Plaintiffs' Exhibit
US v Apple
12-cv-02826
**PX-0870**

**From:** Steve Jobs <sjobs@apple.com>
**To:** Eddy Cue <cue@apple.com>
**Subject:** Re: AppleInsider
**Date:** 2010-03-29T16:17:39-10:00

---

Yep. What does Amazon do?

Sent from my iPad

On Mar 29, 2010, at 4:14 PM, Eddy Cue <cue@apple.com> wrote:

> Yes and yes. We believe half of Amazon's book count is from self-publishing (200k). My biggest concern with self-publishing is we will need to review each submission.
>
> Eddy
>
> On Mar 29, 2010, at 7:10 PM, Steve Jobs wrote:
>
>> Are we going to let anyone self-publish? Does Amazon?
>>
>> Sent from my iPad
>>
>> On Mar 29, 2010, at 1:36 PM, Eddy Cue <cue@apple.com> wrote:
>>
>>> This is an aggregator for digital books. This is the same as exist for music. These companies provide a set of services (e.g. publishing to multiple sites, marketing, accounting, etc) for a fee. For books, we have signed two aggregators so far and they get the exact same deal (70/30). This particular one keeps 15% of the 70% we pay them as their fee.
>>>
>>> Eddy
>>>
>>>
>>> On Mar 29, 2010, at 11:11 AM, Steve Jobs wrote:
>>>
>>>> http://iphone.appleinsider.com/#12981-1-0
>>>>
>>>> We charge our standard 30%, right?
>>>>
>>>> Steve
>>>>
>>>> Sent from my iPhone
>>>
>

---