



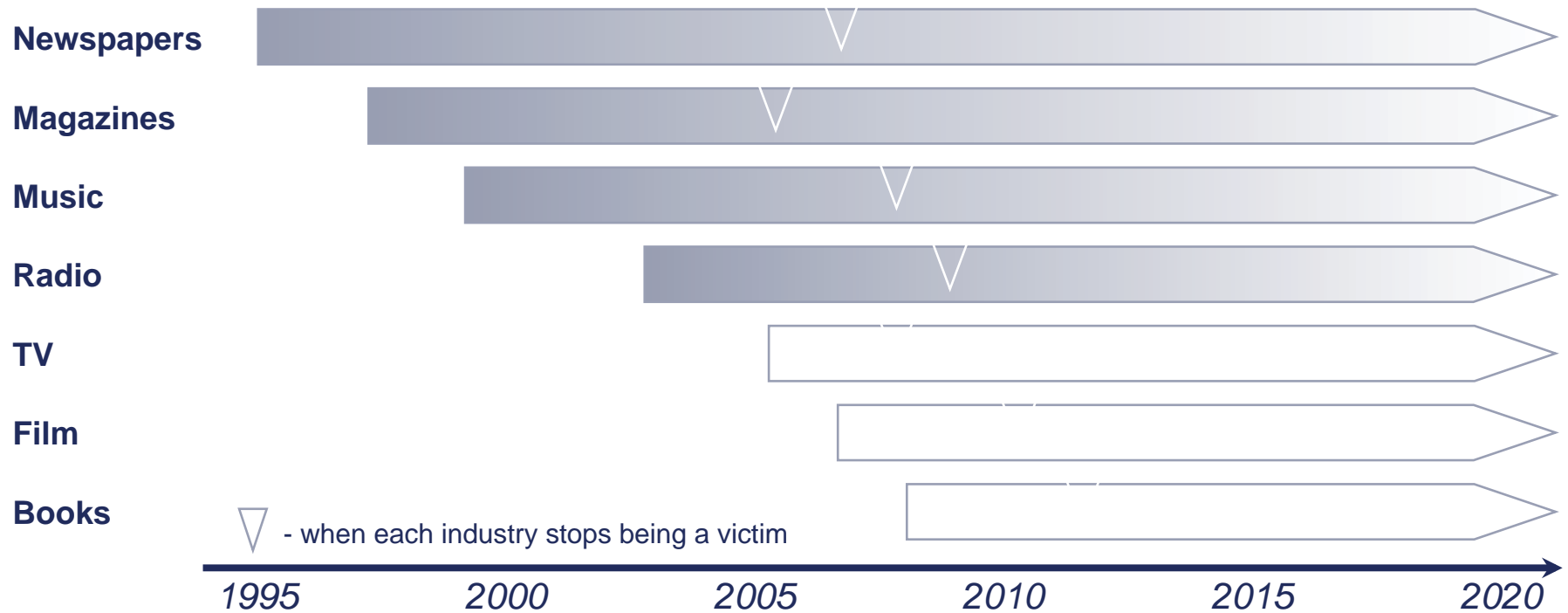
IDPF Digital Book 2008: Random House Update

May 14, 2008



Trade publishing is entering a time of significant change

The Digital Media Transformation Timeline



▶ Opportunity for book publishing to learn from other media industries

The e-book format is poised for growth





A transition to electronic publishing will enable the core product to evolve into additional, compelling forms

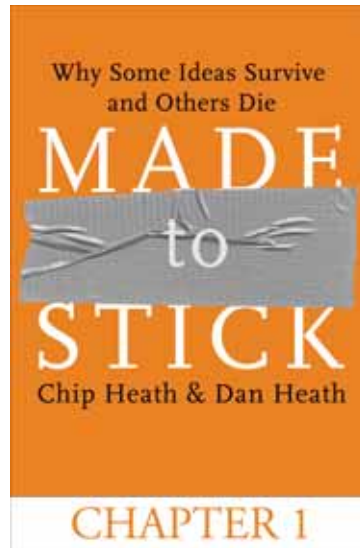
- Enhanced eBooks (e.g. extra material, links)
- Multi-media (e.g. embedded audio, flash/flex apps)
- Web sites and stories

Beyond eBooks, Random House is working on a variety of other digital and online initiatives

Personalized Books



“Chunked” Books



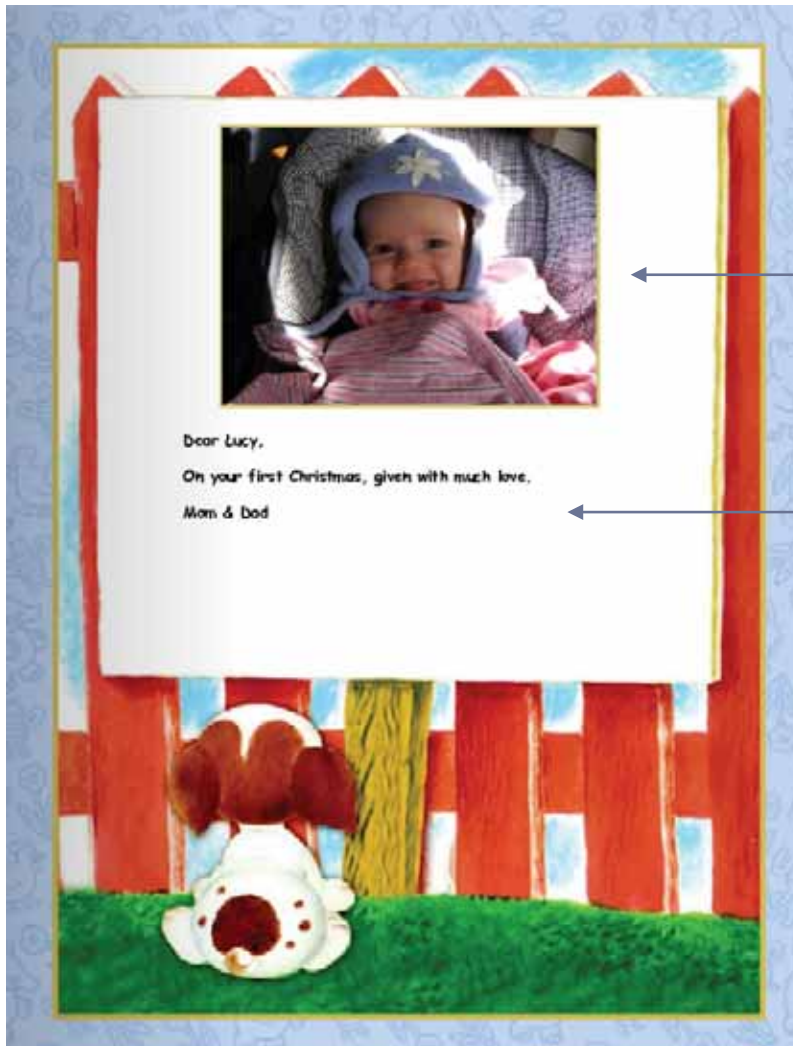
Custom Content Selection



Ad Supported Content



Personalized books

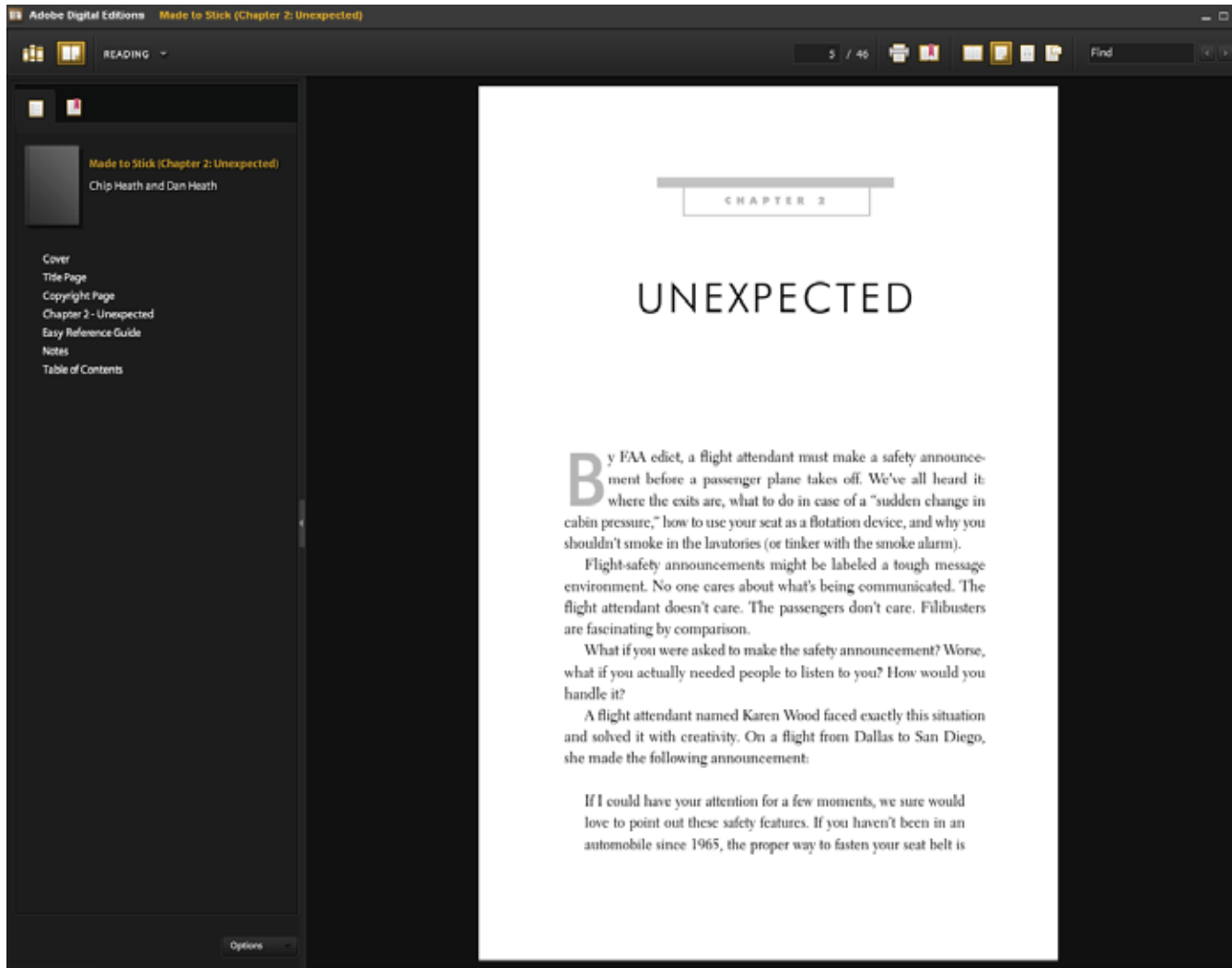


Photo

Inscription/Dedication



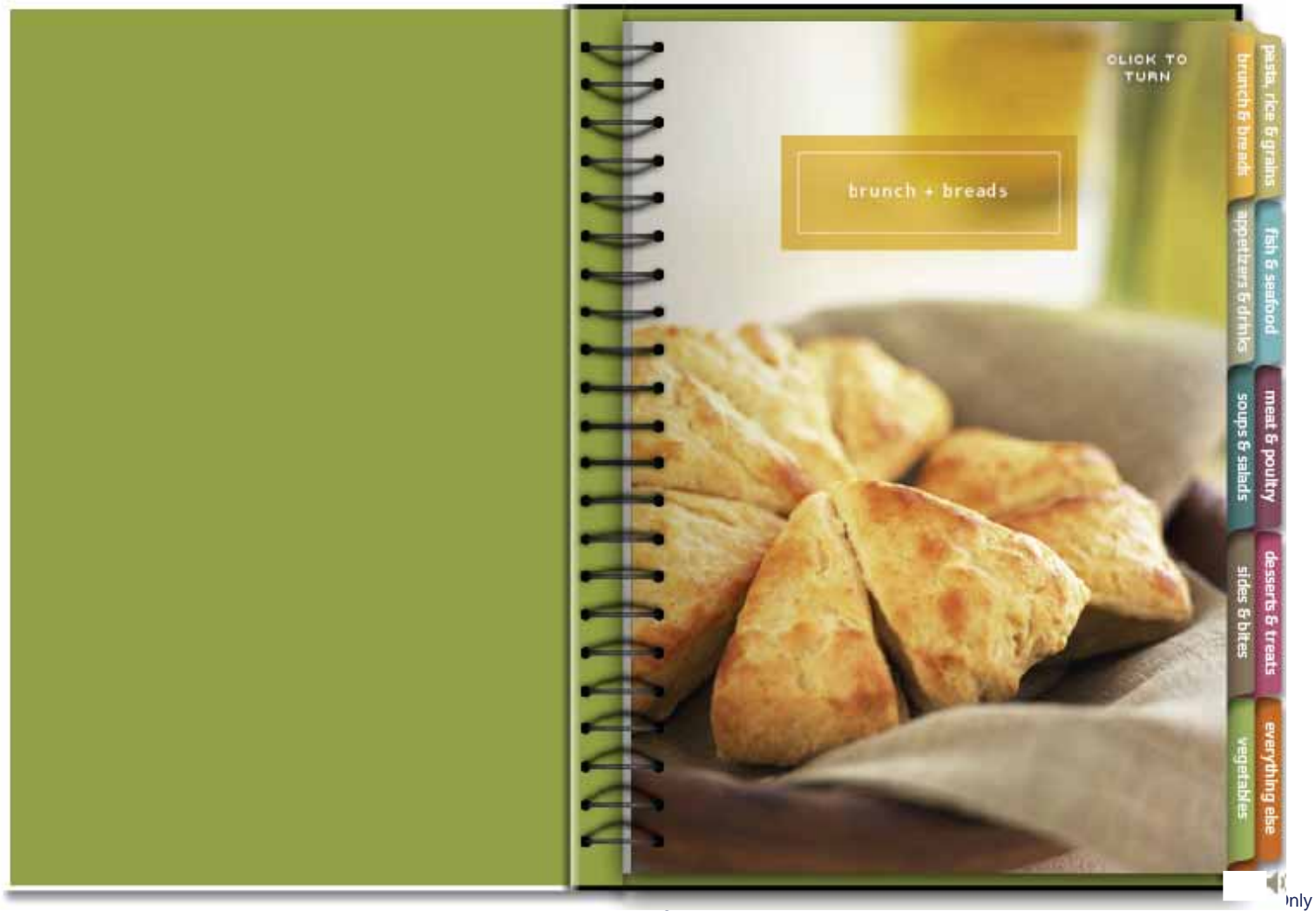
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Near to medium term business development focus

- Continued experimentation
- Measurement and investment
- Increased marketing and distribution
- Greater consumer focus