1. To count all unique values in the column.
   * 1. =countdiff (A1:A200)
2. To extract all the unique Values
   * 1. {=uniquevalues (A1:Ä200)}
3. To concat all the respective cells related to a particular URL.

NYT

=MCONCAT(OFFSET(B$2, MATCH(E2,D$2:D$2574,0),, COUNTIF(D$2:D$2574,E2)),". ")

FOX

=MCONCAT(OFFSET(B$2, MATCH(E2,D$2:D$9999,0),,COUNTIF(D$2:D$9999,D2)),". ")

1. To extract date.

NYT

=RIGHT(LEFT(D2,33),10)

1. To generate a random date

=RANDBETWEEN(DATE(2015,1,1), DATE(2015,11,27))

http://www.newyorker.com/magazine/2015/11/30