

IEEE 2011 Region 8 Sales Overview

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IEEE Global Sales &
Customer Operations
19 August 2011**

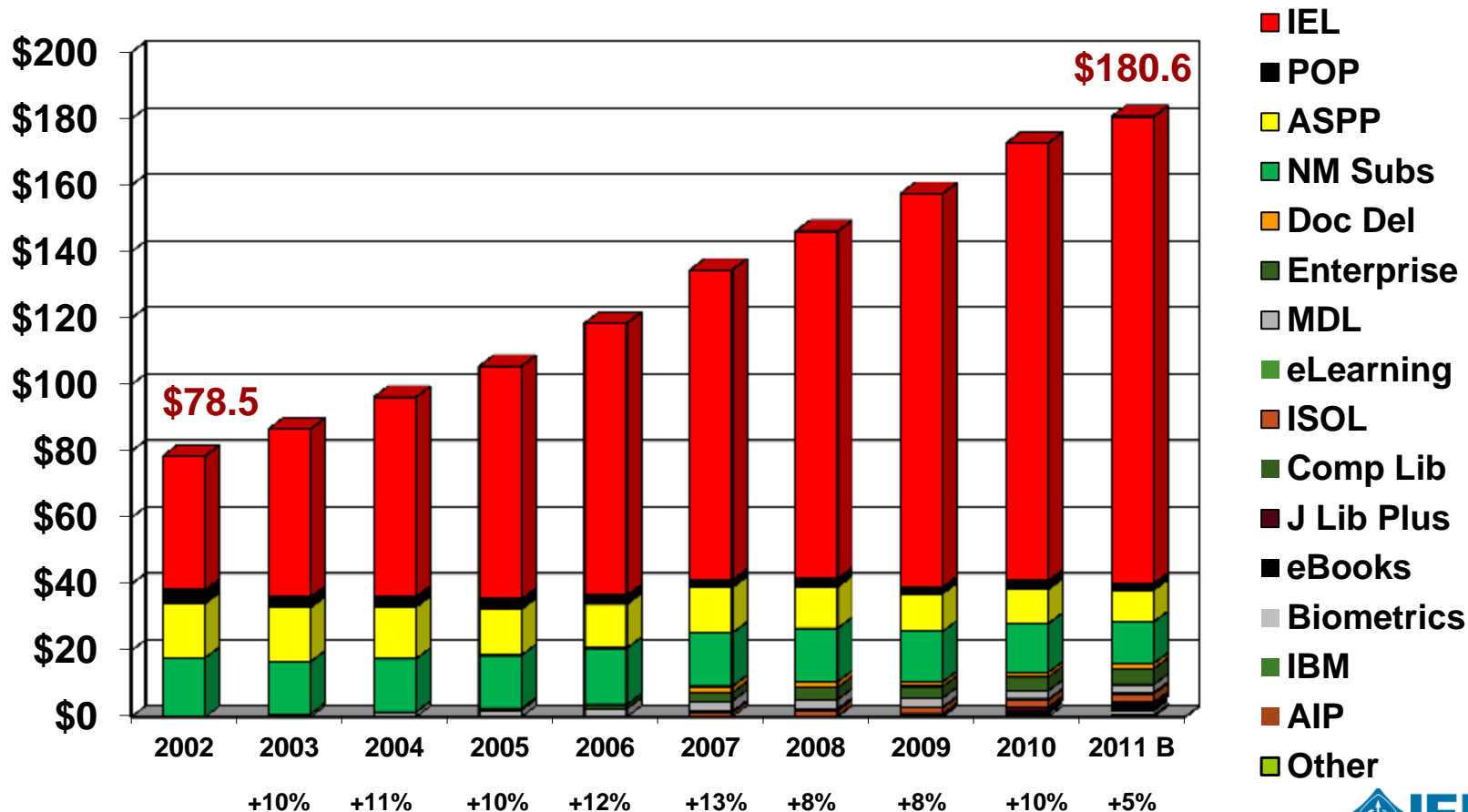
2011 IP business summary...

- On target to deliver \$180.6 million in IP sales
- IEEE Enterprise & eBooks strongest contributors to date
- IEL forecast \$1 million under budget
 - But \$9 million over 2010
- New int'l business = biggest issue
 - Arab Spring, Mexico consortium, European debt, cancellations
- NM print subs down \$1.3 MM vs. budget
- 2011 results will come down to the wire in December



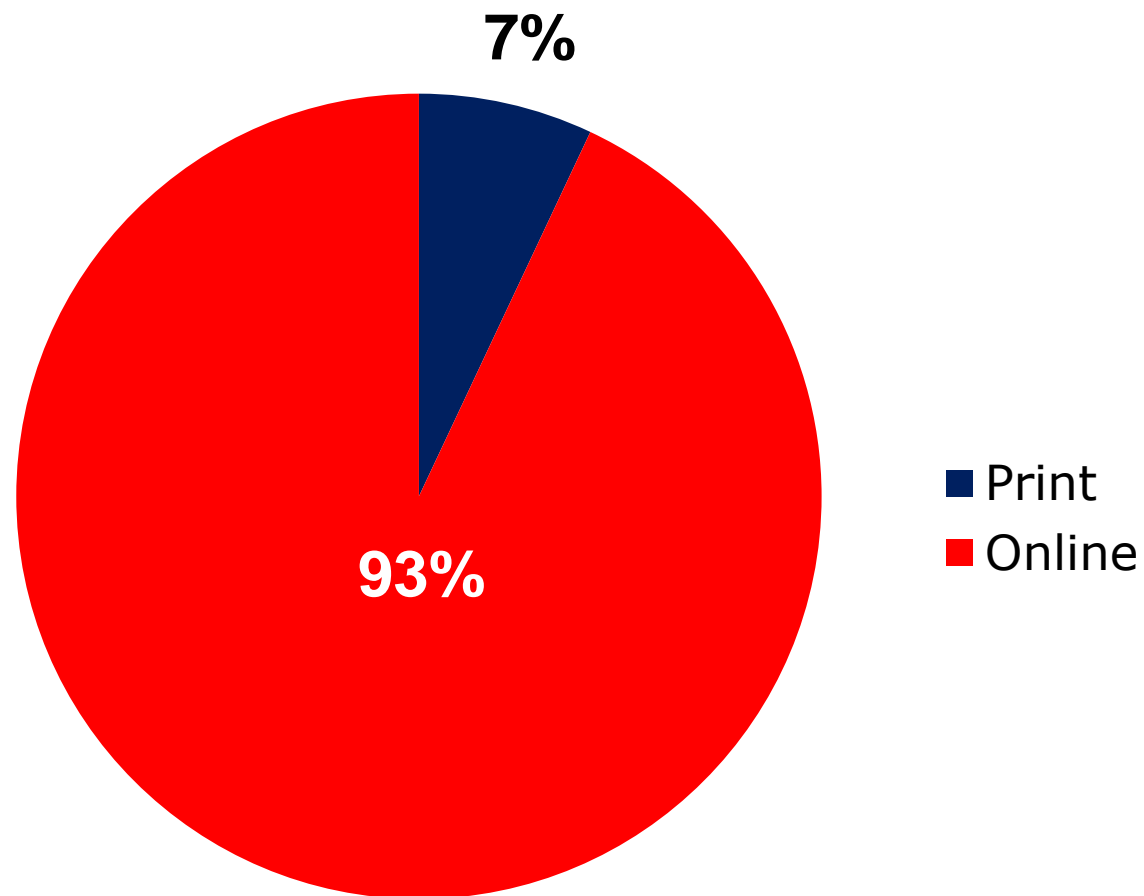
Key IEEE Product Sales Trends

2002-2011B in \$ millions earned sales / 230% growth in 10 years




Source: IEEE Sales & Marketing 2011

2011 Sales: print versus online

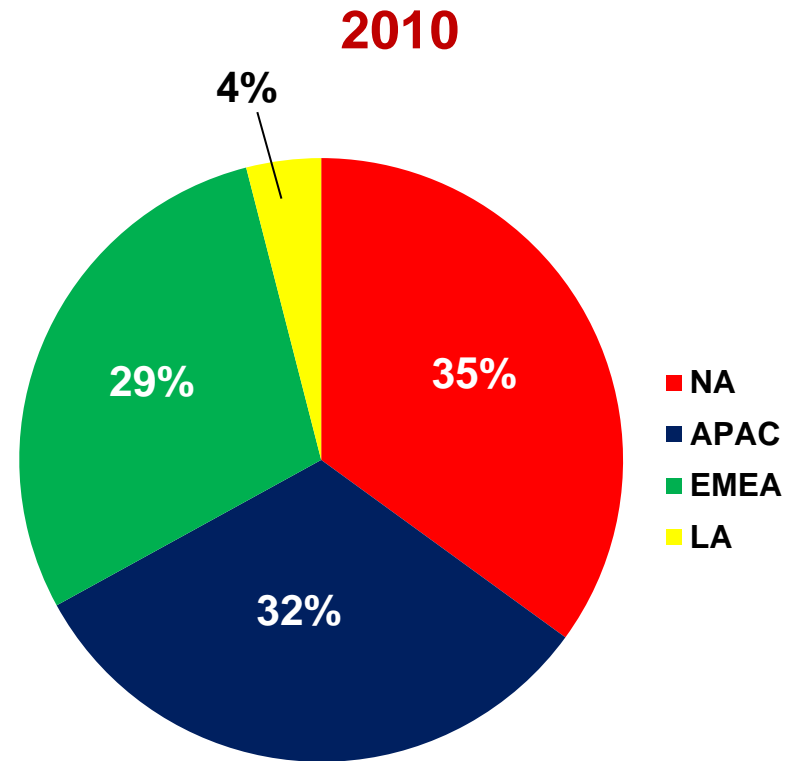
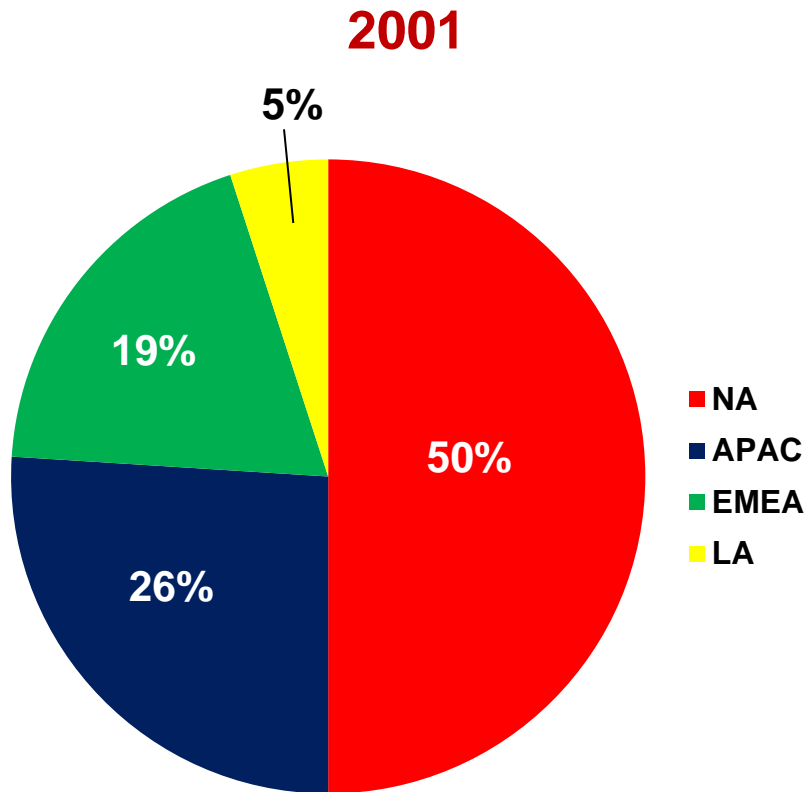


STM industry sales growth 2008-2011 projected

	STM industry average	 IEEE
2008	6.8%	8.6%
2009	1.7%	7.6%
2010	2.5%	9.7%
2011F	4.8% projected	4.6% forecast

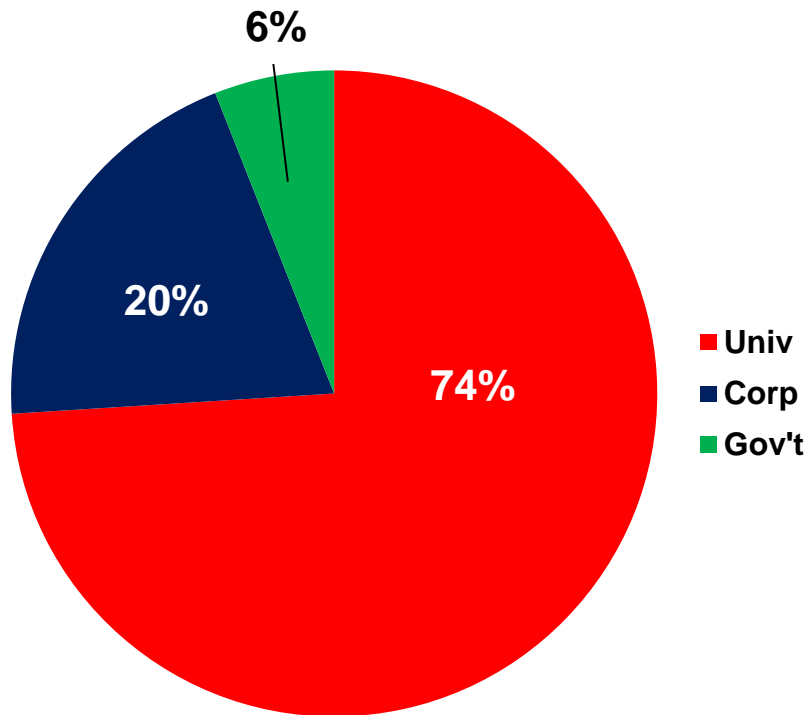
Source: Outsell March 2011; IEEE Sales & Mktg 2011

IEEE Sales by Region

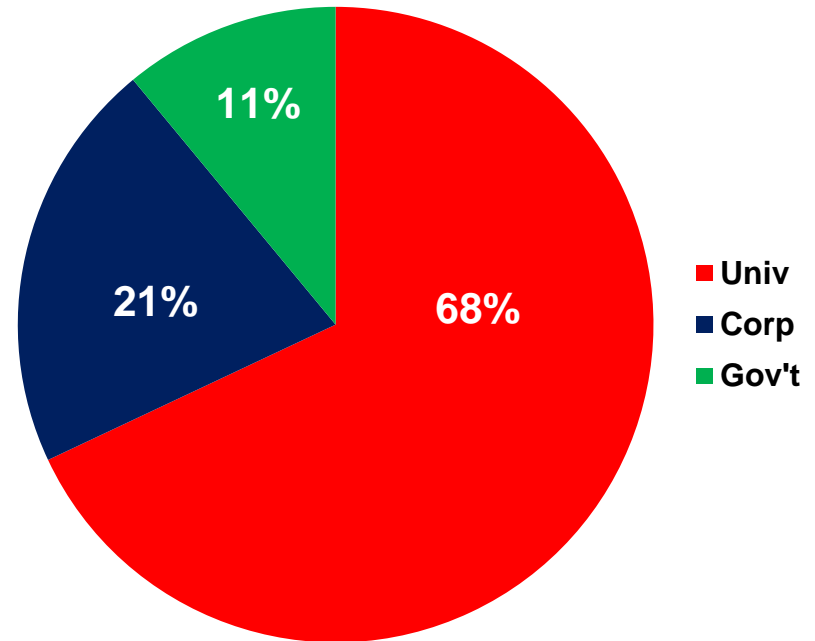


IEEE Sales by Customer

2001

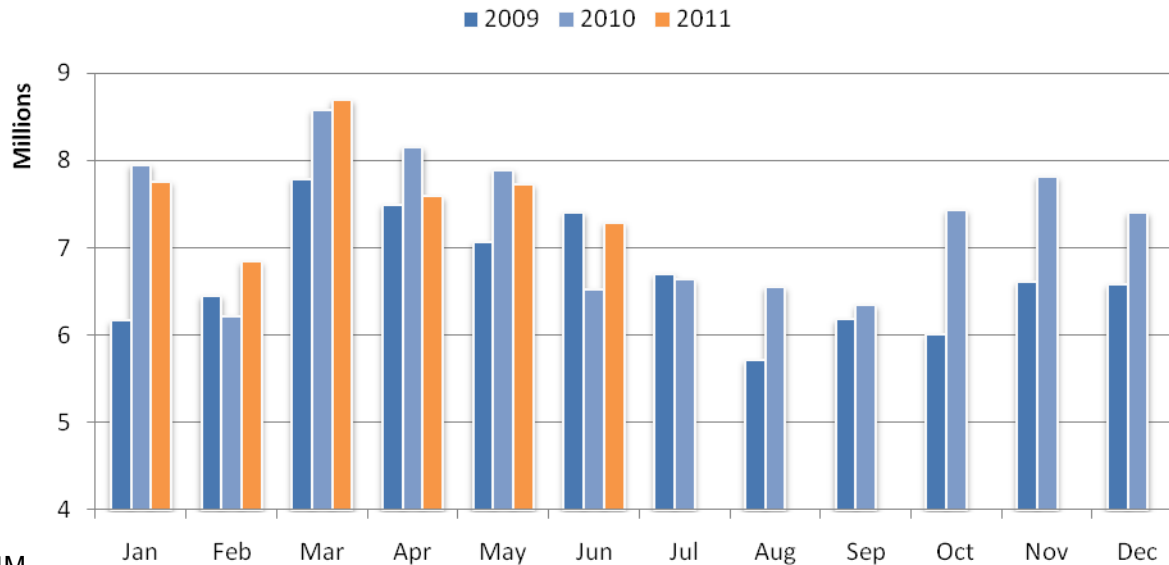


2010



IEEE Xplore Downloads*

- YTD downloads are 1.3% greater than the same 6 months of 2010
- Monthly Average to Date: 7.6M compared to 2010 at 7.3M, 2009 at 6.7M



Scale begins at 4M

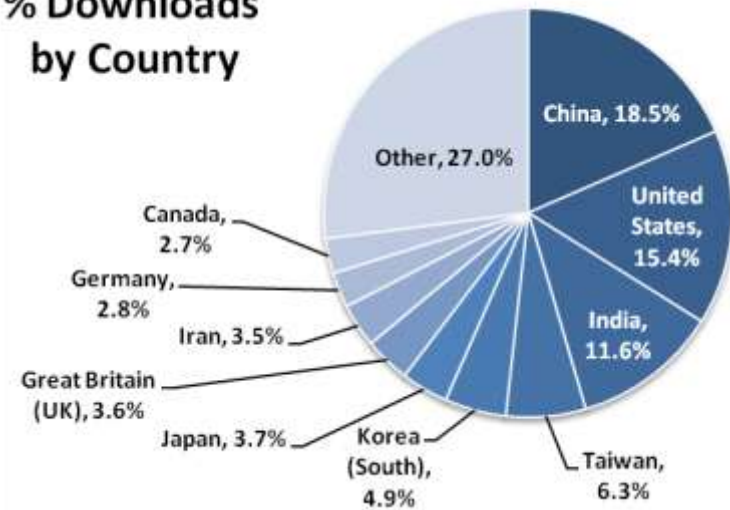
Source: NetInsight

* All Users: Individuals & Institutional

Xplore Usage by Country

The top 10 countries accounted for 72% of all downloads

% Downloads by Country

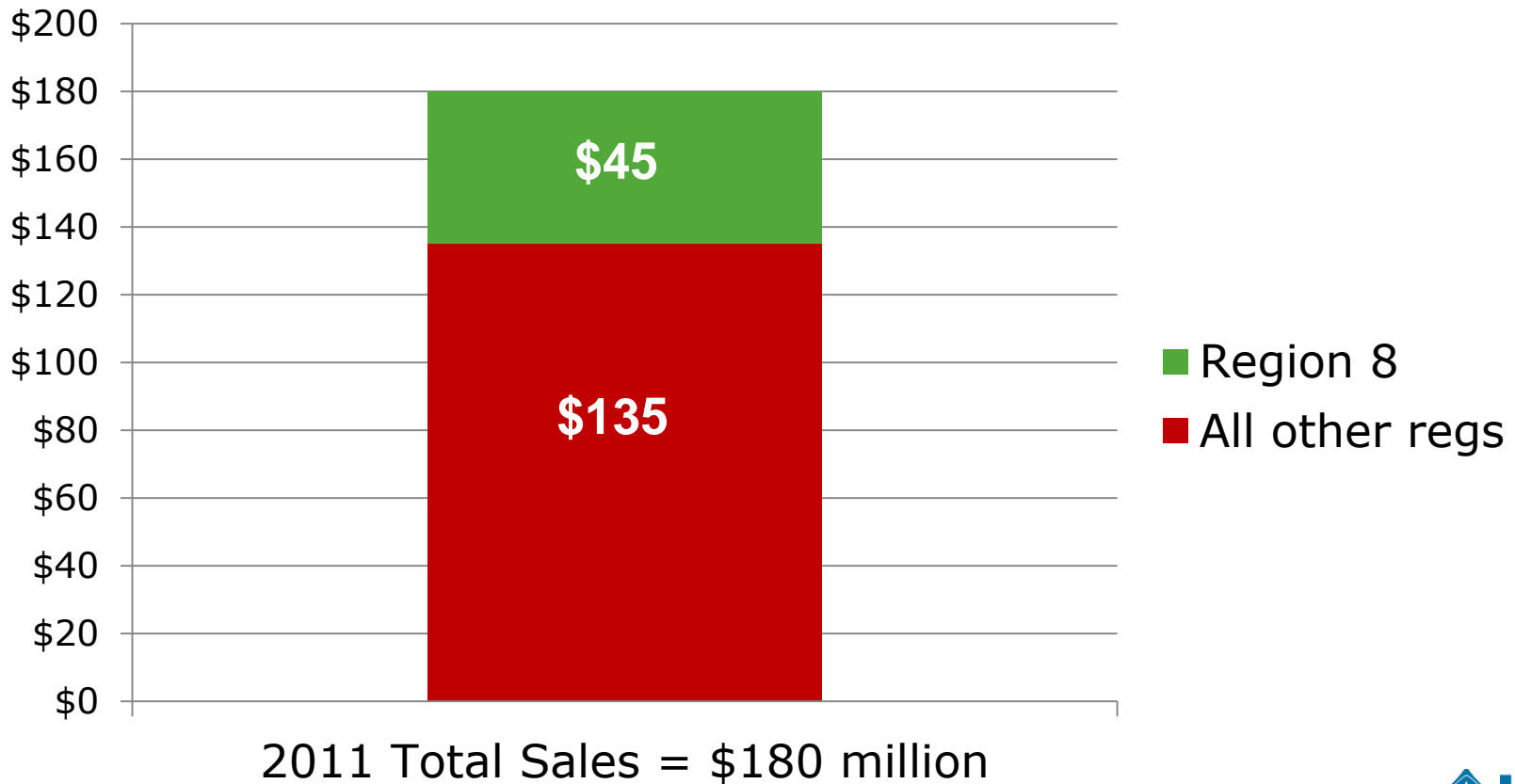


Country	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	% Chg	% Total
China	1,448,673	861,263	1,873,508	1,506,049	1,551,439	1,346,124	-13%	18.5%
United States	1,218,518	1,184,057	1,368,405	1,268,989	1,121,769	1,122,840	0%	15.4%
India	1,074,505	923,012	1,049,320	778,016	780,405	842,156	8%	11.6%
Taiwan	451,270	368,120	599,115	612,667	589,577	459,001	-22%	6.3%
Korea (South)	383,416	266,214	407,247	342,136	337,887	354,173	5%	4.9%
Japan	188,401	159,598	131,461	188,211	209,065	271,549	30%	3.7%
Great Britain (UK)	262,808	271,628	355,058	253,075	286,201	264,927	-7%	3.6%
Iran	241,642	279,445	129,270	236,965	309,327	251,894	-19%	3.5%
Germany	204,957	188,287	220,607	185,591	244,241	203,023	-17%	2.8%
Canada	219,686	213,448	242,343	198,107	196,458	200,093	2%	2.7%
All Others	2,150,230	2,059,521	2,360,941	2,056,770	2,101,259	1,968,265	-4%	27.0%

Source: NetInsight

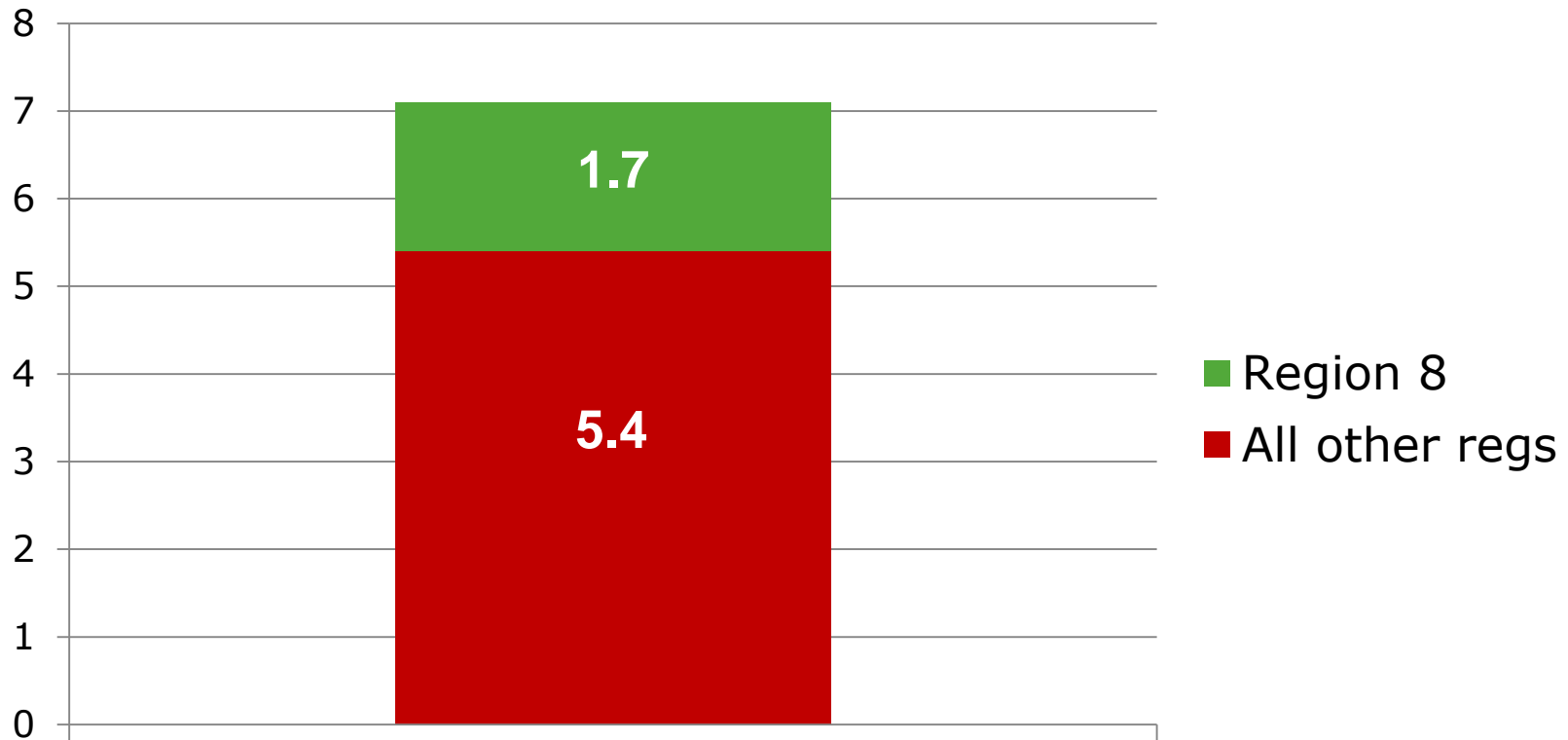
IEEE Sales in Region 8 = 25%

in US\$ millions



Xplore Usage in Region 8 = 24%

in millions



July 2011 Xplore Downloads = 7.1 million

Projects in 2011



- UK consortium of England, Wales, N. Ireland
 - Growth from 60 schools to ~ 100
 - Existing renewing universities plus new schools

Projects in 2011



- Hungarian consortium finalized August 2011
 - 9 schools take ASPP
 - 1 takes IEL
 - Potential upgrade for all schools to IEL

Projects in 2011



- In Germany, Max Planck institutes (all) take IEL from 2011 - 2014

Projects in 2011



- Saudi Arabia increases its IEL consortium to 22 schools

Projects in 2011



- Greece renews its ASPP consortium

Projects in 2011



- South African consortium established in 2009
 - 14 universities now participate
 - Expanding efforts to Botswana, Zimbabwe, Zambia, Nigeria & Uganda
 - IEEE Section (at the time (2009/2010)) led by Saurabh Sinha