

Exhibit 15A

PRR Market Shares by Revenue For IR500 Customers, 2012

Supplier	Sales of Customers (\$B)	Share	Contribution to HHI
Bazaarvoice	69.17	40.4%	1635
In-house			
Amazon	48.08	28.1%	790
Other In-house	24.21	14.1%	13
PowerReviews	26.24	15.3%	235
Pluck	1.67	1.0%	1
Practical Data	0.12	0.1%	0
ShopVisible	0.15	0.1%	0
Gigya	0.05	0.0%	0
Ability Commerce	0.05	0.0%	0
Magento	0.03	0.0%	0
3dCart	0.03	0.0%	0
NOX	0.03	0.0%	0
Kalio	0.02	0.0%	0
Rate Voice	0.02	0.0%	0
Viewpoints	1.20	0.7%	0
Total	171.07		2674 Pre-Merger HHI
			1240 Change in HHI
			3915 Post-Merger HHI

Notes:

- [1] This table uses the IR500 rankings in 2012, which are based on 2011 websales.
- [2] Vendors reported under Customer Reviews & Forums by Internet Retailer are considered to offer PRR if their online content indicates they offer PRR services.
- [3] When IR500 retailers use multiple providers, their sales are apportioned to each provider equally, i.e. if an IR500 retailer uses two providers, each provider is allocated one half of the customer's sales.
- [4] Providers are allocated to retailers based on review of Bazaarvoice Invoice Data, PowerReviews Invoice Data, PowerReviews Express Billings Data, Internet Retailer Data, retailer website source code, third-party documents, and deposition testimony. See Appendix D and "Revisions to Shapiro Report Appendix Exhibit D1."
- [5] Systemax reports ProfitCenter Software as its Customer Reviews & Forums vendor though ProfitCenter Software is a former subsidiary of Systemax and is thus counted as "In-house."
- [6] "Contribution to HHI" represents the square of the supplier's share. The shares of "Other In-house" are disaggregated such that the "Contribution to HHI" is the sum of the squares of each internal provision share.

Sources:

- [a] Internet Retailer, IR500 Data.
- [b] Bazaarvoice Invoice Data, as produced to the United States by Bazaarvoice, Inc. on May 23, 2013.
- [c] PowerReviews Invoice Data, as produced to the United States by Bazaarvoice, Inc. on May 23, 2013.
- [d] "PowerReviews Express billing 7-11 to 4-13.xlsx," as produced in response to Interrogatories 23 and 24 on June 28, 2013.
- [e] Website Source Codes, Third-Party Documents, and Depositions. See Appendix D and "Revisions to Shapiro Report Appendix Exhibit D1."