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Bring the power of SimilarWeb insights directly to your browser toolbar! The SimilarWeb extension instantly reveals site analytics data, including traffic and engagement stats with a single click. Available on Chrome, Firefox, Opera, and Safari.

Add to Browser >

Our Products
Resources



Company

Our Offices

See Plans and Pricing >



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

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Exhibit M: Wikimedia, Similar Web

[Sign In](#)[Wikipedia.org](#)[Download PDF](#)

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 ...

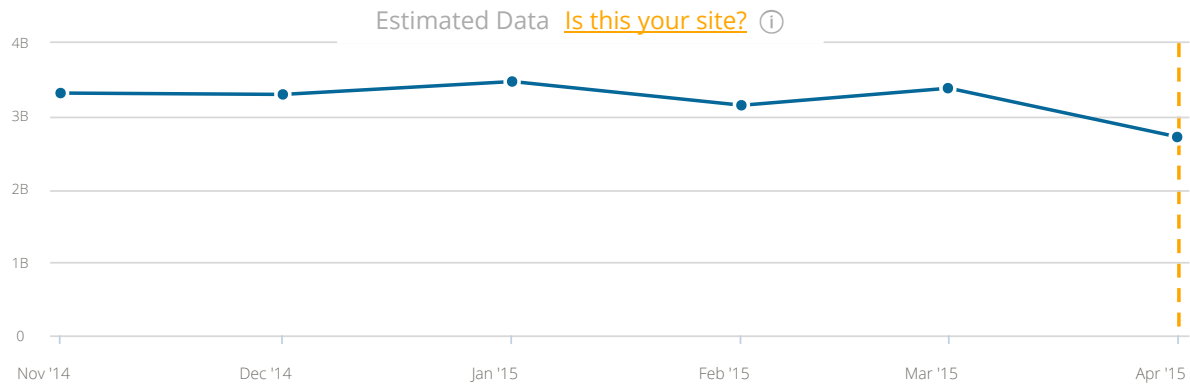
[edit category](#)



Monthly Visits

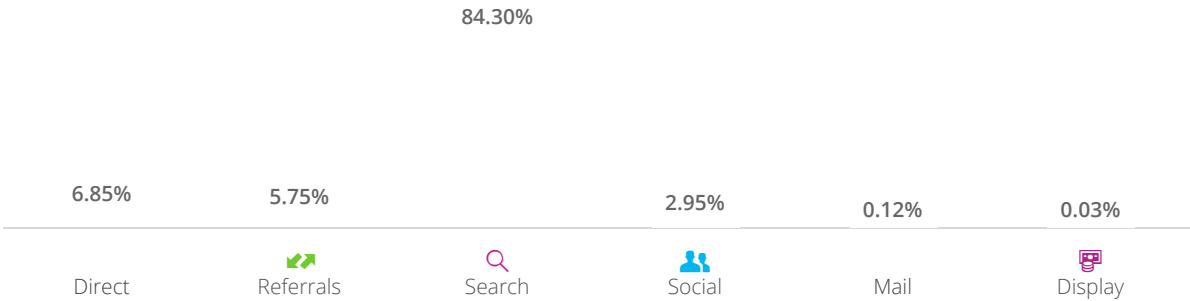
On Desktop, in last 6 months

Select Date Range



Traffic Sources

On Desktop, in last 3 months



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 to Subdomains

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

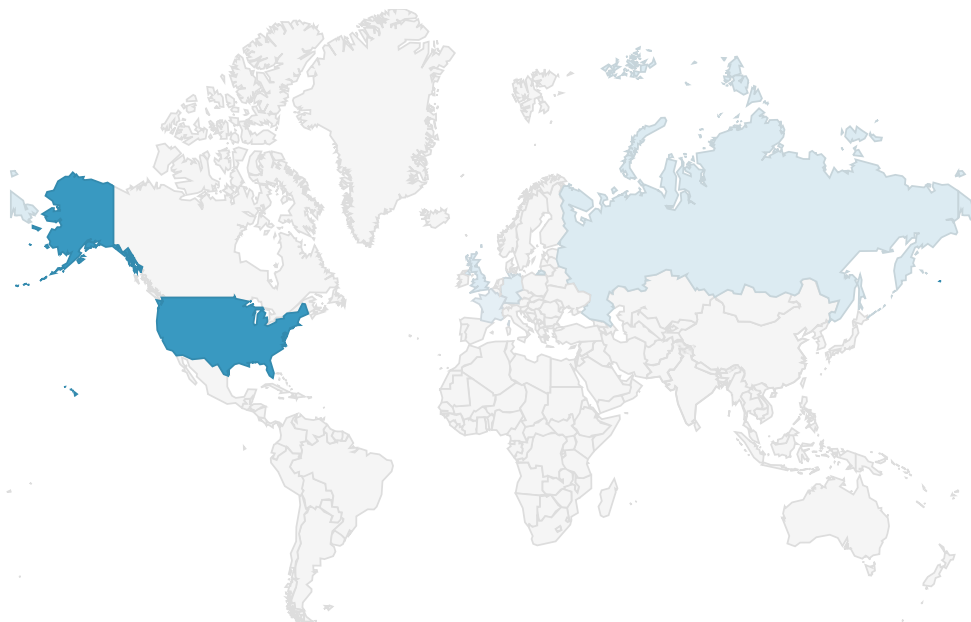
[Upgrade to See All Subdomains](#)

Geography



23.89%

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

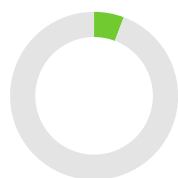


Leading Countries

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

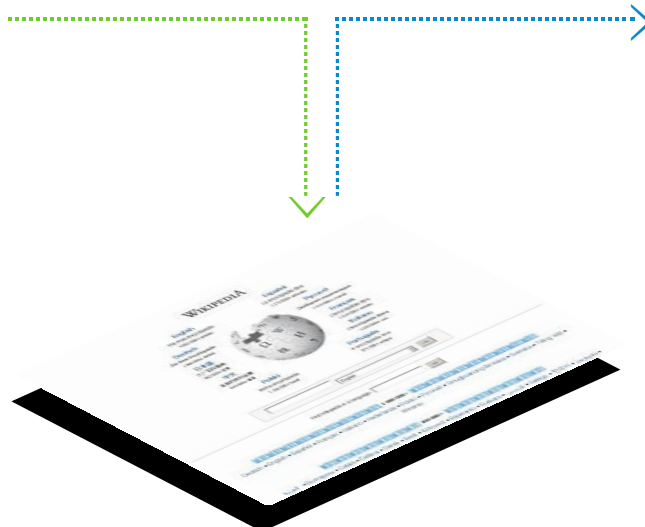
Cracked.com

Searches.uninstallmas...

Geektimes.ru

Habrahabr.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

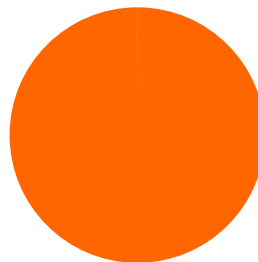
Search Traffic



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



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

Mucas-anime.com

Top Ad Networks

Adcash.com youradexchange.com Adf.ly Propeller Ads Media Misc Ads Other

See what the ads look like

SHOW THE ADS

Get All Ad Display Networks in PRO

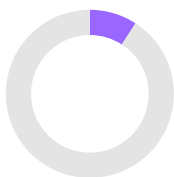
Audience Interests

Categories

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



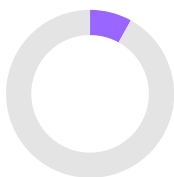
Internet And Telecom >
Search Engine



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](#)

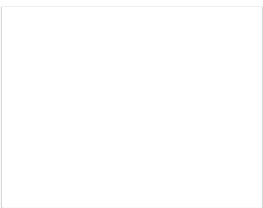
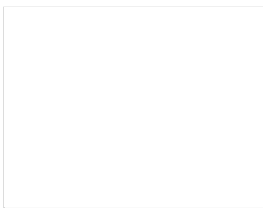
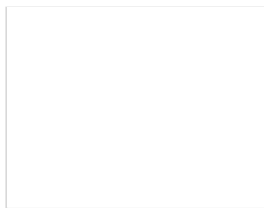
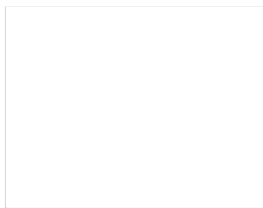
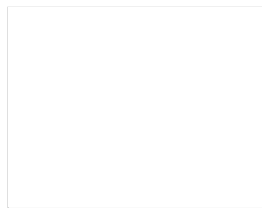
Topics

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

Wikipedia

WIKIPEDIA

Wikimedia Foundation

Android

FREE

4.4

Wikipedia Beta

WIKIPEDIA BETA

Wikimedia Foundation

Android

FREE

4.4

Wiktionary

WIKTIONARY

Wikimedia Foundation

Android

FREE

4

Wikimedia Commons

WIKIMEDIA COMMONS

Wikimedia Foundation

Android

FREE

4.1

APP STORE

Wikipedia Mobile

WIKIPEDIA MOBILE

Wikimedia Foundation

iOS

FREE

3

translatewiki.net

TRANSLATEWIKI .NET

Wikimedia Foundation

iOS

FREE

0

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

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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

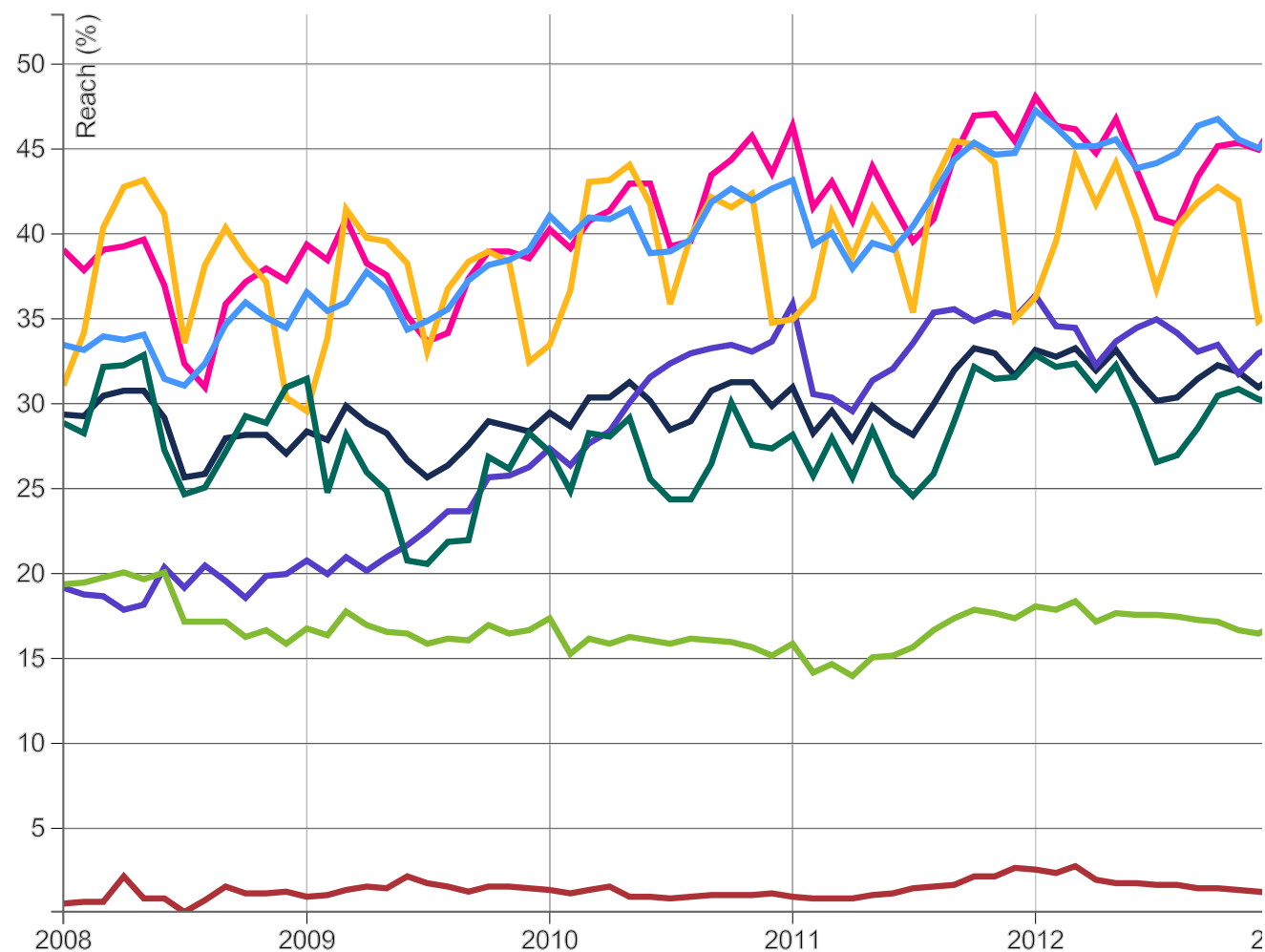
Secondary

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

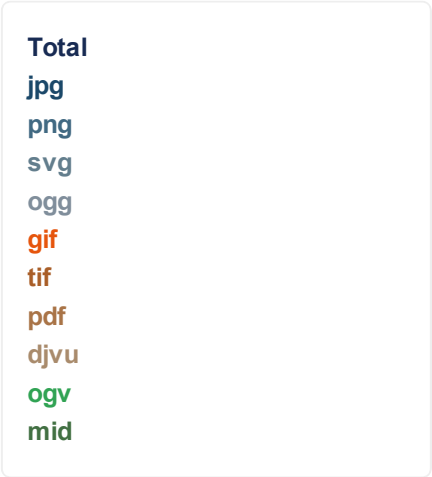
- /data/datafiles/rc/rc_comscore_region_reach.csv

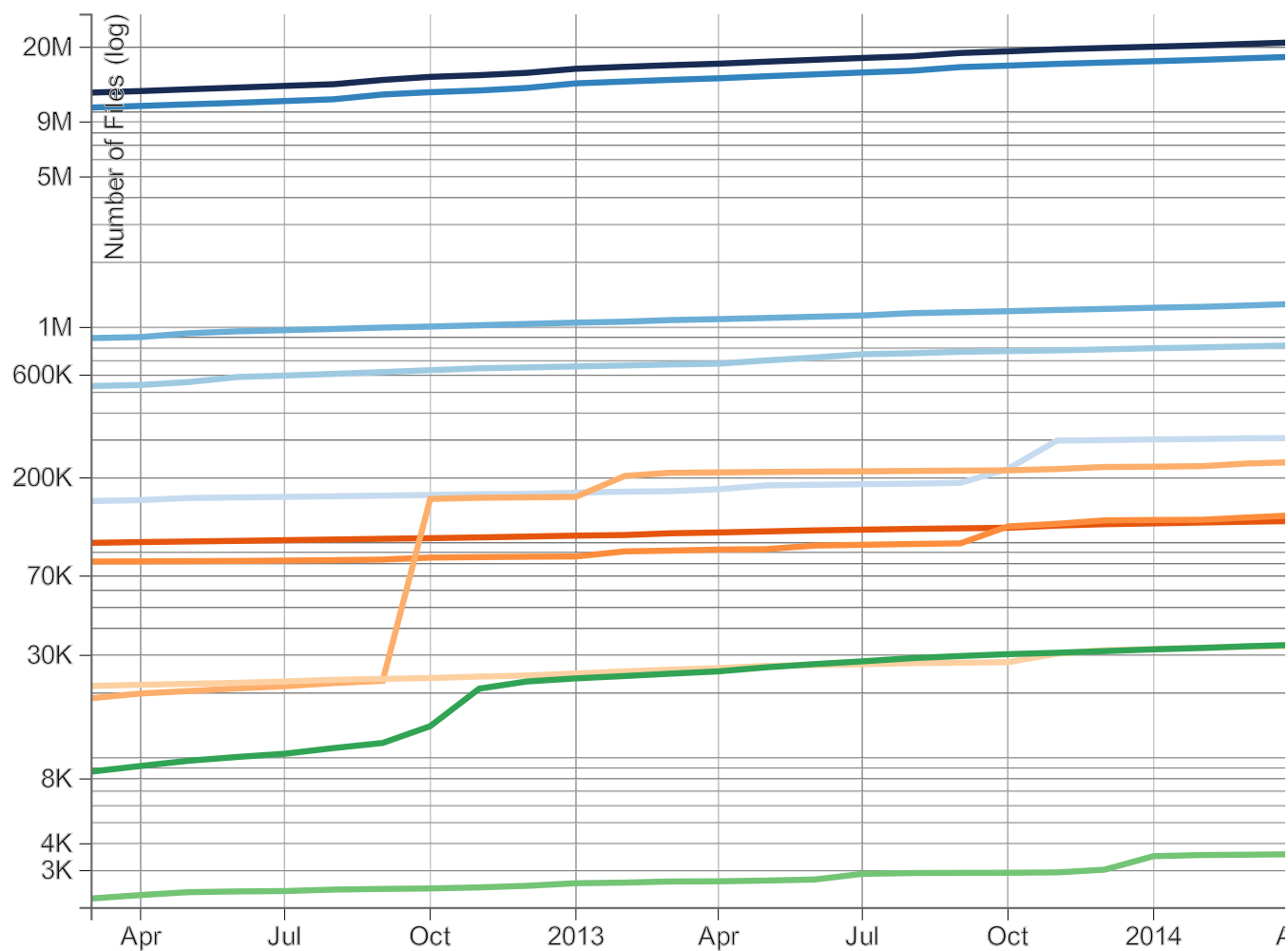
View Data as Table

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](#)

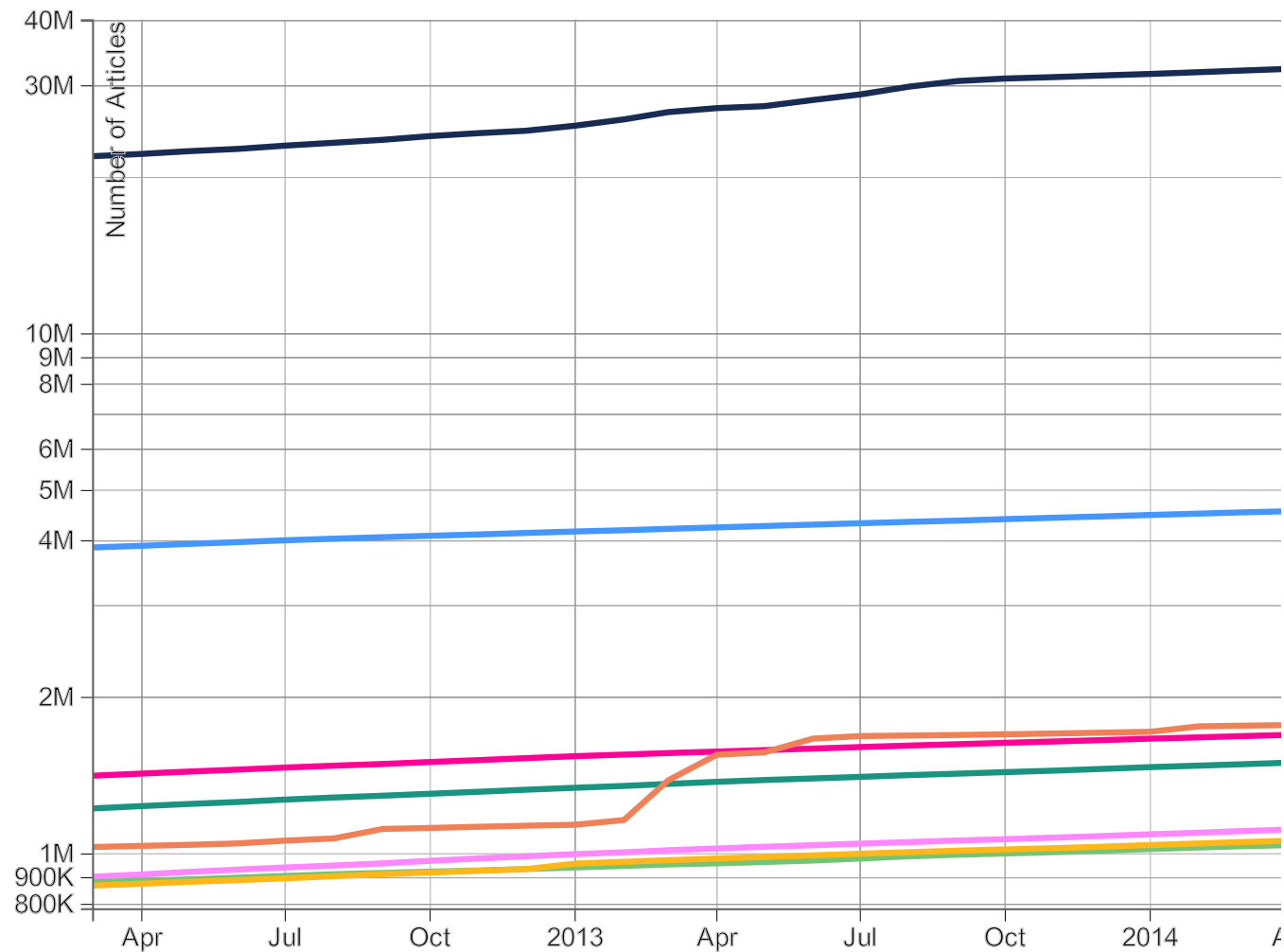
36.47 Million

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

Limn

Article

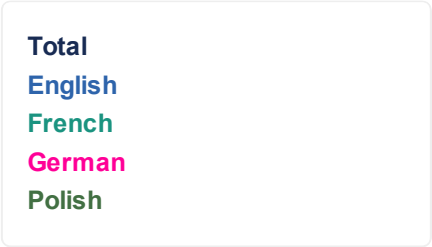
Wiki pages which contain an [internal link](#) (aka wikilink) or category link, and are not a [redirect](#) page. This conforms to the traditional definition of an "article" within the Wikimedia community -- different Wikimedia projects can have different [definitions of what constitutes an article](#).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

10,398

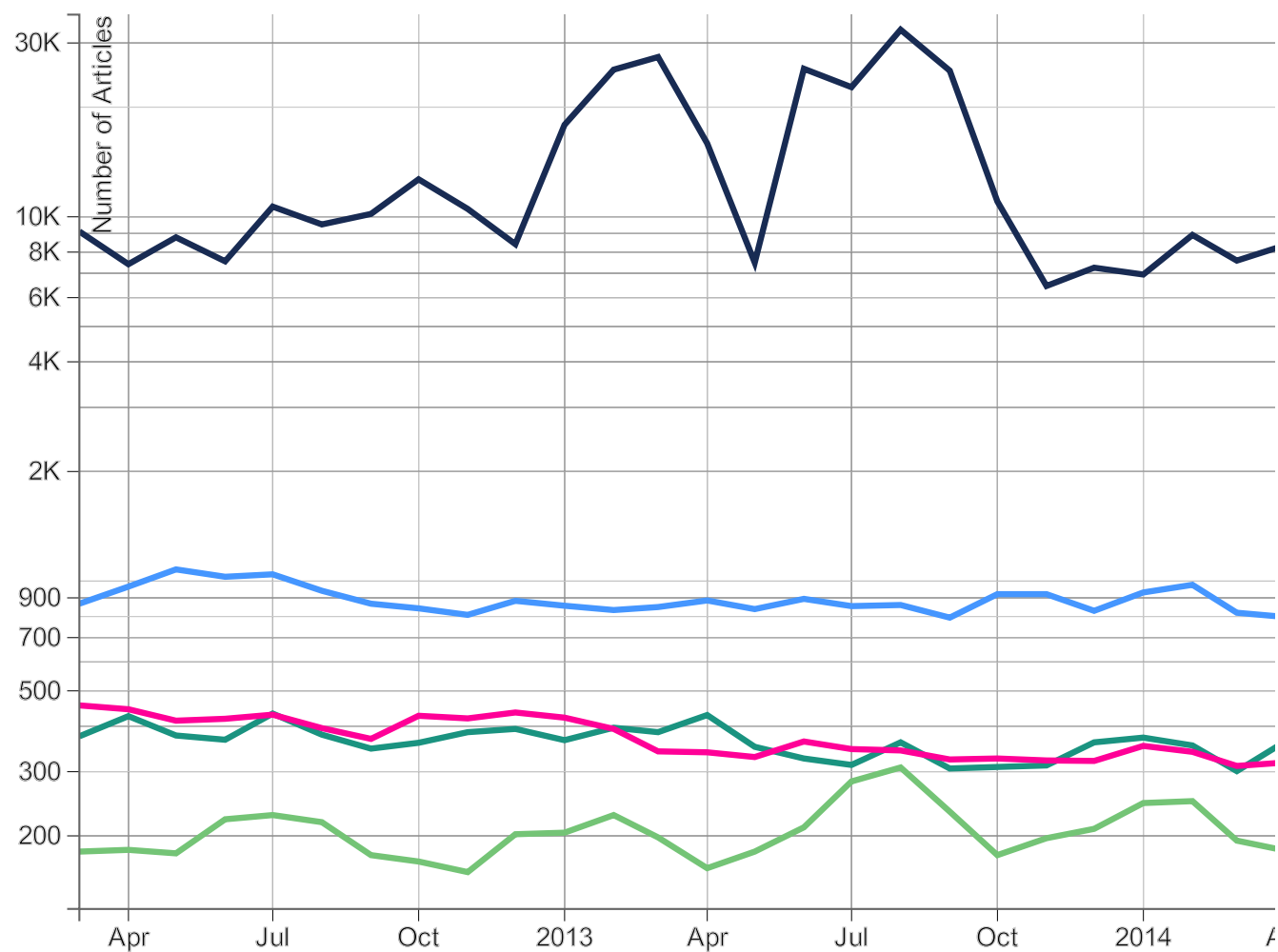
Mar 14 — Mar 15 37.16%

Feb 15 — Mar 15 52.20%

New Wikipedia Articles per Day



sign in

**Raw Data**

- /data/datafiles/rc/rc_new_article_count.csv

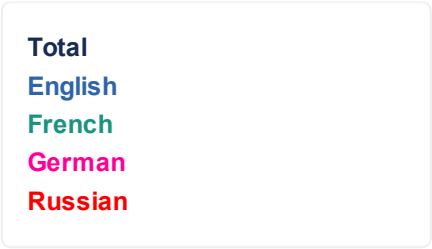
[View Data as Table](#)**Metric Definitions**[Article](#)

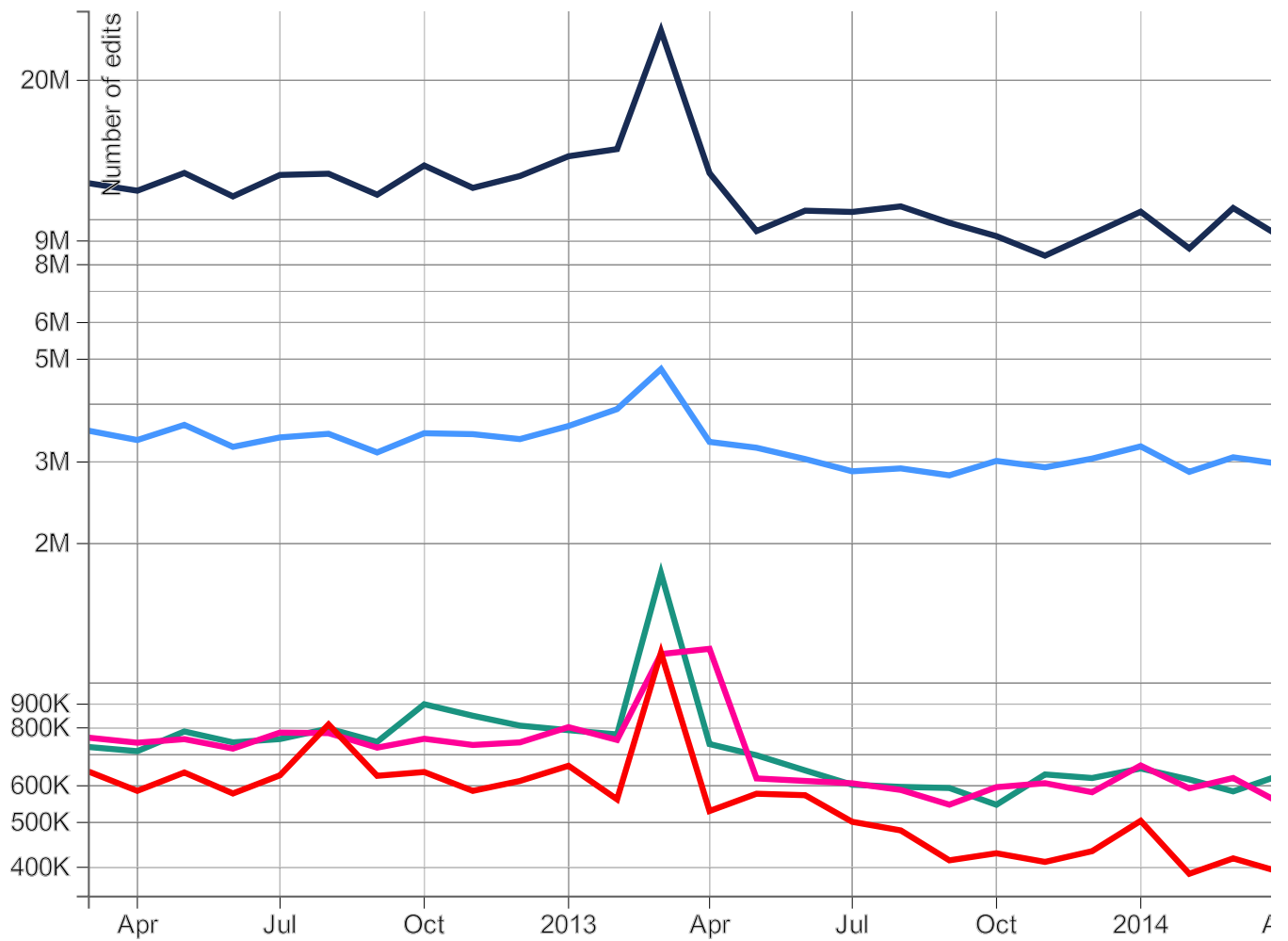
Wiki pages which contain an [internal link](#) (aka wikilink) or category link, and are not a [redirect](#) page. This conforms to the traditional definition of an "article" within the Wikimedia community -- different Wikimedia projects can have different [definitions of what constitutes an article](#).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

10.44 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](#)

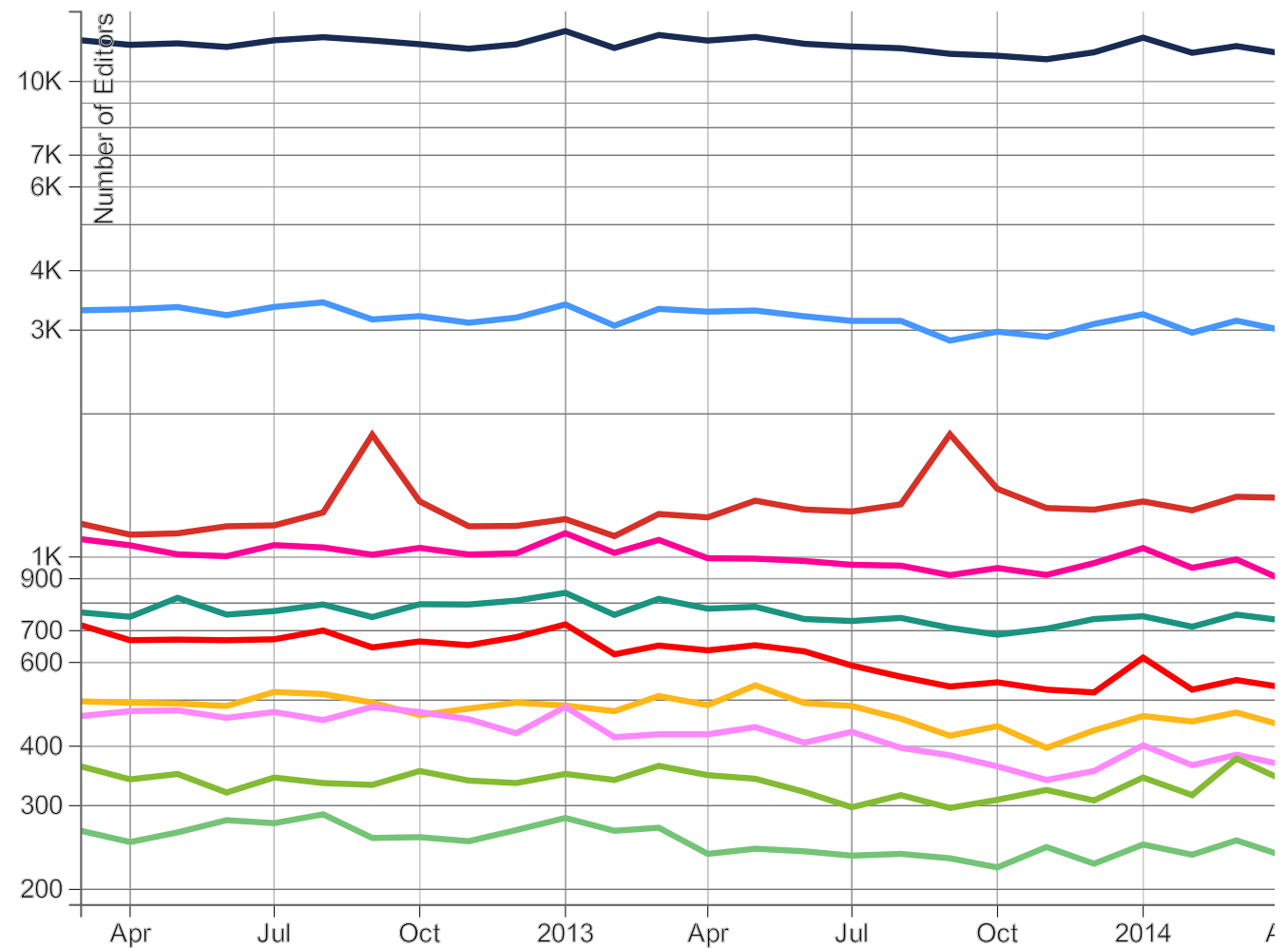
12,597

Mar 14 — Mar 15 6.33%

Feb 15 — Mar 15 6.79%

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





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).

- /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 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.

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%

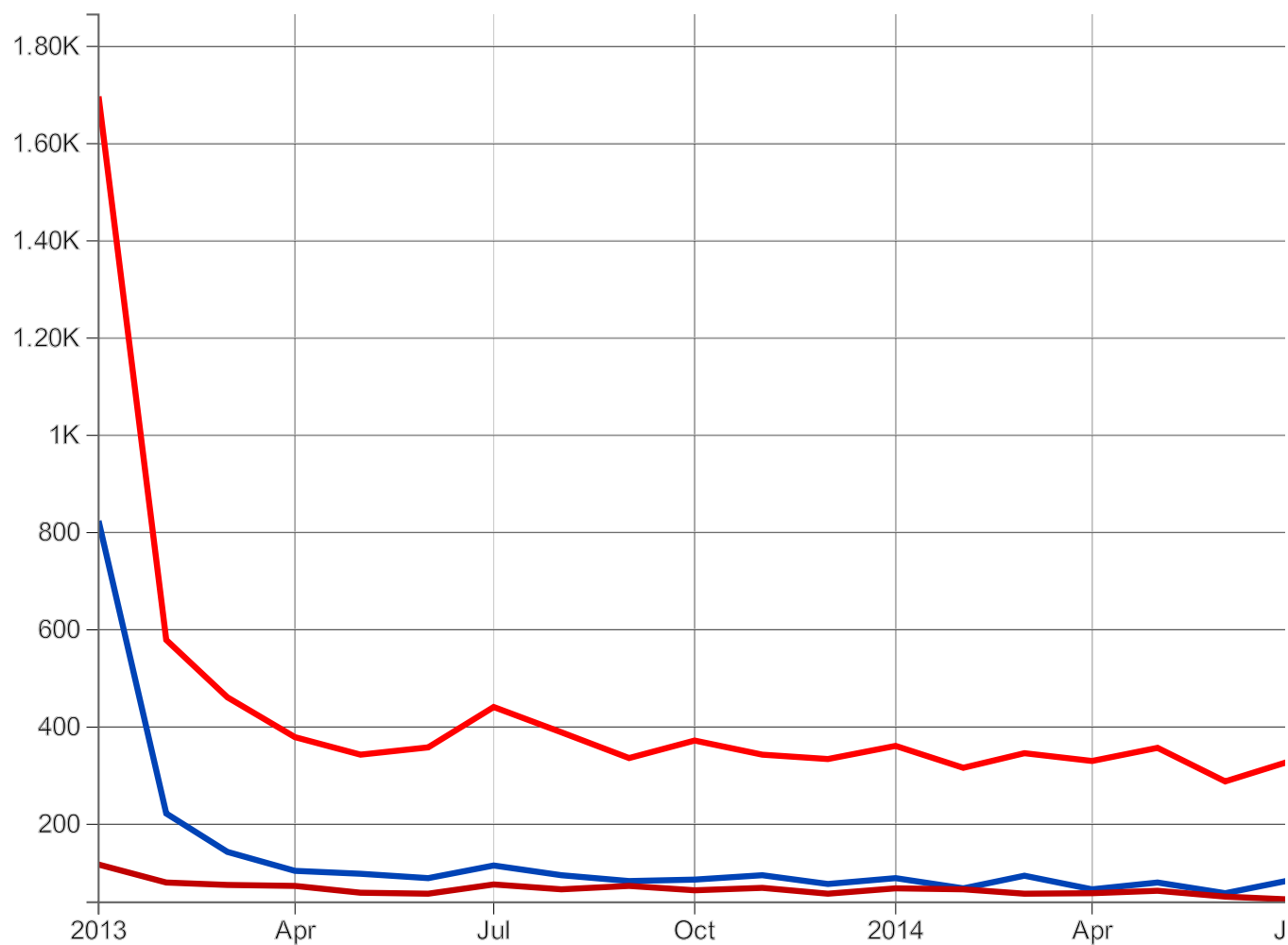
Feb 15 — Mar 15 15.46%

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](#)

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

Home
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About, Help, and Feedback
Other Projects

Get Involved!

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](#)

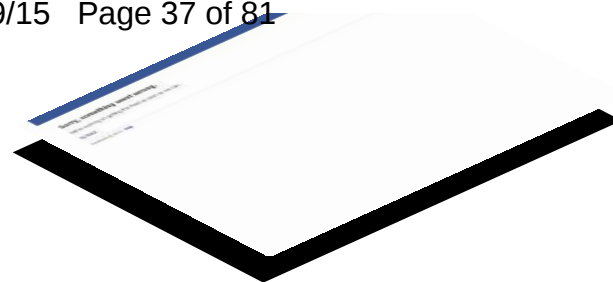
Facebook is a social utility that connects people with friends and others who work, study a...

Last update: 30 Apr 2015

Traffic Overview

[+ ADD COMPETITORS](#)

TRY SIMILARWEB PRO



SimilarWeb Rank

1 =

Global Rank

2 =

In United States

1 =

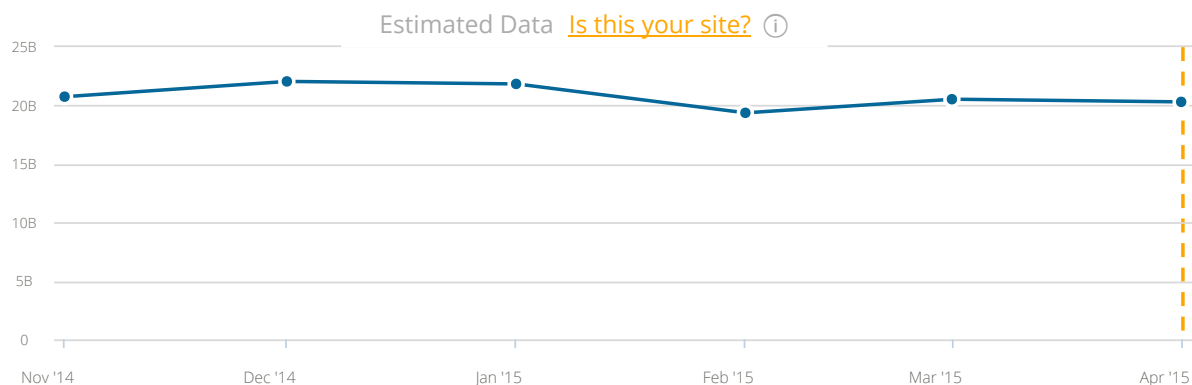
Internet and Telecom > S...

[edit category](#)

Monthly Visits

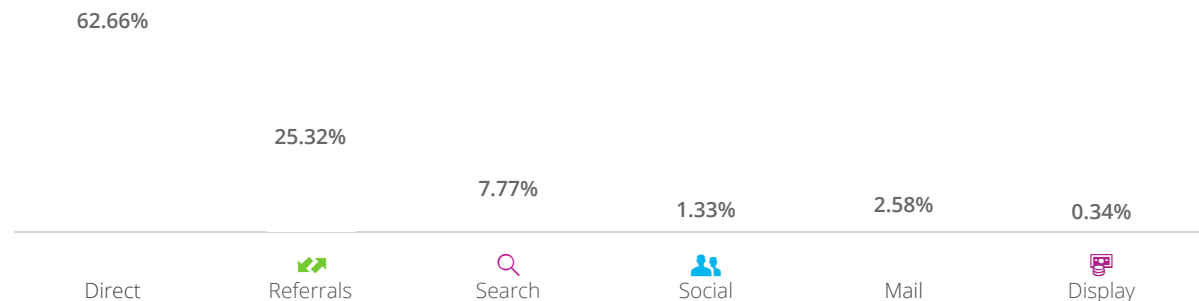
On Desktop, in last 6 months

Select Date Range



Traffic Sources

On Desktop, in last 3 months



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 to Subdomains

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

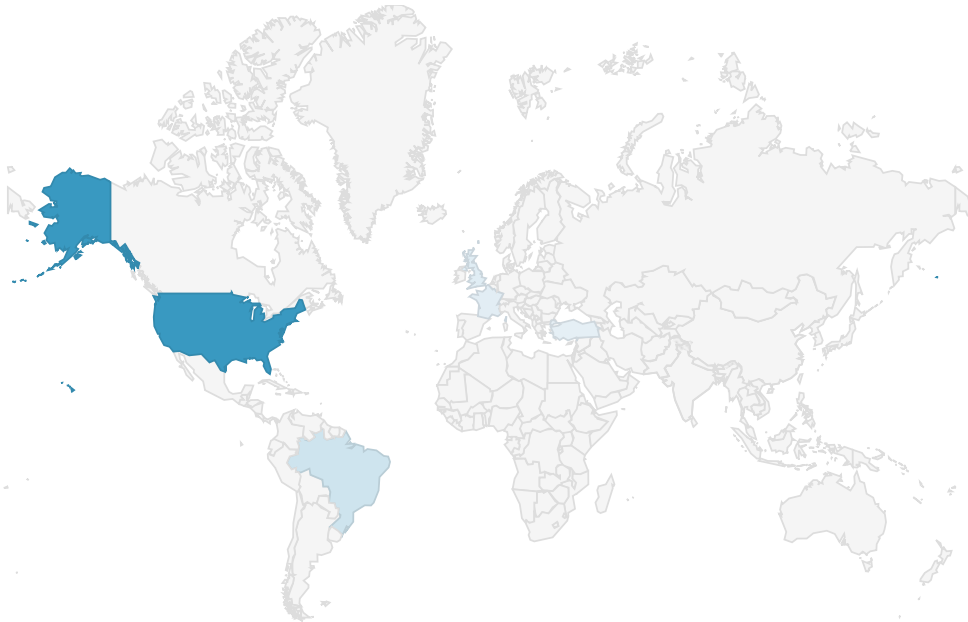
[Upgrade to See All Subdomains](#)

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

Isearch.omiga-plus.com

Istart.webssearches.com

Istartsurf.com

Msn.com

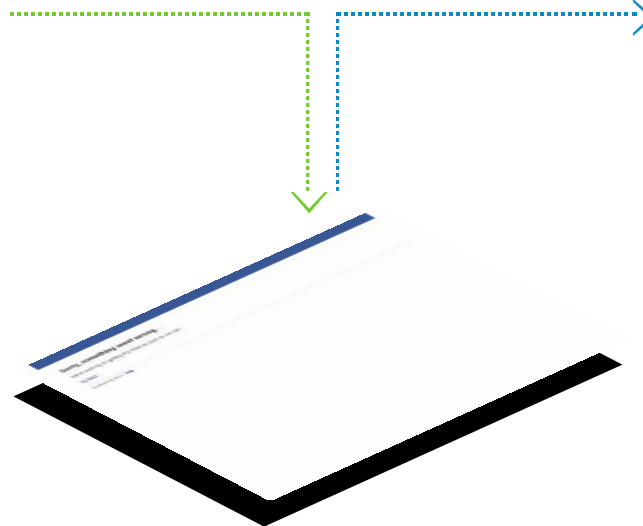
Delta-homes.com

Sweet-page.com

Br.hao123.com

Searchult.com

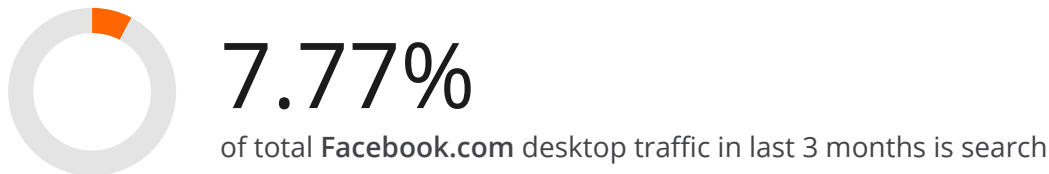
See 59% More
Of Referring Traffic



Top Destination Sites

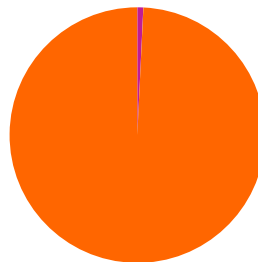
No destination sites

Search Traffic



99.24%

Organic Searches



0.76%

Paid Search (Google Only)

Organic Keywords:

- Facebook
- Facebook Login
- Face
- Www.facebook.com
- Facebook.com
- Фейсбук

Search Engines



Paid Keywords:

- Facebook
- Facebook Login
- Фейсбук
- فيس بوك
- Face
- Facebook.com
- Facebook Sign I In

فيس بوك

Facebok

Facebook En Español

Face Book

[Get All Keywords in PRO](#)

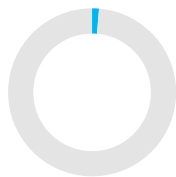
Www.facebook.com

فيس

Face Book

[Get All Keywords in PRO](#)

Social



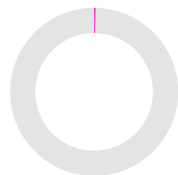
1.33%

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

Top Ad Networks

Google Display
Network

Adcash.com

youradexchange.comadplxmd.com

Propeller Ads
Media

Other

See what the ads look like

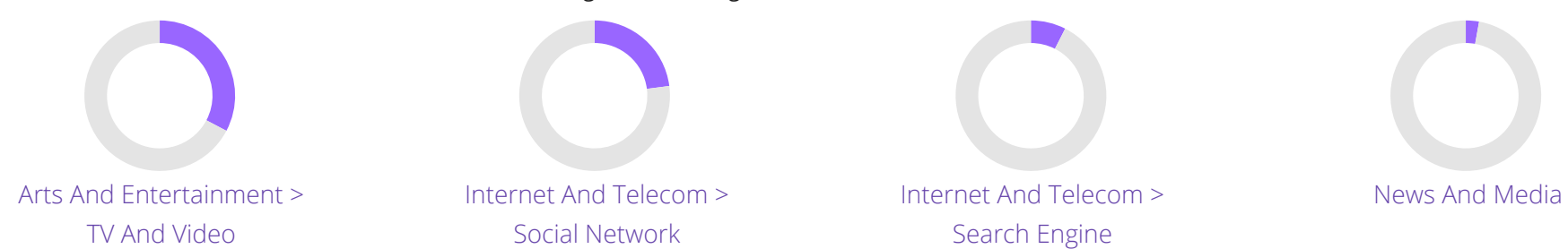
SHOW THE ADS

Get All Ad Display Networks in PRO

Audience Interests

Categories

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



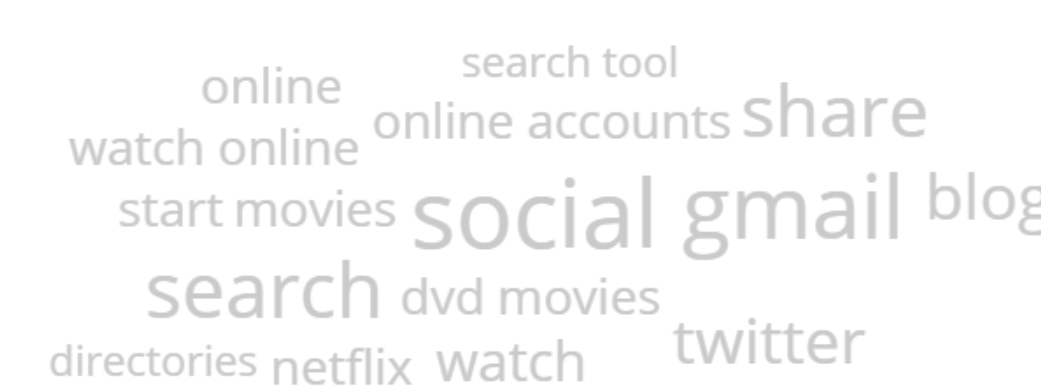
Also visited websites

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	

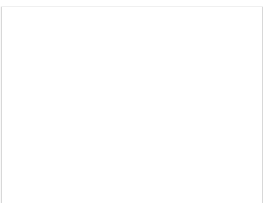
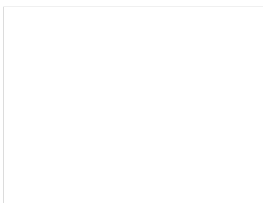
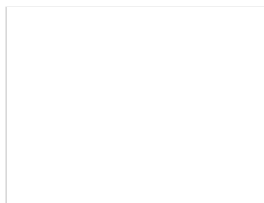
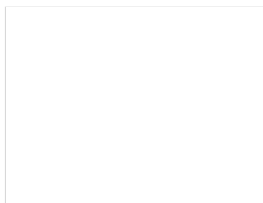
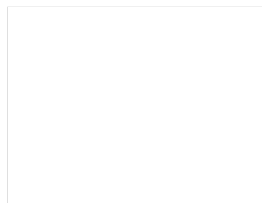
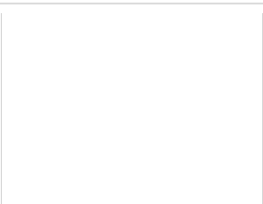
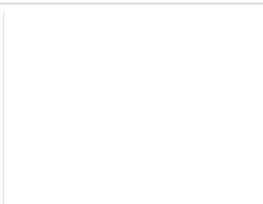
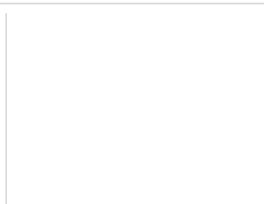
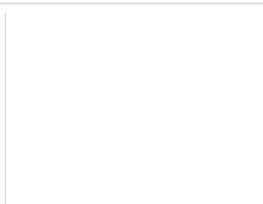
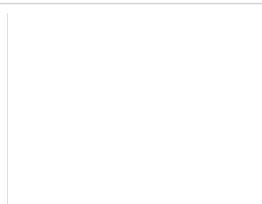
Topics

Topics cloud generated from also visited websites



Similar Sites

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

 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

Facebook

FACEBOOK

Facebook

Android

FREE

4

WhatsApp Messenger

WHATSAPP MESSENGER

WhatsApp Inc.

Android

FREE

4.4

Instagram

INSTAGRAM

Instagram

Android

FREE

4.5

Messenger

MESSENGER

Facebook

Android

FREE

3.9

WhatsApp Wallpaper

WHATSAPP WALLPAPER

WhatsApp Inc.

Android

FREE

3.9

16 MORE APPS

APP STORE

Facebook

FACEBOOK

Facebook, Inc.

Instagram

INSTAGRAM

Instagram, Inc.

Facebook Messenger

FACEBOOK MESSENGER

Facebook, Inc.

WhatsApp Messenger

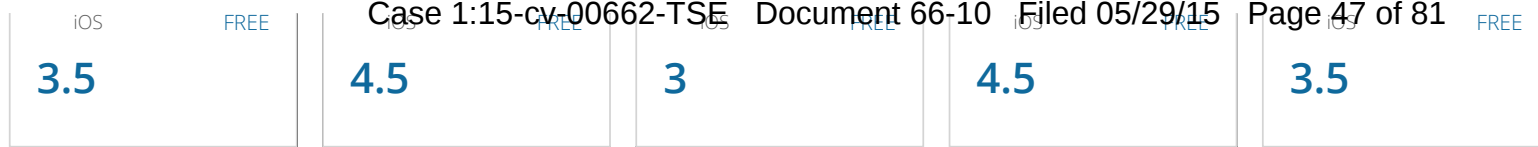
WHATSAPP MESSENGER

WhatsApp Inc.

Facebook Pages Manager

FACEBOOK PAGES MANAGER

Facebook, Inc.



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."

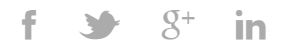
Chyan Phang, Director, Hotels | Travelocity North America

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Resources
Company
Our Offices



See Plans and Pricing >



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Exhibit P: Google, Similar Web



[Sign In](#)

 **Google.com** 

[Download PDF](#)

| 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 =

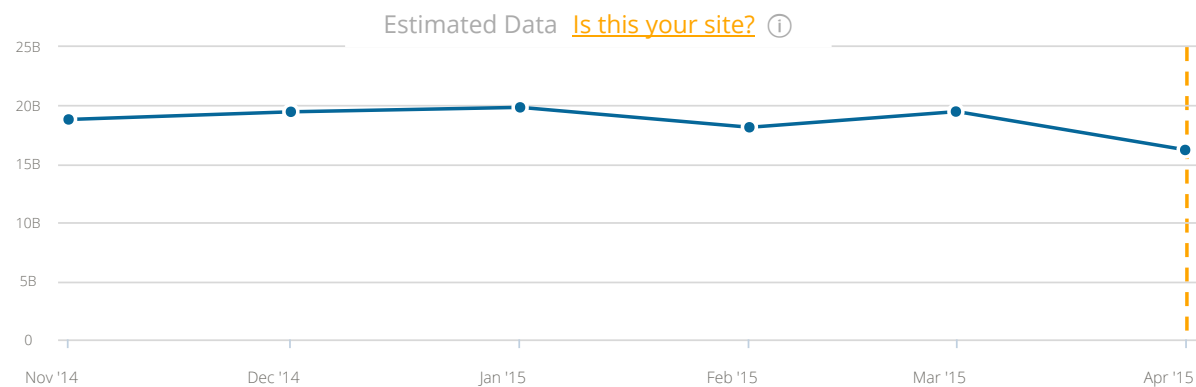
Internet and Telecom > S...

[edit category](#)

Monthly Visits

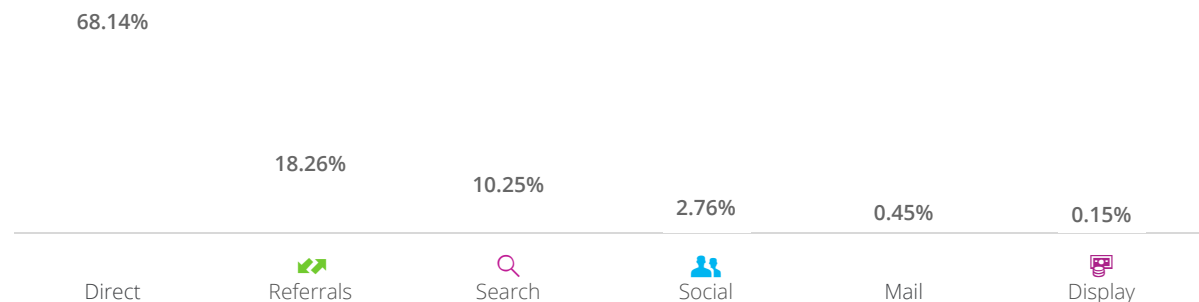
On Desktop, in last 6 months

Select Date Range



Traffic Sources

On Desktop, in last 3 months



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 to Subdomains

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

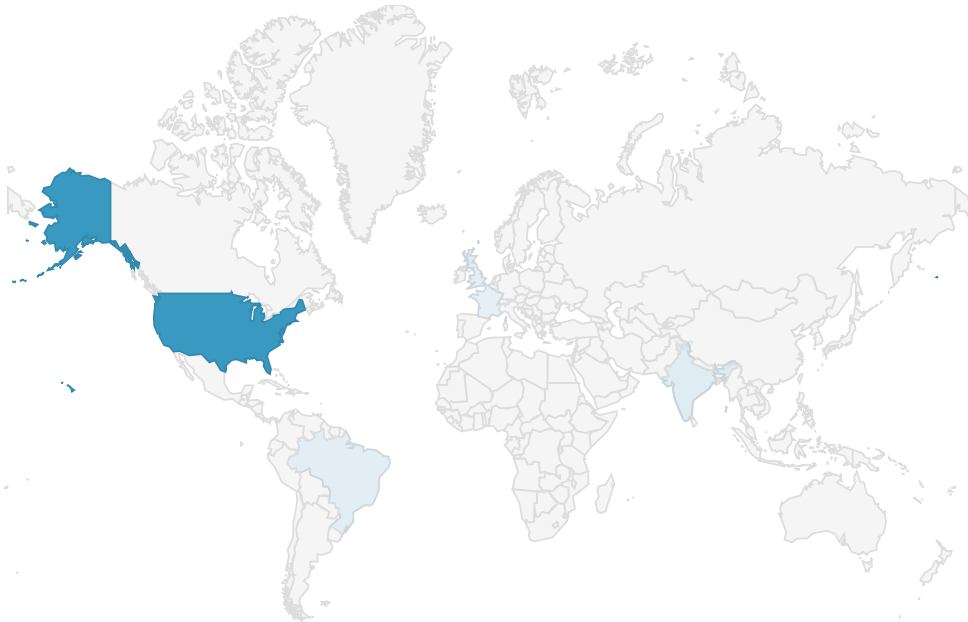
[Upgrade to See All Subdomains](#)

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

Ighome.com

Search.tb.ask.com

Home.tb.ask.com

Feedly.com

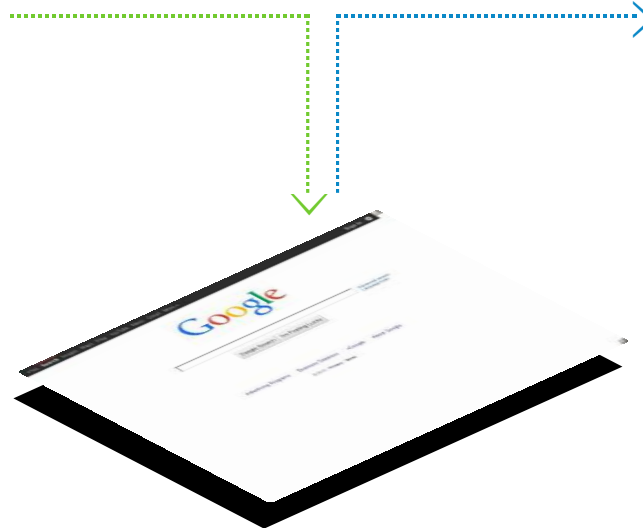
Forum.xda-developers.com

Pushbullet.com

Search.webssearches.com

Twitch.tv

See 40% More
Of Referring Traffic



Top Destination Sites

No destination sites

Search Traffic

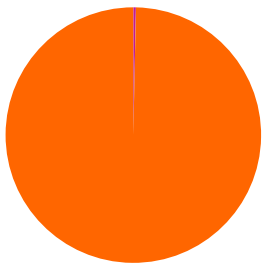


10.25%

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



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

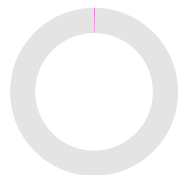
2.45%

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

Top Ad Networks

Google Display
Network

Adf.ly

Adcash.com

sh.st

Propeller Ads
Media

Other

See what the ads look like

SHOW THE ADS

Get All Ad Display Networks in PRO

Audience Interests

Categories

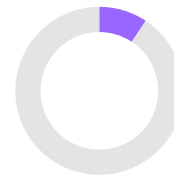
Users who visited Google.com also visited the following website categories



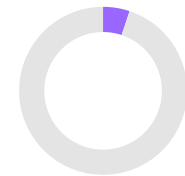
Internet And Telecom >
Social Network



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

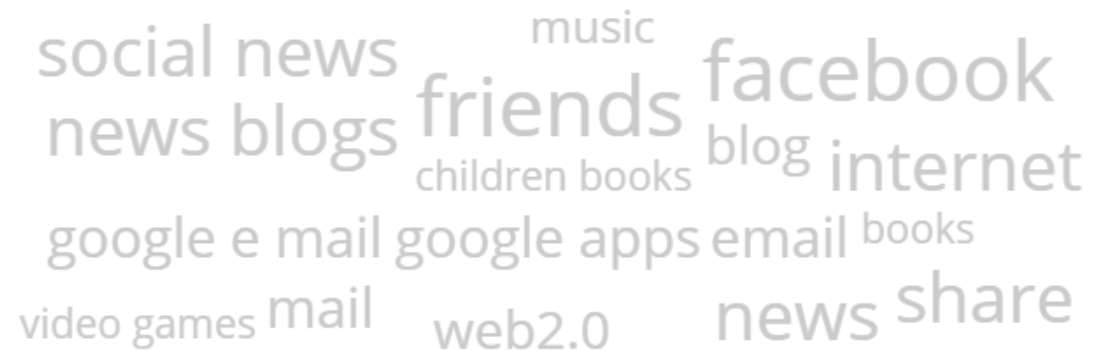
En.wikipedia.org

Mystartsearch.com

See All Websites in PRO

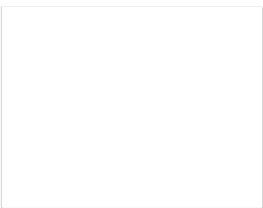
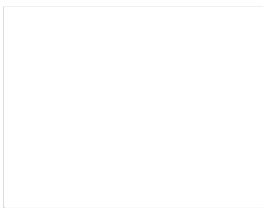
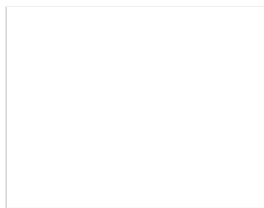
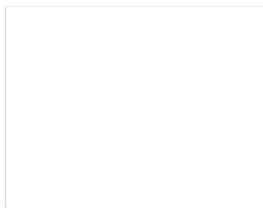
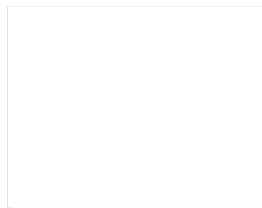
Topics

Topics cloud generated from also visited websites



Similar Sites

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

 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

YouTube

YOUTUBE

Google Inc.

Android

FREE

4.1

Maps

MAPS

Google Inc.

Android

FREE

4.3

Google Play services

GOOGLE PLAY SERVICES

Google Inc.

Android

FREE

3.7

Google Translate

GOOGLE TRANSLATE

Google Inc.

Android

FREE

4.3

Chrome Browser - Google

CHROME BROWSER - GOOGLE

Google Inc.

Android

FREE

4.2

134 MORE APPS

APP STORE

Google

GOOGLE

Google, Inc.

Google Earth

GOOGLE EARTH

Google, Inc.

YouTube

YOUTUBE

Google, Inc.

Google Maps

GOOGLE MAPS

Google, Inc.

Gmail - email from Google

GMAIL - EMAIL FROM GOOGLE

Google, Inc.

3.5

3.5

2.5

4.5

4

45 MORE APPS

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- ✓ 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

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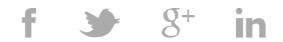
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Exhibit Q: Zeitgeist 2012 Google



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

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 View Full List

[Download the lists](#)

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

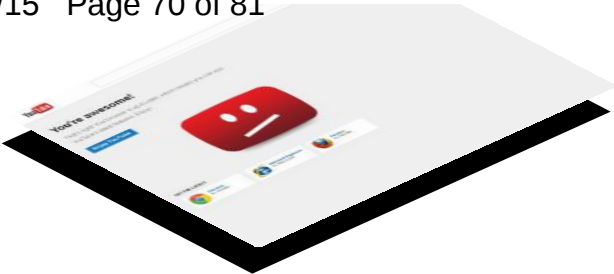
3 =

In United States

1 =

Arts and Entertainment >...

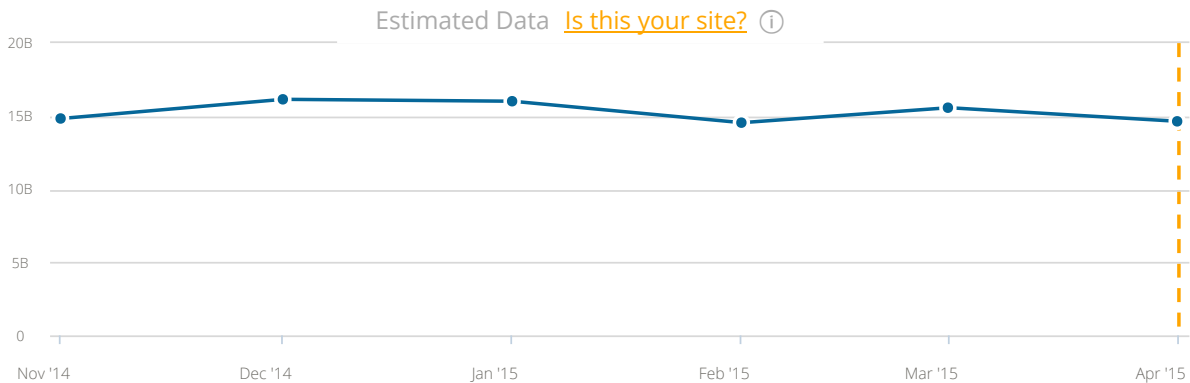
[edit category](#)



Monthly Visits

On Desktop, in last 6 months

Select Date Range



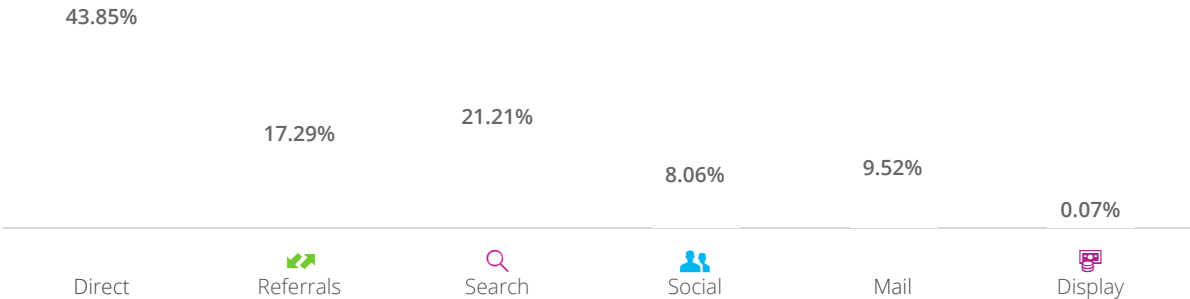
Engagement

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%

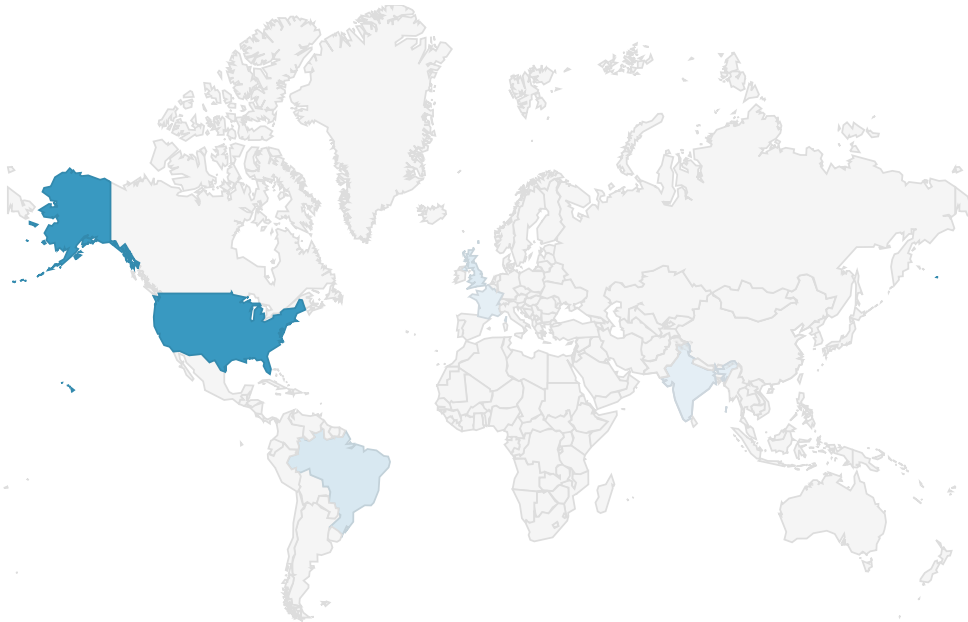
[Upgrade to See All Subdomains](#)

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

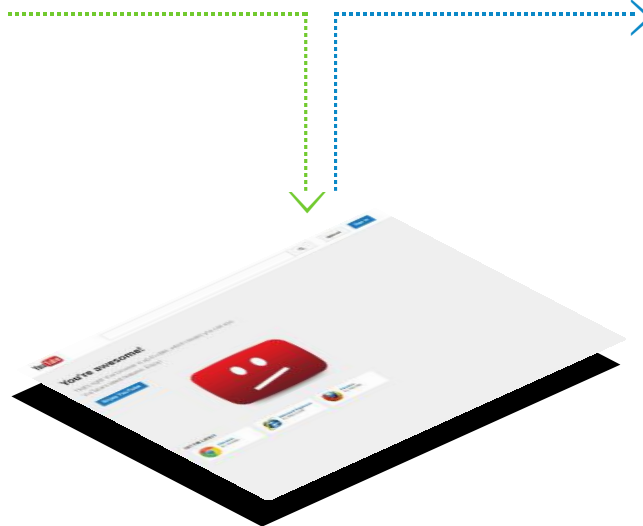
Imgur.com

Buzzfeed.com

Linkeyproject.com

Ok.ru

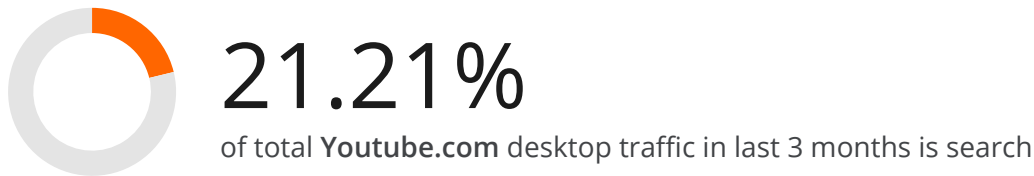
See 71% More
Of Referring Traffic



Top Destination Sites

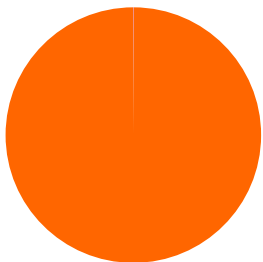
No destination sites

Search Traffic



99.95%

Organic Searches



0.05%

Paid Search (Google Only)

Organic Keywords:

- Youtube
- You Tube
- ЮТyб
- 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

youtube

يوتيوب

Youtube.com

ようつべ

Get All Keywords in PRO

YouTube Videos

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%

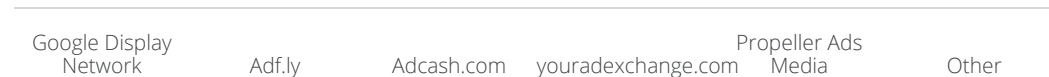
of Youtube.com desktop traffic came from display ads

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



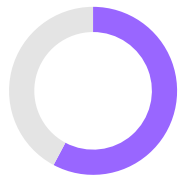
See what the ads look like

SHOW THE ADS

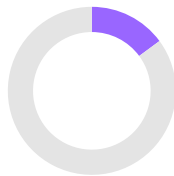
Audience Interests

Categories

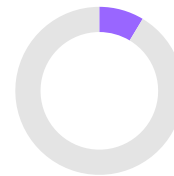
Users who visited Youtube.com also visited the following website categories



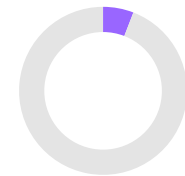
Internet And Telecom >
Social Network



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

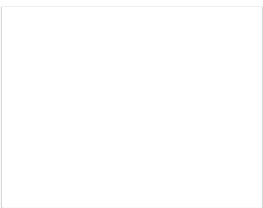
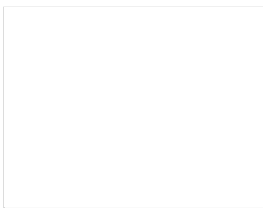
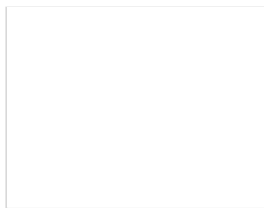
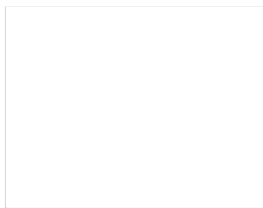
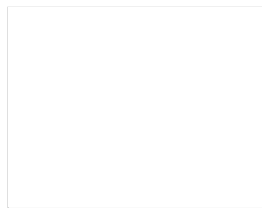
Topics

Topics cloud generated from also visited websites



Similar Sites

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

 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

YouTube

YOUTUBE

Google Inc.

Android

FREE

4.1

YouTube Remote

**YOUTUBE
REMOTE**

Google Inc.

Android

FREE

4.1

APP STORE

YouTube

YOUTUBE

Google, Inc.

iOS

FREE

2.5

YouTube Capture

**YOUTUBE
CAPTURE**

Google, Inc.

iOS

FREE

4

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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

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Chyan Phang, Director, Hotels | Travelocity North America

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