



End Use Definitions

The information below provides the definitions for the 'End Use' you must declare when submitting a Content Request to the Product Asset Management (PAM) team.

Rights Audit End Uses

For requests using a 'Rights Audit End Use', AMDH will route the request directly to Global Rights Licensing (GRL) who will check author contracts, and then onto Rights Lifecycle Maintenance (IP Auditing) to assess third-party rights. Please refer to the following Rights Audit guides:

- [The Rights Audit Content Request Guide](#)
- [The Custom P&L to Custom Manufacturing Request Guide](#)

The Rights Audit request workflow is currently only for products for the NA and UK businesses shown below.

End Use	Region &/or Business	Definition
Adaptation <i>Note: for HE Global Edition team requests, use New Edition / Product - Design / Vendor</i>	NA & UK Higher Education, UK & Global Schools	Delivery of archived content to create a product by adapting a product owned by another Pearson business, including local language/English bilingual editions. Adaptations generally include the addition of new materials sourced by the adapting office.
Custom Manufacturing (full archive)	NA & UK Higher Education, UK & Global Schools	Delivery of archived content to create a product (usually for a specific customer) using content (all or in part) from one or more products. A Custom work usually is created to replace the sales of original work (Export or GE) and so is in English language form.
Custom – P&L / Solutioning (PDFs) <i>P&L - Profit & Loss</i>	NA & UK Higher Education, UK & Global Schools	Delivery of archived content to create a product (usually for a specific customer) using content (all or in part) from one or more products. A Custom work usually is created to replace the sales of original work (Export or GE) and so is in English language form.
International Reprint	NA & UK Higher Education, UK & Global Schools	Delivery of archived content for a product owned by another Pearson company reprinted locally with the owning company's permission. Reprints are typically exact replicas of original work albeit in softcover, B&W, or other modifications to create a less expensive product. Some elimination of content may occur such as Appendix or End of Chapter exercises.

Translation	NA & UK Higher Education, UK & Global Schools	Delivery of archived content to create a new product by translating a product owned by another Pearson business into another language.
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Non-Audit End Uses

For requests using a 'Non-Audit End Use' the PAM team will assess the request and, if there are no issues, they will fulfill the request by delivering the content. Please refer to the [The Non-Audit Content Request Guide](#).

Please note, where ALL is stated below, it refers to Asia, Australia, North America, and United Kingdom originated products only.*

**Singapore, Malaysia, Indonesia, Japan, Myanmar, Philippines, South Korea, Thailand, Vietnam*

End Use	Region &/or Business	Definition
Accessibility – RNIB (UK only)	UK	Delivery of consolidated print PDFs into a single PDF file to Royal National Institute for the Blind. Institutions and learners can request access to digital files of our printed books via RNIB platform, auto email to PAM dept who fulfil request into platform.
Accessibility – VIP / Parent Request (AU, ASIA & UK only)	Australia, Asia & UK	Delivery of consolidated print PDFs into a single PDF file for conversion to accessible formats for disabled learners, direct delivery to requestor or nominated delivery address.
Adaptation – (AU, Asia, ELL, Clin. Assess. & CA Schools)	Australia, Asia, ELL, Clinical Assessment & Canada Schools	Delivery of archived content to create a product by adapting a product owned by another Pearson business, including local language/English bilingual editions. Adaptations generally include the addition of new materials sourced by the adapting office.
ARP	ALL	Delivery of print PDFs to designated printer for the Automatic Replenish Program (ARP)
Audio product	ALL	Delivery of archived audio content to produce a new audio only product.
Creation of Marketing / Sales Materials	ALL	Delivery/conversion of PDFs (pages, spreads, units/chapters) or image formats for marketing purposes.
Custom Manufacturing (full archive) – (AU, Asia, ELL, Clin. Assess. & CA Schools)	Australia, Asia, ELL, Clinical Assessment & Canada Schools	Delivery of archived content to create a product (usually for a specific customer) using content (all or in part) from one or more products. A Custom work usually is created to replace the sales of original work (Export or GE) and so is in English language form.

Custom – P&L / Solutioning (PDFs) – (AU, Asia, ELL, Clin. Assess. & CA Schools) <i>P&L - Profit & Loss</i>	Australia, Asia, ELL, Clinical Assessment & Canada Schools	Delivery of archived content to create a product (usually for a specific customer) using content (all or in part) from one or more products. A Custom work usually is created to replace the sales of original work (Export or GE) and so is in English language form.
Digital Courseware / Apps	ALL	Delivery of archived content, including text, graphics, audio, video, etc to create courseware or apps. Courseware combines narrative text, assessment, practice, and interactives, to be hosted and used with a platform product such as a MyLab, REVEL etc. Apps may be integrated into product platforms and/or offered as standalone products.
Digital Sampling	ALL	Delivery of archived content converted to business or requestor specification, to be hosted on digital sampling platform/website.
eBook Distribution (incl. Conversions)	Australia & UK	Australia and UK originated products only. Conversion of archive files/PDFs to the required eBook format. Final eBook files distributed to relevant eBook channel via Harvest.
International Distribution	NA & UK Higher Education, UK & Global Schools, ELL	Distribution of US HE and UK products into affiliate markets; at the request of our customers, distributors or for expanding local catalogues. Existing ISBNs will be retained.
Internal Review	ALL	Delivery of watermarked secure PDFs (selection of content or complete title) for internal review only.
International Reprint – (AU, Asia, ELL, Clin. Assess. & CA Schools)	Australia, Asia, ELL, Clinical Assessment & Canada Schools	Delivery of archived content for a product owned by another Pearson company reprinted locally with the owning company's permission. Reprints are typically exact replicas of original work albeit in softcover, B&W, or other modifications to create a less expensive product. Some elimination of content may occur such as Appendix or End of Chapter exercises.
Ministry Bid	ALL	Delivery of files for the creation of Ministry bid products, which will be submitted for tender to the relevant government/Ministry of Education.
Multimedia	ALL	Delivery of archived content - this includes text, graphics, audio, video, etc - to be used in digital products such as Video (podcast), CD-ROM, DVD Rom, Multi-Rom.
New Edition – Author	ALL	Conversion of layout files into Word format for the author/s to amend for a new edition. Artworks supplied as secure watermarked PDFs. If the product was originally created in Word, the existing archived Word files will be supplied.

		Note: For NA only please state the extract style, either Classic Text Extract or Enhanced Text Extract, and confirm the specific sample chapter if one is required.
New Edition / Product – Design / Vendor <i>Note: for HE Global Edition team, use this End Use for HE Global Edition requests</i>	ALL	Delivery of files to Design/vendor to produce a new edition of the same product, or to use the files to create a new product in the same format as the original.
POD / ZI	ALL	Delivery of print PDFs to be delivered to Print on demand (POD) and/or Zero Inventory (ZI) programmes.
Product Correction / Reprint <i>Note: comment for Canada*</i>	ALL	Delivery of files to Manufacturing or Corrections team for amendment and/or reprint. Please use link to submit Corrections for Canada*
R&P Blueprint Review <i>Note: R&P teams only, must be a member of the R&P Review Alfresco group</i>	NA & UK	Change of Alfresco permissions to allow R&P teams to perform a Rights Review on assets, including linking in Blueprint, on backlist and/or legacy archived product. Please see R&P Blueprint Rights Review Guide
Reverted Rights – for Author / Third Party Publisher	ALL	Delivery of archived content to the author or a third-party publisher when Pearson is no longer producing the product and the rights have reverted. The rights reversion should already have been completed by Permissions before files are requested.
Third Party (enter details in additional requirements)	ALL	Files may be requested for third parties such as authors, lecturers, academic institutions that are awaiting delivery of printed books etc, to support courses. They usually have no license agreement and no direct sales income. Authorisation is required to release content if more than a couple of chapters/units are requested or for partial content requests, e.g. just the case study(ies) are requested.
Translation – (AU, Asia, ELL, Clin. Assess. & CA Schools)	Australia, Asia, ELL, Clinical Assessment & Canada Schools	Delivery of archived content to create a new product by translating a product owned by another Pearson business into another language.
Website	ALL	Delivery of archived content - this includes text, graphics, audio, video, etc - to be hosted & used within a website product.

Help

Asset Management

Visit the [Asset Management Website](#) for job aids and information on:

- Fonts and the Pearson Font Policy.
- Pre-press creation guidelines including configuration for your computer and certification.
- Author Support.
- File and folder naming standards, including an online Archive Folder Creator Tool.
- Product Asset Management (PAM) Archiving and Fulfilment.
- Digital Asset Management (DAM) Asset Library and Asset Licensing Portal (ALP).
- Corrections.

Product Asset Management (PAM)

For support and information about archiving or content requests, please contact the PAM team:

- Australian products - PAM.Australia@pearson.com
- Asia* and Indian products - PAM.India@pearson.com
- North American products - PAM.NorthAmerica@pearson.com
- The United Kingdom, Global and Italian products - PAM@pearson.com

**Singapore, Malaysia, Indonesia, Japan, Myanmar, Philippines, South Korea, Thailand, Vietnam*

To place content requests for Asia*, Australia, North America, and United Kingdom products, please refer to the following user guides:

- [The Non-Audit Content Request Guide](#)
- [The Rights Audit Content Request Guide](#)
- [The Custom P&L \(Profit & Loss\) to Custom Manufacturing Request Guide](#)

Asset Management Data Hub (AMDH)

Visit myStore to [request AMDH access](#) or raise a [myHelp ticket](#) for additional support.

Correction Team

For support and information about corrections, please refer to the [Correction Request Submission Guide](#). Please refer to the [AMDH Contact Us](#) page for contact information.

Digital Asset Management (DAM)

For information about Asset Library or the Asset Licensing Portal (ALP), please contact the DAM team at assetlibrarysupport@pearson.com.