

Business and Financial Highlights from OPA Member Companies

Bankrate.com

- Bankrate.com reported that third quarter online publishing revenue of \$8.1 million was up \$1.8 million, or 30% over the 2002 third quarter.

Belo Interactive

- Belo Interactive, the Internet subsidiary of Belo Corp., has enjoyed compound annual revenue growth of 33% since 2000 due to its strong relationships with loyal local audiences and robust advertising solutions for advertisers.
- Belo Interactive is unique in its commitment to precision targeting of its audience on behalf of advertisers. This capability has driven targeted ad revenue from 6% of total revenue in 2002 to expectations of over 25% of total revenue in 2004.

CNET Networks

- CNET Networks' third quarter 2003 results illustrated the company's continued ability to grow revenues while effectively managing costs and take advantage of leveraged economics. The company reported operating profitability before depreciation and amortization (EBITDA) and year-over-year revenue growth during the third quarter of 2003.
- The company's global network of Internet properties reached an average of 65.5 million unique users on monthly basis during the third quarter of 2003, an increase of 29% from the year-ago quarter.

CondéNet

- CondéNet's Epicurious and Concierge sites grew ad revenue 95% in third quarter 2003 over 2002. Year to date ad revenue is up 61%.
- At Style.com, growth in page views has increased 73% year to date over 2002 and growth in unique visitors has increased 39% over 2002.
- For the second half of 2003, Style.com has attracted advertising from 27 new companies.

COX Newspapers

- In the important category of retail advertising, ad sales specifically for the Internet is generating more revenue year-to-date than the upsell of repurposed print ads.
- Dependence on the classified upsell continues to decline. It currently represents 50% of revenues compared with 70% a year ago.

ESPN.com

- ESPN.com achieved its largest audience number ever in October 2003 with a reported 18.6 million unique visitors, according to comScore/MediaMetrix.
- ESPN.com was recently presented with the "General Excellence Award" from the Online News Association.

iVillage

- At iVillage in Q3 more than 80 new advertisers and brands joined the mix and more than 30 major campaigns renewed.
- New advertisers and marketers, or those deepening their iVillage relationship by adding new brands, include Advanta, Biore, Jenny Craig, Met Life, National Geographic, Nextel Communications, and Samsonite, Colgate's "Total Advanced Fresh," Ford Motor Co.'s "Tied to the Cause," General Motors' "AutoChoiceAdvisor," Nissan's "Quest," Sony Pictures' "Daddy Day Care," and Stouffers' "Lean Cuisine," among others.

Knight Ridder Digital

- Knight Ridder Digital (KRD) had its strongest quarter ever in Q3 2003, with revenue of \$21.5 million up 51.3% from the third quarter of 2002.
- KRD's operating income was \$5.4 million versus an operating loss of \$2.8 million in the previous year.
- Knight Ridder's Real Cities Network saw a year over year increase of 32% in Men 18-34 visiting its sites as of September 2003.

MarketWatch.com

- MarketWatch.com's total revenue for the third quarter 2003 increased by 5.4%, driven primarily by an increase in advertising sales revenue of 30.0%.
- MarketWatch.com achieved profitability for the third quarter 2003, which marked the Company's 5th consecutive quarter of positive EBITDA.

Meredith Interactive Media

- Meredith Interactive Media has sold 1.5 million magazine subscriptions on its Web sites in the last three years.
- Meredith Interactive Media has over 90 Advertising Customers running ads during the 4th Quarter, 2003.

New York Times Digital

- Year-to-date advertising revenue (through Q3 2003) at New York Times Digital grew 29% from the year-ago period.
- New York Times Digital has been profitable for nine consecutive quarters.

Slate Magazine

- Slate Magazine's Q3 2003 advertising revenue more than doubled over Q3 2002.
- Slate Magazine's revenues exceeded costs for two consecutive quarters (Q3-Q4 2002).

SportingNews.com

- SportingNews.com delivered over \$7 million in new revenues from premium content in the past 2 years, accounting for 60% of its total online revenues.
- SportingNews.com has sold premium content products to over 400,000 unique users through over 500k transactions in the past 2 years.

Tribune Interactive

- Tribune Interactive revenues in the third quarter of 2003 were \$25 million, up 24 percent, due to strength in classified and banner and sponsorship advertising.

USATODAY.com

- USATODAY.com's focus on award-winning journalism, including its recently re-launched Travel section, continues to attract new readers. Readership of USATODAY.com has increased substantially with a 27% year over year increase in page views in October 2003.
- USATODAY.com continues its heritage of developing innovative advertising products, including the launch of behavioral and demographic segmentation in September 2003. The success of these new ad products has helped drive a 28% year over year increase in the USATODAY.com advertiser account base, based on results through October 2003.

The Wall Street Journal Online

- The Wall Street Journal Online continues to be the largest subscription news site with a paid circulation of 686,000 as of 9/30/03.
- The Wall Street Journal Online enjoyed a strong year of growth in ads sales, capped most recently by a better than 40% increase year over year for 3rd quarter. Increases were driven by strong demand to reach the Online Journal's exclusive audience of Senior Level Decision makers.

Washingtonpost.Newsweek Interactive

- Comparing the first nine months of 2003 to the first nine months of 2001, national and local advertising revenue at WPNI has increased 143%.
- In addition, unique visitors grew 45% from 2001 to present.

weather.com

- Q3 ad revenue at weather.com is up 59.4% over the same quarter last year.
- In Q3 2002, weather.com averaged 14.6 million unique users each month; in Q3 2003, that number increased to 20.6 million, which represents a 41% increase over Q3 2002.

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