

From: Andy Perham [mailto:aperh[REDACTED]]
Sent: Saturday, June 23, 2012 4:17 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: The Importance of the Agency Model for e-book pricing

John Read
Chief Litigation III Section
Antitrust Division
U.S. Department of Justice
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Mr. Read,

I am writing share with you my strong belief in the importance of the agency model for e-book pricing. I believe that the agency model is essential for the health of a competitive bookselling environment in this country. It should be self-evident at this point that Amazon is aggressively pursuing a monopoly in online book sales and is willing to sell e-books at a loss to price smaller competitors out of the market. I find it shocking that the Department of Justice is supporting Amazon in it's efforts to kill competition through unsustainably low prices in order to achieve total control of the e-book marketplace. Surely in the long run an Amazon monopoly cannot be good or booksellers, publishers, authors, or the consumer.

We have seen that the agency model, since instituted, has lowered prices to indie bookstore customers, and indies themselves have seen significant price competition among publishers in regard to promotions, discounts, and special offers, and of which have allowed bricks-and-mortar bookstores to offer customers a wider array of titles at greater value. I ask you to support at competitive and diverse marketplace and rule that the Department of Justice's actions of April 11th against Apple, Hachette, Simon & Schuster, HarperCollins, Penguin, and Macmillan was misguided and wrong.

Sincerely,

Andy Perham