

**71% of students opt to use free, ad-supported version of textbook**  
 Despite the economy, 29% of students purchase upgrades

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(Saint Paul, MN) A 2009 Spring Term usage study released today by Textbook Media (TM) shows that 71% of Spring Term college students registered at TM chose the free, online version of their assigned textbook. The online version is supported by advertising displayed in natural breaks in the subject matter, as well as advertising displayed prior to each log-in session.

For most textbooks, TM offers students four media options (see Table 1), which are presented in the book description at the TM web site, and then again prior to check-out.

Table 1

<i>Textbook Options at Textbook Media</i>			
<u>Version</u>	<u>Media option</u>	<u>Ad-supported</u>	<u>Typical price</u>
Baseline	Online	Yes	\$0.00
Upgrade 1	Online	No	\$9.95
Upgrade 2	PDF Downloads	No	\$14.95
Upgrade 3	Paperback	No	\$34.95

The usage study, which covered data from the first 7500 U.S. student registrations for Spring Term 2009, shows that, despite a tough economy, some students are willing to pay for upgrades based on their personal preferences.

“One could look at the data and say that 29% of college students don’t want ads, but that’s not what’s happening,” said Tom Doran, Textbook Media founder and CEO. “We know from the student comments that other personal preference dynamics are at play. Some students, for example, prefer the portability of a paperback. Others prefer to have their textbook on their computer desktop.”

Doran said that reaction from the academic community to advertising in textbooks has been positive. “That’s the beauty of Textbook Media--our instructor-users prefer that their students have a range of media and pricing options. The fact that one of these options harnesses advertising to afford a free version is not only acceptable, it’s preferred to be included as an option.”

The study, which provides a breakdown of usage by media type and by price points, is available to interested academics by writing [info@textbookmedia.com](mailto:info@textbookmedia.com).