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12-012447-CI DEF D-138 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 138 ID 2/29/16

(Date)
DEFENDANT EXHIBIT# 138 Evidence 3/11/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: 
Deputy Clerk

quantcast Explore

Gawker Media Network MONTHLY UNIQUES
 10 Sites | 15 Audience Segments 70.5M us 113.7M Global

gawker.com 15.9M us 21.6M Global

[Favorites](#) [United States](#)

Quantified
Directly Measured Data

121 US RANK

gawker.com

Summary

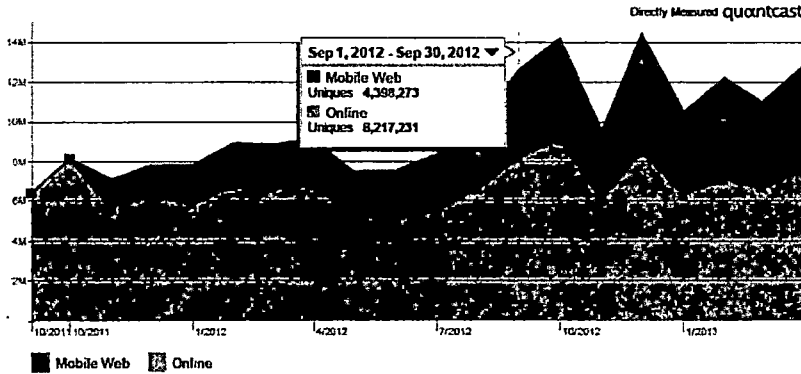
Check out the new Audience Interests report, with top interests and sites now available for any property, networks, sites, apps and audience segments!

UNIQUES 12,615,504 +27%	PEOPLE 10,055,117 +30%	VISITS 26,659,012 +14%	PAGE VIEWS 73,619,248 +6%
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Uniques (United States) per Day | Week | Month

[Compare Site](#)

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

LAST MONTH	UNIQUES	PEOPLE	VISITS	PAGE-VIEWS
FEB 16, 2015 - MAR 17, 2015				
Web	15,882,220	12,212,134	38,643,400	74,623,000
Mobile Web	10,011,910	---	21,943,808	38,836,960
Online	5,870,310	---	16,699,592	35,786,040

Updated Mar 18, 2015 - Next: Mar 19, 2015 by SAM PDI

Traffic

IAS Standard Report

Mobile Web

Demographics

Audience Interests NEW

Geographic

Countries

Cities

US States

US DMAs

Business

Highlight Your Valuable Audiences
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Related Links

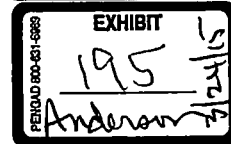
- [How to Read This Report](#)
- [IAS Standard Traffic Measurement](#)
- [Web Measurement Implementation Guide](#)
- [Optimizing Tag Performance](#)
- [Creative Specifications Guide](#)
- [Audience Segments Implementation Guide](#)

Badges

To add a Quantcast badge to your site

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

US People per month with Sparkline



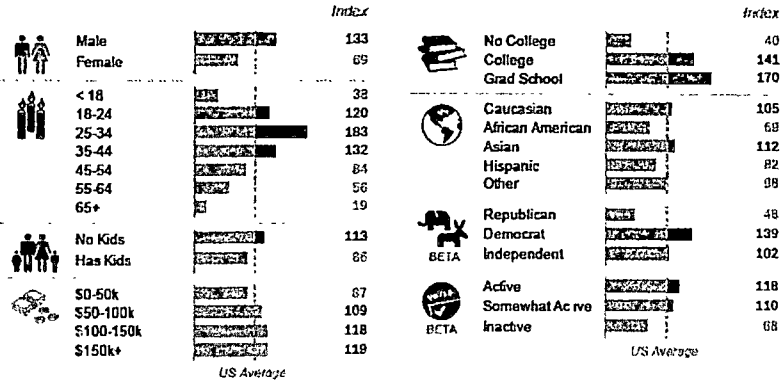
<https://www.quantcast.com/gawker.com>

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GAWKER 24818

Dep195-001

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Gawker.com Traffic and Demographic Statistics by Quantcast



Updated Mar 16, 2015 - Next: Mar 25, 2015 by BAM PUT

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Audience Interests

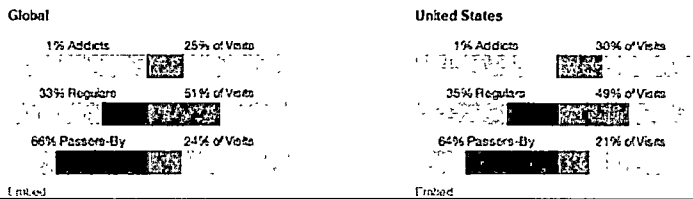
Definition Calculation How to use the data

Top Interests	Affinity Index	Top Sites	Affinity Index
Arts & Entertainment	5.8x	adampash.com	44.7x
Computers & Technology	5.5x	gothamist.com	31.5x
Business & Industrial	5.3x	allredline.com	27.8x
Science	5.2x	wonkelly.com	27.5x
Leisure & Hobbies	4.5x	clickhole.com	27.2x

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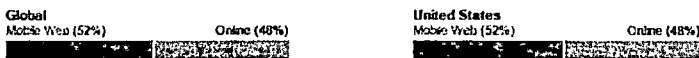
Web Traffic Frequency



Web Traffic Sources

Mobile Web vs. Online

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



Business vs. Home

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

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

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Gawker.com Traffic and Demographic Statistics by Quantcast



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Read the love

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For Publishers
Proof
Resources
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Help

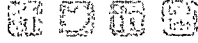
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