EXHIBIT 6

From: Sent: To: Cc: Subject:

Friday, February 11, 2011 6:54 PM

Re: [fdn-insights] URL stats for Demand Media

FYI, new realtime insights supports top 10 right now, and will support top 100 after adding pagination to the UI.

http://www.intern.facebook.com/insights/?sk=lt 10150102618235061

(add yourself to insights_dashboard gatekeeper if you do not see this)

On Feb 11, 2011, at 2:41 PM, wrote: > Thanks > > ----- Original Message-----> From: > Sent: Friday, February 11, 2011 1:54 PM > To: > Cc: > Subject: RE: URL stats for Demand Media > > It came back, but I had forgotten to cast it... Try this... > > from dim_shares > select ds, url, tracking_info, cast(split(tracking_info,',')[0] as > int) as shares where ds>'2011-02-03' AND ds<'2011-02-10' > and url like '%ehow.com%' > and split(tracking_info,',')[0]<1000000</pre> > order by shares desc limit 1000 > > it takes about 40 minutes... > > > From: > Sent: Friday, February 11, 2011 1:50 PM > To: > Cc: > Subject: RE: URL stats for Demand Media > > Currently, the only thing that shows metrics for several urls from a single domain ala link.getStats is in the "most liked and shared" list in Insights. > > http://www.dev.facebook.com/insights/?sk=do 10150102618235061 > > Other than that, the data is scraped into dim shares but is not currently collected into mysql in any fashion... >

> Unfortunately also, dim_shares has share objects from re-sharing that

> are separate from the initial share event and don't have these

<pre>> numbers. In any case, what you want is the tracking_info field for > urls in dim_shares where the tracking_info field isn't holding an > fbid. The easiest way is something like this > from dim_shares > select url, tracking_info, split(tracking_info,',')[0] as shares where > ds='2011-02-05' > and url like '%ehow.com%' > and split(tracking_info,',')[0]<1000000 > order by shares desc limit 100 > The split() clause is there to ensure that you're only looking at original share objects which have the share tracking numbers in tracking_info. ></pre>
> For those rows, tracking_info contains these numbers in a comma delimited string
> share_count, post_count, like_count, comment_count, click_count
> This query takes a very long time because the table is too big. I started running it, but it hasn't come back yet
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> From:
> Sent: Friday, February 11, 2011 11:58 AM
> To
> Co
Subject: [fdn-insights] URL stats for Demand Media
> Is it possible to get daily data, for each URL in a domain (cracked.com, ehow.com, and livestrong.com), of the
cumulative stats that are exposed in link.getStats:
>
> https://api.facebook.com/method/links.getStats?
virls=http%3A%2F%2Fwww.ehow.com%2Fhow_7739881_make-chocolate-valentines
> -day-candy.html&
> access_token=
> {
> "url": "http://www.ehow.com/how_7739881_make-chocolate-valentines-day-candy.html",
> "normalized_url": " <u>http://www.ehow.com/how_7739881_make-chocolate-valentines-day-candy.html</u> ",
> "share_count": 4,
> "like_count": 24,
> "comment_count": 17,
> "total_count": 45,
> } >]
>
>

> Please let me know if you need more information.



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