

From: Moonves, Leslie <leslie.moonves@cbs.com>
Sent: Wednesday, September 23, 2009 2:58 PM
To: Reidy, Carolyn <Carolyn.Reidy@Simonandschuster.com>
Cc: Ianniello, Joseph <Joseph.Ianniello@cbs.com>
Subject: RE: EBooks

Carolyn,

I enjoyed the discussion. Depending on Stephen King's reaction, that might be an excellent first step to change the equation here. I don't mind the fight as long as we can win it.
I look forward to more discussion.

Leslie

From: Reidy, Carolyn [mailto:Carolyn.Reidy@Simonandschuster.com]
Sent: Wednesday, September 23, 2009 11:11 AM
To: Moonves, Leslie
Cc: Ianniello, Joseph
Subject: EBooks

Leslie:

Thank you for the discussion this morning about our proposed eBook terms. You are absolutely correct: we've always known that unless other publishers follow us, there's no chance of success in getting Amazon to change its pricing practices. Your excellent and direct questions made me realize that I do need to have a better idea of how the rest of the negotiation will go before we can begin it. And of course you were right that without a critical mass behind us Amazon won't "negotiate," so we need to be more confident of how our fellow publishers will react if we make a move like this. While I am fairly sure that at least two of them would quickly follow us, our conversation made me feel that I need to shore up that confidence.

Stephen King comes in tomorrow to discuss what to do about his novel. I believe he is thinking of holding back the eBook release of UNDER THE DOME until after Christmas. We will propose to him that he let us offer these new terms on his book alone -- rather than not release it, offer it to Amazon and other retailers on the "new terms" so that it's their choice whether to sell it or not. If he agrees (and I can't predict), it might be an interesting experiment as to Amazon's and other publishers' reactions.

We will keep thinking of how to attack the problem (as we perceive it) of current eBook pricing; as you realize, we think it's too important to ignore. But clearly we need to "gather more troops" and ammunition first!

More to come.

Carolyn

