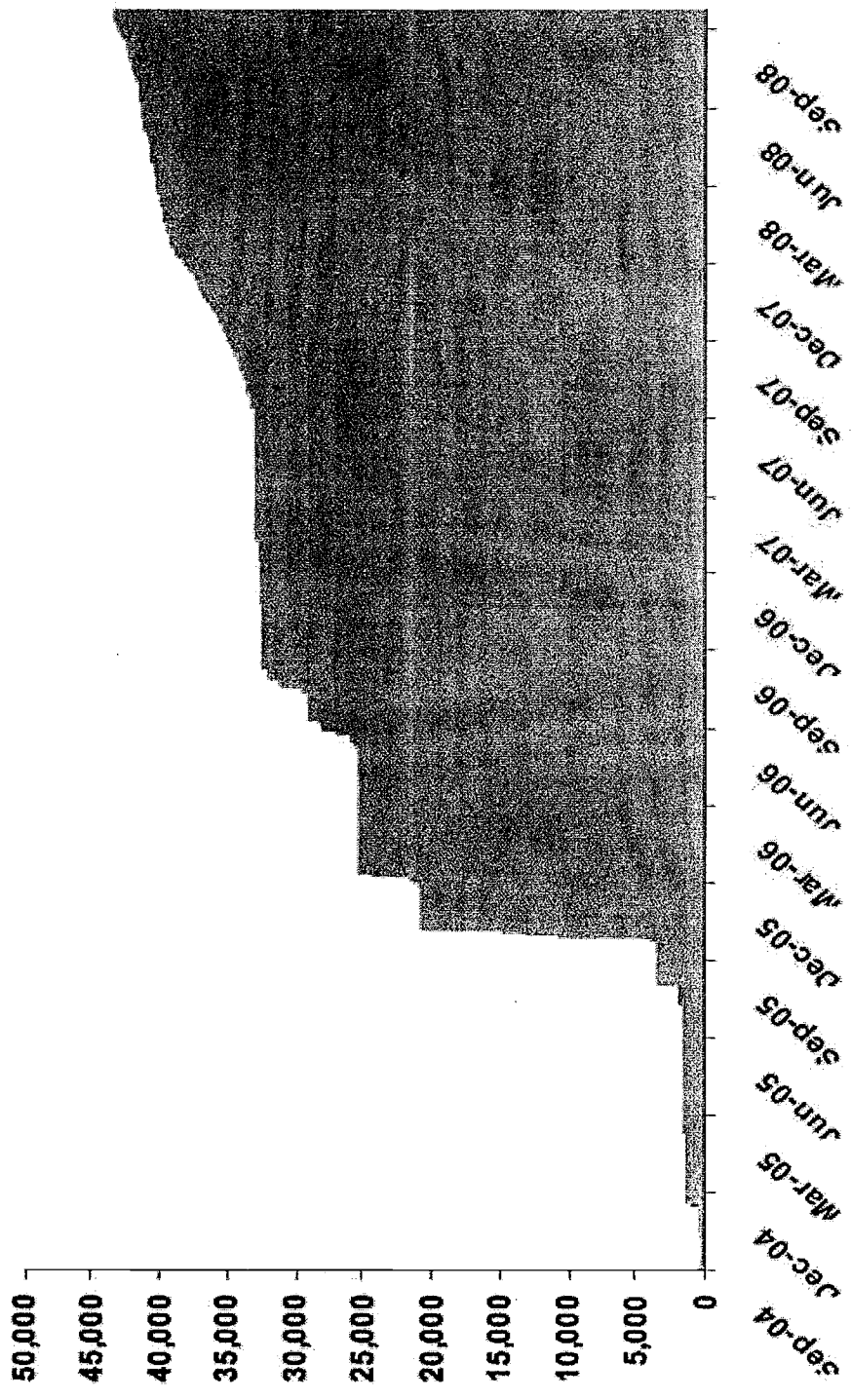


EXHIBIT U
PART 5 OF 6

Participation in Google



Google and Springer in 2008



55 million Book Visits (Visitors)

**More than 37,000 fully
searchable titles in Google**



343 million

Unique Page Views

800,000

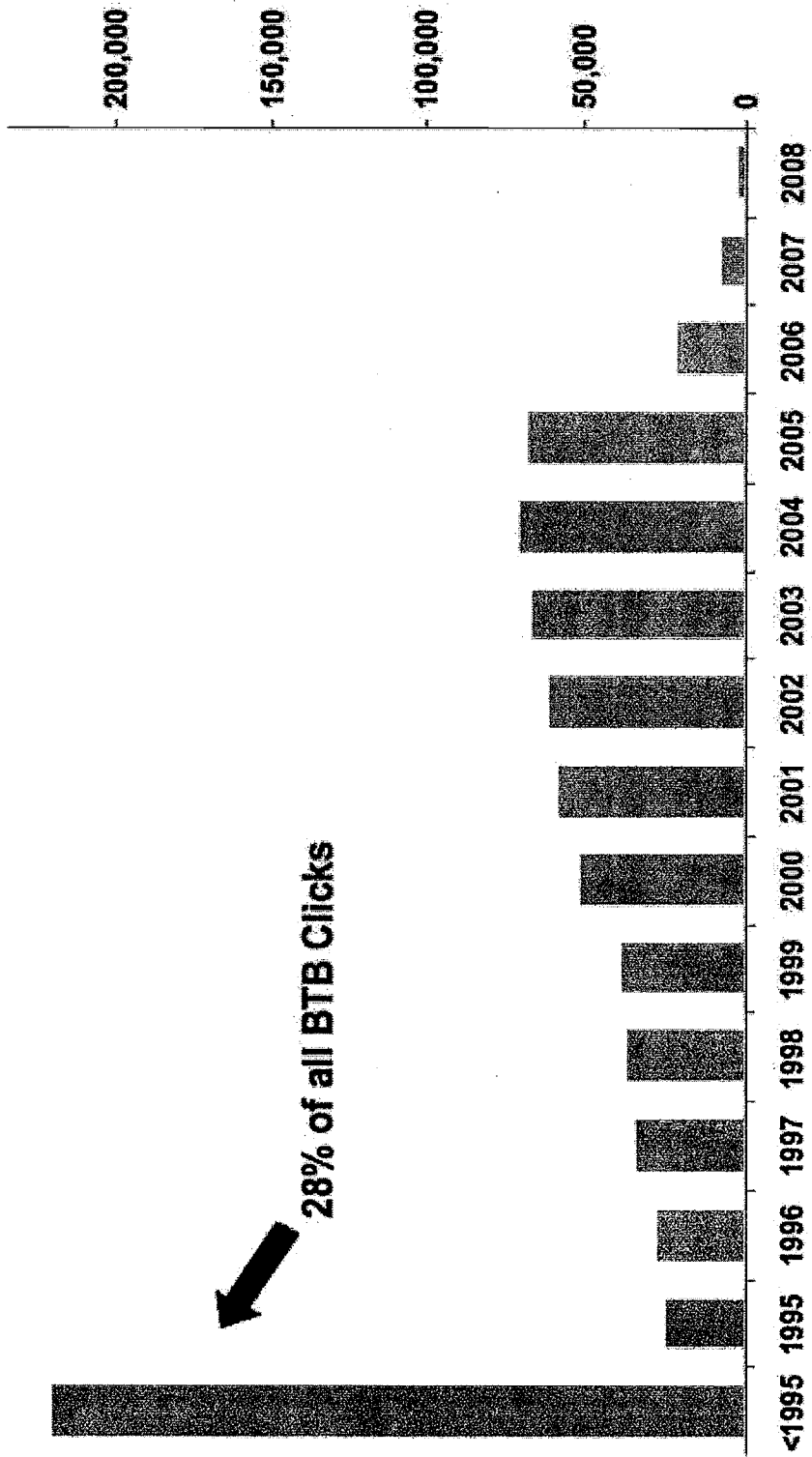
Users Clicked to Buy



99% of the books have been viewed at least once....!!

89% of the books have received at least one Buy Click

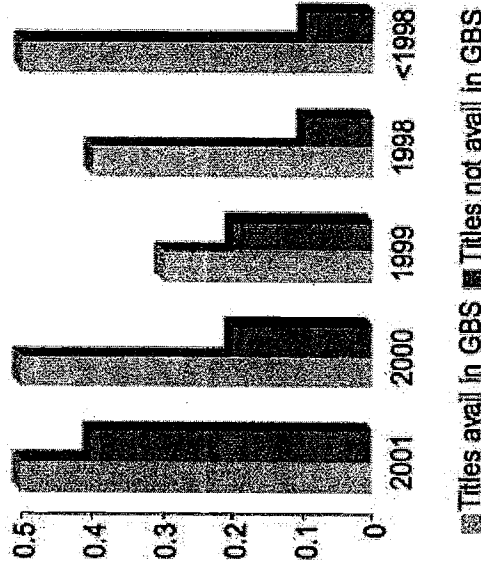
BTB clicks by Publication Year



Impact of Google Book Search on Backlist Sales

- Compared sales data from Springer.com (~€1.8 million in revenue)
- Compared sales of books that were in the Google Book Search to sales of titles that were not in the program
- The biggest impact was seen in titles published more than 4 years ago
 - Titles in GBS, especially older titles, performed significantly better than titles not in the program.

Avg Unit Sales Springer.com (Jan-Jul 06) by Year



Legend:  Titles available in GBS  Titles not available in GBS

Source: <https://books.google.com> and Springer.com statistics, excl. Apr 06

Not just McGraw-Hill, OUP, and Springer...

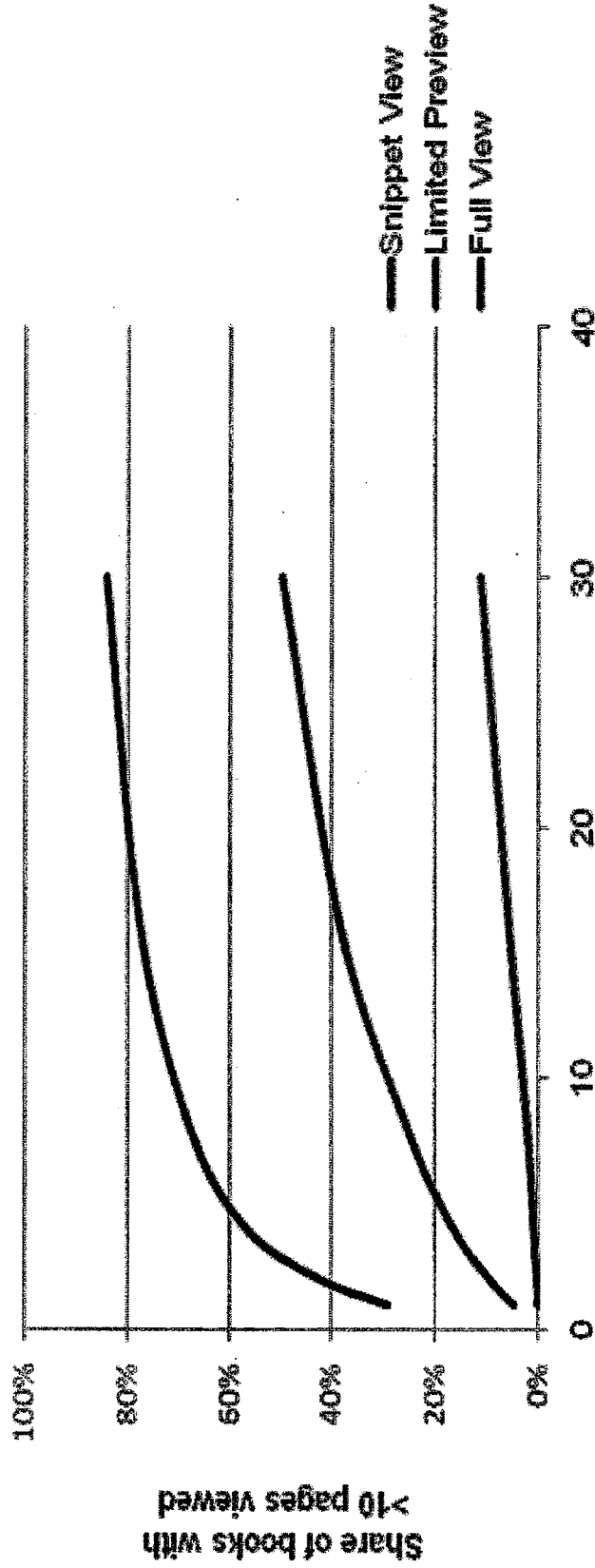
Google

Every day, users preview

- 40% of partner books
- 17% of public domain books

Every month, users preview

- 81% of partner books
- 78% of public domain books



Improved Market Intelligence



Books Reports My Account Product Setup
Weekly Summary Reports | Timeline | Map | Custom Reports

Customize Your Report

1. See report for: All Imprints
2. Select time period: All Time
3. Show data by: Month Week Day

Book Visits (BV) Pages Viewed BV with Buy Clicks Your Earnings

October 2, 2008
* Book Visits (BV) 24372 • Pages Viewed 233211 • BV with Buy Clicks 253

Tip: You can zoom in on any range using the handles in the lower chart.

✓ Visual timeline of traffic data

✓ Interactive charts

✓ Imprint-level reporting

Book views

Page views

Traffic by region

Buy the book clicks

Ad revenue

The Future

New Insights into Reading and Buying Habits

Google™

- ✓ Anonymous, aggregated data could answer the following questions:
- ✓ “How much do cover designs attract users?”
- ✓ “For what books does the Table of Contents affect purchasing decisions?”
- ✓ “What’s the impact of negative reviews on book sales?”
- ✓ “Does type size matter?”
- ✓ “Which referring web sites increase sales the most?”
- ✓ “What terms are searched for most often in a book?”
- ✓ “What books do people buy instead of this one?”
- ✓ “Given a book, what other books are people likely to already own?”
- ✓ “What discounts are most effective?”
- ✓ “Which pages are most likely to lead to reading the following page?”
- ✓ “For each of the above questions, how much do they vary by book/genre/imprint/audience level/geography?”

From Images to Structure

Google™

- ✓ Our mobile bookreader has an interesting feature: tap to see the original image.
- ✓ This is an example of distributing content without being limited to the scan.
- ✓ Ultimate goal: convert images to “original intent” XML.

Lowering the Transaction Costs, part I Google

Transaction cost: \$50; book price \$5

purchases	net	
10000	\$49950	:->
1) -: 1000		\$4950
100 \$450		:-
10 \$0		:-(
1 (\$45)		:-<

Lowering the Transaction Costs, part II Google™

Transaction cost: \$0.50; book price \$5

purchases	net	
10000	\$49999.50	:->
↑)-:	1000	\$4999.50
100	\$499.50	:-
10	\$49.50	:-
1	\$4.50	:-

Lowering the Transaction Costs, part III

Transaction cost: \$0.50; book price \$1

	purchases		net	
↑) -:		10000		\$9999.50
↑) -:		1000		\$999.50
100			\$99.50	: -
	10		\$9.50	: -
	1		\$0.50	: -

Authors Guild et al. v. Google