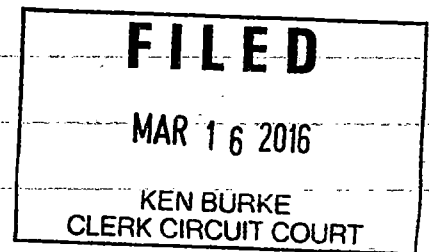


12-12447 CT  
Jury Question

(1)  
How do you associate the Value and awareness benefit that Gawker earned by gaining mass general Public exposure to ~~of~~ the Gawker site and brand, derived from the viral Hogan article / video posted by Gawker.



12-12447CF

(2)

Jury Question

Do fortune 500 ~~etc~~ companies  
exclude international visitors  
to Ad compensation/calculation...

Is the Gawker face book site  
tied into any calculation used?

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3

Jury Question

- 1) Traffic "run rate" before spikes appears lower than traffic "run rate" after spikes. Is this correct?
- 2) You said Gawker is a spike driven business - so that means they need to generate those spikes, right?
- 3) How do you value brand awareness, recognition, reputation and "buzz" in media from article spikes?
- 4) When other sites link to Gawker articles, what does that mean in terms of value?
- 5) In your opinion, what would you think ~~the market~~ Gawker.com is worth? (Range)

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Isn't it likely that after  
the post, companies were  
more apt to buy ads on  
Gruker Media due to growth  
in traffic especially during  
the holidays?

Very Question

12-124721

(4)

12-12447CF

July Question

5

~~Look at the chart that  
shows page views~~

Looking at the chart  
you don't see growth?

↑  
overall ~~growth~~

~~I'm not sure my question  
is complete Is there  
any way I can verbally  
ask to you?~~

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