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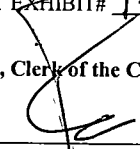
12-012447-CI DEF D-124 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 124 ID 2/29/16

DEFENDANT EXHIBIT# 124 Evidence 3/11/16
(Date) (Date)

KEN BURKE, Clerk of the Circuit Court

By: 
Deputy Clerk

Bleacher Report Network MONDLY UNIQUES

Site: **bleacherreport.com** 50.7M us 66.7M Global

bleacherreport.com 50.5M us 66.4M Global

Advertise United States

Quantified
Directly Measured Data

33 US RANK

This site reaches over 43 million monthly people, of which 31 million (72%) are in the U.S. The typical visitor shops at Mejer.

Check out the new Audience Interests report, with top interests and sites now available for any property, networks, sites, apps and

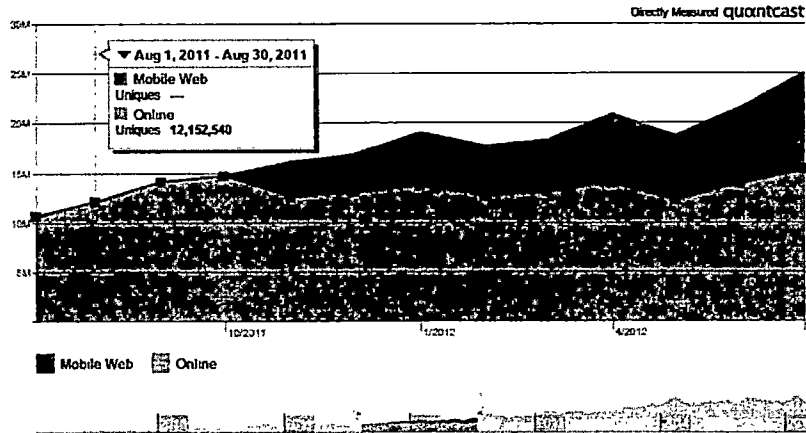
quancast Measure Advertise Explore

UNIQUES ⊕ 12,152,540 +15%	PEOPLE ⊕ 9,476,116 -14%	VISITS ⊕ 28,299,544 +16%	PAGE VIEWS ⊕ 69,859,272 +19%
---	---	--	--

Uniques (United States) per Day | Week | Month

Compare Site

More Options



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

LAST MONTH FEB 16, 2015 - MAR 17, 2015	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
Web	50,538,176	31,011,160	239,015,296	621,533,312
Mobile Web	31,301,670	---	187,590,848	510,716,864
Online	19,236,506	---	51,424,448	104,816,448

Updated Mar 18, 2015 - Next Mar 19, 2015 by 9AM PDT

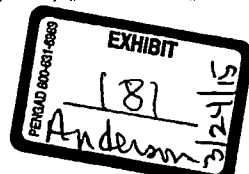
US Demographics: [Web] 0

Country || Gender || Age || Heterosexual || Income || Education || Ethnicity || Political Affiliation || Political Engagement

Index

Index

https://www.quantcast.com/bleacherreport.com



- Summary
- Traffic
- IAS Standard Report
- Mobile Web
- Demographics
- Audience Interests NEW
- Geographic
 - Countries
 - Cities
 - US States
 - US DMAs
- Business

Highlight Your Valuable Audiences
Learn More



Related Links

- How to Read This Report
- IAS Standard Traffic Measurement
- Web Measurement Implementation Guide
- Optimizing Tag Performance
- Creative Specifications Guide
- Audience Segments Implementation Guide

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.

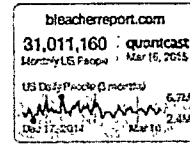
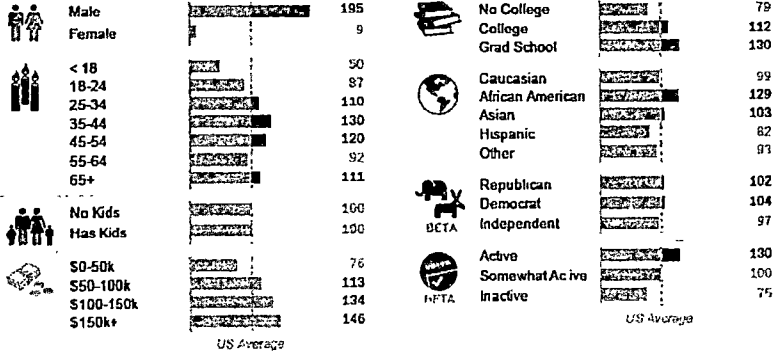
US People per month with Sparkline

1/3
GAWKER 24736

Dep181-001

3/19/2015

Bleacherreport.com Traffic and Demographic Statistics by Quantcast



Time Width

Days of Data

Updated Mar 16, 2015 • Next: Mar 25, 2015 by 9AM PDT

[See More](#)

Audience Interests

Definition | Calculation | How to use the data

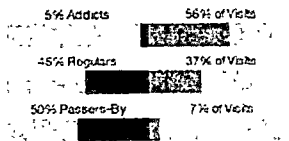
Top Interests		Top Sites	
INTERESTS	AFFINITY INDEX	SITES	AFFINITY INDEX
Sports	15.8x	ncaa.com	32.3x
Arts & Entertainment	4.0x	collegeguy.com	29.7x
Computers & Technology	3.5x	nfltradersumers.co	27.9x
News	3.4x	profootballrumors.com	25.7x
Business & Industrial	3.0x	hoopsrumors.com	24.3x

Updated Mar 16, 2015 • Next: Mar 25, 2015 by 9AM PDT

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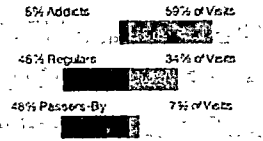
Web Traffic Frequency

Global



Embed

United States



Embed

Web Traffic Sources

Mobile Web vs. Online

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



Business vs. Home

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

<https://www.quantcast.com/bleacherreport.com>

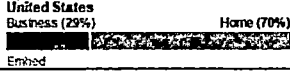
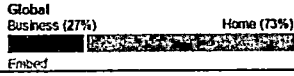
2/3
 GAWKER 24737

Dep181-002

D124-002

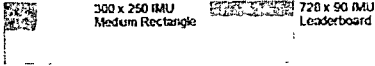
3/19/2015

Bleacherreport.com Traffic and Demographic Statistics by Quantcast



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Advertising is accepted on this site.



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