

Subject: RE: iTunes
Date: Mon, 21 Dec 2009 15:50:23 -0800
From: "Sargent, John" <john.sargent@macmillan.com>
To: Eddy Cue <cue@apple.com>
Cc: "Napack, Brian" <brian.napack@macmillan.com>
Message-ID:
<2612BDCBD90E4B4AA650D169AD9B3A5305C4E475@nymail03.newyork.hbpub.net>

Hey Eddy. Have been thinking. Consider this completely blue sky, just a bit of brainstorming.

One of the problems we face is that most companies have contracts under the discount model. So what happens if we actually have two terms of sale. 1) 30% agency model with no windowing. 2) Discount model that includes windowing (essentially no change from the current terms we offer)? Everyone decides which model to buy under.

Price points: The concept would be that we would price books at around half of the price of the hardcover. That would put the majority of new releases at the 14.95 or 12.95 price points.

New release hardcover: 19.95, 16.95, 14.95, 12.95, (higher prices for very expensive books).

Post release, or original paperback: 9.95, 7.95, 4.95, 2.95

Want to reinforce these are just some thoughts to kick around.

More later.

John

PS. Am back in the city so will be at work through midday Thursday. Hope snowy NYC was great!

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

From: Eddy Cue [<mailto:cue@apple.com>]
Sent: Mon 12/21/2009 10:47 AM
To: Sargent, John
Subject: Re: iTunes

Hi John,

I thought it might be hard. Please call me on my cell [REDACTED] instead this morning if you can.

Eddy

On Dec 21, 2009, at 7:40 AM, Sargent, John wrote:

Am out in Bridgehampton. Six hours of shovelling and I got the car to the road. Another quarter mile of shovelling today to get to the main road which is plowed. Two feet of snow and 50 mile and hour winds here. So I hope to be in late this afternoon. Tomorrow if not. Sorry! Will e mail you later today...



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

From: Eddy Cue [mailto:cue@apple.com]

Sent: Mon 12/21/2009 1:06 AM

To: Sargent, John

Subject: Re: iTunes

I will give you a call in the morning.

Eddy

On Dec 19, 2009, at 1:16 AM, Sargent, John wrote:

Am in Stuttgart. I'll be in the office both days and most meetings I have ~~can be~~ moved. I am usually in the office by 6:30 latest, So ping me or call Monday Am.... [REDACTED]..

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

From: Eddy Cue <cue@apple.com>

To: Sargent, John

Sent: Fri Dec 18 22:43:47 2009

Subject: iTunes

Hi John,

I am back in NY for a vacation. Do you have anytime on Mon or Tue to get together? I want to update you all my findings and thoughts. I have some things I want to run by you. I only need 30 minutes.

Eddy

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