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Sent: Saturday, June 23, 2012 9:11 AM
To: Read, John[John.Read@ATR.USDOJ.gov]
Subject: US vs Apple comment for public record

A healthy, competitive book market is vital to our culture. It's not in the public interest for the government to help Amazon use e-books to target traditional brick-and-mortar bookstores.

In agency pricing, the vendor acts as the publisher's agent, taking a 30% commission and selling at the publisher's undiscounted retail price. Amazon's e-book market share has fallen from 90% to 60% since agency pricing was introduced in 2010.

Rye Barcott
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