

Date	Network ID	Network Name	Undisplayed Impressions	Displayed Impressions	3rd Party Impressions	Pub Fill %	Undisplayed %	Total AdCel Requests	Total AdCel Responses	No Responses	Yes Responses	Timeout Responses	Error Responses	Response %	Daily Share Ys	Clicks	*Banner Clicks	CTR	CPM	Est. 3rd Party Revenue	3rd Party+DFP Revenue	Total Revenue	Verve Revenue	Verve RPM	Pub Revenue	Pub RPM	Daily Share Revenue %
2013-06-01	10	DoubleClick	1,662,444	12,244,472	11,598,841	29.74 %	11.95 %	41,177,958	101,269,601	86,354,959	13,906,916	37,841	969,885	33.77 %	26.70 %	102,402	0	0.84 %	\$ 6.70	\$ 0.00	\$ 82,018.08	\$ 82,018.08	\$ 25,753.99	\$ 2.10	\$ 54,533.27	\$ 4.45	63.80 %
2013-06-01	41	DFP	703,612	9,484,807	9,864,687	23.03 %	6.91 %	41,177,958	87,943,753	76,945,727	10,188,419	27,379	782,228	24.74 %	19.56 %	58,625	0	0.62 %	\$ 2.98	\$ 0.00	\$ 28,241.64	\$ 28,241.64	\$ 10,537.19	\$ 1.11	\$ 17,655.26	\$ 1.86	21.97 %
2013-06-01	28	Marchex Proxy	675,323	3,786,217	4,461,590	17.70 %	15.14 %	41,177,958	12,874,020	8,391,524	4,461,540	0	20,956	20.86 %	8.56 %	14,054	17,271	0.37 %	\$ 0.71	\$ 0.00	\$ 2,681.68	\$ 2,681.68	\$ 965.58	\$ 0.26	\$ 1,713.53	\$ 0.45	2.09 %
2013-06-01	32	AT&T Static Banner	666,268	10,667,388	11,333,882	47.19 %	5.88 %	41,177,958	21,961,640	10,496,470	11,333,656	131,488	26	50.14 %	21.76 %	51,954	40,799	0.49 %	\$ 0.72	\$ 0.00	\$ 7,690.07	\$ 7,690.07	\$ 2,826.72	\$ 0.26	\$ 4,860.71	\$ 0.46	5.98 %
2013-06-01	33	AT&T No Logo	382,725	6,324,756	6,707,159	45.67 %	5.71 %	41,177,958	13,276,676	6,533,125	6,707,481	36,051	19	48.43 %	12.88 %	32,148	26,284	0.51 %	\$ 0.83	\$ 0.00	\$ 5,249.68	\$ 5,249.68	\$ 1,827.38	\$ 0.29	\$ 3,399.33	\$ 0.54	4.08 %
2013-06-01	29	City Grid Proxy	141,998	1,582,911	1,725,175	6.93 %	8.23 %	41,177,958	8,804,174	7,028,896	1,724,909	50,190	179	7.55 %	3.31 %	4,654	6,501	0.29 %	\$ 0.54	\$ 0.00	\$ 852.56	\$ 852.56	\$ 306.33	\$ 0.19	\$ 545.15	\$ 0.34	0.66 %
2013-06-01	38	City Grid Mobile	71,418	319,267	390,696	2.82 %	18.28 %	41,177,958	4,721,645	4,291,579	390,685	39,283	98	3.45 %	0.75 %	1,032	0	0.32 %	\$ 1.10	\$ 0.00	\$ 352.43	\$ 352.43	\$ 131.99	\$ 0.41	\$ 220.43	\$ 0.69	0.27 %
2013-06-01	30	Superpages Proxy	70,414	934,198	1,004,653	7.15 %	7.01 %	41,177,958	3,302,704	2,297,996	1,004,612	0	96	7.69 %	1.93 %	0	4,463	0.00 %	\$ 0.77	\$ 0.00	\$ 717.32	\$ 717.32	\$ 249.38	\$ 0.27	\$ 467.30	\$ 0.50	0.56 %
2013-06-01	4	Millennial Media	65,822	1,410,740	1,277,293	52.36 %	4.46 %	41,177,958	1,587,932	105,344	1,476,562	6,026	0	54.80 %	2.83 %	5,221	0	0.37 %	\$ 0.19	\$ 0.00	\$ 270.63	\$ 270.63	\$ 127.26	\$ 0.09	\$ 143.12	\$ 0.10	0.21 %
2013-06-01	11	JumpTap	64,611	831,816	1,272,081	28.31 %	7.21 %	41,177,958	1,173,371	246,709	896,427	2,321	27,914	30.51 %	1.72 %	2,512	0	0.30 %	\$ 0.19	\$ 0.00	\$ 162.03	\$ 162.03	\$ 75.66	\$ 0.09	\$ 86.37	\$ 0.10	0.13 %
2013-06-01	1	Verve Wireless	2,998	0	0	0.00 %	100.00 %	41,177,958	8,687	0	2,998	0	5,689	0.17 %	0.01 %	0	0	0.00 %	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00 %
2013-06-01	-102	iTunes	0	0	60,434	0.00 %	0.00 %	41,177,958	0	0	0	0	0	0.00 %	0.00 %	0	0	0.00 %	\$ 0.00	\$ 0.00	\$ 22.39	\$ 22.39	\$ 10.78	\$ 0.00	\$ 11.61	\$ 0.00	0.02 %
2013-06-01	-101	AdSense DBCLK Channel	0	0	682,138	0.00 %	0.00 %	41,177,958	0	0	0	0	0	0.00 %	0.00 %	1,631	0	0.00 %	\$ 0.00	\$ 0.00	\$ 286.59	\$ 286.59	\$ 130.44	\$ 0.00	\$ 154.69	\$ 0.00	0.22 %
2013-06-02	10	DoubleClick	1,676,464	11,160,314	10,452,620	26.40 %	13.06 %	42,278,676	102,560,123	88,677,749	12,836,778	31,651	1,013,945	30.36 %	24.43 %	98,199	0	0.88 %	\$ 6.61	\$ 0.00	\$ 73,788.97	\$ 73,788.97	\$ 22,730.91	\$ 2.04	\$ 49,245.32	\$ 4.41	60.25 %
2013-06-02	28	Marchex Proxy	830,573	4,515,905	5,346,486	18.53 %	15.53 %	42,278,676	14,855,903	9,476,710	5,346,478	0	32,715	21.93 %	10.18 %	14,494	20,532	0.32 %	\$ 0.66	\$ 0.00	\$ 3,001.89	\$ 3,001.89	\$ 1,087.14	\$ 0.24	\$ 1,912.62	\$ 0.42	2.45 %
2013-06-02	32	AT&T Static Banner	739,619	11,674,500	12,414,351	46.85 %	5.96 %	42,278,676	25,003,616	12,439,988	12,414,119	149,488	21	49.82 %	23.63 %	59,017	48,783	0.51 %	\$ 0.74	\$ 0.00	\$ 8,637.71	\$ 8,637.71	\$ 3,145.43	\$ 0.27	\$ 5,488.03	\$ 0.47	7.05 %
2013-06-02	41	DFP	547,680	8,243,419	8,622,189	19.50 %	6.23 %	42,278,676	90,128,071	80,577,467	8,791,099	20,906	738,599	20.79 %	16.73 %	56,525	0	0.69 %	\$ 3.52	\$ 0.00	\$ 29,046.15	\$ 29,046.15	\$ 10,738.99	\$ 1.30	\$ 18,251.28	\$ 2.21	23.72 %
2013-06-02	33	AT&T No Logo	393,026	6,603,551	6,996,333	49.06 %	5.62 %	42,278,676	13,256,193	6,220,796	6,996,577	38,808	12	51.98 %	13.32 %	29,782	30,211	0.45 %	\$ 0.76	\$ 0.00	\$ 5,034.30	\$ 5,034.30	\$ 1,762.00	\$ 0.27	\$ 3,243.97	\$ 0.49	4.11 %
2013-06-02	29	City Grid Proxy	147,816	1,734,458	1,882,428	6.86 %	7.85 %	42,278,676	10,738,482	8,797,442	1,882,274	58,617	149	7.45 %	3.58 %	5,416	8,064	0.31 %	\$ 0.57	\$ 0.00	\$ 994.72	\$ 994.72	\$ 362.64	\$ 0.21	\$ 631.53	\$ 0.36	0.81 %
2013-06-02	38	City Grid Mobile	92,065	403,209	495,336	2.83 %	18.59 %	42,278,676	6,596,363	6,050,791	495,274	50,173	125	3.48 %	0.94 %	1,249	0	0.31 %	\$ 1.04	\$ 0.00	\$ 420.92	\$ 420.92	\$ 156.11	\$ 0.39	\$ 264.81	\$ 0.66	0.34 %
2013-06-02	11	JumpTap	80,929	934,096	1,384,150	27.60 %	7.97 %	42,278,676	1,333,105	284,270	1,015,025	2,609	31,201	29.99 %	1.93 %	3,222	0	0.34 %	\$ 0.20	\$ 0.00	\$ 184.68	\$ 184.68	\$ 84.39	\$ 0.09	\$ 100.29	\$ 0.11	0.15 %
2013-06-02	4	Millennial Media	72,267	1,589,458	1,442,820	54.79 %	4.35 %	42,278,676	1,796,728	127,952	1,661,725	7,051	0	57.28 %	3.16 %	5,433	0	0.34 %	\$ 0.19	\$ 0.00	\$ 302.03	\$ 302.03	\$ 139.34	\$ 0.09	\$ 162.48	\$ 0.10	0.25 %
2013-06-02	30	Superpages Proxy	65,545	1,026,893	1,092,438	8.05 %	6.00 %	42,278,676	3,375,626	2,283,099	1,092,438	0	89	8.56 %	2.08 %	0	5,268	0.00 %	\$ 0.73	\$ 0.00	\$ 748.98	\$ 748.98	\$ 265.59	\$ 0.26	\$ 482.96	\$ 0.47	0.61 %
2013-06-02	1	Verve Wireless	3,182	0	0	0.00 %	100.00 %	42,278,676	10,341	0	3,182	0	7,159	0.18 %	0.01 %	0	0	0.00 %	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00 %
2013-06-02	-102	iTunes	0	0	50,835	0.00 %	0.00 %	42,278,676	0	0	0	0	0	0.00 %	0.00 %	0	0	0.00 %	\$ 0.00	\$ 0.00	\$ 19.52	\$ 19.52	\$ 9.38	\$ 0.00	\$ 10.14	\$ 0.00	0.02 %
2013-06-02	-101	AdSense DBCLK Channel	0	0	603,808	0.00 %	0.00 %	42,278,676	0	0	0	0	0	0.00 %	0.00 %	1,411	0	0.00 %	\$ 0.00	\$ 0.00	\$ 281.88	\$ 281.88	\$ 127.84	\$ 0.00	\$ 152.42	\$ 0.00	0.23 %
Total	Total	Total	9,156,799	95,472,375	101,162,423	114.40 %	8.75 %	83,456,634	526,578,754	417,628,593	104,629,174	689,882	3,631,105	125.37 %	Total	548,981	208,176	0.58 %	\$ 2.63	\$ 0.00	\$ 251,006.86	\$ 251,006.86	\$ 83,552.46	\$ 0.88	\$ 163,736.63	\$ 1.72	Total