

Subject: Book Prices Thoughts
Date: Thu, 14 Jan 2010 18:04:57 -0800
From: Eddy Cue <cue@apple.com>
To: Steve Jobs <sjobs@apple.com>
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Here is the pricing I think will push them to very edge and still have a credible offering in the market. These are the highest individual iTunes prices as each publisher can choose a lower price if they want.

List Price	Wholesale	iTunes	70%	Diff
\$20.01-22.50	\$10.00-11.25	\$9.99	\$7.00	\$3.00-4.25
\$22.51-25.00	\$11.25-12.50	\$10.99	\$7.70	\$3.56-4.80
\$25.01-27.50	\$12.50-13.75	\$12.99	\$9.10	\$3.40-4.65
\$27.51-30.00	\$13.76-15.00	\$14.99	\$10.50	\$3.25-4.50
\$30.01-35.00	\$15.01-17.50	\$16.99	\$11.90	\$3.10-5.60
\$35.01-40.00	\$17.51-20.00	\$19.99	\$14.00	\$3.51-6.00

The other point I want to get is lowering the price while the book is on the NYT Bestseller List. This will be hard to get because they will be losing an additional \$1.40, but we should try. When a book that list for \$30 or less is in the NYT Bestseller List than the iTunes price will be no greater than \$12.99. Between \$30.01-35 in the NYT Bestseller List, the price will be no greater than \$14.99.

--- Eddy

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Exhibit 29
Cue
03/12/13

K. Schroeder
csr. rnr. ccrr