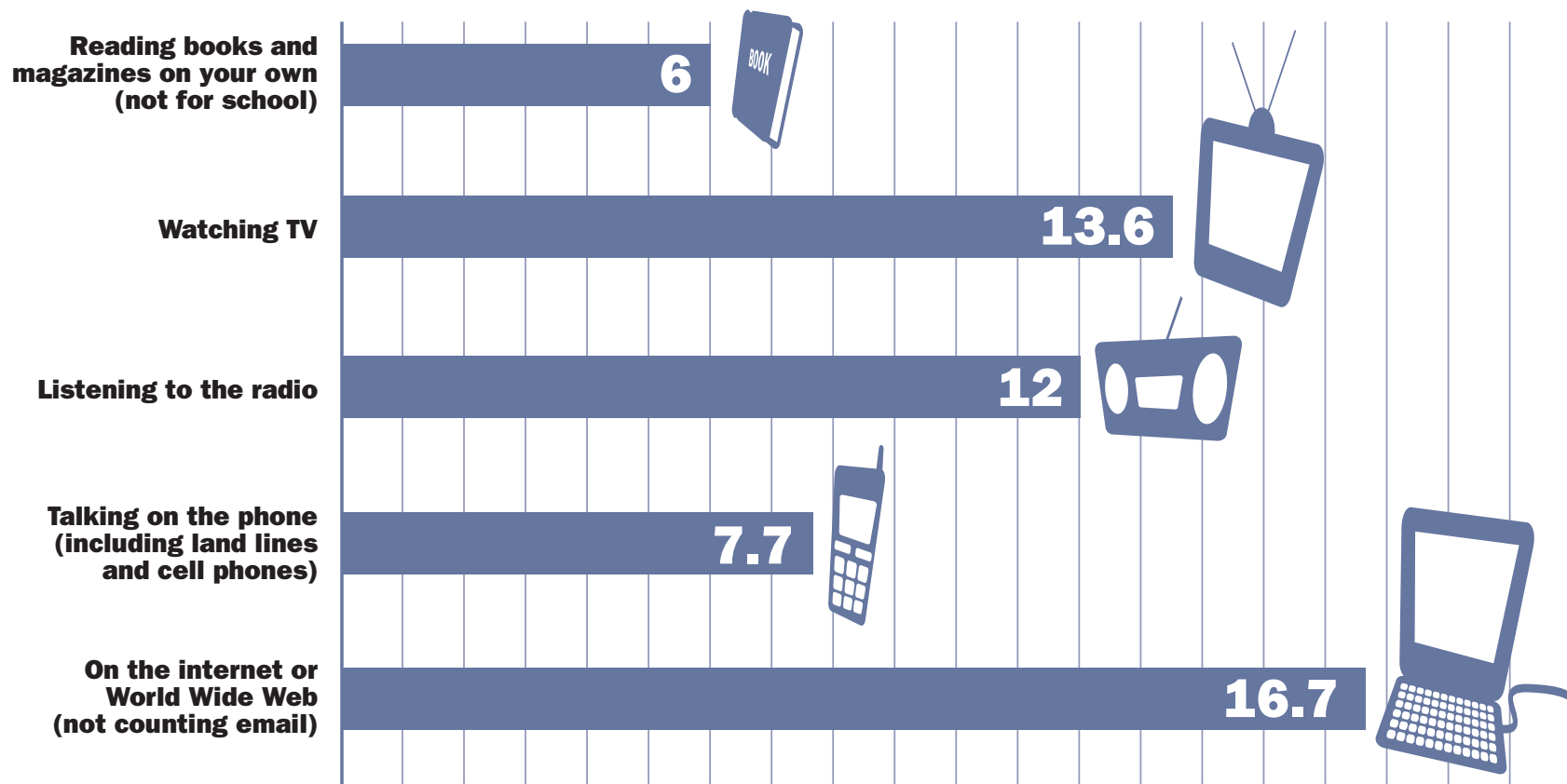


MEDIA LANDSCAPE

TIME SPENT WITH INTERNET EXCEEDS TIME SPENT WITH ANY OTHER MEDIA



Base: All respondents
(n=2618)

AVERAGE HOURS PER WEEK



BORN TO BE WIRED

The Role of New Media for a Digital Generation

A NEW MEDIA LANDSCAPE COMES OF AGE EXECUTIVE SUMMARY

COMMISSIONED BY

YAHOO!



RESEARCH
CONDUCTED BY



Teenage Research Unlimited

TRU

Project Directors:

John Geraci, Vice President of Youth Research, Harris Interactive

Dan Drath, Research Director, Teenage Research Unlimited

Judit Nagy, Senior Market Research Manager, Yahoo!

Joanne Burke, EVP, Managing Director, Carat Insight, Carat

Michelle Lynn, VP Associate Director, Consumer Strategies, Carat

Research inquiries may be directed to:

Judit Nagy

Sr. Market Research Manager

Yahoo!

701 First Avenue

Sunnyvale, CA 94087

teen-research@yahoo-inc.com

Michelle Lynn

VP, Associate Director, Consumer Strategies

Carat Insight

3 Park Avenue

New York, NY 10016

mlynn@carat-na.com

General inquiries may be directed to:

David Riemer

Vice President, Marketing Solutions

Yahoo!

701 First Avenue

Sunnyvale, CA 94087

driemer@yahoo-inc.com

Sarah Fay

President

Carat Interactive

360 Newbury Street

Boston, MA 02115

sfay@carat-na.com