



ZDNet News

News Consumption Habits are Shifting Online

As traditional print and broadcast news audiences are declining, the number of people logging on to Internet news sites is increasing substantially. Over the last three years, the percentage of Americans who regularly read newspapers has decreased 7%,** and the percentage who regularly watch television news has decreased 8%.* During that same period, however, the percentage of people who go online for news every day has increased

9%, and the percentage of people who log on for news at least once a week has increased 13%.* Tapping into this educated, tech-savvy audience is critical for marketers targeting this burgeoning demographic.

Tech News at Your Fingertips

The Internet economy moves at the speed of light. To stay ahead, you can't wait for tomorrow's newspaper to read yesterday's news, especially when it comes to technology -- you need the latest news when it happens. Churning out more than 20 continuously updated stories every day, ZDNet News' San Francisco, New York, and Boston bureaus deliver the day's most important tech news as it happens. Our in-depth coverage is spiced with interactive graphics, audio, video, and commentary from some of the tech world's most provocative pundits. ZDNet News was the first online news organization to provide stories to MSNBC, and our news coverage is enhanced by syndication deals with MSN, Yahoo, and Alta Vista.

ZDNet News has won several major awards; including the 2000 *Computer Press Association's Best Online News Story* for "Judgement Day: Microsoft vs. the DOJ," *Forbes Best of Web* (Fall Edition 2000) Technology News Category, and *CIO Magazine's 2000 Web Business 50/50 Award* for Online Excellence and Innovating Web Initiatives.

ZDNet News examines every angle of the tech world, including:

- Business
- Computing
- Internet
- E-crime
- Law
- International
- Investing
- Apple/Mac

A Powerful Audience with Money to Spend

ZDNet News' audience consists of tech-savvy people who are educated, hold influential positions of authority, and have disposable income***:

- 31% are managers
- More than 81% are business purchase influencers
- 43% work for organizations with 1,000 or more employees
- 53% are computer professionals
- More than 180,000 are active subscribers to wireless PDA plans
- Average HHI is \$75,000 per year
- More than 57% have a college or post graduate degree

Several different opportunities exist for marketers, including Banners, Skyscrapers, Macrobuttons, Sponsored Links, and an e-newsletter. For more information, please contact Stephanie Andolina (415-364-8025 or stephaniea@cnet.com).

* The Pew Research Center, June 2000

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***ZDNet Trak Study - Summer, 2000