

Ebook Publishing Quick Reference

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Ebook Royalty Comparison Chart

| Store | Portal | Need ISBN? | Portal | Royalties based on List Price | | |
|---------------------|--------------------------|------------|--------------------------|-------------------------------|-----------------|-----------|
| | | | | \$0.99 - \$2.99 | \$2.99 - \$9.99 | \$10+ |
| Amazon Kindle Store | Kindle Direct Publishing | No | Kindle Direct Publishing | 35% | 70% | 35% |
| B&N Nook Books | PubIt! | No | PubIt! | 40% | 65% | 40% |
| Apple iBookstore | iTunes Connect | Yes | iTunes Connect | 70% | 70% | 70% |
| Sony Reader Store | Sony Publisher Portal | Yes | Sony Publisher Portal | See Notes | See Notes | See Notes |

For notes on this chart please visit [our site](#)

Ebook Aggregator Comparison Chart

| Ebook Aggregator | Distribution | | | | | Fees Charged Per Book | | | Payment | ISBN Charge ² | Style Guide |
|------------------|--------------|-----|-------|------|------|-----------------------|-------------------|-------------------------|------------------------|--------------------------|-------------|
| | Amazon | B&N | Apple | Sony | Kobo | Upfront Fee | Annual Fee | % of sale | | | |
| Smashwords | No | Yes | Yes | Yes | Yes | Nil | Nil | Yes ³ | Quarterly | \$0 / \$9 / BYO | Guide |
| BookBaby | Yes | Yes | Yes | Yes | No | \$99 | \$19 ⁵ | Nil | Weekly | \$19 / BYO | Guide |
| Lulu | No | No | Yes | No | No | Nil | Nil | 20% of net ⁴ | Mth / Qtr ⁶ | \$0 / BYO | |
| Bibliocore | No | No | Yes | No | No | \$150 | \$50 ⁵ | Nil | 50 days ⁷ | BYO only | |

For notes on this chart please visit [our site](#)

Ebook Publishing Quick Reference

Ebook Formats

AZW: Amazon's Kindle format, based on Mobi.

MOBI: uses XHTML and based on the Open Ebook Standard.

EPUB: Superseded Open Ebook Standard as the official standard of [International Digital Publishing Forum](#).

PDF: Portable Document Format. Popular web format developed by [Adobe](#).

Major Ebook Stores

[Amazon Kindle Store](#)
[USA](#) - [UK](#) - [DE](#)

[B&N Nook Books](#)

[Apple iBookstore](#)

[Kobo Store](#)

[Sony Reader Store](#)

[Smashwords](#)

Ebook Readers

[Kindle](#)

[Nook](#)

[Kobo Reader](#)

[Sony Reader](#)

Ebook Glossary

Ebook - an "electronic book". Content is converted into a digital book that you can be read on screens instead of on paper.

Digital Rights Management (DRM) - technology embedded in ebooks to prevent unauthorized use (copying, sharing etc.)

Ebook Aggregator - provides an interface between publishers and ebook stores.

Ebook Glossary (cont.)

Indie Author - an independent, self-published writer.

ISBN - International Standard Book Number avail. from [Bowker](#) or via ebook aggregator.

Royalties - An amount paid to an author from each ebook sale.

Misc. Resources

Images for ebooks:
[Fotolia](#) - [iStockPhoto](#) - [Shutterstock](#)

Web Hosting -
[Wordpress \(Free\)](#)
[Bluehost](#) - [Hostgator](#)

Mailing List Management -
[Aweber](#)
[Constant Contact](#)

Resources (cont.)

Calibre - Free software for converting between formats.

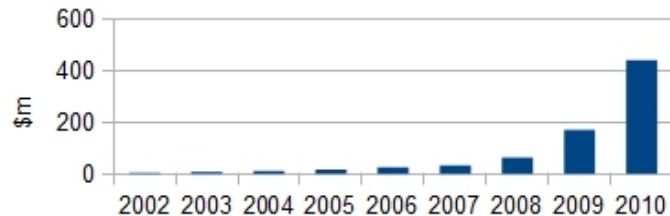
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AAP Ebook Growth

Association of American Publishers



Source: [AAP](#)

Ebook Sales Generation

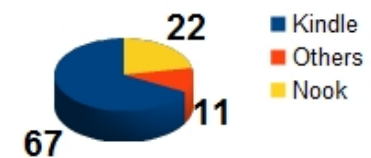
U.S. only / Jan 2011



Source: [Bloomberg](#). Total is 101 possibly due to rounding.

Ebook Reader Market Share

U.S. only / Jan 2011



Source: [Bloomberg](#)