

JANUARY 2013

SHOW TRACKS-01/2013

432,813

Tracked shows are shows users flag as the most important to them to follow & receive notifications about when episodes air.

URLS REMOVED-01/2013

79,228

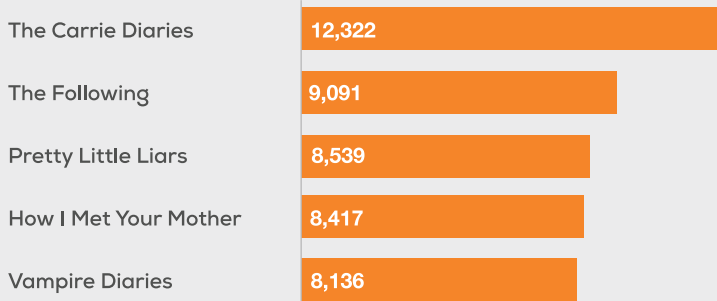
URLs removed by SideReel because they violated our terms of service.

FEATURED SOURCES WATCHED-01/2013

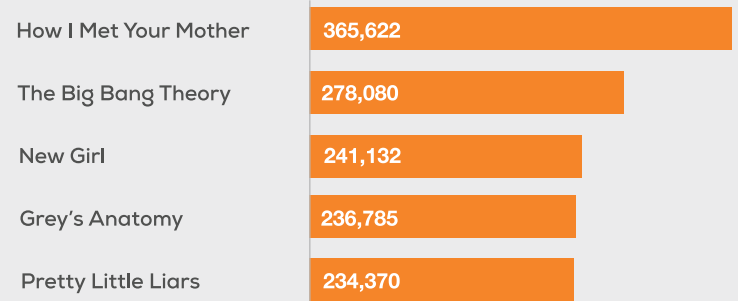
1,612,745

Content destinations officially promoted by copyright holders.

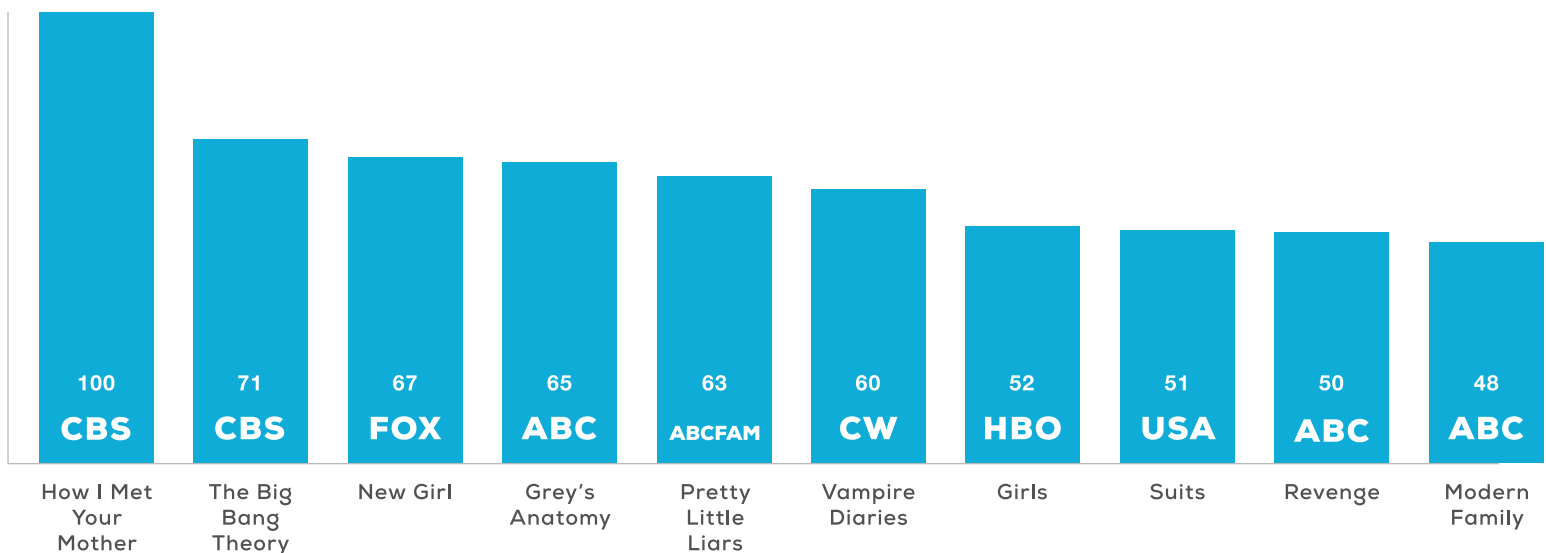
TOP 5 SHOWS-TRACKS



TOP 5 SHOWS-VISITS



TOP 10 SHOWS JANUARY 2013-SIDEREEL METER



The SideReel Meter, on a 100-point scale, uses a detailed calculation of SideReel user trends to measure the most popular TV shows of the past month.

ALL TIME

TOTAL SHOW TRACKS

11,627,648

Track Show 

Tracked shows are shows users flag as the most important to them to follow & receive notifications about when episodes air.

FEATURED SOURCES

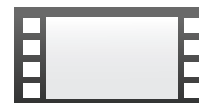
509,800

iTunes hulu

Content destinations officially promoted by copyright holders.

FEATURED CLIPS

10,600



SideReel offers users links to clips on featured source sites, driving additional traffic for content owners.

Top 5 Networks for Show Tracks

1,310,263 FOX	1,257,169 ABC	1,251,145 CW	1,243,682 CBS	914,091 NBC	MOST USER TRACKS PER NETWORK
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Top 5 Networks for Featured Sources

44,799 NBC	44,167 ABC	22,612 CBS	20,417 FOX	6,959 MTV	MOST FEATURED SOURCES PER NETWORK
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SIDEREEL REMOVED URLS

419,767

URLs removed by SideReel because they violated our terms of service.

URL REMOVAL REQUESTS

49,090

URLs removed by SideReel upon request by content owners.

BLOCKED DOMAINS

1,012

Number of domains blocked by SideReel for individual content owners.