

FAMA

REPORT TYPE

Digital Activity Verification Report

PRODUCTS REPORTED

FAMA YouTube Brand Channel

PERIOD

January 1, 2011 – December 31, 2011

PUBLISHER'S DESCRIPTION

Fama Magazine is a pictorial news guide to who and what is hot in the movies, television, music, fashion and more! **Fama** is edited in Spanish for a Latin audience, with emphasis on celebrities as well as the lives of the rich and famous. Every issue of **Fama** includes engaging features on exciting subjects such as cars, fashion, beauty, food and horoscopes. **Fama** is also devoted to the plot and personalities that enliven the Latin TV soaps on Telemundo and Univision. En español.

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<https://cms.youtube.com/>



TOTAL VIEWS: JANUARY 1, 2011 – DECEMBER 31, 2011

Total Views	866,936
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SUBSCRIBERS: JANUARY 1, 2011 – DECEMBER 31, 2011

Subscribers gained	142
Subscribers lost	25
Net subscriber change	117

ENGAGEMENT: JANUARY 1, 2011 – DECEMBER 31, 2011

Likes	903
Dislikes	450
Comments	857
Shares	558
Favorites added	787
Favorites removed	190

TOTAL VIEWS

JANUARY 1, 2011 – DECEMBER 31, 2011: 866,936

TOP 10 VIDEOS

	Video	Views	Likes	Comments
1	No vale la pena K-Narias	195,879	213	62
2	Chino y Nacho promueven el atraco en Venezuela	122,201	96	514
3	Perro Amor	89,864	24	7
4	ARROZ CON POLLO / fama.us	81,703	63	63
5	El Rostro de Analía	48,348	40	10
6	Thalia Premios Juventud	19,461	19	16
7	Marlene Favela Premios Juventud	14,523	1	1
8	Pitbull - Jencarlos Canela y El Cata	14,400	45	4
9	JenCarlos Canela - MI CORAZON INSISTE	13,224	30	10
10	2011 Kia Optima Turbo	12,393	12	5

TOP 20 GEOGRAPHIES

	Geography	Views
1	Spain	180,503
2	United States	140,865
3	Venezuela	140,442
4	Mexico	56,660
5	Columbia	37,117
6	Peru	27,770
7	Dominican Republic	23,687
8	Chile	23,276
9	Argentina	16,477
10	Italy	14,605
11	Canada	13,635
12	Ecuador	13,377
13	Romania	13,366
14	Germany	9,634
15	Saudi Arabia	7,108
16	France	6,913
17	Brazil	6,612
18	Japan	6,553
19	Puerto Rico	6,467
20	United Kingdom	5,437

DEMOGRAPHICS

JANUARY 1, 2011 – DECEMBER 31, 2011

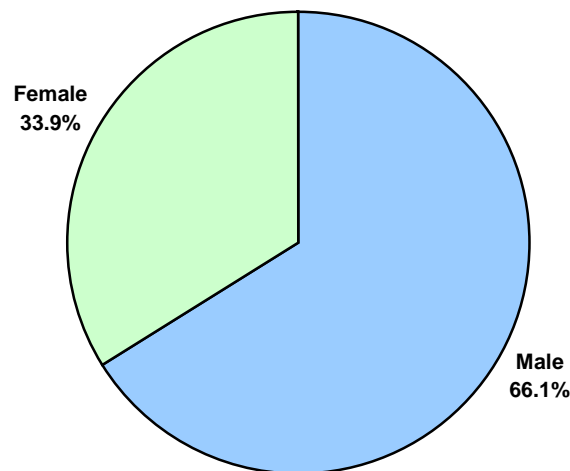
TOP 10 LOCATIONS – BY AGE

Top Locations by Views	Views	13-17 years	18-24 years	25-34 years	25-44 years	45-54 years	55-64 years	65+ years
1 Spain	180,503	24.8%	15.7%	16.6%	19.2%	16.6%	5.7%	1.4%
2 United States	140,865	4.4%	5.2%	9.2%	17.8%	51.0%	10.5%	1.9%
3 Venezuela	140,442	13.8%	17.5%	20.3%	21.7%	18.1%	7.3%	1.3%
4 Mexico	56,660	19.0%	16.3%	17.0%	21.6%	19.4%	6.0%	0.8%
5 Columbia	37,117	28.0%	16.1%	14.6%	15.9%	17.3%	7.5%	0.5%
6 Peru	27,770	20.1%	16.6%	17.7%	21.2%	17.9%	6.1%	0.4%
7 Dominican Republic	23,687	22.1%	19.3%	19.0%	15.6%	15.6%	7.4%	0.9%
8 Chile	23,276	21.7%	19.0%	16.7%	19.0%	15.8%	7.1%	0.8%
9 Argentina	16,477	12.4%	11.5%	16.6%	31.5%	21.5%	5.5%	1.0%
10 Italy	14,605	10.9%	10.1%	15.4%	25.5%	29.3%	7.1%	1.8%

TOP 10 LOCATIONS – BY GENDER

Top Locations by Views	Views	Male	Female
1 Spain	180,503	46.8%	53.2%
2 United States	140,865	79.4%	20.6%
3 Venezuela	140,442	65.2%	34.8%
4 Mexico	56,660	61.9%	38.1%
5 Columbia	37,117	53.9%	46.1%
6 Peru	27,770	63.3%	36.7%
7 Dominican Republic	23,687	58.1%	41.9%
8 Chile	23,276	50.3%	49.7%
9 Argentina	16,477	62.0%	38.0%
10 Italy	14,605	69.4%	30.6%

Gender



VIEW REFERRALS FROM ALL TRAFFIC SOURCES
JANUARY 1, 2011 – DECEMBER 31, 2011

VIEW REFERRALS

Traffic Source	Views	Percent
YouTube suggested video	275,454	31.8%
YouTube search	206,877	23.9%
YouTube featured video	68,846	7.9%
YouTube – other features	21,900	2.5%
YouTube channel page	1,098	0.1%
Homepage feeds and subscriptions	284	-
YouTube video annotation	4	-
YouTube advertising	2	-
View Referrals from YouTube	574,465	66.2%
Mobile apps and direct traffic (unknown sources)	132,673	15.3%
Embedded player (unknown sources)	101,512	11.7%
Mobile apps and direct traffic	234,185	27.0%
External website	43,134	5.0%
Google search	15,324	1.8%
View Referrals from Outside YouTube	58,458	6.8%
Total View Referrals from All Traffic Sources	867,108	100.0%

VIEWS FROM ALL LOCATIONS
JANUARY 1, 2011 – DECEMBER 31, 2011

PLAYBACK LOCATIONS

Location	Views	Percent
YouTube watch page	662,746	76.4%
Embedded player on other websites	101,512	11.7%
Mobile devices	101,383	11.7%
YouTube channel page	1,282	0.1%
Total Views from All Locations	866,923	100.0%

Definitions

Views – Number of views for a specific video within a given period of time. A view occurs when a person watches a video. In order to preserve accuracy in view counts, YouTube identifies irregular playbacks such as SPAM and remove them from view count.

Comments – Users may post verbal comments on videos, Channels or other comments. Comments may be posted either on the watch page (where a video is viewed) or on a Channel Page.

Shares -

Favorites - List of videos selected that users can keep track of from within their own account and channel.

Traffic sources - Traffic sources are referring web pages, applications, bookmarks, etc. through which a viewer arrives at the video's playback location.

Playback locations - The page or site the video was viewed on.

Subscribes – Users subscribed to the channel.

Direct traffic - Users who directly type in the URL and come to the videos.

Embedded player – Referring pages for videos embedded on other websites are unknown.

Referring sites - Sites through which the users view videos

Search engine – Users who search for a keyword and land on the video

Featured video – Videos from YouTube's partners, but might also include select user videos that are currently popular or that YouTube has previously showcased in Spotlight Videos. Videos will be rotated automatically throughout the day. Featured Videos are not advertisements or paid content or paid placement, but do feature content from partners.

Mobile devices - Views on mobile applications and websites.

EXPLANATORY

Prior to May 5, 2011, legacy 5-star ratings were merged with likes and dislikes to get a number that accurately captured user sentiment but may not be numerically consistent when added up over multiple days. For example, five 4-star ratings across five different days would result in one like on each of those five days. However, across the range of all five days, you would get four likes and one dislike.

Information obtained by review of YouTube Insight for the period of January 1, 2011 – December 31, 2011.

CERTIFICATION

We have examined the activity records and other data submitted by the publisher covered by this Digital Activity Verification Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in the certificate is fairly stated and the other data contained therein are fairly stated in all respects material to activity. While Verified has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.