

From: Bill Walker [mailto:campstal[REDACTED]]
Sent: Saturday, June 23, 2012 7:11 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: US vs. Apple

Dear Mr. Read:

I have been a member of the Authors Guild since 1993 and am greatly distressed to learn that the US Government is leaning towards allowing Amazon to once again use predatory pricing practices to reacquire market share in its relentless campaign to utterly dominate the US book market. Such predatory practices are a large part of the reason brick and mortar book stores are on the literary endangered species list. For those authors who are not household names, losing bookstores would mean a landscape where only the currently well-known authors have an advantage. Book stores are statistically proven to be places where new and undiscovered authors find their readership, whereas Amazon is basically a search engine with buy buttons. If you already know you want the latest by Stephen King or Nora Roberts, Amazon is great, but it's nearly impossible to "browse" on that site. And browsing is critical.

I believe the agency pricing the publishers adopted is good for competition and will engender a healthy industry, while Amazon only cares about Amazon and wants to see the day when Amazon is the only game in town. It seems to me that the Department of Justice should be looking more closely at Amazon, and I hope the government will see that Apple's Agency Pricing is not only not anti-competitive, it is also more fair to the author. Indeed, by agreeing to go with the Agency Pricing, the major publishers are actually making LESS money than they would have under the older system. The reason they agreed to this is that they see Amazon as inimical to their survival.

Please reconsider.

Sincerely,
Bill Walker
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