

**Commentary: NICHE SITES ARE MOVING INTO PRIME TIME**

By [Bambi Francisco](#), CBS.MarketWatch.com Last Update: 12:22 AM ET Nov. 2, 2004

## Advertising is going online, and it's going across a number of niche sites

Internet niche sites collectively...become the prime-time programming of the new generation. What (would) a good investment be? Given the trend in advertising and media behavior of the younger generations, niche sites would be on the shortlist.

The reason these sites would be attractive to stock investors is that they're attractive to marketers. The reason they're attractive to marketers is as simple as it is obvious: Society is filled with ... extremely individualized consumers who can now choose what media material they want and when.

Translation: It's not a one-size-fits-all world. Better get niche.

## From three to millions

Clearly, the action is on the Web. Online advertising is only about 3 percent of total advertising, yet people spend more than 15 percent of their media time online, according to Deutsche Bank.

Niche sites will help big media conglomerates deliver to advertisers what they want: A big audience of potential consumers.

Can you feel the adrenaline rush?

## Editor's Comment: Better Get Network...