

From: Ms C Boyle [mailto:cmboy[REDACTED]]
Sent: Wednesday, June 13, 2012 10:32 AM
To: Read, John
Subject: DOJ case against Agency Pricing

To Whom It May Concern:

I don't think you're seeing the forest for the trees with your narrowly focused attention on the Big 6 publishers.

Amazon has proven that it will use ebooks as loss leaders to draw customers to their huge marketplace. Free ebooks are one of their primary attractions to get customers to join their Prime program which is designed to tie customers to Amazon.

The flood of free books on Amazon is temporarily good for readers. But you need to look at the long-term consequences. How can authors, cover artists and other publishers compete against a company with deep, deep pockets which has chosen books to be their loss leader item? In time, creative expression will be diminished as many people in the book producing business are forced to leave that business. People cannot compete with "free". Amazon can offer "free" for a long time because books are far from their only business.

Yes, the Agency model inflated prices (in broad terms). However, your cure is worse than the disease. You will allow Amazon to dump books for free to build their broader business. Do you really think a book monopoly owned by Amazon will be better for consumers over the long run?

I do hope you will look at the overall picture in the book publishing business before allowing Amazon the ability to establish all book prices.

Sincerely,

Carol Boyle