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12-012447-CI DEF D-136 DOC

Reference No : 12-012447-CI

DEFENDANT EXHIBIT# 136 ID 2/29/16

DEFENDANT EXHIBIT# 136 Evidence 3-11-16  
(Date) (Date)

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

By:   
Deputy Clerk

quantcast Explore

**Gawker Media Network**

10 Sites | 5 Audience Segments

70.5M US | 113.7M Global

MONTHLY UNIQUES

**Quantified**  
Directly Measured Data

**121** US RANK

**gawker.com**

57 Subdomains

15.9M US | 21.6M Global

Site:  
gawker.com

★ Favorites

United States

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

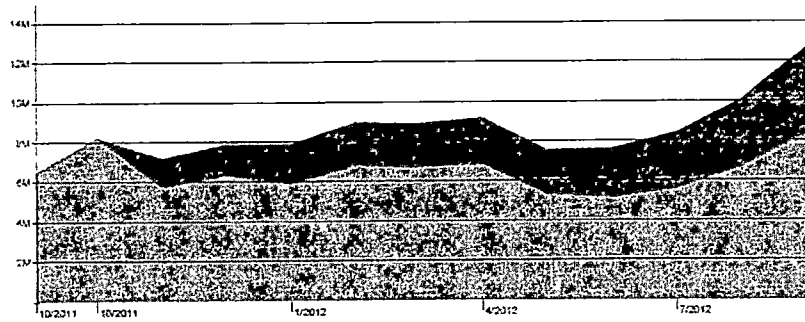
<b>UNIQUES</b> ⬇️ 12,615,504 +27%	<b>PEOPLE</b> ⬇️ 10,055,117 +30%	<b>VISITS</b> ⬇️ 26,659,012 -14%	<b>PAGE VIEWS</b> ⬇️ 73,619,248 +6%
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Uniques (United States) per Day | Week | Month

Compare Site

More Options

Directly Measured Quantcast



Mobile Web Online

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

LAST MONTH FEB 16, 2015 - MAR 12, 2015

	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
Web	15,862,220	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 9AM PDT

Highlight Your Valuable Audiences

Learn More



**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

**Badges**

To add a Quantcast badge to your site

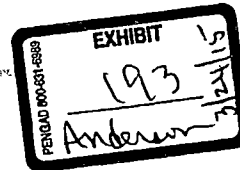
- Select the badge you want
- Copy the HTML code snippet and paste it into your site
- The badges will automatically display on your web page with your site's current data

US People per month with Sparkline

US Demographics: [ Web ]

Gender || Age || Household Income || Education || Ethnicity || Political Affiliation || Political Engagement

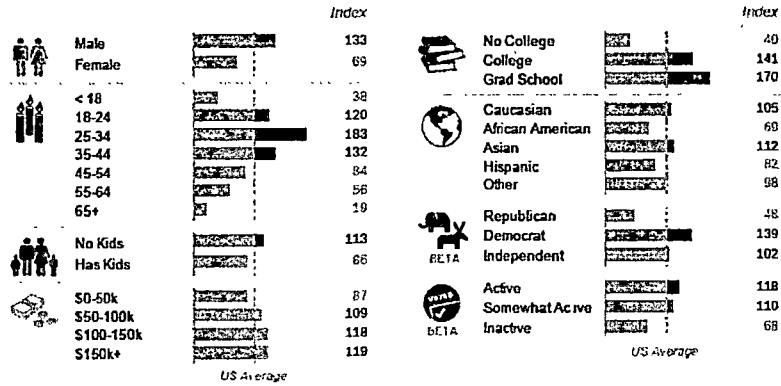
https://www.quantcast.com/gawker.com



1/3  
GAWKER 24776

3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



Updated Mar 10, 2015 - Next Mar 25, 2015 by 9AM PDT

See More →

Audience Interests

Definition | Calculation | How to use the data

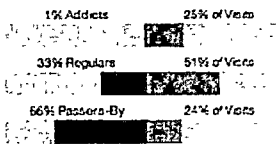
Top Interests		Top Sites	
INTERESTS	AFFINITY INDEX	SITES	AFFINITY INDEX
Arts & Entertainment	5.8x	atlampash.com	44.7x
Computers & Technology	5.5x	gothamist.com	31.5x
Business & Industrial	5.3x	atlrecline.com	27.8x
Science	5.2x	wonkette.com	27.5x
Leisure & Hobbies	4.5x	rickholo.com	27.2x

Updated Mar 10, 2015 - Next Mar 25, 2015 by 9AM PDT

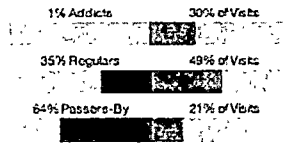
See More →

Web Traffic Frequency

Global



United States



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

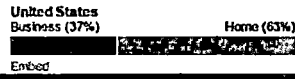
gawker.com is visited more by computers at home than computers at work in the United States.

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

2/3  
GAWKER 24777

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Gawker.com Traffic and Demographic Statistics by Quantcast



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Get insights  
Go mobile  
Compare stats  
Read the love

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For Publishers  
Proof  
Resources  
Contact Sales

**Help**

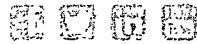
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