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MOST WANTED MEDIA

Browsing the Stacks

By SHELLY FREIERMAN

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DRILLING DOWN/USED BOOKS

Browsing the Stacks

For some bibliophiles, negotiating dusty aisles of floor-to-ceiling shelves and stacked tables is becoming a thing of the past. Sales of used books, from mass-market paperbacks that sell for 50 cents to leather-bound first editions that sell for thousands of dollars, are increasingly being made online.

According to a 2003 survey by Book Hunter Press, which publishes guides to book dealers in the United States and Canada, sales of used books online have increased 11.3 percent since 2001.

The increase does not mean that traditional booksellers are suffering. “The stores contribute the bulk of the inventory online, because they’re the ones with the huge inventories of books,” said Susan Siegel, a co-owner of Book Hunter Press. In fact, 80 percent of sales in the \$614 million market were made by brick-and-mortar stores, which have adapted to the new technology and are selling both in the stores and online.

The survey also found that 78 percent of used-book dealers had sources of income in addition to sales revenue -- often Social Security or pensions. The Web has made it easier for retirees and part-time sellers to reach customers.

By SHELLY FREIERMAN

Most popular places to buy used books

| | SHARE OF TOTAL SALES, '03 | PERCENT CHANGE FROM '01 |
|----------------|---------------------------|-------------------------|
| Online | 54.4% | + 11.3% |
| Bookstores | 29.5 | - 8.0 |
| Book fairs | 3.9 | - 14.2 |
| Print catalog | 3.7 | - 12.0 |
| By appointment | 2.7 | - 2.2 |

Source: Book Hunter Press

Web sites for buying used books

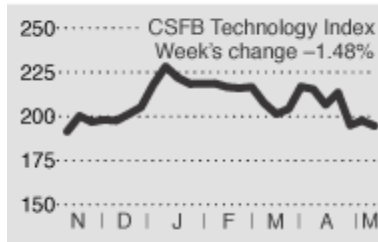
| | SHARE OF ONLINE SALES, '03 |
|--------------|----------------------------|
| Abebooks | 39.2% |
| Amazon.com | 17.3 |
| Alibris | 12.9 |
| eBay | 9.0 |
| Dealer sites | 8.6 |

STOCKS

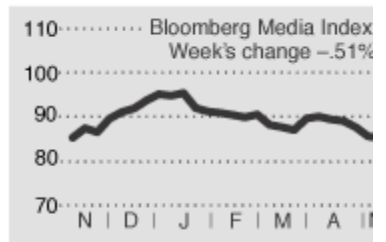
Stocks

Over all, technology and media stocks fell last week, mirroring declines in the three major market benchmarks. Cablevision, which declined 5.7 percent for the week, said that it had narrowed its losses but increased its high-speed Internet subscribers over last year.

Technology stocks



Media stocks



| WEAKEST STOCKS | FRI. CLOSE | WK. CHG. |
|---------------------|------------|----------|
| 1. B.E.A. Systems | \$ 8.34 | -21.0% |
| 2. Electronic Data | 16.08 | - 9.6 |
| 3. Juniper Networks | 20.92 | - 9.4 |
| 4. Nortel Networks | 3.57 | - 8.9 |
| 5. EMC/Mass | 10.41 | - 7.6 |

| WEAKEST STOCKS | FRI. CLOSE | WK. CHG. |
|----------------------|------------|----------|
| 1. Cablevision Sys. | \$20.39 | -5.7% |
| 2. Univision Comm.-A | 30.92 | -5.4 |
| 3. Cox Comm.-A | 29.51 | -4.4 |
| 4. Echostar Comm.-A | 30.27 | -4.3 |
| 5. UnitedGlobal-A | 7.00 | -4.0 |

Source: Bloomberg Financial Markets

BROADCAST TELEVISION

Programs at least 30 minutes long, May 3-9. A ratings point is 1.08 million homes.

| TITLE | NETWORK | RATING |
|-------------------------------|---------|--------|
| 1. Friends | NBC | 29.8 |
| 2. Friends Clilo Show | NBC | 22.0 |
| 3. E.R. | NBC | 19.1 |
| 4. American Idol (Tuesday) | FOX | 13.6 |
| 5. Survivor All-Stars Reunion | CBS | 13.1 |
| 6. Survivor All-Stars Finale | CBS | 13.0 |
| 7. CSI | CBS | 12.8 |
| 8. American Idol (Wednesday) | FOX | 12.3 |
| 9. 10.5,* Part 2 | NBC | 12.2 |
| 10. CSI: Miami | CBS | 11.6 |

Source: Nielsen Media Research *Movie

CABLE TELEVISION

Programs at least 30 minutes long, May 3-9. A ratings point is 1.08 million homes.

| TITLE | NETWORK | RATING |
|-----------------------------------|---------|--------|
| 1. The Sopranos | HBO | 5.0 |
| 2. N.B.A.: Lakers vs. Spurs | TNT | 4.1 |
| 3. WWE Raw Zone | SPIKE | 3.3 |
| 4. Timmy Jimmy ... (Fri., 8 p.m.) | NICK | 3.2 |
| 5. N.B.A.: Kings vs. Timberwolves | TNT | 3.1 |
| 6. WWE Raw | SPIKE | 3.0 |
| 7. Real World XIV | MTV | 2.9 |
| 8. Danny Phantom | NICK | 2.7 |
| Timmy Jimmy ... (Sat., 7 p.m.) | NICK | 2.7 |
| Fairly Odd ... (Sat., 10:30 a.m.) | NICK | 2.7 |
| Jimmy Neutron ... | NICK | 2.7 |

Source: Nielsen Media Research

WEB SITES*STICKEIEST*

March 2004. Ranked by average time visitors spent at site.

At home

| SITE | AUDIENCE | TIME PER PERSON | |
|-------------------|-------------|-----------------|---------|
| | | AUDIENCE | HRS:MIN |
| 1. PokerStars.com | 0.3 million | 15:06 | |
| 2. PalTalk.com | 0.3 | 8:11 | |
| 3. mIRC.com | 0.4 | 7:55 | |
| 4. Slings.com | 0.9 | 5:05 | |
| 5. AOL.com | 62.8 | 4:51 | |

At work

| SITE | AUDIENCE | TIME PER PERSON | |
|----------------------|--------------|-----------------|---------|
| | | AUDIENCE | HRS:MIN |
| 1. AOL.com | 21.5 million | 7:56 | |
| 2. Trillian.com | 0.7 | 5:53 | |
| 3. Juno.com services | 1.3 | 4:46 | |
| 4. WinMX.com | 0.6 | 4:12 | |
| 5. Yahoo.com | 37.0 | 2:50 | |

Source: Nielsen/NetRatings

MOVIES

Box office receipts, estimates in millions.

| TITLE (WEEKS OUT) | WEEKEND GROSS | TOTAL GROSS |
|-------------------------------|---------------|-------------|
| 1. Troy (1) | \$45.6 | \$45.6 |
| 2. Van Helsing (2) | 20.1 | 84.5 |
| 3. Mean Girls (3) | 10.1 | 55.3 |
| 4. Breakin' All the Rules (1) | 5.3 | 5.3 |
| Man on Fire (4) | 5.3 | 64.3 |
| 5. 13 Going on 30 (4) | 4.2 | 48.6 |
| 7. New York Minute (2) | 3.8 | 10.7 |
| 8. Laws of Attraction (3) | 2.1 | 15.4 |
| 9. Kill Bill Vol. 2 (5) | 1.6 | 60.8 |
| 10. Envy (3) | 1.1 | 12.0 |

Source: Nielsen EDI

MOVIE RENTALS

Rental revenue, in millions. May 3 through 9.

| VHS (WEEKS OUT) | WEEK | TOTAL |
|---------------------------------|--------|--------|
| 1. The Last Samurai (1) | \$2.02 | \$2.04 |
| 2. Big Fish (2) | 1.12 | 2.59 |
| 3. The Haunted Mansion (3) | 1.07 | 4.54 |
| 4. Master and Commander ... (3) | 0.88 | 4.52 |
| 5. Peter Pan (1) | 0.87 | 0.88 |

| DVD (WEEKS OUT) | WEEK | TOTAL |
|---------------------------------|--------|---------|
| 1. The Last Samurai (1) | \$7.39 | \$ 7.49 |
| 2. Big Fish (2) | 3.94 | 9.57 |
| 3. Stuck on You (2) | 3.48 | 8.21 |
| 4. Master and Commander ... (3) | 3.43 | 16.45 |
| 5. The Haunted Mansion (3) | 3.03 | 12.00 |

Source: Video Business

SOFTWARE/PERSONAL PRODUCTIVITY

Top sellers, March 2004.

Windows

| TITLE | PUBLISHER | AVG PRICE |
|---------------------------|-------------|-----------|
| 1. Streets & Trips 2004 | Microsoft | \$ 36 |
| 2. DVD X Copy Platinum | 321 Studios | 112 |
| 3. DVD Ripper JC | Cosm | 8 |
| 4. Easy Media Creator 7.0 | Roxio | 90 |
| 5. DVD X Copy Express | 321 Studios | 57 |

Macintosh

| TITLE | PUBLISHER | AVG PRICE |
|------------------------|-----------|-----------|
| 1. Toast 6.0 Titanium | Roxio | \$88 |
| 2. Garageband Jam Pack | Apple | 98 |
| 3. Guitar Method 3 | Emad a | 56 |
| 4. Route 66 2004 USA | Route 66 | 39 |
| 5. Peak 4.0 LE | Bias | 80 |

Source: NPD Group/NPD Techworld

MUSIC ALBUMS

May 3 through 9.

| TITLE | ARTIST | LABEL |
|-----------------------|---------------|-----------|
| 1. Confessions | Usher | La Face |
| 2. D12 World | D12 | Interscop |
| 3. Musicology | Prince | Sony |
| 4. Still Writing ... | Pete Dinklage | Jive |
| 5. Girl in ... Room | Diana Krall | Verve |
| 6. The Reason | Hoobastank | Island |
| 7. Hurt No More | Mario Winans | Bad Boy |
| 8. Feels Like Home | Norah Jones | Blue Note |
| 9. Closer | Josh Groban | Warner |
| 10. Now That's ... 15 | Various | Capitol |

Source: SoundScan/Billboard

MAGAZINES/NATIONAL TITLES

Advertising pages, June 2004.

| ENTHUSIAST | PAGES | 2003 % CHANGE |
|-----------------------------|-------|---------------|
| 1. Power & Motoryacht | 218.0 | + 9.8% |
| 2. Yachting | 176.7 | +14.9 |
| 3. Golf Digest | 147.3 | + 1.5 |
| 4. Golf Magazine | 144.5 | -12.7 |
| 5. Popular Photo. & Imaging | 128.6 | - 4.7 |

| MEN'S LIFESTYLE | PAGES | % CHNG |
|------------------|-------|--------|
| 1. GQ | 112.0 | -14.2% |
| 2. Details | 110.3 | + 7.4 |
| 3. Men's Health | 106.4 | +15.3 |
| 4. Men's Fitness | 103.7 | +74.9 |
| 5. Maxim | 98.8 | - 0.7 |

Source: Mediaweek

HARDWARE

Top sellers, March 2004.

DVD Players Total \$175.2 million

| COMPANY | UNIT SHARE |
|--------------|------------|
| 1. CyberHome | 12.7% |
| 2. Sony | 12.5 |
| 3. Toshiba | 11.0 |
| 4. Samsung | 7.1 |
| 5. Apex | 6.9 |

Televisions Total \$807.9 million

| COMPANY | UNIT SHARE |
|--------------|------------|
| 1. Sony | 14.0% |
| 2. Apex | 11.5 |
| 3. Toshiba | 10.8 |
| 4. RCA | 8.8 |
| 5. Panasonic | 7.7 |

Source: NPD Group/NPD Techworld

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