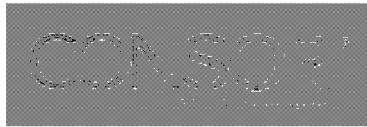


EXHIBIT 7



**Terry Bollea
v.
Gawker Media, LLC**

Expert Report of Jeff Anderson

Submitted to

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Unknown to Mr. Bollea and Ms. Clem, the private bedroom was under surveillance and the encounter was recorded.²² Mr. Bollea did not give anyone permission to record him.²³

On October 4, 2012, Gawker posted the Video, a one minute and forty-one second “highlight reel” of the secretly filmed recording, on the Website. Prior to publishing the Video, Gawker added English subtitles to the Video.²⁴ A 1,440-word narrative describing the Video written by former Gawker.com editor A.J. Daulerio (the “Narrative”) also was posted on the Website.²⁵

The Video received 8,610,124 pageviews and 5,357,572 unique pageviews on the Website.²⁶ Numerous other media outlets and websites also shared and republished the Gawker edited Video on their own websites.²⁷

Shortly after the Video was initially published on the Website, Mr. Bollea’s attorney promptly demanded Gawker remove the Video from Gawker.com; however, Gawker refused.²⁸ The Video eventually was “removed from [the Website] on or about [April 25, 2013], pursuant to a temporary injunction issued by Judge Pamela A.M. Campbell in this action,” yet Gawker linked to a third party website that was playing the Video.^{29,30} Despite the injunction mandating that the Narrative also be removed from the Website, Gawker refused.³¹

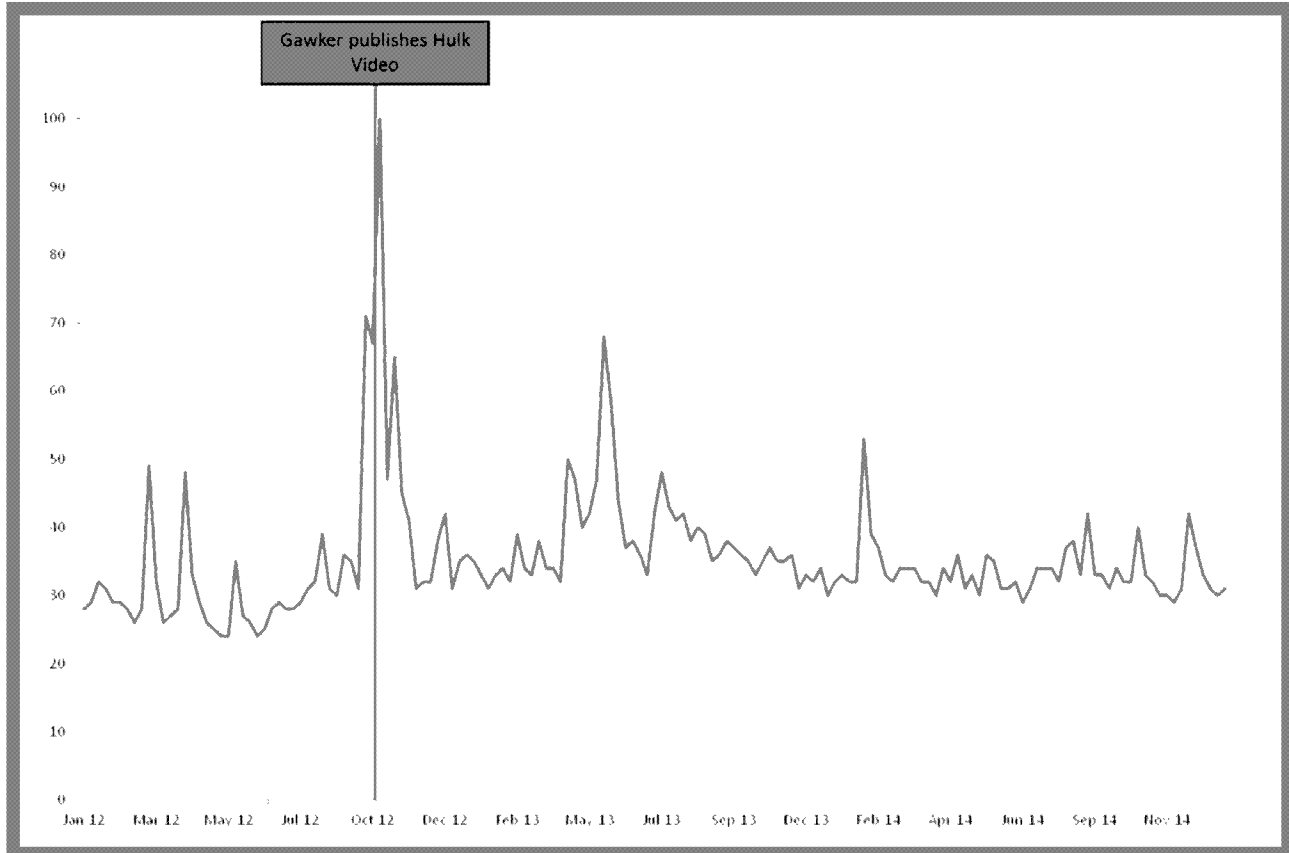
IV. GOOGLE TRENDS

Gawker benefited from the Video by receiving more than 5 million unique pageviews. As an additional indication of the publicity generated by Gawker from posting the Video, we analyzed Google Trends, which measures search engine interest of a particular term over a period of time.

As described by Google, “the numbers on the graph reflect how many searches have been done for a particular term, relative to the total number of searches done on Google over time. They don’t represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100. Each point on the graph is divided by the highest point and multiplied by 100.”³² Google Trends data from January 2012 to January 2015, using the term “gawker,” is presented at Figure 1.

²² Doc 1
²³ Doc 1
²⁴ Doc 1
²⁵ Doc 17
²⁶ Doc 7
²⁷ Doc 1
²⁸ Doc 1
²⁹ Doc 16
³⁰ Doc 17
³¹ Doc 17
³² Doc 29

Figure 1.³³



As illustrated in Figure 1, the greatest level of search engine interest for “gawker” during the three year period of January 2012 to January 2015, occurred in early October 2012. This corresponds with the date Gawker posted the Video on the Website, October 4, 2012.

V. COMMON METHODOLOGIES FOR VALUING WEBSITES

CONSOR has been asked to provide an opinion regarding the increase in value of Gawker.com, which resulted from its posting of the Video. In this section, we will explain the methodology used to calculate the increase in value of Gawker.com that resulted from its posting of the Video on the Website.

When analyzing intellectual properties, we consider each of the generally accepted valuation methodologies, in light of the information available and the specific circumstances, in order to determine the best method for ascertaining value. The methodologies commonly used to determine the value of websites and other intellectual properties are the Cost Approach, Market Approach, and Income Approach.

³³ Doc 30