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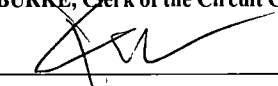
12-012447-CI DEF D-140 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 140 ID 2/29/16

(Date)
DEFENDANT EXHIBIT# 140 Evidence 3-11-16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: 
Deputy Clerk

quantcast Explore

Gawker Media Network

10 Sites | 3 Audience Segments

MONTHLY UNIQUES
70.5M US 113.7M Global

gawker.com

50 Subdomains

15.9M US 21.6M Global

★ Favorites

United States

Quantified
Directly Measured Data

121 US RANK

gawker.com

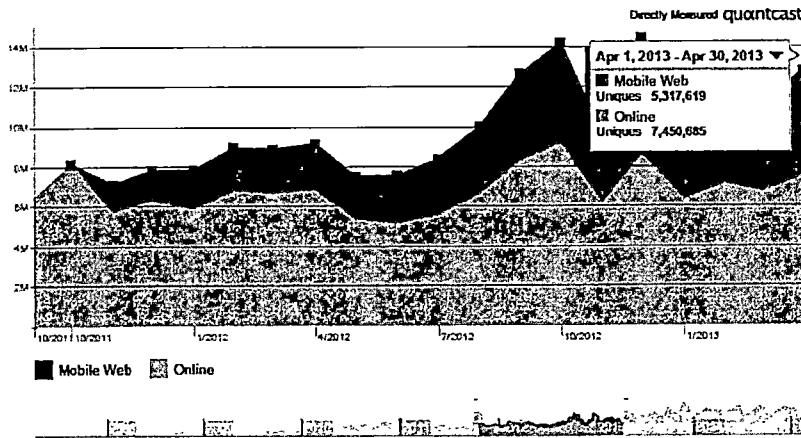
Check out the new Audience Interests report, with top interests and sites now available for any property, networks, sites, apps and audience segments!

UNIQUES \uparrow 12,768,304 +17%	PEOPLE \uparrow 10,255,874 +18%	VISITS \uparrow 26,073,196 +16%	PAGE VIEWS \downarrow 83,103,136 -12%
--	---	---	---

Uniques (United States) per Day | Week | Month

Compare Site

More Options



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

LAST MONTH FEB 16, 2015 - MAR 17, 2015	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
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 P01

US Demographics: Web

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

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

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

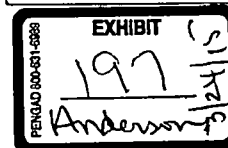
- How to Read This Report
- IAS Standard Traffic Measurement
- Web Measurement Implementation Guide
- Optimizing Tag Performance
- Creative Specifications Guide
- Audience Segments Implementation Guide

Badges

To add a Quantcast badge to your site

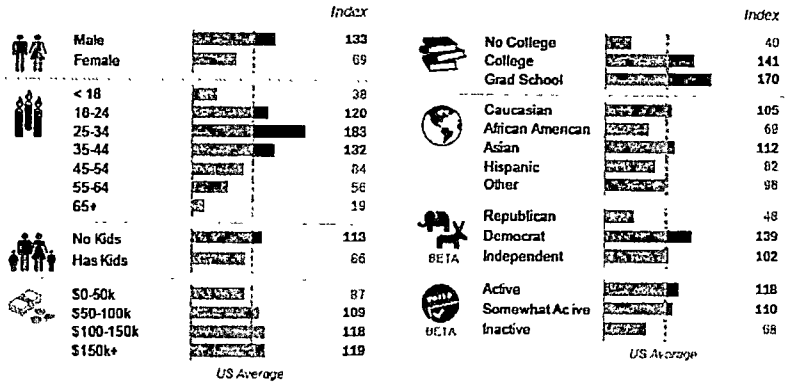
- Select the badge you want.
- Copy the HTML code snippet and paste it into your site.
- The badges will automatically display on your web page with your site's current data.

US People per month with Sparkline



3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



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
Arts & Entertainment	5.8x
Computers & Technology	5.5x
Business & Industrial	5.3x
Science	5.2x
Leisure & Hobbies	4.5x

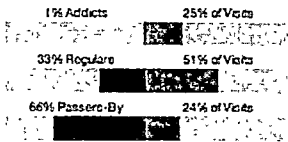
SITES	AFFINITY INDEX
adampash.com	44.7x
gobianet.com	31.5x
adredline.com	27.8x
webfatic.com	27.5x
clifhole.com	27.2x

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

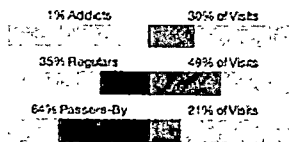
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Web Traffic Frequency

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 24840

Dep197-002

3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



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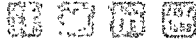
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