

Average Monthly Website Visits (000)																	
	Total	Direct		Paid Search		Organic Search		Paid Social		Organic Social		Sponsored Content	Paid Email	Programmatic	Affiliate	Other	
Q4'16 Av.	30,684	6,858	22%	734	2.4%	20,009	65%	.1	0.0%	1,592	5%	0	0	0	0	1,491	5%
Q1'17 Av.	32,437	7,588	23%	700	2.2%	20,919	64%	2	0.0%	1,510	5%	0	0	0	0	1,718	5%
Q2'17 Av.	27,085	6,827	25%	318	1.2%	17,100	63%	12	0.0%	1,489	5%	0	0	0	0	1,339	5%
Q3'17 Av.	21,917	5,409	25%	546	2.5%	12,269	56%	58	0.3%	1,773	8%	0	0	0	0	1,861	8%
Q4'17 Av.	29,521	7,380	25%	589	2.0%	18,220	62%	80	0.3%	1,318	4%	0	0	0	0	1,934	7%
Q1'18 Av.	32,250	7,503	23%	508	1.6%	20,835	65%	45	0.1%	1,432	4%	0	0	0	0	1,928	6%
Q2'18 Av.	27,172	6,285	23%	330	1.2%	16,916	62%	13	0.0%	1,915	7%	0	0	0	0	1,712	6%
Q3'18 Av.	20,485	4,977	24%	310	1.5%	11,430	56%	5	0.0%	1,269	6%	0	0	0	0	2,493	12%
Q4'18 Av.	33,233	6,469	19%	292	0.9%	16,644	50%	11	0.0%	1,127	3%	0	0	0	0	8,690	26%
Q1'19 Av.	48,832	8,180	17%	441	0.9%	29,616	61%	39	0.1%	1,046	2%	0	0	0	0	9,510	19%
Q2'19 Avg.	39,102	6,263	16%	269	0.7%	26,701	68%	4	0.0%	1,162	3%	0	0	0	0	4,702	12%
Q3'19 Avg.	30,901	5,069	16%	408	1.3%	20,039	65%	21	0.1%	1,441	5%	0	0	0	0	3,924	13%
Q4'19 Avg.	42,473	6,833	16%	316	0.7%	28,770	68%	8	0.0%	955	2%	0	0	0	0	5,591	13%

Notes: 1) Metric is "Average monthly visits"; ie the average of the three months of each calendar quarter. 2) Traffic from Biography.com included from Q1'19 onward; not included prior to that

Source: Adobe Analytics, Oct 2016-Dec 2019, worldwide traffic from AETV.com, History.com, myLifetime.com, FYI.tv, and Biography.com