

From: Tyler Clever [mailto:Tyler.Clev[REDACTED]]
Sent: Monday, June 25, 2012 9:33 AM
To: Read, John
Subject: I SUPPORT the Department of Justice's suit against the Apple and the five publishers

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

Dear Mr. Read:

I am writing to say I support the Department of Justice's suit against the Apple and the five publishers.

I obviously don't have access to all the information and evidence that you and others directly involved in the case have. But I've seen the video—recorded shortly before the iPad was released—in which reporter asks Steve Jobs, "Why should I pay you \$14.99 for an ebook if I can get it for \$9.99 at Amazon or Barnes and Noble?" To which Jobs replies, "the prices [of ebooks] will be the same."

Moreover, I know what I'm experiencing as a consumer. The publishers have used the agency model to ensure that the price of any given ebook is exactly the same price at all retailers. As a consumer, I find this disempowering—I cannot "shop around" or look for a deal. If I want a specific ebook that is published by one of these publishers, I know it will be the same price at B&N, Amazon, iTunes, etc. I can think of no other retail item where this is the case.

Finally, I know that the \$12.99-\$14.99 baseline that these publishers are using for new titles is the exact same baseline Apple uses for iTunes on new albums. This is not a coincidence, and shows the real intent behind these "agreements": to turn the whole ebook selling industry into one big iTunes store. This will completely eliminate competition, and allow Apple and the publishers to determine the price of ebooks at will.

I find the current situation unacceptable, and I truly hope to see the DOJ succeed in putting an end to it.

Thank you for your time.

Sincerely,

Ty Clever
Lancaster, PA