



# The Facts About Google Book Search

## What's Google Book Search?

Google Book Search makes finding books easier. We introduced this program in the fall of 2004 to help users search through the oceans of information contained in the world's books and to help authors and publishers promote their books and expand their sales. Now when you do a search on Google, your results include not only websites, but also pointers to books whose contents contain your search terms. You can also visit the Google Book Search site at <http://books.google.com> to search specifically for books.

## Where do these books come from?

We're adding books to the Google Book Search index from two primary sources:

**Partner Program** – Most major U.S. and UK publishers have signed up to have their books added to Google Book Search, and we have recently launched the program in many other countries.

**Library Project** – We've also announced that we are scanning the contents of five major libraries: the University of Michigan, Stanford University, Harvard University, Oxford University, and the New York Public Library.

## What can I see in a Google Book Search result?

You can see three different displays in Google Book Search:



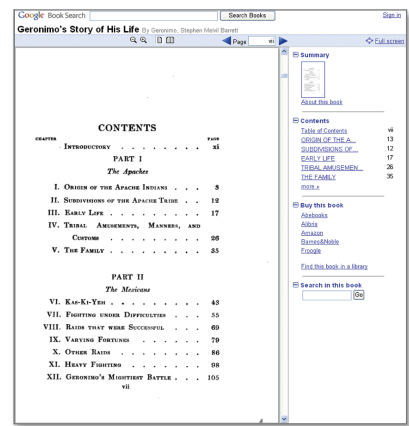
### Snippet View

- Similar to a card catalog: Helps you choose a book, but doesn't deliver the book itself.
- View bibliographic info and at most a few snippets – a few sentences showing your search term in context.
- No ads on these pages.



### Sample Pages Book

- View a limited number of sample pages when a publisher gives us permission.
- Publishers also get a free link to their own direct sales site.
- Publishers choose whether to show ads and receive the majority of revenue from them.



### Full Book View

- View the whole book because it is out of copyright.
- Links to used booksellers or nearby libraries that have the book.
- No ads on these pages.

## Is the Library Project supported by copyright law?

Yes. Google respects the rights of copyright holders and the tremendous creative effort behind every grant of copyright. We are a law-abiding company. Copyright law is all about which uses require permission and which don't, and we believe that – and we have carefully structured Google Book Search to ensure that – the use we make of all the books we scan through the Library Project is fully consistent with the Copyright Act, whose 'fair use' balancing of the rights of copyright holders with the public benefits of free expression and innovation allows a wide range of activity, from book quotations in reviews to parodies of pop songs. The aim of the Copyright Act is to protect and enhance the value of creative works in order to encourage more of them – in this case, to ensure that authors write and publishers publish. We find it difficult to believe that authors will stop writing books because Google Book Search makes them easier to find, or that publishers will stop selling books because Google Book Search might increase their sales.

## Why is Google doing this project?

Google's mission is to organize the world's information and make it universally accessible and useful. Our efforts with Google Book Search help us achieve this goal. Adding books as a component of our search capabilities will offer tremendous value to users – even if most book results will display only a few sentences – in both the quality of their search results and the comprehensiveness of our index. We have always focused our efforts on improving the user experience, and we believe this program is another way we can improve Google. In addition, books submitted through the Partner Program provide additional inventory for our advertising network. Similar to our AdSense program, Google Book Search shares revenue with publishers. Of course, we will also continue to show ads next to search results.

## Why is Google working with libraries? Why not just collaborate with publishers?

Our mission is to organize the world's information – not just the information currently available on the web and in the New Releases section of a bookstore. By most estimates, more than 80 percent of books in libraries are out of print, meaning that you can't buy them and publishers may not have the rights to give them to us through our Partner Program. Our goal is to create a comprehensive electronic card catalog of all the world's books. We must collaborate with libraries to accomplish this goal, since the majority of books can be found only there.

## What if a copyright holder doesn't want their books to be included in Google Book Search?

Any publisher or other copyright holder can easily exclude their titles from Google Book Search. Details on how to do that are publicly posted at <http://www.google.com/libraryexclusion>, but we've even taken that a step further: If authors or publishers have difficulty doing it on their own, we have a support team standing by to help.