Plaintiffs' Exhibit
US v Apple
12-cv-02826
PX-0055

From: Steve Jobs <sjobs@apple.com>
To: Eddy Cue <cue@apple.com>
Subject: Re: Book Prices Thoughts
Received(Date): Thu, 14 Jan 2010 18:23:09 -0800

I can live with this, as long as they move Amazon to the agent model too for new releases for the first year. If they don't, I'm not sure we can be competitive...
Steve

if they are offering a $26 book to Amazon
On Jan 14, 2010, at 6:04 PM, Eddy Cue wrote:

Here is the pricing I think will push them to very edge and still have a credible offering in the market. These are the highest individual iTunes prices as each publisher can choose a lower price if they want.

List Price Wholesale iTunes 70% Diff
$20.01-22.50 $10.00-11.25 $9.99 $7.00 $3.00-4.25
$22.51-25.00 $11.25-12.50 $10.99 $7.70 $3.56-4.80
$25.01-27.50 $12.50-13.75 $12.99 $9.10 $3.40-4.65
$27.51-30.00 $13.76-15.00 $14.99 $10.50 $3.25-4.50
$30.01-35.00 $15.01-17.50 $16.99 $11.90 $3.10-5.60
$35.01-40.00 $17.51-20.00 $19.99 $14.00 $3.51-6.00

The other point I want to get is lowering the price while the book is on the NYT Bestseller List. This will be hard to get because they will be losing an additional $1.40, but we should try.
When a book that list for $30 or less is in the NYT Bestseller List than the iTunes price will be no greater than $12.99. Between $30.01-35 in the NYT Bestseller List, the price will be no greater than $14.99.

--- Eddy

Exhibit 30
Cue
03/12/13

K. Schroeder
csr. rpr. ccrr