

Subject: updated NYT bestseller comparisons
 Date: Sat, 09 Jan 2010 13:15:14 -0800
 From: Keith Moerer <kmoerer@apple.com>
 To: Eddy Cue <cue@apple.com>
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Eddy--

I looked at all the bestsellers available in ebook form from the six biggest publishers for the NYT charts published Jan. 1.

For Fiction:

Of the 31 titles represented, our ebook prices at \$12.99 (or \$14.99 for Stephen King) are

- * \$1-\$2.50 less expensive than Amazon's physical price on 14 titles
- * \$3-\$6 less expensive than physical on 7 titles
- * the same or within pennies of physical on four titles
- * \$1-\$2.50 more expensive than physical on 6 titles
- * If we were to add the \$14.99 tier for books with list prices of \$29.95 or higher, we would be cheaper than physical by \$2.50 or less on 16 titles; less expensive between \$3 and \$6 on three; the same on four; and more expensive by up to \$3 on 8 titles.

For Nonfiction:

Of the 31 title represented, our ebook prices at \$12.99 (or \$14.99 for two books with list prices more than \$30) are

- * \$1-\$2.50 less expensive than Amazon's physical price on 12 titles
- * \$3- \$5.50 less expensive than physical on 11 titles
- * the same or within pennies of physical on three
- * \$1-\$2 more expensive than physical on five
- * If we were to add a \$14.99 tier for books with list prices of \$29.95 or higher, we would be \$1-\$2.50 less expensive on 14 titles; between \$3 and \$5.50 less expensive on 9 titles; the same on three, and up to \$3 more expensive on five titles

In sending to each publisher, I will only include our price for books released by that publisher (e.g. only our RH price when sending spreadsheet to Random House)

To this point, you've said that books with list prices "more than \$30" are eligible for the \$14.99 tier. You've said that you're willing to accept a \$14.99 tier for books "\$30 and higher." However, I assume that you want me to use "more than \$30" for this spreadsheet.

Keith

NYT Bestsellers- Hardcover Fiction	Title	Author	Publisher	Hardcover List Price	Amazon Hardcover Retail Price	Amazon eBook Retail Price	B&N eBook Retail Price	iTunes eBook Retail Price
	The Lost Symbol	Dan Brown	Random House	\$29.95	\$12.00	\$9.60	\$9.60	\$12.99
	I, Alex Cross	James Patterson	Hachette	\$27.99	\$16.79	\$9.99	\$9.99	\$12.99
	Under the Dome	Stephen King	Simon & Schuster	\$35.00	\$21.00	\$9.99	\$9.99	\$14.99
	The Help	Kathryn Stockett	Penguin	\$24.95	\$9.50	\$8.55	\$8.55	\$12.99
	Pirate Latitudes	Michael Crichton	HarperCollins	\$27.99	\$14.00	\$9.99	\$9.99	\$12.99
	U is for Undertow	Sue Grafton	Penguin	\$27.95	\$14.96	\$9.99	\$9.99	\$12.99

**Exhibit 6
 Cue
 03/12/13
 K. Schroeder
 csr, rpr, ccrr**

The Last Song	Nicholas Sparks	Hachette	\$24.99	\$12.96	\$8.80	\$8.80	\$12.99
The Christmas Sweater	Glenn Beck	Simon & Schuster	\$19.99	\$11.97	\$9.99	\$9.99	\$12.99
Breathless	Dean Koontz	Random House	\$28.00	\$14.00	\$9.99	\$9.99	\$12.99
The Lacuna	Barbara Kingsolver	HarperCollins	\$26.99	\$13.00	\$9.99	\$9.99	\$12.99
True Blue	David Baldacci	Hachette	\$27.99	\$13.97	\$9.99	\$9.99	\$12.99
Wolf Hall	Hilary Mantel	Macmillan	\$27.00	\$11.00	\$8.80	\$8.80	\$12.99
Half Broke Horses	Jeannette Walls	Simon & Schuster	\$26.00	\$14.46	\$9.99	\$9.99	\$12.99
Pursuit of Honor	Vince Flynn	Simon & Schuster	\$27.99	\$12.47	\$8.00	\$8.00	\$12.99
The Scarpetta Factor	Patricia Cornwell	Penguin	\$27.95	\$14.97	\$9.99	\$9.99	\$12.99
The Girl Who Played with Fire	Stieg Larsson	Random House	\$25.95	\$13.00	\$7.99	\$7.99	\$12.99
The Wrecker	Clive Cussler	Penguin	\$27.95	\$15.97	\$9.99	\$9.99	\$12.99
Last Night in Twisted River	John Irving	Random House	\$28.00	\$15.97	\$9.99	\$9.99	\$12.99
Too Much Happiness	Alice Munro	Random House	\$25.95	\$15.17	\$9.99	\$9.99	\$12.99
Nanny Returns	Emma McLaughlin	Simon & Schuster	\$25.00	\$14.39	\$9.99	\$9.99	\$12.99
Too Much Money	Dominick Dunne	Random House	\$26.00	\$15.21	\$9.99	\$9.99	\$12.99
Her Fearful Symmetry	Audrey Niffenegger	Simon & Schuster	\$26.99	\$13.49	\$5.79	\$5.79	\$12.99
Heat Wave	Richard Castle	HarperCollins	\$19.99	\$11.69	\$9.99	\$9.99	\$12.99
Divine Misdemeanors	Laurell K. Ballantine	Random House	\$26.00	\$14.97	\$9.99	\$9.99	\$12.99
Angel Time	Anne Rice	Random House	\$25.95	\$12.98	\$9.99	\$9.99	\$12.99
The Host	Stephenie Meyer	Hachette	\$25.99	\$14.97	\$9.99	\$9.99	\$12.99
New York	Edward Rutherfurd	Random House	\$30.00	\$17.55	\$9.99	\$9.99	\$12.99
Southern Lights	Danielle Steele	Random House	\$28.00	\$15.97	\$9.99	\$9.99	\$12.99
The Paris Vendetta	Steve Berry	Random House	\$26.00	\$14.97	\$9.99	\$9.99	\$12.99
Dead and Gone	Charlaine Harris	Penguin	\$25.95	\$14.97	\$9.99	\$9.99	\$12.99
An Echo in the Bone	Diana Gabaldon	Random House	\$30.00	\$17.55	\$9.99	\$9.99	\$12.99

NYT

Bestsellers-
Hardcover
Nonfiction

Title	Author	Publisher	Hardcover List Price	Amazon Hardcover Retail Price	Amazon eBook Retail Price	B&N eBook Retail Price	iTunes eBook Retail Price
Have a Little Faith	Mitch Albom	HarperCollins	\$23.99	\$10.99	\$9.90	\$9.90	\$12.99
Going Rogue	Sarah Palin	HarperCollins	\$28.99	\$14.50	\$9.99	\$9.99	\$12.99
What the Dog Saw	Malcolm Gladwell	Hachette	\$27.99	\$11.25	\$9.00	\$9.00	\$12.99
Superfreakonomics	Steven D. Levitt	HarperCollins	\$29.99	\$12.00	\$9.99	\$9.99	\$12.99
Stones into Schools	Greg Mortenson	Penguin	\$26.95	\$13.00	\$9.99	\$9.99	\$12.99
Open	Andre Agassi	Random House	\$28.95	\$16.46	\$9.99	\$9.99	\$12.99
True Compass	Edward M. Kennedy	Hachette	\$35.00	\$21.00	\$9.99	\$9.99	\$14.99
Outliers	Malcolm Gladwell	Hachette	\$27.99	\$11.75	\$9.40	\$9.40	\$12.99
Arguing with Idiots	Glenn Beck	Simon & Schuster	\$29.99	\$16.96	\$9.99	NA	\$12.99
Too Big to Fail	Andrew Ross Sorkin	Penguin	\$32.95	\$13.00	\$9.99	\$9.99	\$14.99
The Imperial Cruise	James Bradley	Hachette	\$29.99	\$16.97	\$9.99	NA	\$12.99
Half the Sky	Sheryl WuDunn	Random House	\$27.95	\$13.99	\$9.99	\$9.99	\$12.99
Born to Run	Christopher McDougall	Random House	\$24.95	\$14.47	\$9.99	\$9.99	\$12.99
Last Words	George Clooney	Simon & Schuster	\$26.00	\$14.00	\$9.99	\$9.99	\$12.99

Last words	George Clooney	Schuster	\$20.99	\$14.99	\$9.99	\$9.99	\$12.99
Drive	Daniel H. Pink	Penguin	\$26.95	\$15.75	\$9.99	\$9.99	\$12.99
Where Men Win Glory	Jon Krakauer	Random House	\$27.95	\$14.97	\$9.99	\$9.99	\$12.99
Eating Animals	Jonathan Safran Foer	Hachette	\$25.99	\$14.97	\$9.99	\$9.99	\$12.99
Lit	Mary Karr	HarperCollins	\$25.99	\$15.20	\$9.99	\$9.99	\$12.99
Official Book Club Selection	Kathy Griffin	Random House	\$25.00	\$16.50	\$9.99	\$9.99	\$12.99
The Checklist Manifesto	Atul Gawande	Macmillan	\$24.50	\$13.48	\$9.99	NA	\$12.99
A Bold Fresh Piece of Humanity	Bill O'Reilly	Random House	\$26.00	\$14.97	\$9.60	\$9.60	\$12.99
Liberty and Tyranny	Mark Levin	Simon & Schuster	\$25.00	\$12.96	\$9.90	\$9.90	\$12.99
Inside of a Dog	Alexander Horowitz	Simon & Schuster	\$27.99	\$13.21	\$9.99	\$9.99	\$12.99
Strength in What Remains	Tracy Kidder	Random House	\$26.00	\$15.97	\$14.30	\$9.99	\$12.99
American on Purpose	Craig Ferguson	HarperCollins	\$25.99	\$15.20	\$9.99	\$9.99	\$12.99
Googled	Ken Auletta	Penguin	\$27.95	\$18.45	\$9.99	\$9.99	\$12.99
Eating the Dinosaur	Chuck Klosterman	Simon & Schuster	\$25.00	\$16.50	\$9.99	\$9.99	\$12.99
Good Without God	Greg Epstein	HarperCollins	\$25.99	\$17.15	\$9.99	\$9.99	\$12.99
The Good Soldiers	David Finkel	Macmillan	\$26.00	\$15.60	\$13.69	\$9.99	\$12.99
The Case for God	Karen Armstrong	Random House	\$27.95	\$18.45	\$9.99	\$9.99	\$12.99
Justice	Michael Sandel	Macmillan	\$25.00	\$14.47	\$9.99	\$9.99	\$12.99

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