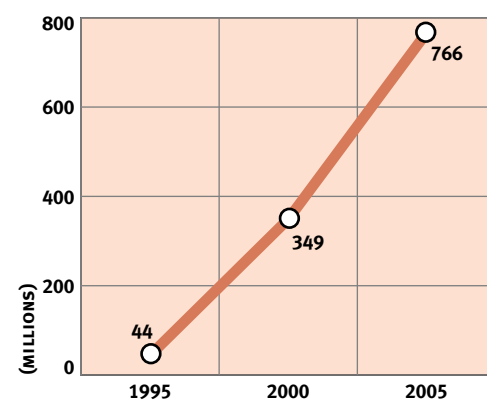


BUSINESS-TO-BUSINESS E-COMMERCE REVENUES



USAGE

WORLDWIDE INTERNET USERS

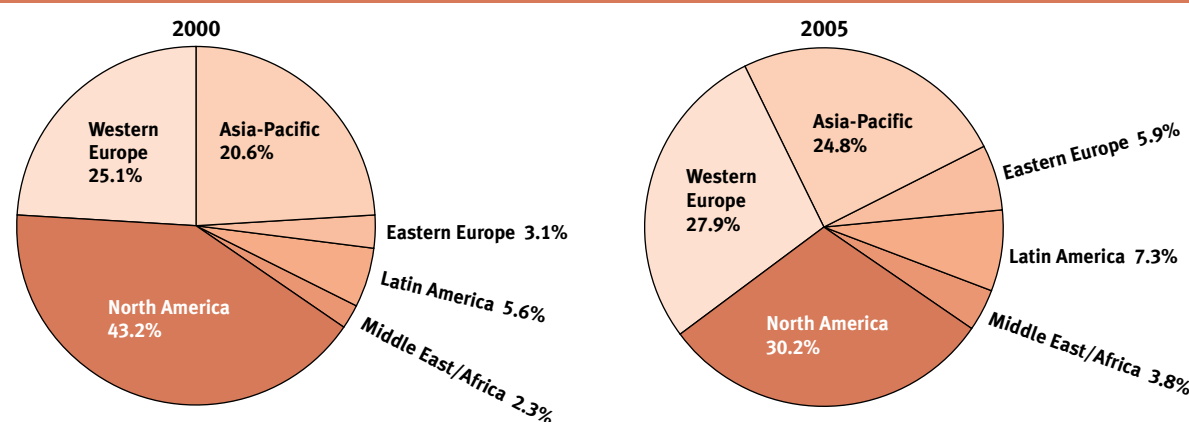


INTERNET USAGE IN THE TOP 15 COUNTRIES

Country	Online Population in Millions, 1999	Total Population in Millions, 1999	Percentage of Total Population Online
U.S.	110.8	273	40.6%
Japan	18.2	126	14.4%
U.K.	13.9	59	23.6%
Canada	13.3	31	42.9%
Germany	12.3	82	15.0%
Australia	6.8	19	35.8%
Brazil	6.8	172	4.0%
China	6.3	1,247	0.5%
France	5.7	59	9.7%
South Korea	5.7	47	12.1%
Taiwan	4.8	22	21.8%
Italy	4.7	57	8.4%
Sweden	3.9	9	43.3%
Netherlands	2.9	16	18.1%
Spain	2.9	39	7.4%

TOTAL POPULATION DATA ARE JULY 1999 ESTIMATES.
SOURCE: COMPUTER INDUSTRY ALMANAC, CENTRAL INTELLIGENCE AGENCY

INTERNET USERS BY REGION



TOP 10 COUNTRIES IN E-COMMERCE

Country	1998 (Billions)	Country	2002 (Billions)
U.S.	\$37.4	U.S.	\$409.0
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	\$1.4	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

IN BILLIONS. SOURCE: INTERNATIONAL DATA CORP.

BUSINESS-TO-CONSUMER E-COMMERCE REVENUES

