

IEEE 802® Opening EC SA Reports

IEEE 802 Standards Single Sales Update

IEEE 802® Standards Micropayment Pilot

1 February 2012: Initiated a six-month pilot program to sell IEEE 802 standards and drafts at a micropayment level

At July 2012 Plenary agreed to extend the pilot to 31 January 2013

Get IEEE 802 Program remains

Drivers for pilot

- Low units/sales of individual 802 standards and drafts
- Discussion between the 802 leadership and the SA regarding a pilot to help determine if micropayment will increase single sales of 802 standards and drafts (before they go into the Get Program)
- Experiment that will provide valuable data as we examine our standards pricing model and publication product pricing strategy

IEEE 802® Standards Micropayment Pilot

IEEE 802 individual standards in PDF sold at \$5 for the first six months upon their publication/before they enter the Get Program

- Drafts are included in the pilot (but they are not included in the Get Program)

IEEE 802 standards in Print of Demand (PoD) will be sold at \$99. Upon six months of publication, the SA and its distributors continue to sell POD versions while their PDF counterparts are accessible in the Get Program

There is no member discount/price

Excluded are: IEEE 802 redline standards and 802 standards packages

Total no. of units of PDFs sold needs to meet or exceed 5,600 by 30 July for pilot to continue to 31 Dec 2012

Product Team monitoring monthly sales/units

Marketing Team promoting pilot on an ongoing basis

IEEE 802® Standards Micropayment Pilot

235 IEEE 802 standards products for sale (Pre Get Program; Withdrawn and Superseded)

- 162 are PDFs @ \$5 (11 drafts)
- 73 are PoD/Print @ \$99

3,223 units sold to date (1 Feb to 30 September)

Approved standards selling over drafts

IEEE Standards Store

IEEE Standards Store	Feb 2012	Mar 2012	Apr 2012	May 2012	June 2012	July 2012	Aug 2012	Sept 2012	YTD
	Units	Units	Units	Units	Units	Units	Units	Units	Units
PDF	278	212	247	417	287	214	254	222	
Print	1	0	1	1	0	3	1	0	
	279	212	248	418	287	217	255	222	
Drafts	34	32	36	46	39	25	28	18	
Standards	245	180	212	372	248	192	227	204	
	279	212	248	418	287	217	255	222	2138

IEEE Xplore (IEEE Shop)

IEEE Xplore	Feb 2012	Mar 2012	Apr 2012	May 2012	June 2012	Jul 2012	Aug 2012	Sept 2012	YTD
	Units	Units	Units	Units	Units	Units	Units	Units	Units
PDF	25	18	22	50	46	67	47		
Print	0	0	0	0	0	0	0		
	25	18	22	50	46	67	47		
Drafts	13	9	2	6	6	7	3		
Standards	12	9	20	44	40	60	44		
	25	18	22	50	46	67	47		275

Distributors

Techstreet Distributor	February 2012	March 2012	April 2012	May 2012	June 2012	July 2012	August 2012	September 2012	YTD
	Units	Units	Units	Units	Units	Units	Units	Units	Units
PDF	114	26	133	116	54	48	66	76	
Print	2	0	0	2	0	1	0	0	
	116	26	133	118	54	49	66	76	
Drafts	18	2	48	7	9	10	5	5	
Standards	98	24	85	111	45	39	61	71	
	116	26	133	118	54	49	66	76	638
All Other Distributors	February 2012	March 2012	April 2012	May 2012	June 2012	July 2012	August 2012	September 2012	YTD
	Units	Units	Units	Units	Units	Units	Units	Units	Units
PDF									
Print									
Drafts									
Standards									
	14	28	14	33	15	20	25	23	172
TOTAL - 802 Sales - other sales channels									810

Top Sellers

IEEE Standards Store, Techstreet Distributor & IEEE Xplore

Rank	Std #	Units
1	802.11-2012	767
2	802.15.4-2011	174
3	P802.11ac	163
4	802.15.4g	141
5	802.15.3-2012	92
6	802.11s-2011	77
7	P802.11ad	65
8	802.15.6-2012	64
9	802.1BA-2011	61
10	P802.11	52