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Exhibit M: Wikimedia, Similar Web



Sign In

Wikipedia.org

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A free encyclopedia with millions of articles contributed collaboratively using Wiki software...

Traffic Overview

+ ADD COMPETITORS

TRY SIMILARWEB PRO

Last update: 30 Apr 2015



SimilarWeb Rank

7 =

Global Rank

11 ↑

In United States

1 =

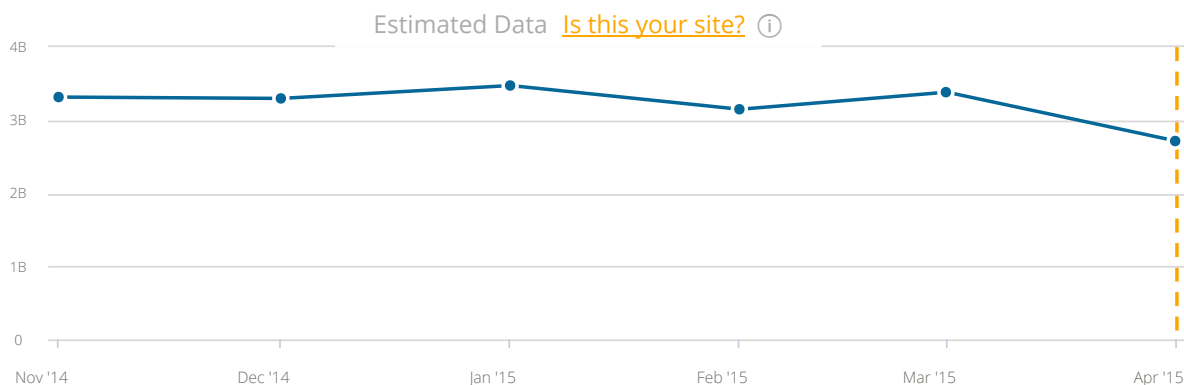
Reference > Dictionaries ...

[edit category](#)

Monthly Visits

On Desktop, in last 6 months

Select Date Range



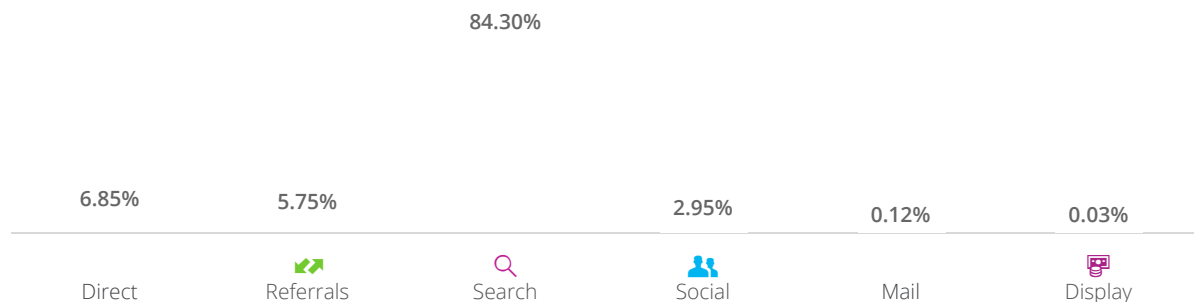
Engagement

On Desktop, in April, 2015

Estimated Visits	2.7B
Time On Site	00:04:40
Page Views	3.30
Bounce Rate	54.08%

Traffic Sources

On Desktop, in last 3 months



Traffic to Subdomains

en.wikipedia...	49.86%
es.wikipedia...	8.42%
ru.wikipedia...	7.94%
fr.wikipedia...	5.11%

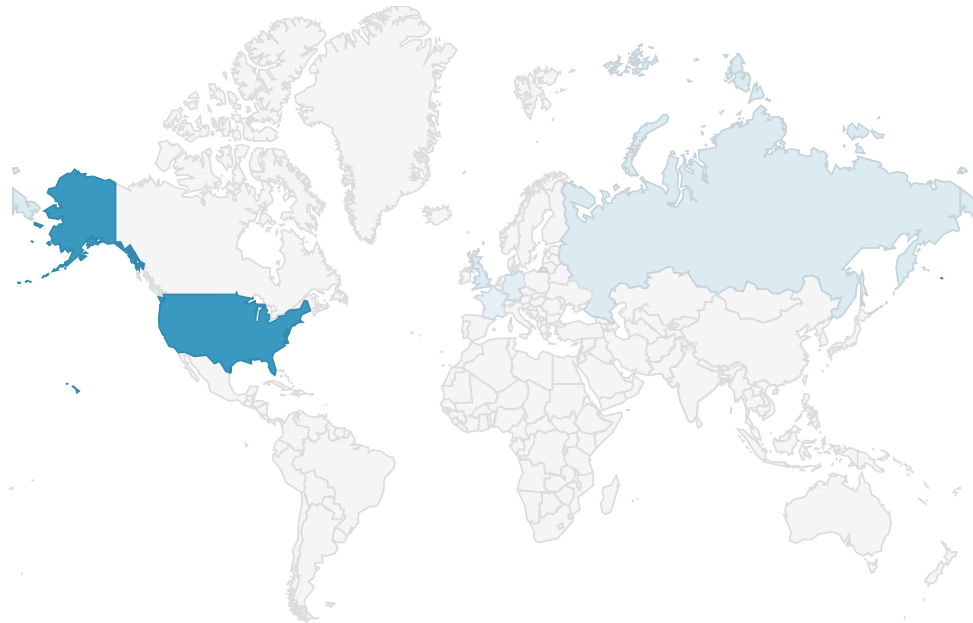
[Upgrade to See All Subdomains](#)

Geography



23.89%

of total Wikipedia.org desktop traffic in last 3 months came from: **United States**

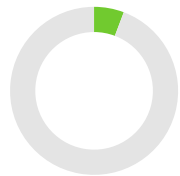


Leading Countries

United States	23.89%
Russia	5.24%
United Kingdom	5.20%
Germany	4.58%
France	4.26%

See Where Remaining 57%
Of the Traffic is Coming From

Referring Sites



5.75%

of total **Wikipedia.org** desktop traffic in the last 3 months came from referrals

Top Referring Sites

- Search.tb.ask.com

- Search.webssearches.com

- Imgur.com

- News.ycombinator.com

- Pikabu.ru

- Lurkmore.to

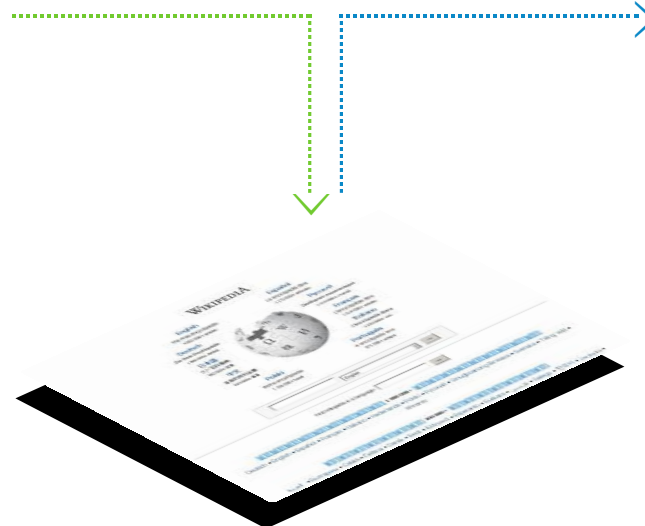
- Cracked.com

- Searches.uninstallmas...

- Geektimes.ru

- Hbrahabr.ru

See **76% More**
Of Referring Traffic



Top Destination Sites

- Upload.wikim...

- Exitmonetiza...

- Imdb.com

- Commons.wiki...

- Youradexchan...

- Youtube.com

- Stamplive.com

- Jmpdirect01.com

- Omnaling.com

- Adcash.com

See **55% More**
Of Destination Traffic

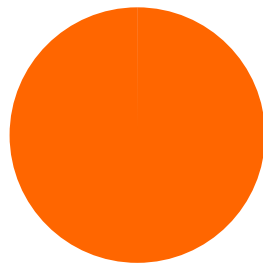
Search Traffic



84.3%

of total Wikipedia.org desktop traffic in last 3 months is search

100%
Organic Searches



Organic Keywords:

Wikipedia

Facebook

Better Call Saul

Alessandro Volta

Google

Wiki

Википедия

Search Engines

Google

Yandex

Yahoo

Syndicated Search

Bing

Other

Paid Keywords:

NO PAID KEYWORDS

Wikipedia.org

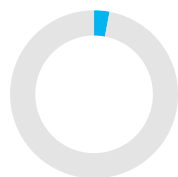
House Of Cards

Stephen Hawking

Emmy Noether

Get All Keywords in PRO

Social



2.95%

of total Wikipedia.org desktop traffic in last 3 months is social

Reddit

63.70%

Facebook

18.49%

Youtube

3.47%

Wikia

2.92%

Vk.com

2.65%

[See More Social Traffic](#)

Display Advertising



0.03%

of Wikipedia.org desktop traffic came from display ads

Top Publishers

- [Hukd.mydealz.de](#)

- [News.google.de](#)

- [Deutschland.wirdfit.de](#)

- [Href.li](#)

- [Youtube.com](#)

- [Shortnews.de](#)

- [Tabelog.us](#)

- [Facebook.com](#)

- [Youtube-mp3.org](#)

- [Musicas-anime.com](#)

Get All Ad Display Networks in PRO

Top Ad Networks

-
- [Adcash.com](#)
 - [youradexchange.com](#)
 - [Adf.ly](#)
 - [Propeller Ads Media](#)
 - [Misc Ads](#)
 - [Other](#)

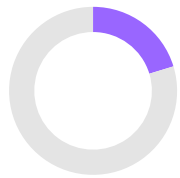
See what the ads look like

[SHOW THE ADS](#)

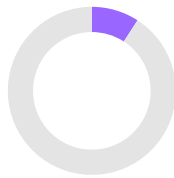
Audience Interests

Categories

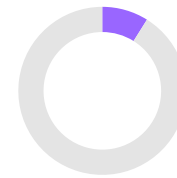
Users who visited Wikipedia.org also visited the following website categories



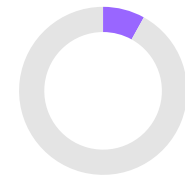
Internet And Telecom >
Search Engine



Arts And Entertainment



Reference > Ask An Expert



Internet And Telecom >
Social Network

Also visited websites

Users who visited Wikipedia.org also visited the following websites

- Encrypted.google.com
- Bing.com
- Eksisozluk.com
- Answers.yahoo.com
- Reddit.com
- Imdb.com
- Boards.4chan.org
- Search.disconnect.me
- Zhihu.com
- Raterhub.com

[See All Websites in PRO](#)

Topics

Topics cloud generated from also visited websites



Similar Sites

Similarity	Rank
------------	------

britannica.com

encyclopedia.com

answers.com

dictionary.refere...

imdb.com

youtube.com

wiktionary.org

wikimedia.org

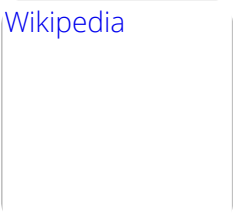
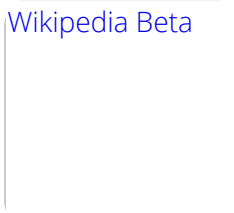


infoplease.com

merriam-webste...

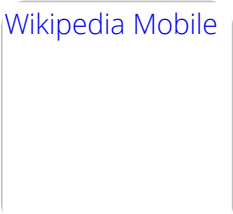

[See More Similar Sites](#)

Mobile Apps

GOOGLE PLAY STORE

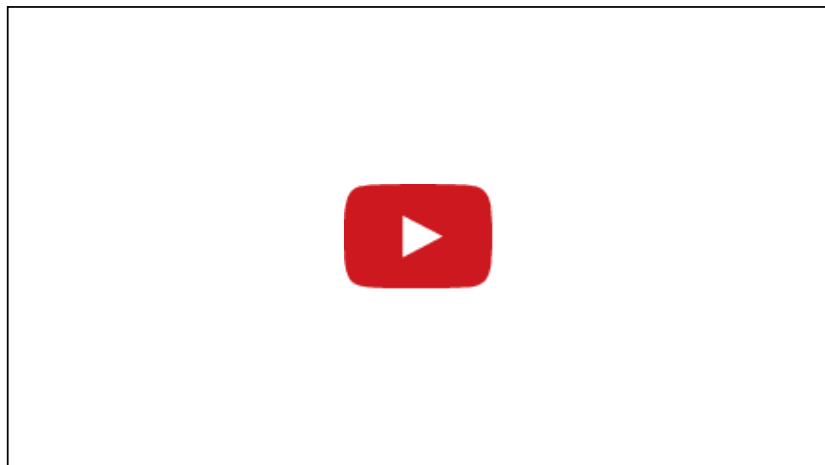
<p>Wikipedia</p>  <p>WIKIPEDIA</p> <p>Wikimedia Foundation</p> <p>Android FREE</p> <p>4.4</p>	<p>Wikipedia Beta</p>  <p>WIKIPEDIA BETA</p> <p>Wikimedia Foundation</p> <p>Android FREE</p> <p>4.4</p>	<p>Wiktionary</p>  <p>WIKTIONARY</p> <p>Wikimedia Foundation</p> <p>Android FREE</p> <p>4</p>	<p>Wikimedia Commons</p>  <p>WIKIMEDIA COMMONS</p> <p>Wikimedia Foundation</p> <p>Android FREE</p> <p>4.1</p>
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APP STORE

<p>Wikipedia Mobile</p>  <p>WIKIPEDIA MOBILE</p> <p>Wikimedia Foundation</p> <p>iOS FREE</p> <p>3</p>	<p>translatewiki.net</p>  <p>TRANSLATEWIKI .NET</p> <p>Wikimedia Foundation</p> <p>iOS FREE</p> <p>0</p>
---	--

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- ✓ Peek into the hidden marketing strategies of your competitors, across industries and countries
- ✓ Keyword research made easy and based on actual traffic statistics
- ✓ Discover new opportunities while reducing risk by learning from your competitor's mistakes

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Chyan Phang, Director, Hotels | Travelocity North America

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Exhibit N: Wikimedia Report Card

Wikimedia Report Card May 2015

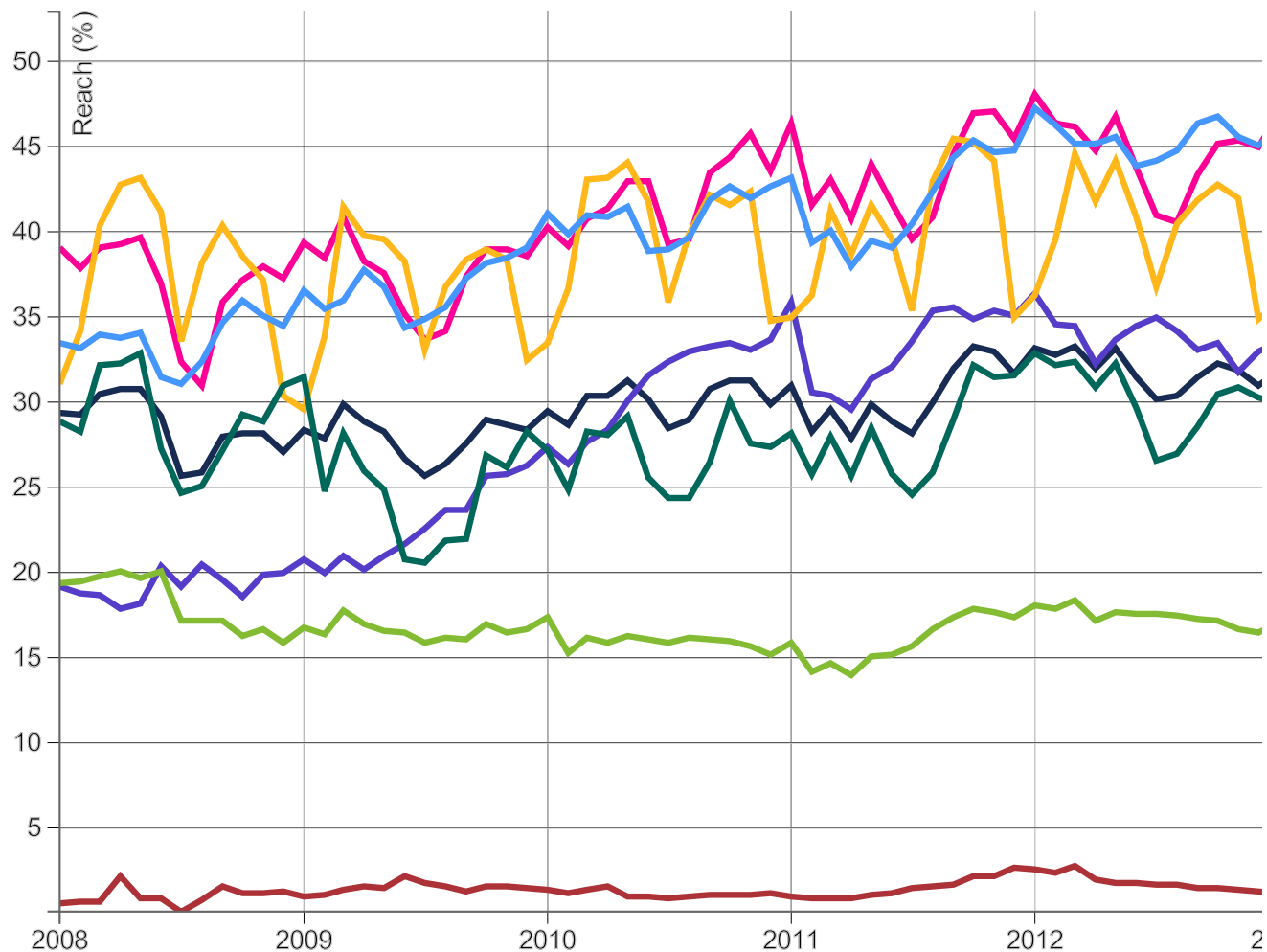
Graphs **Core** Secondary

24.80

Wikimedia Projects Reach by Region (comScore)

Mar 14 — Mar 15 **-12.37%**
Feb 15 — Mar 15 **2.06%**

- World
- China
- Europe
- India
- Latin America
- Middle East/Africa
- North America
- Asia Pacific



Raw Data

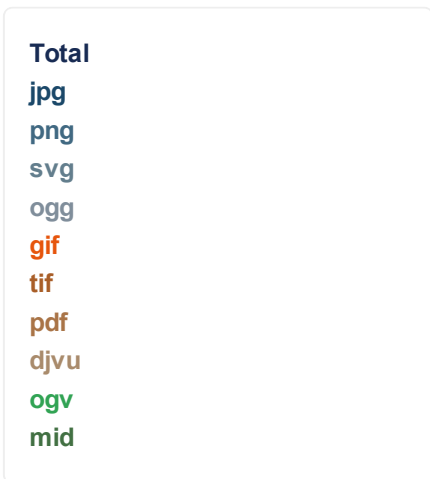
- /data/datafiles/rc/rc_comscore_region_reach.csv

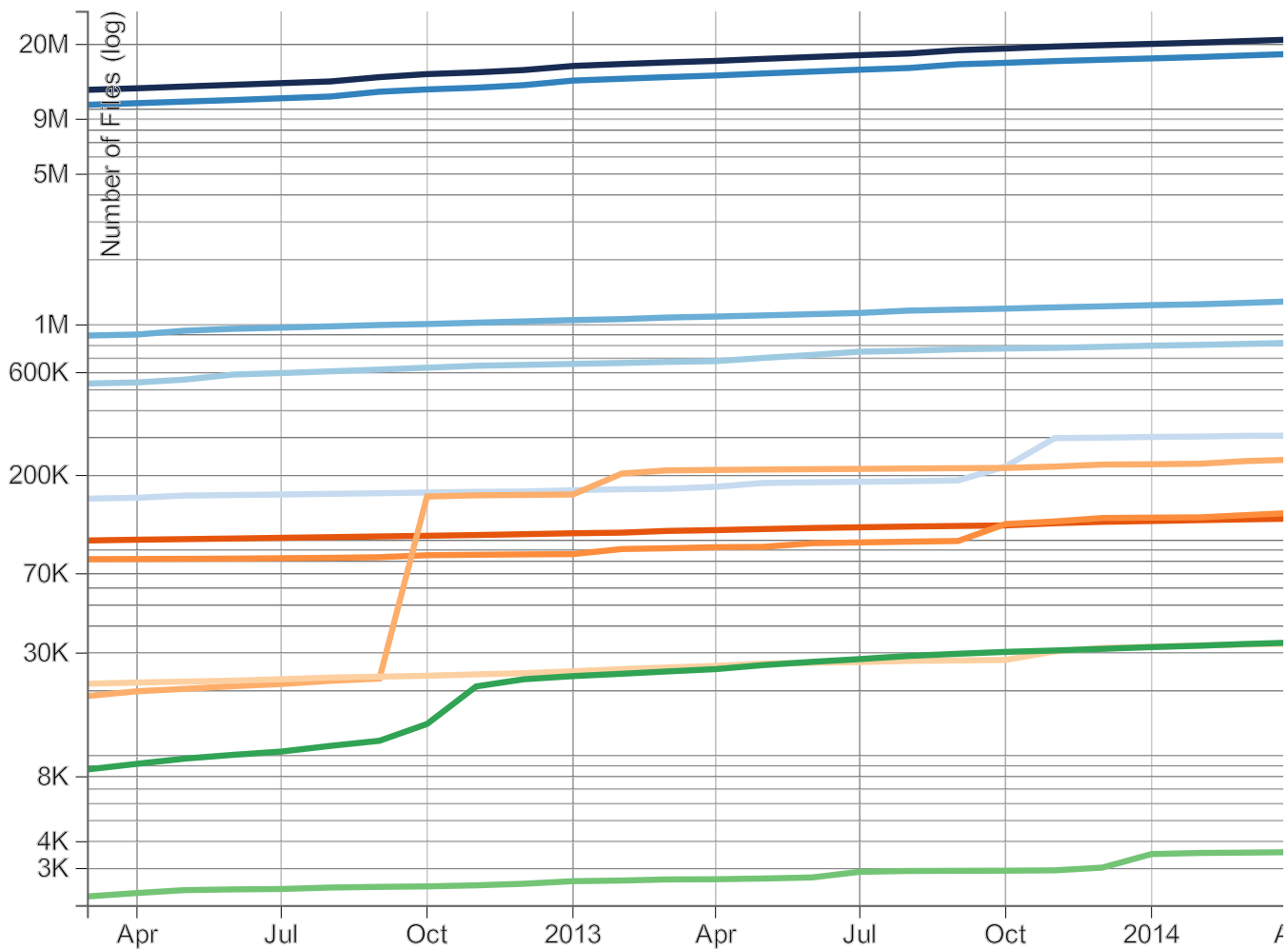
View Data as Table

25.79 Million

Mar 14 — Mar 15 23.84%
Feb 15 — Mar 15 1.60%

Commons Binaries (log scale)





Raw Data

- /data/datafiles/rc/rc_binary_files.csv

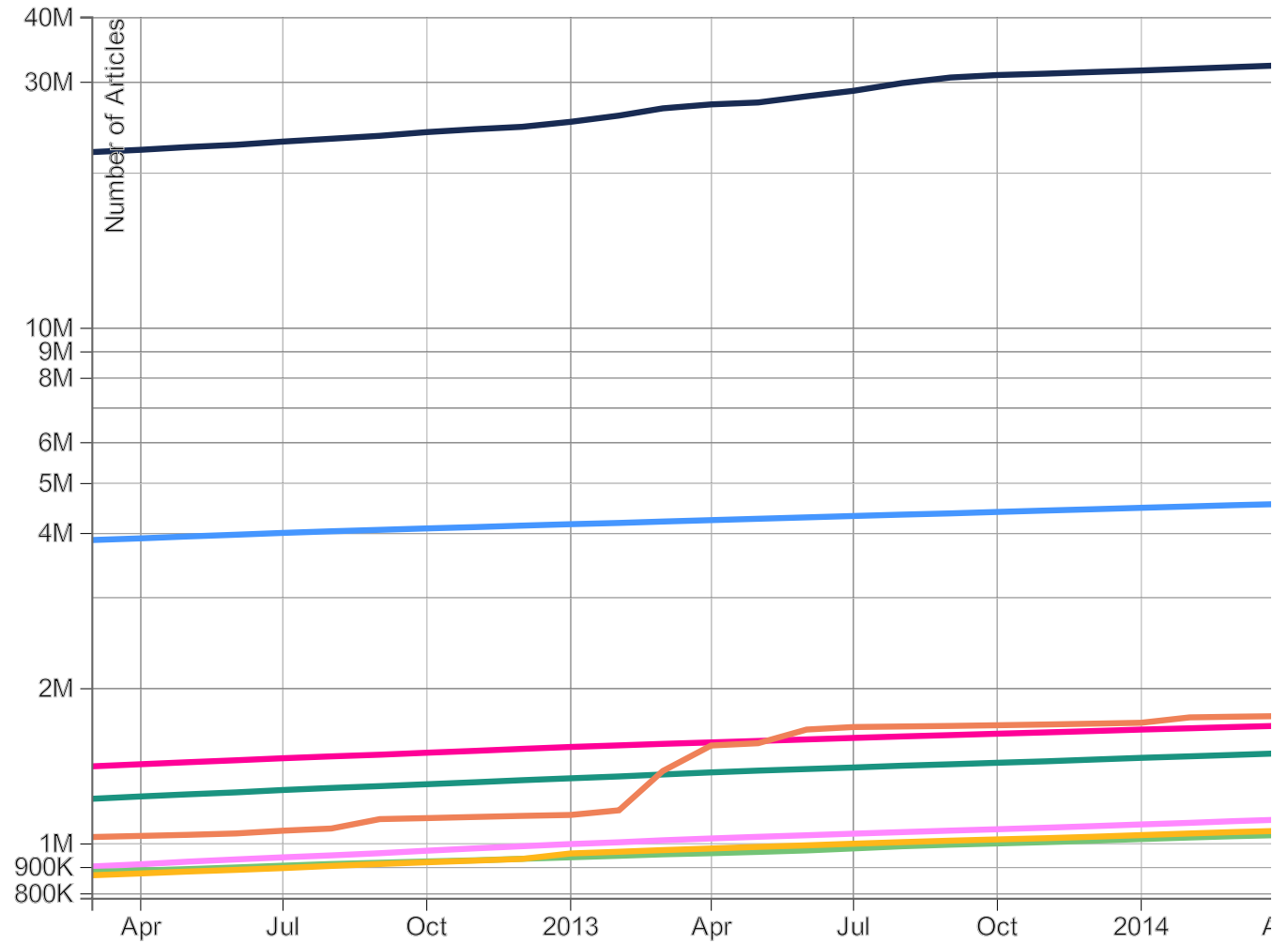
View Data as Table

36.47 Million

Wikipedia Articles

Mar 14 — Mar 15 13.49%
Feb 15 — Mar 15 0.89%

- Total
- English
- German
- French
- Dutch
- Italian
- Polish
- Spanish



(Page counts / Editor counts) are not final yet. Expect an update in a few days.

Raw Data

- /data/datafiles/rc/rc_article_count.csv

View Data as Table

Metric Definitions

Article

Wiki pages which contain an [internal link](#) (aka wikilink) or category link, and are not a [redirect](#) page. This conforms to the traditional definition of an "article" within the Wikimedia community -- different Wikimedia projects can have different [definitions of what constitutes an article](#). Monthly totals are not normalized to 30 day months.

10,398

New Wikipedia Articles per Day

Mar 14 — Mar 15	37.16%
Feb 15 — Mar 15	52.20%

Total

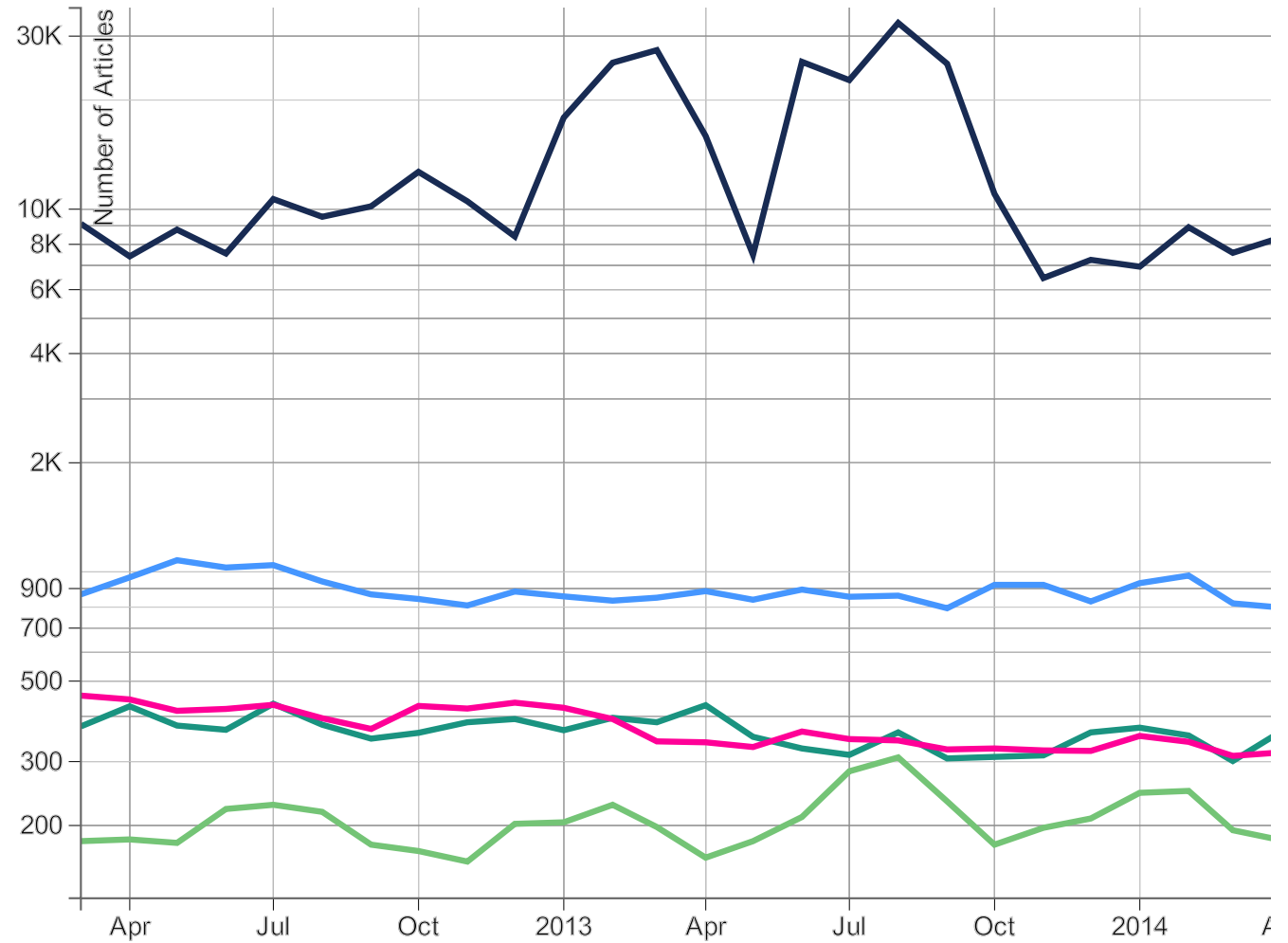
English

French

German

Polish

[sign in](#)



Raw Data

- /data/datafiles/rc/rc_new_article_count.csv

View Data as Table

Metric Definitions

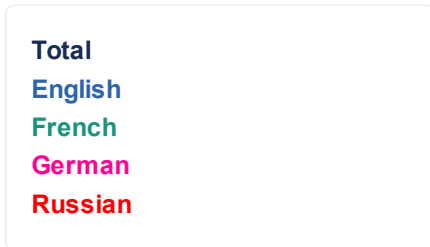
Article

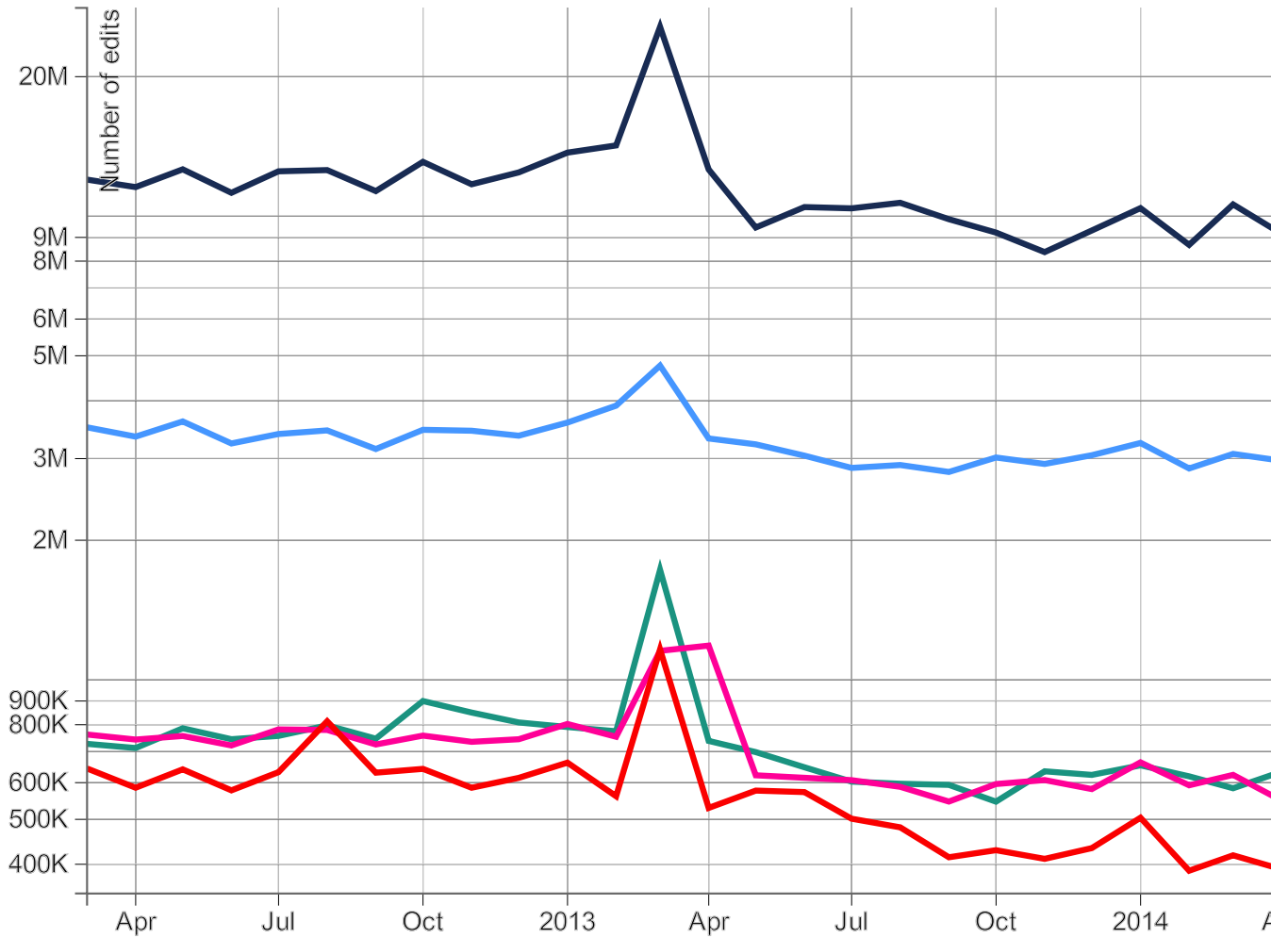
Limn
Wiki pages which contain an [internal link](#) (aka wikilink) or category link, and are not a [redirect](#) page. This conforms to the traditional definition of an "article" within the Wikimedia community -- different Wikimedia projects can have different [definitions of what constitutes an article](#). Monthly totals are not normalized to 30 day months.

10.44 Million

Mar 14 — Mar 15 -1.40%
Feb 15 — Mar 15 21.37%

Wikipedia Edits per Month





Raw Data

- /data/datafiles/rc/rc_edits_count.csv

View Data as Table

Metric Definitions

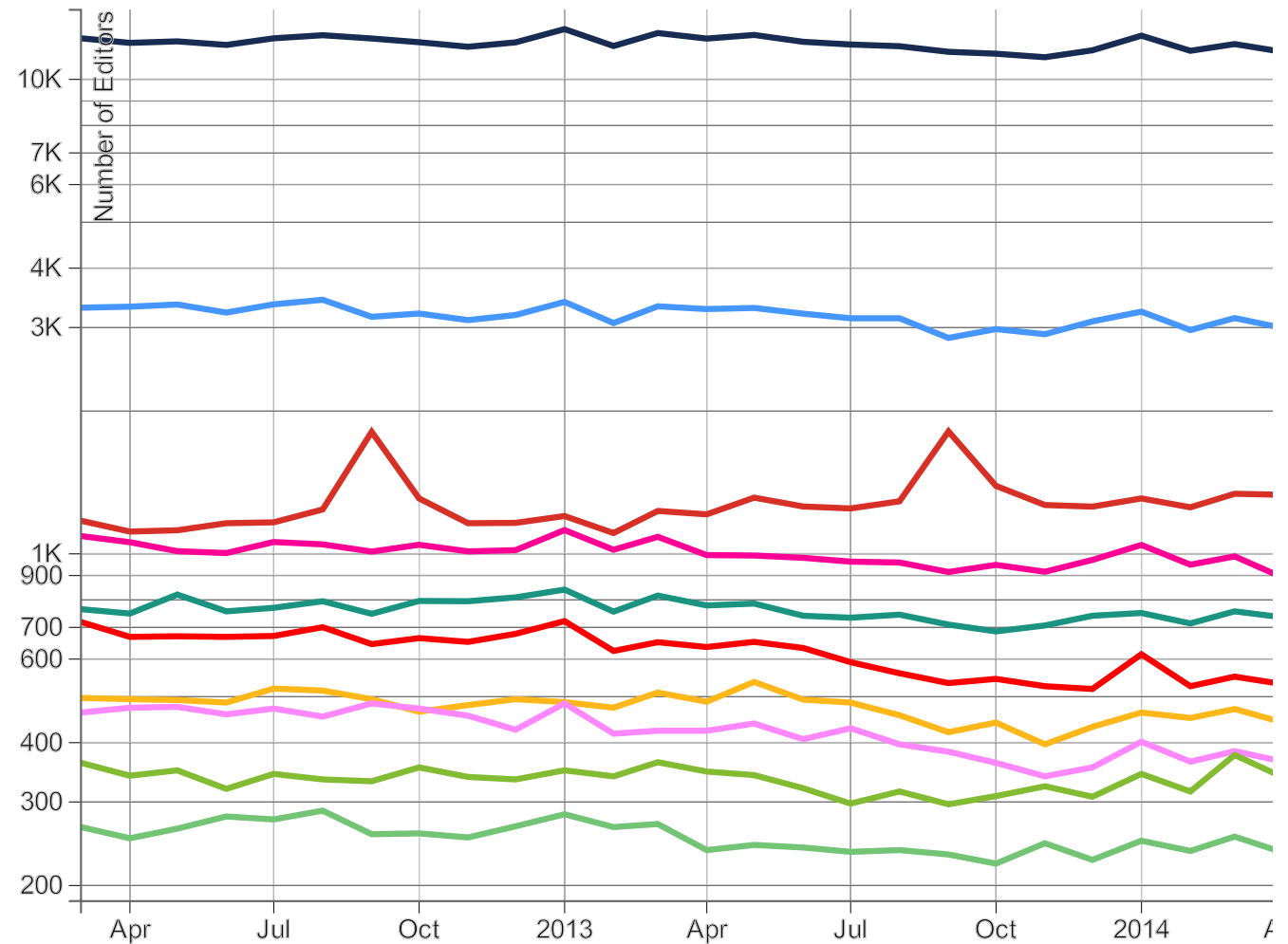
[Edit](#)

12,597

Mar 14 — Mar 15 6.33%
Feb 15 — Mar 15 6.79%

Very Active Editors for All Wikimedia Projects (100+ edits per month)

- Total
- English
- Commons
- German
- French
- Russian
- Spanish
- Italian
- Japanese
- Polish
- Wikidata



Nov 2012: Editors in Wikivoyage are now included in the overall total.

Aug 2012: Editors in Commons are now included in the overall total, and users who share a name across multiple projects are counted as the same user ([more details](#)).

Aug 2010: Editors on Commons are no longer included in overall total, on the assumption that most also edit on one or more other projects. More precise detection of double counts between any projects and languages is in development(using Single User Login registration).

Raw Data

- /data/datafiles/rc/rc_very_active_editors_count.csv

View Data as Table

Metric Definitions

Very Active Editor

A registered and logged-in person (not known as a [bot](#)) who makes 100 or more edits per month in [main space](#) on [countable pages](#). Monthly totals are not normalized to 30 day months. Note that the Total is counting unique very active editors. So, for example, if someone is a very active editor on both Wikidata and Russian Wikipedia, they are only counted once in the total.

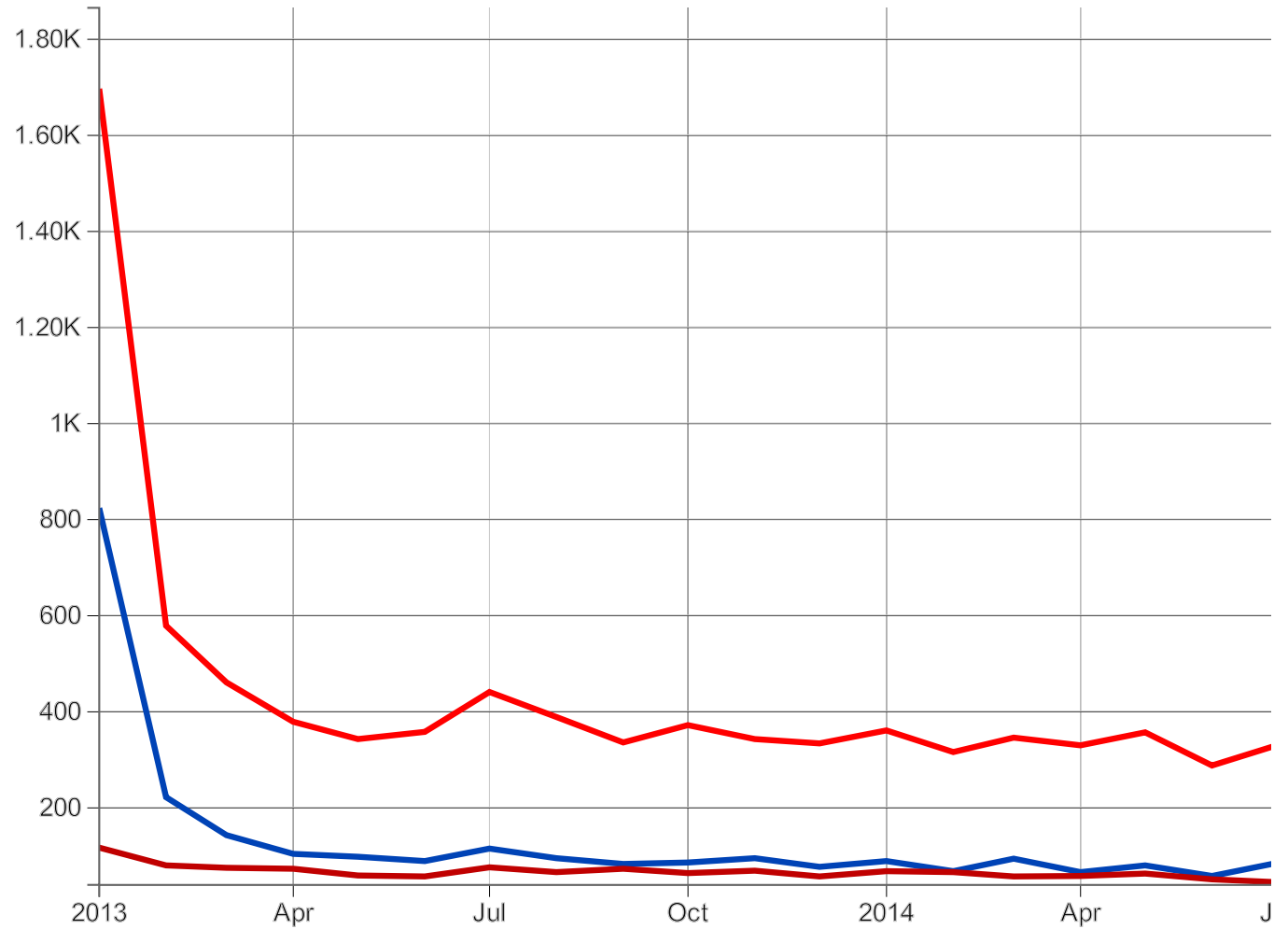
New Editor

A registered and logged-in person (not known as a [bot](#)) who has made their 10th edit during the time-period under consideration. Number of edits is a cumulative count across all of time on one wiki. Monthly totals are not normalized to 30 day months.

	351
Mar 14 — Mar 15	1.74%
Feb 15 — Mar 15	15.46%

Wikivoyage Editors

Active Editors
New Editors
Very Active Editors



Raw Data

- /data/datafiles/rc/rc_active_editors_count_project.csv
- /data/datafiles/rc/rc_new_editors_count_project.csv
- /data/datafiles/rc/rc_very_active_editors_count_project.csv

View Data as Table

Metric Definitions

Active Editor

A registered and logged-in person (not known as a [bot](#)) who makes 5 or more edits in any month in [mainspace](#) on [countable pages](#). Monthly totals are not normalized to 30 day months. Note that the Total is counting unique active editors. So, for example, if someone is an active editor on both Wikidata and Russian Wikipedia, they are only counted once in the total.

New Editor

A registered and logged-in person (not known as a [bot](#)) who has made their 10th edit during the time-period under consideration. Number of edits is a cumulative count across all of time on one wiki. Monthly totals are not normalized to 30 day months.

Very Active Editor

A registered and logged-in person (not known as a [bot](#)) who makes 100 or more edits per month in [mainspace](#) on [countable pages](#). Monthly totals are not normalized to 30 day months. Note that the Total is counting unique very active editors. So, for example, if someone is a very active editor on both Wikidata and Russian Wikipedia, they are only counted once in the total.

Limn

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Limn is open-source software, made with love by the Wikimedia Analytics Team.

Find a bug or have a suggestion? We'd love to hear from you!

The Wikimedia Movement

The Wikimedia Foundation is the non-profit organization that operates Wikipedia and other free knowledge projects.

If you're excited about community analytics, check out some of the other

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What we fight with is so small, and when
we win, it makes us small.
What we want is to be defeated,
decisively, by successively greater
things.

— Rainer Rilke

Exhibit O: Facebook, Similar Web



Sign In

 Facebook.com 

Download PDF

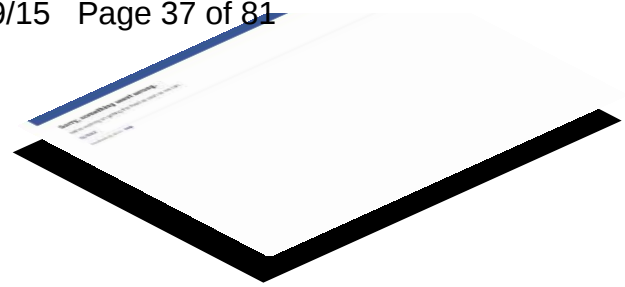
Facebook is a social utility that connects people with friends and others who work, study a...

Traffic Overview

+ ADD COMPETITORS

TRY SIMILARWEB PRO

Last update: 30 Apr 2015



SimilarWeb Rank

1 =

Global Rank

2 =

In United States

1 =

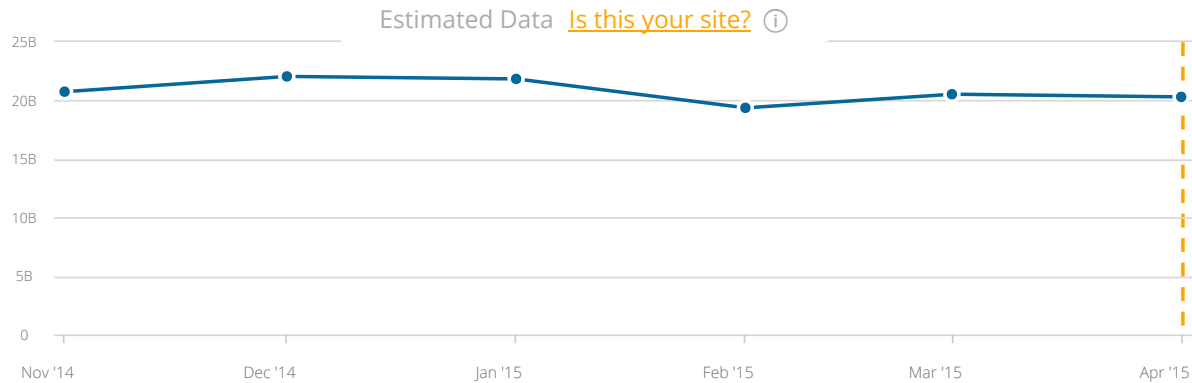
Internet and Telecom > S...

[edit category](#)

Monthly Visits

On Desktop, in last 6 months

Select Date Range



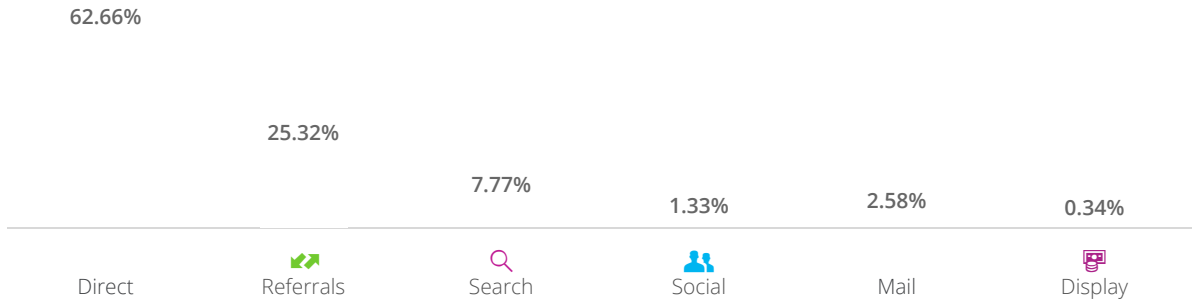
Engagement

On Desktop, in April, 2015

Estimated Visits	20.3B
Time On Site	00:19:02
Page Views	17.63
Bounce Rate	22.71%

Traffic Sources

On Desktop, in last 3 months



Traffic to Subdomains

facebook.com	75.42%
apps.faceboo...	11.84%
l.facebook.com	7.50%
es-la.facebo...	0.77%

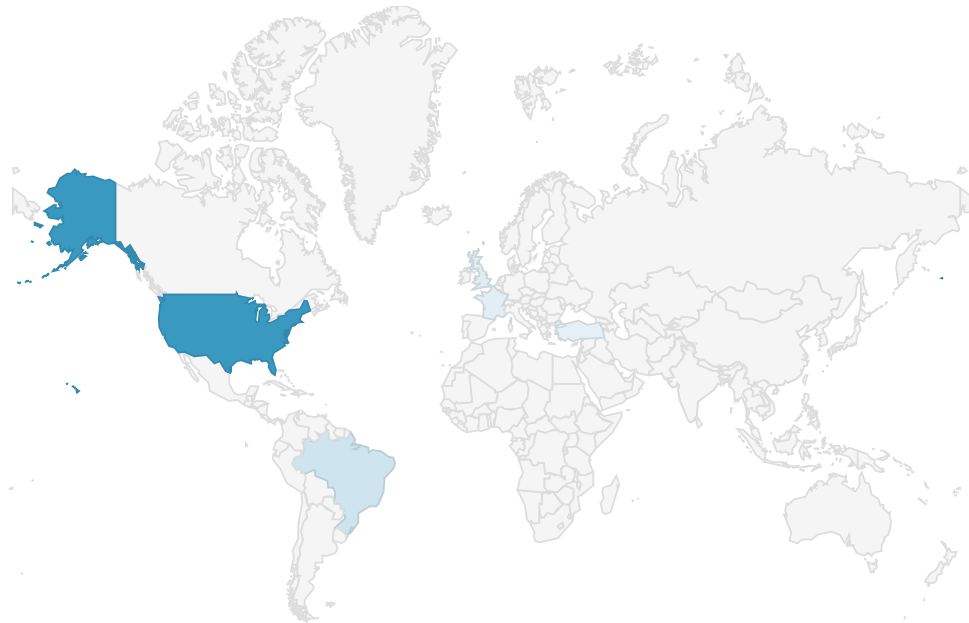
[Upgrade to See All Subdomains](#)

Geography



23.12%

of total Facebook.com desktop traffic in last 3 months came from: **United States**



Leading Countries

United States	23.12%
Brazil	6.08%
United Kingdom	4.03%
France	3.85%
Turkey	3.50%

See Where Remaining **59%**
Of the Traffic is Coming From

Referring Sites



25.32%

of total Facebook.com desktop traffic in the last 3 months came from referrals

Top Referring Sites

- [Mystartsearch.com](#)

- [Home.tb.ask.com](#)

- [lsearch.omiga-plus.com](#)

- [lstart.webssearches.com](#)

- [lstartsurf.com](#)

- [Msn.com](#)

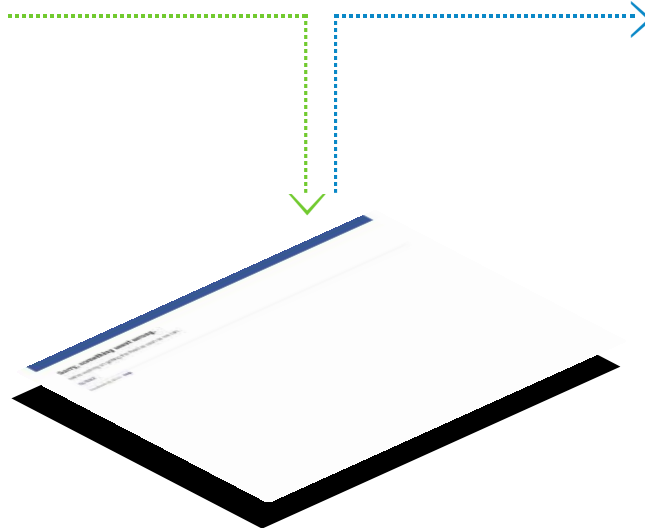
- [Delta-homes.com](#)

- [Sweet-page.com](#)

- [Br.hao123.com](#)

- [Searchult.com](#)

See 59% More
Of Referring Traffic



Top Destination Sites

No destination sites

Search Traffic

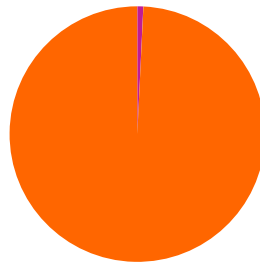


7.77%

of total Facebook.com desktop traffic in last 3 months is search

99.24%

Organic Searches



0.76%

Paid Search (Google Only)

Organic Keywords:

Facebook

Facebook Login

Face

Www.facebook.com

Facebook.com

Фейсбук

فيسبوك

Search Engines

Google

Yahoo

Misc Search

Syndicated Search

Bing

Other

Paid Keywords:

Facebook

Facebook Login

Фейсбук

فيس بوك

Face

Facebook.com

Facebook Sign In

فيس بوك

Facebok

Facebook En Español

Face Book

Get All Keywords in PRO

فيس بوك

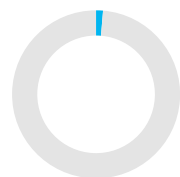
Www.facebook.com

فيس

Face Book

Get All Keywords in PRO

Social



1.33%

of total Facebook.com desktop traffic in last 3 months is social

Youtube

53.63%

Twitter

17.74%

Reddit

8.12%

Pinterest

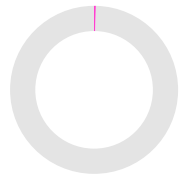
3.15%

SoundCloud.com

2.10%

[See More Social Traffic](#)

Display Advertising



0.34%

of Facebook.com desktop traffic came from display ads

Top Publishers

- Google.com

- Google.co.in

- Google.com.eg

- Google.com.pe

- Youtube.com

- Google.co.ve

- Google.com.mx

- Google.com.tr

- Google.com.co

- Google.co.th

Get All Ad Display Networks in PRO

Top Ad Networks



See what the ads look like

SHOW THE ADS

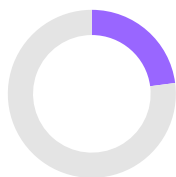
Audience Interests

Categories

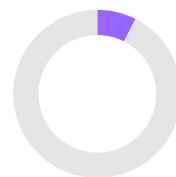
Users who visited Facebook.com also visited the following website categories



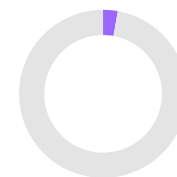
Arts And Entertainment >
TV And Video



Internet And Telecom >
Social Network



Internet And Telecom >
Search Engine



News And Media

Also visited websites

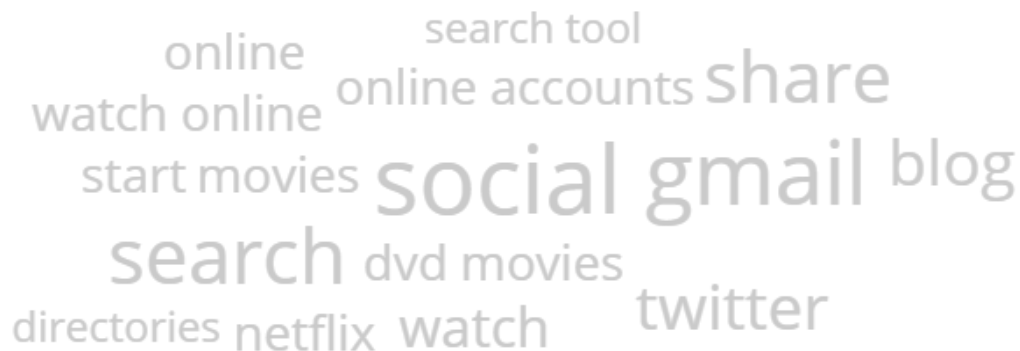
Users who visited Facebook.com also visited the following websites

- Youtube.com
- Mail.google.com
- Reddit.com
- Twitter.com
- Mystartsearch.com
- Netflix.com
- Search.ask.com
- Istart.webssearch...
- Isearch.omiga-plu...
- Msn.com

[See All Websites in PRO](#)

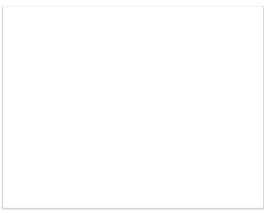
Topics

Topics cloud generated from also visited websites

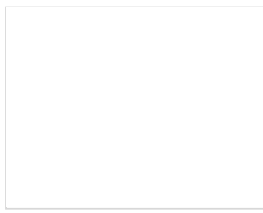


Similar Sites

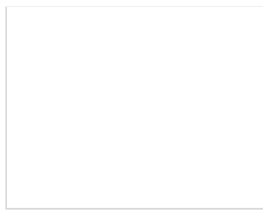
Similarity	Rank
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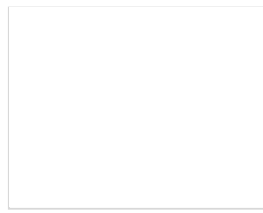
twitter.com



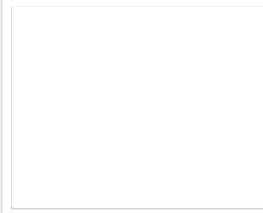
myspace.com



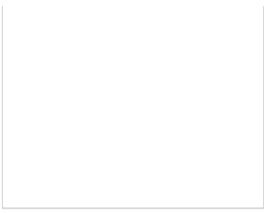
youtube.com



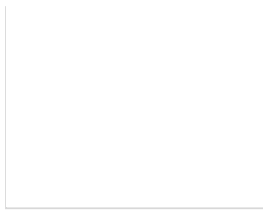
thefacebook.com



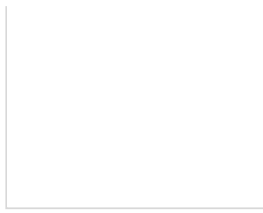
linkedin.com



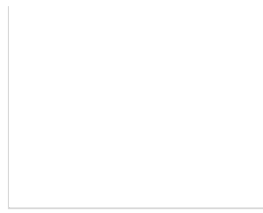
hi5.com



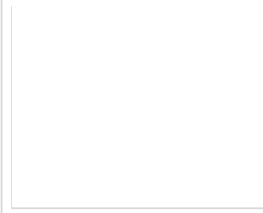
friendster.com



google.com



bebo.com

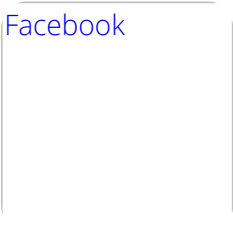
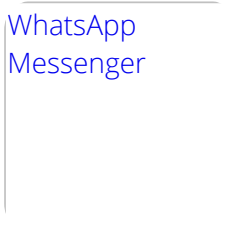
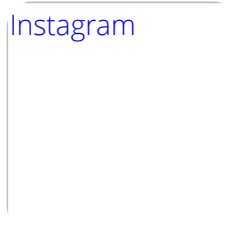
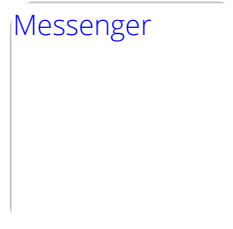
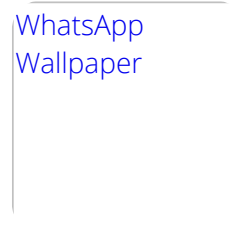


livingsocial.com

[See More Similar Sites](#)

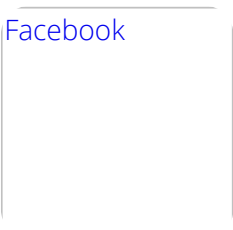
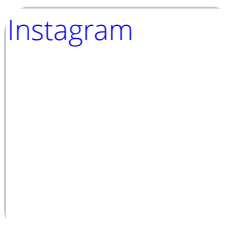
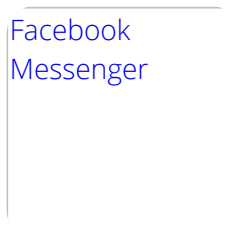
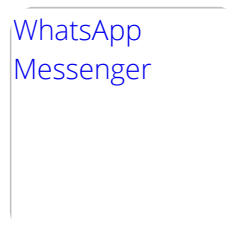
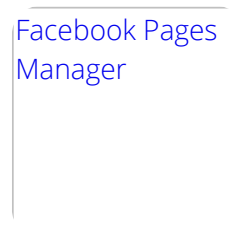
Mobile Apps

GOOGLE PLAY STORE

<p>Facebook</p>  <p>FACEBOOK</p> <p>Facebook Android FREE</p> <p>4</p>	<p>WhatsApp Messenger</p>  <p>WHATSAPP MESSENGER</p> <p>WhatsApp Inc. Android FREE</p> <p>4.4</p>	<p>Instagram</p>  <p>INSTAGRAM</p> <p>Instagram Android FREE</p> <p>4.5</p>	<p>Messenger</p>  <p>MESSENGER</p> <p>Facebook Android FREE</p> <p>3.9</p>	<p>WhatsApp Wallpaper</p>  <p>WHATSAPP WALLPAPER</p> <p>WhatsApp Inc. Android FREE</p> <p>3.9</p>
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16 MORE APPS

APP STORE

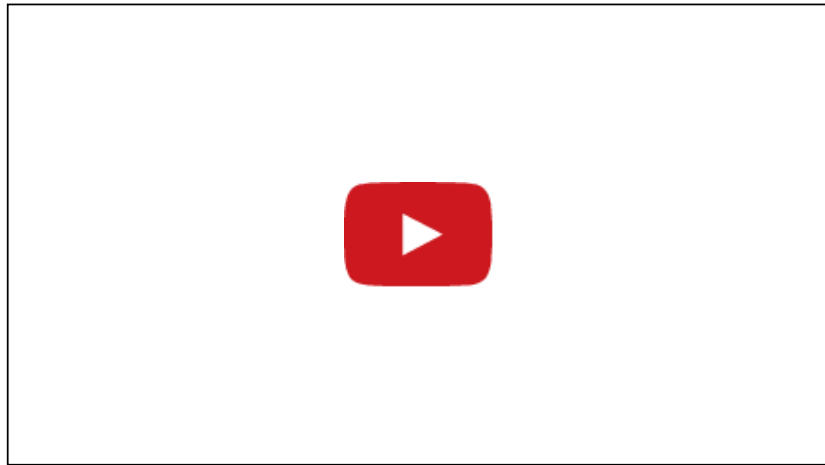
<p>Facebook</p>  <p>FACEBOOK</p> <p>Facebook, Inc.</p>	<p>Instagram</p>  <p>INSTAGRAM</p> <p>Instagram, Inc.</p>	<p>Facebook Messenger</p>  <p>FACEBOOK MESSENGER</p> <p>Facebook, Inc.</p>	<p>WhatsApp Messenger</p>  <p>WHATSAPP MESSENGER</p> <p>WhatsApp Inc.</p>	<p>Facebook Pages Manager</p>  <p>FACEBOOK PAGES MANAGER</p> <p>Facebook, Inc.</p>
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18 MORE APPS

Get Mobile Analytics in PRO

Get More with SimilarWeb PRO



- ✓ Benchmark yourself against your main competitors
- ✓ Peek into the hidden marketing strategies of your competitors, across industries and countries
- ✓ Keyword research made easy and based on actual traffic statistics
- ✓ Discover new opportunities while reducing risk by learning from your competitor's mistakes

"SimilarWeb Pro has quickly become a go-to tool in Travelocity's marketing, planning and analytics toolkit."

Chyan Phang, Director, Hotels | Travelocity North America

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[Resources](#)
[Company](#)
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[See Plans and Pricing >](#)



[Category Index](#) [Country Index](#) [Privacy Policy](#) [Terms of Use](#) [Verify Your Website](#)

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Exhibit P: Google, Similar Web

 Google.com 

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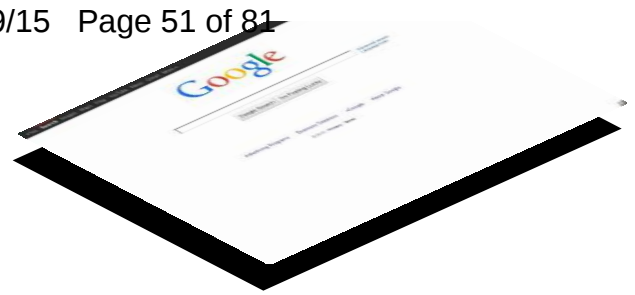
Search the world's information, including webpages, images, videos and more. Google has...

Traffic Overview

+ ADD COMPETITORS

TRY SIMILARWEB PRO

Last update: 30 Apr 2015



SimilarWeb Rank

2 =

Global Rank

1 =

In United States

1 =

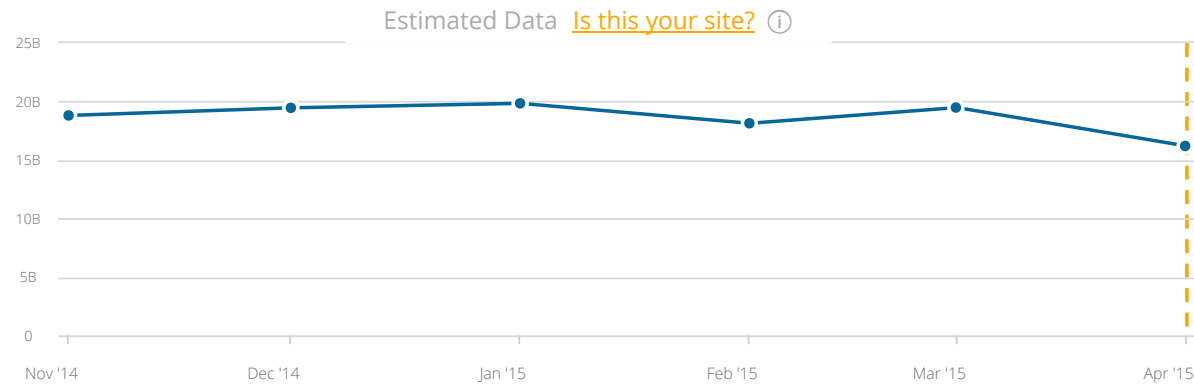
Internet and Telecom > S...

[edit category](#)

Monthly Visits

On Desktop, in last 6 months

Select Date Range



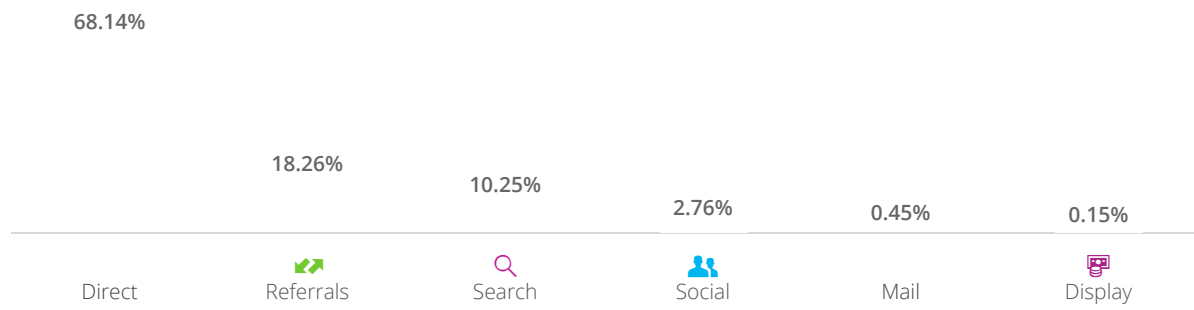
Engagement

On Desktop, in April, 2015

Estimated Visits	16.2B
Time On Site	00:15:32
Page Views	12.89
Bounce Rate	23.28%

Traffic Sources

On Desktop, in last 3 months



Traffic to Subdomains

google.com	35.91%
mail.google.com	29.16%
accounts.goo...	11.25%
docs.google.com	5.83%

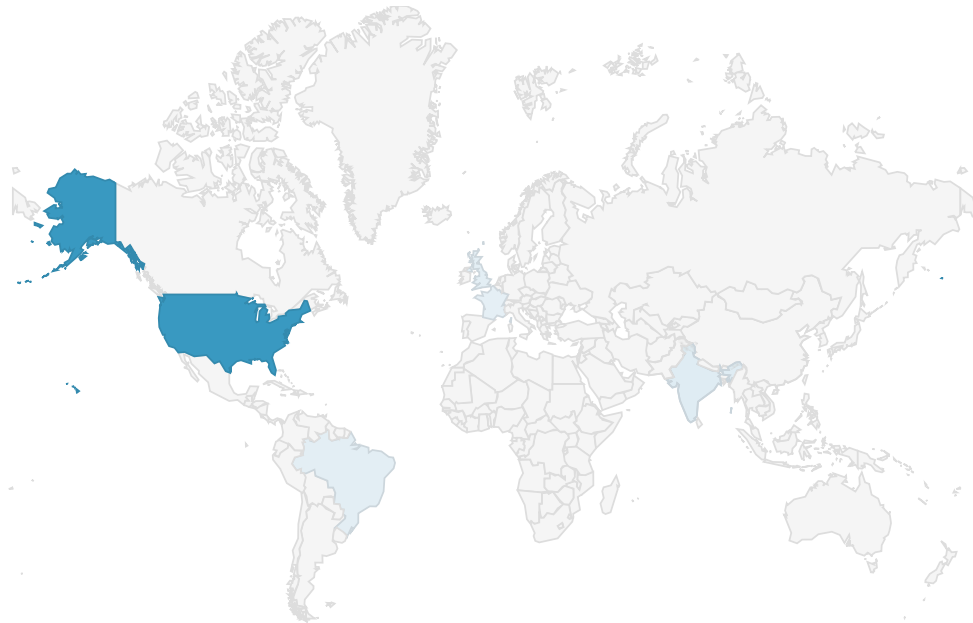
[Upgrade to See All Subdomains](#)

Geography



41.99%

of total Google.com desktop traffic in last 3 months came from: **United States**



Leading Countries

United States	41.99%
India	4.28%
United Kingdom	3.28%
Brazil	3.24%
France	2.82%

See Where Remaining 44%
Of the Traffic is Coming From

Referring Sites



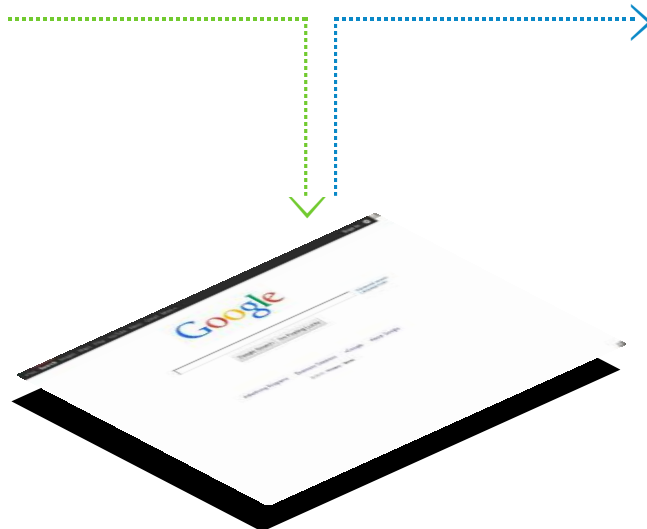
18.26%

of total **Google.com** desktop traffic in the last 3 months came from referrals

Top Referring Sites

- Gmail.com
- Symbaloo.com
- lghome.com
- Search.tb.ask.com
- Home.tb.ask.com
- Feedly.com
- Forum.xda-developers.com
- Pushbullet.com
- Search.webssearches.com
- Twitch.tv

See 40% More
Of Referring Traffic



Top Destination Sites

No destination sites

Search Traffic

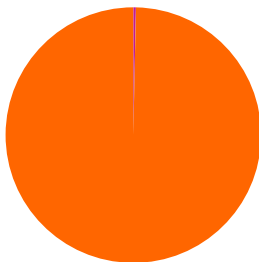


10.25%

of total Google.com desktop traffic in last 3 months is search

99.67%

Organic Searches



0.33%

Paid Search (Google Only)

Organic Keywords:

Gmail

Google

Traductor

Google Drive

Google Translate

Gmail.com

Translate

Search Engines

Google

Yahoo

Syndicated Search

Bing

Yandex

Other

Paid Keywords:

Gmail

Google Play

Play Store

Google Drive

Google Analytics

Google

Google Chrome

TRANSISTEC

Google Analytics

Analytics

Google Play

Get All Keywords in PRO

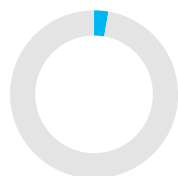
Gmail.com

Analytics

Chrome

Get All Keywords in PRO

Social



2.76%

of total **Google.com** desktop traffic in last 3 months is social

Youtube

56.01%

Facebook

28.67%

Reddit

5.30%

Twitter

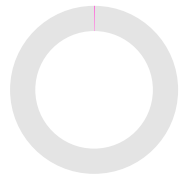
2.45%

Vk.com

1.29%

[See More Social Traffic](#)

Display Advertising



0.15%

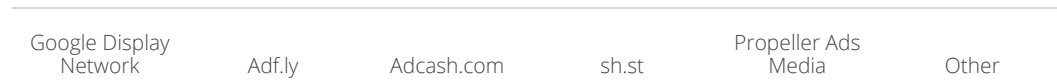
of Google.com desktop traffic came from display ads

Top Publishers

- Youtube.com
- Google.com.br
- Google.com.tr
- Google.co.in
- Facebook.com
- Google.com.ua
- Google.co.ve
- Google.com.mx
- Google.fr
- Google.ru

Get All Ad Display Networks in PRO

Top Ad Networks



See what the ads look like

[SHOW THE ADS](#)

Audience Interests

Categories

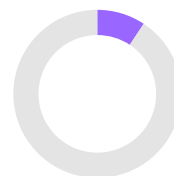
Users who visited Google.com also visited the following website categories



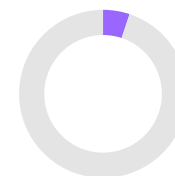
Internet And Telecom >
Social Network



Arts And Entertainment >
TV And Video



Internet And Telecom >
Email



Shopping > General
Merchandise

Also visited websites

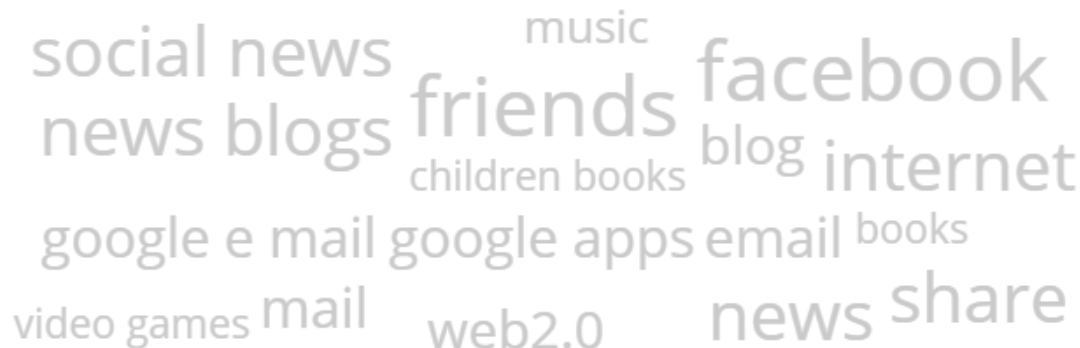
Users who visited Google.com also visited the following websites

- Facebook.com
- Youtube.com
- Reddit.com
- Gmail.com
- Twitter.com
- Netflix.com
- Amazon.com
- Search.ask.com
- En.wikipedia.org
- Mystartsearch.com

[See All Websites in PRO](#)

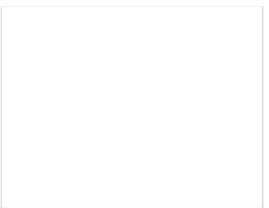
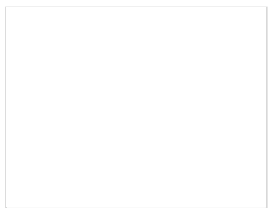
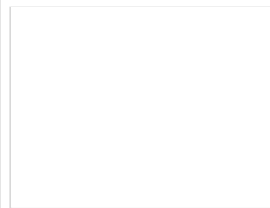
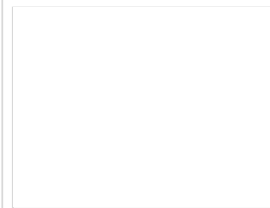
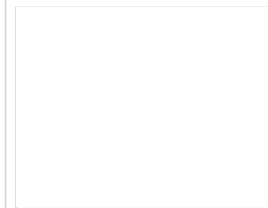





Topics

Topics cloud generated from also visited websites



Similar Sites

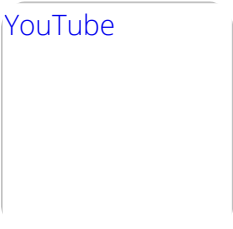
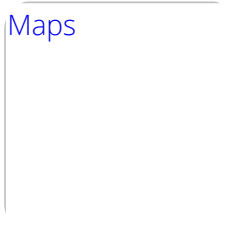
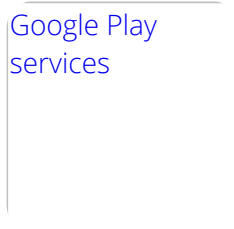
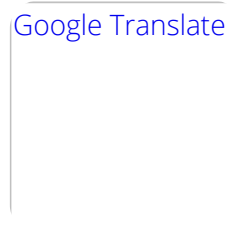
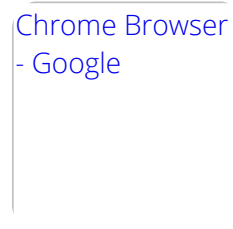
Similarity	Rank
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 yahoo.com	 ask.com	 msn.com	 altavista.com	 bing.com
 youtube.com	 facebook.com	 givemebackmyg..	 ninja.com	 dogpile.com

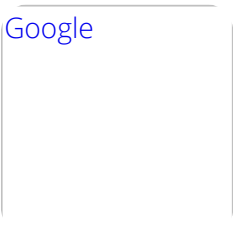
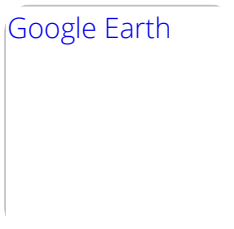
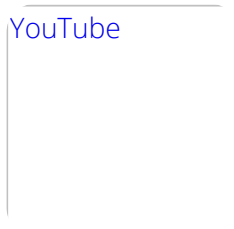
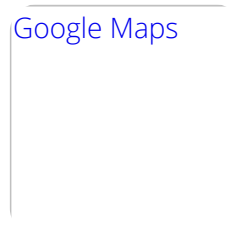
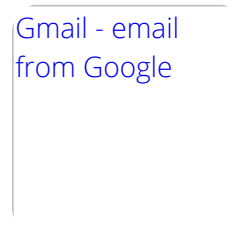
[See More Similar Sites](#)

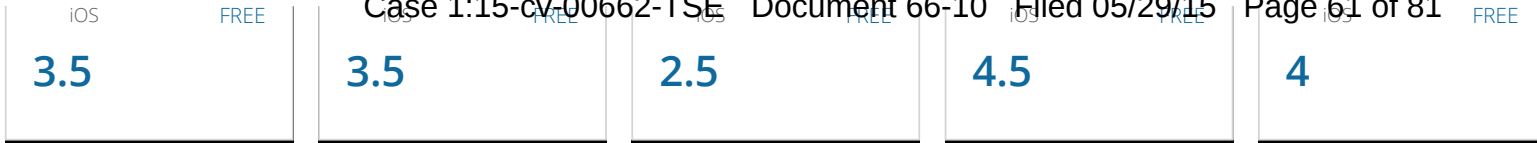
Mobile Apps

GOOGLE PLAY STORE

<p>YouTube</p>  <p>YOUTUBE</p> <p>Google Inc.</p> <p>Android FREE</p> <p>4.1</p>	<p>Maps</p>  <p>MAPS</p> <p>Google Inc.</p> <p>Android FREE</p> <p>4.3</p>	<p>Google Play services</p>  <p>GOOGLE PLAY SERVICES</p> <p>Google Inc.</p> <p>Android FREE</p> <p>3.7</p>	<p>Google Translate</p>  <p>GOOGLE TRANSLATE</p> <p>Google Inc.</p> <p>Android FREE</p> <p>4.3</p>	<p>Chrome Browser - Google</p>  <p>CHROME BROWSER - GOOGLE</p> <p>Google Inc.</p> <p>Android FREE</p> <p>4.2</p>
<p>134 MORE APPS</p>				

APP STORE

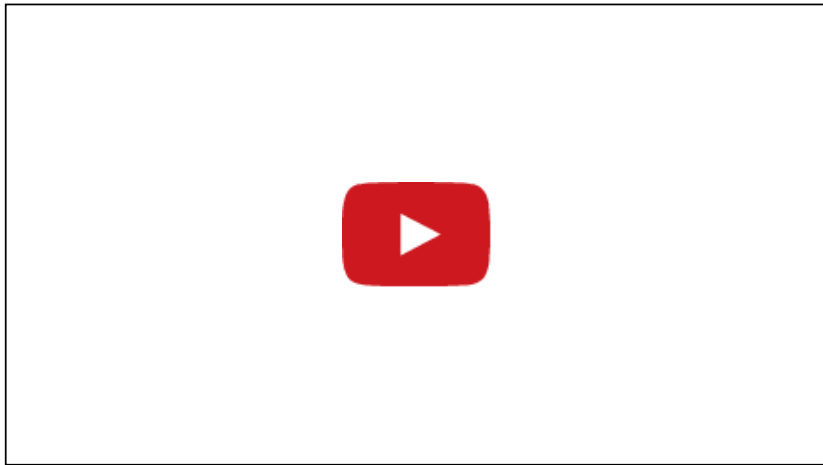
<p>Google</p>  <p>GOOGLE</p> <p>Google, Inc.</p>	<p>Google Earth</p>  <p>GOOGLE EARTH</p> <p>Google, Inc.</p>	<p>YouTube</p>  <p>YOUTUBE</p> <p>Google, Inc.</p>	<p>Google Maps</p>  <p>GOOGLE MAPS</p> <p>Google, Inc.</p>	<p>Gmail - email from Google</p>  <p>GMAIL - EMAIL FROM GOOGLE</p> <p>Google, Inc.</p>
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45 MORE APPS

Get Mobile Analytics in PRO

Get More with SimilarWeb PRO



- ✓ Benchmark yourself against your main competitors
- ✓ Peek into the hidden marketing strategies of your competitors, across industries and countries
- ✓ Keyword research made easy and based on actual traffic statistics
- ✓ Discover new opportunities while reducing risk by learning from your competitor's mistakes

"SimilarWeb Pro has quickly become a go-to tool in Travelocity's marketing, planning and analytics toolkit."

Chyan Phang, Director, Hotels | Travelocity North America

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[Category Index](#) [Country Index](#) [Privacy Policy](#) [Terms of Use](#) [Verify Your Website](#)

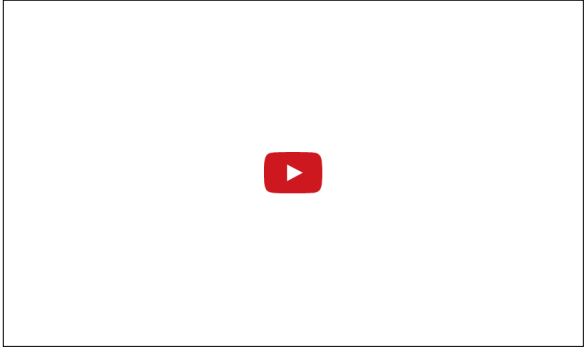
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Exhibit Q: Zeitgeist 2012 Google



Zeitgeist 2012

Tweet



1.2 trillion searches.
146 languages.

WHAT DID THE WORLD SEARCH FOR IN 2012?

Watch the Year In Review

See search trends from around the world.

Select a country

2012 Search Trends

The World

Searches

Images

Athletes

Events

People

Feature Films

TV Shows

Performing Artists

Consumer Electronics

Airlines

Google+ Hashtags

Trending

Search queries with the highest amount of traffic over a sustained period in 2012 as compared to 2011.

Most Searched

Search queries with the largest volume of

Trending Searches

- 1. Whitney Houston
- 2. Gangnam Style
- 3. Hurricane Sandy

[View Full List](#)

Trending Images

- 1. One Direction
- 2. Selena Gomez
- 3. iPhone 5

[View Full List](#)

Trending Athletes

- 1. Jeremy Lin
- 2. Michael Phelps
- 3. Peyton Manning

[View Full List](#)

Trending Events

- 1. Hurricane Sandy
- 2. Kate Middleton P...
- 3. Olympics 2012

[View Full List](#)

Trending People

- 1. Whitney Houston
- 2. Kate Middleton
- 3. Amanda Todd

[View Full List](#)

Trending Feature Films

- 1. The Hunger Ga...
- 2. Skyfall
- 3. Prometheus

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Trending

TV Shows

1. [BBB12](#)
2. [Avenida Brasil](#)
3. [Here Comes Ho](#)

[View Full List](#)

Trending

Performing Artists

1. [Whitney Houston](#)
2. [Michael Clarke D...](#)
3. [One Direction](#)

[View Full List](#)

Trending

Consumer Electronics

1. [iPad 3](#)
2. [Samsung Galaxy...](#)
3. [iPad Mini](#)

[View Full List](#)

Trending

Airlines

1. [Southwest Airlines](#)
2. [United Airlines](#)
3. [American Airlines](#)

[View Full List](#)

Trending

Google+ Hashtags

1. [#SOPA](#)
2. [#Awesome](#)
3. [#Sandy](#)

[View Full List](#)

Trending

Videos

1. [Gangnam Style](#)
2. [Somebody That I...](#)
3. [KONY 2012](#)

[View Full List](#)

About Zeitgeist

2012 was a year of big moments, from global games to historical elections and everything in between. With this site, we've analyzed over one trillion queries to showcase what the world searched for.

How We Did This

[About The Site](#)

[Discover More](#)

[Find Your Trends](#)

We studied an aggregation of over one trillion searches (or queries) that people typed into Google Search this year. We used data from multiple sources, including [Google Trends](#) and internal data tools. We filtered out spam and repeat queries to build lists that best reflect the spirit of 2012.

Trending

The "trending" queries are the searches that had the highest amount of traffic over a sustained period in 2012 as compared to 2011.

Most Searched

The "most searched" queries are the most popular terms for 2012—ranked in order of the queries with the largest volume of searches.

Privacy & Security

All the searches we studied are anonymous. No personal information was used.

Exhibit R: Youtube, Similar Web



Sign In

Youtube.com

Share your videos with friends, family, and the world

Download PDF

Traffic Overview

+ ADD COMPETITORS

TRY SIMILARWEB PRO

Last update: 30 Apr 2015



SimilarWeb Rank

3 =

Global Rank

3 =

In United States

1 =

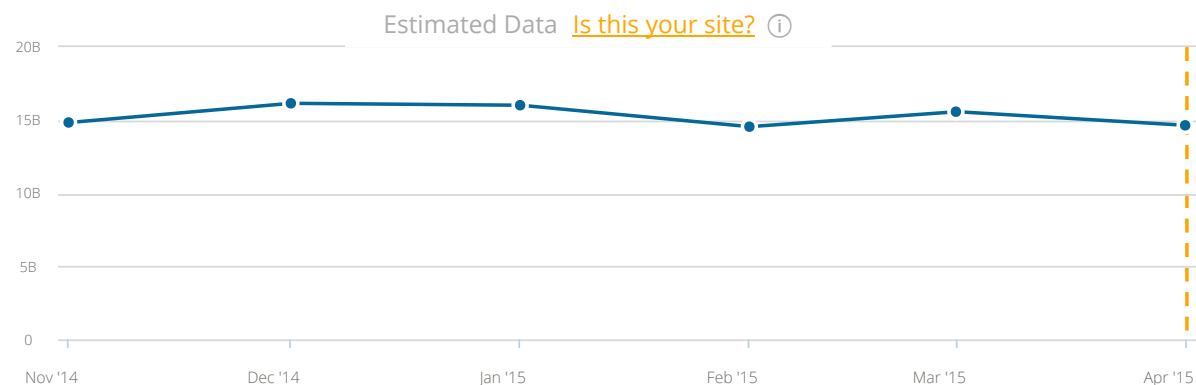
Arts and Entertainment >...

[edit category](#)

Monthly Visits

On Desktop, in last 6 months

Select Date Range



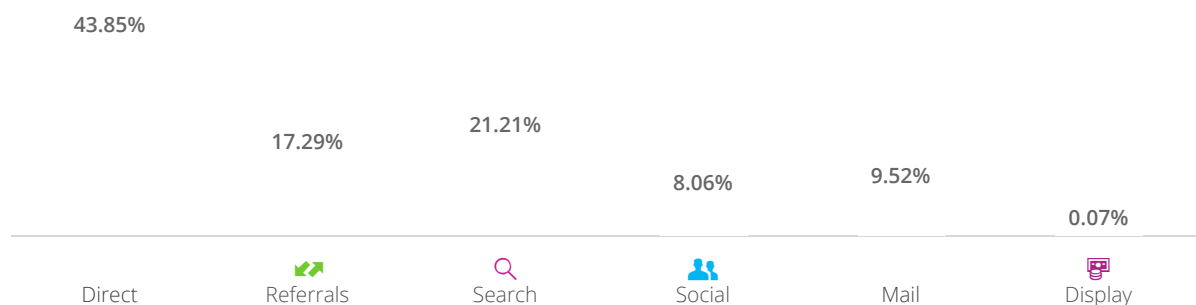
Engagement

On Desktop, in April, 2015

Estimated Visits	14.6B
Time On Site	00:20:04
Page Views	10.10
Bounce Rate	26.28%

Traffic Sources

On Desktop, in last 3 months



Traffic to Subdomains

youtube.com	91.74%
accounts.you...	8.22%
m.youtube.com	0.01%
img.youtube.com	0.01%

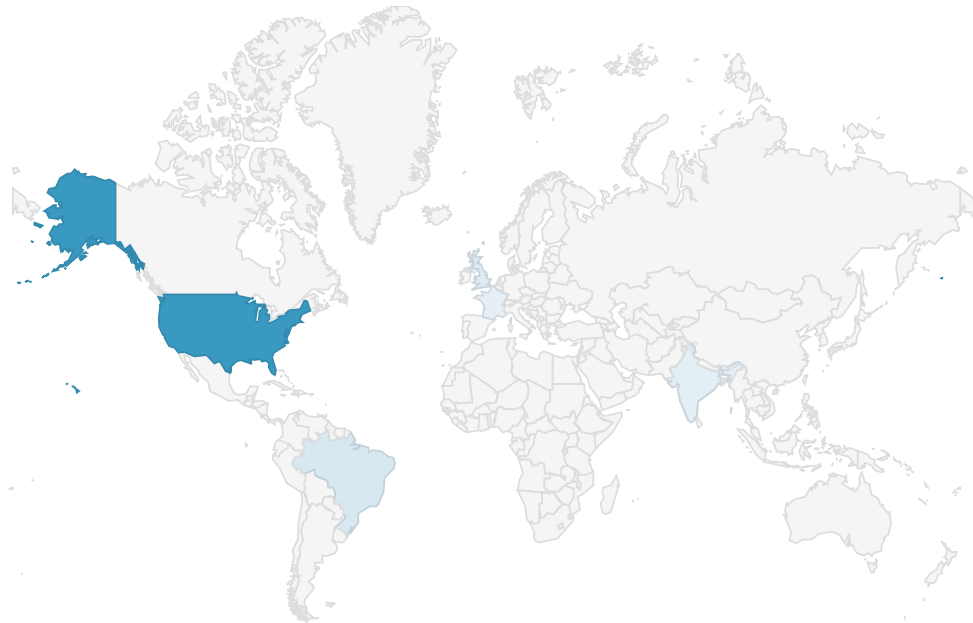
[Upgrade to See All Subdomains](#)

Geography



21.5%

of total Youtube.com desktop traffic in last 3 months came from: **United States**

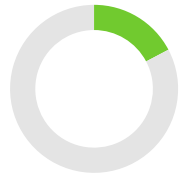


Leading Countries

United States	21.50%
Brazil	5.03%
United Kingdom	4.42%
India	3.76%
France	3.65%

See Where Remaining 62%
Of the Traffic is Coming From

Referring Sites



17.29%

of total Youtube.com desktop traffic in the last 3 months came from referrals

Top Referring Sites

- Home.tb.ask.com

- Search.tb.ask.com

- Search.webssearches.com

- Twitch.tv

- S3-eu-west-1.amazonaw...

- Tumblr.com

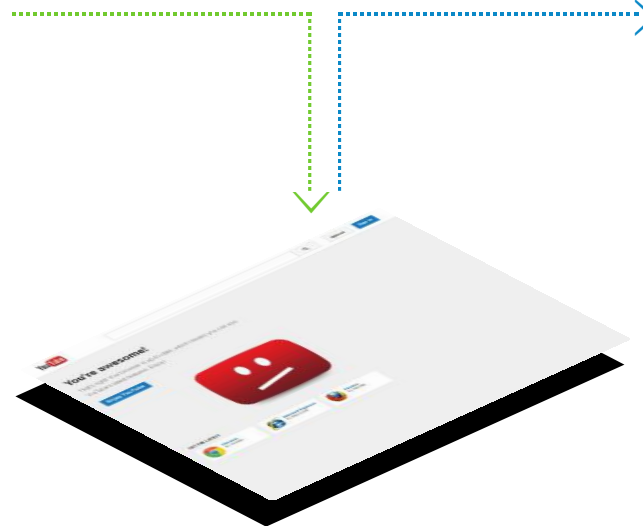
- Imgur.com

- Buzzfeed.com

- Linkeyproject.com

- Ok.ru

See 71% More
Of Referring Traffic



Top Destination Sites

No destination sites

Search Traffic

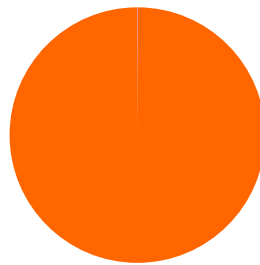


21.21%

of total Youtube.com desktop traffic in last 3 months is search

99.95%

Organic Searches



0.05%

Paid Search (Google Only)

Organic Keywords:

- Youtube
- You Tube
- ЮТуб
- You
- ЮТЮб
- Yutube
- Yotube

Search Engines

- Google
- Syndicated Search
- Yahoo
- Yandex
- Misc Search
- Other

Paid Keywords:

- Youtube
- You Tube
- Youtube Kids
- Carnaval 2015
- Lip Sync Battle
- Yutube
- Super Bowl Commercials

يوتيوب

يوتيوب

Youtube.com

ようつべ

Get All Keywords in PRO

يوتيوب فيديوس

Youtube Videos

Super Bowl Commercials...

Google

Get All Keywords in PRO

Social



8.06%

of total Youtube.com desktop traffic in last 3 months is social

Facebook

55.75%

Reddit

31.29%

Twitter

6.05%

Vk.com

2.55%

Google Plus

1.93%

[See More Social Traffic](#)

Display Advertising



0.07%

of Youtube.com desktop traffic came from display ads

Top Publishers

- Google.es

- Google.pl

- Facebook.com

- Google.de

- Google.com

- Google.com.vn

- Google.com.ua

- Friv.com

- Google.com.mx

- Google.ca

Get All Ad Display Networks in PRO

Top Ad Networks

-
- Google Display Network
 - Adf.ly
 - Adcash.com
 - youradexchange.com
 - Propeller Ads Media
 - Other

See what the ads look like

[SHOW THE ADS](#)

Audience Interests

Categories

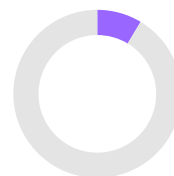
Users who visited Youtube.com also visited the following website categories



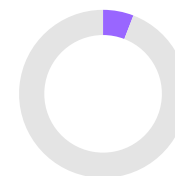
Internet And Telecom >
Social Network



Internet And Telecom >
Search Engine



Games > Video Games



Arts And Entertainment >
TV And Video

Also visited websites

Users who visited Youtube.com also visited the following websites

- Facebook.com
- Reddit.com
- Twitch.tv
- Vk.com
- Twitter.com
- Google.com
- Netflix.com
- Mystartsearch.com
- Mail.google.com
- Search.ask.com

[See All Websites in PRO](#)

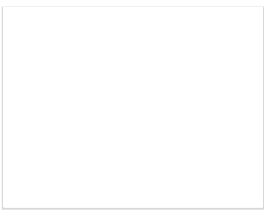
Topics

Topics cloud generated from also visited websites

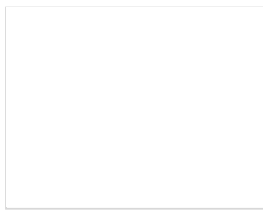


Similar Sites

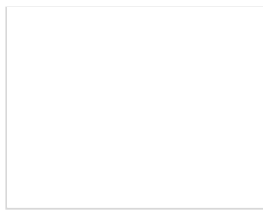
Similarity	Rank
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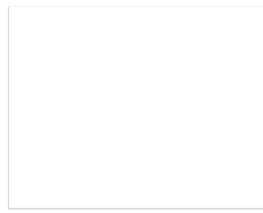
facebook.com



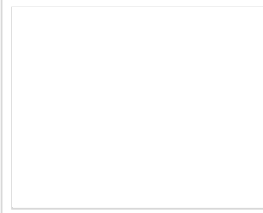
metacafe.com



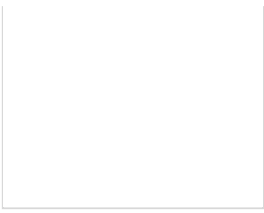
dailymotion.com



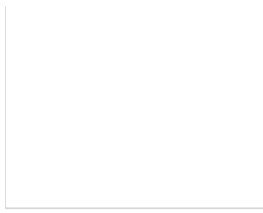
video.google.com



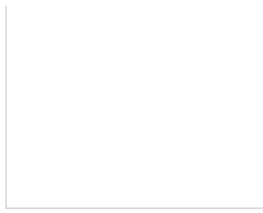
vimeo.com



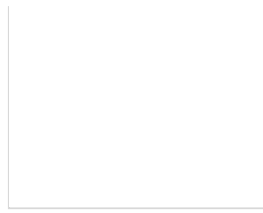
veoh.com



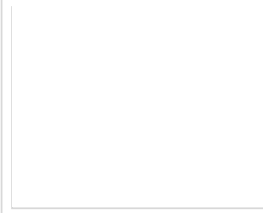
hulu.com



liveleak.com



video.yahoo.com

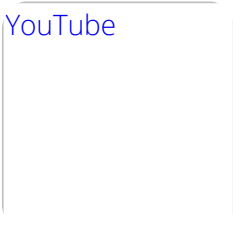
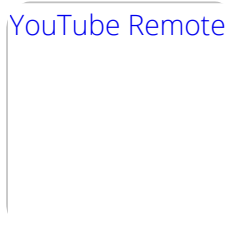


videosift.com

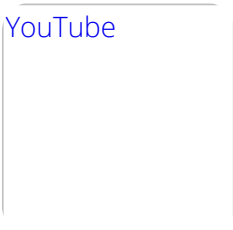
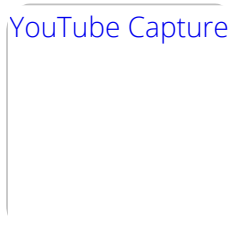
[See More Similar Sites](#)

Mobile Apps

GOOGLE PLAY STORE

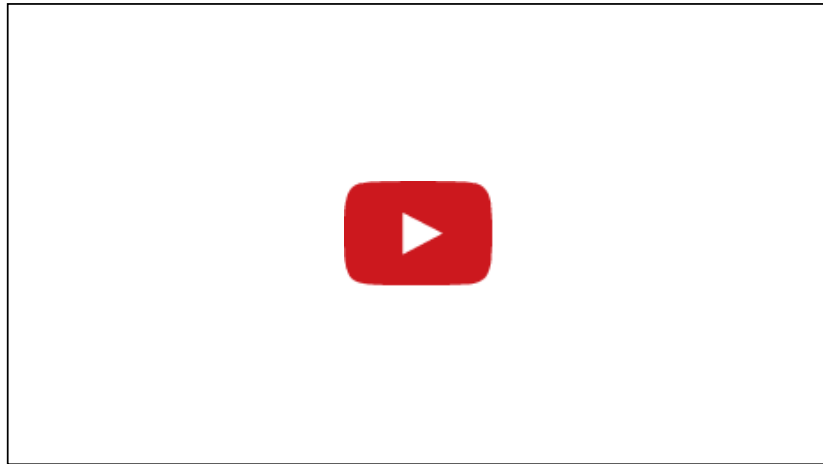
<p>YouTube</p> 	<p>YouTube Remote</p> 
<p>YOUTUBE</p>	<p>YOUTUBE REMOTE</p>
<p>Google Inc.</p>	<p>Google Inc.</p>
<p>Android FREE</p>	<p>Android FREE</p>
<p>4.1</p>	<p>4.1</p>

APP STORE

<p>YouTube</p> 	<p>YouTube Capture</p> 
<p>YOUTUBE</p>	<p>YOUTUBE CAPTURE</p>
<p>Google, Inc.</p>	<p>Google, Inc.</p>
<p>iOS FREE</p>	<p>iOS FREE</p>
<p>2.5</p>	<p>4</p>

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