

Subject: Re: today
Date: Tue, 13 Apr 2010 05:39:43 +0000
From: "Pete Alcorn" <palcorn@apple.com>
To: "Oliver Schusser" <schusser.o@euro.apple.com>
Message-ID: <F0CA20D7-7D1E-41AB-9C7E-0DC362660CEE@apple.com>

Yep, I'm very happy with the outcome. Thanks for that note to Corinna -- that should get us kicked into gear there.

Interesting conversation with Keith after about MFN. He definitely feels the pain and frustration of selling that MFN. I told him that I think he and Eddy made it at least halfway to changing the industry permanently, and we should keep the pads on and keep fighting for it. I might regret that later, but right now I feel like it's a giant win to keep pushing the MFN and forcing people off the amazon model and onto ours. If anything, the place to give is the pricing -- long run, the mfn is more important. The interesting insight in the meeting was Eddy's explanation that it doesn't have to be that broad -- any decent MFN forces the model. Possible to claim that we don't really need the MFN in DE and FR, but then, it shouldn't be hard for the pubs there to sign up to it.

Publishers in UK: Hachette, Penguin, Macmillan
Publishers in DE: Holtzbrinck, Bonnier, Drömer/Knaur
Publishers in FR: Hachette, Editis (Planeta), Flammarion (RCS)

Why would we stop at 3? Seems like we should go a bit broader to ensure success (I want that head count!). We should negotiate with Random House in the EU -- might be a different reaction, and they'll want the attention. We should also go after Oxford in a big way to get the UPs moving -- lots of titles there. We should work with Faber and the Alliance to see if we can shake all of them loose.

Re programming, let's talk about it. Need to get your thoughts in more detail.

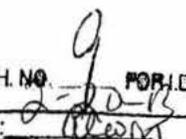
As for negotiation, it would be great to have your support on the front end. With you and I and Corinna, we come in with three different perspectives. After we bag a couple, the existing partners become the third man, plus I'll start to internalize your perspective, as well as Corinna's.

Talk to you in the morning,

Pete

On Apr 12, 2010, at 8:44 PM, Oliver Schusser wrote:

Good meeting, we now have clarity on:
- launch date end of May
- launch countries UK, DE and FR
- standardized Euro pricing across Europe

EXH. NO. 9 FOR I.D.
DATE: 2-20-10
WITNESS: 
PATRICIA L. HUBBARD
CSR NO 3400

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- stronger editorial control in UK, DE and FR - more automation in rest
- we will get headcount post launch

Good. I predicted Eddy's reply on the charts, so no news here. He wants it to be really clean.

Good outcome, let's roll.

- 1.) Legal - see email to Corinna
- 2.) Engineering - I will send Patrice a note
- 3.) Partner: what our your top 3 partners in the markets?
- 4.) Editorial: my suggestion is that we asked the 3 new app programmers for UK, DE and FR to programme the book stores at and after launch. How do you feel about that
- 5.) Deal making: do you need any support here, shall we get someone from the team to help for the next month?

Oliver

----- end message -----

