



00054838

12-012447-CI P P-213 DOC

Reference No.: 12-012447-CI

PLAINTIFF EXHIBIT# 213 ID 2/26/16  
(Date)

PLAINTIFF EXHIBIT# 203 Evidence 3/8/16  
(Date)

**KEN BURKE, Clerk of the Circuit Court**

By: [Signature]  
Deputy Clerk

**quantcast** **work**

10 Sites | 1000+ Syndicators

Monthly Uniques **29.6M** US **50.3M** Global

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**gawker.com**

Monthly Uniques **8.4M** US **12.0M** Global

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+Favorites **United States**

Quantified  
Directly Measured Data

**136**

US RANK

Media, celebrities, gossip

Quantcast's free direct audience measurement reports are now available for mobile apps. [Learn more](#)

<b>UNIQUES</b> 763,201 +45%	<b>PEOPLE</b> 746,772 +46%	<b>VISITS</b> 906,932 +37%	<b>PAGE VIEWS</b> 3,635,392 +15%
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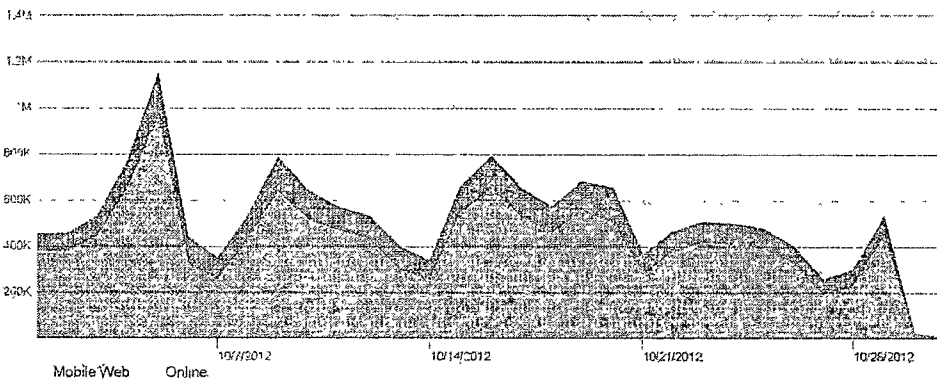
quantcast labs  
real-time profile  
Check it Out

Uniques (United States) per Day | Week | Month

Compare Site

More Options

Directly Measured **quantcast**



Date Range: 1w | 1m | 3m | 6m | 1y | All | Custom

Summary

Traffic

Subdomains

IAB Standard Report

Mobile Web

Demographics

Geographic

Countries

Cities

US States

US DMAs

Business

Small

Medium

Large

Lifestyle (US)

Related Links

[How to Read This Report](#)

[IAB Standard Traffic Measurement](#)

[Web Measurement Implementation Guide](#)

[Optimizing Tag Performance](#)

[Creative Specifications Guide](#)

[Audience Segments Implementation Guide](#)

LAST MONTH JUN 22, 2013 - JUL 21, 2013	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
Web	8,428,220	6,853,763	16,621,152	63,622,096
Mobile Web	2,272,328	---	4,333,849	25,061,640
Online	6,155,892	---	12,287,303	38,560,456

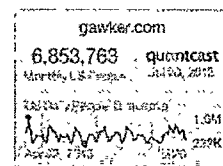
Updated Jul 22, 2013 • Next Jul 23, 2013 by 9AM PDT

Badges

To add a Quantcast badge to your site

1. Select the badge you want
2. Copy the HTML code snippet and paste it into your site
3. The badges will automatically display on your web page with your site's current data.

**US People per month with Sparkline**



Time With **Daily**

Days of Data **90**

Preview [Get HTML](#)

US Web Demographics

See More Details Gender || Age || Children || Income || Education || Ethnicity

	index		index
Male	141	\$0-50k	97
Female	61	\$50-100k	99
< 18	28	\$100-150k	109
18-24	126	\$150k+	110
25-34	219	No College	42
35-44	128	College	141
45-54	63	Grad School	164
55-64	44	Caucasian	107
65+	31	African American	73
No Kids	136	Asian	105
Has Kids	63	Hispanic	72
		Other	104

internet average

internet average

Updated Jul 19, 2013 • Next Jul 31, 2013 by 9AM PDT



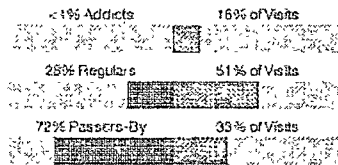
quantcast

are also likely to visit these categories and sites

1 5x crosscards.com	Affinity Commerce - Food	Affinity Incentive
1 3x smilebox.com	1 4x mywebgrocer.com	1 2x coupons.com
1 1x 123greetings.com	1 3x Meijer	1 1x mysavings.com
		1 1x coolsavings.com

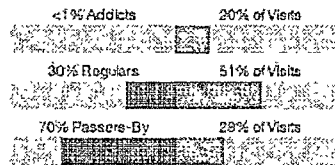
Web Traffic Frequency

Global



Embed

United States



Embed

Web Traffic Sources

Mobile Web vs. Online

gawker.com has more page views from a computer browser than from a mobile device browser in the United States

Global

Mobile Web (38%) Online (62%)

United States

Mobile Web (39%) Online (61%)

Business vs. Home

gawker.com is visited more by computers at home than computers at work in the United States

Global

Business (34%) Home (66%)

United States

Business (37%) Home (63%)

Embed

Embed



You

- Sign Up
- Log In

Measure

- Get insights
- Compare stats
- Go mobile
- Read the love

Advertise

- Performance
- Branding
- See the proof
- Geek out

Help

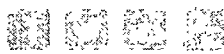
- Guides
- FAQs

Company

- Careers
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