

From: Kathryn Stinson [mailto:kathryn.stins[REDACTED]]
Sent: Tuesday, June 12, 2012 11:32 AM
To: Read, John
Subject: "agency model" and lawsuit against Apple

June 12, 2012

To: John Read
Chief, Litigation III Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

Re: Antitrust lawsuit against Apple & other publishers

Dear Mr. Read,

It has come to my attention that the DOJ has filed a suit against Apple and several other publishers because of the "agency model" of e-book pricing.

As a reader and lover of books in all formats, I am writing to express my deep concern about the forced elimination of the agency model. This model benefits bricks-and-mortar bookstores, publishing, and, most importantly, readers like me. The agency model has lowered prices to independent bookstore customers, and these bookstores have seen significantly increased price competition among publishers in regard to promotions, discounts, and special offers, all of which have allowed bricks-and-mortar bookstores to offer customers a wider array of titles at a greater value.

It has made the market for e-books *more* competitive, not *less* competitive.

In contrast, the practice of below-cost pricing allowed Amazon a 90 percent market share in e-books, sold below cost, at a price far lower than independent booksellers could purchase e-books from publishers. If the agency model goes away for a significant period of time, Amazon will again price below cost and increase its e-book market share, resulting in a far less diverse range of titles being published and a much-diminished range of publishers.

The bookselling and publishing industries are vital to the cultural and intellectual life of our nation, and this lawsuit will enable one retailer could pursue a policy that is nearly certain to result in monopolization of the e-book market. This is *directly counter* to the aims of antitrust legislation. I urge you to consider the proposed consent agreement and to act in the best interest of the reading public.

Sincerely,

Kathryn Stinson