

EXHIBIT 133

Andrew Romatz

From: Reza Khan [reza@direct-revenue.com]
Sent: Tuesday, May 17, 2005 5:46 PM
To: 'Mattias Stanghed'; 'Badrun N Khan'; stephen@direct-revenue.com
Cc: 'Joshua Abram'; 'Rodney Hook'; 'Daniel Kaufman'; 'Andrew Pancer'; 'Alan Murray'
Subject: 404 Revenue Report for Mon 05/16/05



404.051605.xls
(313 KB)

Please see attached. As of 2 PM today, the 404 is now going out with to the Aurora base. I am expecting the revenue to start going back up within the next 2 days.
~~Hopefully, the 404 penetration will go back to 80%-90% of US active user base. Currently, the US base penetration is at 52% and holding.~~

Cheers,
Reza

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404 Revenue Report Monday 05/16/05

Total Daily Rev:

Total Rev 05/16 (Mon): \$6,633
 Last Monday \$7,119
 Trail. 7 days Av: \$6,004
 404's % of TRev (05/16) 5.6%
 404 % of TRev Last Mon 5.8%

Per User Rev (Randcrus):

Per User 05/16: \$0.0055
 Last Monday \$0.0056
 Trail. 7 days Av: \$0.0052

Daily Active Users:

Total Users 05/16: 1,206,615
 Last Monday 1,260,289
 404's Penetr. 05/16: 52.9%
 Trail. 7 days Av: 1,138,701
 Tot. US Base 05/16 2,279,760
 Last Mon 2,276,860

Average CPC:

Av. CPC 05/16: \$0.1679
 Last Monday \$0.1651
 Trail. 7 days Av: \$0.1650

Average CTR:

Av. CTR 05/16: 2.72%
 Last Monday 2.67%
 Trail. 7 days Av: 2.69%

ECPM:

ECPM 05/16: \$4.56
 Last Monday \$4.41
 Trail. 7 days Av: \$4.45

May 404 Rev as of 05/16:

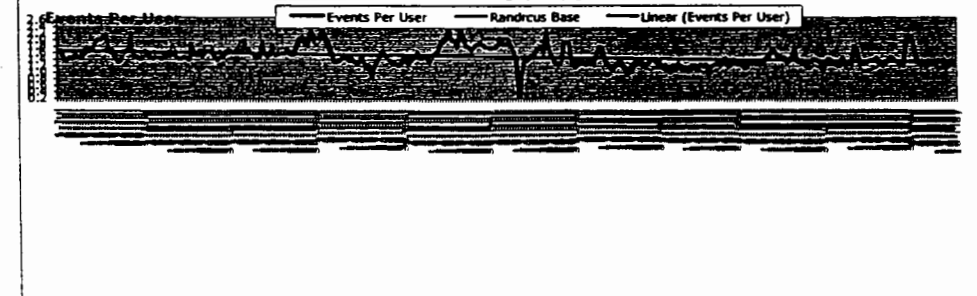
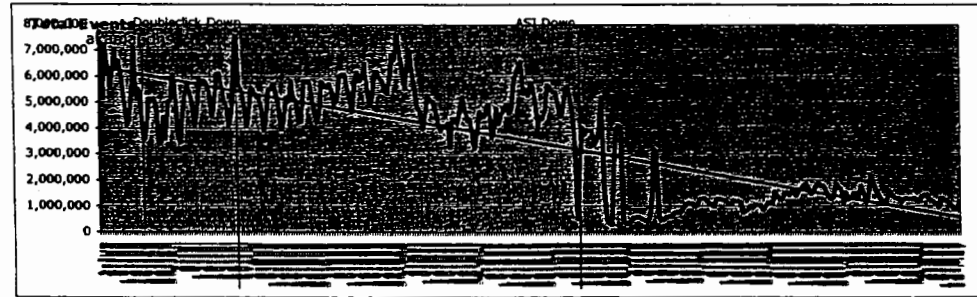
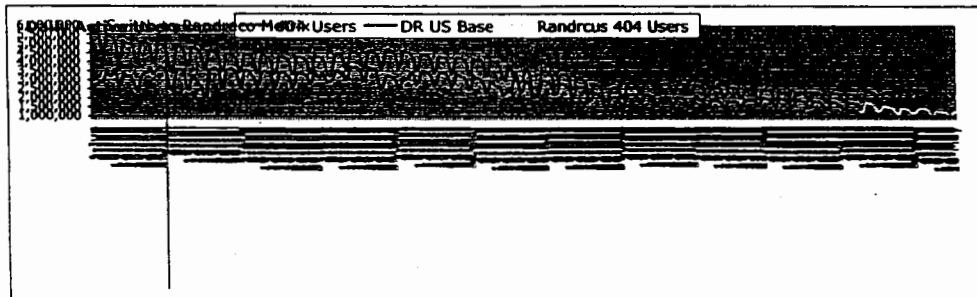
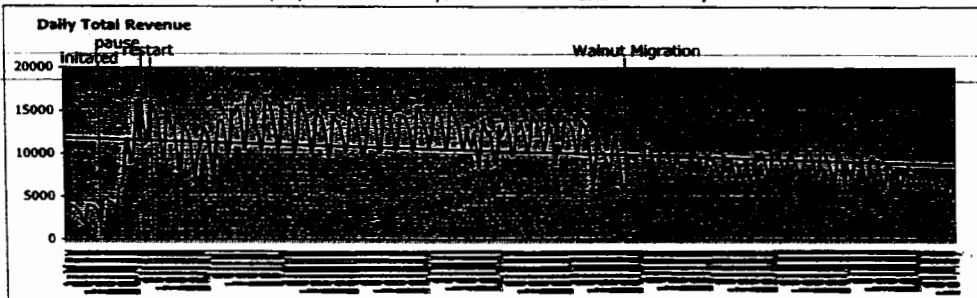
\$101,145
 Total Rev 2005 \$1,134,767
 Total Rev 2004 \$3,207,391
 Total Rev DRSE 2005 \$51,561

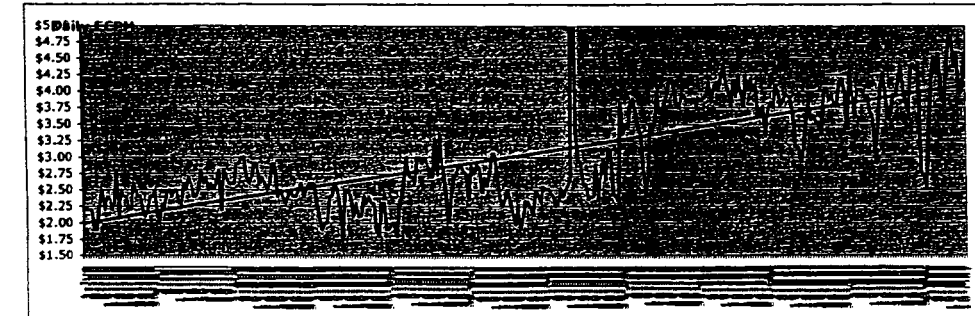
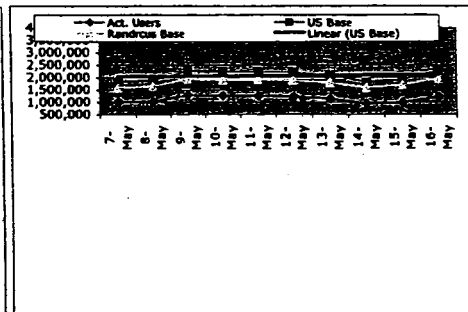
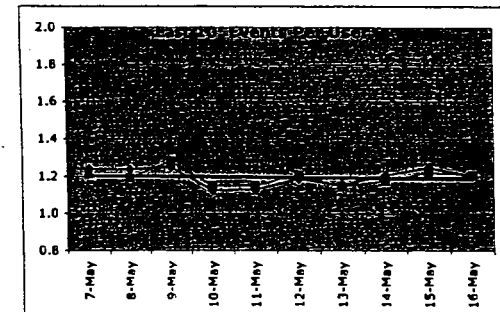
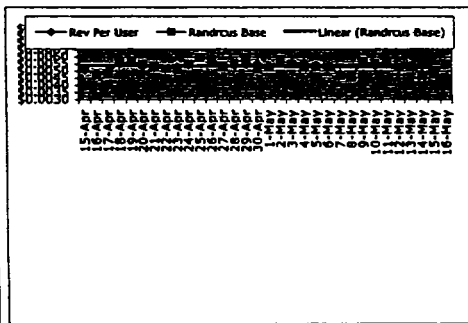
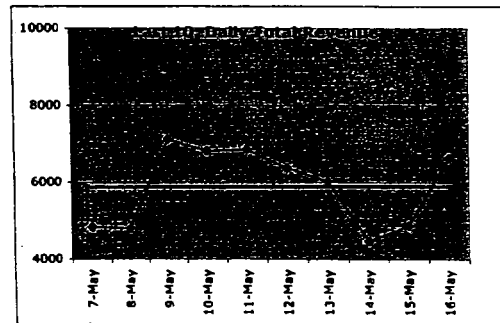
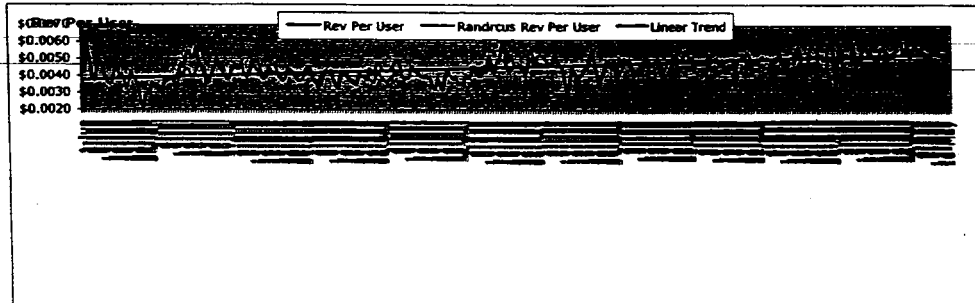
Events / User:

Events/User 05/16: 1.21
 Last Monday 1.28
 Trail. 7 days Av: 1.18

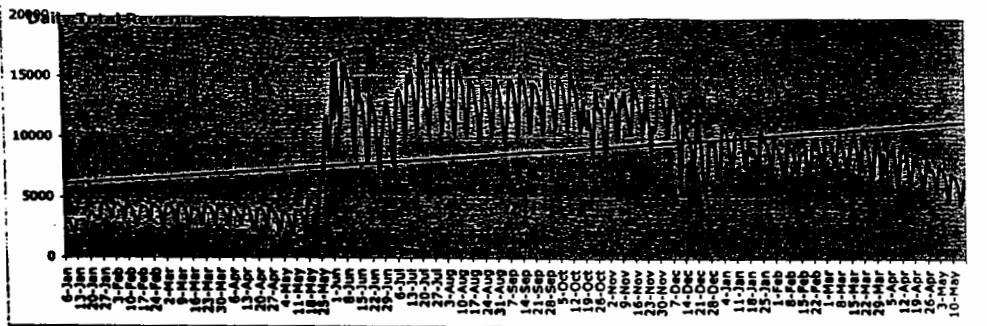
Availability / Uptime

Av. Resp. Time (s)
 % more than 2s
 Availability:





2009 Daily Total Revenue



DR052186
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