

EXHIBIT A
APPENDIX A

APPENDIX A
SEQUENTIAL LISTING OF SURVEY RESPONSES

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SURVEY QUESTIONS

SELF PUBLISHING INTERNET SITE

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?

Q4.0 Now, I am going to read you some additional names that may or may not be internet sites that offer self publishing. Have you ever heard of INSERT INTERNET SITE NAME(S) NOT MENTIONED IN Q3.0 OR Q3.1?

Q4.1 Now, I am going to read you some names that may or may not be internet sites that offer self publishing. Have you ever heard of INSERT INTERNET SITE NAMES?

VIDEO CONTENT INTERNET SITE

Q3.0 Now, I would like you to think about internet sites that offer video content. By this I mean internet sites where individuals can view video or images or listen to audio or podcast content.

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

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

Q4.0 Now, I am going to read you some additional names that may or may not be internet sites that offer video content. Have you ever heard of INSERT INTERNET SITE NAME(S) NOT MENTIONED IN Q3.0 OR Q3.1 ?

Q4.1 Now, I am going to read you some names that may or may not be internet sites that offer video content. Have you ever heard of INSERT INTERNET SITE NAMES?

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

SELF PUBLISHING INTERNET SITES

RESP_ID 16273
 Age: 50 or above
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 I don't know of any.
 Q4.0 [Have you ever heard of...?]
 lulu na⁶
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 16441
 Age: 14 to 29
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Tomcamp.
 Q3.1 Yahoo
 Q4.0 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho Yes
 Q4.1 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na

⁶Respondents were either asked Q4.0 and Q4.1.

RESP_ID 16490
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 I can't think of any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 16506
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 I am not aware of any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 16694
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Not familiar with any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 16737
Age: 14 to 29
Gender: Female
Q3.0 [Names of internet sites that offer self publishing]
Q3.0 MySpace and YouTube.
Q3.1 Sreimster.
Q4.0 [Have you ever heard of...?]
lulu No
blurb No
iuniverse No
authorhouse No
trafford No
moho No
Q4.1 [Have you ever heard of...?]
lulu na
blurb na
iuniverse na
authorhouse na
trafford na
moho na

RESP_ID 16785
Age: 50 or above
Gender: Male
Q3.0 [Names of internet sites that offer self publishing]
Q3.0 I don't have any.
Q4.0 [Have you ever heard of...?]
lulu na
blurb na
iuniverse na
authorhouse na
trafford na
moho na
Q4.1 [Have you ever heard of...?]
lulu No
blurb No
iuniverse No
authorhouse No
trafford No
moho No

RESP_ID 16956
Age: 14 to 29
Gender: Male
Q3.0 [Names of internet sites that offer self publishing]
Q3.0 I can't think of any.
Q4.0 [Have you ever heard of...?]
lulu na
blurb na
iuniverse na
authorhouse na
trafford na
moho na
Q4.1 [Have you ever heard of...?]
lulu No
blurb No
iuniverse No
authorhouse No
trafford No
moho No

RESP_ID 17167
 Age: 30 to 49
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 MySpace, Shutterfly and evite.com.
 Q3.1 I can't think of any.
 Q4.0 [Have you ever heard of...?]
 lulu Yes
 blurb Yes
 iuniverse No
 authorhouse No
 trafford No
 moho No
 Q4.1 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na

RESP_ID 17389
 Age: 50 or above
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 None.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 17689
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Not familiar.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu Yes
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 17978
 Age: 14 to 29
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Don't know any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb Yes
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18270
 Age: 50 or above
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Can't think of any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18326
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 I can't think of any.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18361
 Age: 30 to 49
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Don't know.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18425
 Age: 30 to 49
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 I don't know.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18446
 Age: 14 to 29
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 MySpace and Facebook.
 Q3.1 I don't know.
 Q4.0 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No
 Q4.1 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na

RESP_ID 18454
 Age: 14 to 29
 Gender: Male
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Maybe eBay or I'm not really sure.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse Yes
 authorhouse Yes
 trafford No
 moho No

RESP_ID 18571
 Age: 30 to 49
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 None.
 Q4.0 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na
 Q4.1 [Have you ever heard of...?]
 lulu No
 blurb No
 iuniverse No
 authorhouse No
 trafford No
 moho No

RESP_ID 18643
 Age: 50 or above
 Gender: Female
 Q3.0 [Names of internet sites that offer self publishing]
 Q3.0 Food Channel.
 Q3.1 None.
 Q4.0 [Have you ever heard of...?]
 lulu No
 blurb Yes
 iuniverse No
 authorhouse No
 trafford No
 moho No
 Q4.1 [Have you ever heard of...?]
 lulu na
 blurb na
 iuniverse na
 authorhouse na
 trafford na
 moho na