

# Publishing with the iBookstore

Session 501

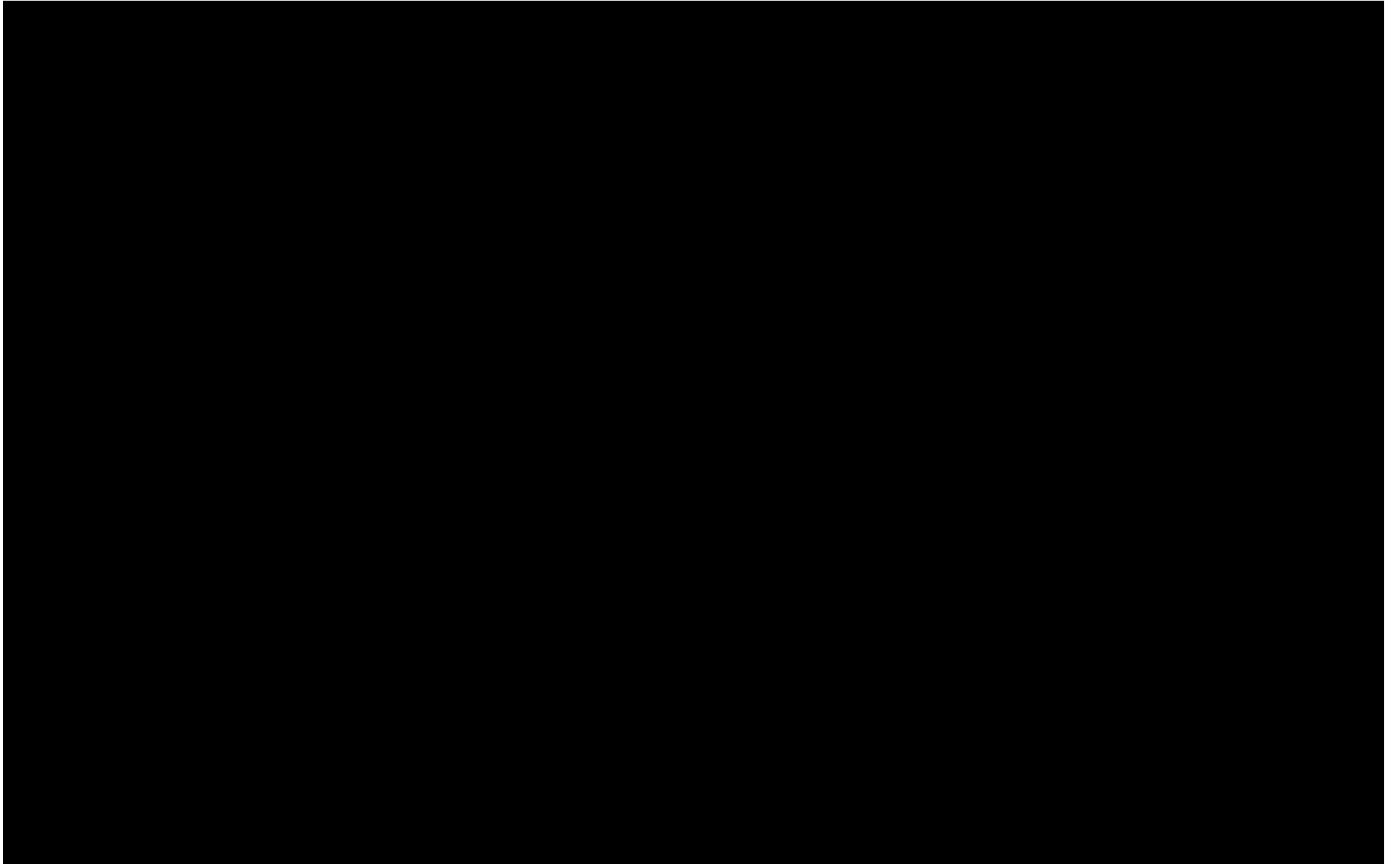
**Kristi Gillis**

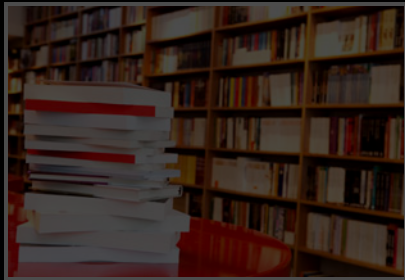
Worldwide Publisher Support

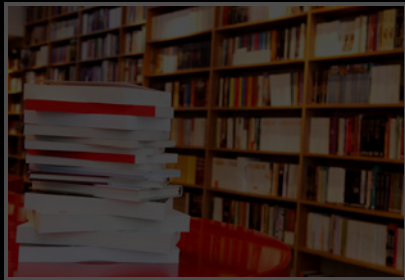
June 12, 2012

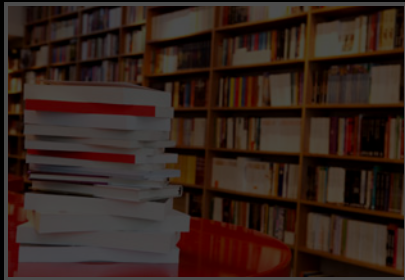
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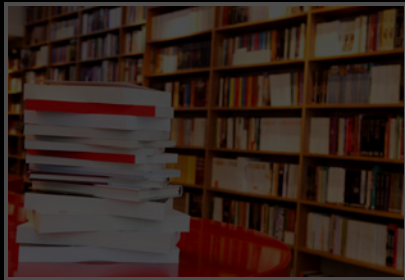
**\$27.9 Billion**

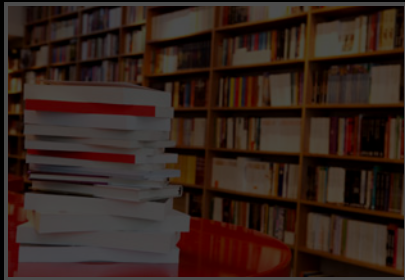




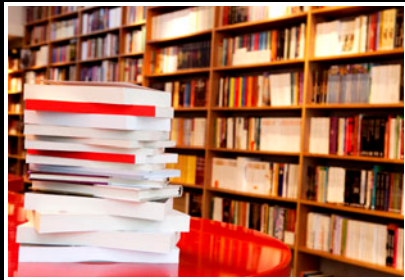


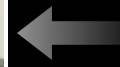




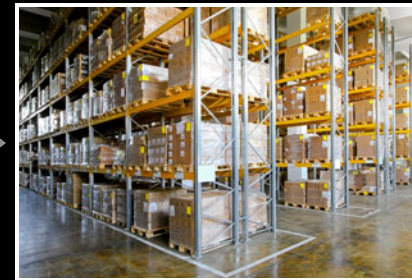
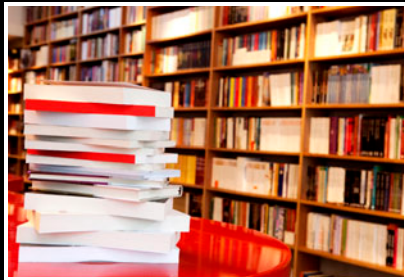


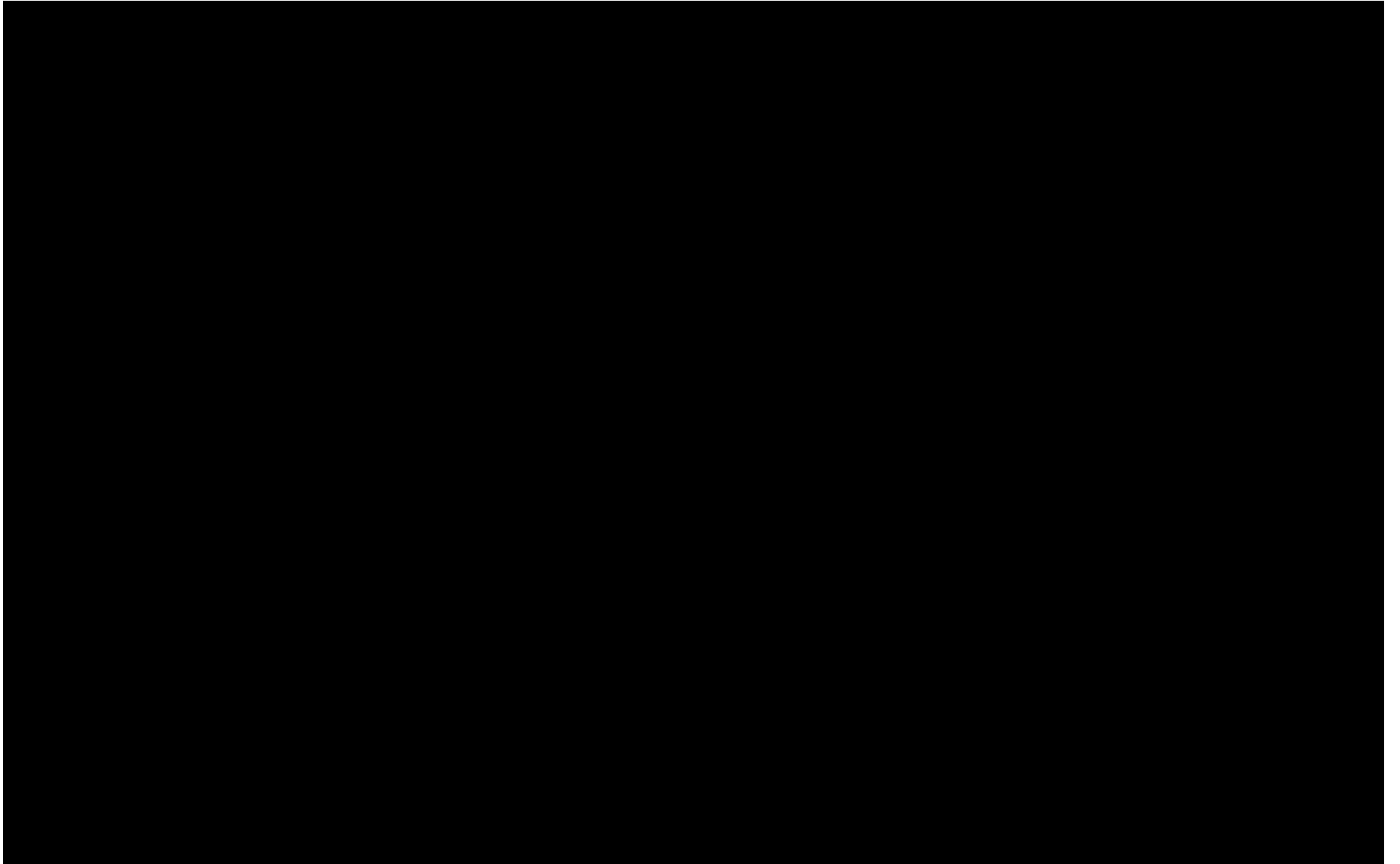


















**American Grown**  
Michelle Obama  
Immerse yourself in the White House garden with interactive plans, timelines, lush photography, and more.  
Made with iBooks Author

**Great Books for \$3.99 or Less**

**Life on Earth**  
THE E. O. WILSON BIODIVERSITY FOUNDATION

**BIG Summer Releases**

New in Nonfiction See All >

- American Grown**  
Michelle Obama  
Gardening \$17.95
- Elly's Lost & Found Sounds**  
Jacqueline O Rogers  
Children's Fiction \$7.99
- Year in Focus**  
Getty Images  
Photography FREE
- Resonate**  
Nancy Duarte  
Business & Personal Finance \$17.99
- Cleaning Mona Lisa**  
Lee Sandstead  
Art & Architecture \$2.99
- The Pioneer Woman Cooks: Fo...**  
Ree Drummond  
Cookbooks, Food & Wine \$16.99

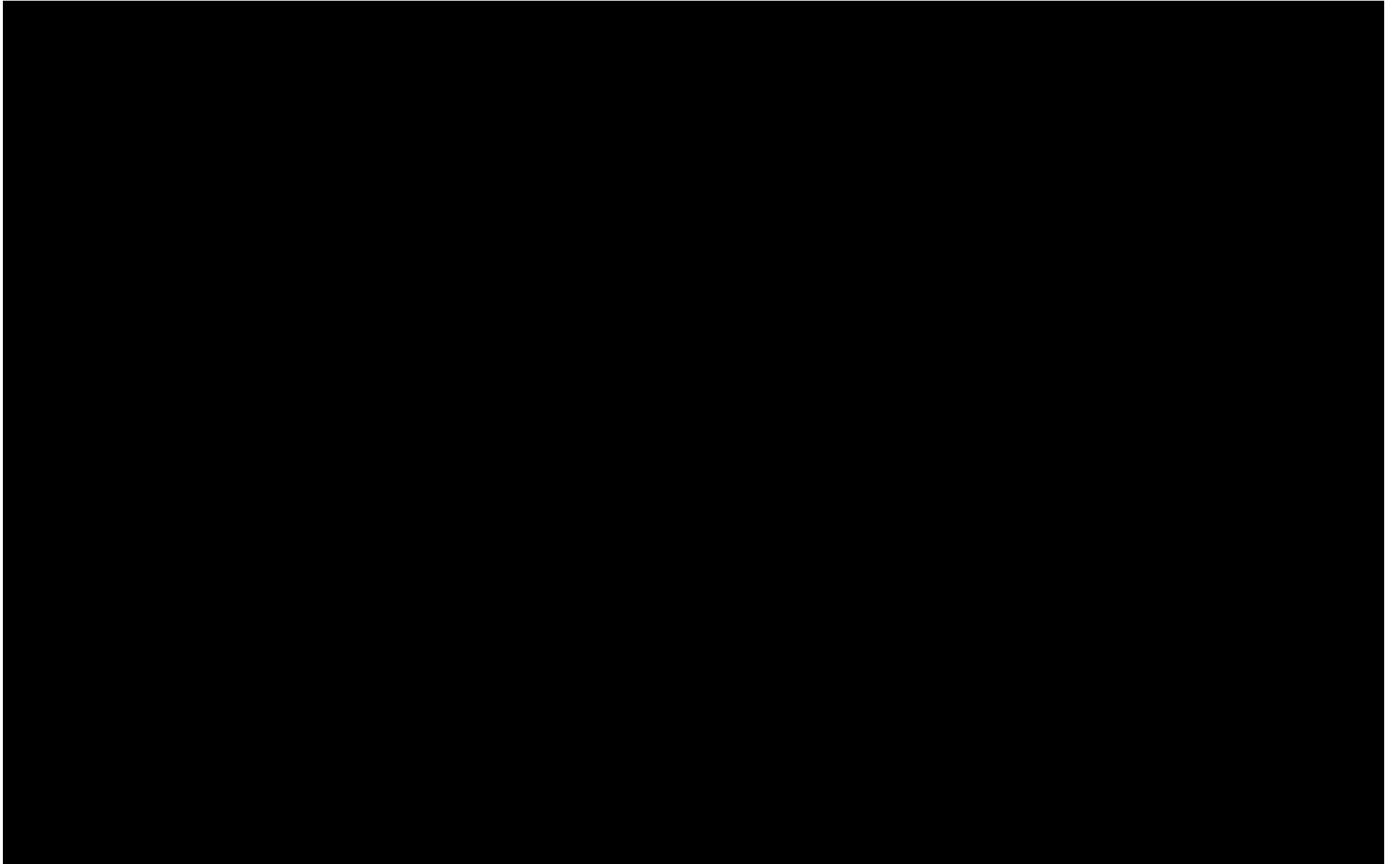
Made with iBooks Author Titles Just Added

**Visual Dictionaries**

**YEAR IN FOCUS 2011** FREE

**Cleaning Mona Lisa** LEE SANDSTEAD





**400 Million**

*Demo*

iBooks

**Alan Cannistraro**

iBooks Engineering

# Distribution

Kristi Gillis



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Michelle Obama

Immerse yourself in the White House garden with interactive plans, timelines, lush photography, and more.







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- |   |   |
|---|---|
|  <p><b>American Grown</b><br/>Michelle Obama<br/>Gardening</p> <p>\$17.95</p>                |  <p><b>Elly's Lost &amp; Found Sounds</b><br/>Jacqueline O Rogers<br/>Children's Fiction</p> <p>\$7.99</p>   |
|  <p><b>Year in Focus</b><br/>Getty Images<br/>Photography</p> <p>FREE</p>                    |  <p><b>Resonate</b><br/>Nancy Duarte<br/>Business &amp; Personal Finance</p> <p>\$17.99</p>                  |
|  <p><b>Cleaning Mona Lisa</b><br/>Lee Sandstead<br/>Art &amp; Architecture</p> <p>\$2.99</p> |  <p><b>The Pioneer Woman Cooks: Fo...</b><br/>Ree Drummond<br/>Cookbooks, Food &amp; Wine</p> <p>\$16.99</p> |

Made with iBooks Author Titles Just Added

**Visual Dictionaries**

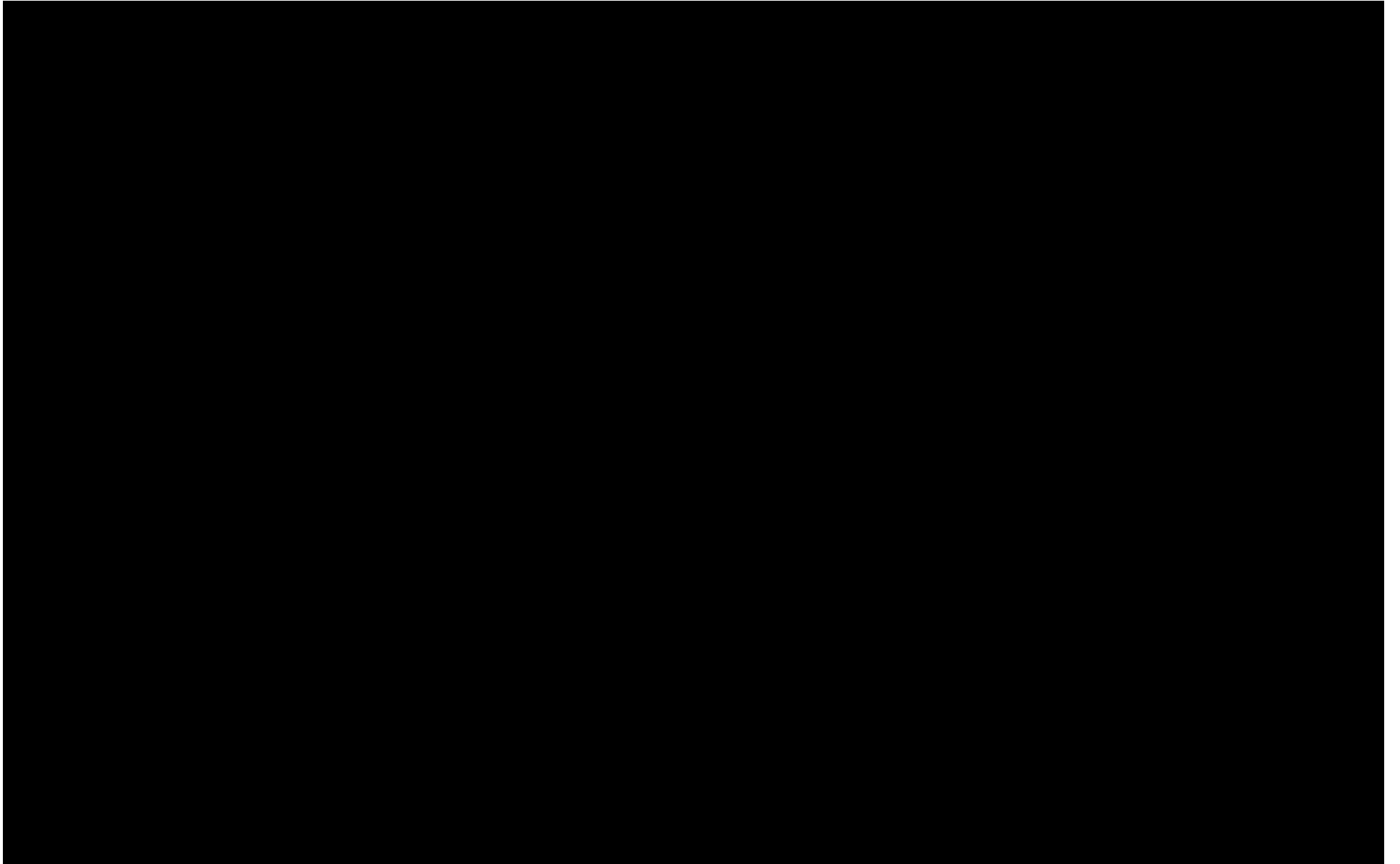
**YEAR IN FOCUS 2011** FREE

**Cleaning Mona Lisa** LEE SANDSTEAD

# iBookstore Distribution

- Getting started
- Book submission and approval
- Book submission best practices
- Marketing your books





# Knowledge Without Boundaries

Teaching farming in Australia



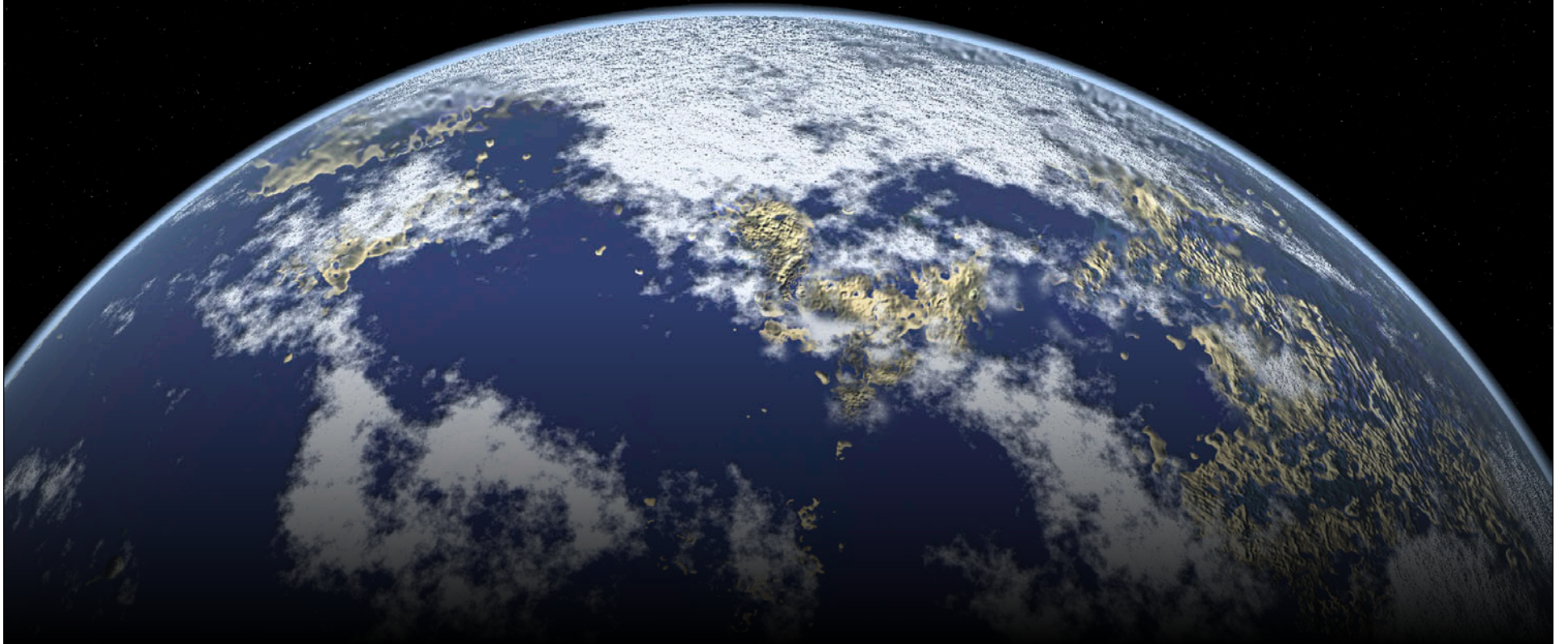


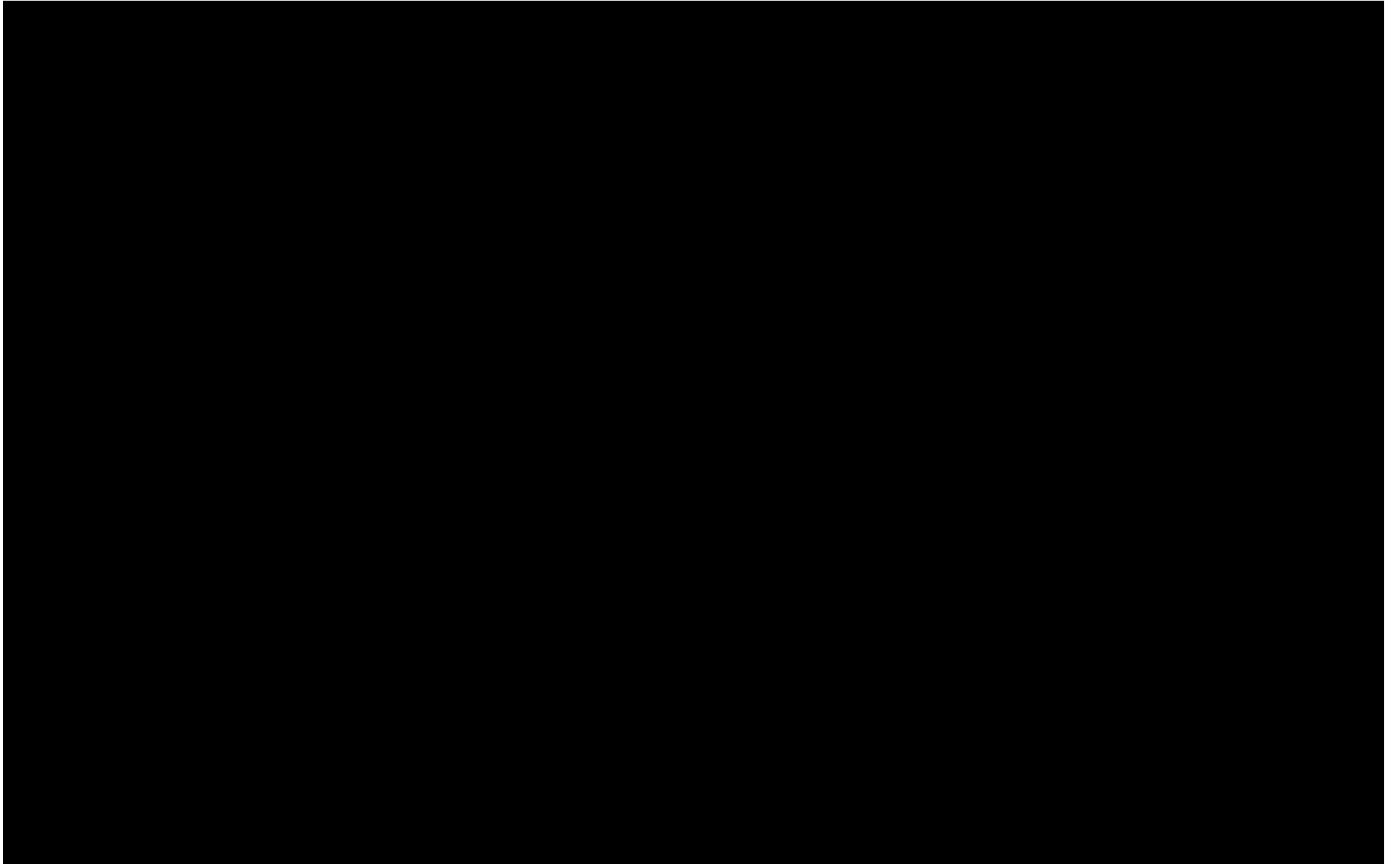
# iBookstore

A global marketplace

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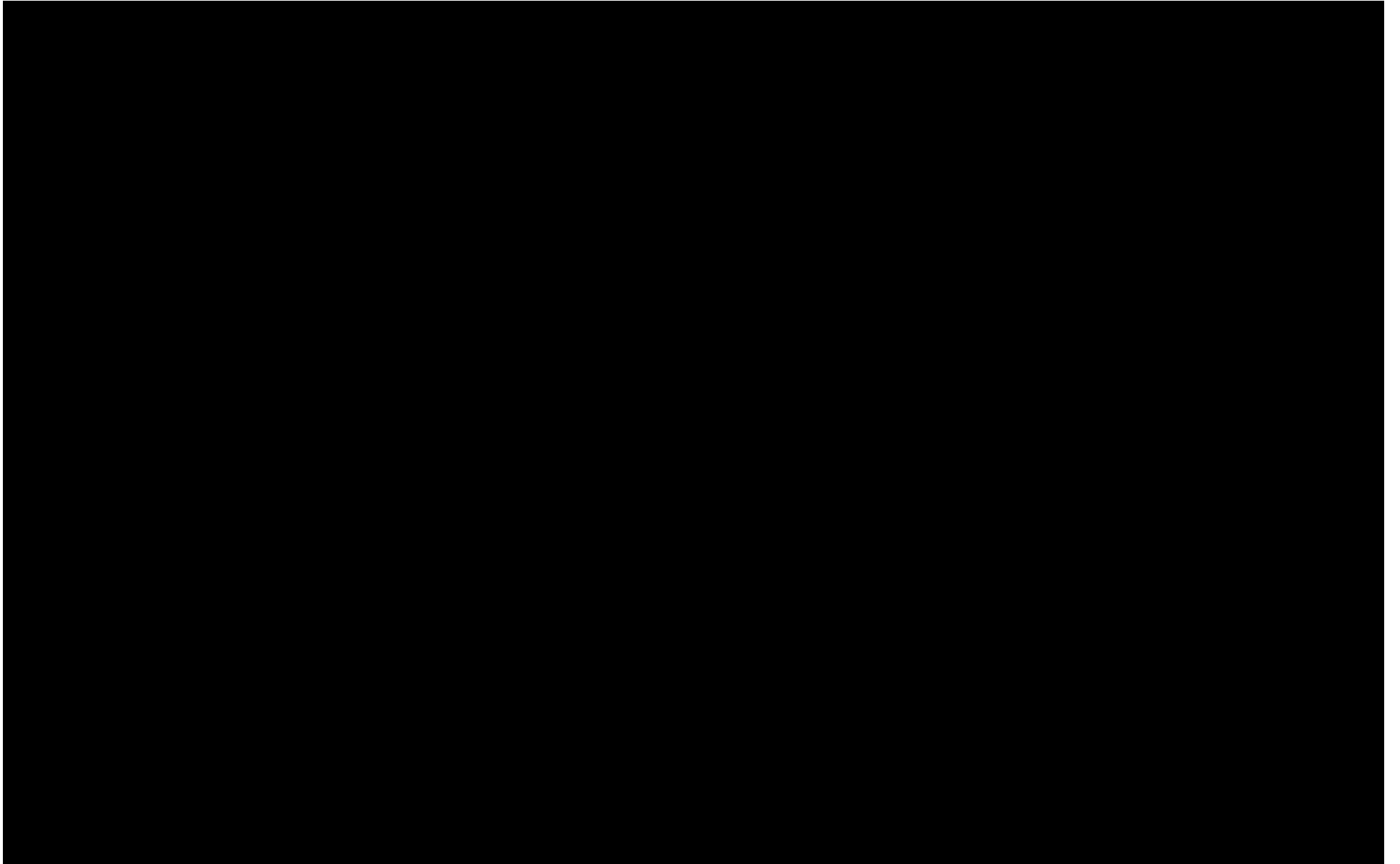


**First Signup**

**First Signup, Then Write**

# First Signup, Then Write

<http://www.apple.com/itunes/sellcontent/>





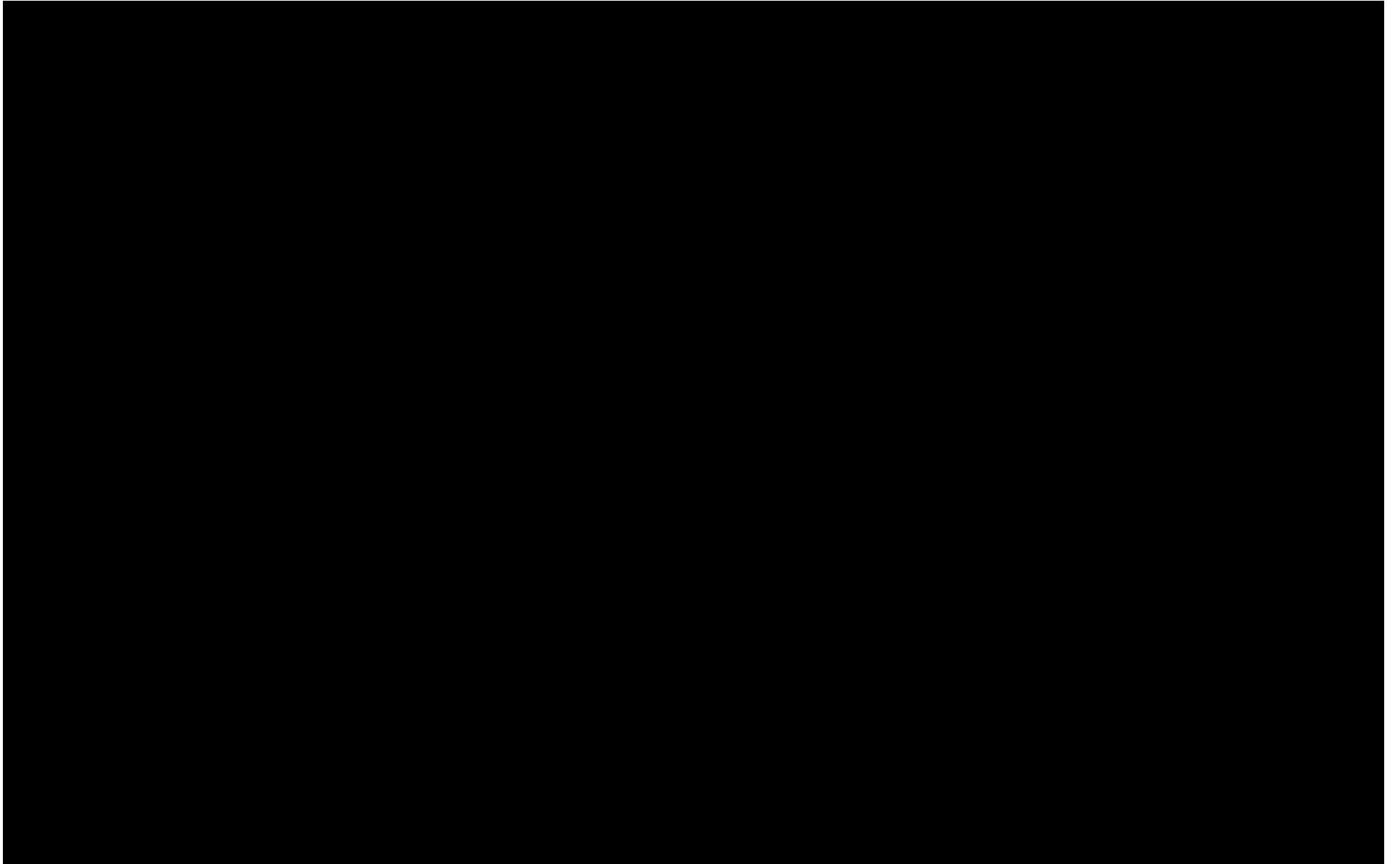
iBookstore  
Asset Guide



# Blueprint for Great Book Design

- Embedding multimedia
- Fixed layout design
- Sample algorithms



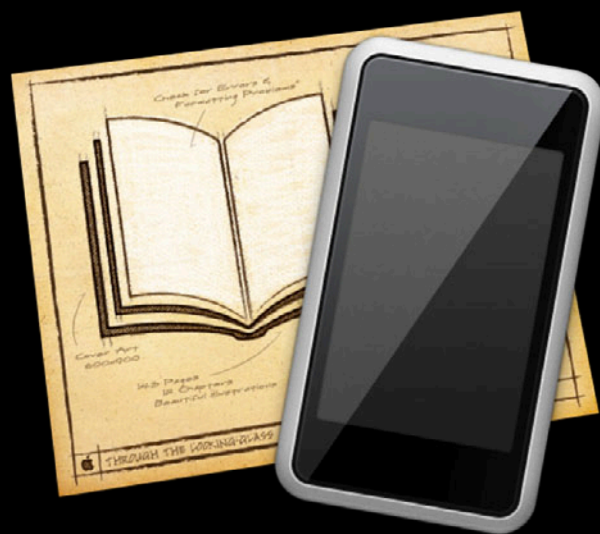




ePUB



# Book Proofer









# What You'll Need to Begin

- Signup is free
- One year initial term
- iTunes store account/Apple ID
- Apple ID must be unique to Books
- US Tax ID (paid book accounts)



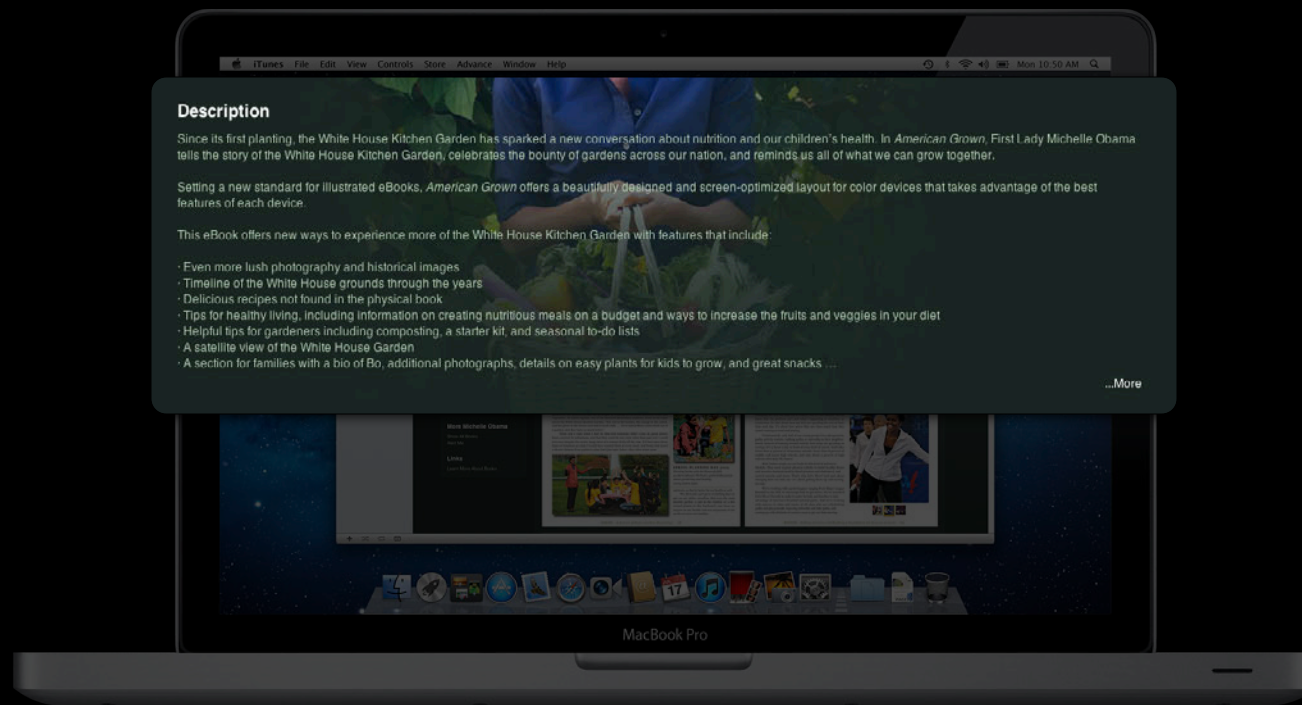


# Book Submission and Approval

# Build a Compelling Product Page



# Build a Compelling Product Page



# Build a Compelling Product Page



# Metadata

- Use proper casing



# Metadata

- Use proper casing
- Choose an appropriate subject/  
store genre



# Metadata

- Use proper casing
- Choose an appropriate subject/  
store genre
- Identify the primary language of  
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- Identify the primary language of  
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- Write a comprehensive description





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- Identify the primary language of the book
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- Include target audience data



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- Provide series detail (if applicable)



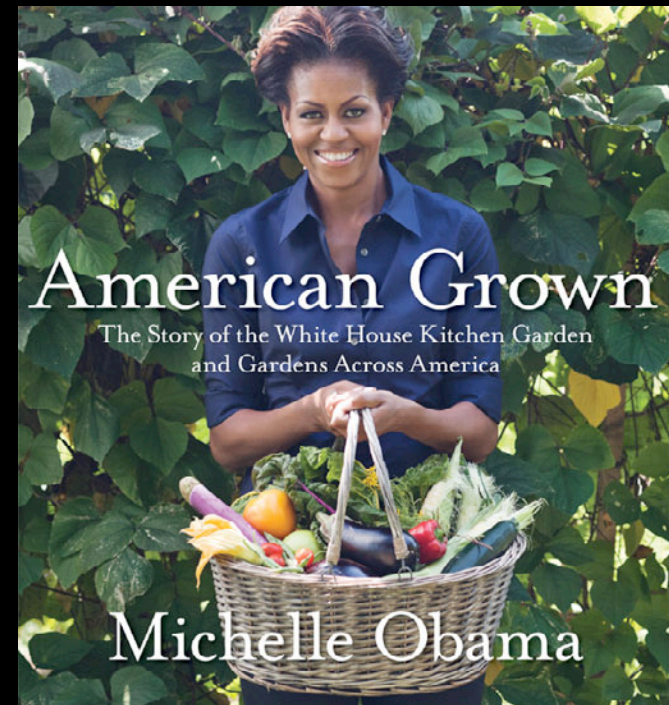
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- Use proper casing
- Choose an appropriate subject/  
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- Identify the primary language of  
the book
- Write a comprehensive description
- Include target audience data
- Provide series detail (if applicable)
- Proofread all of the information  
before sending it to Apple



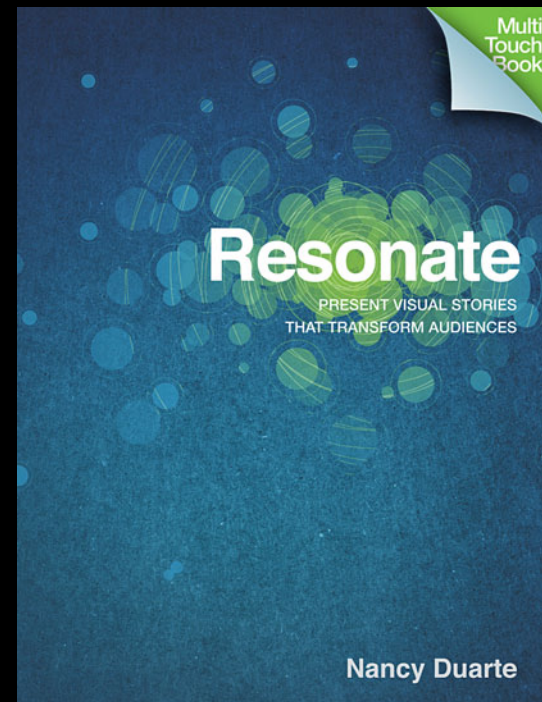
# Marketing Image

- Minimum of 1400 pixels in length on shorter side
- JPEG or PNG
- RGB colorspace



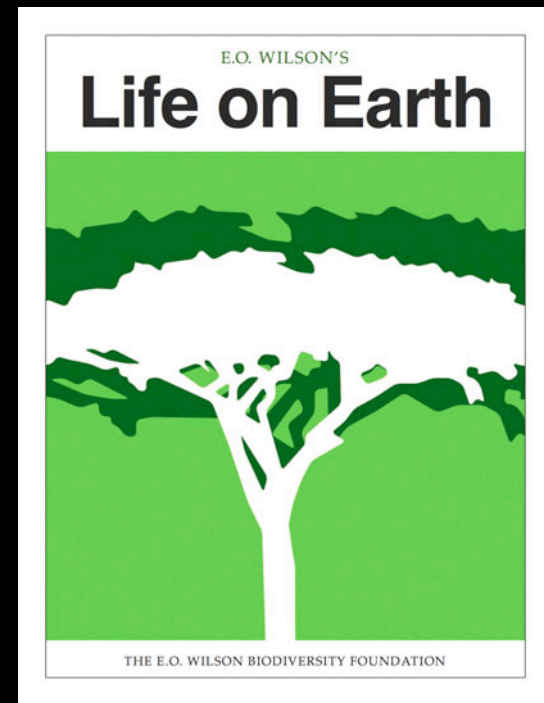
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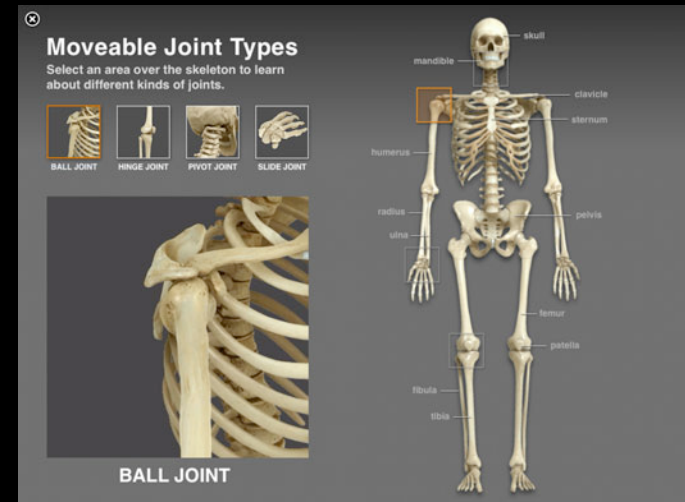
# Screenshots

- Key for highly illustrated or interactive books
- Up to 5 per book
- Order as desired
- JPEG or PNG
- RGB
- iPad resolution
- Landscape or portrait

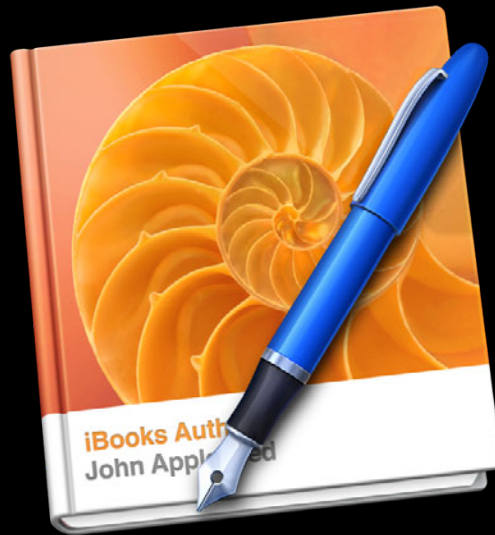


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# iBookstore Book Types





**Test, Test, and  
Test Some More**

# Testing Best Practices

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- Test on devices

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- Test on devices
- Review with portrait and landscape orientations

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- If you make corrections on a file, retest the entire book to avoid introducing new errors

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- Review with portrait and landscape orientations
- Use Book Proofer for EPUBs
- Use iBooks Author's Preview feature for Multi-Touch books
- If you make corrections on a file, retest the entire book to avoid introducing new errors
- Check book navigation
  - Does the Table of Contents work?
  - Do all links work?



**Develop with Your  
Reader in Mind**

## Book Performance Checklist

- Accessibility
- File size
- Fingers
- Links
- Speed
- Text
- Zoom

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# Apple Quality Control Process



# Top 10 Reasons for Book Rejections

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- 6 Misuse of Apple trademarks
- 7 Compound authors in metadata
- 8 Asset mismatch
- 9 False advertising
- 10 Incorrect language in metadata

*Demo*

Delivering books with iTunes Producer

**Ryan Lynch**

Global Operations Manager

# Growing Your Business

# Market Your Books





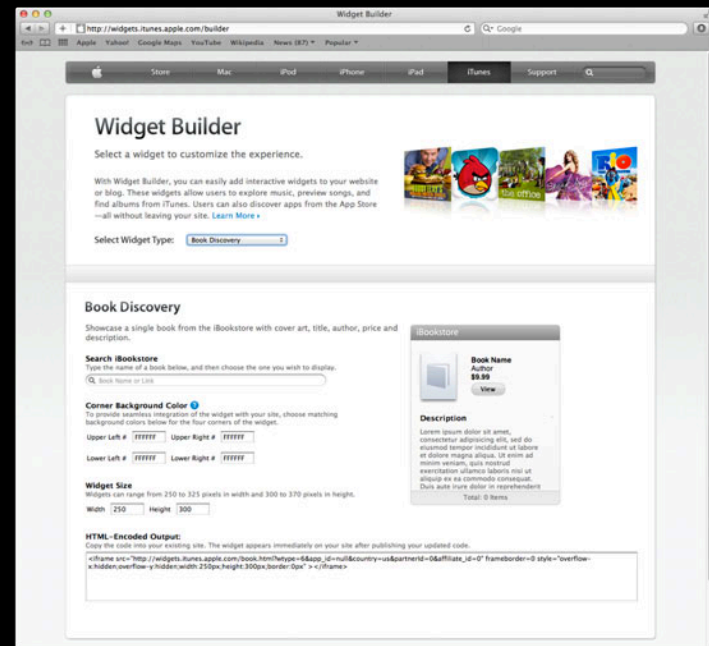
# Become an Affiliate

- Link from your web site, email campaigns, other digital marketing
- Link to any/all iTunes products
- Earn a commission from fans following links and making purchases within 72 hours



# Link to the iBookstore

- Make the path to purchase clear
- Right-click > copy link
- Build interactive widgets with Widget Builder
- Cross-promote to other books and iTunes products



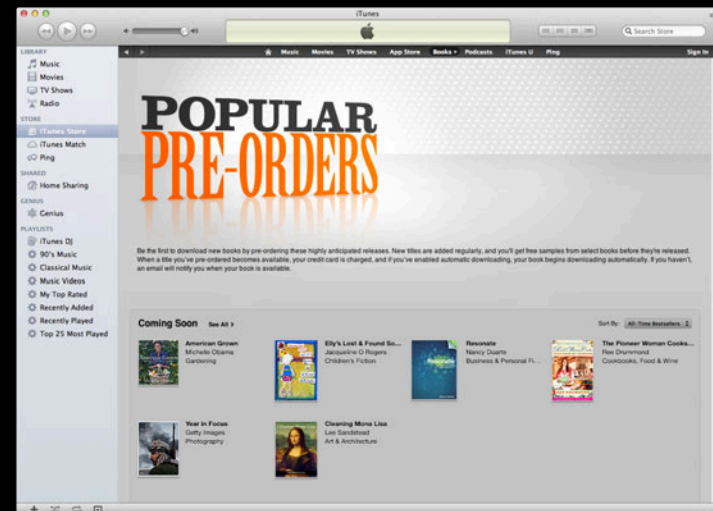
# Publicize with Redemption Codes

- 50 codes per book
- Distribute to media outlets and reviewers
- Obtain codes in iTunes Connect
- Requires legal role to obtain codes
- Codes expire four weeks after generation date



# Generate Pre-Orders

- Begin selling up to one year in advance of publication
- Build buzz before official book release
- Improve chances of charting



# Go Global

Sell your books in all markets

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# Summary

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- Signup first, then create



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- iBooks supports Flowing, Fixed Layout, Multi-Touch

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- Choose the format that best fits your story
- Use Apple tools to build books
- Develop with your readers in mind
- Go global
- Market your books

**“Books are a uniquely portable magic.”**

Stephen King

# More Information

## iBookstore Application

<http://www.apple.com/itunes/sellcontent>

## iTunes Connect

[itunesconnect.apple.com](http://itunesconnect.apple.com)

## Developer Forums

<https://developer.apple.com/devforums>

## iBookstore Publisher Support

[ibookstore@apple.com](mailto:ibookstore@apple.com)

## iBookstore Affiliates

[apple.com/go/iBookstoreAffiliates](http://apple.com/go/iBookstoreAffiliates)

## iBookstore Widget Builder

[widgets.itunes.apple.com/builder](http://widgets.itunes.apple.com/builder)



# Related Sessions

Building Books with iBooks Author

Mission  
Tuesday 11:30AM

Building Interactive Books with EPUB3 and JavaScript

Marina  
Wednesday 9:00AM

HTML, CSS, and DOM for Book Authors

Nob Hill  
Wednesday 3:15PM

Improving Accessibility in Books

Russian Hill  
Thursday 9:00AM

Tools, Services and APIs for iTunes Affiliate Program Marketing

Nob Hill  
Thursday 11:30AM

# Labs

iBooks Author Lab

Safari & Web Lab  
Tuesday 3:15PM

iBooks Open Lab

Safari & Web Lab  
Wednesday 10:15AM

 WWDC2012