

THINK ABOUT HEDGING YOUR NET BETS IN 2005

By *Bambi Francisco*, CBS.MarketWatch.com Last Update: 12:01 AM ET Dec. 21, 2004

SAN FRANCISCO (CBS.MW) -- Outside my apartment building, a stack of yellow page books stands untouched, as tenants, like myself, increasingly bypass them as relics of an old world...

NET RELATED STOCKS HAVE DOUBLED & TRIPPLED!

For information, we go online, and type in what we're looking for. In search advertising jargon, it's called a keyword. Because more people (like my neighbors and myself) are on the Web, keyword search advertising is expected to rise to \$19 billion in four years, up 20 percent compounded annually, according to Goldman Sachs.

The rise is from an increase in keywords and a rise in prices paid for them.

Another piece of positive news for online businesses was the leap in shopping revenue so far this holiday season. Online shopping sales are expected to rise closer to 30 percent than an earlier estimate of about 24.5 percent.

The behavioral shift in where we shop and go about finding information...has caused the...shift in advertising dollars and commerce to the Web.

However, at this juncture, only three percent of total advertising is online...

and less than 2 percent of commerce is conducted online!

THIS FAST MOVING TREND HAS NOT GONE UNNOTICED BY WALL STREET.

**From large to small, new to old,
Anything Net-Related Is Up.**

**In some cases,
Stocks Have Doubled And Tripled!**