Exhibit Q: Google—Similar Web
Google.com

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

Related Mobile Apps:
- App Store
- Google Play

Global Rank
Worldwide 2

Country Rank
United States 1

Category Rank
Internet and Telecom > Search Engine 1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 16B
- Time On Site: 00:14:36
- Page Views: 12.97
- Bounce Rate: 22.97%

Traffic by countries
On Desktop, Last 3 months

- United States: 42.18%
- India: 3.96%
- Brazil: 3.08%
- United Kingdom: 2.62%
- Vietnam: 2.62%
Exhibit R: Zeitgeist 2012 Google
Trending Searches

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

Trending Images

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

Trending Athletes

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

Trending Events

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

Trending People

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

Trending Feature Films

1. The Hunger Games
2. Skyfall
3. Prometheus
Volume of searches.

**Download the lists**

### Trending

**TV Shows**

1. BBB12
2. Avenida Brasil
3. Here Comes Ho
[View Full List]

**Performing Artists**

1. Whitney Houston
2. Michael Clarke D…
3. One Direction
[View Full List]

**Consumer Electronics**

1. iPad 3
2. Samsung Galaxy…
3. iPad Mini
[View Full List]

**Airlines**

1. Southwest Airlines
2. United Airlines
3. American Airlines
[View Full List]

**Google+ Hashtags**

1. #SOPA
2. #Awesome
3. #Sandy
[View Full List]

**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

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 S: Youtube—Similar Web
Related Mobile Apps:

- App Store
- Google Play

You're success!

Share your videos with friends, family, and the world

Global Rank
Worldwide
3

Country Rank
United States
3

Category Rank
Arts and Entertainment > TV and Video
1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 14.9B
- Time On Site: 00:20:28
- Page Views: 10.02
- Bounce Rate: 25.66%

Traffic by countries
Showing last 3 months

- United States: 20.62%
- Brazil: 4.62%
- United Kingdom: 4.14%
- Germany: 4.08%
- France: 3.73%
Exhibit T:  Global Top 50 Websites Ranked by Similar Web
## Website Ranking

Top 50 sites in the world for all categories

<table>
<thead>
<tr>
<th>Rank</th>
<th>Domain</th>
<th>Category</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Facebook.com</td>
<td>Internet and Telecom &gt; Social Network</td>
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<tr>
<td>2</td>
<td>Google.com</td>
<td>Internet and Telecom &gt; Search Engine</td>
</tr>
<tr>
<td>3</td>
<td>Youtube.com</td>
<td>Arts and Entertainment &gt; TV and Video</td>
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<td>Yahoo.com</td>
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<td>6</td>
<td>Live.com</td>
<td>Internet and Telecom &gt; Email</td>
</tr>
<tr>
<td>7</td>
<td>Ok.ru</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>8</td>
<td>Wikipedia.org</td>
<td>Reference &gt; Dictionaries and Encyclopedias</td>
</tr>
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<td>9</td>
<td>Yandex.ru</td>
<td>Internet and Telecom &gt; Search Engine</td>
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<td>Google.com.br</td>
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<td>11</td>
<td>Msn.com</td>
<td>News and Media</td>
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<td>Google.co.in</td>
<td>Internet and Telecom &gt; Search Engine</td>
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Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with...

Related Mobile Apps:
- App Store
- Google Play
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

- Visits: 20B
- Time On Site: 00:19:26
- Page Views: 17.73
- Bounce Rate: 22.61%

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<th>Bounce Rate</th>
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<td>Brazil</td>
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<td>United Kingdom</td>
<td>3.72%</td>
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Google.com

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

Related Mobile Apps:
- Apple App Store
- Google Play

Global Rank
- Worldwide: 2

Country Rank
- United States: 1

Category Rank
- Internet and Telecom > Search Engine: 1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
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<td>Vietnam</td>
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</table>
Share your videos with friends, family, and the world

Related Mobile Apps:
- App Store
- Google Play

Global Rank
Worldwide 3

Country Rank
United States 3

Category Rank
Arts and Entertainment > TV and Video 1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

- Visits: 14.9B
- Time On Site: 00:20:28
- Page Views: 10.02
- Bounce Rate: 25.66%

United States: 20.62%
Brazil: 4.62%
United Kingdom: 4.14%
Germany: 4.08%
France: 3.73%
A new welcome to Yahoo. The new Yahoo experience makes it easier to discover the news and information that you care about most. It's the web ordered for you.

Related Mobile Apps:
- App Store
- Google Play
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

- Visits: 6.9B
- Time On Site: 00:07:36
- Page Views: 5.13
- Bounce Rate: 37.09%

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<td>Canada</td>
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<td>Brazil</td>
<td>3.36%</td>
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</tbody>
</table>
Stay in touch on the go with VK mobile. Forgot your password? Phone or email: Password: Forgo...

Related Mobile Apps:

App Store

Global Rank
Worldwide

Country Rank
Russia

Category Rank
Internet and Telecom > Social Network
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 1.5B
- Time On Site: 00:25:33
- Page Views: 53.86
- Bounce Rate: 13.45%

Traffic by countries
Showing last 3 months

- Russia: 60.18%
- Ukraine: 20.99%
- Belarus: 5.91%
- Kazakhstan: 2.96%
- United States: 1.42%
Outlook.com is a free, personal email service from Microsoft. Keep your inbox clutter-free with powerful organizational tools, and collaborate easily with OneDrive and Office Online integration.

Related Mobile Apps:
- Google Play
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 2.6B
- Time On Site: 00:08:45
- Page Views: 9.00
- Bounce Rate: 14.73%

Traffic by countries
Showing last 3 months

- United States: 19.40%
- Brazil: 9.70%
- France: 5.90%
- United Kingdom: 5.81%
- Canada: 5.61%
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Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

| Visits | 969.5M |
| Time On Site | 00:20:55 |
| Page Views | 28.25 |
| Bounce Rate | 13.96% |

Traffic by countries
Showing last 3 months

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<td>Ukraine</td>
<td>17.75%</td>
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<td>Belarus</td>
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<td>Moldova</td>
<td>3.20%</td>
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<tr>
<td>Germany</td>
<td>3.06%</td>
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Wikipedia.org

A free encyclopedia with millions of articles contributed collaboratively using Wiki software, in dozens of languages.

Related Mobile Apps:

- App Store
- Google Play

Global Rank
Worldwide 8

Country Rank
United States 10

Category Rank
Reference > Dictionaries and Encyclopedias 1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

- Visits: 2.4B
- Time On Site: 00:04:35
- Page Views: 3.30
- Bounce Rate: 53.98%

United States: 23.98%
Russia: 5.81%
Germany: 4.76%
United Kingdom: 4.42%
France: 4.21%
<table>
<thead>
<tr>
<th>Global Rank</th>
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<td>Internet and Telecom &gt; Search Engine</td>
</tr>
<tr>
<td>Russia</td>
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<tr>
<td>Related Mobile Apps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yandex.ru</td>
<td></td>
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<tr>
<td>Факты поисковой сети и своих областей:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 1.5B
- Time On Site: 00:11:25
- Page Views: 10.97
- Bounce Rate: 19.31%

Traffic by countries
Showing last 3 months

- Russia: 89.20%
- Ukraine: 2.63%
- Belarus: 0.93%
- United States: 0.61%
- United Kingdom: 0.59%
Traffic Overview

Global Rank
Worldwide
10

Country Rank
Brazil
2

Category Rank
Internet and Telecom > Search Engine
3

Related Mobile Apps:
- App Store
- Google Play

Google.com.br

google instant não está disponível. pressione enter para pesquisar.

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Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

<table>
<thead>
<tr>
<th>Visits</th>
<th>1.4B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time On Site</td>
<td>00:12:51</td>
</tr>
<tr>
<td>Page Views</td>
<td>8.83</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>20.72%</td>
</tr>
</tbody>
</table>

Brazil | 95.59%
United States | 3.14%
Mexico | 0.40%
Japan | 0.17%
United Kingdom | 0.07%
The new MSN, Your customizable collection of the best in news, sports, entertainment, money, weather, travel, health, and lifestyle, combined with Outlook, Facebook, Twitter, Skype, and more.

Related Mobile Apps:

- [App Store](https://apps.apple.com)
- [Google Play](https://play.google.com)

- Global Rank
  - Worldwide: 11

- Country Rank
  - United States: 16

- Category Rank
  - News and Media: 2
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td></td>
</tr>
<tr>
<td>Jan 26</td>
<td></td>
</tr>
<tr>
<td>Feb 9</td>
<td></td>
</tr>
<tr>
<td>Feb 23</td>
<td></td>
</tr>
<tr>
<td>Mar 9</td>
<td></td>
</tr>
<tr>
<td>Mar 23</td>
<td></td>
</tr>
<tr>
<td>Apr 6</td>
<td></td>
</tr>
<tr>
<td>Apr 20</td>
<td></td>
</tr>
<tr>
<td>May 4</td>
<td></td>
</tr>
<tr>
<td>May 18</td>
<td></td>
</tr>
<tr>
<td>Jun 1</td>
<td></td>
</tr>
</tbody>
</table>

Engagement
On Desktop, in June, 2015

- Visits: 1.6B
- Time On Site: 00:16:09
- Page Views: 4.90
- Bounce Rate: 53.94%

Traffic by countries
Showing last 3 months

- United States: 26.68%
- Brazil: 6.66%
- Canada: 5.50%
- France: 5.05%
- United Kingdom: 4.64%
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>1.5B</td>
</tr>
<tr>
<td>Jan 26</td>
<td>1.3B</td>
</tr>
<tr>
<td>Feb 9</td>
<td>1.3B</td>
</tr>
<tr>
<td>Feb 23</td>
<td>1.3B</td>
</tr>
<tr>
<td>Mar 9</td>
<td>1.1B</td>
</tr>
<tr>
<td>Mar 23</td>
<td>1.1B</td>
</tr>
<tr>
<td>Apr 6</td>
<td>1.1B</td>
</tr>
<tr>
<td>Apr 20</td>
<td>1.1B</td>
</tr>
<tr>
<td>May 4</td>
<td>1.1B</td>
</tr>
<tr>
<td>May 18</td>
<td>1.1B</td>
</tr>
<tr>
<td>Jun 1</td>
<td>1.1B</td>
</tr>
</tbody>
</table>

Engagement
On Desktop, in June, 2015

- Visits: 1.4B
- Time On Site: 00:14:06
- Page Views: 7.87
- Bounce Rate: 23.23%

Traffic by countries
Showing last 3 months

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>83.11%</td>
</tr>
<tr>
<td>Japan</td>
<td>7.46%</td>
</tr>
<tr>
<td>United States</td>
<td>5.86%</td>
</tr>
<tr>
<td>China</td>
<td>1.18%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>0.29%</td>
</tr>
</tbody>
</table>
Connect with your friends and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

### Related Mobile Apps:
- App Store
- Google Play

<table>
<thead>
<tr>
<th>Global Rank</th>
<th>Country Rank</th>
<th>Category Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide 13</td>
<td>United States 12</td>
<td>Internet and Telecom &gt; Social Network 4</td>
</tr>
</tbody>
</table>
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

Visits
1.5B

Time On Site
00:09:01

Page Views
5.72

Bounce Rate
33.55%

United States
29.29%

Japan
7.91%

Turkey
5.89%

United Kingdom
4.71%

Russia
3.96%
<table>
<thead>
<tr>
<th>Global Rank</th>
<th>Country Rank</th>
<th>Category Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>United States</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>5</td>
</tr>
</tbody>
</table>

Instagram.com

Capture and Share the World's Moments

Related Mobile Apps:
- App Store
- Google Play

Instagram - fast, beautiful photo sharing for your iphone
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

- Visits: 652.5M
- Time On Site: 00:05:46
- Page Views: 27.42
- Bounce Rate: 27.73%

United States: 26.16%
Russia: 8.19%
Turkey: 5.99%
Brazil: 5.10%
United Kingdom: 3.82%
**Mail.ru**

Mail.Ru — интернет-компания, запущенная в 1998 году. Имеет функции электронной почты, мессенджера, SMS-сервиса, новостей, поиска в интернете, автовыставки, игр, знакомств и погоды.

Email, SMS, Мобильные приложения Mail.Ru:

- новостные статьи,
- поиск в интернете,
- автовыставки,
- игры,
- знакомства,
- погода,
- работа.

Related Mobile Apps:
- App Store
- Google Play

<table>
<thead>
<tr>
<th>Global Rank</th>
<th>Country Rank</th>
<th>Category Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>Russia</td>
<td>Internet and Telecom &gt; Email</td>
</tr>
<tr>
<td>15</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 1.4B
- Time On Site: 00:09:56
- Page Views: 6.98
- Bounce Rate: 32.53%

Traffic by countries
Showing last 3 months

- Russia: 59.30%
- Ukraine: 13.00%
- Kazakhstan: 5.69%
- Belarus: 4.30%
- Kyrgyzstan: 2.50%
Account Options Cookies helfen uns bei der Bereitstellung unserer Dienste. Durch die Nutzung unserer Dienste erklären Sie sich damit einver...

Related Mobile Apps:
- App Store
- Google Play
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

Visits
1.2B

Time On Site
00:12:57

Page Views
7.66

Bounce Rate
23.26%

Germany
94.64%

United States
0.86%

Austria
0.48%

France
0.38%

United Kingdom
0.37%
Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, broadband & dsl, gourmet food & just about anything else.

Related Mobile Apps:
- App Store
- Google Play

Global Rank
- Worldwide: 17

Country Rank
- United States: 5

Category Rank
- Shopping > General Merchandise: 1
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

Visits
972M

Time On Site
00:07:58

Page Views
9.56

Bounce Rate
29.68%

Traffic by countries
Showing last 3 months

- United States: 73.05%
- China: 2.45%
- Canada: 1.82%
- United Kingdom: 1.47%
- India: 1.18%
les cookies assurent le bon fonctionnement de nos services. en utilisant ces derniers, vous acceptez l'utilisation des cookies.

Related Mobile Apps:

- App Store
- Google Play

Global Rank
Worldwide
18

Country Rank
France
1

Category Rank
Internet and Telecom > Search Engine
6
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Engagement
On Desktop, in June, 2015

- Visits: 1.2B
- Time On Site: 00:12:02
- Page Views: 7.71
- Bounce Rate: 20.60%

Traffic by countries
Showing last 3 months

- France: 87.35%
- United States: 2.48%
- Algeria: 1.79%
- Morocco: 1.19%
- Tunisia: 0.70%
Bing helps you turn information into action, making it faster and easier to go from searching to doing.

Related Mobile Apps:
- App Store
- Google Play
**Traffic Overview**

**Estimated Monthly Visits**
Showing last 6 months

**Traffic by countries**
Showing last 3 months

**Engagement**
On Desktop, in June, 2015

- **Visits**: 1.3B
- **Time On Site**: 00:07:16
- **Page Views**: 5.35
- **Bounce Rate**: 42.83%

**Traffic by countries**

- **United States**: 53.70%
- **France**: 5.64%
- **United Kingdom**: 4.63%
- **Canada**: 4.48%
- **Germany**: 4.41%
Traffic Overview

- **Global Rank**: 20
- **Country Rank**: 1
- **Category Rank**: 8

Related Mobile Apps:
- App Store
- Google Play

Baidu.com
Traffic Overview

Estimated Monthly Visits
Showing last 6 months

Traffic by countries
Showing last 3 months

Engagement
On Desktop, in June, 2015

Visits
1B

Time On Site
00:14:27

Page Views
11.18

Bounce Rate
21.12%

China
89.22%

United States
3.12%

Taiwan
1.78%

Japan
0.82%

Hong Kong
0.79%