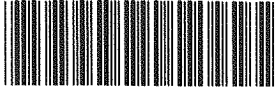




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11005420

January 24, 2011

CERTNYS
001-35048

Ms. Velma T. Smith
Branch Chief
Securities and Exchange Commission
Branch of Filer Support 2
Room 2531
100 F Street, NE
Washington, DC 20549

Dear Ms. Smith:

The New York Stock Exchange certifies approval for listing and registration under the Exchange Act of 1933, DEMAND MEDIA, INC., Common Stock, \$0.0001 par value. The NYSE requests simultaneous acceleration of registration of the Securities Exchange Act of 1934, together with the 1933 Act. Adequate distribution assured. Form 8-A received on January 21, 2011. Tentative listing date – January 26, 2011.

Sincerely,