

WITHOUT PREJUDICE

November 19, 2024

Mr. Joshua Tyler

BY EMAIL: josh@walkbig.com; jhtyler@gmail.com; josh@giantfreakinrobot.com

RE: Defamatory Posts on X.com

Dear Mr. Tyler,

This formal letter is sent to you in respect of your unlawful posts on the platform X.com (“X”), as detailed below.

On various dates, you have made public numerous posts on X, as demonstrated by the non-exhaustive examples shown in **Exhibit A** (the “**Posts**”), that systematically and deliberately damage Valnet Inc.’s (“**Valnet**”) reputation by creating a false narrative that Valnet and its brands have an unfair and dishonest advantage over other independent publishers.

The Posts contain false and disparaging statements regarding Valnet and its brands (including ScreenRant, GameRant, CBR and Collider). We remind you of the following examples that serve as a non-exhaustive list of the unfounded and defamatory accusations and statements made, or relayed, by you in the Posts, which can only be described as ongoing targeted harassment and an unsubstantiated campaign to tarnish Valnet’s reputation:

- a) You disparage Valnet’s reputation by repeatedly making false allegations that all Valnet publications are created by AI, that its articles are “thin content”, and are “clickbait”. Such statements are based on falsehoods and are employed in a clearly disparaging and defamatory manner;
- b) You defame Valnet’s credibility by creating and promulgating a false narrative that Valnet is favored by Google, has an unfair advantage on Discover, and uses dishonest methods and collusion to gain positive status on search results. You repeatedly and systematically target Valnet in the Posts, engaging in conspiratorial theories such as: “Well that was short lived. Seems like they have readjusted to increase the Valnet percentage again”. Such Posts are not grounded in fact and are clearly intended to convince the public and the industry that Valnet is unjustly gaining such traffic and is preferentially treated, which is not true;
- c) You make unfounded accusations and statements according to which Valnet allegedly has spent “millions and continue[s] to spend millions on securing mass quantities of backlinks”, inferring that Valnet engages in black hat SEO methods by stating that the “second they buy a site the sites total backlinks incoming suddenly skyrocket”. These statements and accusations are not grounded in fact and seek solely to tarnish and damage Valnet’s reputation; and
- d) You relay disparaging and abusive statements via reposting that declare that Valnet is a “terrible company”, is “trash” and is “awful to work with and their rates are shockingly low to boot”. Such statements are not only unfounded, but are relayed by you solely to disparage and damage the business and reputation of Valnet, with the goal of harming Valnet’s business and economic interests.



Confidential

Based on the above, it is abundantly clear that through the Posts on X, you have intentionally and maliciously spewed false, frivolous and slanderous accusations about Valnet as part of a deliberate and systematic harassment campaign, and as a result, you have undoubtedly defamed and damaged Valnet's reputation and business. Such conduct will not be tolerated under any circumstances and exposes you to personal liability for defamation.

You are hereby formally put on notice and Valnet therefore demands that, by no later than **Friday, November 22 at 12pm EST**, you must:

- a) Immediately cease and desist from making further false and defamatory accusations with respect to Valnet;
- b) Immediately take the necessary steps to remove the Posts from X and any other media platforms where they may have been published; and
- c) Immediately withdraw all unfounded and defamatory statements and allegations that you have made, or have relayed, and that you confirm to the undersigned once this has been done.

You are specifically advised that any failure or delay in complying with these demands will likely compound the damages for which you may be liable, including but not limited to personal liability for defamation.

If the undersigned does not receive **written confirmation** that you will comply with these demands by the abovementioned date, Valnet may have no choice but to pursue all legal remedies available to it at law to protect its reputation, including bringing legal proceedings for damages and injunctive relief. Furthermore, since your defamatory conduct has clearly engaged your liability and caused damages to Valnet's reputation, Valnet expressly reserves its right to seek monetary compensation notwithstanding the withdrawal of the Posts.

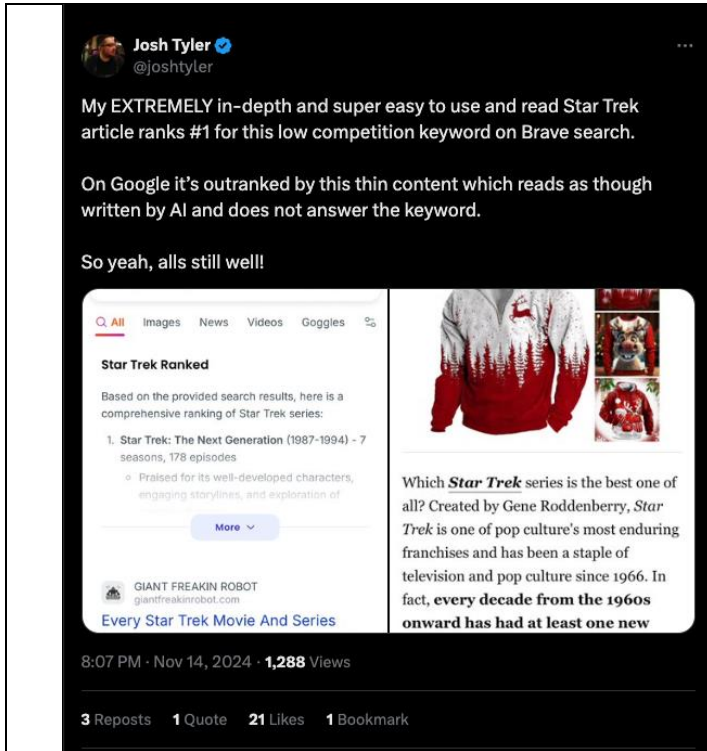
The present letter is sent without prejudice to Valnet's rights and remedies, and Valnet specifically reserves the right to revise the damages sought, including by claiming extra-judicial fees and legal costs incurred as a result of any potential litigation that it is being forced to institute due to your unlawful actions.

DO GOVERN YOURSELF ACCORDINGLY.

VALNET INC.

Miranda Ciavaglia
Legal Counsel

EXHIBIT A
The Posts



Josh Tyler @joshtyler

My EXTREMELY in-depth and super easy to use and read Star Trek article ranks #1 for this low competition keyword on Brave search.

On Google it's outranked by this thin content which reads as though written by AI and does not answer the keyword.

So yeah, alls still well!

Star Trek Ranked

Based on the provided search results, here is a comprehensive ranking of Star Trek series:

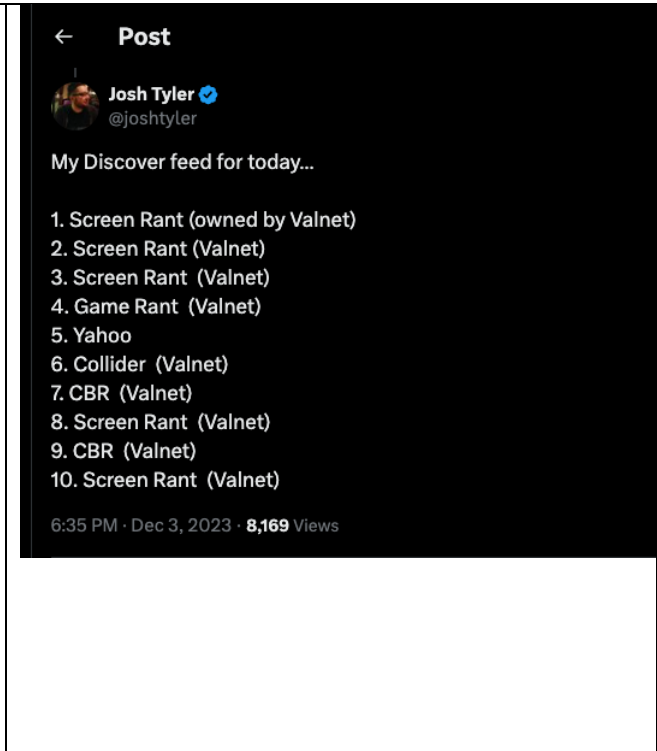
1. Star Trek: The Next Generation (1987-1994) - 7 seasons, 178 episodes
 - Praised for its well-developed characters, engaging storylines, and exploration of

GIANT FREAKIN ROBOT
giantfreakinrobot.com

Every Star Trek Movie And Series

8:07 PM · Nov 14, 2024 · 1,288 Views

3 Reposts 1 Quote 21 Likes 1 Bookmark



Post

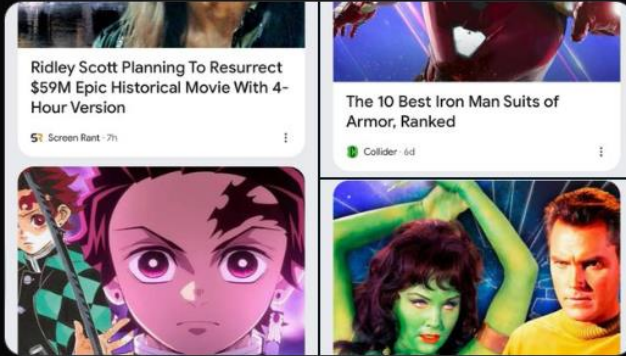
Josh Tyler @joshtyler

My Discover feed for today...

1. Screen Rant (owned by Valnet)
2. Screen Rant (Valnet)
3. Screen Rant (Valnet)
4. Game Rant (Valnet)
5. Yahoo
6. Collider (Valnet)
7. CBR (Valnet)
8. Screen Rant (Valnet)
9. CBR (Valnet)
10. Screen Rant (Valnet)

6:35 PM · Dec 3, 2023 · 8,169 Views

Josh Tyler @joshtyler · Nov 15
 Replying to @joshtyler
 Well that was short lived. Seems like they have readjusted to increase the Valnet percentage again. This is all 100% Valnet in several scrolls in these screenshots.

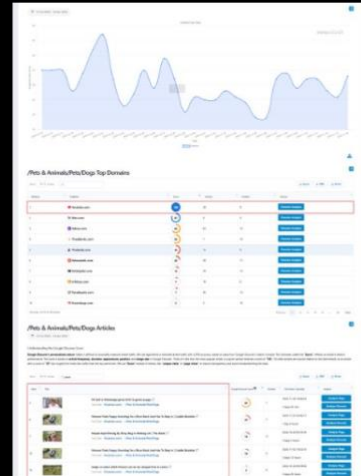


193

Josh Tyler @joshtyler · Nov 15
 If this works, every Valnet is going to need it. Also maybe the rest of us, depending on if the current shadowbans stay lifted.

John Shehata @JShehata · Nov 15
 Yesterday, I used our new tool, DiscoverPulse, to analyze Google Discover trends. DiscoverPulse - Inkd.in/ewmJr9Ba - tracks popular and trending articles in real-time for real users.

While looking at the "dogs" category, I found that YouTube.com is the ...
[Show more](#)



392

Josh Tyler @joshtyler · Nov 11
 With a Core update rolling here's a snapshot of what entertainment news focused Discover looks like right now.

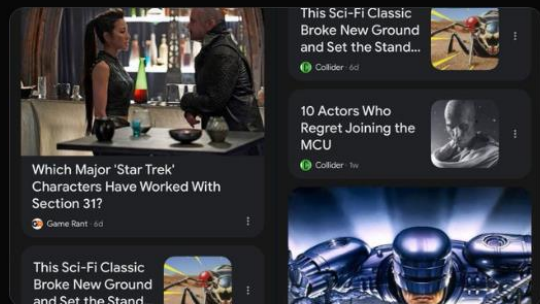
Results are currently 80% Valnet.

I did get one article from FandomWire and I haven't seen them in a long time.



902

Josh Tyler @joshtyler · Nov 11
 Seeing big changes. Collider is now overtaking Screen Rant as the most frequently promoted Valnet source in the Valscover results.



1.3K

Josh Tyler @joshtyler · Nov 12

Valnet percentage of Discover control is down this morning, to around 40%. I haven't seen Geek Tyrant on Discover in months... maybe years! Good for them.

Gabrielle Ruiz Enjoys Playing Star Trek: Lower Decks' Remarkable & Fascinating Vul...

Ridley Scott Explains Why Stanley Kubrick's...

3 likes, 132 views

Josh Tyler @joshtyler · Nov 11

This seems new. Screen Rant has top placement for most keywords, and now message boards talking about Screen Rant get the other spots.

In what world would this be a good search result?

The Trek BBS
Screen Rant article ranking every Trek series | Page 3
Mar 13, 2024 — A: DS9, TNG, Picard B+ TOS, Voyager B: Enterprise B-: Discovery, Lower Decks C: TAS: Not counting SNW yet, waiting till it has 3 seasons.

YouTube · The Popcast
73K+ views · 1 year ago
The Definitive Ranking of all Star Trek Shows by Fans and ...
Thanks to Beagoke Post for sponsoring this video! New subscribers get 20% off their first box of awesome — go to ...

2 replies, 9 likes, 506 views

Post

Josh Tyler @joshtyler

They'll still allow clickbait from Forbes, Valnet and their friends. They just mean no clickbait from you.

10:12 AM · Aug 28, 2024 · 64 Views

Post

Josh Tyler @joshtyler

Those are edge case distractions.

Most keywords are controlled exclusively by Reddit, Forbes, Valnet, and a few others who have spend millions and continue to spend millions on securing mass quantities of backlinks.

10:09 AM · Sep 7, 2024 · 59 Views

Post

Josh Tyler @joshtyler

For years now Valnet sites have gotten a ridiculous number of backlinks, double their nearest competitor. If you look at their backlink history, the second they buy a site the sites total backlinks incoming suddenly skyrocket. So if you want to know what they are doing, start looking there.

6:58 PM · Sep 30, 2024 · 102 Views

Josh Tyler reposted

Gagan Ghotra @gaganghotra · Nov 9

Replying to @joshtyler

They do a lot of speculation based content while there isn't any specific answer but based upon 'likely' they write a whole story!!

Same type of content was significantly demoted by HCU and even Google's own guidelines says "Does your content promise to answer a question that

SCREEN RANT
Potential season 2

Google Search Central
Did you decide to enter some niche topic area without real expertise, but instead mainly because you thought you'd get search traffic?
Does your content promise to answer a question that actually has no answer, such as suggesting there's a release date for a product, movie, or TV show when it isn't confirmed?
Are you changing the date of pages to make them seem fresh when the content has not substantially changed?
Are you adding a lot of new content or removing a lot of older content primarily because you believe it will help your search rankings overall by somehow making you seem "fresh"? (No, it won't)

2 replies, 3 likes, 4 views, 598 views

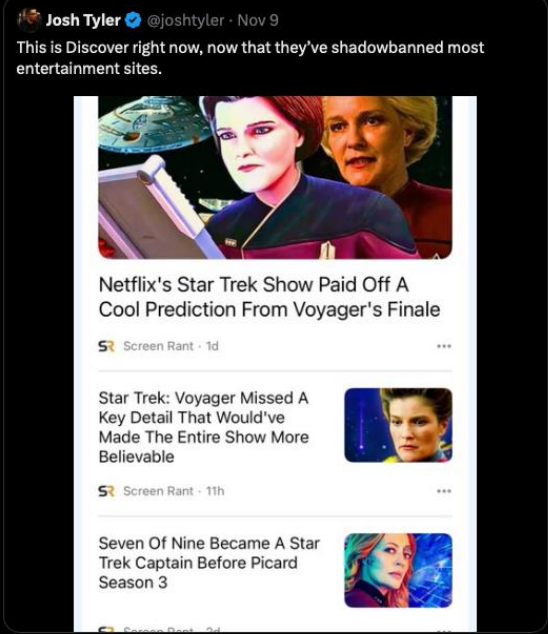
Josh Tyler reposted

Masab Farooque @MasabDF · Nov 9

Free traffic for screenrant coz google killed every small and mid publisher lol

Josh Tyler @joshtyler · Nov 9

This is Discover right now, now that they've shadowbanned most entertainment sites.



Netflix's Star Trek Show Paid Off A Cool Prediction From Voyager's Finale

Screen Rant · 1d

Star Trek: Voyager Missed A Key Detail That Would've Made The Entire Show More Believable

Screen Rant · 11h

Seven Of Nine Became A Star Trek Captain Before Picard Season 3

1 1 2 378

Post

Josh Tyler reposted

Emilie Syverson ✨ @emiliesyverson

Screenrant is owned by Valnet. They're a terrible company. Go to /r/freelancewriters and search the sub, they're awful to work with and their rates are *shockingly* low to boot.

Like, seriously, Valnet is trash. I'd bet money that many of the now-shadowbanned sites in the entertainment niche paid fair rates to their writers, and were organized and professional to work with.

8:29 PM · Nov 9, 2024 · 521 Views

2 1 13 1

