

**EXHIBIT A**  
**TAB C-3**

TABLE 3

TOTAL UNAIDED AND AIDED AWARENESS  
SELF PUBLISHING INTERNET SITES

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=200)
1. Lulu	14	7.00
2. Blurb	18	9.00
3. iUniverse	16	8.00
4. Authorhouse	15	7.50
5. Trafford	2	1.00
6. Moho	10	5.00
7. YouTube	15	7.50
8. MySpace	15	7.50
9. eBay	8	4.00
10. Kodak	5	2.50
11. Facebook	4	2.00
12. Yahoo	3	1.50
13. Other unaided internet sites <sup>2</sup>	69	34.50
14. None/Don't know	109	54.50

<sup>2</sup>No other single unaided internet site accounted for more than 1.0%. See Appendix B.

CODING CATEGORIES FOR UNAIDED SURVEY RESPONSES  
QUESTIONS 3.0, 3.1, 4.0/4.1

1. Lulu
2. Blurb
3. iUniverse
4. Authorhouse
5. Trafford
6. Moho
7. YouTube
8. MySpace
9. eBay
10. Kodak
11. Facebook
12. Yahoo
13. Other unaided internet sites
14. None/Don't know

## UNAIDED SURVEY RESPONSES

Q3.0 Now, I would like you to think about internet sites that offer self publishing. By this I mean internet sites where individuals who have created manuscripts, photos, or digital media products can post them and offer them for sale.

Now, thinking about internet sites that offer self publishing, would you please tell me the names of internet sites that offer self publishing that you can think of?

Q3.1 What other names of internet sites that offer self publishing, if any, can you think of?

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<u>RESP ID</u>	<u>RESPONSE CODES</u>	<u>RESPONSE</u>
16441	12 13	Q3.0 Tomcamp. Q3.1 Yahoo
16737	7 8 13	Q3.0 MySpace and YouTube. Q3.1 Sreimster.
17167	8 13 (2) <sup>3</sup>	Q3.0 MySpace, Shutterfly and evite.com. Q3.1 I can't think of any.
18446	8 11	Q3.0 MySpace and Facebook. Q3.1 I don't know.
18454	9	Q3.0 Maybe eBay or I'm not really sure. Q3.1 [not asked]
18643	13	Q3.0 Food Channel. Q3.1 None.
19367	9 13	Q3.0 eBay. Uh, like eBay would be the only one I can think of. Q3.1 Um, yeah, Plumbers Dream. Um, I don't normally use anything, buy eBay.
19788	10	Q3.0 Kodak. Q3.1 Uh, I can't think of any more.
20213	9 13	Q3.0 eBay and craigslist. Q3.1 I think that's all.
20738	8	Q3.0 MySpace. Q3.1 None.

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<sup>3</sup>Number of internet sites coded as 13 (i.e. other).

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<u>RESP ID</u>	<u>RESPONSE CODES</u>	<u>RESPONSE</u>
21126	13	Q3.0 Apple. Q3.1 That's it.
21219	13	Q3.0 I think the only one I know is Word Press. Q3.1 None.
21428	9	Q3.0 Like self publishing, like eBay. No, I don't know. Q3.1 No.
21524	13	Q3.0 Um, deviantART. Q3.1 Not really other than that.
21544	13 (2)	Q3.0 Keizertimes and Statejournal. Q3.1 None.
21803	13	Q3.0 Project Gutenberg. Q3.1 None.
24604	9	Q3.0 eBay. Q3.1 None.
24927	7	Q3.0 YouTube. Q3.1 I can't think of anything else.
25117	10 13 (2)	Q3.0 kodakeasyshare.com Q3.1 snapfish.com and snapshot.com.
25218	7	Q3.0 YouTube Q3.1 Can't think of any more.
25436	7 13	Q3.0 YouTube. Q3.1 Slicka.
25519	7 13 (2)	Q3.0 Webshots, photobucket and YouTube. Q3.1 None.
26222	13	Q3.0 AOL. Q3.1 Not right off I can't.
26610	7 8	Q3.0 YouTube. Q3.1 Myspace.
29282	7 13	Q3.0 CNN. Q3.1 YouTube.

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<u>RESP ID</u>	<u>RESPONSE CODES</u>	<u>RESPONSE</u>
29887	13	Q3.0 Getty's. Q3.1 No others.
31070	8 13(3)	Q3.0 Well, MySpace, Friendster, Blogspot, deviant and that's about it. Q3.1 That's it.
31861	7 13(5)	Q3.0 People, US Magazine and Sports Red Sox Special. Q3.1 CBS, MTV and Youtube.
32207	9	Q3.0 eBay. Q3.1 [not asked]
32227	7	Q3.0 None. YouTube. Q3.1 None.
32372	9 13	Q3.0 craigslist and eBay. Q3.1 None that I can think of.
34049	7 8 11	Q3.0 www.youtube.com, www.myspace.com and www.facebook.com. Q3.1 None.
35117	8 13	Q3.0 MySpace. Q3.1 HuskerPedia.
35274	7 13(2)	Q3.0 YouTube, Google and Metacafe. Q3.1 Not off the top of my head, no.
35699	13	Q3.0 Snapfish. Q3.1 None.
36445	8 13	Q3.0 MySpace and Spacebook. Q3.1 None.
37328	8	Q3.0 Uh, probably MySpace. Q3.1 That's probably the only one I can think of.
37715	13	Q3.0 Netflix. Q3.1 None.
37813	13(2)	Q3.0 Amavoa. Q3.1 Wiley.

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<u>RESP ID</u>	<u>RESPONSE CODES</u>	<u>RESPONSE</u>
38032	10 13 (2)	Q3.0 Kodak.com and walmart.com. Q3.1 Slicker.
38197	10 13	Q3.0 Kodak. Q3.1 Go Daddy.
38219	12 13 (8)	Q3.0 Um, TV.com, Paradoxentertainment.com, MSN.com, Yahoo.com and CNET.COM. Q3.1 Let's see, GameSpy.com, IGN.com, UGO.com and GameSpot.com.
38254	8 13	Q3.0 When I go on I only look at MySpace and Google. Q3.1 [not asked]
38441	8	Q3.0 Um, I guess I don't know. MySpace, maybe. Q3.1 I don't know. I guess I really don't know. I have no idea.
39620	13	Q3.0 Flickr, maybe. Q3.1 That only one I can think of.
40029	8	Q3.0 Can't think of any. I know where sites can be accessed but things are not for sale. Q3.1 MySpace.
40532	13	Q3.0 Photobucket. I really can't think of any others. Q3.1 I can't think of any other site names.
41005	13	Q3.0 iTunes. Q3.1 None.
41597	12	Q3.0 Yahoo. Q3.1 None.
42842	13	Q3.0 Crafters Choice. Q3.1 Don't know.
43239	13	Q3.0 Wal-Mart. Q3.1 None.
43575	13 (2)	Q3.0 Um, Bluetooth.com. Um, Wipf and Stock. That's about all I know. Q3.1 That's about it.

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<u>RESP ID</u>	<u>RESPONSE CODES</u>	<u>RESPONSE</u>
44099	13 (2)	Q3.0 Ezotrope. Q3.1 Lighthouse Publishing.
44491	13	Q3.0 iTunes. Q3.1 None.
44634	8 11	Q3.0 MySpace. Q3.1 Um, Facebook.
45010	13	Q3.0 Poetry contests. Q3.1 None.
46342	10	Q3.0 Kodak EasyShare. Q3.1 That's it.
47216	13	Q3.0 Digital Blasphemy. Q3.1 None.
48111	7 8 13	Q3.0 YouTube, MySpace and Bebo.com. Q3.1 That's all I know.
48320	7	Q3.0 Like YouTube. Q3.1 I can't think of them.
48516	13	Q3.0 Cafetress. Q3.1 Can't think of anything.
48764	13 (4)	Q3.0 ABC Family, MTV and VH1. Q3.1 Disney channel.
48867	7 11	Q3.0 YouTube and Facebook. Q3.1 I can't think of anymore.
49077	7 13	Q3.0 Um, Flickr and YouTube. Um, I believe that there's some others for books but can't think of the name. Q3.1 Uh, well, certainly any blogging software allow for self publishing. Let's see, um, I can't think of any others.
49221	9	Q3.0 eBay. Q3.1 None.



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RESPONSE CATEGORY 14: None/Don't know

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
16273	Q3.0 I don't know of any.
16490	Q3.0 I can't think of any.
16506	Q3.0 I am not aware of any.
16694	Q3.0 Not familiar with any.
16785	Q3.0 I don't have any.
16956	Q3.0 I can't think of any.
17389	Q3.0 None.
17689	Q3.0 Not familiar.
17978	Q3.0 Don't know any.
18270	Q3.0 Can't think of any.
18326	Q3.0 I can't think of any.
18361	Q3.0 Don't know.
18425	Q3.0 I don't know.
18571	Q3.0 None.
18897	Q3.0 I am not sure.
19415	Q3.0 Don't know any.
19467	Q3.0 None.
19586	Q3.0 I don't know any.
19683	Q3.0 I don't know.
19832	Q3.0 I really don't know.
20068	Q3.0 Can't think of any.