

EXHIBIT 1

to the

**PUBLISHER DEFENDANTS'
OPPOSITION TO PLAINTIFF'S MOTION IN LIMINE NO. 21
TO EXCLUDE TESTIMONY OF GAWKER WITNESSES ON
ISSUES ABOUT WHICH THEY LACK PERSONAL KNOWLEDGE**

IN THE CIRCUIT COURT OF THE
SIXTH JUDICIAL CIRCUIT
IN AND FOR PINELLAS COUNTY, FLORIDA

-----x
TERRY GENE BOLLEA, professionally known as HULK
HOGAN,

Plaintiff,

Case No. 12012447 CI-011

-against-

HEATHER CLEM, GAWKER MEDIA, LLC AKA GAWKER
MEDIA; GAWKER MEDIA GROUP, INC. AKA GAWKER
MEDIA; et al.,

Defendants.
-----x

March 3, 2015

2:12 p.m.

Videotaped Deposition of ANDREW GORENSTEIN,
pursuant to notice, at the offices of Merrill
Corporation, 1345 Avenue of the Americas, 17th
Floor, New York, New York, before Mark Richman,
a Certified Shorthand Reporter, Registered
Professional Reporter and Notary Public within
and for the State of New York.

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2

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14 BY: SETH D. BERLIN, ESQ.
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15 ALSO PRESENT:
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19 HEATHER L. DIETRICK, Esq.
20 President and General Counsel
21 Gawker Media Group

22 ADAM KOWALCZYK, Videographer,
23 Merrill Legal Solutions

22

23

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25

1 ANDREW GORENSTEIN

2 departments, ad sellers. 14:33:25

3 Q. So specifically who got hired? 14:33:29

4 What types of people, how many and what 14:33:31

5 types? 14:33:34

6 A. Yeah, I don't -- sellers first 14:33:35

7 and foremost. 14:33:37

8 Q. People selling advertising 14:33:38

9 space? 14:33:40

10 A. Correct. 14:33:40

11 Q. So sellers went from what to 14:33:41

12 what in -- from when you were hired until 14:33:45

13 the end of the year 2011? 14:33:49

14 A. I started I believe there were 14:33:50

15 six sellers and we hired -- how many -- 14:33:55

16 we hired one in October of that year. 14:34:04

17 Q. Mm-hmm. 14:34:10

18 A. And then we had a rep firm is 14:34:10

19 the best way to explain it that was 14:34:13

20 brought on as well. So two sellers that 14:34:15

21 I can, that I can recall and then the 14:34:20

22 other departments there might have been 14:34:23

23 one or two in like a support capacity. 14:34:27

24 Q. And then you mentioned revenue 14:34:32

25 growth. Was revenue growing between July 14:34:34

1 ANDREW GORENSTEIN

2 and December of 2011?

14:34:37

3 A. Yeah, it started to.

14:34:41

4 Q. And to what do you attribute

14:34:43

5 that revenue growth?

14:34:45

6 A. Organization, structure and

14:34:46

7 process that I brought.

14:34:52

8 Q. Describe it specifically.

14:34:53

9 A. I was asked to bring

14:34:56

10 professional services and based on my

14:35:00

11 experience to help organize and calibrate

14:35:03

12 the team and resources in ways that were,

14:35:06

13 were not implemented at the, at the --

14:35:12

14 prior to my joining the organization.

14:35:16

15 Q. Were these processes that

14:35:17

16 existed in some of your other companies

14:35:20

17 that you worked for and you were bringing

14:35:23

18 that kind of way of doing business to

14:35:24

19 Gawker?

14:35:28

20 A. I brought my approach.

14:35:29

21 Q. In 2012 were you hiring

14:35:36

22 sellers?

14:35:40

23 A. I was.

14:35:41

24 Q. Say from the beginning of 2012

14:35:42

25 until the end of 2012, how many sellers,

14:35:46

1 ANDREW GORENSTEIN

2 the total number of sellers went from 14:35:49
3 what to what? And we're talking about 14:35:51
4 people who sell ad space online at the 14:35:53
5 Gawker websites, right? 14:35:56

6 A. Two for sure. I'm trying to 14:35:58
7 think specifically in 2012. 14:36:05

8 MR. BERLIN: I'm sorry, we're 14:36:06
9 talking during the calendar year 14:36:07
10 2012? 14:36:09

11 MR. HARDER: Correct. 14:36:09

12 MR. BERLIN: Sorry for the 14:36:10
13 interruption. 14:36:11

14 Q. And then revenue growth, was 14:36:12
15 there revenue growth in 2012? 14:36:14

16 A. There was. 14:36:15

17 Q. How would you describe say the 14:36:16
18 first half of 2012 revenue growth? 14:36:18

19 A. 2012, slow to start and picked 14:36:21
20 up. 14:36:33

21 Q. Third quarter 2012, how was 14:36:35
22 revenue? 14:36:37

23 A. I can't remember the specific 14:36:40
24 amount but it was at that -- it was 14:36:43
25 stronger, the momentum was starting to 14:36:53

1 ANDREW GORENSTEIN

2 build so we were -- was it stronger than 14:36:55

3 the year before? It was, it was 14:36:57

4 stronger. 14:37:01

5 Q. And then the fourth quarter of 14:37:01

6 2012, was it still strong revenue growth? 14:37:04

7 How would you describe it? 14:37:10

8 A. Yeah, I don't know if I could 14:37:11

9 describe it. I don't recall the numbers 14:37:12

10 off the top of my head to call it 14:37:13

11 stronger or not strong. It was growing. 14:37:15

12 I think at that point I probably was 14:37:20

13 looking at it from a year over year 14:37:22

14 perspective. 14:37:24

15 Q. I read an article about the 14:37:24

16 story relating to Kate Middleton and some 14:37:32

17 photos of her sunbathing topless. Do you 14:37:36

18 have a recollection of when that 14:37:39

19 occurred? 14:37:40

20 A. I don't. 14:37:41

21 Q. Do you have a recollection of 14:37:41

22 that story? 14:37:42

23 A. In general or on -- 14:37:46

24 Q. Well it was in or around 14:37:49

25 September of 2012? 14:37:51

1 ANDREW GORENSTEIN

2 receiving advertising creative materials, 14:50:44

3 loading it into the ad, flighting it. 14:50:51

4 Q. What does that mean? 14:51:00

5 A. Time duration, and ensuring 14:51:02

6 that it works. 14:51:10

7 Q. How many people work in ad 14:51:11

8 ops, operations? 14:51:20

9 A. Five. 14:51:22

10 Q. Do they keep track of data 14:51:23

11 relating to advertising? 14:51:31

12 A. In terms of? 14:51:36

13 Q. Anything. Do they keep data? 14:51:41

14 A. Well they don't keep data. 14:51:47

15 They, they monitor impressions, I guess 14:51:51

16 is the best way to... 14:51:54

17 Q. Impressions meaning, describe 14:51:56

18 what impression is? 14:51:58

19 A. An ad impression. 14:51:59

20 Q. How would you describe what an 14:52:00

21 ad impression is? 14:52:02

22 A. How I would describe what an 14:52:03

23 ad impression is? A display banner ad. 14:52:05

24 Q. So if a user is out there on 14:52:10

25 the Internet and they're on a particular 14:52:12

1 ANDREW GORENSTEIN

2 page that has an advertisement, is that 14:52:14

3 an impression? 14:52:17

4 A. Well it gets somewhat 14:52:19

5 technical. But yes, for all intents and 14:52:22

6 purposes, if you see it. 14:52:26

7 Q. If somebody is on the page 14:52:28

8 it's an impression? 14:52:30

9 A. Not if they're on the page. 14:52:31

10 The ad would have to display. 14:52:34

11 Q. Right. If they're on a page 14:52:35

12 that has an ad that's displayed, that's 14:52:37

13 an impression? 14:52:39

14 A. Correct. 14:52:40

15 Q. They don't have to click on 14:52:41

16 the banner for it to be an impression? 14:52:42

17 A. No. 14:52:44

18 Q. If somebody clicks on the 14:52:44

19 banner what do you call that? 14:52:46

20 A. A click. 14:52:47

21 Q. Does the ad operations group 14:52:49

22 monitor clicks as well as impressions? 14:52:51

23 A. They -- yes, they would have 14:52:55

24 access to a report. 14:52:59

25 Q. They would have access to 14:53:04

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2 report? 14:53:07

3 A. They'll see so when they put 14:53:07

4 the creative goes in, DoubleClick would 14:53:09

5 show you've served X amount of 14:53:11

6 impressions, and there have been clicks. 14:53:13

7 Q. So you use the Google 14:53:17

8 DoubleClick program or platform? 14:53:23

9 A. Yes, DFP. 14:53:25

10 Q. And DFP -- what does DFP stand 14:53:28

11 for? 14:53:36

12 A. Dart For Publishers. 14:53:36

13 Q. Dart? 14:53:37

14 A. Dart. Dart. 14:53:38

15 Q. D-A-R-T? 14:53:39

16 A. Correct. 14:53:40

17 Q. So Dart For Publishers is a 14:53:41

18 version of Google DoubleClick; is that 14:53:52

19 right? 14:53:55

20 A. It's an ad server. Dart is 14:53:55

21 the DoubleClick product. 14:53:59

22 Q. And it's all provided by 14:54:01

23 Google; is that right? 14:54:04

24 A. Yes. 14:54:05

25 Q. So DFP will tell the ad 14:54:05

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2 operations group how many impressions 14:54:11

3 there were on a particular advertisement; 14:54:15

4 is that right? 14:54:17

5 A. On a particular advertisement 14:54:18

6 or a particular ad? 14:54:20

7 Q. What's the difference between 14:54:26

8 ad and advertisement? 14:54:28

9 A. It's pretty specific in terms 14:54:29

10 of how it would register. Each ad has a 14:54:30

11 specific line item. So the advertisement 14:54:35

12 could be broader. The ad would be more 14:54:38

13 specific to a particular placement. 14:54:41

14 Q. Okay. Does DFP tell the ad 14:54:45

15 operations group -- why don't we do it 14:54:50

16 this way. What information does the ad 14:54:54

17 operations group have through DFP? 14:54:58

18 A. My understanding is 14:55:03

19 impressions, clicks and flight, the 14:55:06

20 timing. 14:55:14

21 Q. I assume that business 14:55:35

22 development is continuing to work on 14:55:37

23 partnerships? 14:55:38

24 A. They are. 14:55:39

25 Q. And other than Ryan Brown how 14:55:42

1 ANDREW GORENSTEIN

2 Q. What type of advertising does 15:12:05

3 Gawker provide to its advertisers? 15:12:09

4 Separate from, separate from the Amazon 15:12:13

5 component? 15:12:17

6 A. Gawker.com or all of the 15:12:17

7 sites? 15:12:20

8 Q. All of them. 15:12:20

9 A. Display advertising. That 15:12:21

10 would be the one -- 15:12:26

11 Q. So banner ad? 15:12:27

12 A. Correct. 15:12:28

13 Q. A video ad within a video? 15:12:28

14 A. Not in a -- actually not in 15:12:31

15 like a preroll capacity. 15:12:36

16 Q. Does Gawker serve video ads 15:12:40

17 within a video? 15:12:43

18 A. No. 15:12:46

19 Q. So other than banner ads are 15:12:46

20 there any other type of display ads? 15:12:50

21 A. Sorry, as it, as it stands 15:12:53

22 right now, no. 15:12:55

23 Q. Something that you're thinking 15:12:57

24 about but haven't launched? 15:12:59

25 A. No, it's not -- I'm trying to 15:13:00

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2 think durationwise. We have a video 15:13:04
3 product that's interstitial so that would 15:13:07
4 be something that you click a page, you 15:13:10
5 go to the next page, it would be 15:13:12
6 something that would meet you in the 15:13:14
7 middle of that process where it would 15:13:18
8 just launch basically a commercial for an 15:13:20
9 advertiser and then would take you to the 15:13:24
10 page. So it's not I'm clicking on video 15:13:26
11 and then I'm seeing video and then I go 15:13:29
12 to the video. 15:13:31

13 Q. What I mean is if I'm at a 15:13:32
14 Gawker website and there's a piece of 15:13:34
15 video and I click on it, is it possible 15:13:37
16 to see a commercial before the video that 15:13:41
17 I'm looking for actually loads up? 15:13:43

18 MR. BERLIN: Objection, asked 15:13:45
19 and answered. You can answer it. 15:13:47

20 A. It depends on the video 15:13:48
21 player. 15:13:51

22 Q. But sometimes I can? 15:13:52

23 A. It depends on the video 15:13:54
24 player. If it's YouTube and if it's 15:13:55
25 something that the editors have from 15:13:57

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2 YouTube you actually may see that but 15:13:59

3 that has nothing to do with us. That 15:14:01

4 comes directly from YouTube. 15:14:04

5 Q. Other than YouTube is there an 15:14:05

6 ad that plays before a video? 15:14:08

7 A. No. 15:14:10

8 Q. When a YouTube box appears at 15:14:12

9 a Gawker page and a video commercial 15:14:19

10 plays before the video, does Gawker get 15:14:24

11 money for that ad or is it only YouTube 15:14:30

12 or do you split? 15:14:33

13 A. No, we have -- we have nothing 15:14:34

14 to do with that on the business side. 15:14:36

15 That's an editorial thing where they're 15:14:38

16 pulling content and never anything about 15:14:41

17 it, has nothing to do with us. 15:14:45

18 Q. I just want to clarify what 15:14:48

19 your answer was. 15:14:51

20 A. Sure. 15:14:51

21 Q. If I'm at a Gawker web page. 15:14:52

22 A. Yeah. 15:14:55

23 Q. And there's a video box. 15:14:55

24 A. Yeah. 15:14:57

25 Q. And it happens to be, what do 15:14:58

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2 you call it, hosted by YouTube? 15:14:59

3 A. Yes, I can give you. So you 15:15:01

4 go to the page, you see something, 15:15:02

5 imagine you see a Samsung ad in front of 15:15:04

6 some funny video. 15:15:06

7 Q. Like a TV commercial? 15:15:07

8 A. Yeah. 15:15:09

9 Q. And I'm watching that TV 15:15:09

10 commercial waiting for the video to load 15:15:11

11 up and play that I clicked on to watch 15:15:14

12 but I have to wait for the ad first? 15:15:16

13 A. Yeah, we don't see any of 15:15:17

14 that, much -- 15:15:19

15 Q. Gawker gets no revenue from 15:15:20

16 that? 15:15:22

17 A. Correct, and sometimes you see 15:15:22

18 advertisers there who aren't even our 15:15:24

19 advertisers which is frustrating to say, 15:15:26

20 to say the least because they get the 15:15:27

21 benefit without paying. 15:15:29

22 Q. And are there times when 15:15:31

23 there's a competitor to one of Gawker's 15:15:32

24 advertisers that is playing on the video? 15:15:37

25 A. It could happen. Sure. But I 15:15:38

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2 mean it's, it's the nature of the 15:15:42

3 Internet. 15:15:46

4 Q. So under the category of 15:15:47

5 display advertising, you mentioned 15:15:50

6 banners? 15:15:53

7 A. Yes. 15:15:53

8 Q. Are there any other types of 15:15:54

9 display advertising? 15:15:55

10 A. No, banners are display. I 15:15:57

11 look at banners and display as one in the 15:16:00

12 same. 15:16:03

13 Q. And that's the only type of 15:16:03

14 display advertising is the banner? 15:16:05

15 A. Yes. 15:16:07

16 Q. What other types of 15:16:07

17 advertising does Gawker provide to 15:16:11

18 advertisers? 15:16:14

19 A. Sponsored content. Native 15:16:15

20 advertising is the industry term that's 15:16:18

21 most widely used. 15:16:22

22 Q. And how would you describe 15:16:23

23 that? 15:16:26

24 A. Content created on the behalf 15:16:26

25 of advertisers and marked as, marked as 15:16:28

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2 sponsored. 15:16:34

3 Q. Who writes it? 15:16:35

4 A. It depends. Often times the 15:16:37

5 Studio@Gawker does, that's part of the 15:16:39

6 service that we provide. Sometimes it's 15:16:44

7 done in collaboration with the particular 15:16:46

8 client, depending on the assignment. 15:16:48

9 Q. And how would you describe 15:16:54

10 what a sponsored content ad looks like? 15:17:02

11 A. So a sponsored post would look 15:17:05

12 like any ordinary post on the, on the 15:17:07

13 site. 15:17:14

14 Q. Like an editorial? 15:17:14

15 A. But clearly labeled sponsor. 15:17:15

16 There's no editorial byline. So the 15:17:17

17 objective is to be as transparent as 15:17:21

18 possible with the audience. Again 15:17:23

19 maintaining that relationship between 15:17:28

20 editorial and audience is something 15:17:30

21 that's paramount on the business side. 15:17:32

22 So clearly marked, and then clicks 15:17:33

23 through just like any other content 15:17:39

24 experience which is why the buzz word 15:17:41

25 native is used so widely because they 15:17:43

1 ANDREW GORENSTEIN

2 feel that it's a native web experience. 15:17:45

3 Q. What does native mean in that 15:17:51
4 context? 15:17:53

5 A. So insofar as the expectation 15:17:53
6 is that you click on a post you go to a 15:17:57
7 post. When a sponsored post is posted, 15:17:59
8 you click on the post, you go to the 15:18:01
9 post, that would be a native, an organic 15:18:03
10 experience to the reader that's not 15:18:06
11 taking you somewhere else or off, off 15:18:08
12 site. That's just the industry term. 15:18:11

13 Q. If there's a banner ad and you 15:18:15
14 click on it does it take you off site? 15:18:16

15 A. Yes, depending on where that 15:18:18
16 particular banner is -- where that is 15:18:21
17 connected to. 15:18:26

18 Q. There are some banners on 15:18:27
19 Gawker pages that when you click on them 15:18:28
20 keep you within the Gawker web 15:18:32
21 environment? 15:18:34

22 A. Probably some of the house 15:18:36
23 ads. 15:18:38

24 Q. What's a house ad? 15:18:39

25 A. Just like if you're on the 15:18:40

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2 site and you saw an ad that says Gizmodo 15:18:42

3 or Gawker, something like self 15:18:45

4 promotional. 15:18:47

5 Q. Right. 15:18:48

6 A. But if you see an advertiser, 15:18:49

7 that clicks out to wherever the 15:18:51

8 advertiser directs it to. 15:18:53

9 Q. So if it's an advertisement 15:18:56

10 for -- excuse me, strike that. 15:18:58

11 If I'm at a Gawker web page 15:19:00

12 and there's a banner ad for 15:19:03

13 hypothetically Microsoft and I click on 15:19:06

14 it, I will go to the Microsoft web 15:19:08

15 environment? 15:19:10

16 A. Actually, you could. I mean 15:19:11

17 where they decide to direct you in their 15:19:15

18 experience is entirely up to them. 15:19:19

19 That's done technically through third, 15:19:21

20 third-party. But yeah you would, you 15:19:23

21 would leave the, the Gawker sites. 15:19:26

22 Q. So there's no occasion where 15:19:29

23 if I were to click on a Microsoft or a 15:19:31

24 Budweiser or something like that, I would 15:19:34

25 stay within Gawker, I would actually end 15:19:37

1 ANDREW GORENSTEIN

2 A. Of revenue and trends, like a 15:51:55
3 year, like our recap? Yes. 15:51:57

4 Q. Describe that document for me 15:52:03
5 please. 15:52:04

6 A. Sure. To the best of my -- it 15:52:05
7 would probably be like a PDF. I don't 15:52:09
8 know, probably somewhere between ten and 15:52:14
9 fifteen slides that would just 15:52:18
10 essentially be snapshots of all of the 15:52:19
11 KPIs that I manage the business against. 15:52:21

12 Q. What's a KPI? 15:52:25

13 A. A key performance index. And 15:52:29
14 especially in 2014 because of the 15:52:34
15 operative deployment, much easier to pull 15:52:36
16 the historical data so I could look at 15:52:41
17 things in a year over year capacity. It 15:52:43
18 would talk about category growth, it 15:52:47
19 would talk about rates, it would probably 15:52:50
20 layer some benchmark data from like an 15:52:53
21 Emarketer who is just a, you know, 15:52:56
22 third-party online research firm. Region 15:53:00
23 performance so the sales team is broken 15:53:05
24 up into regions. 15:53:08

25 Q. Geographic? 15:53:10

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2 would obviously most resonate with that 16:37:11
3 particular audience. And with the press 16:37:13
4 of a button on the platform that post 16:37:14
5 would then go live on Lifehacker. 16:37:16

6 So you go from relatively 16:37:18
7 small amount of traffic here to the large 16:37:21
8 traffic and the eyeballs and the 16:37:24
9 attention that you're looking to garner 16:37:25
10 on the owned and operated website. 16:37:28

11 So that's, that was the 16:37:30
12 biggest difference for us because it was 16:37:31
13 an easy way to organize and aggregate all 16:37:34
14 the work that we do on behalf of our 16:37:37
15 clients. 16:37:39

16 Q. Is there a plan for Gawker 16:37:51
17 Media to become a global platform like 16:37:53
18 Facebook or Twitter? 16:37:54

19 A. Not that I'm aware of. 16:37:56

20 Q. Are you familiar with content 16:38:01
21 that is deemed not safe for work? 16:38:14

22 A. From a tagging perspective? 16:38:19

23 Q. Yes. 16:38:21

24 A. Yes. 16:38:22

25 Q. What type of content is not 16:38:22

1 ANDREW GORENSTEIN

2 safe for work? 16:38:24

3 A. Probably a ton. I don't know 16:38:25

4 the specifics in terms of what would 16:38:28

5 trigger it, but things of a nature that 16:38:29

6 you would feel would be -- I mean it's a 16:38:32

7 pretty standard Internet term so things 16:38:34

8 that you would feel not safe for work. 16:38:36

9 Q. Like? 16:38:38

10 A. All sorts -- you know, again, 16:38:38

11 violence, nudity. A whole host of 16:38:43

12 things. 16:38:52

13 Q. Sexual activity? 16:38:52

14 A. Sure. Anything that I think 16:38:53

15 you would be embarrassed with a colleague 16:38:55

16 or supervisor watching you consume at a 16:38:56

17 place of work and I think that definition 16:39:00

18 varies depending on your place of work. 16:39:02

19 Q. It varies depending on your 16:39:10

20 place of work? 16:39:11

21 A. Sure. 16:39:12

22 Q. Well does Gawker just have a 16:39:12

23 standard tag of not safe for work that 16:39:14

24 would apply to any office environment? 16:39:18

25 A. I think it's pretty -- what I 16:39:22

1 ANDREW GORENSTEIN

2 was saying is depending on what you 16:39:26

3 individually would be, would feel 16:39:27

4 uncomfortable having a supervisor or 16:39:29

5 colleague watch you consume, different 16:39:32

6 than how we would tag that content. 16:39:34

7 Q. How is it different? 16:39:38

8 A. You're free to consume 16:39:40

9 whatever you want on your computer at 16:39:41

10 your place of work. I can tag it, don't 16:39:43

11 ever show your mom this or you'll be 16:39:46

12 really embarrassed, you know, we can tag 16:39:48

13 it any way we want from our perspective. 16:39:51

14 You can consume it, you're free to, 16:39:53

15 you're free to do that. But, you know. 16:39:56

16 Q. But Gawker is making a 16:39:58

17 determination as to what Gawker considers 16:40:00

18 to be not safe for work, correct? 16:40:02

19 A. In those capacity -- in that 16:40:03

20 capacity, sure. 16:40:06

21 Q. It has nothing to do with what 16:40:06

22 I consider to be safe or not safe, 16:40:08

23 correct? 16:40:10

24 A. Yes. 16:40:10

25 Q. Is not safe for work content 16:40:11

1 ANDREW GORENSTEIN

2 treated differently in terms of your 16:40:18

3 business end of it? 16:40:21

4 A. Absolutely. 16:40:22

5 Q. How? 16:40:22

6 A. Well, one, we don't want to 16:40:23

7 create embarrassing situations for our 16:40:26

8 clients who don't want to be associated 16:40:28

9 or adjacent to that type of content. So 16:40:30

10 the tag helps us -- 16:40:32

11 Q. Advertisers like State Farm or 16:40:34

12 Microsoft or -- 16:40:37

13 A. Sure, of course. 16:40:37

14 Q. And how else? How else is not 16:40:38

15 safe for work content relevant to your 16:40:42

16 department? 16:40:45

17 A. How is it not relevant? 16:40:47

18 Q. How is it relevant to your 16:40:49

19 department? 16:40:51

20 A. From a business perspective? 16:40:51

21 Q. Yes. 16:40:53

22 A. It's the adjacencies, first 16:40:53

23 and foremost. I mean that would be -- 16:40:57

24 that's my number one. 16:41:00

25 Q. Have you ever had an 16:41:02

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C E R T I F I C A T E

STATE OF NEW YORK)

: ss.

COUNTY OF NEW YORK)

I, MARK RICHMAN, a Certified
Shorthand Reporter, Certified Realtime Reporter
and Notary Public within and for the State of
New York, do hereby certify:

That ANDREW GORENSTEIN, the witness
whose deposition is hereinbefore set forth, was
duly sworn by me and that such deposition is a
true record of the testimony given by the
witness.

I further certify that I am not
related to any of the parties to this action by
blood or marriage, and that I am in no way
interested in the outcome of this matter.

IN WITNESS WHEREOF, I have hereunto
set my hand this 12th day of March, 2015.

Mark Richman

MARK RICHMAN, C.S.R., C.R.R.