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The first call went on for over an hour and a half. As usual when you get a large group of publishers together the longer it went the less agreement there was as to what we could do. The basic idea was that they would "replace" the ebook hardcover with a new enhanced product that would have added value and then we would charge more money for it than the 9.99. That price they were now conceding was the trade paper price. The new format would have author interviews, video (perhaps) and other things attached. The next question was whether the material would be exclusive to the site and not available to other retailers. With legal issues looming the stock answer was that it was up to each publisher to make that decision but the sentiment was that they thought that it had to be exclusive.

They are setting up another call for this Friday. My question is, are we interested in going forward with this? Should we sit on the sidelines and not be one of the founders? Since we have no tech people who can we put on this here?

I came away with the feeling that there was such a difference of opinion that this might not happen. I think Brian made the mistake of having every major publisher instead of the three that he wanted and then everyone had a different opinion.

I really felt the lack of having a go-to technology person. Molly can do the follow up but she is not the one to tell us whether the platform is right or not.

If I had to decide right now I would say we are interested and will play when it is operating but that we do not have the resources to put it together. My biggest worry is that since this will be a "new" product none of the publishers will have enough product to make this a site that is loaded with great product for quite some time. You can't simply take your ebook backlist and "enhance" it just for that vehicle.

I am very conflicted. I would welcome opinions from both of you before the Friday 3PM call. Thanks

