

**EXHIBIT U**  
**PART 3 OF 6**

## Four APIs for Google Book Search



The Dynamic Linking API, which provides “smart hyperlinks” that let web page owners link to a GBS book without having to know the explicit URL.

The Embedded Viewer API, which lets web page owners embed Google-hosted content on their own site.

The AJAX Search API, which lets web page owners include a book search box on their own site.

The GData API, which provides programmatic search for books and information about books; and (when authenticated) change information specific to a user’s account, such as which books are in a user’s library.

## API Usage in Retailer Sites

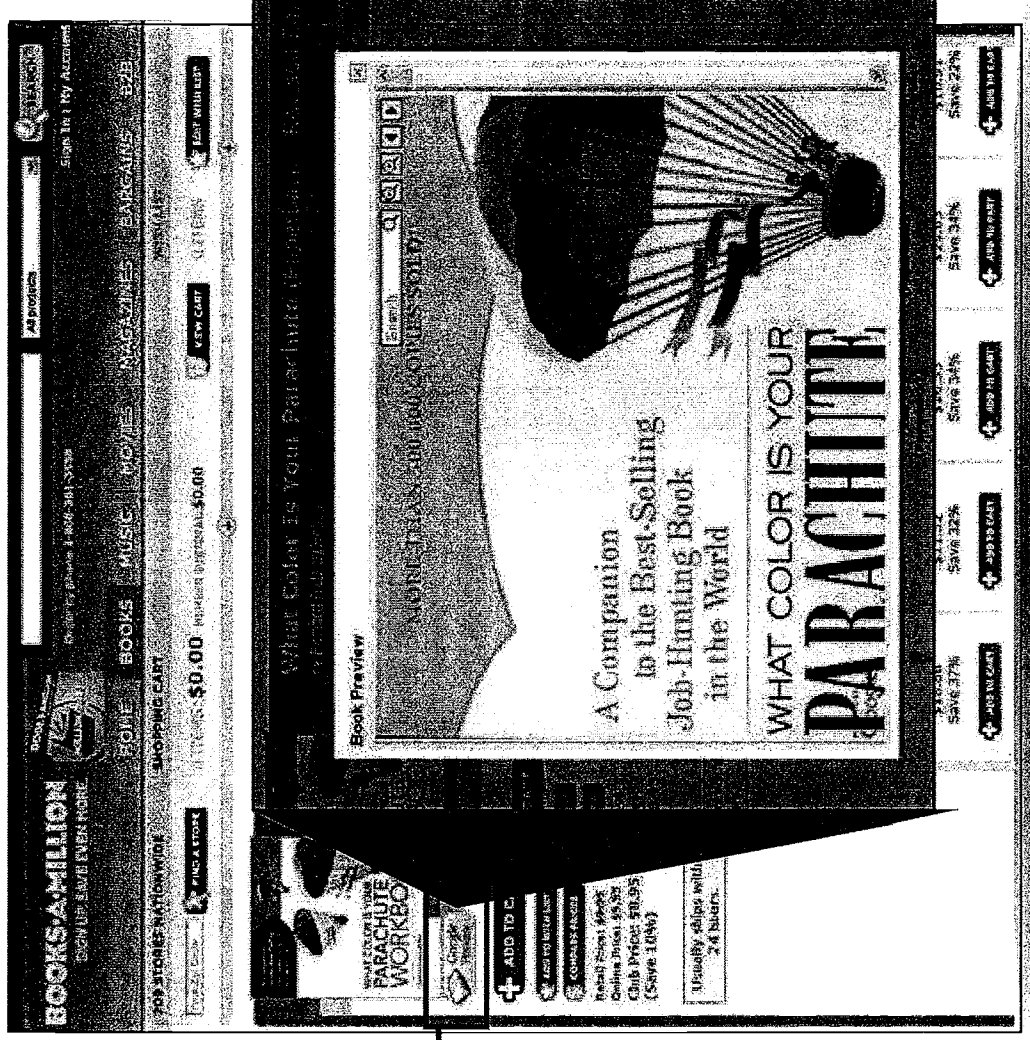
Google

Full text book-level search on sites where readers are purchasing books

✓ Preview buttons on titles that are in Google Book Search

✓ Security is the same as on Google Book Search site

✓ Content always hosted by Google



# API Usage in Social Networks

Google™

goodreads®  
It's what your friends are reading!

home my books friends most people authors groups

**The Kite Runner**  
by Khaled Hosseini

published: April 2003 (first published) by Riverhead Trade  
binding: Paperback, 400 pages  
characters: Amir, Baba, Hassan, Ali, Soraya  
setting: Afghanistan  
description: In his debut novel, The Kite Runner, Khaled Hosseini's compelling debut novel, he unveils a story of two boys who are able to do the impossible in a hostile war-torn land.

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**The Kite Runner**  
by Khaled Hosseini

**KITE RUNNER**  
KHALED HOSSSEINI

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- Books-A-Million
- BooksDirect.com
- BooksProductSearch

- ✓ Buy This Book links to your site
- ✓ Viral marketing via fan sites and social networks
- ✓ Author site enhancement

# API Usage in Publisher Web Sites



Free! Just submit at least 75% of your titles

Search the full text of our books.

Search Books  
powered by  
Google

Optional  
suppression  
retailer links

**GENERAL INTEREST BOOKS**

Search the full text of our books.

Search Books  
powered by  
Google

**NEW!** Search the full text of our books. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books.



**W. W. RICHARDS & COMPANY, INC.**

Search the full text of our books.

Search Books  
powered by  
Google

**Our related titles** **Stiff: The Curious Lives of Human Cadavers**

*It does almost it*

Our related titles are available in paperback, hardcover, and audiobook. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books.

**Optional suppression retailer links**

Optional suppression retailer links are available for this book. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books. This feature allows you to search the full text of our books.

# Preview Button



Automatically appears as soon as the book goes live

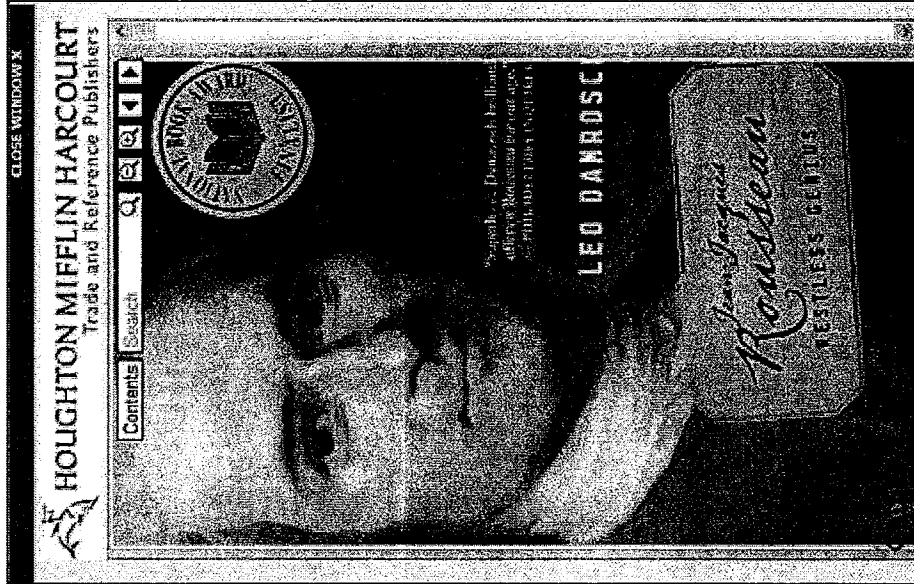
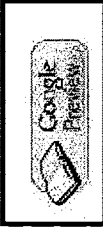
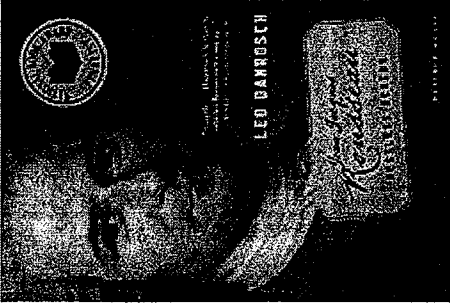
- detects user's country to match your territorial settings

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Trade and Reference Publishers

Booksellers/Media • Librarians/Teachers • Reading Groups

**Jean-Jacques Rousseau: Restless**  
First Edition  
by: Leo Damrosch

Mariner Books  
ISBN-13/EAN: 9780618872022; \$15.95  
ISBN-10: 0618872027  
Trade Paperback; 576 pages  
Publication Date: 08/14/2007  
Illustrations: b/w illustrations and photos throughout  
Trim Size: 6.00 x 9.00  
Carton Quantity: 24



Link to Book Search or make a pop-up on your site

# Case Study: McGraw-Hill

## MH Professional Group's history with Google Book Search

**2004**

- Joined Google Book Search Partner Program
- Pilot list of ~1,000 titles

**2008 YTD**

- 5,416 titles in the program**
- 4,520 titles live
  - 896 titles currently in process



## GBS results at MH since launch

- **Content**
  - Over 100% of titles were viewed at least once
  - Over 193 million book pages have been viewed
  - Over 24 million book visits
- **Commerce**
  - 683,000 users clicked on Buy this Book

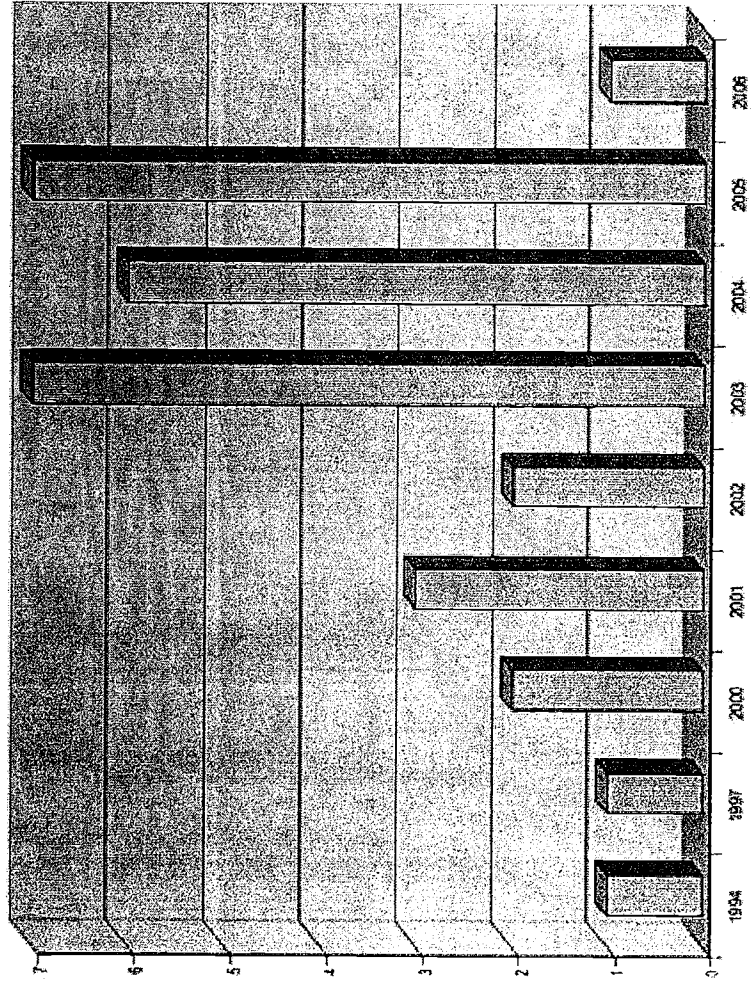
Year	BV with BTB Clicks
2007	155,672
2008 YTD	144,124

- **Top 30 titles: Our long tail**
  - Accounted for 8% of total book visits

## Long Tail Lesson #1: Search is backlog driven

- Top 30 titles are distributed over 13 years
- 7 titles published in 2003
- The oldest published in 1994

Top 30 Titles by Pub Year



## What are the benefits of GBS?

### Increased revenue

- No evidence that GBS harms sales, strong argument that search enhances backlist sell-through
- Incremental ad revenue is 82% through August 2008 over PY
- Future opportunities to monetize content
- Direct sales from referrals to McGraw-Hill
- Potential POD Candidates identified

### Enhanced discoverability

- Attract potential buyers who might not be thinking about books initially
- Referrals for potential purchase via Buy the Book click-through
- Co-branded search on the company web site

### Product Development

- Heightened awareness of what subjects are popular in the online search