

Exhibit I: October 2014 Web Server Survey

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October 2014 Web Server Survey

In the **October 2014** survey we received responses from **1,028,932,208** sites, which is nearly six million more than last month.

Apache regains the lead

Microsoft lost the lead to Apache this month, as the two giants continue to battle closely for the largest share of all websites. Apache gained nearly 30 million sites, while Microsoft lost 22 million, causing Apache to be thrust back into the lead by more than 36 million sites. In total, 385 million sites are now powered by Apache, giving it a 37.45% share of the market.

A significant contributor to this change was the expiry of domains previously used for link farming on Microsoft IIS servers. The domains used by these link farms were acquired and the sites are now hosted on Apache servers at [Confluence-Networks](#), which display Network Solutions parking notices.

A new major release in the Apache 2.2 legacy branch was announced on 3 September. Apache 2.2.29 also incorporates many changes — including several security fixes — from version [2.2.28](#), which was not officially released. New versions of nginx [stable](#) and [mainline](#) were also released during September, which included fixes for an SSL session reuse vulnerability, plus several other bugfixes.

Top million sites

The [million busiest websites](#) now represent less than 0.1% of all websites in the survey, but provide an insight into the preferences amongst the sites which are responsible for the great majority of today's web traffic.

Just over half (50.2%) of the top million sites use Apache, which is very similar to its share amongst all [active sites](#); however, nginx's market share is skewed noticeably higher amongst the top million sites, where it powers 20.3% of sites, compared with only 14.3% of all active sites.

Computer growth

The most stable metric is the market share of [web-facing computers](#) — hundreds of thousands of websites can easily be served from a single computer (and subsequently disappear all in one go) but it is obviously far less trivial and less desirable to deploy or decommission a significant number of computers. Netcraft's survey is also able to identify distinct computers which use multiple web-facing IP addresses, which adds further stability.

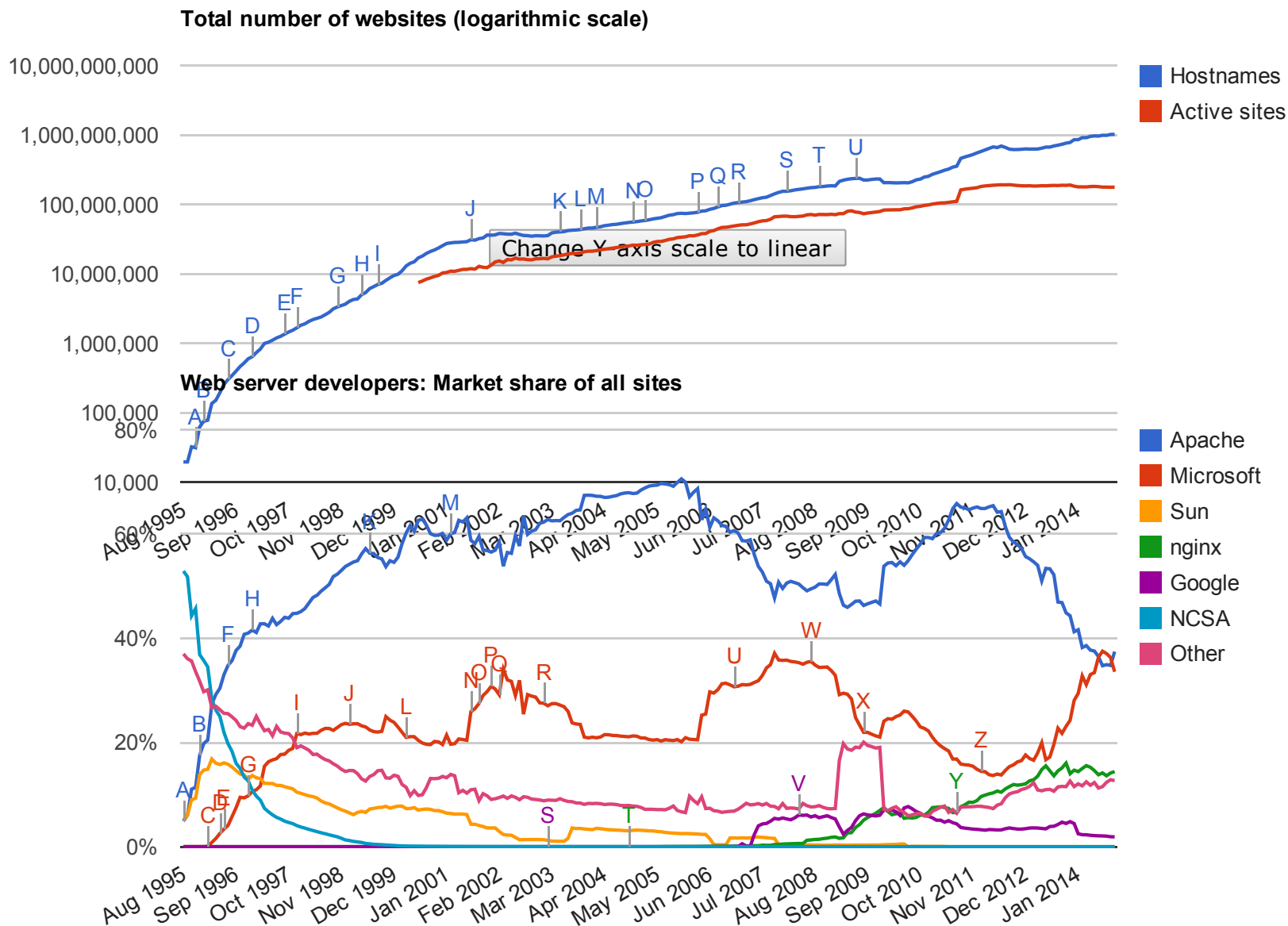
Apache leads in this market with a 47.5% share, and Microsoft also performs well with 30.7%, but both have been gradually falling over the past few years as a result of nginx's strong growth. nginx gained more than 17,000 additional web-facing computers this month, helping to bring its market share up to 10.3%.

New top level domains

The relatively new **.xyz** domain, which showed tremendous growth over the past couple of months, has started to flatten out slightly after gaining only 33,000 sites this month (+8%). Nonetheless, this is still quite a healthy gain, albeit notably less than last month's growth of 177,000 hostnames which then boosted its total by 78%.

Other promising TLDs include **.london**, **.hamburg** and **.公司**, each of which had fewer than 50 sites in last month's survey, but now have 17,000, 11,000 and 10,000 sites respectively.

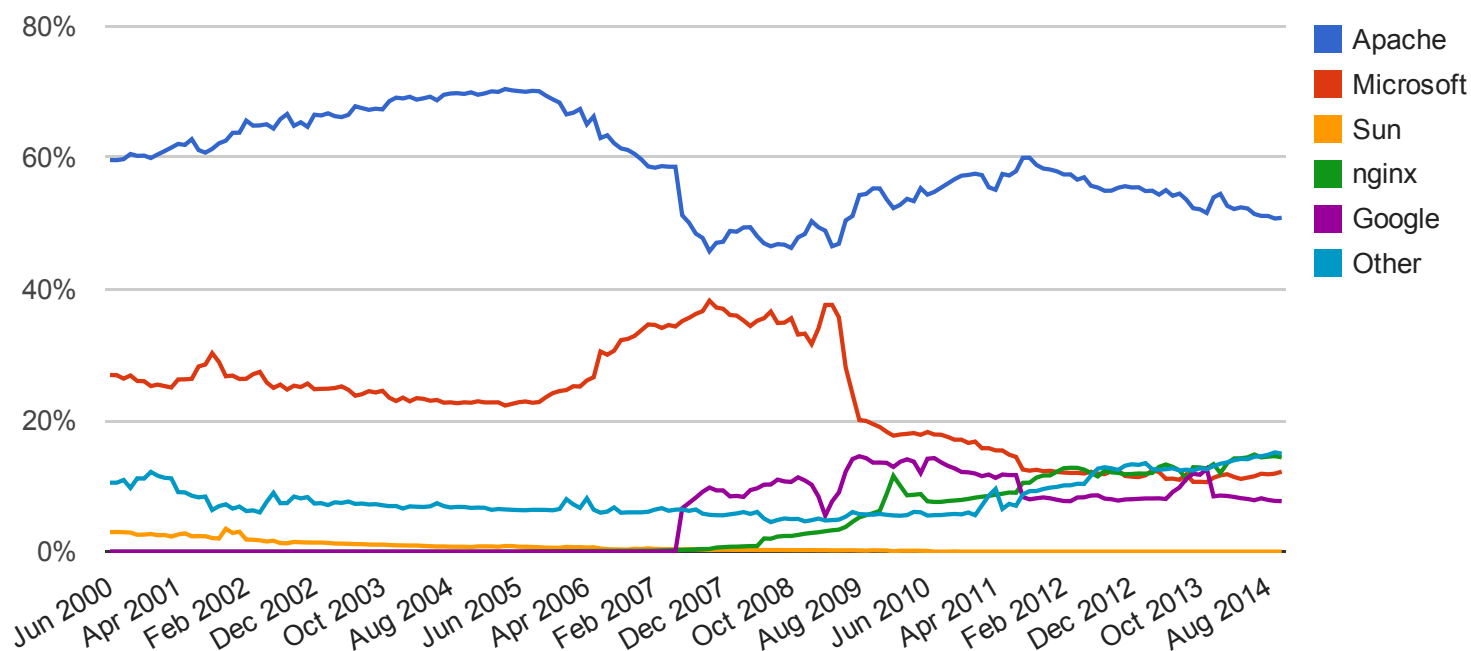
The internationalised **.公司** (.xn--55qx5d) TLD is delegated to the Computer Network Information Center of Chinese Academy of Sciences. It means "company", making it the Chinese equivalent of **.com**.



Developer	September 2014	Percent	October 2014	Percent	Change
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Apache	355,925,985	34.79%	385,354,994	37.45%	2.66
Microsoft	371,406,909	36.31%	345,485,419	33.58%	-2.73
nginx	144,717,670	14.15%	148,330,190	14.42%	0.27
Google	19,499,154	1.91%	19,431,026	1.89%	-0.02

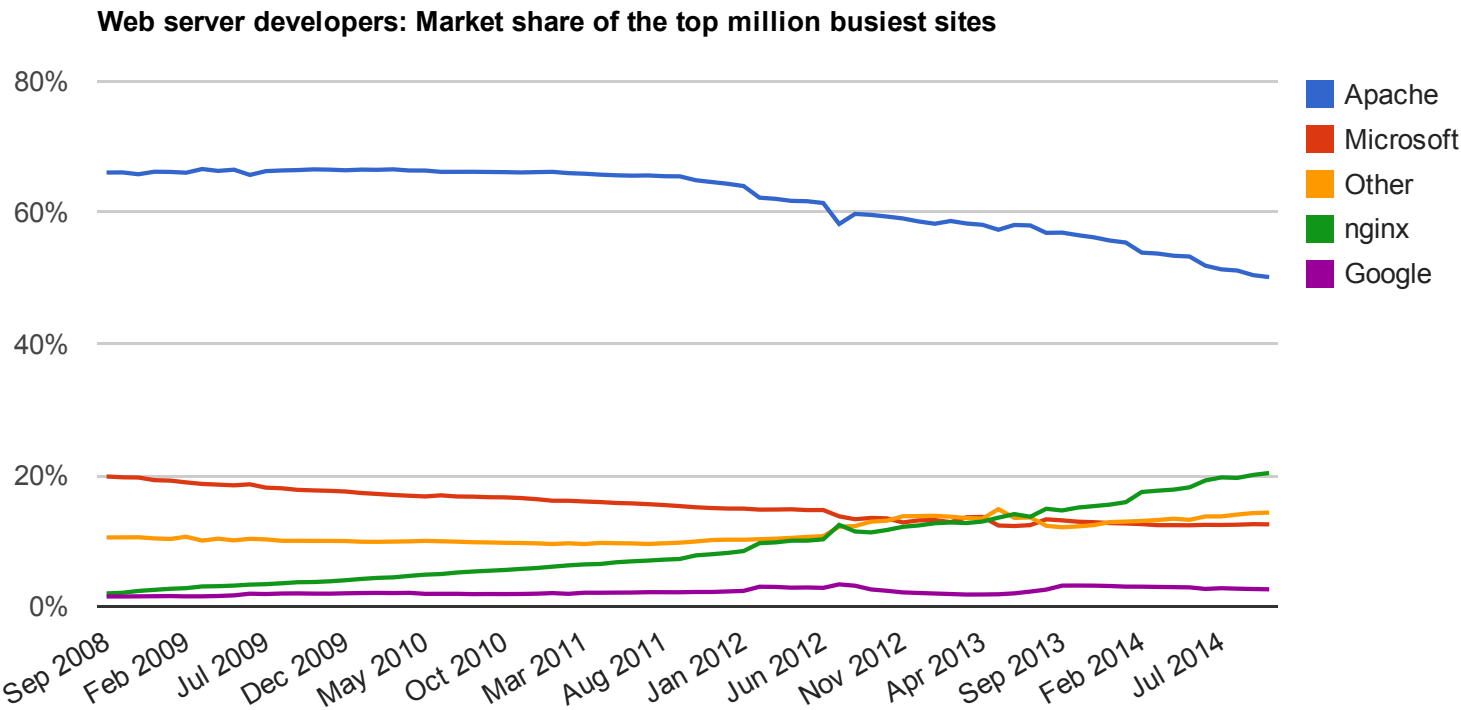
Web server developers: Market share of active sites



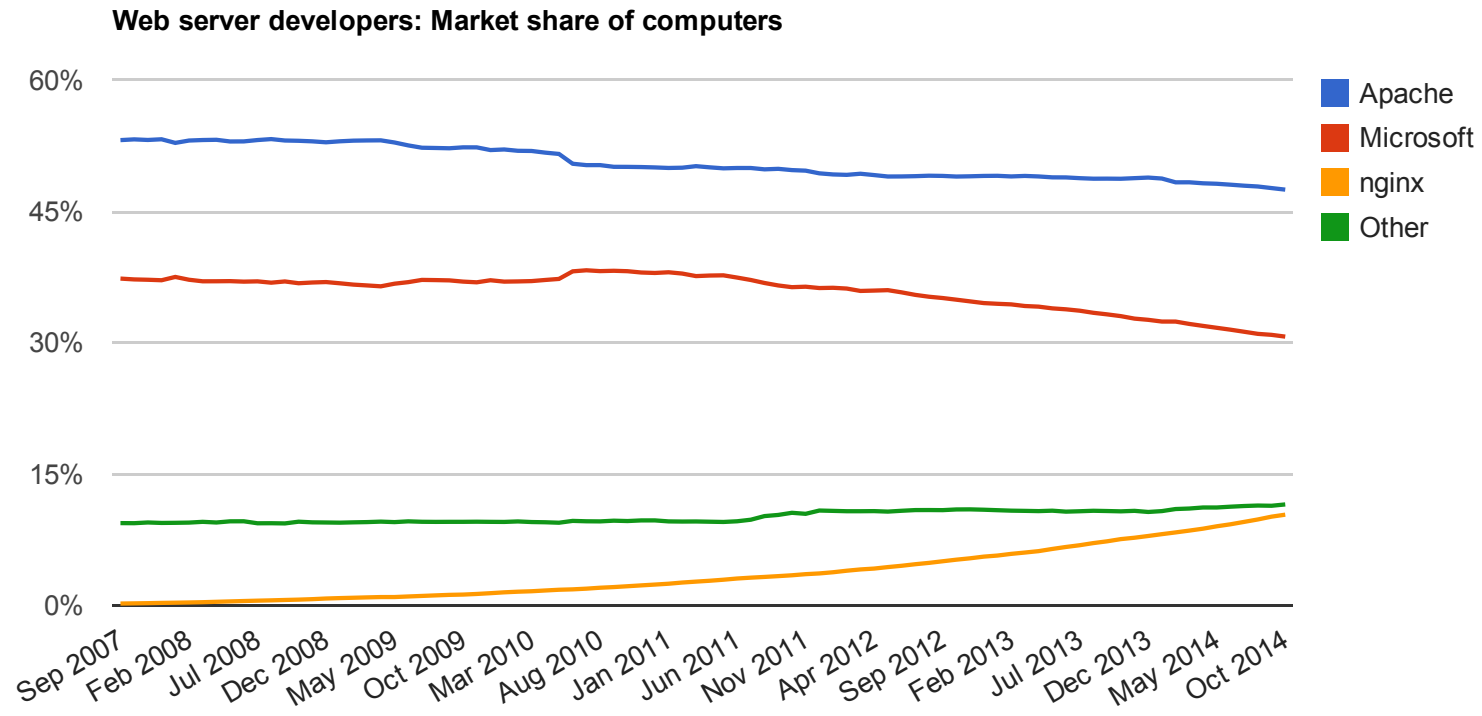
Developer	September 2014	Percent	October 2014	Percent	Change
Apache	90,229,153	50.74%	90,599,505	50.85%	0.11
nginx	25,865,132	14.54%	25,588,943	14.36%	-0.18

Microsoft	21,122,925	11.88%	21,700,874	12.18%	0.30
Google	13,737,537	7.73%	13,692,124	7.68%	-0.04

For more information see [Active Sites](#)



Developer	September 2014	Percent	October 2014	Percent	Change
Apache	504,816	50.48%	501,922	50.19%	-0.29
nginx	200,526	20.05%	203,439	20.34%	0.29
Microsoft	125,513	12.55%	125,235	12.52%	-0.03
Google	26,740	2.67%	26,302	2.63%	-0.04



Developer	September 2014	Percent	October 2014	Percent	Change
Apache	2,339,250	47.65%	2,360,061	47.47%	-0.18
Microsoft	1,516,088	30.88%	1,525,278	30.68%	-0.20
nginx	496,417	10.11%	513,961	10.34%	0.23

Posted by Netcraft on 10th October, 2014 in [Web Server Survey](#)

« [Previous post: Phishing with data: URIs](#)

» [Next post: Google's POODLE affects oodles](#)

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Exhibit J: Total Number of Websites – Internet Live Stats

internet live stats

live

1 second

watch

trends & more



WIX

Home > Trends and More > Total Number of Websites

Total number of Websites

978,481,221

Websites online right now

view all of them, one by one

Number of Websites by year

Curious Facts

Popular Websites

Sources and References

After reaching 1 billion websites in September of 2014, a milestone confirmed by **NetCraft** in its October 2014 *Web Server Survey* and that **Internet Live Stats** was the first to announce - as attested by this tweet from the inventor of the World Wide Web himself, Tim Berners-Lee - the number of websites in the world has subsequently declined, reverting back to a level below 1 billion. This is due to the monthly fluctuations in the count of inactive websites. We do expect, however, to exceed 1 billion websites again sometime in 2015 and to stabilize the count above this historic milestone in 2016. From 1 website in 1991 to 1 billion in 2014, the chart and table below show the total number of websites by year throughout history:

By "**Website**" we mean **unique hostname** (a name which can be resolved, using a name server, into an IP Address). It must be noted that around 75% of websites today are not active, but parked domains or similar. ^[1]

Year (June)	Websites	Change	Internet Users	Users per Website	Websites launched
2014	968,882,453	44%	2,925,249,355*	3	
2013	672,985,183	-3%	2,756,198,420	4	
2012	697,089,489	101%	2,518,453,530	4	
2011	346,004,403	67%	2,282,955,130	7	

2010	206,956,723	-13%	2,045,865,660	10	Pinterest
2009	238,027,855	38%	1,766,206,240	7	
2008	172,338,726	41%	1,571,601,630	9	Dropbox
2007	121,892,559	43%	1,373,327,790	11	Tumblr
2006	85,507,314	32%	1,160,335,280	14	Twtrr
2005	64,780,617	26%	1,027,580,990	16	YouTube, Reddit
2004	51,611,646	26%	910,060,180	18	Thefacebook, Flickr
2003	40,912,332	6%	778,555,680	19	WordPress, LinkedIn
2002	38,760,373	32%	662,663,600	17	
2001	29,254,370	71%	500,609,240	17	Wikipedia
2000	17,087,182	438%	413,425,190	24	Baidu
1999	3,177,453	32%	280,866,670	88	PayPal
1998	2,410,067	116%	188,023,930	78	Google
1997	1,117,255	334%	120,758,310	108	Yandex
1996	257,601	996%	77,433,860	301	
1995	23,500	758%	44,838,900	1,908	Altavista, Amazon, AuctionWeb
1994	2,738	2006%	25,454,590	9,297	Yahoo
1993	130	1200%	14,161,570	108,935	
1992	10	900%			
Aug. 1991	1				World Wide Web Project

* estimate for July 1, 2014

Note: Each year's data for "Websites" refers to the total number at the end of June (mid-year)

Source: **NetCraft and Internet Live Stats** (elaboration of data by *Matthew Gray of MIT and Hobbes' Internet Timeline and Pingdom*)

Periodic drops in the total count can depend on various factors, including an improvement in NetCraft's handling of wildcard hostnames. For example, in August 2012, over 40 million hostnames on only 242 IP addresses were removed from the Survey.

Curious facts

- The first-ever website (info.cern.ch) was published on August 6, 1991 by British physicist Tim Berners-Lee while at CERN, in Switzerland. ^[2] On April 30, 1993 CERN made World Wide Web ("W3" for short) technology available on a royalty-free basis to the public domain, allowing the Web to flourish. ^[3]
- The World Wide Web was invented in March of 1989 by Tim Berners-Lee (see the original proposal). He also introduced the first web server, the first browser and editor (the "WorldWideWeb.app"), the Hypertext Transfer Protocol (HTTP) and, in October 1990, the first version of the "HyperText Markup Language" (HTML). ^[4]
- In 2013 alone, the web has grown by more than one third: from about 630 million websites at the start of the year to over 850 million by December 2013 (of which 180 million were active).
- Over 50% of websites today are hosted on either Apache or nginx (54% of the total as of February 2015, according to NetCraft), both open source web servers. ^[5] After getting very close and even briefly taking the lead in July of 2014 in terms of server market share, Microsoft has recently got back behind Apache. As of February of 2015, 39% of server are hosted on Apache and 29% on Microsoft. However, if the overall trend continues in the future, in a few years from now Microsoft could become the leading web server developer for the first time in history.

Popular Websites (launch year & how they looked)

back to top ↑



Sources

[back to top ↑](#)

The current estimated total number of Websites is delivered by Worldometers' algorithm, which processes data elaborated through statistical analysis after being collected from the following sources:

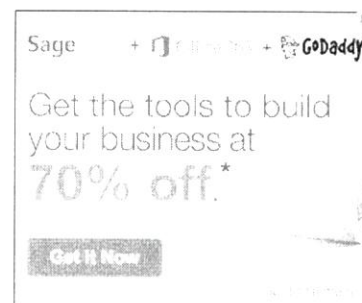
- NetCraft Web Server Survey - [and its data compiled by Pingdom]. Netcraft Ltd.
- "Measuring the Growth of the Web." Matthew Gray, MIT.
- Robert H Zakon. "Hobbes' Internet Timeline - the definitive ARPAnet & Internet history." Zakon.org.
- "How we got from 1 to 162 million websites on the internet." Pingdom Tech blog. April 4, 2008.

References

[back to top ↑](#)

1. "How many active sites are there?" Netcraft Ltd
2. Noyes, Dan "First URL active once more." CERN. April 29, 2013.
3. CERN. "Twenty years of a free, open web." CERN. April 30, 2013.
4. Berners-Lee, Tim, with Fischetti, Mark. "Weaving the Web" Harper. San Francisco, 1999.
5. Web Server Survey. Netcraft Ltd

59 355 768
Retweet Tweet Like
Follow Follow Follow

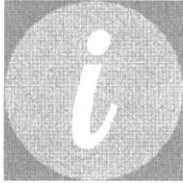


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[1 second](#)
[Watch](#)
[Trends & More](#)

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Exhibit K: Does Alexa Have a List of Its Top Ranked Websites?

[My activities](#)[Submit a request](#)[Sign in](#)[Alexa Support](#) > [Competitive Intelligence Tools](#) > [Top Sites](#)

Ask a question

Does Alexa have a list of its top-ranked websites?

Yes, Alexa publishes the Top 500 Web sites at <http://www.alexam.com/topsites>.

You can download a free list of the top one million websites ranked by Alexa [here](#). Note that this list is based on the 1 month average Traffic Rank, not the 3-month average traffic rank. The list is updated daily.

More extensive lists of top sites by country or globally are available programmatically through the Alexa Top Sites Service at <http://aws.amazon.com/alexatopsites/>.

The number of sites available from the web service depends on how much data we have in each country. For example, the lists contain the top 1,000,000 or so sites in the U.S., the top 15,000 or so sites in Brazil and the top 10,000 sites in Sweden.

Recently viewed articles

[How are Alexa's traffic rankings determined?](#)

Was this article helpful?



Exhibit L: Alexa Top 500 Global Sites



[Browse Top Sites](#) or

Menu▼

- [Home](#)
- [Plans and Pricing](#)
- [Tools](#)
- [My Dashboard](#)
- [Toolbar](#)
- [About Us](#)
- [Support](#)
- [Blog](#)

[Sign In](#)

[Create an Account](#)

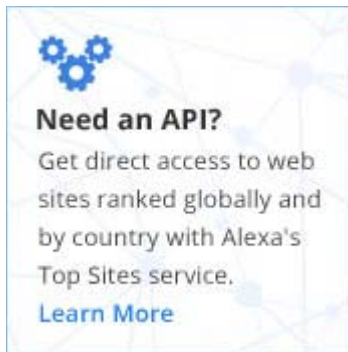
- [Home](#)
- [Plans and Pricing](#)
- [Tools](#)
- [My Dashboard](#)
- [Toolbar](#)
- [About Us](#)
- [Support](#)
- [Blog](#)
- [Browse Top Sites](#)

Top Sites

The top 500 sites on the web. ? The sites in the top sites lists are ordered by their 1 month alexa traffic.

The 1 month rank is calculated using a combination of average daily visitors and pageviews over the past month. The site with the highest combination of visitors and pageviews is ranked #1.

- Global
- [By Country](#)
- [By Category](#)



-

- 1

Google.com

Enables users to search the world's information, including webpages, images, and videos. Offers...More unique features and search technology.

- 2

Facebook.com

A social utility that connects people, to keep up with friends, upload photos, share links and ... Morevideos.

- 3

Youtube.com

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...More videos worldwide!

- 4

Baidu.com

The leading Chinese language search engine, provides "simple and reliable" search exp... Moreerience, strong in Chinese language and multi-media content including MP3 music and movies, the first to offer WAP and PDA-based mobile search in China.

- 5

Yahoo.com

A major internet portal and service provider offering search results, customizable content, cha...Moretrooms, free e-mail, clubs, and pager.

- 6

Amazon.com

Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc...Moreover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Site has numerous personalization features and services including one-click buying, extensive customer and editorial product reviews, gift registries, gift certificates, wish lists, restaurant and movie listings, travel, and photo processing.

- 7

Wikipedia.org

A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh...MoreareAlike License).

- 8

Qq.com

China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov... Moreember, 1998. Presently, Tencent is aiming its operations at the strategic goal of providing users with a "one-stop online life service". Tencent's Internet platforms QQ, QQ.com, QQ Games, and PaiPai.com have brought together China's largest Internet community. Tencent's communications and information-sharing services include QQ.com, QQ Instant Messenger, QQ Mail, and search engine SOSO. Linked up with heavily used features such as forums, chat rooms, and QQ Groups, Tencent's Qzone has grown into China's largest personal Internet space. These services foster group interaction and resource sharing. Virtual products such as QQ Show, QQ Pet, QQ Game, and QQ Music/Radio/Live have been successful in providing entertainment and customization options to users. Mobile phone users can take advantage of a number of value-added wireless services. Tencent's PaiPai.com is a C2C on-line shopping platform that seamlessly integrates into Tencent's other community platforms. As of June 30th, 2009, the number of registered QQ Instant Messenger users has reached 990.0 million. Active users numbered at 448.0 million. Peak concurrent users have reached 61.30 million. QQ Games platform counted about 6.2 million users simultaneously on-line. QQ.com has become China's most visited Internet portal website. PaiPai.com has also become China's second largest Internet shopping platform.

- 9

Twitter.com

Social networking and microblogging service utilising instant messaging, SMS or a web interface..

- 10

Google.co.in

Indian version of this popular search engine. Search the whole web or only webpages from India....More Interfaces offered in English, Hindi, Bengali, Telugu, Marathi and Tamil.

- 11

[Taobao.com](http://www.taobao.com)

Launched in May 2003, Taobao Marketplace (www.taobao.com) is the online shopping destination of...More choice for Chinese consumers looking for wide selection, value and convenience. Shoppers choose from a wide range of products and services on Taobao Marketplace, which features hundreds of millions of product and service listings. Taobao Marketplace was China's largest online shopping destination in terms of gross merchandise volume in 2013, according to iResearch. Taobao Marketplace is a business within Alibaba Group.

- 12

[Live.com](http://www.live.com)

Search engine from Microsoft.

- 13

[Sina.com.cn](http://www.sina.com.cn)

China's famous IM provider.

- 14

[Linkedin.com](http://www.linkedin.com)

A networking tool to find connections to recommended job candidates, industry experts and business...More business partners. Allows registered users to maintain a list of contact details of people they know and trust in business.

- 15

[Yahoo.co.jp](http://www.yahoo.co.jp)

Japanese version of popular portal site.

- 16

[Weibo.com](http://www.weibo.com)

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。

- 17

[Ebay.com](http://www.ebay.com)

International person to person auction site, with products sorted into categories.

- 18

Google.co.jp

多言語対応サーチエンジンの日本版。ウェブ、イメージおよびニュース検索、Usenet掲示板。

- 19

Yandex.ru

Поиск информации в интернете с учетом русской морфологии, возможность регионального уточнения. ...MoreПараллельный поиск по новостям, картинкам, товарам, блогам, адресам организаций.

- 20

Blogspot.com

- 21

Vk.com

Социальная сеть как средство для коммуникации и поиска людей. Международный сервис, созданный р...Moreоссийскими разработчиками.

- 22

T.co

- 23

Hao123.com

Baidu

- 24

Google.de

Suche im gesamten Web, in deutschsprachigen sowie in deutschen Sites. Zusätzlich kann gezielt n...Moreach Bildern, Videos und News gesucht werden.

- 25

Msn.com

Portal for shopping, news and money, e-mail, search, and chat.

[12345](#) · · · [20](#)Results **1 - 25** of **500**

Founded in 1996, Alexa has a rich history of providing deep analytical insights to benchmark, compare and optimize businesses on the web.

Products

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- [For Site Owners](#)
- [For Content Strategists](#)
- [Plans And Pricing](#)
- [API](#)

Company

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- [Team](#)
- [Careers](#)
- [Support](#)
- [Contact Us](#)

Connect with us

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- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

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[Privacy](#) [Terms](#)

Exhibit M: Website Traffic and Mobile App Analytics

[Sign In](#)

Get insights for any website or app

[Websites](#)[Mobile apps](#)

Trending Website Searches:

[airbnb.com](#)[ebay.com](#)[amazon.com](#)



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[Start Hacking](#)

Analyze any website with the SimilarWeb extension

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](#)



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Resources

Company

Our Offices

See Plans and Pricing

[Categories](#) [Countries](#) [Privacy](#) [Terms](#) [Transparency](#) [Verify Your Website](#)

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Exhibit N: Similar Web – Global Rankings


[Sign In](#)

Website Ranking

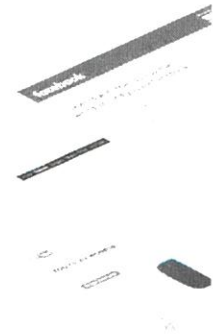
Top 50 sites in the world for all categories

[All Categories](#)
[Worldwide](#)
[Update list](#)

Showing up to 50 websites. [Upgrade to get the full list.](#)

[Download Excel](#)

Rank	Website	Category
1	Facebook.com	Internet and Telecom > Social Network
2	Google.com	Internet and Telecom > Search Engine
3	Youtube.com	Arts and Entertainment > TV and Video
4	Yahoo.com	News and Media
5	Vk.com	Internet and Telecom > Social Network
6	Live.com	Internet and Telecom > Email
7	Ok.ru	Internet and Telecom > Social Network
8	Wikipedia.org	Reference > Dictionaries and Encyclopedias
9	Yandex.ru	Internet and Telecom > Search Engine
10	Google.com.br	Internet and Telecom > Search Engine
11	Msn.com	News and Media
12	Google.co.in	Internet and Telecom > Search Engine
13	Twitter.com	Internet and Telecom > Social Network
14	Instagram.com	Internet and Telecom > Social Network
15	Mail.ru	Internet and Telecom > Email
16	Google.de	Internet and Telecom > Search Engine
17	Amazon.com	Shopping > General Merchandise




[Sign In](#)

18	Google.fr	Internet and Telecom > Search Engine
19	Bing.com	Internet and Telecom > Search Engine
20	Baidu.com	Internet and Telecom > Search Engine
21	Aliexpress.com	Shopping
22	Xvideos.com	Adult
23	Google.co.uk	Internet and Telecom > Search Engine
24	Ask.com	Internet and Telecom > Search Engine
25	Google.es	Internet and Telecom > Search Engine
26	Google.com.tr	Internet and Telecom > Search Engine
27	Google.pl	Internet and Telecom > Search Engine
28	Google.ru	Internet and Telecom > Search Engine
29	Google.it	Internet and Telecom > Search Engine
30	Google.ca	Internet and Telecom > Search Engine
31	Ebay.com	Shopping
32	Pornhub.com	Adult
33	Youradexchange.com	Internet and Telecom > Ad Network
34	Google.co.jp	Internet and Telecom > Search Engine
35	Reddit.com	Internet and Telecom > Social Network
36	Netflix.com	Arts and Entertainment > TV and Video
37	Xhamster.com	Adult
38	Tumblr.com	Internet and Telecom > Social Network
39	Google.com.mx	Internet and Telecom > Search Engine
40	LinkedIn.com	Internet and Telecom > Social Network
41	Craigslist.org	Shopping > Classifieds
42	Onclickads.net	Internet and Telecom > Ad Network
43	Microsoft.com	Computer and Electronics > Software
44	Adcash.com	Internet and Telecom > Ad Network
45	Qq.com	News and Media
46	Xnxx.com	Adult
47	Taobao.com	Shopping > General Merchandise



Category

[Sign In](#)

48	 Google.com.ar	Internet and Telecom > Search Engine
49	 Pinterest.com	Internet and Telecom > Social Network
50	 Yahoo.co.jp	News and Media

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Exhibit O: Wikipedia—Similar Web



 App Store  Google Play



Country Rank
United States  10

Category Rank

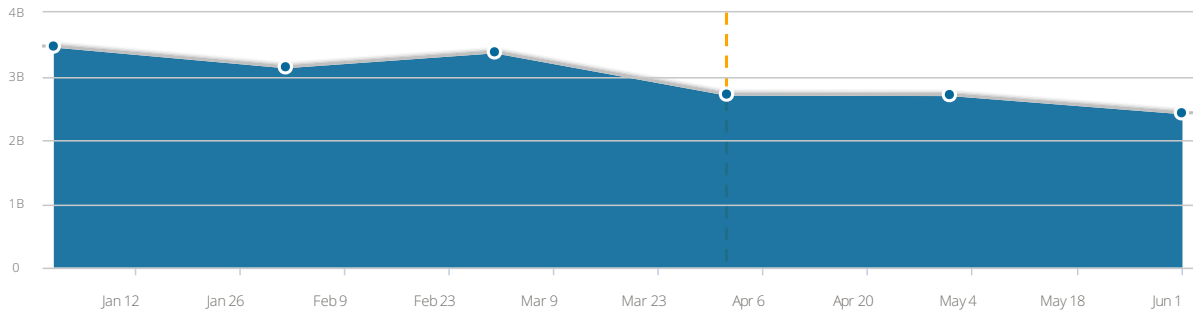
Reference > Dictionaries and Encycloped..

1

Traffic Overview

Estimated Monthly Visits

Showing last 6 months



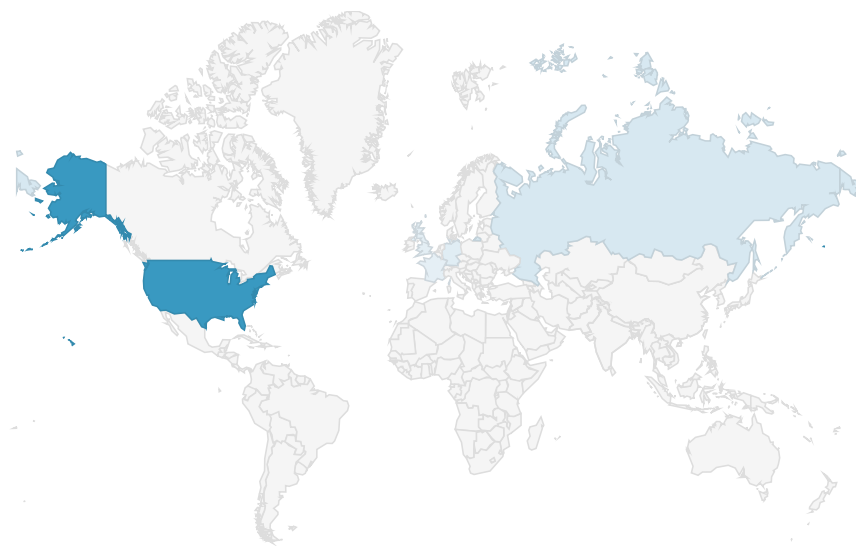
Engagement

On Desktop, in June, 2015

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

Traffic by countries

Showing last 3 months



🇺🇸 United States	23.98%
🇷🇺 Russia	5.81%
🇩🇪 Germany	4.76%
🇬🇧 United Kingdom	4.42%
🇫🇷 France	4.21%

Exhibit P: Facebook—Similar Web



Facebook.com

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



Global Rank

Worldwide

1

Country Rank

United States

2

Category Rank

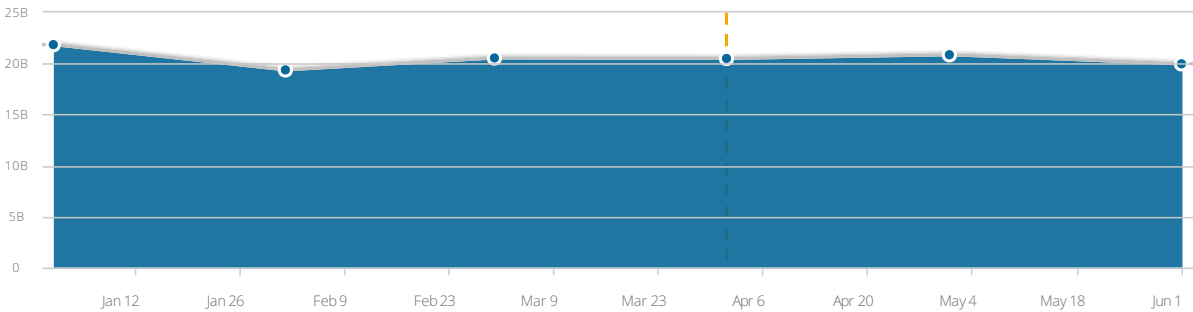
Internet and Telecom > Social Network

1

Traffic Overview

Estimated Monthly Visits

Showing last 6 months



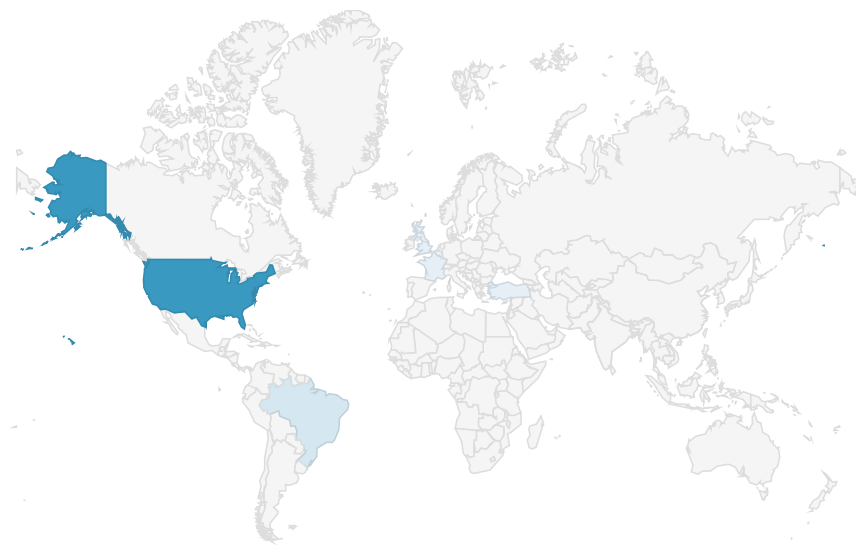
Engagement

On Desktop, in June, 2015

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

Traffic by countries

Showing last 3 months



🇺🇸 United States	24.06%
🇧🇷 Brazil	5.56%
🇫🇷 France	3.77%
🇹🇷 Turkey	3.73%
🇬🇧 United Kingdom	3.72%