E-BOOKS
GLOBAL DISTRIBUTION

Andrew Weinstein
Vice President, & General Manager,
Retail Solutions

INGRAM
The world’s largest and most trusted distributor of physical & digital content
Helping content reach its destination—no matter what format
Who are our users?

Library patrons
Educators
Retailers
Publishers
Students
E-book readers
Consumers
DIGITAL CONTENT
Revolutionizing how digital content reaches its destination

- CoreSource® Digital Asset Management
- CoreSource Plus Complete Digital Distribution Management
- CoreSource Fulfillment Secure DRM Distribution Services
- MyiLibrary® E-book Platform for Libraries
- VitalSource® #1 E-textbook platform for Higher Education
Asset Management

SERVICES
Digital asset management
Global content distribution to the CoreSource reseller network
File conversion services
Metadata standardization
Comprehensive activity reporting

BENEFITS
Stable & secure platform
Integration with Ingram as well as non-Ingram sales channels
Expanded distribution reach
CoreSource

Asset Management

670+ Publishers
140 Distribution partners
140,000 Titles
150+ Countries
11 Average distribution partners per publisher
Complete Distribution Management

SERVICES
Contract, billing, and A/R management
Sales reporting across all channels

BENEFITS
Managed distribution of content and metadata
More distributions partners reached in less time
CoreSource Plus

18 Publishers

10 Distribution partners (+ CoreSource Fulfillment)

2,590+ Titles

150+ Countries
Apple® Referral Program

280+ Publishers
8,000+ Titles
CoreSource Fulfillment

E-book Fulfillment Services

SERVICES
Content hosting for supported delivery formats
DRM delivery direct to retailer’s customers
Consolidated sales reporting & payments

BENEFITS
Secure & stable platform
Increase reach without increasing risk
CoreSource Fulfillment

2,000+ Wholesale Publishers (+ US agency)
70+ Live Web sites
347,700+ Titles
150+ Countries
CoreSource Fulfillment
Unit Sales by Country

USA: 53%
Australia: 13%
Canada: 10%
Netherlands: 9%
Great Britain: 6%
South Africa: 5%
Other: 4%
Library E-book Platform

**FEATURES**
- Comprehensive access control
- New title alerts and product launch updates
- Unique collection and promotion opportunities

**BENEFITS**
- Unparalleled title discoverability through industry leading discovery engines.
- Industry’s foremost patron selection program
- Complete integration with Ingram’s ipage® | Coutts’ OASIS® offering
- Accommodates users anywhere in the world
MyiLibrary

990+ Publishers
2,000+ Library partners
2M+ users
270,000+ Titles
1,500+ new titles added per month
7 Continents
MyiLibrary
Visitors by Country

- UK: 54%
- US: 17%
- Canada: 11%
- China: 11%
- Taiwan: 3%
- Hong Kong: 2%
- Other: 2%
E-textbook Delivery Software

SERVICES
Multi-platform e-book access for students
Complete LMS integration
Fully-integrated Apple® mobile app
Access to the most current relevant content
Seamlessly share notes and highlights
Flexible business models

BENEFITS
Accessibility
Works with schools existing LMS
LMS/Portal integration
Multimedia support
Full course access in a single code
VitalSource

80+ Publishers
1.6M Users
10,000+ New users per week
80,000+ Titles
17 Languages
180 Countries
Where are e-textbooks?

- Institutional adoption
- Curriculum packages
- Some B2C
- Custom publishing
- E-textbooks were 5% in 2010

- Experimentation
- Publishers to institution
- Ministry of Education
- Publishers to institution
- Publisher direct
- Single publisher to institution
Almost **tripled** active registered users

**10X** online usage

**100X** notes and highlights

**Significant institutional adoptions** - US and non-US

**More institutions** coming online
VitalSource
New User Growth

Monthly New User Growth 2007-Current

- SONY Reader
- iPhone
- Kindle
- CourseSmart
- Android
- Kindle 2
- VitalSource Online
- iPad
- Kindle 3
- iPad 2
- First VS LMS integration
Market Global Growth 2009
Market Global Growth
2011 YTD
What are the forces that hold a cell membrane together? The short answer to that question is chemical attractions.

The primary structure of a cell membrane is a double layer of phospholipid molecules. Recall from Chapter 2 that phospholipids have "heads" that are water soluble and double "tails" that are lipid soluble (see Figure 2.21, p. 50). Because their heads are hydrophilic (water loving) and their tails are hydrophobic (water fearing), phospholipid molecules naturally arrange themselves into double layers, or bilayers, in water. This allows the hydrophilic heads to face toward water and all the hydrophobic tails to face away from water (see Figure 2.24, p. 50).

Because the internal environment of the body is simply a water-based solution, phospholipid bilayers appear wherever phospholipid molecules are scattered among the water molecules. Cholesterol is a sterol lipid that mixes with phospholipid molecules to form a blend of lipids that stays just fluid enough to function properly at body temperature. Without cholesterol, cell membranes would break far too easily.

Each human cell manufactures various kinds of phospholipid and cholesterol molecules, which then arrange into a bilayer to form a natural "facing" material of varying thickness that can be used throughout the cell. This "facing" allows many lipid-soluble molecules to pass through easily—just like a picker fence allows air and water to pass through easily. However, because most of the phospholipid bilayer is hydrophilic, cell membranes do not allow water or water-soluble molecules to pass through easily. This characteristic of cell membranes is ideal because most of the substances in the internal environment are water soluble. What good is a membrane boundary if it allows just about everything to pass through?

FIGURE 3.3 Plasma membrane. The plasma membrane is made of a bilayer of phospholipid molecules arranged with their nonpolar "tails" pointing toward each other. Cholesterol molecules help stabilize the flexible bilayer structure to prevent breakage. Protein molecules and protein-hybrid molecules may be found on the outer or inner surface of the bilayer—or extending all the way through the membrane.
MORE THAN
DIGITAL
CONTENT...
Lightning Source

Eliminate inventory by digitizing print

5.9M+ Titles in digital library
22,230+ Publishers & Imprints
113M+ Books printed LTD
1.7M+ Average books printed per month
4 countries with print facilities
Ingram Content Group

7.6 M Active titles in 4 DCs
28,000+ Publishers & Imprints
7 Facilities
185+ Countries with orders fulfilled
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MORE REACH
MORE SALES
INGRAM

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