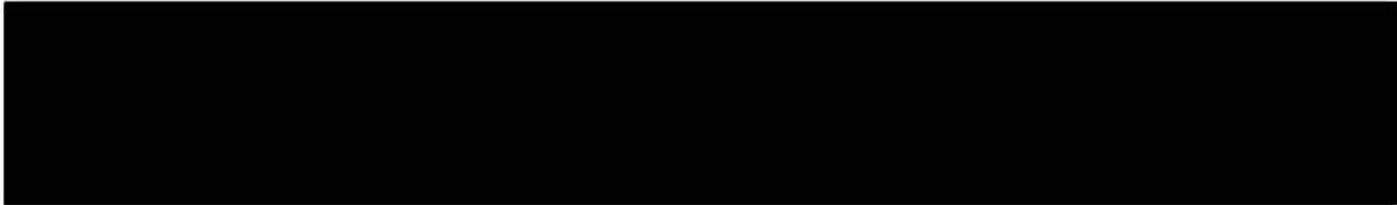


**From:** Sargent, John  
**Sent:** Tuesday, December 22, 2009 12:03 AM (GMT)  
**To:** von Holtzbrinck Dr. Stefan <[stefan.vonholtzbrinck@holtzbrinck.com](mailto:stefan.vonholtzbrinck@holtzbrinck.com)>  
**Subject:** RE:

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Apple came back. They are thinking the agency model with a 30% split and semi defined pricing. The same basic concept as Google, but with less pricing control to the rights holder. It is going to be a fascinating two weeks. Came up with an idea to run e books under BOTH terms of sales and using the windowing only in the discount model. Would force Amazon's hand.

More later...

-----Original Message-----

From: von Holtzbrinck Dr. Stefan [<mailto:stefan.vonholtzbrinck@holtzbrinck.com>]  
Sent: Mon 12/21/2009 3:45 PM  
To: Sargent, John  
Subject:

