ADOBE® ONLINE MARKETING SUITE
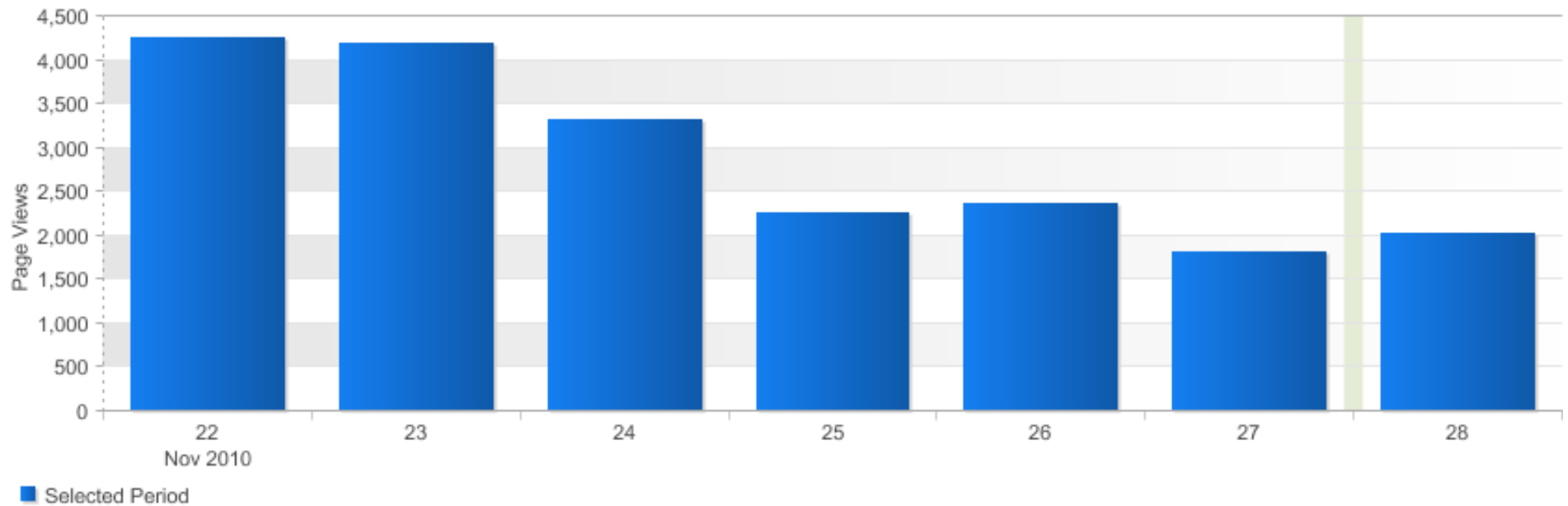Powered by Omniture®

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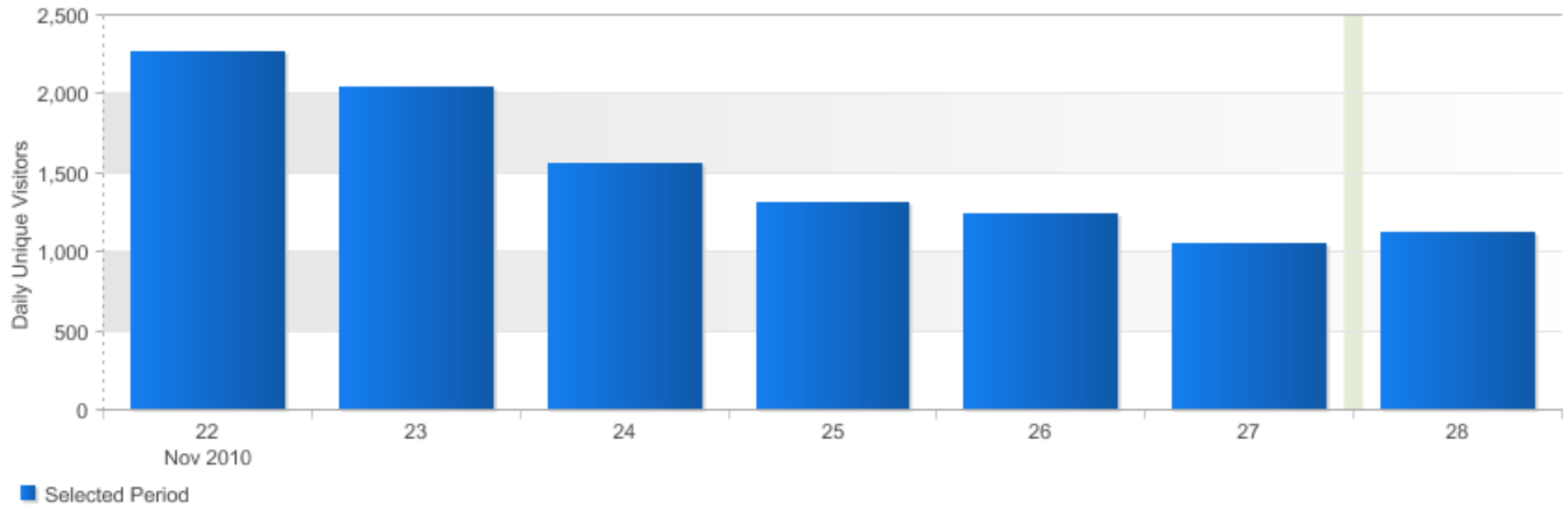### OSDC - site metrics
OSDC - site metrics

OSDC Page views (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

■ Selected Period

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OSDC Daily Unique Visitors (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

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Top-10 OSDC pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page	Page Views		Visits		Single Access	
1.	opensource|home	4,793	23.8%	3,582	34.0%	2,165	25.8%
2.	opensource|business|home	550	2.7%	346	3.3%	9	0.1%
3.	opensource|life|article|Sony-chooses-open	505	2.5%	427	4.0%	277	3.3%
4.	opensource|life|article|Diaspora-private-alpha-just-released	503	2.5%	379	3.6%	228	2.7%
5.	opensource|life|article|Telling-the-open-source-story---Part-1	489	2.4%	392	3.7%	249	3.0%
6.	opensource|education|home	445	2.2%	348	3.3%	41	0.5%
7.	opensource|education|article|EPIC-FAIL:-the-sorry-state-of-web-education-in-schools	435	2.2%	373	3.5%	275	3.3%
8.	opensource|education|article|How-open-access-to-research-benefits-us-all	368	1.8%	310	2.9%	231	2.8%
9.	opensource|education|article|Three-unspoken-blockers-that-prevent-professors-from-teaching-open-sour	349	1.7%	291	2.8%	186	2.2%
10.	opensource|user|register	337	1.7%	177	1.7%	23	0.3%
Total		20,179		10,544		8,378	

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Top-5 OSDC Articles (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page	Page Views		Visits		Single Access	
1.	opensource|life|article|Sony-chooses-open	505	5.0%	427	4.0%	277	5.1%
2.	opensource|life|article|Diaspora-private-alpha-just-released	503	4.9%	379	3.6%	228	4.2%
3.	opensource|life|article|Telling-the-open-source-story---Part-1	489	4.8%	392	3.7%	249	4.6%
4.	opensource|education|article|EPIC-FAIL:-the-sorry-state-of-web-education-in-schools	435	4.3%	373	3.5%	275	5.1%
5.	opensource|education|article|How-open-access-to-research-benefits-us-all	368	3.6%	310	2.9%	231	4.3%
Total		10,177 50.4%		10,544 100.0%		5,420 64.7%	

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OSDC Channel metrics
OSDC Channel metrics

Top-5 OSDC Business Pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page		Page Views		Visits		Single Access	
1.	opensource|business|home		550	17.9%	346	3.3%	9	0.6%
2.	opensource|business|article|Avoid-the-tool-trap-when-building-communities		308	10.0%	266	2.5%	186	13.0%
3.	opensource|business|article|Recap:-Open-Your-World-webcast-with-Henry-Chesbrough-and-Gary-Hamel		208	6.8%	178	1.7%	136	9.5%
4.	opensource|business|article|Mobile-phone-mashups:-Imitation-becomes-innovation-in-China		134	4.4%	95	0.9%	89	6.2%
5.	opensource|business|article|BetterMeans:-a-new-app-for-running-your-organization-the-open-source-way		128	4.2%	102	1.0%	56	3.9%
Total			3,077	15.2%	10,544	100.0%	1,432	17.1%

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Top-5 OSDC Education Pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page		Page Views		Visits		Single Access	
1.	opensource|education|home		445	14.9%	348	3.3%	41	2.8%
2.	opensource|education|article|EPIC-FAIL:-the-sorry-state-of-web-education-in-schools		435	14.6%	373	3.5%	275	19.0%
3.	opensource|education|article|How-open-access-to-research-benefits-us-all		368	12.3%	310	2.9%	231	15.9%
4.	opensource|education|article|Three-unspoken-blockers-that-prevent-professors-from-teaching-open-sour		349	11.7%	291	2.8%	186	12.8%
5.	opensource|education|article|Cooperative-principles-can-be-applied-in-school-settings		209	7.0%	166	1.6%	102	7.0%
Total			2,986	14.8%	10,544	100.0%	1,451	17.3%

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Top-5 OSDC Government pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page		Page Views		Visits		Single Access	
1.	opensource|government|article|Open-standards-policy-in-India:-A-long,-but-successful-journey		333	32.6%	290	2.8%	211	48.2%
2.	opensource|government|home		225	22.0%	132	1.3%	12	2.7%
3.	opensource|government|article|Lockheed-Martin-goes-open-source,-people-freak-out.		81	7.9%	70	0.7%	46	10.5%
4.	opensource|government|article|Open-Data,-Open-Source,-and-the-City-of-Portland		49	4.8%	40	0.4%	26	5.9%
5.	opensource|government|article|Open-standards-explained		43	4.2%	36	0.3%	17	3.9%
Total			1,021	5.1%	10,544	100.0%	438	5.2%

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Top-5 OSDC Law Pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page		Page Views		Visits		Single Access	
1.	opensource|law|article|Theft!-A-History-of-Music—Part-1:-Plato-and-all-that-jazz		175	19.8%	142	1.3%	80	22.1%
2.	opensource|law|article|Is-software-too-abstract-to-be-patented?---		166	18.8%	127	1.2%	59	16.3%
3.	opensource|law|home		146	16.6%	90	0.9%	6	1.7%
4.	opensource|law|article|Is-IP-another-bubble-about-to-burst?-A-view-from-another-civilization.		46	5.2%	41	0.4%	30	8.3%
5.	opensource|law|article|License-compliance-is-not-a-problem-for-open-source-users		44	5.0%	37	0.4%	16	4.4%
Total			882	4.4%	10,544	100.0%	362	4.3%

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Top-5 OSDC Life pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page	Page Views		Visits		Single Access	
1.	opensource|life|article|Sony-chooses-open	505	13.5%	427	4.0%	277	15.5%
2.	opensource|life|article|Diaspora-private-alpha-just-released	503	13.4%	379	3.6%	228	12.8%
3.	opensource|life|article|Telling-the-open-source-story---Part-1	489	13.0%	392	3.7%	249	13.9%
4.	opensource|life|article|Introducing-students-to-the-world-of-open-source:-Day-1	290	7.7%	240	2.3%	173	9.7%
5.	opensource|life|home	247	6.6%	167	1.6%	21	1.2%
Total		3,753	18.6%	10,544	100.0%	1,786	21.3%

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Top-5 OSDC Should-be Pages (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Page	Page Views		Visits		Single Access	
1.	opensource|should-be|article|Making-it-easier-to-share	75	58.1%	43	0.4%	27	62.8%
2.	opensource|should-be|home	29	22.5%	23	0.2%	0	0.0%
3.	opensource|should-be|article|Share-your-open-source-stories	8	6.2%	6	0.1%	5	11.6%
4.	opensource|should-be|article|Writing-for-opensource.com-feedback	4	3.1%	3	0.0%	3	7.0%
5.	opensource|should-be|article|RSS-updates,-What-We're-Reading-enhancements,-Flickr-stream	3	2.3%	2	0.0%	2	4.7%
Total		129	0.6%	10,544	100.0%	43	0.5%

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External Traffic Sources
Traffic Sources

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Top-10 OSDC referrers (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Referrer	Instances	
1.	http://twitter.com/	277	4.9%
2.	http://www.google.com/reader/view/	105	1.9%
3.	http://www.linux.com/news/enterprise/biz-enterprise/383431-telling-the-open-source-story-part-1	100	1.8%
4.	http://magazine.redhat.com/	87	1.5%
5.	http://www.opensource.org/	74	1.3%
6.	http://www.stumbleupon.com/refer.php?url=http%3A%2F%2Fopensource.com%2Feducation%2F10%2F10%2Fhow-open-access-research-benefits-us-all	68	1.2%
7.	http://www.stumbleupon.com/refer.php?url=http%3A%2F%2Fopensource.com%2Feducation%2F10%2F10%2Fcoffee-designers-and-us-education-reform	66	1.2%
8.	http://www.linuxtoday.com/infrastructure/2010111901935OSCY	56	1.0%
9.	http://kernel.net/	39	0.7%
10.	http://www.stumbleupon.com/refer.php?url=http%3A%2F%2Fopensource.com%2Feducation%2F10%2F11%2Fcooperative-principles-can-be-applied-school-settings	38	0.7%
Total		5,624	

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External campaign traffic (Last week)
Mon. 22 Nov. 2010 - Sun. 28 Nov. 2010

	Media Name		Click-thro ughs	
1.	Natural Referrer		3,855	45.7%
2.	Direct Entry		3,804	45.1%
3.	OpenSource Twitter		593	7.0%
4.	November Webcast (follow-up) 11222010		78	0.9%
5.	OpenSource.com October Highlights 20101012		58	0.7%
6.	OpenSource.com April Highlights 20100412		24	0.3%
7.	OpenSource.com Launch Announcement 20100128		14	0.2%
8.	OpenSource.com July Highlights 20100713		7	0.1%
9.	OpenSource.com February Highlights 20100216		1	0.0%
	Total		8,434	

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