



Analysis and Report

Statistics 480

*Nice title
page!*

Great report. I liked how you focussed in on a couple of areas and explored them in depth.

Introduction

Google AdSense is a program designed to allow independently managed websites to earn revenue for displaying Google ads on their website. This program works similarly to the Google website itself, in that if a patron searches for a particular item and clicks on a sponsored link, the sponsored link is charged a nominal fee for advertisement. In the case of AdSense, a third-party has a Google ~~search~~ ^{ads} located on their website, and if patrons use the search and click on sponsored links from the query, the third-party website will be paid a fee for the advertisement of the sponsored link. These search queries produce search results specifically tailored to the end-user and tailored to the host website's content.

Objectives of the study

The amount of earnings from AdSense advertising is determined by complex algorithms, and Google refuses to publish those formulas to prevent webmasters from altering their website's content to increase potential earnings. Additionally, Google did not allow webmasters to publish earnings from AdSense in order to protect proprietary information. Recently, Google has changed this policy by allowing consumers to 'accurately disclose the amount of Google's gross payments.' The publishing of this data on third-party websites such as AdMoolah allow consumers to compare their earnings from AdSense to other patrons with websites of similar content. Therefore, many consumers wonder 'How AdSense pricing is determined?' Currently, an unknown relationship exists between earnings and other reported descriptive variables such as category of website content, language of website, monthly page views, and a website's PageRank. Therefore, the following question must be answered: **Is there a difference in earnings between categories, sub-categories, language, and page view/page rank?** Since Google will not directly publish this information, we can attempt to analyze the consumer-reported dataset with Excel Pivot Tables and regression/correlation formulas to quantify the difference between categories, sub-categories, language, and page view/page rank. Moreover, the underlying objective of this study is to develop an equation that will predict potential AdSense earnings based on site content and website popularity.

Data Collection

Data for this study was collected from a third-party AdSense reporting website (www.admoolah.com). Data currently being reported on the AdMoolah website is category and sub-category of site content, date of report/earnings, language of website, Google PageRank, monthly webpage visitors, and monthly webpage views. This data was copied from their website into an Excel spreadsheet and all incomplete observations were removed from further analysis. This resulted in a total of 237 observations that were used in subsequent analysis. The data that was used to create the pivot table and graphical representations are listed in Appendix A.

more detail on collection
C & Q 7/10
G & T 9/10
Findings 18/28
Case 10/20
too short! expanded on your questions & I'll regrade

Preliminary Data Analysis

In order to grasp the frequency and range of the data a preliminary Pivot table was constructed. In this table (not shown), we were trying to determine the spread and variation of earnings among the categories. Additionally, we tried to identify some obvious trend in the data to further our understanding of potential explanatory variables of our prediction equation. The second objective to our preliminary table was to determine the count of entire or complete category data field. Determining the frequency or 'count' of data would help determine if the data is biased between categories or languages. For example, if only one observation was reported for the Danish language and had an earning (its average) of \$1,000 with 1000 page views (or a \$1:1 ratio) when the English language has multiple observations far below this standard, this would certainly alter the analysis and ultimately reduce the effectiveness or predictive ability of the equation.

Aside from the recorded variables of the dataset, additional information such as geographical region and the position of the search box on the website would be useful in developing accurate models that assist customers in potential earning calculations. A generic classification for the geographical region of origination for the customer of interest would be useful so that the results from that analysis could help target particular categories of interest to particular geographical regions.

While additional information that would be helpful, a more complete dataset would be more beneficial in order to perform regression analyses. In the AdMoolah dataset there are numerous missing values for each descriptive variable. Roughly half of the 435 observations contain complete information. Therefore, we lose a lot of power to make any inferences on the comparisons of the different variables in the data set.

Another useful piece of data would be the date of first reporting. This would allow for the calculation of the rate of payoff for potential earnings. This brings about the questions: Do rates of payoff differ between categories? And, do the initial earnings and the ceiling for earnings differ by category? All of this additional information would be beneficial in order to accurately predict future earnings from available data. Unfortunately, this information can not be obtained, so we will the analysis of the Google AdSense data will be performed with existing dependent variables and descriptors.

Approach to the Solution

Is there a difference between earnings and categories?

The difference in earnings by category for the entire data set is displayed in Figure 1. The two categories highlighted in red below are the categories that have the highest earnings. 'Society' and 'home' have average earnings approximately \$100 greater than the third highest average earnings category. Additionally, both of these categories experienced their highest average earnings in the second quarter of a year (Table 1). One possible explanation for this event would be these categories are more general in their definition as what type of website is classified as 'society' or 'home' (as compared to computers, games, news, arts, etc...). However, more detailed descriptions

of these categories are needed to further discuss why 'society' and 'home' had the highest average earnings of all categories.

Table 1 separates the average earnings of each category into a particular quarter of a year they were reported and makes it easier to see the trends that each of the categories follow. Webmasters that manage 'science' and 'blog' websites had the highest average earnings during the 4th quarter of the year, surpassing all other categories by a minimum of \$924. Of note, 'health' websites reported their largest average earnings during the 1st quarter and their lowest earnings during the 4th quarter of a year. A possible explanation for this event is that people (especially Americans) tend to gain weight during the Thanksgiving and Christmas holidays (during the 4th quarter) and make New Year's resolutions to loose weight (which would correspond to the 1st quarter of the year). 'Recreation' websites had their highest earnings during the 2nd and 3rd quarters of a year which is to be expected. Most people exercise more during the middle quarters due to seasonal effects such as temperature and day length.

Great findings

Figure 1. Google AdSense Average Earnings by Category

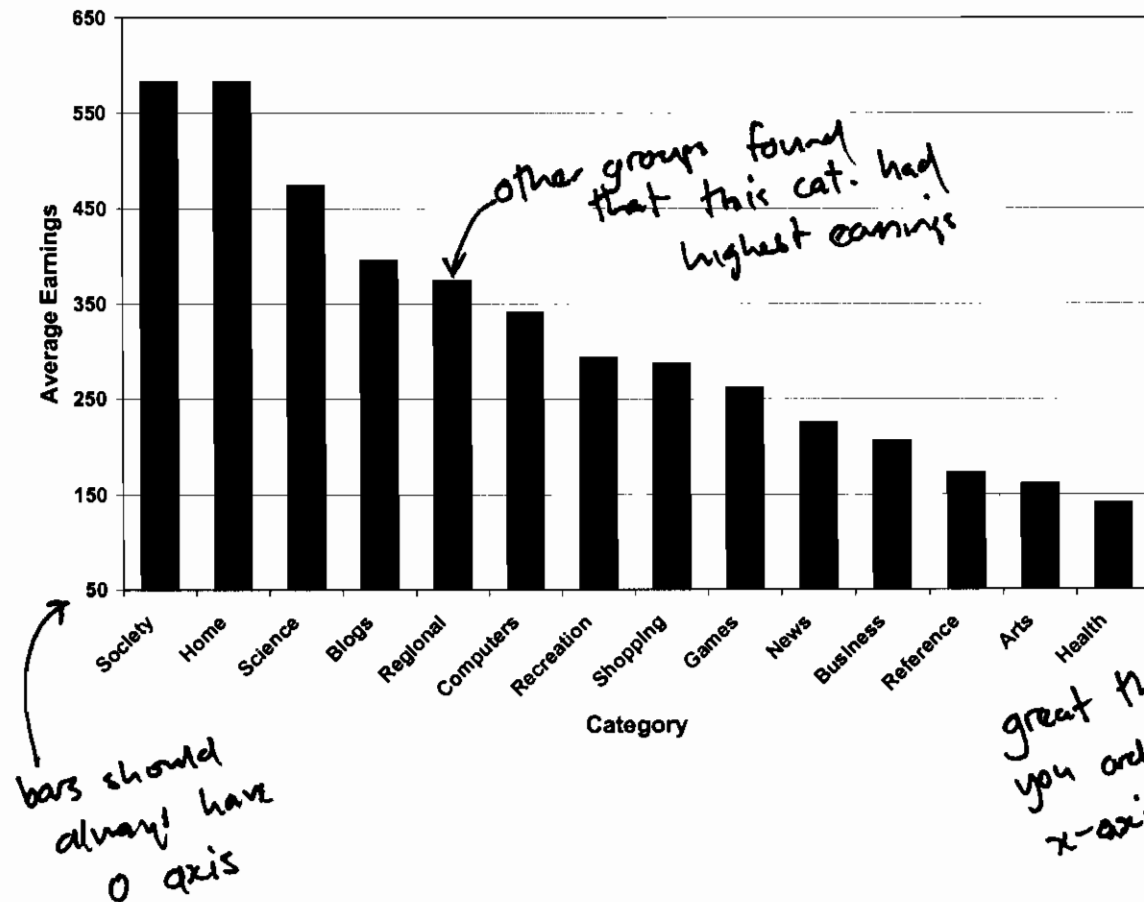


Table 1. Google Adsense Pivot Table

Earnings Average Category	Quarter				Grand Total
	1st	2nd	3rd	4th	
Society	129.53	1489.10	.	.	582.72
Home	400.00	1301.40	147.03	106.13	582.36
Science	.	23.00	.	924.00	473.50
Blogs	111.33	215.96	208.35	1293.70	395.83
Regional	.	.	468.57	89.66	373.84
Computers	207.54	806.53	159.69	128.78	340.49
Recreation	4.04	382.50	378.00	112.63	293.88
Shopping	92.37	831.01	207.70	100.00	286.99
Games	.	261.83	.	.	261.83
News	15.00	1050.00	17.03	22.50	225.41
Business	141.55	383.00	118.68	59.47	206.28
Reference	543.82	138.90	106.45	37.60	172.87
Arts	67.35	203.69	266.64	55.22	161.30
Health	351.54	210.68	78.99	59.97	140.77
Grand Total	167.33	492.97	201.02	329.89	312.53

don't need an
d.p for this
table.

Is there a difference between earnings and secondary categories?

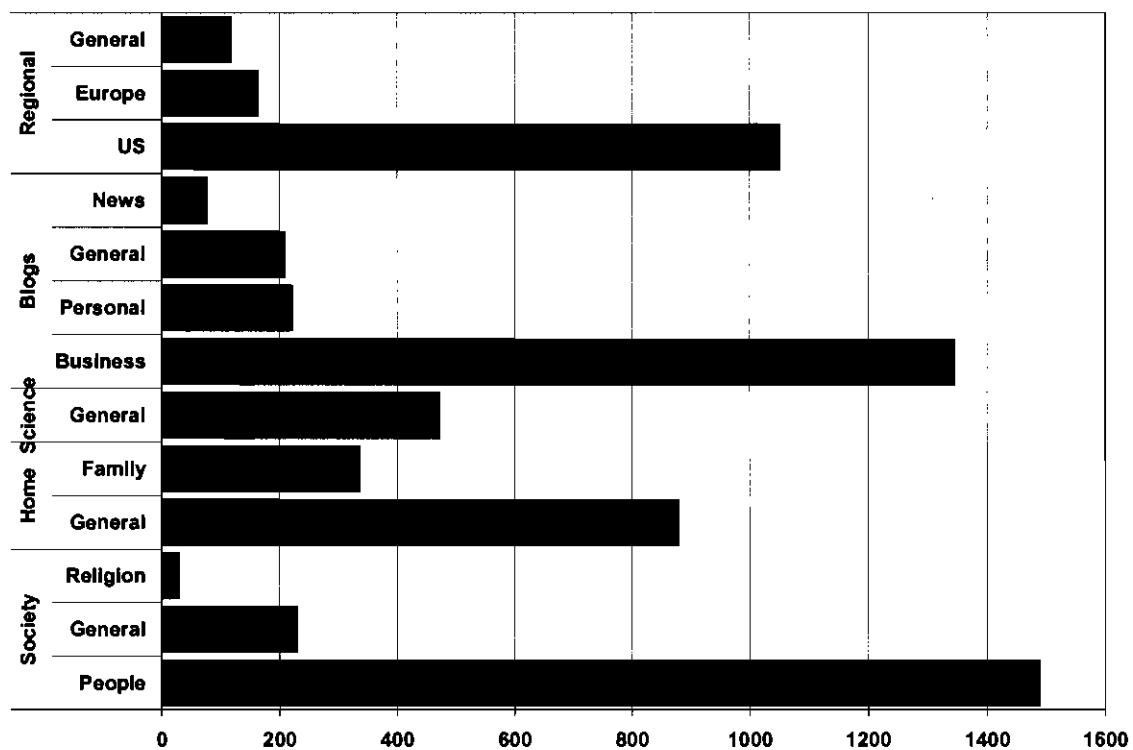
To further analyze average earning differences between categories, Figure 2 was created to separate the top 5 categories based on average earnings into sub-categories. This figure reveals that one sub-category per category overwhelms the others contributing sub-categories, and this trend can apply to most all other categorical variables. The only category that does not follow this trend is 'business' (not shown) in that 'investing', 'general', and 'job' contribute approximately equal proportions to the average earnings. Recategorizing the data into different sub-categories (i.e. splitting the general sub-category of 'science' into two categories or combining the 'general' and 'family' sub-categories into a single category) would change the results of the analysis; therefore the results obtained in this section of the analysis have reduced importance.

Additional questions that can be addressed from this figure are:

- What are the driving factors that influence the earning potential for US, business, and people in each category?
- Are there interactions with other factors that may influence this increase in earnings for these sub-categories?

Both of these questions are relevant to be asked but rather difficult to be answered from the given data set due to the relatively small amount of observations. The fact that missing data is a problem in this dataset, and being coupled with the limited capabilities of Excel as an analysis program ultimately reduces the feasibility of creating a prediction equation using just PivotTable data and graphics. The data set that was used to create PivotTables and subsequent graphical representations of the data is included in this project report in Appendix A.

Figure 2. Google AdSense average earnings by sub-category of category.



Is there a difference between earnings and language?

A new PivotTable (Table 2) and column graph (Figure 3) was formed so that the impact of language on the average earnings of Google AdSense data could be visually observed. As shown in Figure 3, the language format of the website directly affected its earnings. To incorporate these results into the prediction equation, websites that use English or Danish as their primary website language will have an increased chance for income if Google AdSense was utilized on that website. The results from this section of the analysis tend to be biased toward the English and Danish languages, in that the largest two reporting languages were those of English and Danish. The next three highest average earning languages were NL (n=11), IT (n=5), and PL (n=3). Aside from the first two highest earning languages, number of reported observations per language appears not to affect the potential for income from AdSense utilization. Both English and Danish languages had average PageRank values, yet had the largest average earnings. Therefore, additional descriptor variables must explain a large amount of variation of average earnings rather than the PageRank variable.

Figure 3. Average Earnings for the Google AdSense Data by Language.

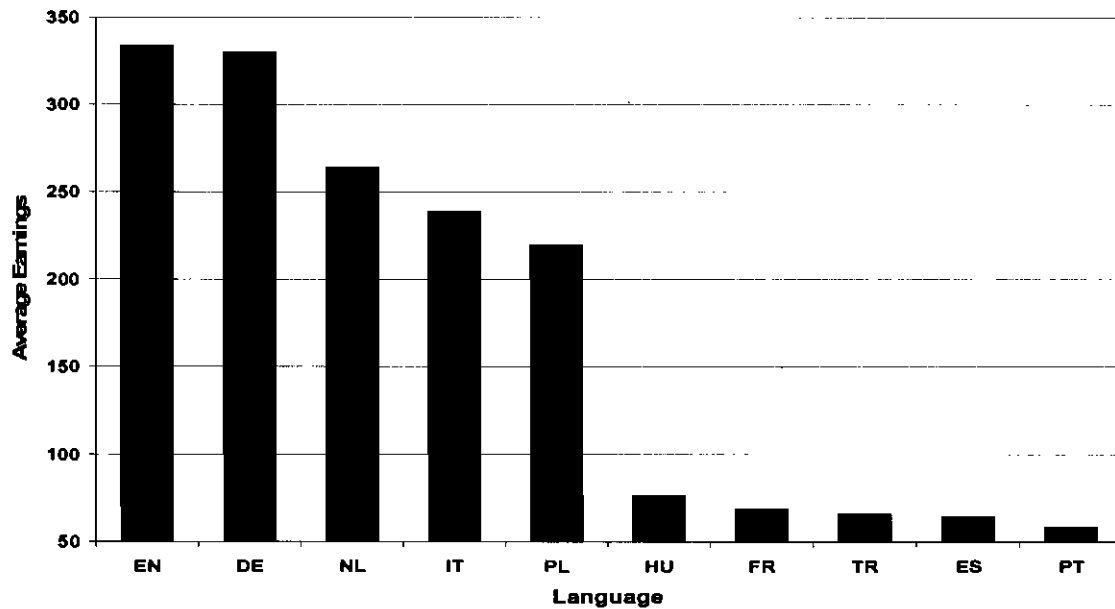


Table 2. Average PageRank and number of observations per language for the Google AdSense data.

Language	Average PageRank	N
FR	5.50	2
PL	5.33	3
TR	4.75	4
DE	4.68	38
HU	4.50	2
EN	4.38	167
NL	4.18	11
ES	4.00	3
PT	4.00	1
IT	3.40	5
Grand Total	4.42	236

Is there a difference between earnings and page rank?

Average PageRank for each category is shown in Figure 4. The 'regional' category received the highest PageRank score (PageRank = 6.0) from Google whereas most other categories received scores in a range from 3.5 to 4.7. The 'regional' category is not well-defined in this dataset and this category could encompass a vast array of website content. The available information is so vague for this category insomuch that no legitimate claims can be made regarding the influence of PageRank scores on earning potential of categorical data. However, Figure 5 shows the influence of PageRank scores on the average earnings of websites that utilize AdSense.

Figure 4. Average PageRank score by category for Google AdSense data.

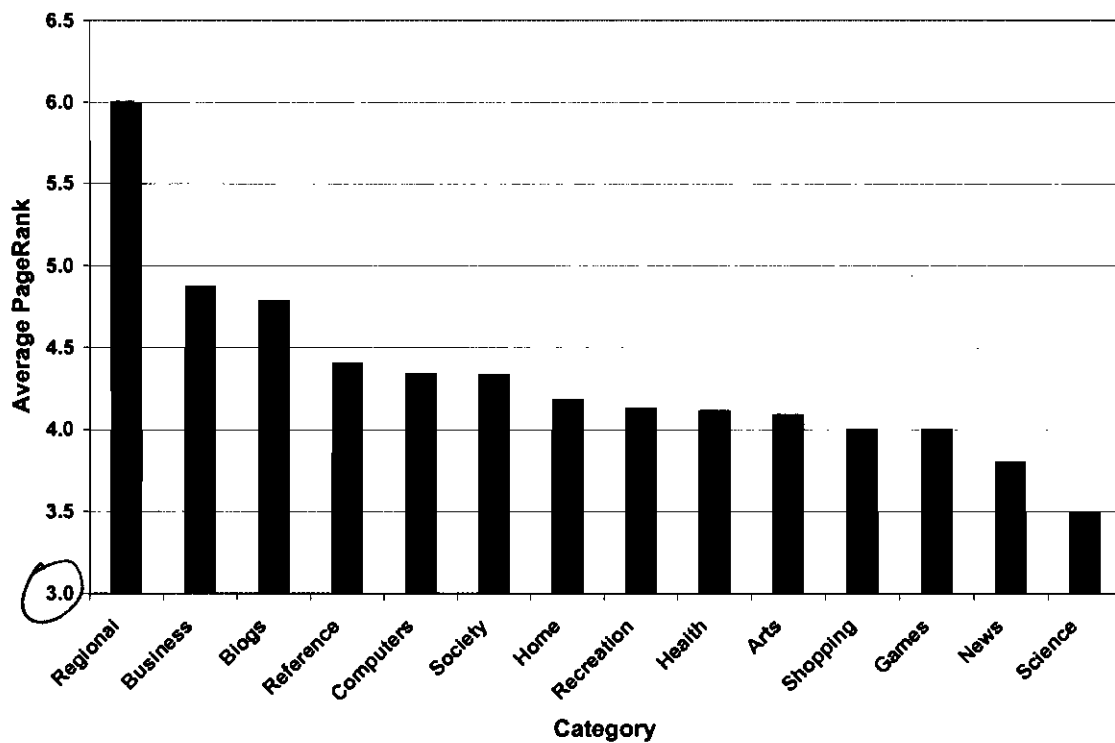
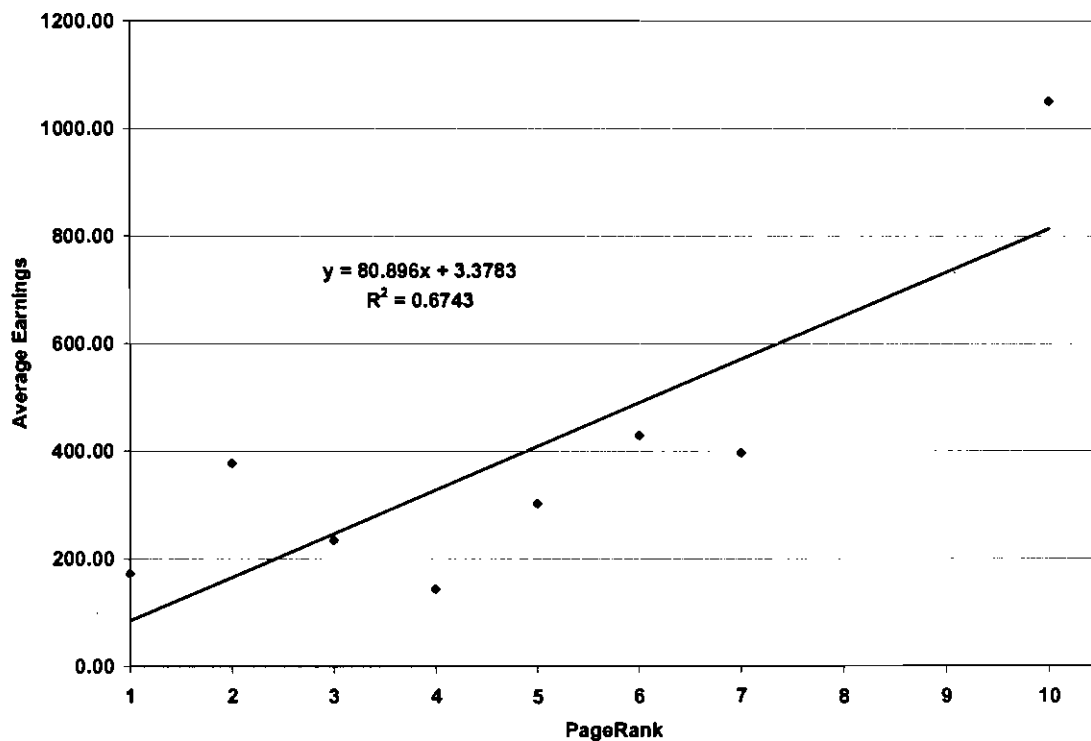


Figure 5. Scatterplot of PageRank versus average earnings of Google AdSense data.



Incorporating this data into the prediction equation could be a beneficial variable to describe the observed variation in earnings. In graphing this data, one observation with

a PageRank score of 9 was not included when calculating the regression equation. This observation had a value of 10 times the maximum value of earnings (\$1,050.00, PageRank=10). Including this data point would only skew the analysis beyond the realm of predictability and therefore make the analysis useless. Using PageRank as a class variable to predict earnings yielded a regression line with an R^2 value of 0.6743, in that ~67% of the variation in earnings could be explained by the assigned PageRank scores. ✓

Conclusions

The analysis of the Google AdSense data resulted in more questions than answers. The main dependent variable used in the majority of sectional analysis was average earnings. Earnings were found to be dependent upon seasonal effects (through quarter of year) and upon the assigned PageRank score of the website. Increased earnings could also be captured if a website was published in either English or Danish languages. The main objective of this study was to calculate a prediction equation, yet the depth of the descriptions of the variable and the small data set prohibited the production of an accurate model. However, trends in the data were discovered and could be used to help predict potential income capacity from the implementation of Google AdSense on a webmaster's website. ✓

Efforts of the Team and Individual Reports

Each team member was independently responsible for the analysis of the data. We met during the week to discuss directions for the research and the best or most creative ideas were then expanded upon to comprise pieces of the final report. Each person was in charge of developing his or her arguments and solutions to questions that the team decided upon for the data set. ✓

How could we collect better data?

✓
- That's what
you get in
the assignment

✓

Appendix A

Categ	Cat_Second	Lang	Date	Month	Quarter	Year	Eam	Visit	PageRank	PageView
Arts	General	EN	6/1/2005	6	2nd	2005	\$212.00	60000	6	3290000
Arts	General	TR	10/1/2005	10	4th	2005	\$16.94	2684	6	32752
Arts	Music	EN	8/1/2005	8	3rd	2005	\$13.97	7544	6	27565
Arts	General	EN	6/1/2005	6	2nd	2005	\$195.38	4018	5	53555
Arts	General	HU	12/1/2005	12	4th	2005	\$142.81	13901	4	23531
Arts	Music	EN	9/1/2005	9	3rd	2005	\$123.00	100000	4	300000
Arts	General	EN	1/1/2006	1	1st	2006	\$108.82	14008	4	24643
Arts	Music	DE	10/1/2006	10	4th	2006	\$5.90	5175	4	19200
Arts	Movies	IT	7/1/2006	7	3rd	2006	\$3.63	842	4	4295
Arts	General	EN	7/1/2005	7	3rd	2005	\$925.96	26503	1	123738
Arts	Music	IT	3/1/2006	3	1st	2006	\$25.87	4324	1	6566
Blogs	Personal	EN	5/1/2005	5	2nd	2005	\$943.00	300000	7	2500000
Blogs	General	DE	5/1/2005	5	2nd	2005	\$147.14	48138	7	237380
Blogs	Personal	DE	5/1/2005	5	2nd	2005	\$90.84	54409	7	287660
Blogs	Personal	EN	5/1/2005	5	2nd	2005	\$88.79	54677	7	271685
Blogs	Business	EN	11/1/2005	11	4th	2005	\$10,107.91	433395	6	9662120
Blogs	General	EN	1/1/2006	1	1st	2006	\$167.33	78369	6	298091
Blogs	News	TR	1/1/2006	1	1st	2006	\$152.58	90293	6	336517
Blogs	General	EN	1/1/2006	1	1st	2006	\$151.85	88254	6	345654
Blogs	Business	DE	9/1/2005	9	3rd	2005	\$107.51	118520	6	2349821
Blogs	General	EN	10/1/2005	10	4th	2005	\$97.83	96293	6	2033298
Blogs	General	EN	10/1/2005	10	4th	2005	\$85.90	87917	6	2234001
Blogs	Personal	DE	10/1/2005	10	4th	2005	\$68.26	98516	6	1971568
Blogs	Personal	EN	5/1/2005	5	2nd	2005	\$40.00	100000	6	1100000
Blogs	Personal	DE	9/1/2005	9	3rd	2005	\$17.10	4676	6	26092
Blogs	General	EN	8/1/2005	8	3rd	2005	\$14.36	7789	6	28693
Blogs	Business	DE	8/1/2005	8	3rd	2005	\$10.06	7756	6	17592
Blogs	General	EN	9/1/2005	9	3rd	2005	\$4.27	4432	6	14932
Blogs	General	EN	9/1/2005	9	3rd	2005	\$3.26	4098	6	14154
Blogs	Personal	DE	11/1/2006	11	4th	2006	\$1,482.09	401346	5	1272595
Blogs	Business	DE	12/1/2005	12	4th	2005	\$1,003.29	18000	5	200000
Blogs	General	EN	8/1/2005	8	3rd	2005	\$785.00	68000	5	462294
Blogs	Business	DE	6/1/2005	6	2nd	2005	\$580.00	80000	5	206000
Blogs	Personal	DE	8/1/2005	8	3rd	2005	\$270.00	78000	5	83000
Blogs	Personal	DE	6/1/2005	6	2nd	2005	\$257.77	4944	5	66995
Blogs	Personal	EN	7/1/2005	7	3rd	2005	\$257.12	4509	5	105009

Blogs	General	EN	6/1/2005	6	2nd	2005	\$239.75	4187	5	47709
Blogs	Personal	EN	4/1/2006	4	2nd	2006	\$225.00	130000	5	170000
Blogs	General	EN	6/1/2005	6	2nd	2005	\$218.21	4758	5	58646
Blogs	Personal	DE	7/1/2005	7	3rd	2005	\$202.85	4835	5	11131
Blogs	Personal	EN	7/1/2005	7	3rd	2005	\$191.07	3928	5	10643
Blogs	General	FR	3/1/2006	3	1st	2006	\$124.13	17000	5	40268
Blogs	Personal	EN	1/1/2006	1	1st	2006	\$41.00	16000	5	31000
Blogs	Business	DE	10/1/2005	10	4th	2005	\$9.85	2698	5	57408
Blogs	Business	DE	6/1/2006	6	2nd	2006	\$0.97	5051	5	28170
Blogs	General	EN	5/1/2005	5	2nd	2005	\$466.00	7200	4	40000
Blogs	Personal	EN	5/1/2005	5	2nd	2005	\$300.00	60000	4	900000
Blogs	Business	DE	7/1/2005	7	3rd	2005	\$272.21	3420	4	37277
Blogs	General	EN	7/1/2005	7	3rd	2005	\$254.37	4169	4	26688
Blogs	Personal	EN	7/1/2005	7	3rd	2005	\$244.32	4327	4	26917
Blogs	General	DE	8/1/2005	8	3rd	2005	\$150.14	8005	4	33848
Blogs	Personal	ES	1/1/2006	1	1st	2006	\$87.09	22344	4	34737
Blogs	General	PT	11/1/2005	11	4th	2005	\$58.23	1200	4	15000
Blogs	General	EN	1/1/2006	1	1st	2006	\$55.32	15679	4	24721
Blogs	General	DE	6/1/2005	6	2nd	2005	\$32.44	4700	4	5683
Blogs	Business	DE	11/1/2005	11	4th	2005	\$19.67	878	4	5769
Blogs	Personal	EN	7/1/2006	7	3rd	2006	\$14.69	1647	4	9041
Blogs	Personal	EN	9/1/2006	9	3rd	2006	\$11.42	7099	4	19553
Blogs	Personal	DE	12/1/2006	12	4th	2006	\$4.01	3732	4	49648
Blogs	General	EN	6/1/2005	6	2nd	2005	\$235.00	6000	3	22000
Blogs	General	EN	7/1/2005	7	3rd	2005	\$35.00	3600	3	5500
Blogs	News	EN	6/1/2005	6	2nd	2005	\$1.22	57	3	165
Blogs	General	DE	7/1/2005	7	3rd	2005	\$1,222.23	30167	2	147198
Blogs	General	EN	7/1/2005	7	3rd	2005	\$100.00	60000	2	60000
Blogs	Personal	EN	5/1/2005	5	2nd	2005	\$20.00	59588	1	4883222
Blogs	Personal	EN	6/1/2005	6	2nd	2005	\$1.16	20	1	320
Business	Investing	EN	5/1/2005	5	2nd	2005	\$1,063.00	300000	7	2500000
Business	General	EN	5/1/2005	5	2nd	2005	\$979.00	300000	7	2500000
Business	General	EN	5/1/2005	5	2nd	2005	\$108.65	57424	7	311348
Business	General	EN	5/1/2005	5	2nd	2005	\$80.08	61838	7	332768
Business	General	EN	1/1/2006	1	1st	2006	\$198.46	115538	6	424838
Business	General	EN	1/1/2006	1	1st	2006	\$191.62	97123	6	374673
Business	Jobs	EN	5/1/2005	5	2nd	2005	\$380.00	2500	5	3500
Business	Investing	EN	7/1/2005	7	3rd	2005	\$247.78	5007	5	11929

Business	General	EN	6/1/2005	6	2nd	2005	\$240.61	4994	5	64603
Business	Jobs	DE	7/1/2005	7	3rd	2005	\$239.54	4654	5	28703
Business	General	EN	6/1/2005	6	2nd	2005	\$212.26	5297	5	68629
Business	Investing	DE	12/1/2005	12	4th	2005	\$100.00	10000	5	90000
Business	Investing	EN	3/1/2006	3	1st	2006	\$91.60	180000	5	220000
Business	General	PL	3/1/2006	3	1st	2006	\$70.71	160000	5	215000
Business	Investing	EN	7/1/2006	7	3rd	2006	\$0.72	3730	5	28184
Business	Investing	EN	1/1/2006	1	1st	2006	\$172.88	51949	4	86637
Business	General	EN	1/1/2006	1	1st	2006	\$124.02	32031	4	47196
Business	General	EN	8/1/2005	8	3rd	2005	\$100.80	32432	4	31123
Business	Jobs	EN	10/1/2005	10	4th	2005	\$62.86	2800	4	15000
Business	Investing	EN	9/1/2006	9	3rd	2006	\$4.57	5953	4	15736
Business	General	DE	12/1/2005	12	4th	2005	\$65.00	1200	3	900
Business	Jobs	EN	11/1/2006	11	4th	2006	\$10.00	2500	3	9000
Business	Jobs	EN	6/1/2005	6	2nd	2005	\$0.37	100	1	150
Computers	Software	EN	5/1/2005	5	2nd	2005	\$11,982.00	1000000	9	100000000
Computers	Software	EN	3/1/2006	3	1st	2006	\$53.60	90000	7	200000
Computers	Software	EN	9/1/2005	9	3rd	2005	\$1,500.00	120000	6	500000
Computers	Internet	EN	9/1/2005	9	3rd	2005	\$77.64	119498	6	1977903
Computers	General	EN	10/1/2005	10	4th	2005	\$25.22	2929	6	31699
Computers	Software	EN	10/1/2005	10	4th	2005	\$25.10	3707	6	42383
Computers	Internet	DE	8/1/2005	8	3rd	2005	\$23.81	8277	6	30290
Computers	Software	EN	8/1/2005	8	3rd	2005	\$23.41	8489	6	30655
Computers	Internet	EN	8/1/2005	8	3rd	2005	\$20.82	8042	6	31063
Computers	Internet	FR	8/1/2005	8	3rd	2005	\$12.98	8068	6	33958
Computers	Software	EN	9/1/2005	9	3rd	2005	\$8.29	6806	6	24883
Computers	Internet	PL	3/1/2006	3	1st	2006	\$358.00	28000	5	39000
Computers	Internet	EN	7/1/2005	7	3rd	2005	\$331.80	4827	5	66831
Computers	Software	EN	7/1/2005	7	3rd	2005	\$305.00	4842	5	30829
Computers	Internet	DE	7/1/2005	7	3rd	2005	\$261.24	4702	5	36835
Computers	Software	EN	6/1/2005	6	2nd	2005	\$259.73	5553	5	79321
Computers	Internet	EN	1/1/2006	1	1st	2006	\$208.50	167237	5	386414
Computers	Software	EN	5/1/2005	5	2nd	2005	\$130.00	10000	5	30000
Computers	Software	EN	4/1/2006	4	2nd	2006	\$110.65	20000	5	24616
Computers	Internet	EN	11/1/2005	11	4th	2005	\$42.02	7567	5	43616
Computers	Internet	DE	6/1/2005	6	2nd	2005	\$24.51	1250	5	14478
Computers	Internet	EN	11/1/2005	11	4th	2005	\$9.68	2429	5	73814
Computers	Software	EN	5/1/2006	5	2nd	2006	\$3.02	5127	5	24928

Computers	Internet	DE	1/1/2006	1	1st	2006	\$380.61	60000	4	130000
Computers	Software	EN	11/1/2006	11	4th	2006	\$354.49	15051	4	1064768
Computers	Internet	DE	7/1/2005	7	3rd	2005	\$231.29	4833	4	21340
Computers	Software	EN	6/1/2005	6	2nd	2005	\$205.59	1532	4	9967
Computers	Software	EN	10/1/2005	10	4th	2005	\$100.00	4000	4	10000
Computers	Internet	EN	12/1/2005	12	4th	2005	\$81.96	3000	4	50000
Computers	Internet	DE	10/1/2005	10	4th	2005	\$50.00	100000	4	1100000
Computers	Software	EN	6/1/2005	6	2nd	2005	\$48.16	5500	4	6294
Computers	Internet	EN	6/1/2005	6	2nd	2005	\$41.65	5400	4	6019
Computers	Software	EN	2/1/2006	2	1st	2006	\$36.97	11424	4	18992
Computers	Internet	DE	6/1/2005	6	2nd	2005	\$30.98	1400	4	4000
Computers	Internet	DE	5/1/2005	5	2nd	2005	\$27.70	3000	4	120000
Computers	Software	EN	8/1/2005	8	3rd	2005	\$19.75	38000	4	209000
Computers	General	EN	8/1/2005	8	3rd	2005	\$18.13	33000	4	53000
Computers	Software	EN	5/1/2005	5	2nd	2005	\$15.67	1383	4	13649
Computers	General	EN	9/1/2005	9	3rd	2005	\$11.11	6029	4	22127
Computers	Software	EN	5/1/2005	5	2nd	2005	\$7.03	1214	4	13013
Computers	Software	EN	6/1/2006	6	2nd	2006	\$6.46	4307	4	23907
Computers	Internet	EN	10/1/2006	10	4th	2006	\$5.80	5459	4	13996
Computers	Software	EN	11/1/2006	11	4th	2006	\$3.22	4986	4	15555
Computers	Software	EN	7/1/2006	7	3rd	2006	\$2.79	1381	4	9184
Computers	Software	EN	5/1/2005	5	2nd	2005	\$1.82	906	4	12441
Computers	Internet	EN	12/1/2006	12	4th	2006	\$456.00	10000	3	50000
Computers	Software	EN	11/1/2005	11	4th	2005	\$367.26	10000	3	15000
Computers	Internet	DE	11/1/2005	11	4th	2005	\$210.00	10000	3	100000
Computers	General	EN	7/1/2005	7	3rd	2005	\$150.00	5000	3	20000
Computers	General	EN	7/1/2005	7	3rd	2005	\$100.00	7000	3	10000
Computers	Internet	EN	5/1/2005	5	2nd	2005	\$9.53	2186	3	21514
Computers	Software	EN	12/1/2005	12	4th	2005	\$101.00	6000	2	11000
Computers	Software	EN	8/1/2006	8	3rd	2006	\$10.00	200	2	500
Computers	Internet	EN	10/1/2005	10	4th	2005	\$100.00	3000	1	225554
Computers	Internet	EN	9/1/2005	9	3rd	2005	\$71.98	6749	1	13910
Computers	Software	EN	7/1/2005	7	3rd	2005	\$13.68	250	1	420
Games	General	HU	5/1/2006	5	2nd	2006	\$9.58	5730	5	27549
Games	Video	EN	6/1/2005	6	2nd	2005	\$514.07	10000	3	30000
Health	General	EN	3/1/2006	3	1st	2006	\$622.64	190000	6	260000
Health	General	EN	9/1/2005	9	3rd	2005	\$80.31	120363	6	2156436
Health	General	EN	5/1/2006	5	2nd	2006	\$35.17	7500	6	11000

Health	Medicine	EN	9/1/2005	9	3rd	2005	\$18.94	7421	6	24862
Health	General	NL	9/1/2005	9	3rd	2005	\$5.23	7321	6	26287
Health	General	EN	7/1/2005	7	3rd	2005	\$292.14	4912	5	151862
Health	General	EN	12/1/2005	12	4th	2005	\$80.03	6024	5	170054
Health	General	EN	6/1/2005	6	2nd	2005	\$68.18	2071	5	27144
Health	General	EN	5/1/2005	5	2nd	2005	\$500.00	130000	4	3000000
Health	General	EN	1/1/2006	1	1st	2006	\$381.99	60000	4	130000
Health	General	EN	6/1/2005	6	2nd	2005	\$175.37	2085	4	10587
Health	General	EN	8/1/2005	8	3rd	2005	\$128.69	8816	4	34973
Health	Medicine	EN	12/1/2005	12	4th	2005	\$90.84	7063	4	200213
Health	General	EN	4/1/2006	4	2nd	2006	\$82.41	25000	4	120000
Health	General	NL	10/1/2005	10	4th	2005	\$44.54	4500	4	51416
Health	Medicine	EN	10/1/2005	10	4th	2005	\$20.00	15000	4	50000
Health	General	NL	8/1/2005	8	3rd	2005	\$14.59	39000	4	215000
Health	General	NL	8/1/2005	8	3rd	2005	\$10.00	500	4	1500
Health	General	EN	6/1/2006	6	2nd	2006	\$8.63	4834	4	22668
Health	Medicine	EN	8/1/2005	8	3rd	2005	\$89.99	2200	3	9100
Health	General	EN	9/1/2006	9	3rd	2006	\$71.00	30000	3	600000
Health	General	EN	2/1/2006	2	1st	2006	\$50.00	5000	3	6000
Health	Medicine	EN	11/1/2005	11	4th	2005	\$43.67	400	3	14503
Health	General	EN	11/1/2005	11	4th	2005	\$10.68	13355	3	123142
Health	General	EN	10/1/2005	10	4th	2005	\$130.00	6000	2	15000
Health	General	EN	5/1/2005	5	2nd	2005	\$605.00	75493	1	1191677
Home	General	DE	6/1/2005	6	2nd	2005	\$3,600.00	140000	5	1400000
Home	Family	NL	11/1/2006	11	4th	2006	\$207.00	200000	5	400000
Home	General	DE	5/1/2005	5	2nd	2005	\$87.76	9500	5	21000
Home	Family	EN	7/1/2005	7	3rd	2005	\$5.00	2000	5	22000
Home	General	EN	1/1/2006	1	1st	2006	\$400.00	1000	4	1000
Home	General	EN	8/1/2005	8	3rd	2005	\$185.48	2504	4	72957
Home	General	EN	8/1/2005	8	3rd	2005	\$117.65	9173	4	35734
Home	Family	EN	5/1/2005	5	2nd	2005	\$26.85	9615	4	19429
Home	Family	ES	10/1/2006	10	4th	2006	\$5.25	5767	4	14364
Home	Family	EN	6/1/2005	6	2nd	2005	\$1,491.00	19966	3	129651
Home	Family	EN	8/1/2005	8	3rd	2005	\$280.00	2200	3	9100
News	Media	EN	8/1/2005	8	3rd	2005	\$17.03	9412	6	38086
News	Media	IT	5/1/2005	5	2nd	2005	\$1,050.00	120000	4	240000
News	Media	TR	10/1/2005	10	4th	2005	\$24.00	21000	3	34000
News	Media	EN	10/1/2005	10	4th	2005	\$21.00	21000	3	34000

News	Media	EN	1/1/2006	1	1st	2006	\$15.00	4603	3	37568
Recreation	Travel	EN	7/1/2005	7	3rd	2005	\$1,700.00	100000	6	350000
Recreation	Travel	EN	10/1/2005	10	4th	2005	\$400.00	40000	6	400000
Recreation	Travel	EN	9/1/2005	9	3rd	2005	\$67.34	126979	6	2342833
Recreation	Travel	EN	7/1/2005	7	3rd	2005	\$477.42	5864	5	39888
Recreation	Travel	EN	9/1/2005	9	3rd	2005	\$400.00	184759	5	414544
Recreation	Travel	EN	8/1/2005	8	3rd	2005	\$184.96	2601	5	36818
Recreation	Travel	EN	6/1/2005	6	2nd	2005	\$78.50	2633	5	42842
Recreation	Travel	EN	6/1/2005	6	2nd	2005	\$76.24	2876	5	44490
Recreation	Travel	EN	6/1/2005	6	2nd	2005	\$74.78	2400	5	37704
Recreation	Travel	EN	6/1/2006	6	2nd	2006	\$11.77	4865	5	26671
Recreation	Outdoors	EN	7/1/2005	7	3rd	2005	\$266.71	5285	4	24345
Recreation	Travel	EN	7/1/2005	7	3rd	2005	\$266.71	5285	4	24345
Recreation	Travel	EN	6/1/2005	6	2nd	2005	\$30.44	3000	4	4956
Recreation	Travel	EN	8/1/2005	8	3rd	2005	\$25.52	14254	4	42266
Recreation	Travel	EN	9/1/2005	9	3rd	2005	\$13.32	7438	4	26526
Recreation	Travel	IT	10/1/2006	10	4th	2006	\$7.86	5159	4	13267
Recreation	Food	EN	2/1/2006	2	1st	2006	\$4.04	8718	4	14966
Recreation	Travel	EN	5/1/2005	5	2nd	2005	\$2,400.00	75000	3	230000
Recreation	Travel	EN	12/1/2005	12	4th	2005	\$74.07	16000	3	90000
Recreation	Travel	EN	11/1/2005	11	4th	2005	\$43.82	520	3	13380
Recreation	Travel	EN	12/1/2005	12	4th	2005	\$30.00	800	3	3000
Recreation	Travel	EN	10/1/2005	10	4th	2005	\$120.00	68000	1	140000
Recreation	Travel	EN	5/1/2005	5	2nd	2005	\$5.75	150	1	300
Reference	Eductaion	EN	1/1/2006	1	1st	2006	\$543.82	65000	5	130000
Reference	Eductaion	EN	11/1/2005	11	4th	2005	\$6.09	2631	5	37210
Reference	Eductaion	EN	6/1/2005	6	2nd	2005	\$138.90	3000	4	7102
Reference	General	EN	8/1/2005	8	3rd	2005	\$106.45	3016	4	4606
Reference	Eductaion	TR	11/1/2006	11	4th	2006	\$69.10	4500	4	11346
Regional	US	EN	9/1/2005	9	3rd	2005	\$1,050.00	3000000	10	60000000
Regional	General	EN	7/1/2005	7	3rd	2005	\$118.26	4870	6	18500
Regional	Europe	DE	8/1/2005	8	3rd	2005	\$237.44	3198	5	49713
Regional	Europe	DE	11/1/2006	11	4th	2006	\$89.66	33803	3	95531
Science	General	DE	11/1/2006	11	4th	2006	\$924.00	5000	4	10000
Science	General	EN	5/1/2005	5	2nd	2005	\$23.00	1000	3	1000
Shopping	General	NL	5/1/2005	5	2nd	2005	\$1,500.00	142000	5	278000
Shopping	General	NL	6/1/2005	6	2nd	2005	\$162.02	3067	5	40052
Shopping	General	EN	3/1/2006	3	1st	2006	\$30.00	3000	5	3500

Shopping	Autos	NL	1/1/2006	1	1st	2006	\$141.11	65219	4	121845
Shopping	General	IT	1/1/2006	1	1st	2006	\$106.00	6700	4	13800
Shopping	Gifts	ES	12/1/2006	12	4th	2006	\$100.00	100	4	100
Shopping	General	NL	8/1/2005	8	3rd	2005	\$31.90	23491	4	59664
Shopping	Clothing	EN	8/1/2005	8	3rd	2005	\$14.28	17140	4	46417
Shopping	General	NL	9/1/2005	9	3rd	2005	\$87.48	500	3	4000
Shopping	General	NL	7/1/2005	7	3rd	2005	\$697.14	23659	2	109102
Society	General	PL	1/1/2006	1	1st	2006	\$230.05	75333	6	318744
Society	People	EN	5/1/2005	5	2nd	2005	\$1,489.10	30000	4	70000
Society	Religion	EN	1/1/2006	1	1st	2006	\$29.00	7065	3	34587