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12-012447-CI DEF D-566 DOC

566

Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 566 ID 2-29-16
(Date)

DEFENDANT EXHIBIT# 566 Evidence 3-1-16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: [Signature]
Deputy Clerk

Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email Export Add to Dashboard Shortcut

This report is based on 501,826,792 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions 100.00%

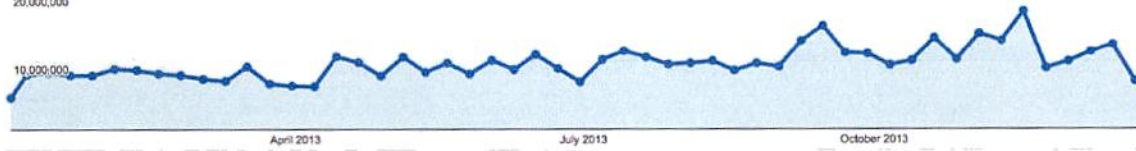
+ Add Segment

Overview

Sessions vs. Select a metric

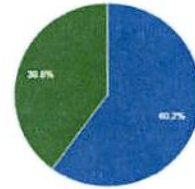
Hourly Day Week Month

Sessions 20,000,000



| | | |
|--------------------------------|--|-----------------------------------|
| Sessions 501,826,792 | Users 206,428,913 | Pageviews 1,051,145,639 |
| Pages / Session 2.09 | Avg. Session Duration 00:05:47 | Bounce Rate 57.58% |

Returning Visitor New Visitor



Audience Overview

Jan 1, 2012 - Dec 31, 2012

Email Export Add to Dashboard Shortcut

This report is based on 360,025,567 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions 100.00%

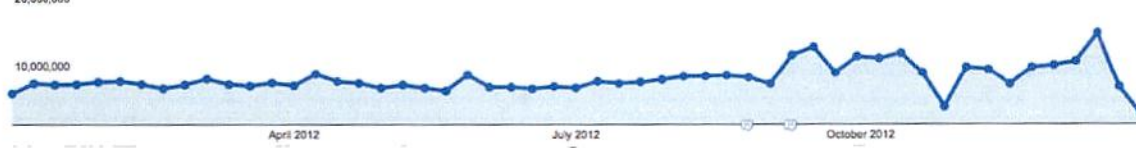
+ Add Segment

Overview

Sessions vs. Select a metric

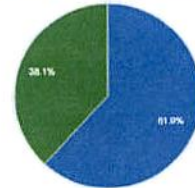
Hourly Day Week Month

Sessions 20,000,000



| | | |
|--------------------------------|--|-----------------------------------|
| Sessions 360,025,567 | Users 142,664,230 | Pageviews 1,080,757,234 |
| Pages / Session 3.00 | Avg. Session Duration 00:03:33 | Bounce Rate 39.31% |

Returning Visitor New Visitor



How engaged are visitors to gizmodo.com?

?

| | | |
|-----------------------------|-----------------------------|---------------------------|
| Bounce Rate | Daily Pageviews per Visitor | Daily Time on Site |
| 64.20% ▲ 3.00% | 1.97 ▼ 5.29% | 3:21 ▼ 5.00% |

How engaged are visitors to io9.com?

?

| | | |
|-----------------------------|-----------------------------|---------------------------|
| Bounce Rate | Daily Pageviews per Visitor | Daily Time on Site |
| 65.20% ▲ 1.00% | 1.96 ▼ 4.85% | 3:24 ▼ 7.00% |

How engaged are visitors to kotaku.com?

?

| | | |
|-----------------------------|-----------------------------|--------------------|
| Bounce Rate | Daily Pageviews per Visitor | Daily Time on Site |
| 58.60% ▲ 1.00% | 2.27 ▲ 0.40% | 3:43 |

How engaged are visitors to jezebel.com?

?

| | | |
|-----------------------------|-----------------------------|---------------------------|
| Bounce Rate | Daily Pageviews per Visitor | Daily Time on Site |
| 59.70% ▼ 2.00% | 2.37 ▲ 3.90% | 4:20 ▲ 2.00% |

How engaged are visitors to deadspin.com?

?

| | | |
|-------------|-----------------------------|--------------------|
| Bounce Rate | Daily Pageviews per Visitor | Daily Time on Site |
| 52.00% | 2.70 ▼ 2.88% | 4:40 |

Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 209,458,747 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

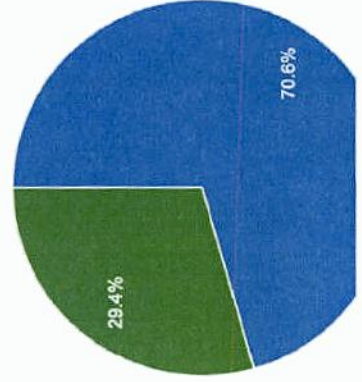
Sessions vs. Select a metric

Hourly Day Week Month

Sessions
2,000,000



Returning Visitor New Visitor



| Metric | Value | Line Chart |
|-----------------------|-------------|------------|
| Sessions | 209,458,747 | |
| Users | 63,834,108 | |
| Pageviews | 691,332,576 | |
| Pages / Session | 3.30 | |
| Avg. Session Duration | 00:04:21 | |
| Bounce Rate | 37.79% | |

Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email Export Add to Dashboard Shortcut

This report is based on 332,826,054 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



April 2013

July 2013

October 2013

Sessions

332,826,054

Users

101,288,567

Pageviews

740,984,872

Pages / Session

2.23

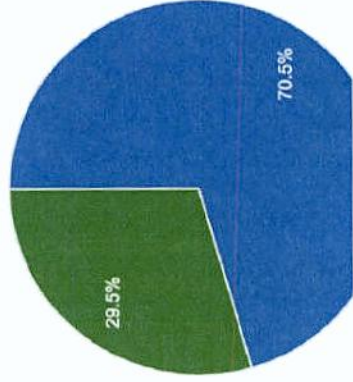
Avg. Session Duration

00:03:56

Bounce Rate

55.60%

Returning Visitor New Visitor



Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard **Shortcut**

This report is based on 472,503,393 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision



+ Add Segment

Overview

Sessions VS. Select a metric

Hourly **Day** Week Month

● Sessions

4,000,000



April 2012

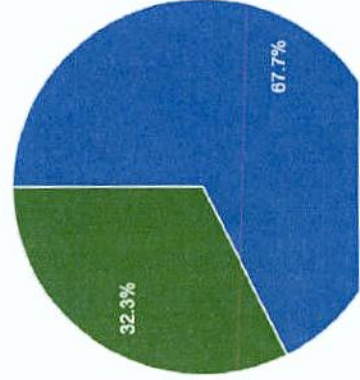
July 2012

October 2012

| Sessions | Users | Pageviews |
|-------------|-------------|---------------|
| 472,503,393 | 160,065,328 | 1,526,527,552 |

| Pages / Session | Avg. Session Duration | Bounce Rate |
|-----------------|-----------------------|-------------|
| 3.23 | 00:04:09 | 39.51% |

■ Returning Visitor ■ New Visitor



Audience Overview

Email Export Add to Dashboard Shortcut This report is based on 451,149,222 sessions (100% of sessions). [Learn more](#) Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

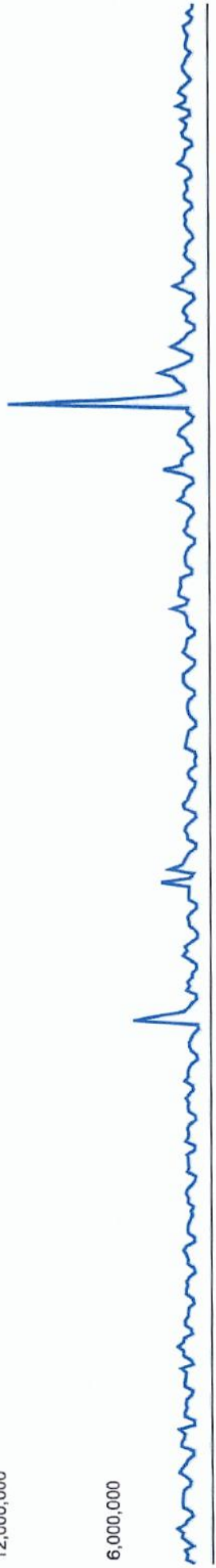
Sessions vs. Select a metric

Hourly Day Week Month

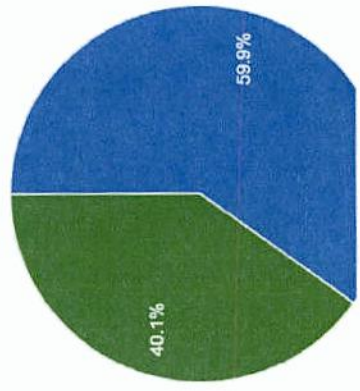
Sessions

12,000,000

6,000,000



Returning Visitor New Visitor



| | | | | | |
|-----------------|-------------|-----------------------|-------------|-------------|-------------|
| Sessions | 451,149,222 | Users | 186,706,583 | Pageviews | 870,575,153 |
| Pages / Session | 1.93 | Avg. Session Duration | 00:03:18 | Bounce Rate | 59.32% |

D566-006

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 174,303,363 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

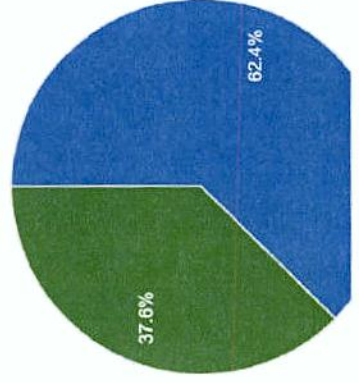
Sessions
1,200,000



April 2012 July 2012 October 2012

Returning Visitor New Visitor

| Metric | Value |
|-----------------------|-------------|
| Sessions | 174,303,363 |
| Users | 67,394,277 |
| Pageviews | 564,671,953 |
| Pages / Session | 3.24 |
| Avg. Session Duration | 00:03:33 |
| Bounce Rate | 38.15% |



Audience Overview

Email Export Add to Dashboard Shortcut This report is based on 259,318 sessions (100% of sessions). Learn more

Slower response, greater precision

All Sessions 100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions 2,000,000

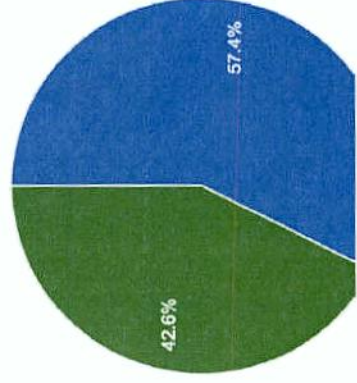


October 2013

July 2013

April 2013

Returning Visitor New Visitor



| Metric | Value |
|-----------------------|-------------|
| Sessions | 259,318,218 |
| Users | 112,816,368 |
| Pageviews | 492,555,129 |
| Pages / Session | 1.90 |
| Avg. Session Duration | 00:03:10 |
| Bounce Rate | 62.51% |

D566-008

Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email **Export** **Add to Dashboard** **Shortcut** This report is based on 231,985,515 sessions (100% of sessions). **Learn more** **Slower response, greater precision**

All Sessions
100.00%

+ Add Segment

Overview

Sessions **VS.** Select a metric

Hourly **Day** **Week** **Month**

Sessions

3,000,000

1,500,000



April 2012

July 2012

October 2012

Sessions

231,985,515

Users

84,087,410

Pageviews

909,920,421

Pages / Session

3.92

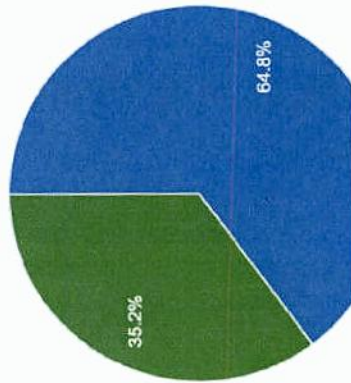
Avg. Session Duration

00:05:15

Bounce Rate

38.15%

Returning Visitor **New Visitor**



Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email Export ▾ Add to Dashboard Shortcut This report is based on 283,894,713 sessions (100% of sessions). Learn more

Slower response, greater precision ▾

All Sessions
100.00%

+ Add Segment

Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

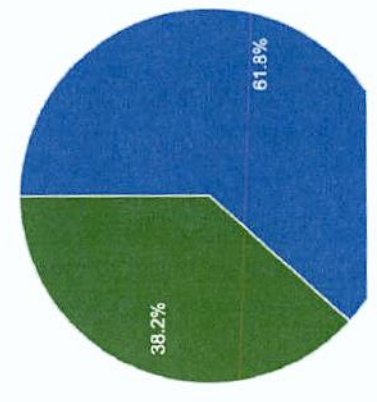
● Sessions
3,000,000



April 2013 July 2013 October 2013

| | | | | | |
|-----------------|-------------|-----------------------|-------------|-------------|-------------|
| Sessions | 283,894,713 | Users | 111,399,151 | Pageviews | 653,417,363 |
| Pages / Session | 2.30 | Avg. Session Duration | 00:04:33 | Bounce Rate | 55.77% |

■ Returning Visitor ■ New Visitor



Jan 1, 2012 - Dec 31, 2012

Audience Overview

Email Export Add to Dashboard Shortcut

This report is based on 283,054,330 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

1,400,000



April 2012

July 2012

October 2012

Sessions

283,054,330

Users

78,387,473

Pageviews

1,089,841,071



Pages / Session

3.85

Avg. Session Duration

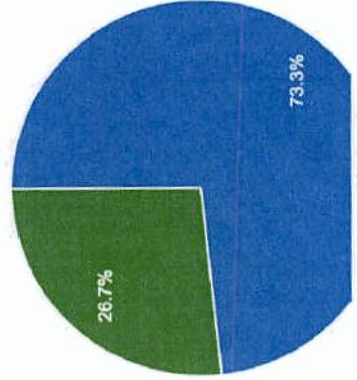
00:04:20

Bounce Rate

35.05%



Returning Visitor New Visitor



Jan 1, 2013 - Dec 31, 2013

Audience Overview

Email **Export** **Add to Dashboard** **Shortcut**

This report is based on 364,292,261 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Overview

Sessions **vs.** Select a metric

Hourly Day Week Month

Sessions
3,000,000



April 2013

July 2013

October 2013

Sessions

364,292,261

Users

106,072,057

Pageviews

813,225,453

Pages / Session

2.23

Avg. Session Duration

00:04:07

Bounce Rate

52.50%

■ Returning Visitor ■ New Visitor

