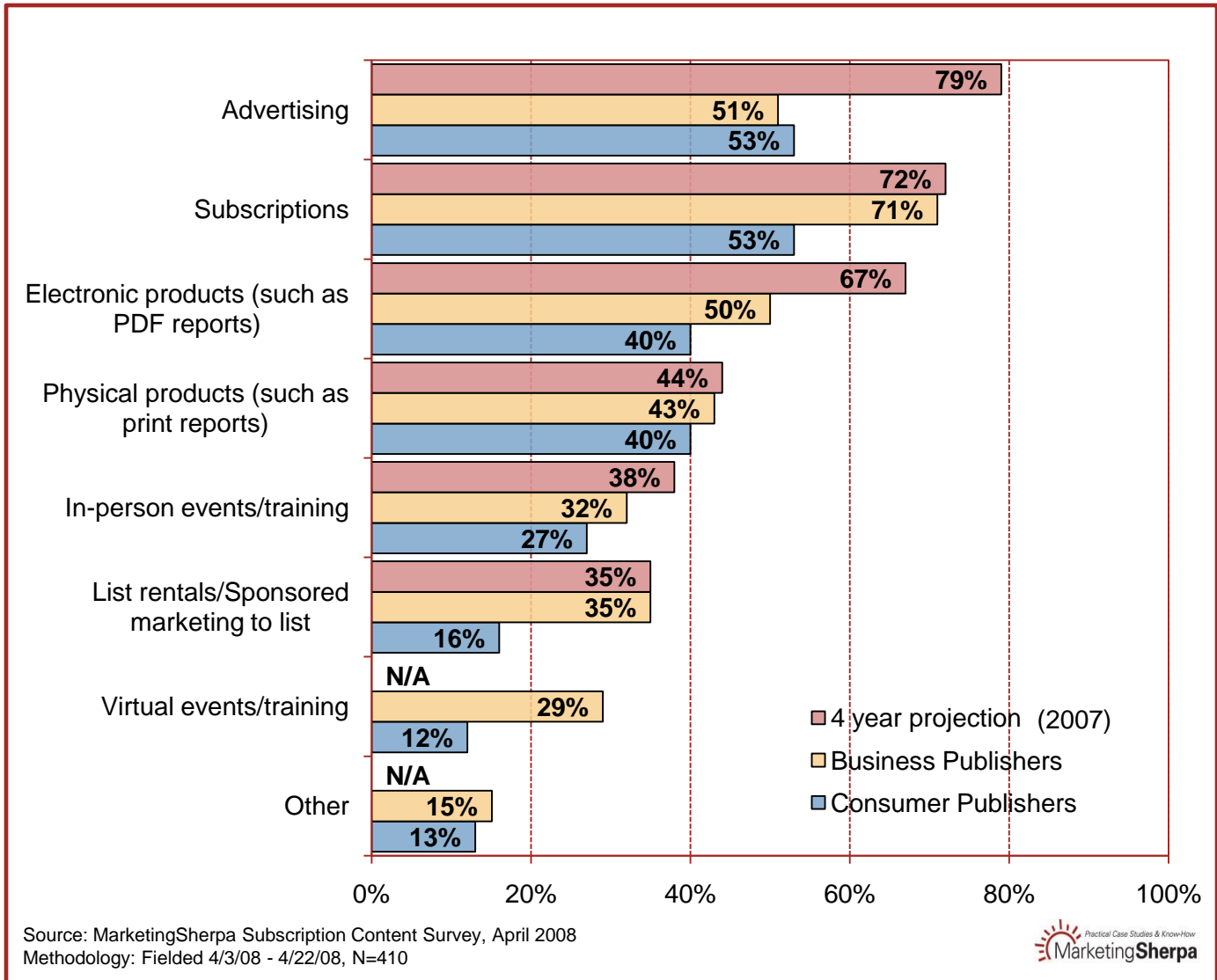
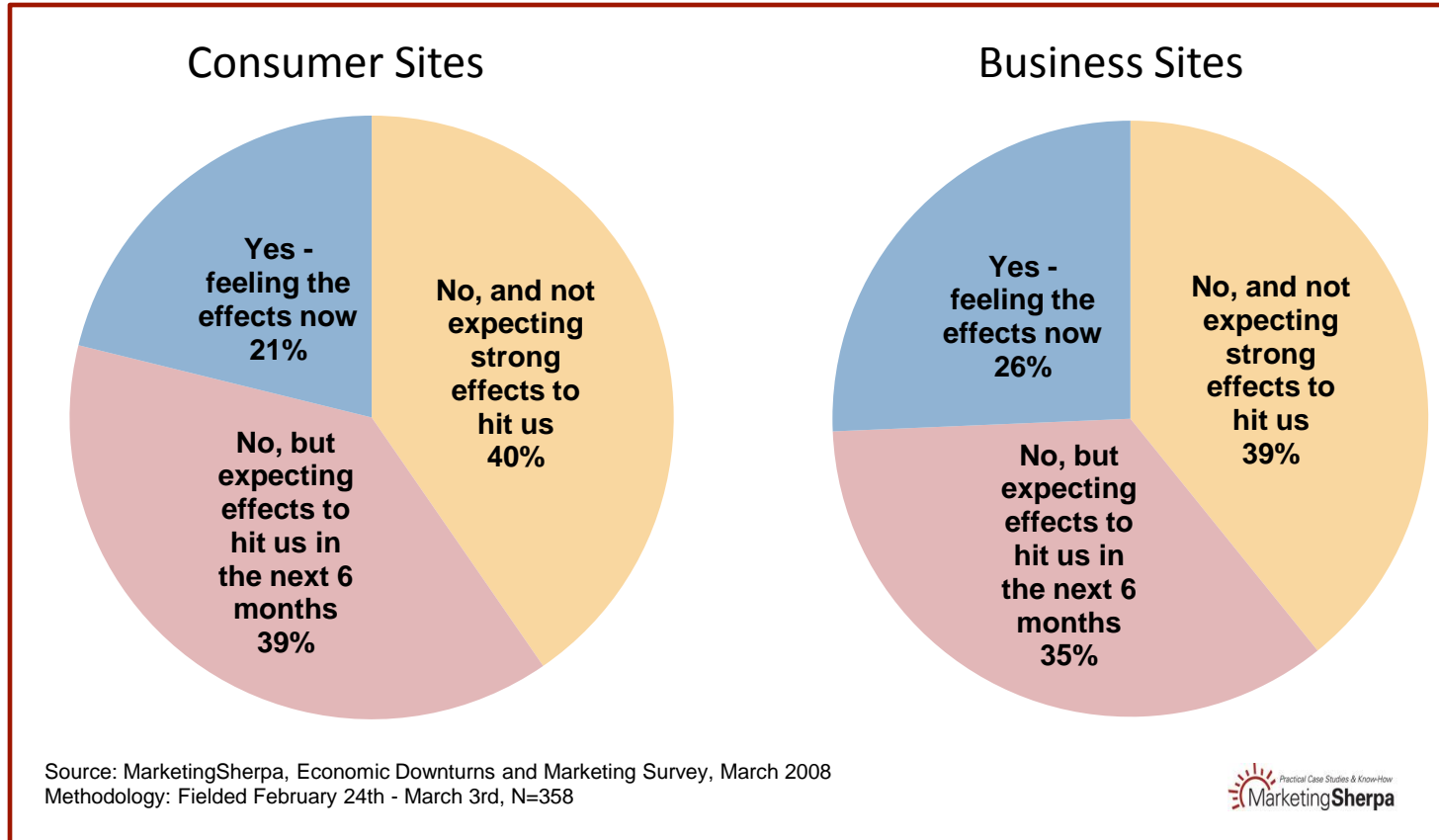


## Chart #1. Breakdown of Revenue Sources



## Chart #2. Impact of Economic Downturn



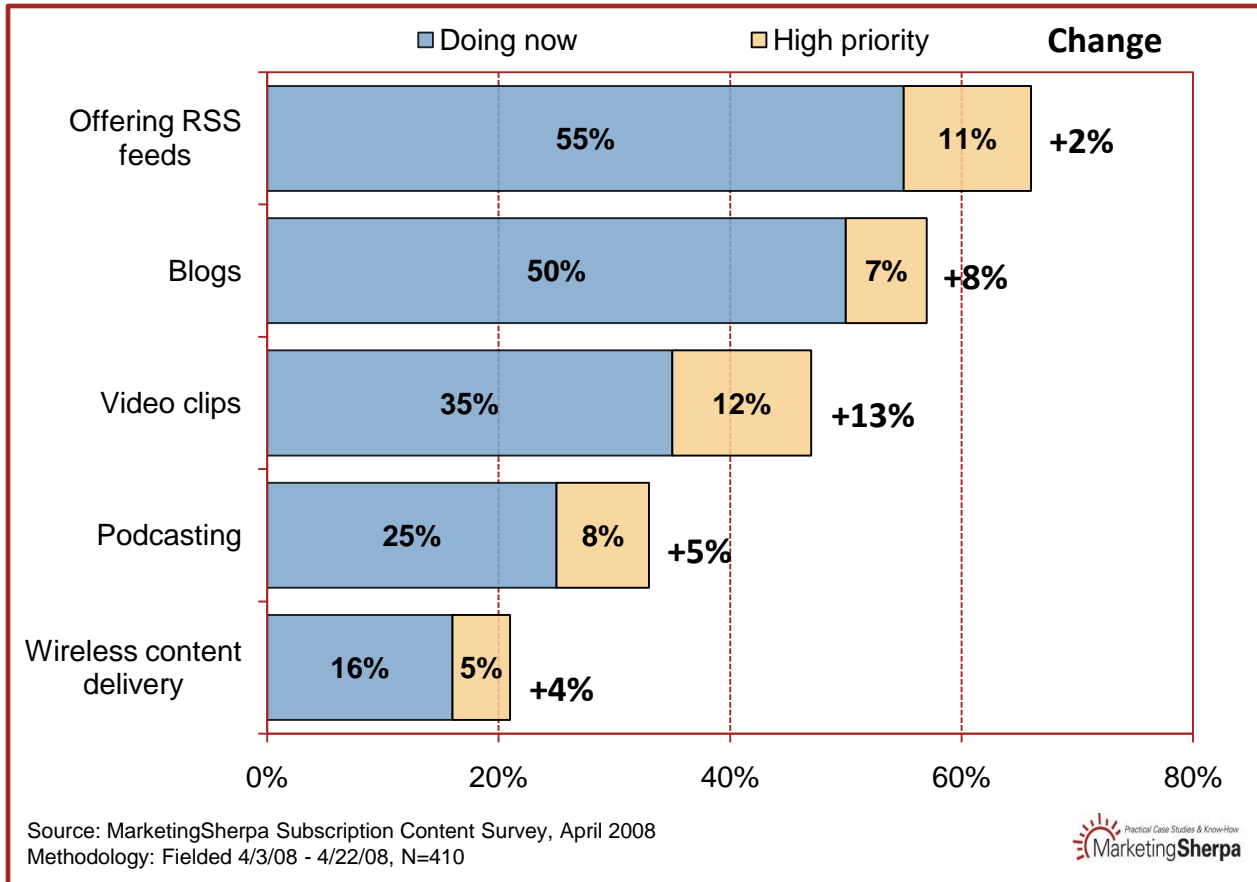
**Chart #3. Ranking Traffic Sources by Visitors' Quality & Quantity – B-to-B**



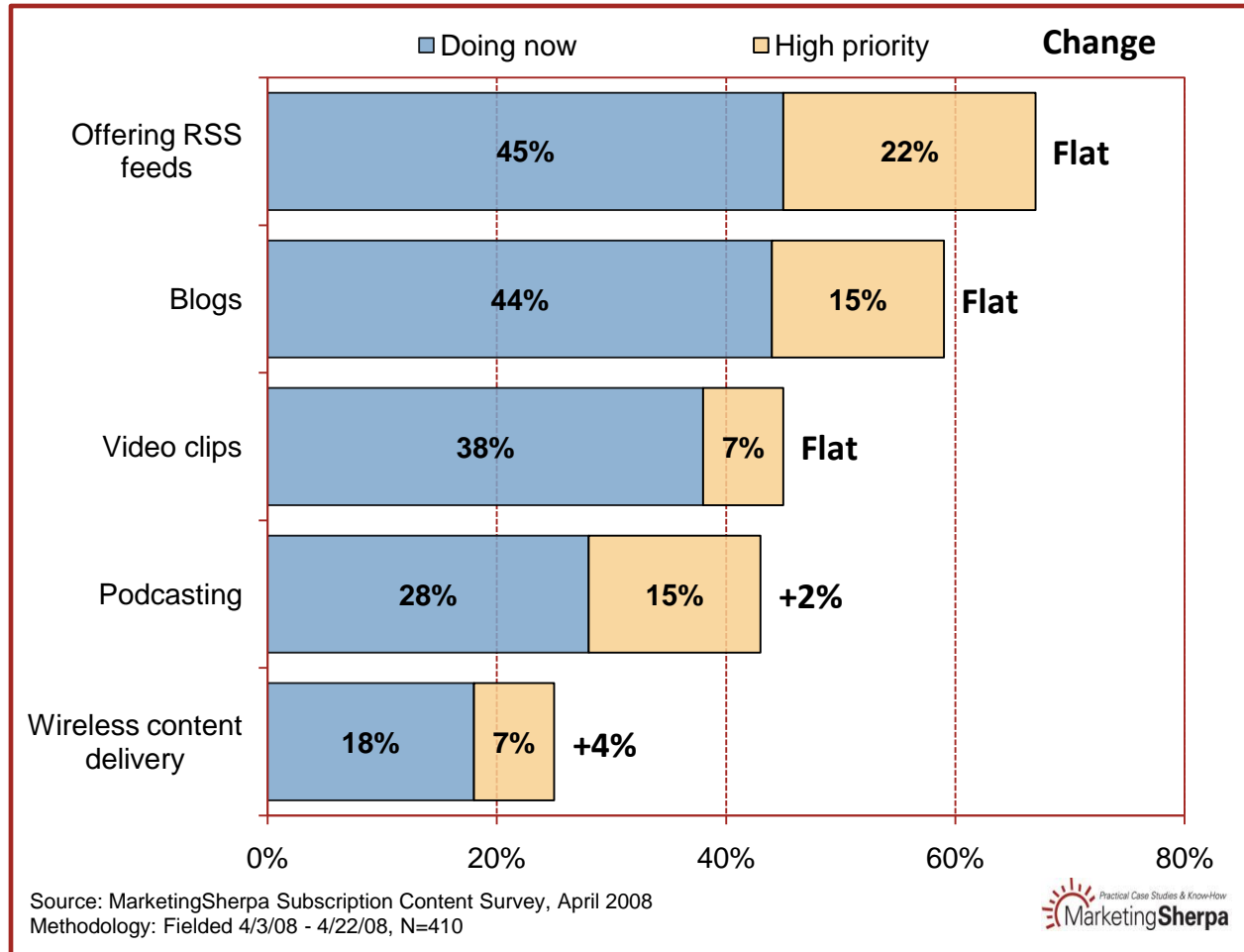
**Chart #4. Ranking Traffic Sources by Visitors' Quality & Quantity – Consumer**



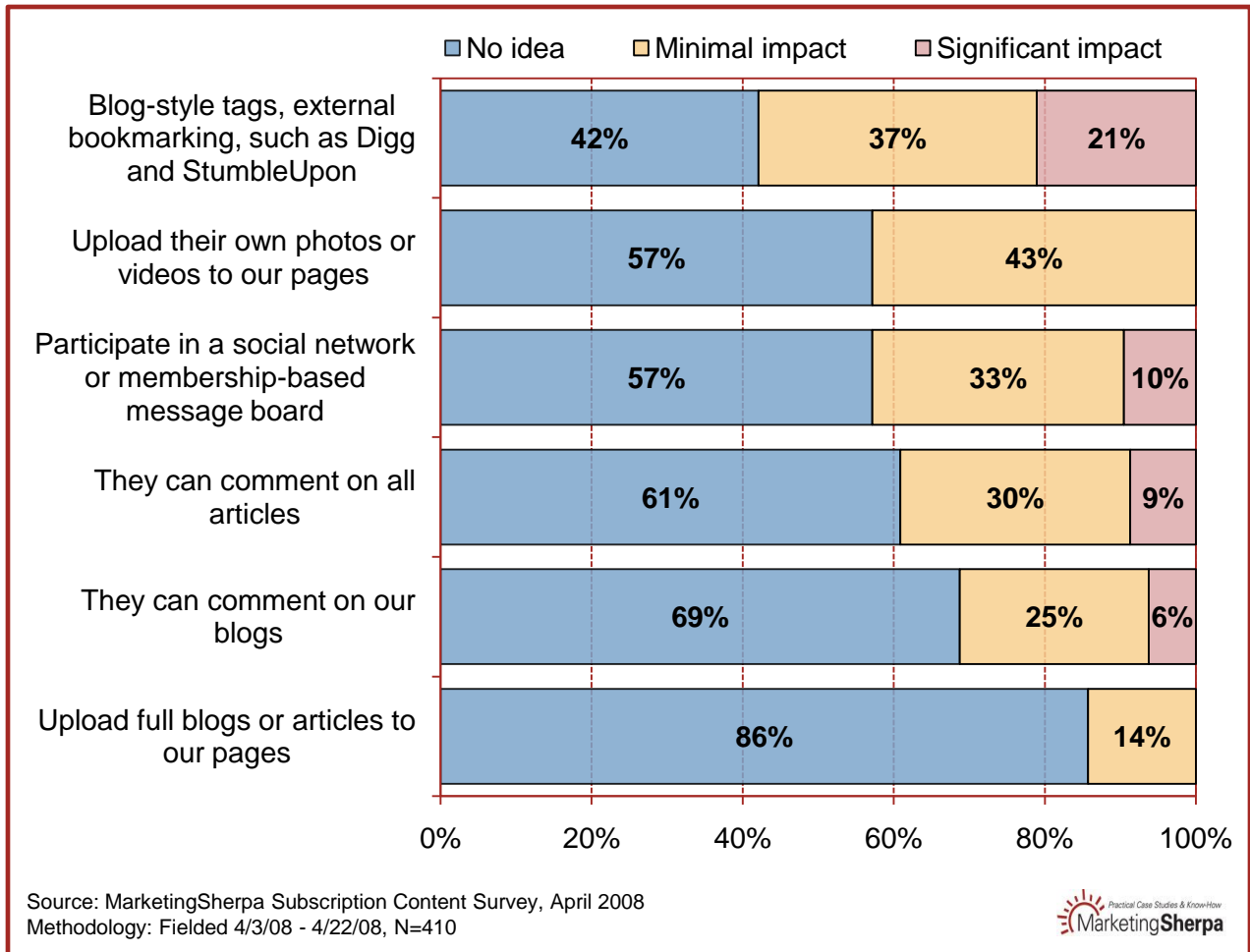
## Chart #5. Use of Emerging Content Distribution Channels – B-to-B



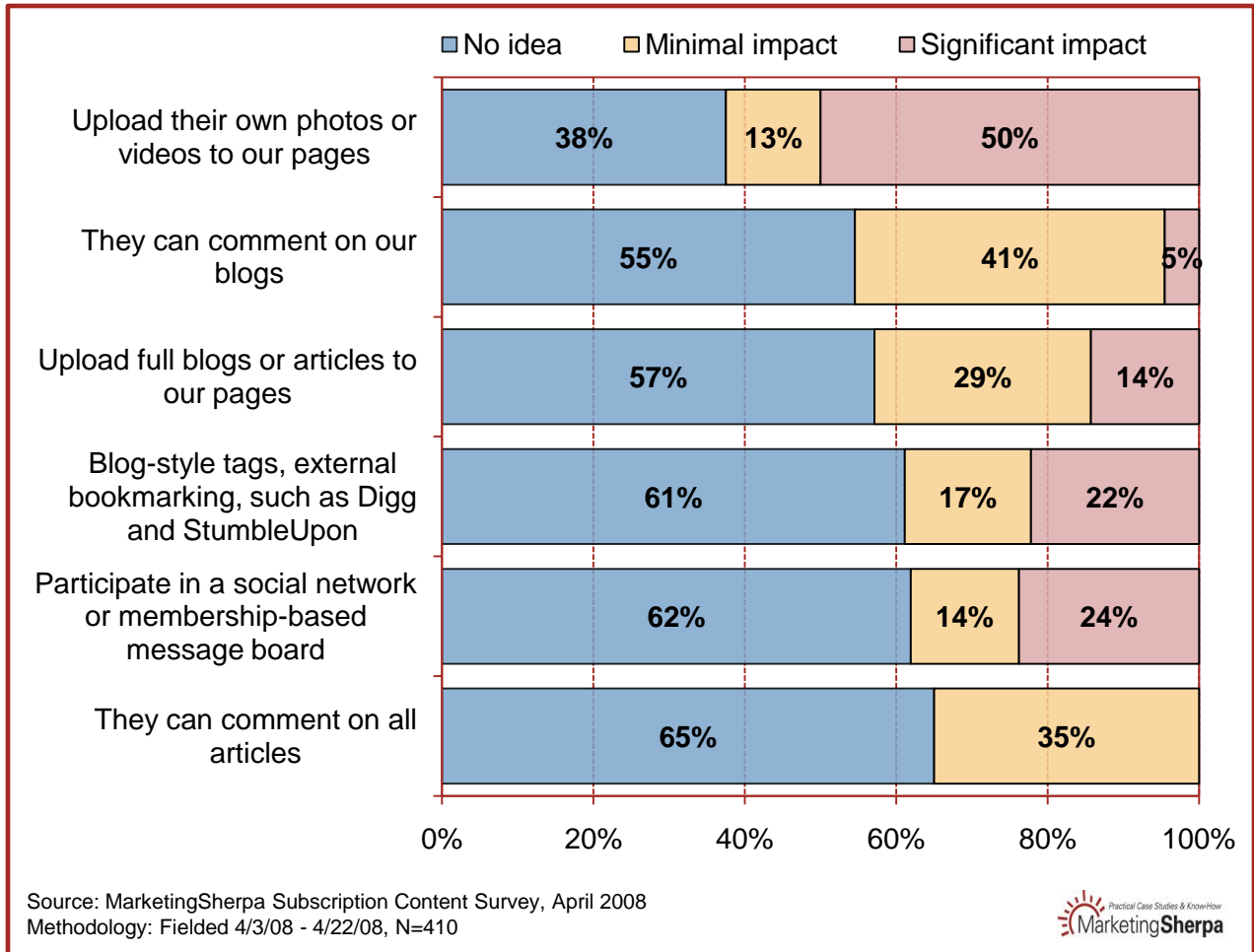
## Chart #6. Use of Emerging Content Distribution Channels – Consumer



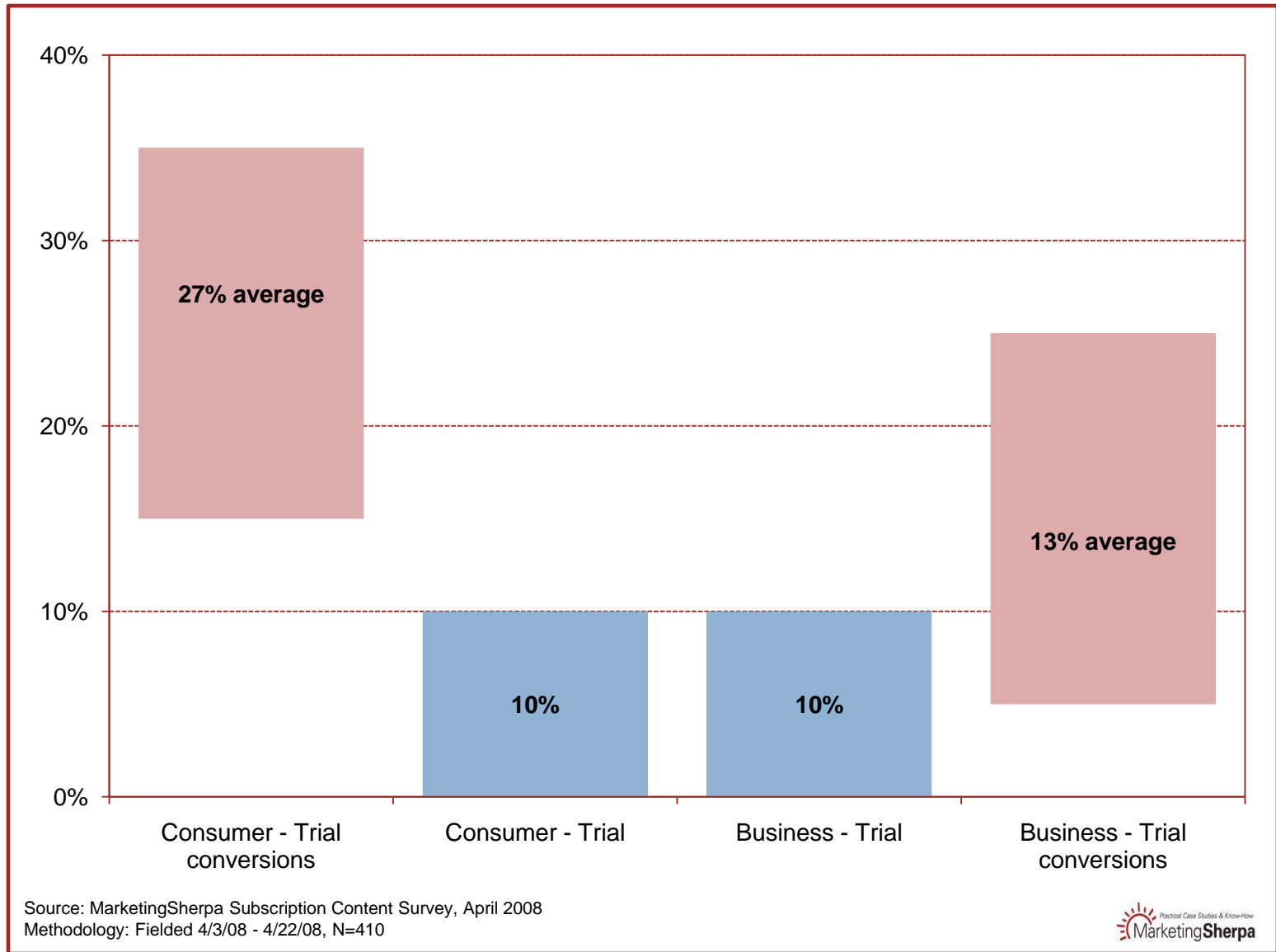
## Chart #7. Measuring Impact of Web 2.0 – B-to-B



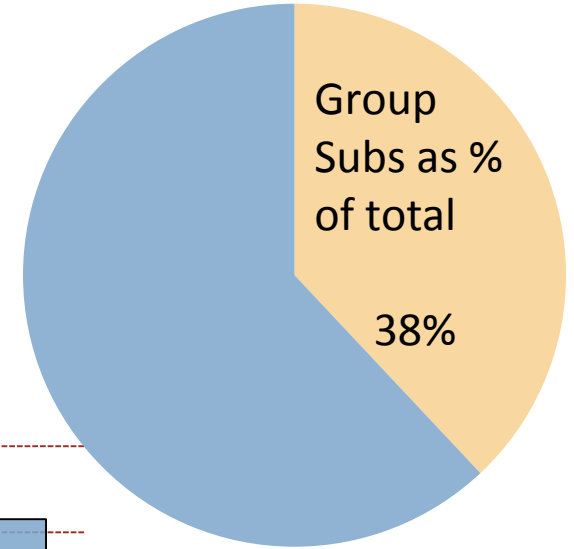
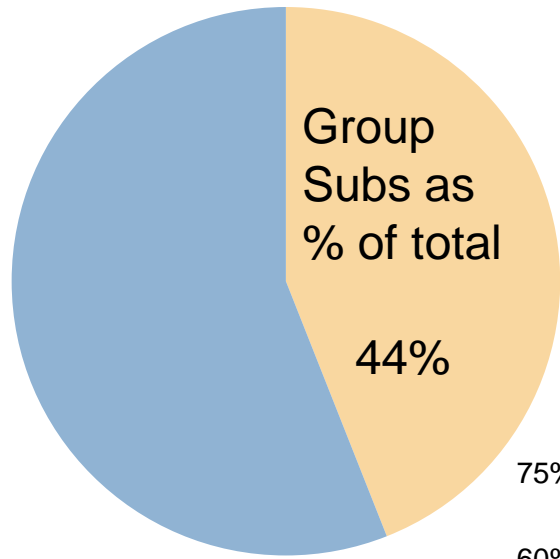
## Chart #8. Measuring Impact of Web 2.0 – Consumer



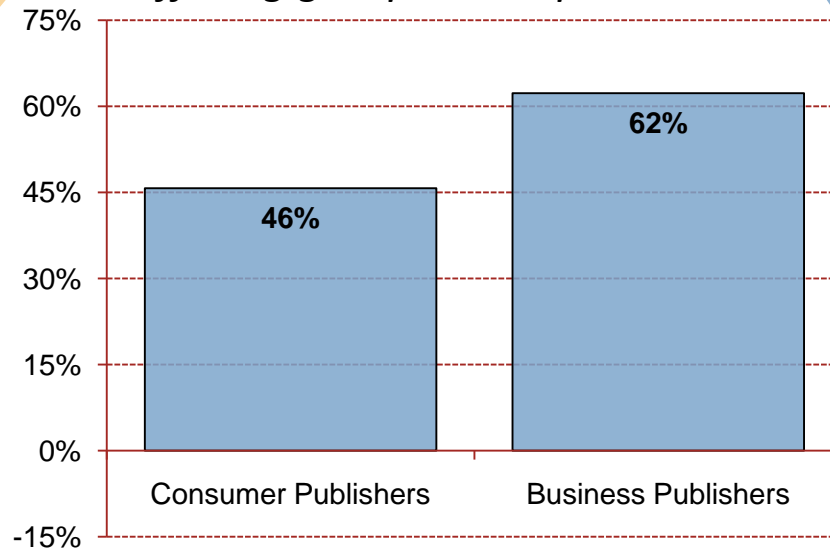
## Chart #9. Free Trial Starts & Conversions



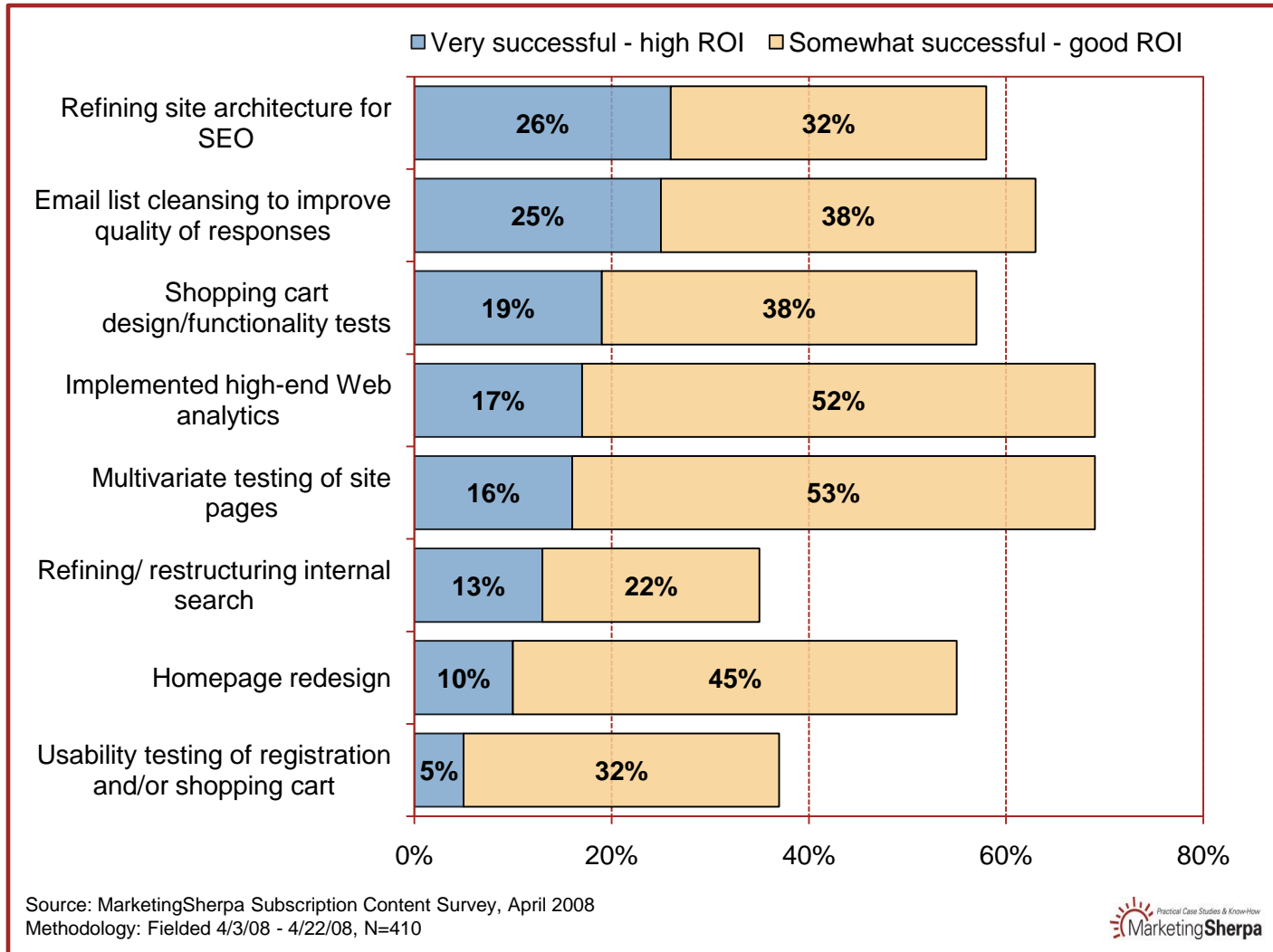
## Chart #10. Role of Group Subscriptions



*Offering group subscriptions*



### Chart #11. Tests that Deliver Best ROI – B-to-B



## Chart #12. Tests that Deliver Best ROI – Consumer

