

TOP 10 INTERNET TRENDS IN 2004

eOneNet-Trends

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KUALA LUMPUR, Jan 14 -- The Internet and e-Commerce will grow like wild fire in 2004, according to a prediction made by eOneNet.com, the leading eBusiness and Internet marketing services provider in Malaysia, during a Power Internet Luncheon held in Kuala Lumpur recently.

The top 10 Internet trends 2004 predicted by eOneNet.com are:

1. World Internet population will continue to grow at an exponential rate, with China taking the lead in Asia having more than 100 million Internet users.
2. Broadband Internet penetration will continue to grow with China and US in the lead with an expected growth rate exceeding 30% each.
3. Online retail sales will still be led by the US with an expected revenue exceeding US\$80 billion.
4. Paid search will account for the biggest online ad spending. With the successful paid search business models of Google and Overture, more search engines will offer paid search advertising.
5. Spams will increase at least 20% despite the new US anti-spam law. The US legislators will be forced to consider amending the anti-spam law from an opt-out law to an opt-in law.
6. Ads placed in opt-in email newsletters will increase 25% as legitimate marketers find this is the easier way to comply with the anti-spam law and a better way of targeting customers.
7. Rich media will continue to be hot. More than 25% of online ads served will contain rich media contents.
8. 20% more small businesses will develop their own websites or use the Internet as a sales and marketing channel.
9. Entertainment online will be grow at a rapid pace, with more sites offering videos and digital music download services.
10. The Internet boom will revive with more Internet companies going for IPO both in the US and in Asia, in particular kicked off by the

most

anticipated Google IPO in Spring.

"The Internet will not just change the way people work, shop and play, it will also create more millionaires faster than any other industries," said Fione Tan, President & CEO of eOneNet.com.

eOneNet's Internet marketing workshop, which got top rankings in international search engines, has helped many entrepreneurs and companies to increase online sales and website performance. Check out the workshop schedule in 2004 at www.eOneNet.com

About eOneNet.com

eOneNet.com, wholly owned by eOneNet.com Sdn Bhd, commenced operations in April, 2000. eOneNet is the leading e-Business and Internet marketing services provider in Malaysia, offering web design, web hosting, website management, top placement in search engines and e-Commerce payment facilities.

eOneNet.com is the Organiser of e-Business Ownership Campaign 2000 and 2001, and the Co-Organiser of MATTA e-Business Conference 2000. eOneNet is also the Official Website Services Provider for Miss Malaysia/World Pageant. Among other clients include Goodyear, FujiXerox, Apple Malaysia, NEC and international banks.

eOneNet.com organizes various internet marketing seminars, and e-business workshops for companies and entrepreneurs wishing to sell online, or boost their website performance.

For more information, visit www.eOneNet.com or email success@eOneNet.com

About Fione Tan

Fione Tan is the co-founder, President & CEO of eOneNet.com, the top Internet marketing services provider in Malaysia, which specialises in e-Business and e-Marketing. eOneNet.com clients include FujiXerox M'sia, NEC M'sia, and Miss Malaysia / World Pageant.

Fione is the first Malaysian to rank top Internet marketing coach in Yahoo and Google. She is the head coach of Internet Success Coaching Program. She has helped clients ranging from home-based, small businesses and multinational companies to increase sales and leads online.

Fione is also a contributor for internet related articles in local Internet magazine and online portals. In 2003, Fione was selected as a contributor for a World Economic Forum book entitled "The Malaysian Journey - Progress through Diversity" with a chapter on The Internet and Social Change in Malaysia. The book also features industry movers and shakers such as Tan Sri Francis Yeoh (YTL Group), and Datuk Jannie Tay (The Hour Glass Group, with foreword by Tun Dr. Mahathir bin Mohamad (past Prime Minister of Malaysia)

Prior to setting up eOneNet.com, Fione has been involved in the Financial Services industry, with monthly portfolios of Rm1 million. She received her university education with double majors in Management and Marketing and graduated with honors from Iowa, USA.

For Fione's full biodata, visit www.FioneTan.com

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