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12-012447-CI DEF D-139 DOC

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 139 ID 2/29/16
(Date)

DEFENDANT EXHIBIT# 139 Evidence 3/11/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: [Signature]
Deputy Clerk

quantcast Explore

Gawker Media Network MONTHLY UNIQUES

10 Sites | 5 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

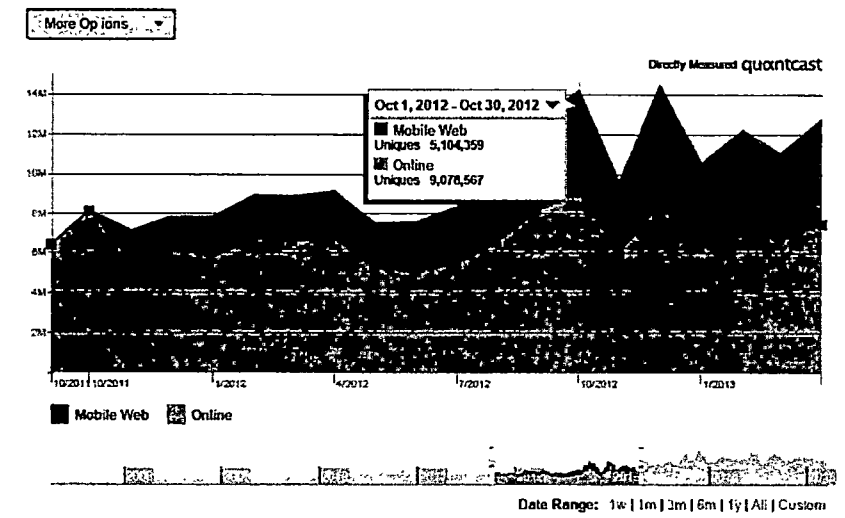
gawker.com

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 14,182,926 +12%	PEOPLE 11,285,029 +12%	VISITS 30,020,630 +12%	PAGE VIEWS 88,207,584 +20%
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Uniques (United States) per Day | Week | Month Compare Sites



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 9AM PDT

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

Highlight Your Valuable Audiences

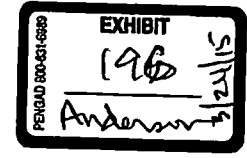
Learn More

- Related Links
- How to Read This Report
 - 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 Demographics: { Web } Summary || Gender || Age || Household || Income || Education || Ethnicity || Political Affiliation || Political Engagement

US People per month with Sparkline

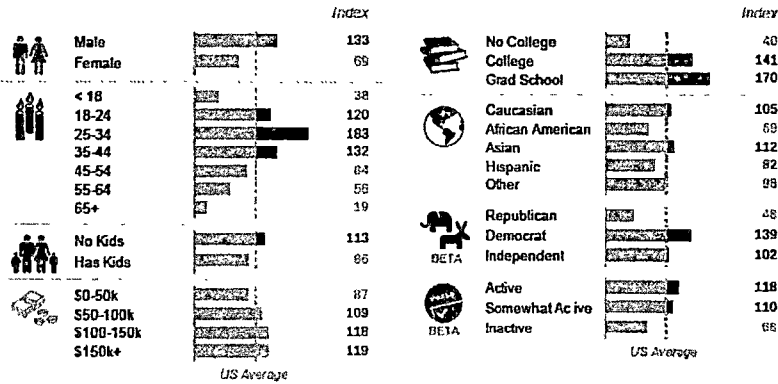


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GAWKER 24821

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

3/18/2015

Gawker.com Traffic and Demographic Statistics by Quantcast



Updated Mar 11, 2015 • Next: Mar 25, 2015 by 9AM PDT

[See More](#)

Audience Interests

Definition | Calculation | How to use the data

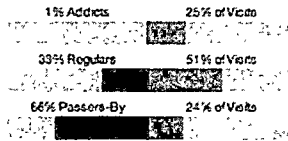
INTERESTS	AFFINITY INDEX	SITES	AFFINITY INDEX
Arts & Entertainment	5.8x	ndam.paul.com	44.7x
Computers & Technology	5.5x	gothamist.com	31.5x
Business & Industrial	5.3x	afire-line.com	27.8x
Science	5.2x	workable.com	27.5x
Leisure & Hobbies	4.5x	clickhole.com	27.2x

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

[See More](#)

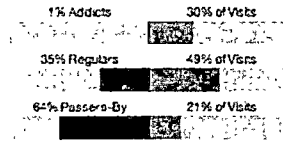
Web Traffic Frequency

Global



Unlabeled

United States



Unlabeled

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

Global



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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3/10/2015

Gawker.com Traffic and Demographic Statistics by Quantcast

Global
Business (34%) Home (66%)
Embed

United States
Business (37%) Home (63%)
Embed

You

Sign Up
Log In

Measure

Get insights
Go mobile
Compare stats
Read the love

Advertise

For Marketers
For Publishers
Proof
Resources
Contact Sales

Help

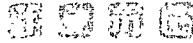
Guides
FAQs
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Careers
Engineering
Legal
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Inquiries

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Sweet Spot



Quantcast.com