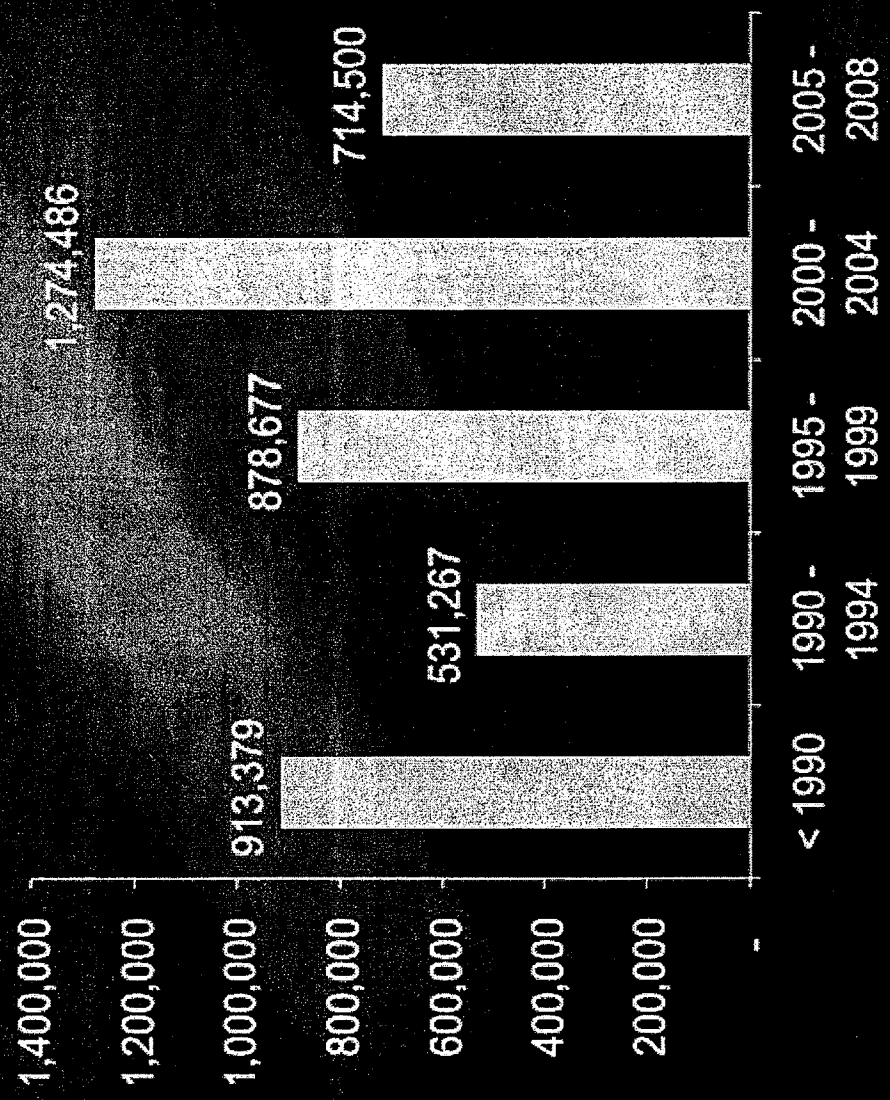


**EXHIBIT U**  
**PART 4 OF 6**

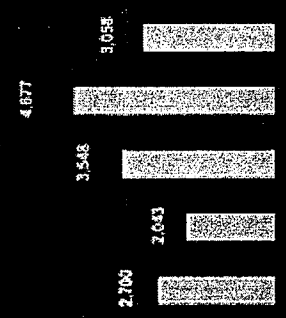
# Case Study: Oxford University Press

# OS 2008 Analysis

## Visits to OUP Titles

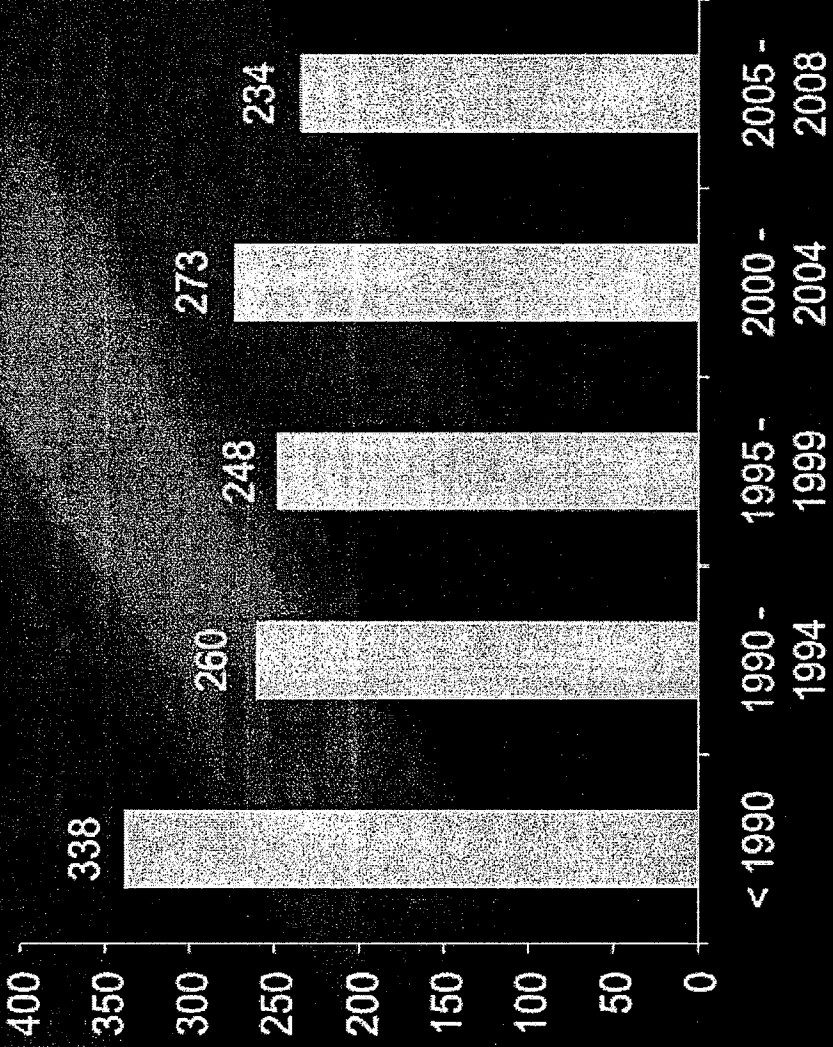


Titles Live by Pub Date

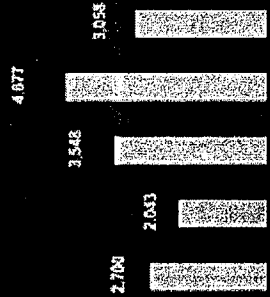


Q3 2008 Analysis

# AVERAGE VISITS PER TITLE

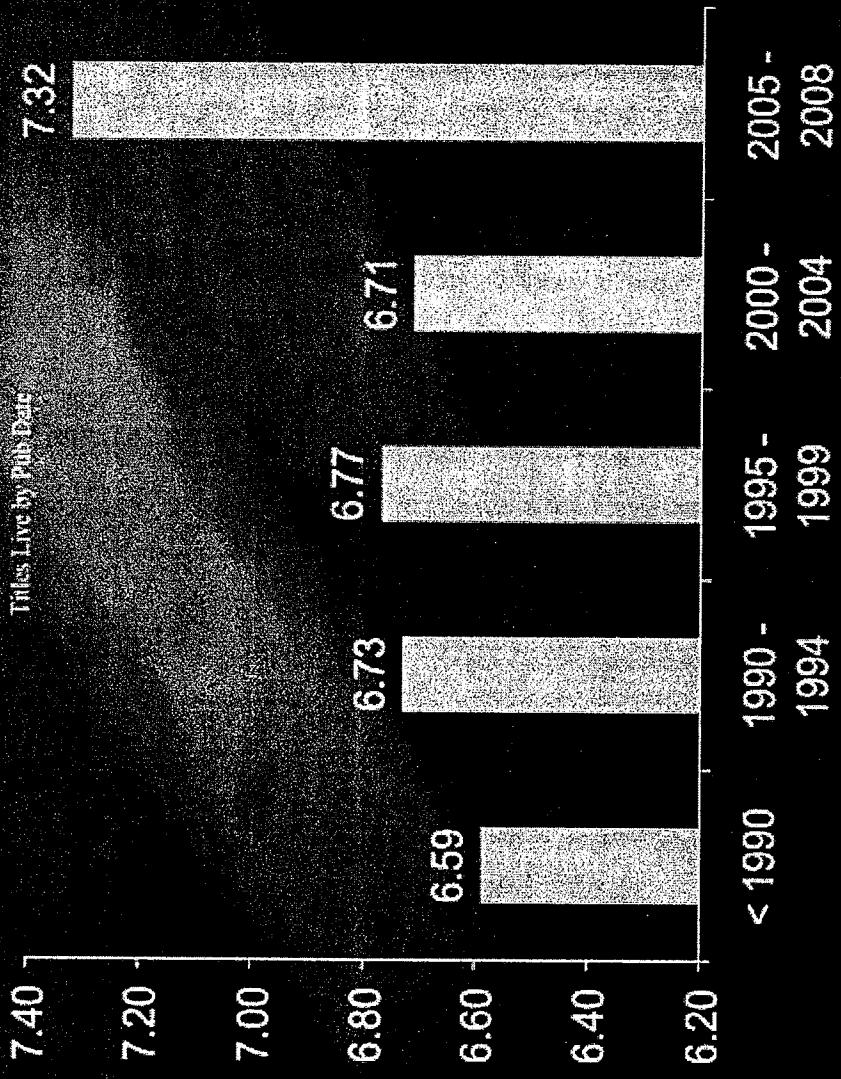


Titles Live by Pub Date



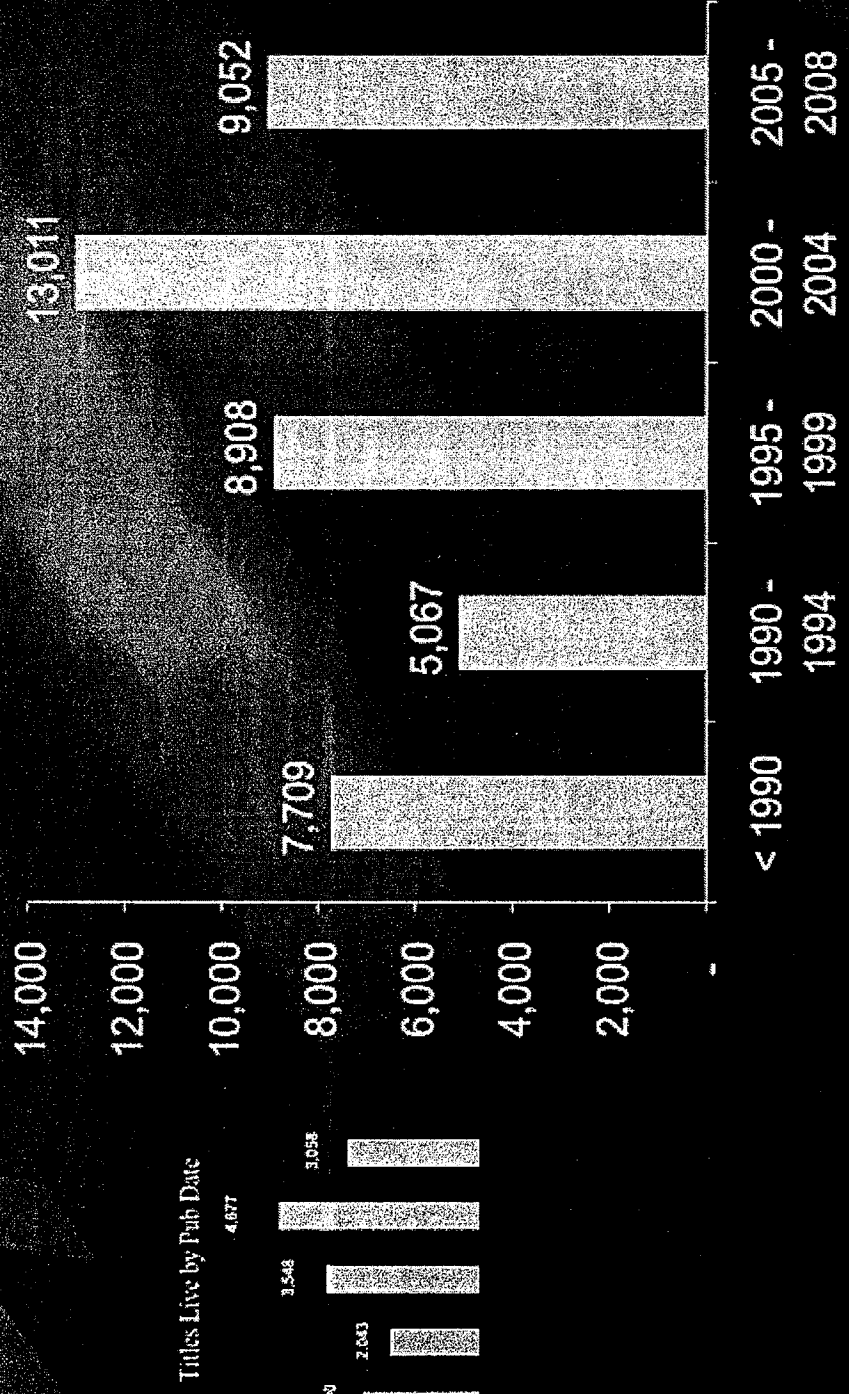
# Q3 2008 Analysis

## Average Pages Viewed per Visit



OS 2008 Awards

# Number of "Buy this book" Clicks



# Google Book Search

## Life of Program Stats for OUP

- 15,564 titles live
- 143,822,674 book pages viewed
- 734,818 "buy the book" clicks
- 47.21 buy click per book on average
- \$40 Average book price

Click-to-Buy Conversion Rates		
Buy %	Buys	Income
1%	7,348	\$293,927
2%	14,696	\$587,854
3%	22,045	\$881,782
4%	29,393	\$1,175,709
5%	36,741	\$1,469,636
6%	44,089	\$1,763,563
7%	51,437	\$2,057,490
8%	58,785	\$2,351,418
9%	66,134	\$2,645,345
10%	73,482	\$2,939,272

# Case Study: Springer