



[REDACTED]
Associate General Counsel

Via Federal Express
February 24, 2014

Twitter, Inc.
c/o Copyright Agent for Notice of Claims of Copyright Infringement
795 Folsom St., Suite 600
San Francisco, CA 94107

DMCA Notice of Copyright Infringement
Re: NASCARnomics (@nascarnomics)

Dear Twitter, Inc.:

I, [REDACTED], Associate General Counsel of The Nielsen Company (US), LLC, certify under penalty of perjury, that I am an agent authorized to act on behalf of the owner of certain intellectual property rights.

I have a good faith belief that the examples of the items or materials listed below, and all of the other multiple postings tweeted, are not authorized by law for use by the above named domain name owner or their agents and, therefore, infringes the copyright owner's rights. Furthermore, the domain name owner has been posting this type of copyrighted Nielsen information on a continual and repeated basis. These are not just sporadic instances and have occurred on numerous occasions on a regular and continued basis and of which behavior you have been previously notified. Therefore, I request that you immediately notify the infringer of this notice and inform them of their duty to remove the infringing material immediately, and notify them to cease any further posting of infringing material to your server in the future.

My contact information is as follows:

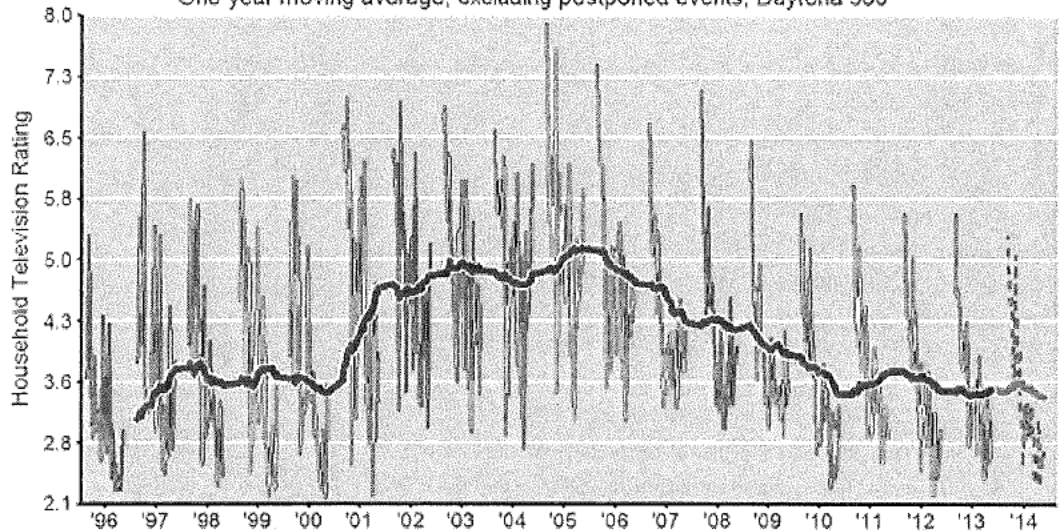
The Nielsen Company (US), LLC
[REDACTED], Associate General Counsel
[REDACTED]@nielsen.com
Telephone #: [REDACTED]
40 Danbury Road
Wilton, CT 06897

1. Examples of infringing items or materials to be disabled or removed in consideration of the above:

- NASCARNomics** @nascarnomics Jan 14
 ICYMI -- NEW research on <http://NASCARNomics.com> . I unveil my forecast for #NASCAR 2014. ---> <http://nascarnomics.com/2014-ratings-forecast/> ...
pic.twitter.com/mjP9Hys5dO

NASCAR Cup Series: U.S. Nielsen Ratings, 1996-2014

One-year moving average; excluding postponed events, Daytona 500



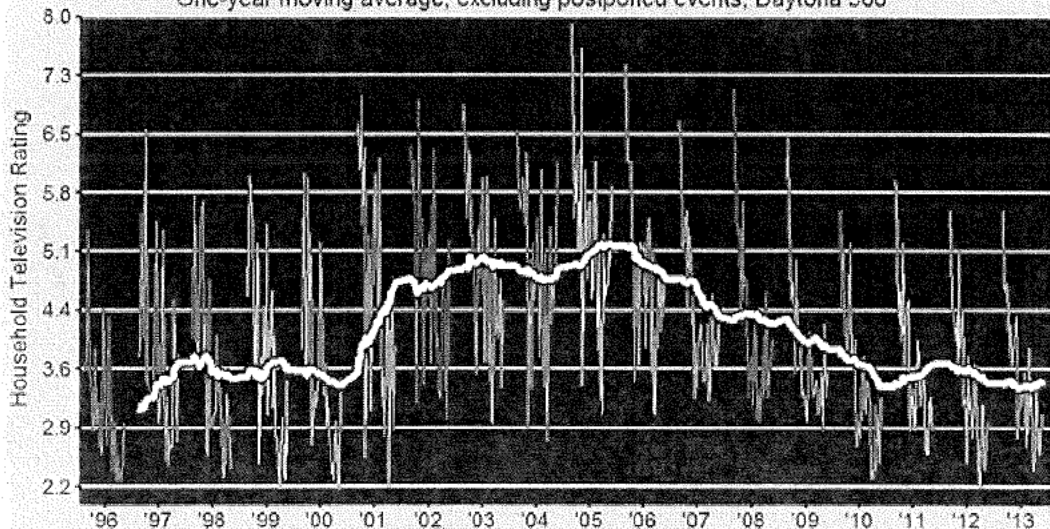
All ratings listed as percentage of total television households in U.S.; postponed events and Daytona 500 are excluded from chart. To calculate moving average, find mean rating from previous one season.
 Created 13 Jan 2014 by Andrew Maness, NASCARNomics.com

@NASCARNomics | andrew@nascarnomics.com

- NASCARNomics** @nascarnomics Jan 7
 #late #night #party #rave #something #hip pic.twitter.com/bgwapwO21m

NASCAR Cup Series: U.S. Nielsen Ratings, 1996-2013

One-year moving average; excluding postponed events, Daytona 500

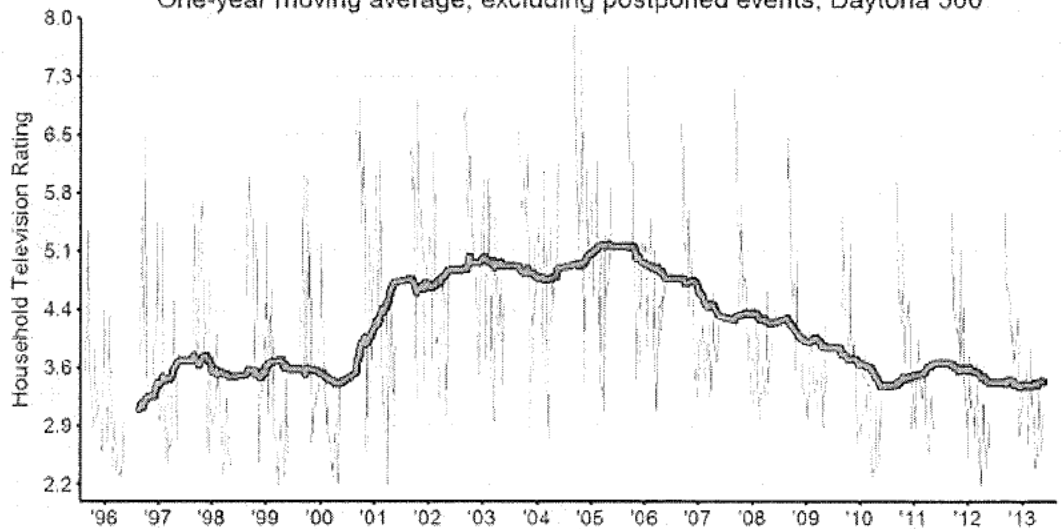


All ratings listed as percentage of total television households in U.S.; postponed or delayed events and the Daytona 500 are excluded from chart and calculations.
 Created 7 Jan 2014 by Andrew Maness, NASCARNomics.com

@NASCARNomics | andrew@nascarnomics.com

- NASCARNomics** (@nascarnomics Jan 7)
 Next week, I'll present my 2014 #NASCAR Cup Series model for TV ratings. I hope you'll check it out! pic.twitter.com/6pXE5CuU3y

NASCAR Cup Series: U.S. Nielsen Ratings, 1996-2013
 One-year moving average; excluding postponed events, Daytona 500



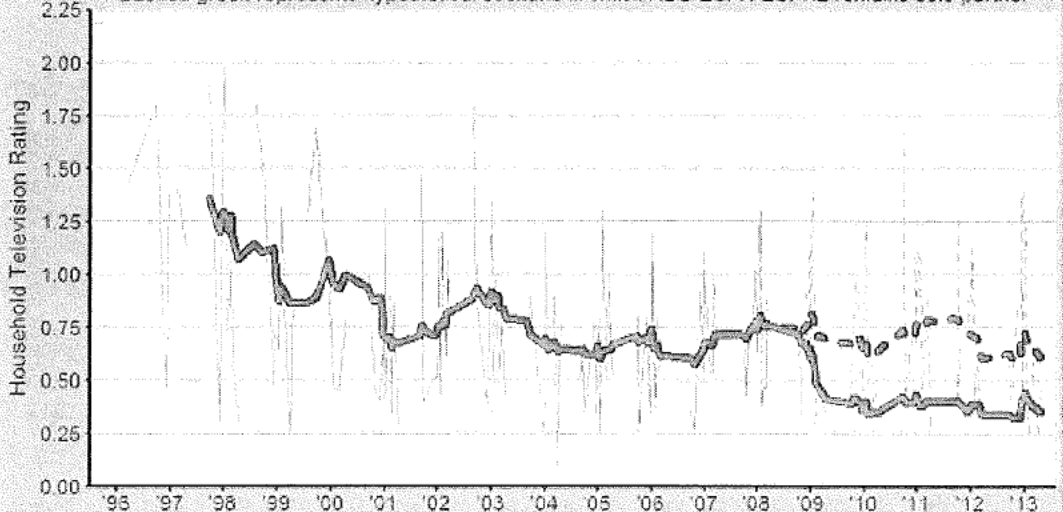
All ratings listed as percentage of total television households in U.S., postponed or delayed events and the Daytona 500 are excluded from chart and calculations.
 Created 4 Jan 2014 by Andrew Finess, NASCARNomics.com

@NASCARNomics | andrew@nascarnomics.com

- NASCARNomics** (@nascarnomics Dec 17)
 NEW on <http://NASCARNomics.com> ! I model @IndyCar's TV ratings & establish their relationships with @NBCSN and #NASCAR. pic.twitter.com/Yg0GVsYagm

IndyCar Series: U.S. Nielsen Ratings, 1996-2013

Dashed green represents hypothetical scenario in which ABC/ESPN/ESPN2 remains sole partner

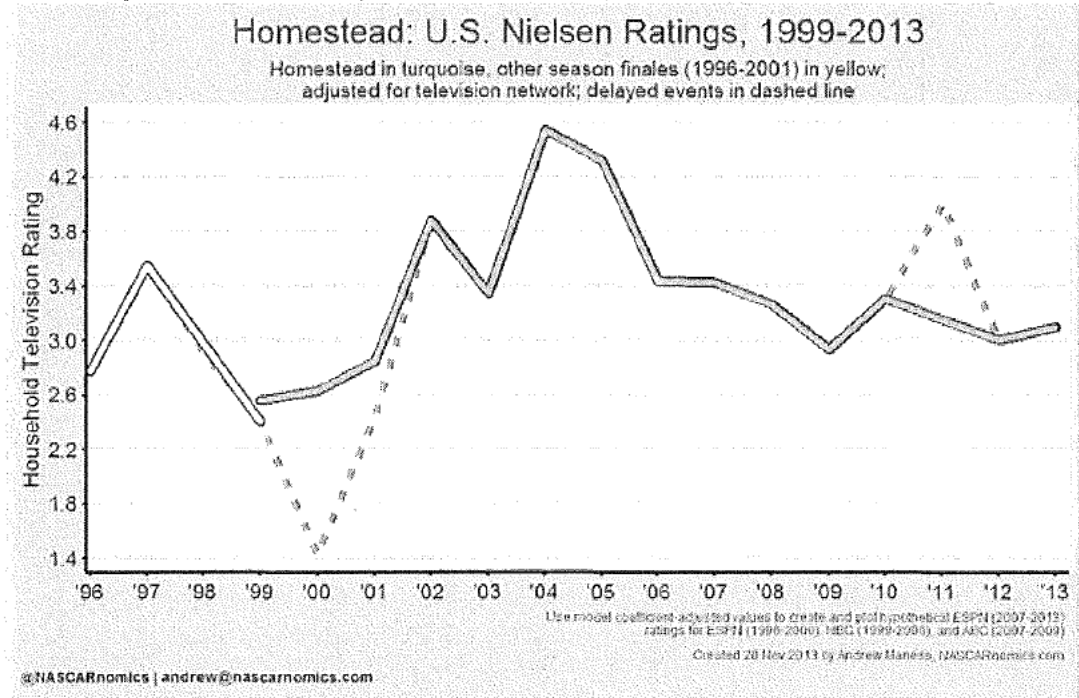


All ratings listed as percentage of total television households in U.S., coverage zones converted to U.S. ratings, weather and time-related events, Motors, Indianapolis, San Paulo and single race held across multiple channels excluded from chart and calculations.

Created 15 Dec 2013 by Andrew Finess, NASCARNomics.com

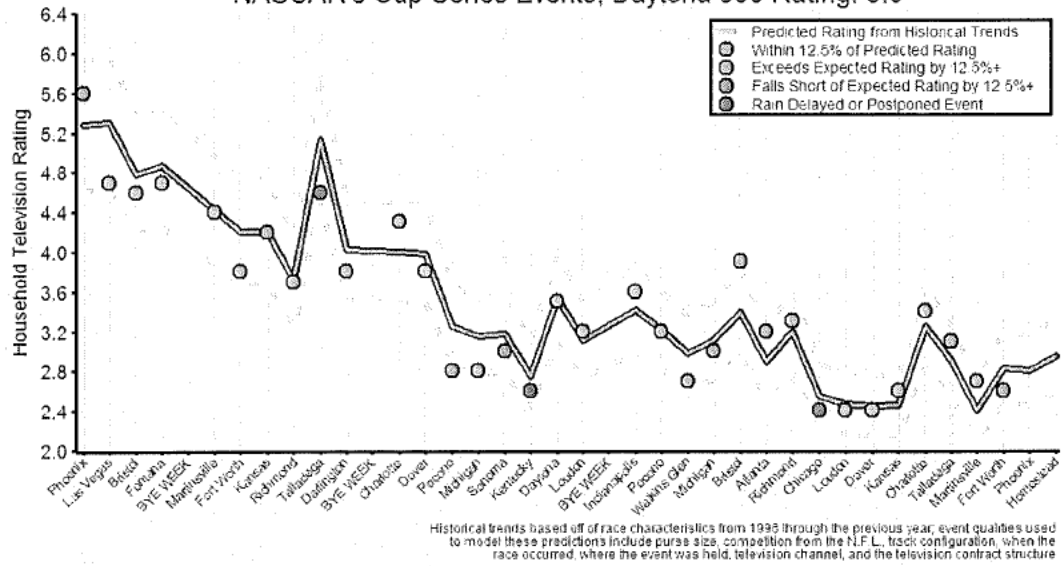
@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** [@nascarnomics](#) Nov 20
 Good morning! #NASCAR's season finale at [@HomesteadMiami](#) pulled a 3.1 TV rating. See how it compares, 1996-2013. --> pic.twitter.com/RG0F2y7DCU



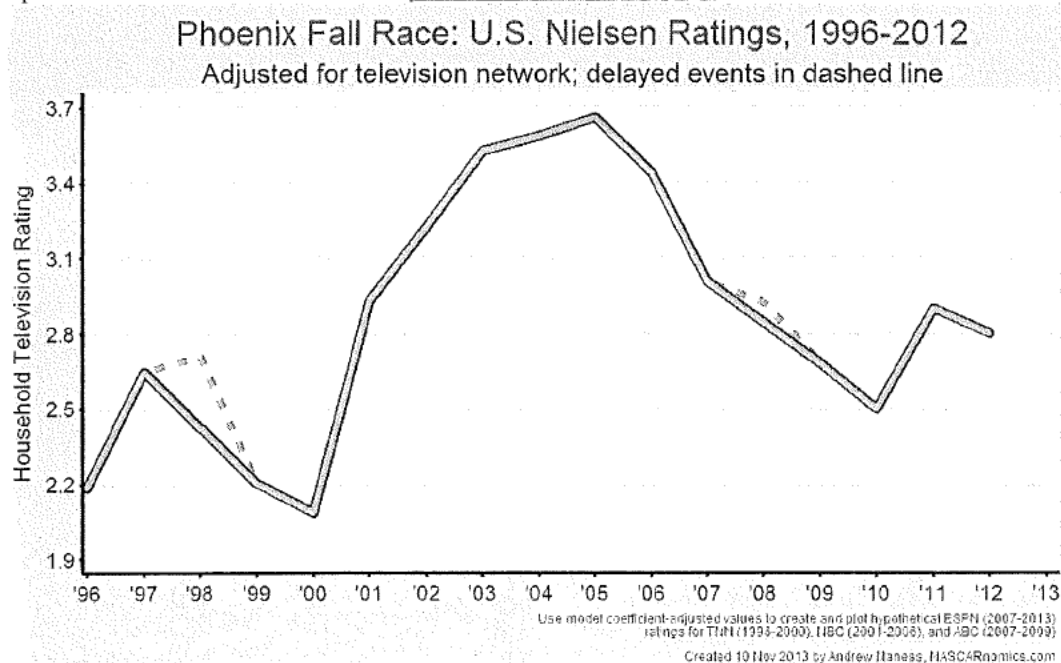
- **NASCARNomics** [@nascarnomics](#) Nov 20
 The [@HomesteadMiami](#) beat historical expectations, too. [@ESPNNASCAR](#) had one of its strongest Chases. #NASCAR ---> pic.twitter.com/JgkJHeqcJC

2013 U.S. Nielsen Household Television Ratings NASCAR's Cup Series Events; Daytona 500 Rating: 9.9



@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** @nascarnomics Nov 12
Cup race from @PhoenixRaceway pulled a 2.7 TV rating -- right around historical expectations, but down from 2012. --> pic.twitter.com/A1u1vdJPOP

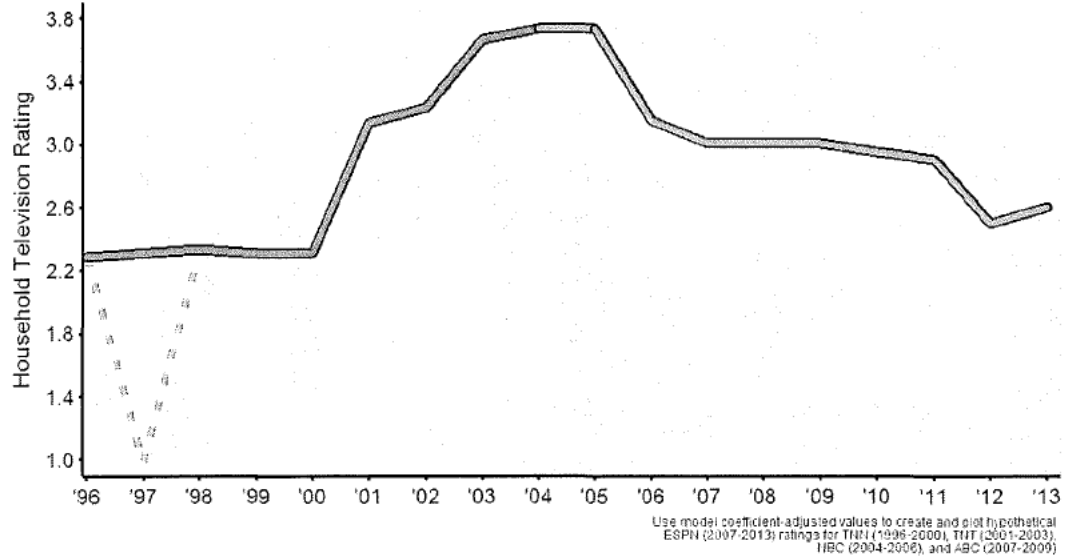


@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** @nascarnomics 6 Nov
Looking back at @TXMotorSpeedway ratings... #NASCAR pic.twitter.com/eshrotQtw5

Fort Worth Fall Race: U.S. Nielsen Ratings, 2005-2013

Rockingham (1996-2003), Darlington (2004); adjusted for network; delayed events in dashed line



Use model coefficient-adjusted values to create and plot hypothetical ESPN (2007-2013) ratings for TNT (1996-2000), TNT (2001-2003), NBC (2004-2006), and ABC (2007-2009)

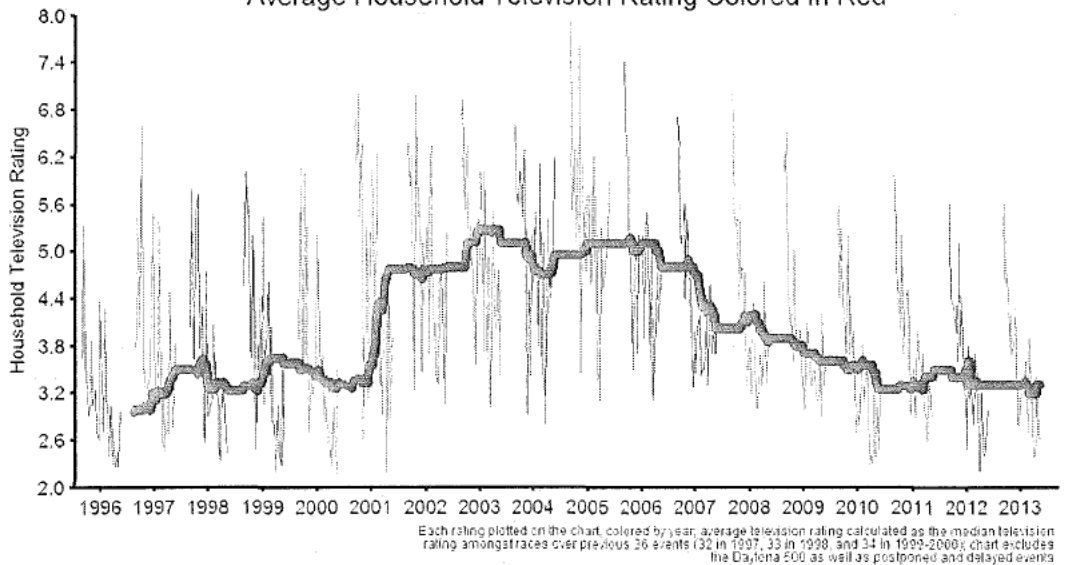
Created 5 Nov 2013 by Andrew Maness, NASCARnomics.com

@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** @nascarnomics 5 Nov
 And take a gander at #NASCAR's average Cup rating from 1996 through today. -->
pic.twitter.com/oaxpsf643b

NASCAR Cup Series U.S. Nielsen Ratings, 1996-2013

Average Household Television Rating Colored in Red



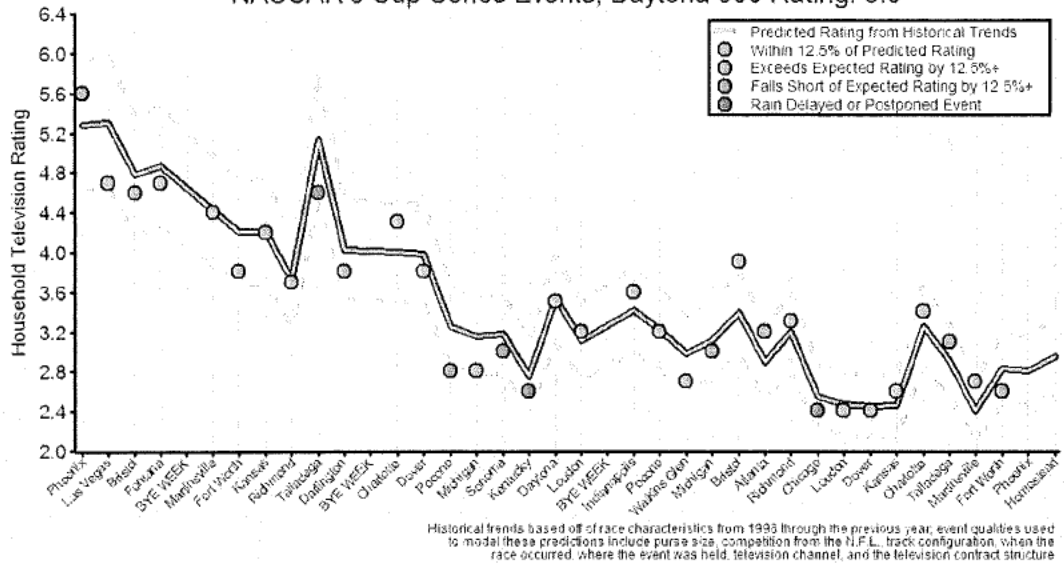
Each rating plotted on the chart, colored by year, average television rating calculated as the median television rating amongst races over previous 36 events (32 in 1997, 33 in 1998, and 34 in 1999-2000); chart excludes the Daytona 500 as well as postponed and delayed events

Created 5 Nov 2013 by Andrew Maness, NASCARnomics.com

@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** @nascarnomics 5 Nov
 My YTD chart is a little different this week. Seeing whether races are within +/-12.5% of historical expectations. --> pic.twitter.com/HaY7gWcBGU

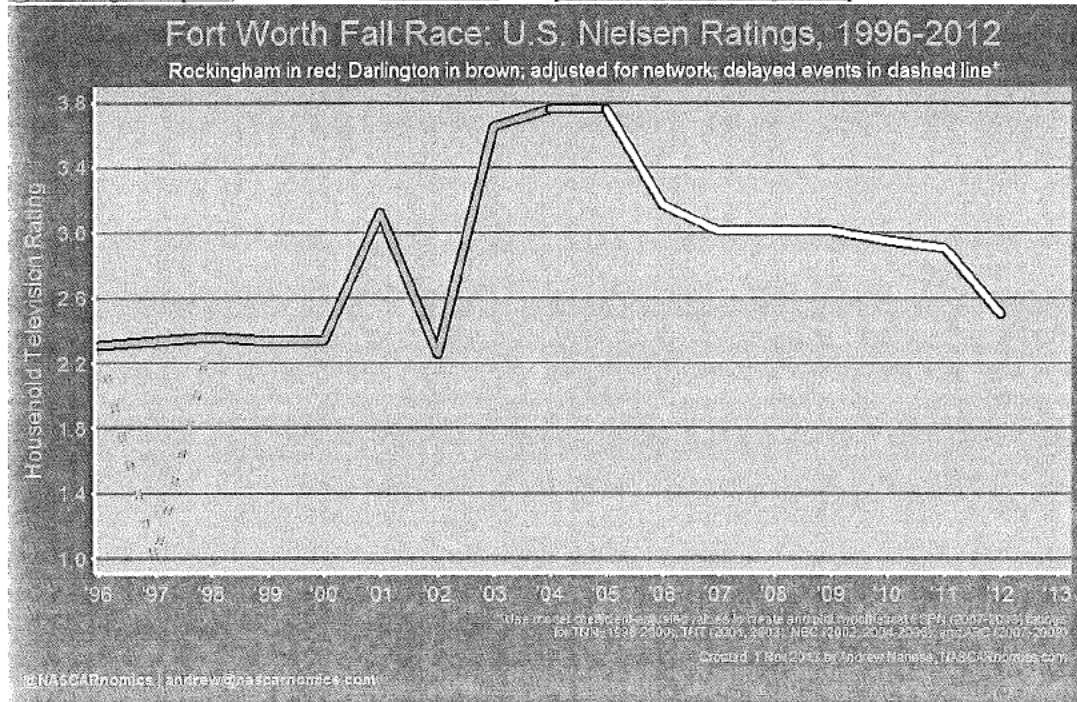
2013 U.S. Nielsen Household Television Ratings NASCAR's Cup Series Events; Daytona 500 Rating: 9.9



@NASCARNomics | andrew@nascarnomics.com

Created 5 Nov 2013 by Andrew Maness, @NASCARNomics.com

- NASCARNomics @nascarnomics 1 Nov
Here are the TV ratings for the @TXMotorSpeedway fall race (formerly at @RockinghamSpeed). 1996-2012. #NASCAR ---> pic.twitter.com/fofnjU62kq

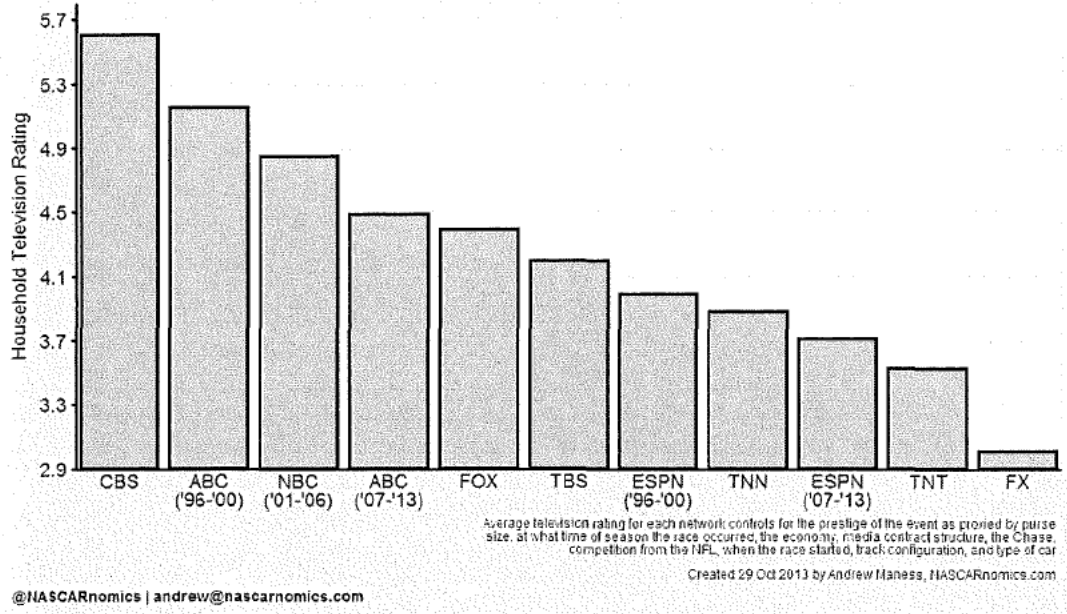


@NASCARNomics | andrew@nascarnomics.com

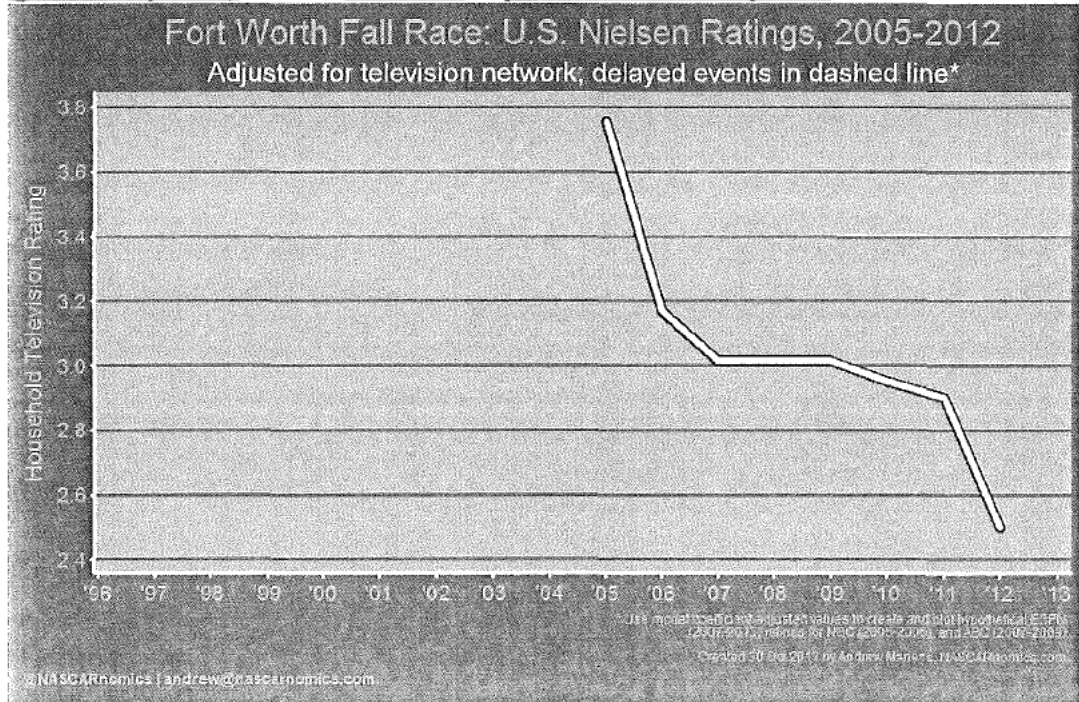
Created 1 Nov 2013 by Andrew Maness, @NASCARNomics.com

- NASCARNomics @nascarnomics 30 Oct
Average TV rating by television network. I account for several external factors listed in the footnote. #NASCAR ---> pic.twitter.com/sTRgtURCZQ

Cup Series Television Ratings by Network, 1996-2013
Adjusted for several external factors (see: footnote); postponed races excluded

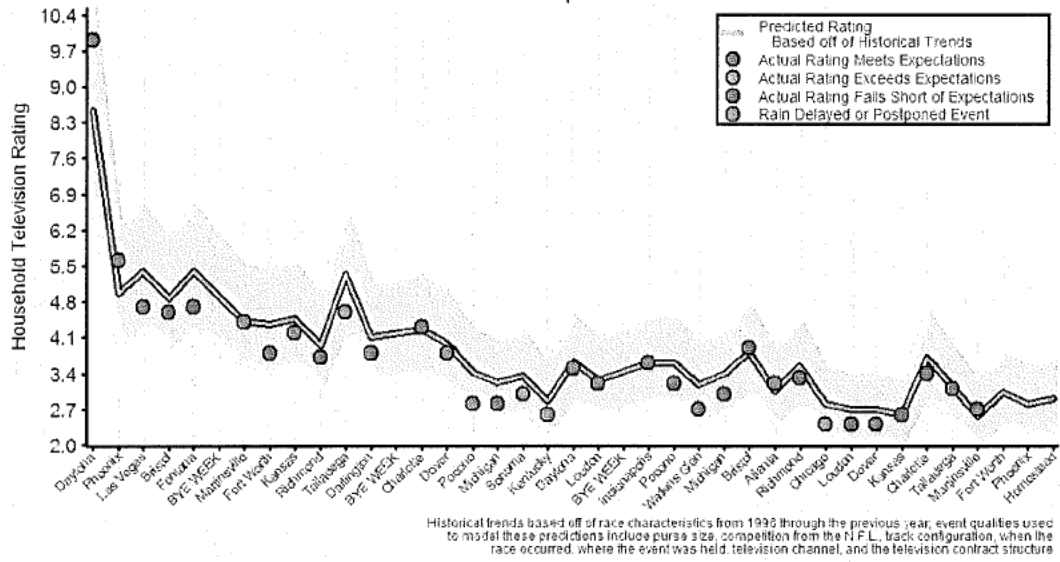


- **NASCARNomics** @nascarnomics 30 Oct
Close to Halloween. Time for a lame attempt at a themed graph. Ratings for the @TXMotorSpeedway fall race. #NASCAR--> pic.twitter.com/204GNg4MHL



- **NASCARNomics** @nascarnomics 30 Oct
Something less controversial. Year-to-date ratings. @ESPNNASCAR has been meeting historical expectations. #NASCAR--> pic.twitter.com/Jfjqk9kljZM

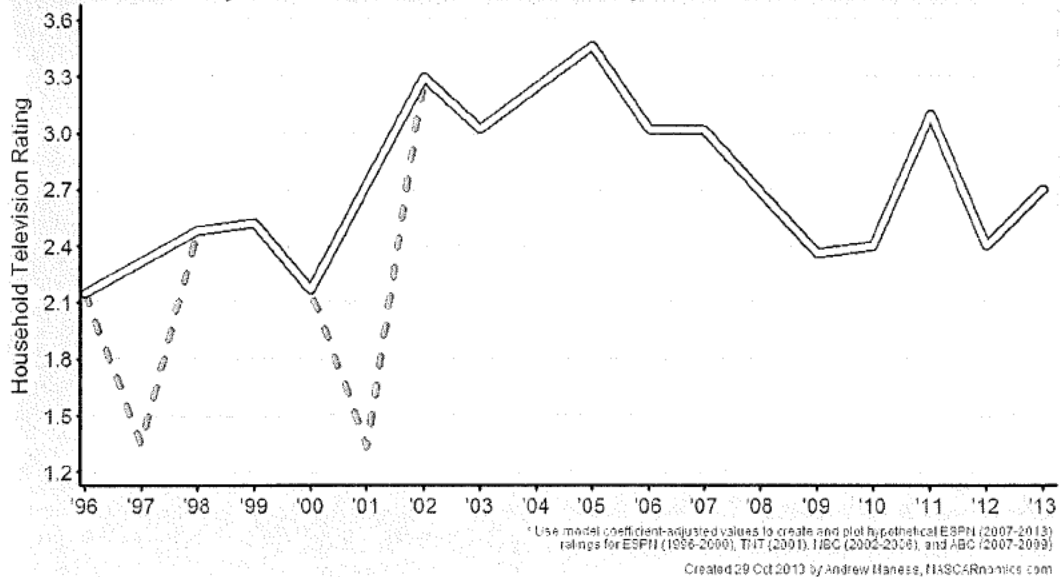
2013 U.S. Nielsen Household Television Ratings NASCAR's Cup Series Events



@NASCARNomics | andrew@nascarnomics.com

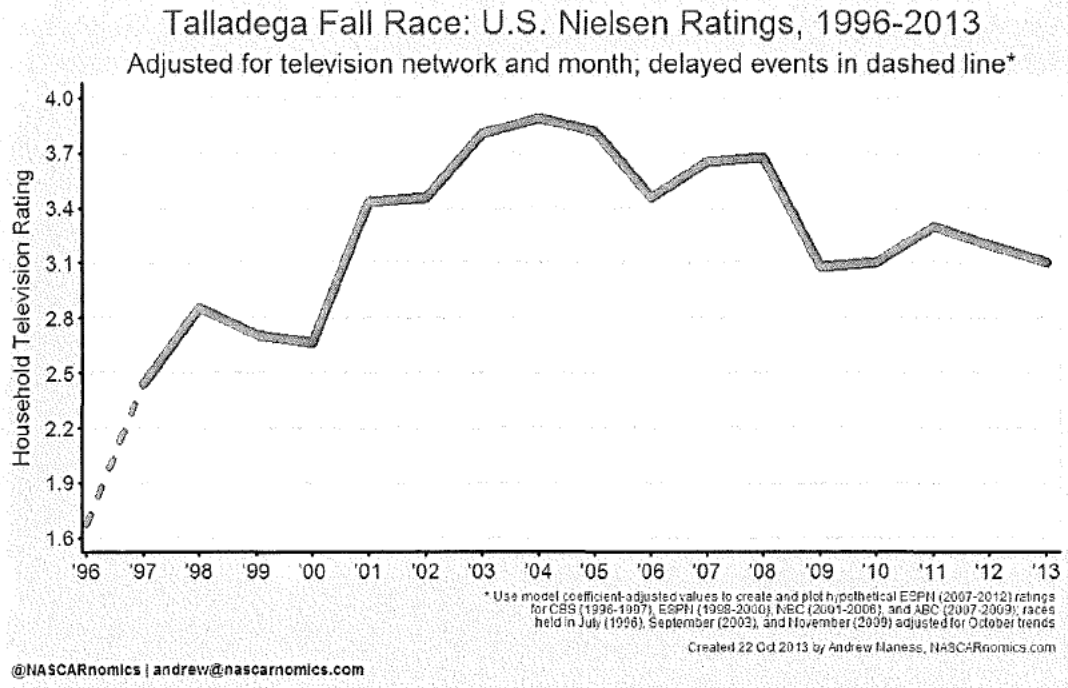
- **NASCARNomics** (@nascarnomics 29 Oct
AND: @ESPNNASCAR's coverage of @MartinsvilleSwy pulled a 2.7 rating. Here's how it compares, 1996-2012. #NASCAR --> pic.twitter.com/fdIK30GgEc

Martinsville Fall Race: U.S. Nielsen Ratings, 1996-2013 Adjusted for television network; delayed events in dashed line*

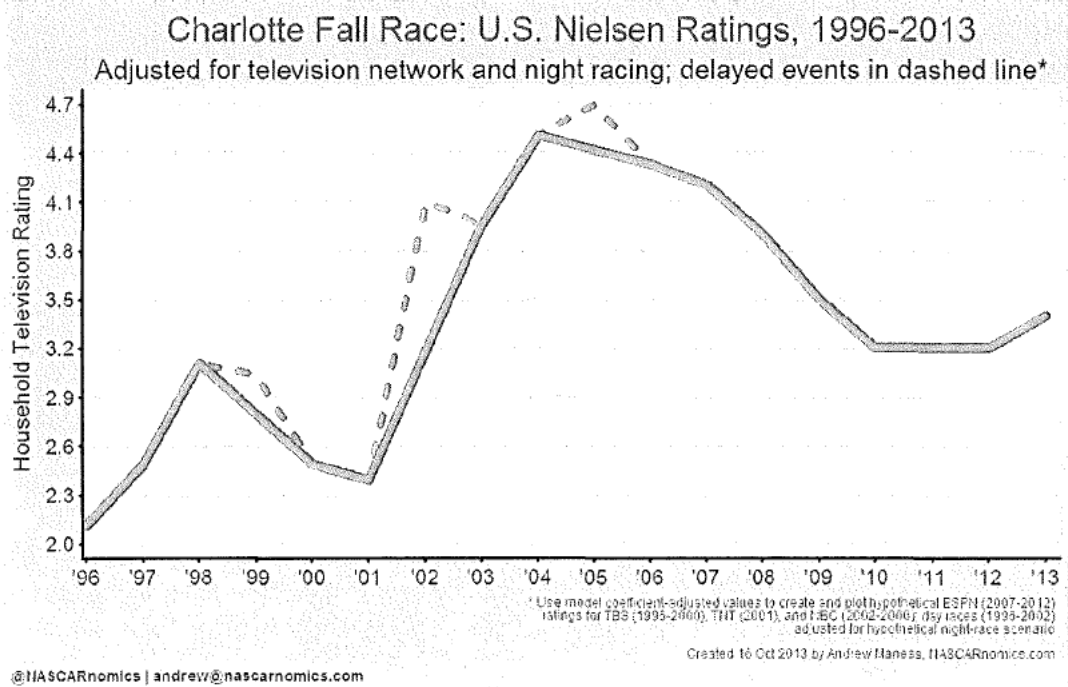


@NASCARNomics | andrew@nascarnomics.com

- **NASCARNomics** (@nascarnomics 22 Oct
The fall race at @TalladegaSuperS drew a 3.1 U.S. household rating. Here's how it stacks-up to 1996-2012. #NASCAR --> pic.twitter.com/RonplmEGET

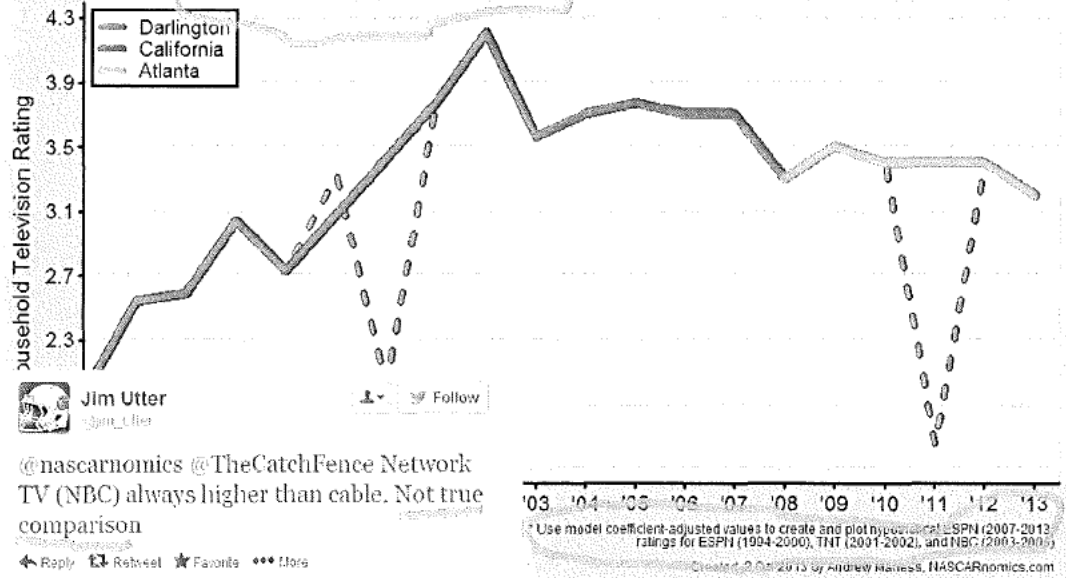


- [NASCARNomics \(@nascarnomics\)](#) 18 Oct
[@Dlew56 @AustinKarp](#) Relative to last year, yes. It's all about perspective, however. --->
pic.twitter.com/4tp9Roemnk



- [NASCARNomics \(@nascarnomics\)](#) 16 Oct
[@phathead @porsche914yr74](#) Ha! It's not that cool, but here's the extent of it...
pic.twitter.com/0rRqgRKNK3

Labor Day Weekend: U.S. Nielsen Ratings, 1994-2013
Adjusted for television network; delayed events in dashed line*



Jim Utter
@jim_utter

Follow

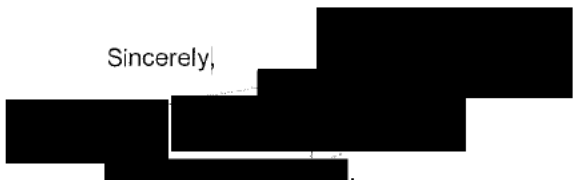
@nascarnomics @TheCatchFence Network TV (NBC) always higher than cable. Not true comparison

Reply Retweet Favorite More
5:02 PM 10 Sep 13

* Use model coefficient-adjusted values to create and plot hypothetical ESPN (2007-2013) ratings for ESPN (1994-2000), TNT (2001-2002), and NBC (2003-2006).
Created 2 Oct 2013 by Andrew Haines, NAsCARnomics.com

Location of ORIGINAL WORKS:
<https://twitter.com/nascarnomics>

Sincerely,



Associate General Counsel
The Nielsen Company (US), LLC