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12-012447-CI DEF D-141 DOC

Reference No : 12-012447-CI

DEFENDANT EXHIBIT# 141 ID 2/29/16
(Date)

DEFENDANT EXHIBIT# 141 Evidence 3/11/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: _____

[Signature]
Deputy Clerk

Gawker Media Network MONTHLY UNIQUES

10 Sites | 56 Audience Segments 70.5M us | 113.7M Global

gawker.com 15.9M us | 21.6M Global

32 Subdomains

★ Favorites United States

Quantified
Directly Measured Data

121 US RANK

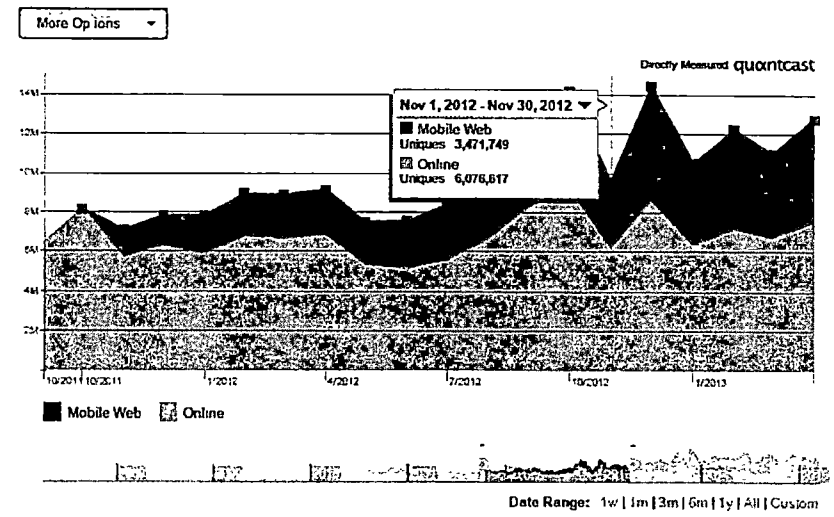
Site: **gawker.com**

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 9,548,366 31%	PEOPLE 7,521,252 32%	VISITS 21,507,536 76%	PAGE VIEWS 71,657,016 16%
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Uniques (United States) per Day | Week | Month Compare Site



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 16, 2015 - Next Mar 19, 2015 by 9:51 PM EDT

- 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.

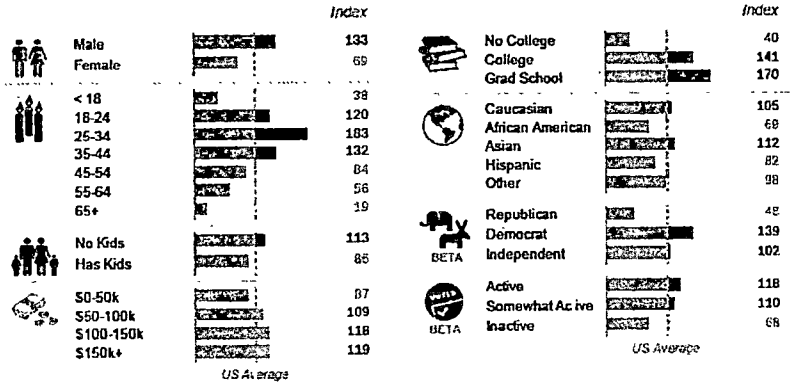
US Demographics: (Web)

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

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 BAM PDT

See More →

Audience Interests

Definition | Calculation | How to use the data

Top Interests

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

Top Sites

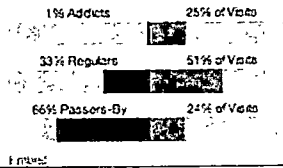
SITES	AFFINITY INDEX
adampark.com	44.7x
gothamist.com	31.5x
alfredino.com	27.8x
wonketa.com	27.5x
clickhole.com	27.2x

Updated Mar 16 2015 - Next: Mar 25 2015 by BAM PDT

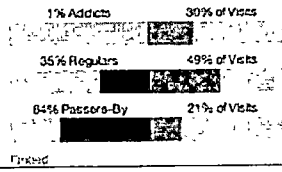
See More →

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 24825

3/18/2015

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

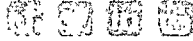
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