

# Primo Gaming

Third Quarter 2010

Fiscal and Performance Report

8 October, 2010

# Fiscal Report

As the first report ever in the history of Primo Gaming dealing with fiscal matters, this report sets the foundation for all future reports to be released. Outlined in the fiscal report will be revenue collected from out-of-pocket contributions and ad revenue, also, expenditures related to the continued existence of Primo Gaming and its partner sites will be outlined.

The first part of the report will go over revenue collected.

## Revenue

	<b>QTD Expected</b>	<b>QTD Actual</b>	<b>YTD Expected</b>	<b>YTD Actual</b>
<b>Contributions OOP</b>	<b>\$240.00</b>	<b>\$180.00</b>	<b>\$300.00</b>	<b>\$180.00</b>
<i>From John</i>	\$140.00	\$80.00	\$200.00	\$80.00
<i>From Larry</i>	\$100.00	\$100.00	\$100.00	\$100.00
<b>Ad Revenue</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Revenue</b>	<b>\$240.00</b>	<b>\$180.00</b>	<b>\$300.00</b>	<b>\$180.00</b>

The revenue collected during the quarter falls short of the expected amount to be collected. Also, note that the expected amount to be collected from ad revenue is \$0. This was added to note that an experiment with Google Ad Sense may come into play for future sources of revenue. However, during the quarter, the amount of revenue collected from ads have not exceeded the minimum for Google to release the funds. The total amount earned, but not received, from Google is \$18.17.

The less-than-spectacular performance of Google Ad Sense may come from the fact that the sites that the ads are placed on are fairly low traffic. Two ads were added to the only page on Primo Gaming, while a single ad was added to all content pages of My Life Is Pirate. The traffic from either of these sites cannot compare to the traffic received by MM Archive.

John was expected to contribute a far greater amount by the end of the quarter than actually contributed. Personal needs were met instead of contributing to the Primo Gaming budget. This was due to poor planning on part of John. It is expected that John contributes another \$120 by year end, but the funds cannot be guaranteed.

Larry met what was expected for the quarter and the year, and his contributions are greatly appreciated.

# Fiscal Report

## Expenditures

	QTD Expected	QTD Actual	YTD Expected	YTD Actual
<b>Domain Renewals</b>	<b>\$40.00</b>	<b>\$40.00</b>	<b>\$40.00</b>	<b>\$40.00</b>
<i>Primo Gaming</i>	\$10.00	\$10.00	\$10.00	\$10.00
<i>My Life Is Pirate</i>	\$10.00	\$10.00	\$10.00	\$10.00
<i>MM Archive</i>	\$10.00	\$10.00	\$10.00	\$10.00
<i>System Anomaly</i>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Hosting Renewal</b>	<b>\$190.80</b>	<b>\$107.00</b>	<b>\$190.80</b>	<b>\$107.00</b>
<b>Total Expenditures</b>	<b>\$230.80</b>	<b>\$147.00</b>	<b>\$230.80</b>	<b>\$147.00</b>

Because revenue was less than the expected value, expenditures were adjusted accordingly to fit the smaller budget. Originally, it was intended to renew hosting for a 24-month period rather than a 12-month period. However, because the revenue collection was nearly \$85 short, a 12-month renewal was opted for. While the per-month price of hosting was increased, the overall price was lowered.

This means that expenditures were far less than what was expected. Because revenue collection was intended for the more-expensive 24-month renewal period, the amount of money on hand for the quarter is greater than what was expected.

## Totals

	QTD Expected	QTD Actual	YTD Expected	YTD Actual
<b>Total Revenue</b>	<b>\$240.00</b>	<b>\$180.00</b>	<b>\$300.00</b>	<b>\$180.00</b>
<b>Total Expenditures</b>	<b>\$230.80</b>	<b>\$147.00</b>	<b>\$230.80</b>	<b>\$147.00</b>
Net	\$9.20	\$33.00	\$69.20	\$33.00
Previous Funds	\$0.00	\$0.00	\$0.00	\$0.00
<b>Current Funds</b>	<b>\$9.20</b>	<b>\$33.00</b>	<b>\$69.20</b>	<b>\$33.00</b>

NOTE: As this is the first quarterly report, there are no previous funds. All current funds are from the net difference between revenue and expenditures from this quarter.

# Performance Report

## Overall

Month	Unique	Visits	Pages	Hits	Bandwidth
July	9,510	18,990	679,591	820,975	83.20 GB
August	12,185	23,024	633,208	807,900	82.18 GB
September	10,186	21,224	542,301	671,646	68.51 GB
<b>Total</b>	<b>31,881</b>	<b>63,238</b>	<b>1,855,100</b>	<b>2,300,521</b>	<b>233.89 GB</b>

The overall performance of Primo Gaming and its partner sites has been positive with one exception. Traffic to all sites have been fairly steady with no significant drops or spikes in traffic.

Near the end of September, notification was given that the Primo Gaming account reached a critical amount of files that exceeded the terms of service for Bluehost, the hosting provider for Primo Gaming and its partner sites. Immediate action was taken and the violation was corrected, sparing Primo Gaming and its partner sites from losing hosting.

NOTE: All data applies only to main domains. Sub-domains are not included.

## MM Archive

Month	Unique	Visits	Pages	Hits	Bandwidth
July	8,768	15,016	670,778	803,437	82.99 GB
August	9,402	15,829	611,681	754,242	81.56 GB
September	8,860	15,125	525,887	639,510	68.13 GB
<b>Total</b>	<b>27,030</b>	<b>45,970</b>	<b>1,858,346</b>	<b>2,197,189</b>	<b>232.68 GB</b>

Not surprisingly, MM Archive continues to lead the partner sites in unique visitors and bandwidth usage - close to 85% of the total unique visitors and 99% of the total bandwidth. Considering that the site is an archive-oriented site, this is expected.

## My Life Is Pirate

Month	Unique	Visits	Pages	Hits	Bandwidth
July	313	547	1,968	4,677	55.85 MB
August	2,353	3,663	13,631	40,018	473.42 MB
September	729	1,751	7,901	13,768	201.31 MB
<b>Total</b>	<b>3,395</b>	<b>5,961</b>	<b>23,500</b>	<b>58,463</b>	<b>730.58 MB</b>

Started as an experiment, My Life Is Pirate has done exceptionally well. Looking further back into the logs, the traffic on the site has been very constant - around 300 - 400 unique visitors a month. However, in August, a spike in visitors occurred. The reason behind this is unknown, and it looks like for the time being, interest in the site has grown.

# Performance Report

## Primo Gaming

Month	Unique	Visits	Pages	Hits	Bandwidth
July	98	2,196	2,913	2,938	747.96 KB
August	102	2,348	3,902	3,921	663.77 KB
September	85	2,359	3,910	3,925	5.31 MB
<b>Total</b>	<b>285</b>	<b>6,903</b>	<b>10,725</b>	<b>10,784</b>	<b>6.69 MB</b>

As a dead site, the performance seen slightly higher than expected. However, the amount of traffic is minimal and is less than one percent of the total traffic. But, since it is the website that all hosting is managed under, it is still a necessary domain to keep.

## System Anomaly

Month	Unique	Visits	Pages	Hits	Bandwidth
July	331	1,231	3,932	9,923	152.08 MB
August	328	1,184	3,994	9,719	150.22 MB
September	512	1,989	4,603	14,443	183.24 MB
<b>Total</b>	<b>1,171</b>	<b>4,404</b>	<b>12,529</b>	<b>34,085</b>	<b>485.54 MB</b>

A personal blog cannot expect too much traffic if it is non-essential for daily life of its target audience. However, since the target audience of System Anomaly has been for close family and friends, the traffic is greater than expected. Starting in September, content has been regularly updated, and this is reflected in the slight increase in traffic during September.