

From: Steve Jobs <sjobs@apple.com>
To: Eddy Cue <cue@apple.com>
Subject: Re: AppleInsider
Date: 2010-03-29T16:17:39-10:00

Yep. What does Amazon do?

Sent from my iPad

On Mar 29, 2010, at 4:14 PM, Eddy Cue <cue@apple.com> wrote:

> Yes and yes. We believe half of Amazon's book count is from self-publishing (200k). My biggest concern with self-publishing is we will need to review each submission.

>

> Eddy

>

> On Mar 29, 2010, at 7:10 PM, Steve Jobs wrote:

>

>> Are we going to let anyone self-publish? Does Amazon?

>>

>> Sent from my iPad

>>

>> On Mar 29, 2010, at 1:36 PM, Eddy Cue <cue@apple.com> wrote:

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>>> This is an aggregator for digital books. This is the same as exist for music. These companies provide a set of services (e.g. publishing to multiple sites, marketing, accounting, etc) for a fee. For books, we have signed two aggregators so far and they get the exact same deal (70/30). This particular one keeps 15% of the 70% we pay them as their fee.

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>>> Eddy

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>>> On Mar 29, 2010, at 11:11 AM, Steve Jobs wrote:

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>>>> <http://iphone.appleinsider.com/#12981-1-0>

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>>>> We charge our standard 30%, right?

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>>>> Steve

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>>>> Sent from my iPhone

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