

Exhibit 3
to the Affidavit of
Alia L. Smith

Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email Export Add to Dashboard Shortcut

This report is based on 501,826,792 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions 100.00%

+ Add Segment

Overview

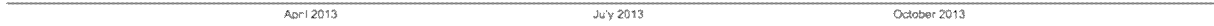
Sessions VS. Select a metric

Hourly Day Week Month

Sessions

20,000,000

10,000,000



Sessions 501,826,792

Users 206,428,913

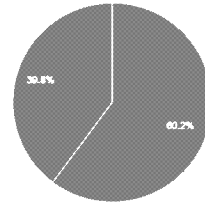
Pageviews 1,051,145,639

Pages / Session 2.09

Avg. Session Duration 00:05:47

Bounce Rate 57.58%

Returning Visitor New Visitor



Audience Overview

Jan 1, 2012 - Dec 31, 2012

Email Export Add to Dashboard Shortcut

This report is based on 360,025,567 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions 100.00%

+ Add Segment

Overview

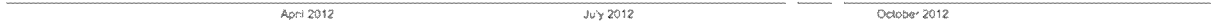
Sessions VS. Select a metric

Hourly Day Week Month

Sessions

20,000,000

10,000,000



Sessions 360,025,567

Users 142,664,230

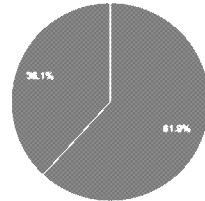
Pageviews 1,080,757,234

Pages / Session 3.00

Avg. Session Duration 00:03:33

Bounce Rate 39.31%

Returning Visitor New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 332,826,054 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

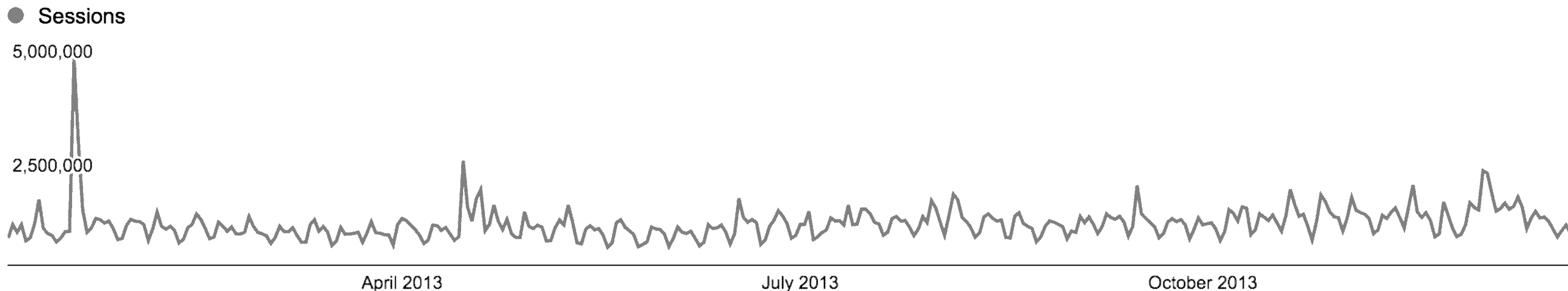
All Sessions
100.00%

+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month



Sessions
332,826,054

Users
101,288,567

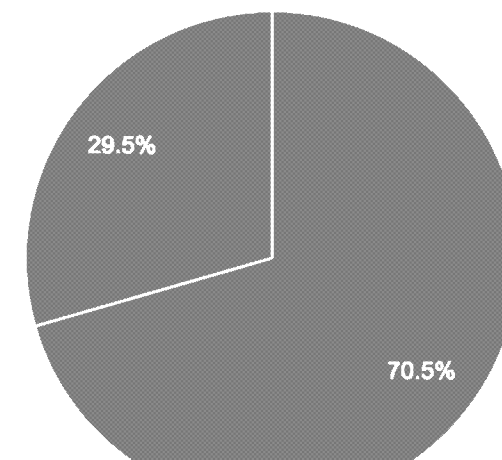
Pageviews
740,984,872

Pages / Session
2.23

Avg. Session Duration
00:03:56

Bounce Rate
55.60%

■ Returning Visitor ■ New Visitor



Audience Overview

Jan 1, 2012 - Dec 31, 2012

Email Export Add to Dashboard Shortcut

This report is based on 472,503,393 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

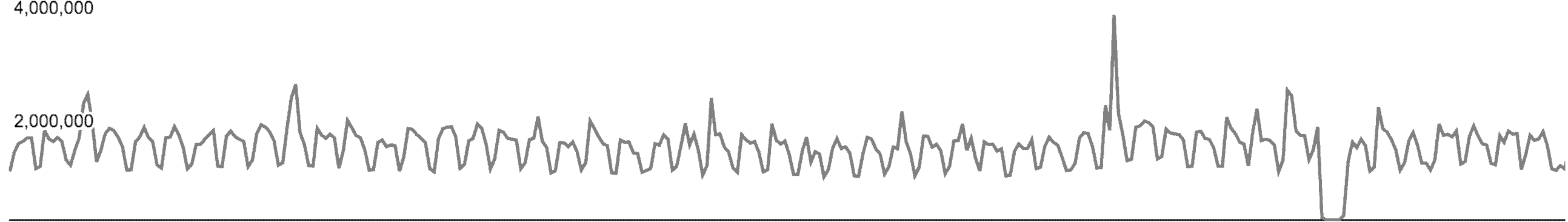
Sessions VS. Select a metric

Hourly Day Week Month

● Sessions

4,000,000

2,000,000



April 2012

July 2012

October 2012

Sessions

472,503,393



Users

160,065,328



Pageviews

1,526,527,552



Pages / Session

3.23



Avg. Session Duration

00:04:09

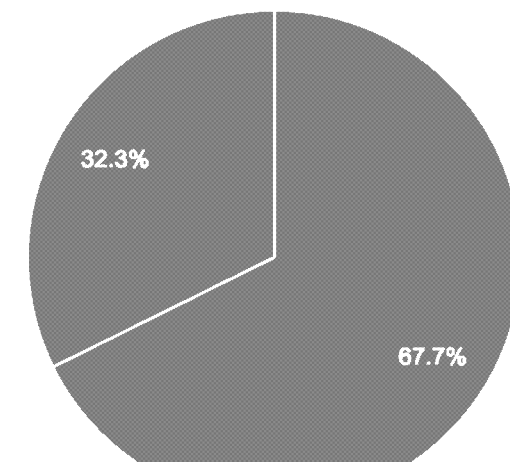


Bounce Rate

39.51%



■ Returning Visitor ■ New Visitor



Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email Export Add to Dashboard Shortcut

This report is based on 451,149,222 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions 100.00%

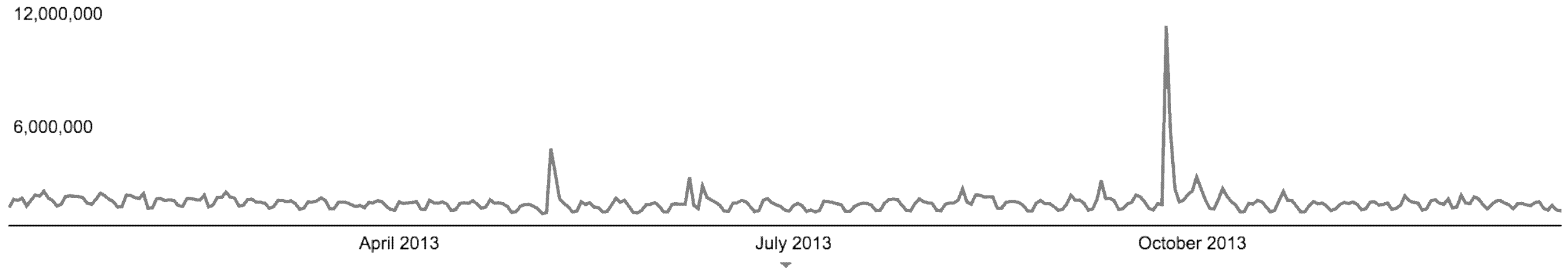
+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions
451,149,222

Users
186,706,583

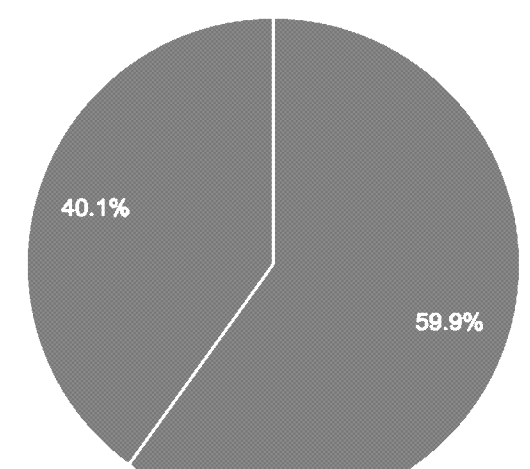
Pageviews
870,575,153

Pages / Session
1.93

Avg. Session Duration
00:03:18

Bounce Rate
59.32%

Returning Visitor New Visitor



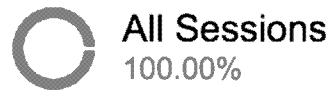
Audience Overview

Jan 1, 2012 - Dec 31, 2012

Email Export Add to Dashboard Shortcut

This report is based on 174,303,363 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision



+ Add Segment

Overview

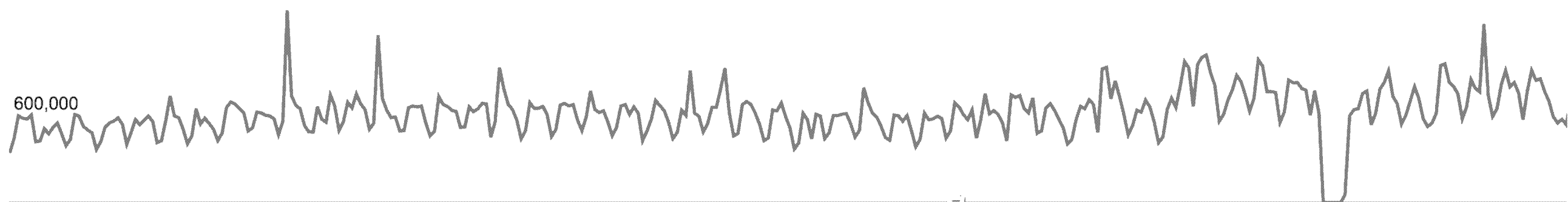
Sessions VS. Select a metric

Hourly Day Week Month

● Sessions

1,200,000

600,000



April 2012

July 2012

October 2012

Sessions

174,303,363



Users

67,394,277



Pageviews

564,671,953



Pages / Session

3.24



Avg. Session Duration

00:03:33

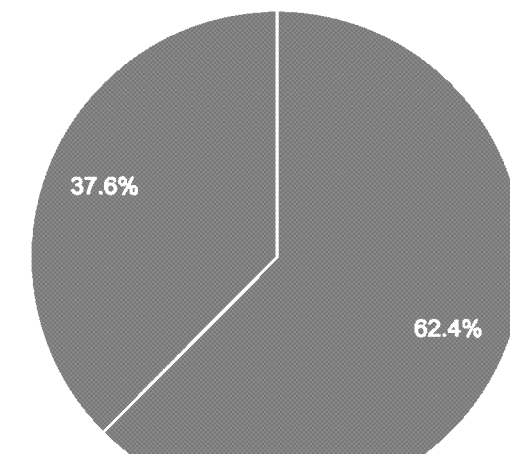


Bounce Rate

38.15%



■ Returning Visitor ■ New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 259,318,218 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

● Sessions

2,000,000

1,000,000



April 2013

July 2013

October 2013

Sessions

259,318,218



Users

112,816,368



Pageviews

492,555,129



Pages / Session

1.90



Avg. Session Duration

00:03:10

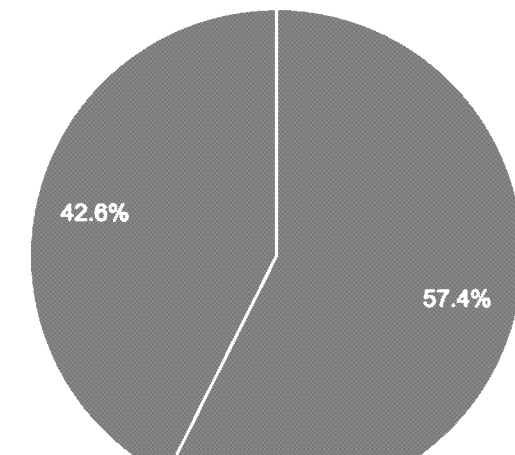


Bounce Rate

62.51%



■ Returning Visitor ■ New Visitor



Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 231,985,515 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

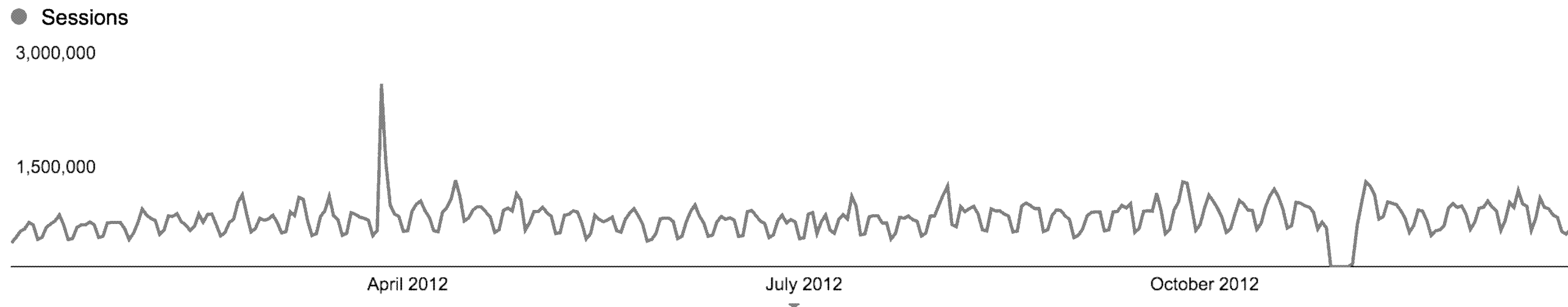
All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions
231,985,515

Users
84,087,410

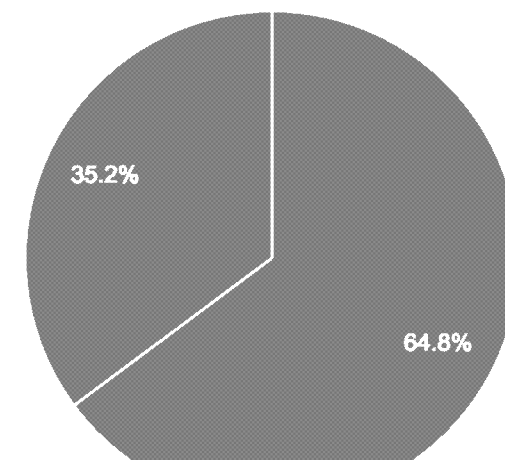
Pageviews
909,920,421

Pages / Session
3.92

Avg. Session Duration
00:05:15

Bounce Rate
38.15%

Returning Visitor New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 283,894,713 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

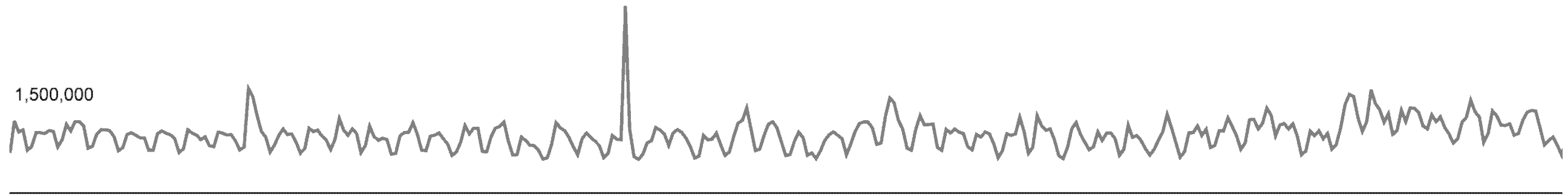
Sessions VS. Select a metric

Hourly Day Week Month

Sessions

3,000,000

1,500,000



April 2013

July 2013

October 2013

Sessions

283,894,713



Users

111,399,151



Pageviews

653,417,363



Pages / Session

2.30



Avg. Session Duration

00:04:33

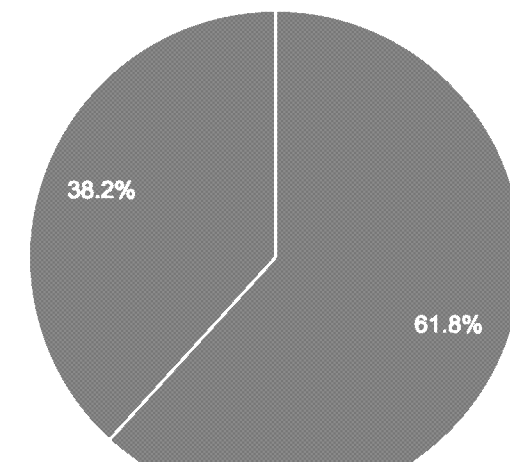


Bounce Rate

55.77%



Returning Visitor New Visitor



Audience Overview

Jan 1, 2012 - Dec 31, 2012

Email Export Add to Dashboard Shortcut

This report is based on 283,054,330 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

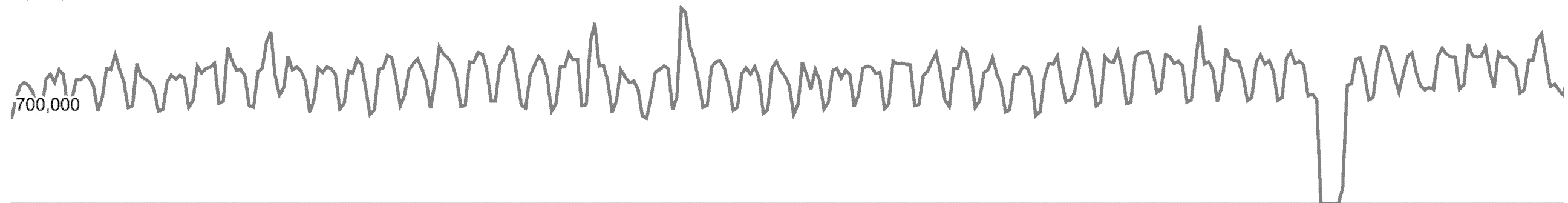
Sessions vs. Select a metric

Hourly Day Week Month

Sessions

1,400,000

700,000



April 2012

July 2012

October 2012

Sessions
283,054,330



Users
78,387,473



Pageviews
1,089,841,071



Pages / Session
3.85



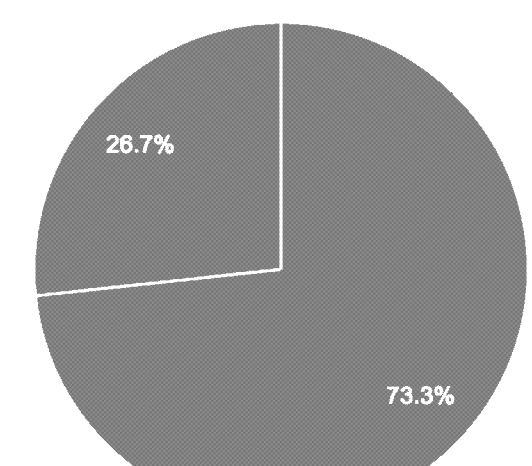
Avg. Session Duration
00:04:20



Bounce Rate
35.05%



Returning Visitor New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 364,292,261 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions VS. [Select a metric](#)

Hourly Day Week Month

● Sessions

3,000,000

1,500,000

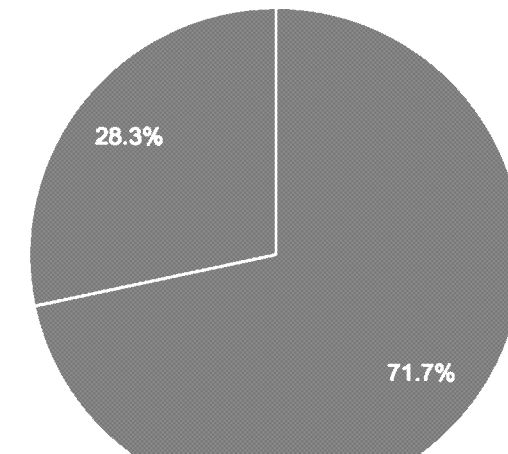


April 2013

July 2013

October 2013

■ Returning Visitor ■ New Visitor



Sessions

364,292,261



Users

106,072,057



Pageviews

813,225,453



Pages / Session

2.23



Avg. Session Duration

00:04:07



Bounce Rate

52.50%



Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 109,808,967 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

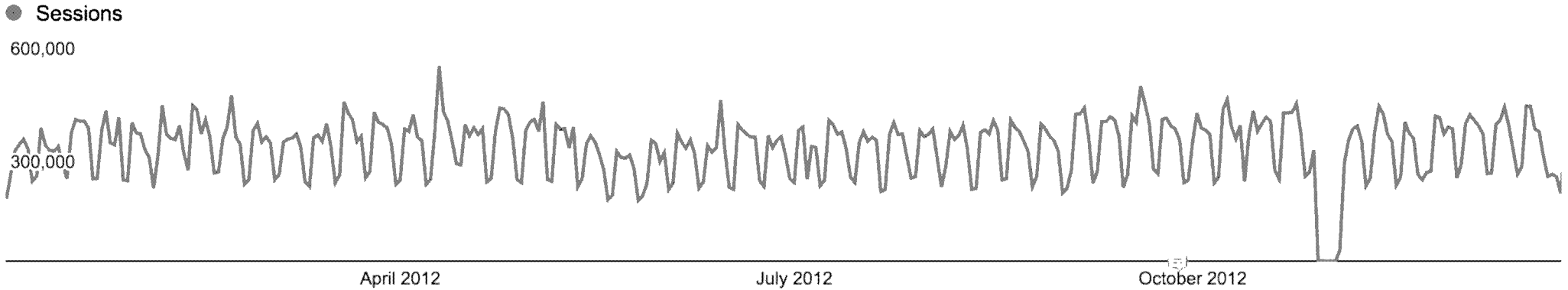
All Sessions
100.00%

+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month



Sessions
109,808,967

Users
39,421,188

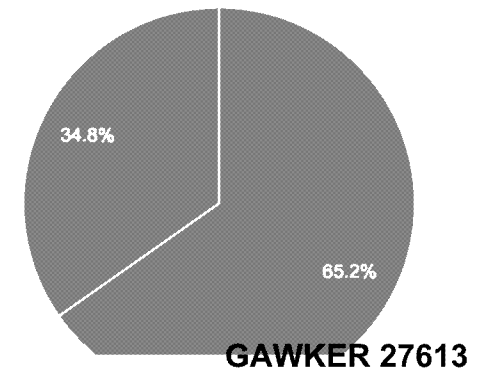
Pageviews
505,289,273

Pages / Session
4.60

Avg. Session Duration
00:05:14

Bounce Rate
33.73%

Returning Visitor New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 157,839,160 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

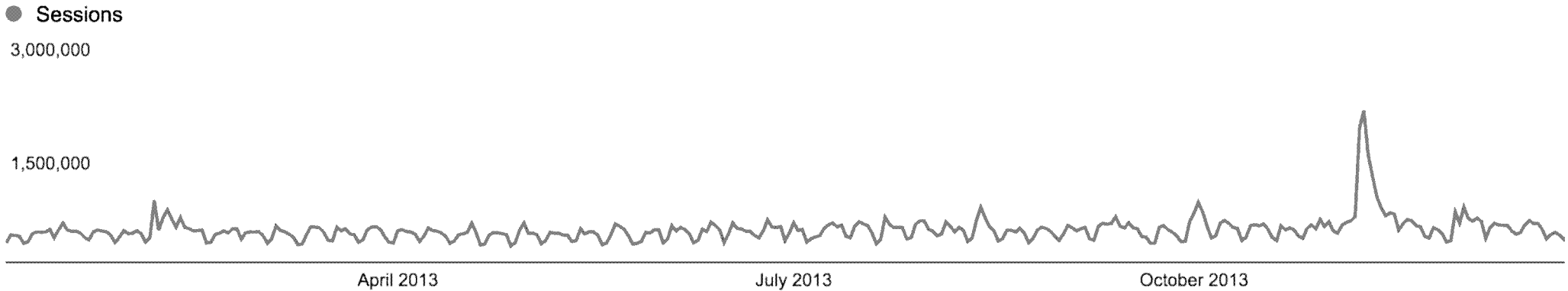
All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions
157,839,160

Users
60,352,179

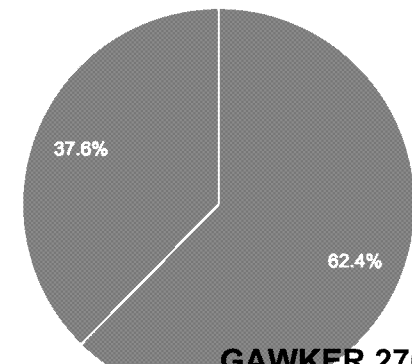
Pageviews
358,449,122

Pages / Session
2.27

Avg. Session Duration
00:04:40

Bounce Rate
55.88%

Returning Visitor New Visitor



GAWKER 27615

Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 332,053,590 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

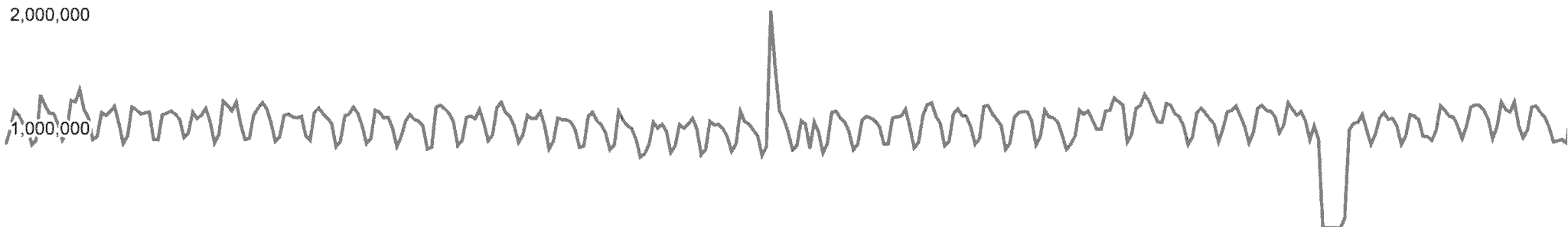
Sessions vs. Select a metric

Hourly Day Week Month

Sessions

2,000,000

1,000,000

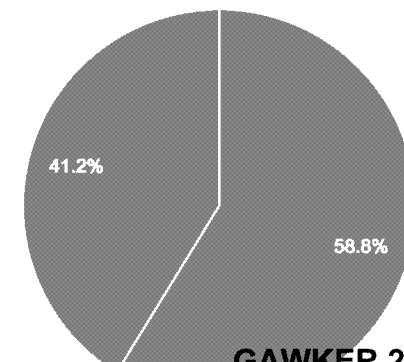


April 2012

July 2012

October 2012

Returning Visitor New Visitor



GAWKER 27614

Sessions

332,053,590



Users

142,021,061



Pageviews

848,725,552



Pages / Session

2.56



Avg. Session Duration

00:02:40



Bounce Rate

46.20%



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 376,535,982 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

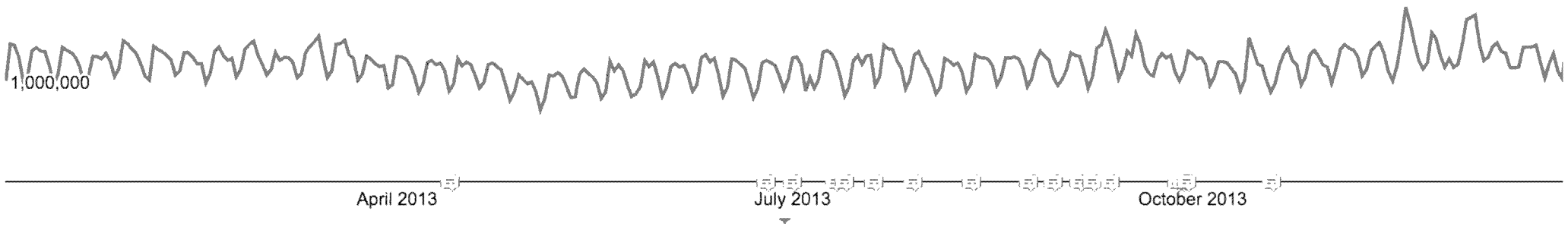
Sessions vs. Select a metric

Hourly Day Week Month

Sessions

2,000,000

1,000,000

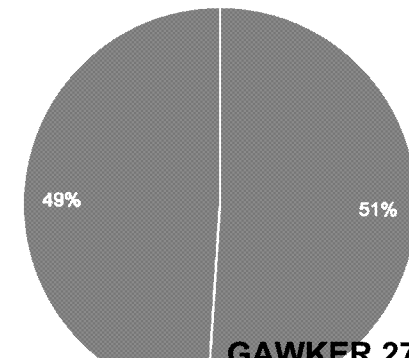


April 2013

July 2013

October 2013

■ Returning Visitor ■ New Visitor



GAWKER 27616

Sessions

376,535,982

Users

189,498,744

Pageviews

645,216,341

Pages / Session

1.71

Avg. Session Duration

00:02:36

Bounce Rate

63.14%