

**EXHIBIT A**  
**APPENDIX C**

APPENDIX C  
COMPUTERIZED QUESTIONNAIRE PROGRAM

Questionnaire name: 11744

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\*\*\* RESPONDENT # COLS 1 - 6 \*\*\*

\*\*\* QUESTION #5 \*\*\*

\*Timezone Punch

GO TO Q. #6 =====> <1> E  
 GO TO Q. #6 =====> <2> C  
 GO TO Q. #6 =====> <3> M  
 GO TO Q. #6 =====> <4> P  
 GO TO Q. #6 =====> <5> A/H

-- COL. 7 --

\*\*\* QUESTION #6 \*\*\*

\*Version

GO TO Q. #7 =====> <1> W  
 GO TO Q. #7 =====> <2> X

-- COL. 8 --

\*\*\* QUESTION #11 \*\*\*

[S]

Hello. My name is \_\_\_\_\_, with Issues & Answers, an independent research company. We are conducting a very brief survey related to the internet and would like to include the opinions of someone in your household. This is NOT a sales or telemarketing call.

So that we can get a mix of individuals from various households, may I please speak to the person in your household who will have the next birthday and is 14 years of age or older?

(IF SPEAKING, CONTINUE.)

(IF 'NOT HOME/AVAILABLE,' ASK:) When would be a good time to call back and who should I ask for?

GO TO Q. #14 =====> <1> Continue  
 GO TO Q. #12 =====> <2> Transferred  
 DISP CODE #11 =====> <3> No Answer  
 DISP CODE #12 =====> <4> Answering Machine  
 DISP CODE #2 =====> <5> Phone Busy  
 DISP CODE #3 =====> <6> Disconnected Phone  
 DISP CODE #4 =====> <7> Business/Government  
 DISP CODE #5 =====> <8> Respondent not available  
 DISP CODE #6 =====> <9> Initial Refusal  
 DISP CODE #7 =====> <10> Computer Tone  
 DISP CODE #8 =====> <11> Language Problem  
 GO TO Q. #12 =====> <12> #Call Substitute Phone Number  
 GO TO Q. #12 =====> <13> #Wrong Number  
 DISP CODE #18 =====> <14> Blocked Call  
 GO TO Q. #12 =====> <15> #Irate Refusal  
 DISP CODE #20 =====> <16> Cell Phone  
 DISP CODE #9 =====> <17> Schedule callback

-- COLS. 9 - 10 --

\*\*\* QUESTION #12 \*\*\*

Hello. My name is \_\_\_\_\_, with Issues & Answers, an independent research company. We are conducting a very brief survey related to the internet. This is NOT a sales or telemarketing call.

Are you the person in your household who will have the next birthday and is 14 years of age or older? (IF 'YES,' CONTINUE.)

(IF 'NO,' ASK FOR THAT PERSON AND REPEAT ABOVE.)

(IF 'NOT HOME/AVAILABLE,' ASK:) When would be a good time to call back and who should I ask for?

GO TO Q. #14 =====> <1> Yes, CONTINUE  
GO TO Q. #13 =====> <2> No, NOT HOME/AVAILABLE

-- COL. 11 --

\*\*\* QUESTION #13 \*\*\*

ENTER 1 FOR SCHEDULED CALLBACK.

ENTER 2 TO CONTINUE WITH SURVEY.

DISP CODE #9 =====> <1> Schedule callback  
GO TO Q. #12 =====> <2> Continue with survey

-- COL. 12 --

\*\*\* QUESTION #14 \*\*\*

For classification purposes only, would you please tell me, into which of the following categories does your age fall?

(READ LIST.)

GO TO Q. #15 =====> <1> Under 14  
GO TO Q. #16 =====> <2> 14 to 29  
GO TO Q. #16 =====> <3> 30 to 49  
GO TO Q. #16 =====> <4> 50 or above  
GO TO Q. #15 =====> <5> (DO NOT READ) Refused

-- COL. 13 --

\*\*\* QUESTION #16 \*\*\*

\*age quota

GO TO Q. #17 =====> <1> W - Age 14 to 29  
GO TO Q. #17 =====> <2> W - Age 30 to 49  
GO TO Q. #17 =====> <3> W - Age 50 or above  
GO TO Q. #17 =====> <4> X - Age 14 to 29  
GO TO Q. #17 =====> <5> X - Age 30 to 49  
GO TO Q. #17 =====> <6> X - Age 50 or above

-- COL. 14 --

\*\*\* QUESTION #17 \*\*\*

RECORD GENDER BY OBSERVATION

GO TO Q. #18 =====> <1> MALE  
GO TO Q. #18 =====> <2> FEMALE

-- COL. 15 --

\*\*\* QUESTION #18 \*\*\*

\*gender quota

GO TO Q. #19 =====> <1> W Version - Male  
GO TO Q. #19 =====> <2> W Version - Female  
GO TO Q. #19 =====> <3> X Version - Male  
GO TO Q. #19 =====> <4> X Version - Female

-- COL. 16 --

\*\*\* QUESTION #19 \*\*\*

1.0 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.

GO TO Q. #20 =====> <1> advised respondent about monitoring CONTINUE  
GO TO Q. #17 =====> <2> \*continue

-- COL. 17 --

\*\*\* QUESTION #20 \*\*\*

2.0 Do you access the internet at home, at work, at school, or somewhere else?

GO TO Q. #22 =====> <1> Yes

GO TO Q. #21 =====> <2> No

-- COL. 18 --

\*\*\* QUESTION #22 \*\*\*

2.1 Can you access the internet via a high speed internet connection at home, at work, at school, or somewhere else?

GO TO Q. #24 =====> <1> Yes

GO TO Q. #23 =====> <2> No

GO TO Q. #23 =====> <3> (DO NOT READ) Don't know

-- COL. 19 --

\*\*\* QUESTION #24 \*\*\*

2.2 Using a high speed internet connection, would you be likely to visit an internet site where you could watch a variety of past and current episodes of TV shows, film and TV clips, trailers, and select feature films

...PAUSE...

all for free and you decide when and what to watch?

GO TO Q. #26 =====> <1> Yes

GO TO Q. #25 =====> <2> No

GO TO Q. #25 =====> <3> (DO NOT READ) Don't know

-- COL. 20 --

\*\*\* QUESTION #30 \*\*\*

[S]

In a moment, I am going to ask you some questions about internet sites.

Please understand that we are interested in your answers; but if you don't have an answer or don't know the answer to a question, that is an acceptable response.

GO TO Q. #31 =====> <1> Continue

GO TO Q. #30 =====> <2> \*

-- COL. 21 --

\*\*\* QUESTION #31 \*\*\*

!Version W

3.0W 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,

....PAUSE...

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

(RECORD RESPONSE VERBATIM.)



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(RECORD ONE ANSWER PER LINE.)

GO TO Q. #32 =====> <1> openend  
-- MULTI-PUNCH --  
-- ANSWER REQUIRED --  
-- COLS. 22 - 93 --  
-- COLS. 94 - 165 --  
-- COLS. 166 - 237 --  
-- COLS. 238 - 309 --  
-- COLS. 310 - 381 --  
-- COLS. 382 - 453 --  
-- COLS. 454 - 525 --  
-- COLS. 526 - 597 --  
-- COLS. 598 - 669 --  
-- COLS. 670 - 741 --

\*\*\* QUESTION #32 \*\*\*

INTERVIEWER: Did the respondent give an answer?

GO TO Q. #33 =====> <1> Gave answer  
GO TO Q. #44 =====> <2> IF ONLY None or Don't know  
-- COL. 742 --

\*\*\* QUESTION #33 \*\*\*

3.1W What other names of internet sites that offer self publishing, if any, can you think of?

(RECORD RESPONSE VERBATIM.)

(RECORD ONE ANSWER PER LINE.)

GO TO Q. #34 =====> <1> openend  
-- MULTI-PUNCH --  
-- ANSWER REQUIRED --  
-- COLS. 743 - 814 --  
-- COLS. 815 - 886 --  
-- COLS. 887 - 958 --  
-- COLS. 959 - 1030 --  
-- COLS. 1031 - 1102 --  
-- COLS. 1103 - 1174 --  
-- COLS. 1175 - 1246 --  
-- COLS. 1247 - 1318 --  
-- COLS. 1319 - 1390 --  
-- COLS. 1391 - 1462 --

\*\*\* QUESTION #35 \*\*\*

4.0W Now, I am going to read you some additional names that may or may not be internet sites that offer self publishing.

....PAUSE...

Have you ever heard of...

GO TO Q. #36 =====> <1> Continue  
GO TO Q. #35 =====> <2> \*loop  
-- COL. 1463 --

\*\*\* QUESTION #37 \*\*\*

4.0W lulu?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #38 =====> <1> Yes

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GO TO Q. #38 =====> <2> No  
GO TO Q. #38 =====> <3> Don't know  
-- COL. 1464 --

\*\*\* QUESTION #38 \*\*\*  
4.0W blurb?

(READ IF NECESSARY: Have you ever heard of...?)  
GO TO Q. #39 =====> <1> Yes  
GO TO Q. #39 =====> <2> No  
GO TO Q. #39 =====> <3> Don't know  
-- COL. 1465 --

\*\*\* QUESTION #39 \*\*\*  
4.0W iuniverse?

(READ IF NECESSARY: Have you ever heard of...?)  
GO TO Q. #40 =====> <1> Yes  
GO TO Q. #40 =====> <2> No  
GO TO Q. #40 =====> <3> Don't know  
-- COL. 1466 --

\*\*\* QUESTION #40 \*\*\*  
4.0W authorhouse?

(READ IF NECESSARY: Have you ever heard of...?)  
GO TO Q. #41 =====> <1> Yes  
GO TO Q. #41 =====> <2> No  
GO TO Q. #41 =====> <3> Don't know  
-- COL. 1467 --

\*\*\* QUESTION #41 \*\*\*  
4.0W trafford?

(READ IF NECESSARY: Have you ever heard of...?)  
GO TO Q. #42 =====> <1> Yes  
GO TO Q. #42 =====> <2> No  
GO TO Q. #42 =====> <3> Don't know  
-- COL. 1468 --

\*\*\* QUESTION #42 \*\*\*  
4.0W moho?

(READ IF NECESSARY: Have you ever heard of...?)  
GO TO Q. #43 =====> <1> Yes  
GO TO Q. #43 =====> <2> No  
GO TO Q. #43 =====> <3> Don't know  
-- COL. 1469 --

\*\*\* QUESTION #44 \*\*\*

4.1W Now, I am going to read you some names that may or may not be internet sites that offer self publishing.

....PAUSE....

Have you ever heard of...

GO TO Q. #45 =====> <1> Continue  
GO TO Q. #44 =====> <2> \*loop

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-- COL. 1470 --

\*\*\* QUESTION #46 \*\*\*

4.1W lulu?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #47 =====&gt; &lt;1&gt; Yes

GO TO Q. #47 =====&gt; &lt;2&gt; No

GO TO Q. #47 =====&gt; &lt;3&gt; Don't know

-- COL. 1471 --

\*\*\* QUESTION #47 \*\*\*

4.1W blurb?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #48 =====&gt; &lt;1&gt; Yes

GO TO Q. #48 =====&gt; &lt;2&gt; No

GO TO Q. #48 =====&gt; &lt;3&gt; Don't know

-- COL. 1472 --

\*\*\* QUESTION #48 \*\*\*

4.1W iuniverse?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #49 =====&gt; &lt;1&gt; Yes

GO TO Q. #49 =====&gt; &lt;2&gt; No

GO TO Q. #49 =====&gt; &lt;3&gt; Don't know

-- COL. 1473 --

\*\*\* QUESTION #49 \*\*\*

4.1W authorhouse?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #50 =====&gt; &lt;1&gt; Yes

GO TO Q. #50 =====&gt; &lt;2&gt; No

GO TO Q. #50 =====&gt; &lt;3&gt; Don't know

-- COL. 1474 --

\*\*\* QUESTION #50 \*\*\*

4.1W trafford?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #51 =====&gt; &lt;1&gt; Yes

GO TO Q. #51 =====&gt; &lt;2&gt; No

GO TO Q. #51 =====&gt; &lt;3&gt; Don't know

-- COL. 1475 --

\*\*\* QUESTION #51 \*\*\*

4.1W moho?

. (READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #52 =====&gt; &lt;1&gt; Yes

GO TO Q. #52 =====&gt; &lt;2&gt; No

GO TO Q. #52 =====&gt; &lt;3&gt; Don't know

-- COL. 1476 --

\*\*\* QUESTION #53 \*\*\*

!Version X



3.0X 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,

....PAUSE...

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

(RECORD RESPONSE VERBATIM.)

(RECORD ONE ANSWER PER LINE.)

GO TO Q. #54 ==> <1> openend
-- MULTI-PUNCH --
-- ANSWER REQUIRED --
-- COLS. 1477 - 1548 --
-- COLS. 1549 - 1620 --
-- COLS. 1621 - 1692 --
-- COLS. 1693 - 1764 --
-- COLS. 1765 - 1836 --
-- COLS. 1837 - 1908 --
-- COLS. 1909 - 1980 --
-- COLS. 1981 - 2052 --
-- COLS. 2053 - 2124 --
-- COLS. 2125 - 2196 --

\*\*\* QUESTION #54 \*\*\*

INTERVIEWER: Did the respondent give an answer?

GO TO Q. #55 ==> <1> Gave answer
GO TO Q. #66 ==> <2> IF ONLY None or Don't know
-- COL. 2197 --

\*\*\* QUESTION #55 \*\*\*

3.1X What other names of internet sites that offer video content, if any, can you think of?

(RECORD RESPONSE VERBATIM.)

(RECORD ONE ANSWER PER LINE.)

GO TO Q. #56 ==> <1> openend
-- MULTI-PUNCH --
-- ANSWER REQUIRED --
-- COLS. 2198 - 2269 --
-- COLS. 2270 - 2341 --
-- COLS. 2342 - 2413 --
-- COLS. 2414 - 2485 --
-- COLS. 2486 - 2557 --
-- COLS. 2558 - 2629 --
-- COLS. 2630 - 2701 --
-- COLS. 2702 - 2773 --
-- COLS. 2774 - 2845 --
-- COLS. 2846 - 2917 --

\*\*\* QUESTION #57 \*\*\*

4.0X Now, I am going to read you some additional names that may or may not be internet sites that offer video content.

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.  
....PAUSE....  
.

Have you ever heard of...

GO TO Q. #58 =====> <1> Continue  
GO TO Q. #57 =====> <2> \*loop  
-- COL. 2918 --

\*\*\* QUESTION #59 \*\*\*

4.0X lulu?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #60 =====> <1> Yes  
GO TO Q. #60 =====> <2> No  
GO TO Q. #60 =====> <3> Don't know  
-- COL. 2919 --

\*\*\* QUESTION #60 \*\*\*

4.0X myspace?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #61 =====> <1> Yes  
GO TO Q. #61 =====> <2> No  
GO TO Q. #61 =====> <3> Don't know  
-- COL. 2920 --

\*\*\* QUESTION #61 \*\*\*

4.0X youtube?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #62 =====> <1> Yes  
GO TO Q. #62 =====> <2> No  
GO TO Q. #62 =====> <3> Don't know  
-- COL. 2921 --

\*\*\* QUESTION #62 \*\*\*

4.0X photobucket?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #63 =====> <1> Yes  
GO TO Q. #63 =====> <2> No  
GO TO Q. #63 =====> <3> Don't know  
-- COL. 2922 --

\*\*\* QUESTION #63 \*\*\*

4.0X digg?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #64 =====> <1> Yes  
GO TO Q. #64 =====> <2> No  
GO TO Q. #64 =====> <3> Don't know  
-- COL. 2923 --

\*\*\* QUESTION #64 \*\*\*

4.0X moho?

(READ IF NECESSARY: Have you ever heard of...?)

GO TO Q. #65 =====> <1> Yes