EXHIBIT 5

From: [redacted] on behalf of Alex Himel
Sent: Friday, February 11, 2011 6:54 PM
To: Kristin Thayer
Cc: Aryeh Selekman; [redacted]
Subject: 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)

-Alex

On Feb 11, 2011, at 2:41 PM, Kristin Thayer wrote:

> Thanks Jonathan!!
>
> -----Original Message-----
> From: Jonathan P. Hsu
> Sent: Friday, February 11, 2011 1:54 PM
> To: Jonathan P. Hsu; Kristin Thayer; [redacted]
> Cc: Aryeh Selekman
> 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
> order by shares desc limit 1000
>
> it takes about 40 minutes...
>
> _____
> From: Jonathan P. Hsu
> Sent: Friday, February 11, 2011 1:50 PM
> To: Kristin Thayer; [redacted]
> Cc: Aryeh Selekman
> 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

> 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.
>
> 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: fdn-insights-bounces@lists.facebook.com
> [███████████████████████████████] On Behalf Of Kristin Thayer
> [████████████]
> Sent: Friday, February 11, 2011 11:58 AM
> To:[██████████████████████]
> Cc: Aryeh Selekman
> 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?
> urls=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": "http://www.ehow.com/how_7739881_make-chocolate-valentines-day-candy.html",
>   "share_count": 4,
>   "like_count": 24,
>   "comment_count": 17,
>   "total_count": 45,
> }
>]
>
>

> Please let me know if you need more information.
>
> Thanks,
> Kristin
>
>
> kristin thayer | platform partnerships| facebook
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>
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