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12-012447-CI DEF D-125 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 125 ID 2/29/16

(Date)
DEFENDANT EXHIBIT# 125 Evidence 3/11/16

(Date)
KEN BURKE, Clerk of the Circuit Court

By: _____
Deputy Clerk

Bleacher Report Network MONTHLY UNIQUES

Site: **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 Meijer.

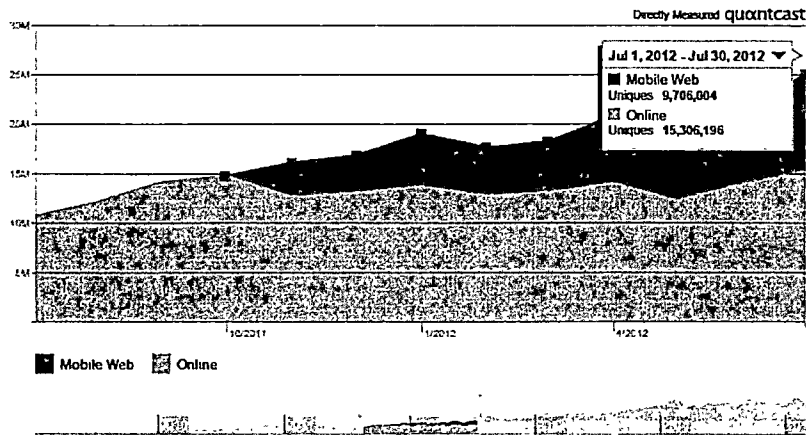
Check out the new Audience Interests report, with top interests and sites now available for any property, networks, sites, apps and devices.

quantcast	Measure	Advertise	Explore
UNIQUES Ⓞ	PEOPLE Ⓞ	VISITS Ⓞ	PAGE VIEWS Ⓞ
25,012,200 +16%	18,463,352 +14%	69,050,320 +25.5%	176,980,320 +27%

Uniques (United States) per Day | Week | Month

Compare Site

More Options



Date Range: 1d | 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	---	187,560,848	516,716,864
Online	19,236,506	---	51,424,448	104,816,448

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

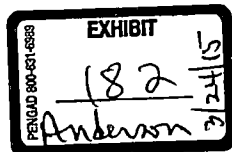
US Demographics: [Web] Ⓞ

Summary: Gender || Age || Household || Income || Education || Country || Political Affiliation || Political Engagement

index

index

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



US People per month with Sparkline

- 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

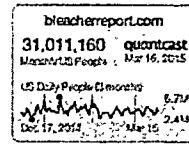
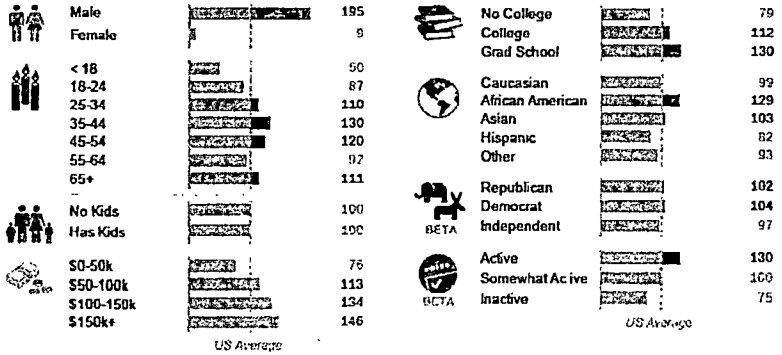
Badges

To add a Quantcast badge to your site:

- 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.

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

INTERESTS	AFFINITY INDEX
Sports	15.6x
Arts & Entertainment	4.0x
Computers & Technology	3.5x
News	3.4x
Business & Industrial	3.0x

Top Sites

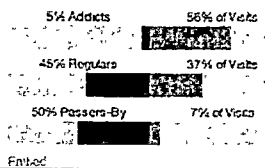
SITES	AFFINITY INDEX
ncar.com	32.3x
collegestun.com	29.7x
nfltraderumors.com	27.9x
profesportsumors.com	25.7x
hoopsumors.com	24.3x

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

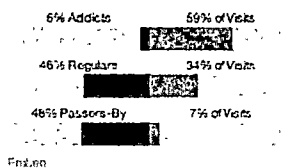
[See More](#)

Web Traffic Frequency

Global



United States



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

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3/19/2015

Bleacherreport.com Traffic and Demographic Statistics by Quantcast

Global
 Business (27%) Home (73%)
 Embedded

United States
 Business (29%) Home (70%)
 Embedded

Advertising

Advertising is accepted on this site

300 x 250 IMA Medium Rectangle
 728 x 90 IMA Leaderboard

You

Log Out

Measure

Get insights
 Go mobile
 Compare stats
 Read the Inve

Advertise

For Marketers
 For Publishers
 Proof
 Resources
 Contact Sales

Help

Guides
 FAQs
 Contact Support

Company

Careers
 Engineering
 Legal
 Privacy policy
 Opt out
 Inquiries

Word

Press
 WeBlog
 Sweet Spot

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