

Ebook Publishing Quick Reference

Contents

- [Ebook Stores](#)
- [Royalties](#)
- [Aggregators](#)
- [e-Readers](#)
- [Ebook Formats](#)
- [Ebook Sales](#)
- [Glossary of Terms](#)
- [Misc. Resources](#)

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EPUB: Superseded Open Ebook Standard as the official standard of International Digital Publishing Forum.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.

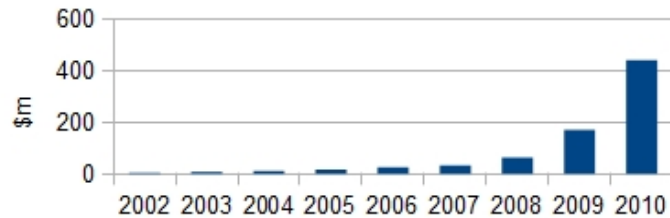
Easy PDF Templates - An easy way to make PDF ebooks.

Print Your Ebook -
[Lulu](#) - [CreateSpace](#) - [Lightning Source](#)

Disclaimer: Our company is affiliated with some resources listed here, so we might earn a commission if you decide to use any of these services.

AAP Ebook Growth

Association of American Publishers



Source: [AAP](#)

Ebook Sales Generation

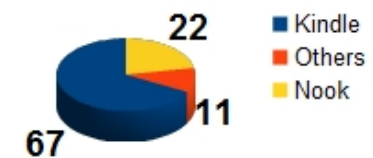
U.S. only / Jan 2011



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

Ebook Reader Market Share

U.S. only / Jan 2011



Source: [Bloomberg](#)