Amazon opens its first bookstore as extension of website

By PHUONG LE Associated Press

SEATTLE — Online retail giant Amazon opened its first brick-and-mortar bookstore on Tuesday, two decades after it began selling books over the Internet and helped drive a number of shops out of business.

The Seattle store. Amazon Books, will be a physical extension of the company website, combining the benefits of online pricing with traditional book shopping, the company said in a statement.

It will offer as many as 6,000 top-rated titles, culled from Amazon. com customer ratings, sales, pre-orders and other factors.

Seattle-based company did not explain its strategy in opening

the store or say whether it would open more retail locations.

Amazon Books vice president Jennifer Cast told The Seattle Times, hope this is not our only one. But we'll see."

The first shoppers found displays of books with cards containing ratings and reviews. Amazon said it wanted shoppers to walk out with books or later purchase their picks online.

Kenneth Yoder, 58, a Seattle concierge, was among the first in line when the wood and glass doors opened at the upscale outdoor shopping center in north Seattle that's also the site of Apple and Microsoft

"I'm excited to physically look and see what the selection is like," said Yoder, who buys books online and in stores.

Others scratched their



Employees smile as they unlock and open the door to the first customers at the opening day for Amazon Books, the first brick-and-mortar retail store for online retail giant Amazon, Tuesday, in Seattle.

heads over the irony of the physical location because Amazon is seen by some as one reason so many independent and other booksellers have gone out of business in recent years.

"They're the dominant retailer in the country, and they kind of got there by playing real hard ball," said

John Mutter, editor-in-chief of the book trade newsletter Shelf Awareness. "They are considered the Darth Vader of the business because they play really brutally."

Yet the store makes sense because it was a missing part of the company's book business, Mutter said.

Mulpuru, Sucharita

an analyst with Forrester Research, said the store appears to be an experiment to see what the company can learn.

"If they sell books, awesome. Even if they don't sell books, there's a lot to learn about how people discover products, how they shop for products," Mulpuru said. "Does a physical store increase your likelihood to spend with Amazon in general? Does it make you more loyal to Amazon?'

Peter Aaron, of Seattle's independent Elliott Bay Book Co., which offers about 160,000 books, said he wasn't sure what to make of the move by the online retailer.

"I can't imagine that there would be any profit, especially if their pricing is identical to the prices online, given rent and staffing," he added.

Teens spend an average of 9 hours a day with media

NEW YORK (AP) Teenagers spend nearly nine hours a day on media and despite all the new options, music and television remain the favorites.

The organization Common Sense Media is releasing an exhaustive study Tuesday on how kids relate to their various devices. One concern is the number of youngsters who feel comfortable listening to music or texting while doing homework.

The study says two-thirds of teenagers say they listen to music every day, and 58 percent watch TV. Only 45 percent say they use social media each day, with 36 percent saying they enjoyed that activity "a lot."

Boys are much more apt to play video games, while girls are likely to spend more time reading or on social media.

Television > Today's highlights



Allison Janney stars in "Mom"

Sleepy Hollow 111 KFFX KPTV 9:00 p.m.

In a new episode of this spooky series, Pandora (Shannyn Sossamon) sets a nightmarish monster loose on the residents of Sleepy Hollow. Meanwhile, Abbie (Nicole Beharie) and Jenny (Lyndie Greenwood) consider confronting issues from their past.

Mom

19 KEPR KOIN 9:00 p.m.

Allison Janney and Anna Faris return as mother and daughter Bonnie and Christy, who rely on each other as they face the trials of motherhood in this season premiere. Christy tries to remain positive with help from her support system from AA.

Elementary 19 KEPR KOIN 10:00 p.m.

Under scrutiny because of his recent relapse. Sherlock Holmes (Jonny Lee Miller) tries to focus on the case of a missing woman in this season premiere. John Noble joins the cast as Sherlock's powerful father. Morland, who arrives to check in on his son.

The Player **25 KNDU KGW** 10:00 p.m.

When an enraged father sets out to avenge his family's troubles, Cassandra (Charity Wakefield) discovers the location of the next attack and sends Alex Kane (Philip Winchester) to stop him in this new episode. Wes-

ley Snipes also stars.

Haven SYFY 10:00 p.m.

As Nathan (Lucas Bryant) tries to track down a terrifying killer, he receives some otherworldly help in this new episode. At the same time, Duke (Eric Balfour) finds himself at a crossroads after a horrifying vision.

Talk shows

6:00 a.m. 42 KVEW Good Morning Northwest WPIX Maury 6:30 a.m. 42 KVEW Good Morning

Northwest 7:00 a.m. 19 KEPR KOIN CBS This **25** KNDU KGW Today Show The cast

of 'Spectre' on Today. 42 KVEW KATU Good Morning America **WPIX** Maury 7:30 a.m. LIFE The Balancing Act

High-tech hair loss restoration in the comfort of your own home. 8:00 a.m. WPIX The Jerry Springer

9:00 a.m. 19 KEPR The Meredith

Vieira Show
25 KNDU KGW Today Show II Lea eydoux, Monica Bellucci and Naomie Harris on 'Spectre

42 KVEW Live! With Kelly and Michael Guests include Daniel Craig and Harry Connick Jr. **ALN** The Balancing Act

WPIX The Jerry Springer Show 10:00 a.m. **25** KNDU KGW Today Show III Khloe Kardashian on her book, Strong Looks Better Naked. 42 KVEW KATU The View **HALL** Home and Family WPIX The Bill Cunningham Show

Family members confront their loved ones' supposed baby mamas. 11:00 a.m. **25 KNDU** The Wendy Williams Show KGW The Dr. Oz Show KATU Live! With Kelly and Michael

Guests include Daniel Craig and Harry Connick Jr. Noon KPTV The Rachael Ray Show

11 KTNW Charlie Rose
22 KVEW KATU The Chew **HALL** Home and Family WPIX The Steve Wilkos Show A mother

is accused of abuse, and hopes a lie detector test can prove her innocence.

1:00 p.m. KPTV The Wendy Williams

19 KEPR KOIN The Talk 59 OPB Charlie Rose WPIX The Steve Wilkos Show 2:00 p.m. KPTV The Real KOIN 42 KVEW The Doctors KGW FABLife KATU The Meredith Vieira Show 3:00 p.m. 19 KEPR KOIN Dr. Phil KGW The Ellen DeGeneres Show Guests include Will Smith and Greyson

42 KVEW The Rachael Ray Show KATU Steve Harvey
4:00 p.m. 25 KNDU The Ellen
DeGeneres Show Guests include Will

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9:00 p.m. HBO3 Real Time With Bill Maher

Maher
10:00 p.m. HB03 Last Week Tonight
With John Oliver
11:00 p.m. GI KTNW Charlie Rose
TBS Conan
11:05 p.m. GI KVEW Jimmy Kimmel
Live Guests include Hillary Clinton.
11:35 p.m. GI KEPR KOIN The Late
Show With Stephen Colbert
GI KNUL KGW The Tonight Show **25** KNDU KGW The Tonight Show Starring Jimmy Fallon

KATU Jimmy Kimmel Live Guests 12:30 a.m. TBS Conan 12:35 a.m. **25** KNDU KGW Late Night With Seth Meyers

19 KEPR KOIN The Late Late Show

5:30 a.m. 42 KVEW Good Morning Pendleton East-Oregonian, OR: Talk Shows Nov

With James Corden

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AFTERNOON

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SHOW

STARZ

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The Leftovers

:20 ♥ ★★★ Bernie ('11, Com/Dra) Jack Black.

:15 ♥ ★★★ X-Men: Days of Future Past Hugh Jackman.

The Affair

★★ The Uninvited

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3AM

:45 🛠 Just Before I Go

Movie

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Last Week ♥ ★★★★ Lone Survivor

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Homeland