

From: grobbe20[REDACTED] [mailto:grobbe20[REDACTED]] **On Behalf Of** Glen Robbe
Sent: Thursday, June 21, 2012 7:31 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Cc: d[REDACTED] ; Michael Tucker
Subject: DOJ's civil suit re. e-book pricing

Dear Sir -

I am writing to strongly encourage the Department of Justice to drop the civil suit against Apple and five major publishers regarding the agency pricing model for e-books.

Since its introduction, the agency model has corrected a distortion in the e-book market fostered by predatory, below-cost pricing led by Amazon.com which has reduced competition among both retailers and publishers.

Before the introduction of the agency model, Amazon.com had a 90 percent market share in e-books, which they were selling below cost, a price much lower than independent booksellers could even purchase e-books from publishers. Today, with the agency model in place, the marketplace for e-books has become far more competitive and diverse.

If the agency model goes away, Amazon.com will certainly return to its below cost pricing ways in order to increase its e-book market share. In the long term, this will result in less diverse titles being published and less publishers entering the e-book marketplace.

Even the two year moratorium on e-book pricing as described in a potential federal consent decree versus 3 major publishers named in the suit would be incredibly disruptive.

Sir, the preservation of the agency model is essential to avoiding a monopolization of the e-book market by Amazon.com. I ask for your reconsideration of this civil suit.

Kind regards,

Glen Robbe
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