

iBooks Publisher User Guide



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Introduction

With iBooks Author and iBooks, Apple offers a powerful and intuitive way to do everything from creating astonishing books to selling your books to a global market.

Important: This guide includes detailed instructions to help you create your book and publish it on iBooks. Read all the instructions carefully before you create or submit your first book.

If you're an experienced user, you may want to go directly to [Publishing EPUB Books](#), to find more information about the style requirements for your books. There are more resources available to help you.

If you have never published a book on iBooks, read [Creating Books With iBooks Author](#) for help getting started. Or, if you are new to iBooks Author, just open iBooks Author and choose one of the predesigned templates. Type over the placeholder text, insert your movies and images, and turn your idea into an interactive book. Before you know it, you have a book that's both attractive and ready to publish on iBooks. And there's a lot more you can do.

iBooks Help

Read the FAQ (frequently asked questions) and more information about publishing on iBooks on the [iTunes Connect](#) website. Apple may release new versions and updates to its software and website, so the images shown in this guide may differ from what you see onscreen.

iTunes Connect Help

The latest information on your books and iBooks is available on the [iTunes Connect](#) website. To learn more, sign in to iTunes Connect and refer to the [FAQ](#).

iBooks Author Help

iBooks Author Help contains detailed instructions for completing all iBooks Author tasks. To access iBooks Author Help, open iBooks Author and choose iBooks Author Help from the Help menu.

Help Tags

iBooks Author and iTunes Producer provide help tags—brief text descriptions—for most onscreen items. To see a help tag for iBooks Author, hold the pointer over an item for a few seconds. In iTunes Producer, just click the “i” icon next to an item.

For more detailed help, use the Help menu in iTunes Producer or iBooks Author.

iTunes Connect for iOS

Use iTunes Connect for iOS to stay current on the latest trends and customer comments for your books, and more.

Receive push notifications of the ongoing status of your books during review. You can also be alerted when your products are ready for sale.

Get iTunes Connect for iPhone, iPad, or iPod touch on the [App Store](#).

Book Developer Forums

Use the dedicated [Developer Forums](#) to find solutions and share tips with book developers from around the world. To access the [Developer Forums](#), go to [devforums.apple.com](#).

Book Forum

The [Book Forum](#) is a community-based, collaborative environment to find solutions and share tips on creating, submitting, and marketing books on iBooks.

Resources and Help

The iBooks Support team is available to assist you by email and phone, Monday through Friday from 7:00 a.m. to 5:00 p.m. (PT). For additional support information, use [Resources and Help](#) on iTunes connect.

Revision Date

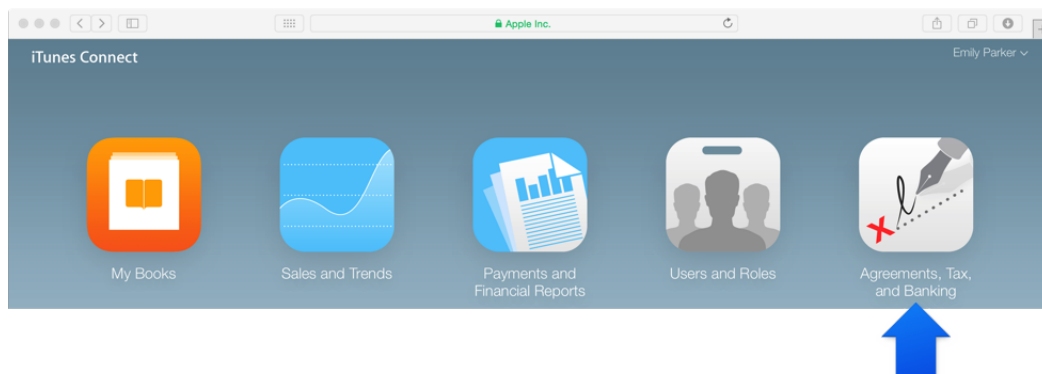
Last modified March 31, 2015.

Activating Your iBooks Paid Books Account

Signing Your Contract

If you have an iBooks Paid Books Account, you must sign a contract and provide tax and banking information before you can submit and offer your books on iBooks.

1. To access your contracts, go to [Agreements, Tax, and Banking](#) on iTunes Connect.



2. On the Request New Contracts page, click Add New Legal Entity.
3. Provide the address for the legal entity. At this point, you cannot change the legal entity name in iTunes Connect. You can [contact us](#) to request a legal entity name change.
4. To view the contract, choose the legal entity and click Request. Only iTunes Connect users with the Finance, Admin, or Legal roles can view the contract terms. Contracts can only be agreed to by users with the Legal role.
5. To enter into the iBooks Store contract, read and agree to the contract agreement by selecting the checkbox, clicking Submit, and clicking Done.

After you have agreed to a contract, you can view or download a PDF of the contract in [Agreements, Tax, and Banking](#) on iTunes Connect. We'll also send you an email with a copy.

Supplying Your Contact, Banking, and Tax

Information

To sell your books on iBooks and get paid for those sales, you must provide your contact, banking, and tax information in [Agreements, Tax, and Banking](#) on iTunes Connect.

After you agree to the contract and click Done, you will see the Your Contracts in Process page. You can enter your contact, banking, and tax information on this page, or you can enter it later.

Note: If the Set Up button appears even after you've provided information, your information contains an error and needs to be corrected.

Entering Contact Information

To provide contact information:

1. Go to [Agreements, Tax, and Banking](#) on iTunes Connect.
2. Click Set Up or Edit under Contact Info for the relevant contract.
3. Click Add New Contact.
4. Fill out the contact information and click Create.
5. Choose the contact person for each role, and then click Done when all roles have a contact. You need to provide company contacts for Senior Management and users with the Finance, Technical, Legal, and Marketing roles.

Entering Banking Information

1. Go to [Agreements, Tax, and Banking](#) on iTunes Connect.
2. Click Set Up or Edit under Bank Info for the relevant contract.
3. Click Add Bank Account.
4. Enter the banking information for your legal entity. You need to provide the account number, ABA routing number, bank address, and currency information.

Some banks do not have all of their locations available for selection. As long as you are using the correct routing number for your account, you can select another branch location.

5. Confirm that the information is correct and click Save. Note that once you click Save, this banking information cannot be changed.
6. Choose the bank account that you wish to receive your earnings, and click Save.

Entering Tax Information

1. Go to [Agreements, Tax, and Banking](#) on iTunes Connect.
 2. Click Set Up or View under Tax Info for the relevant contract.
 3. Click Set Up for the appropriate tax forms.
 4. Read the instructions carefully and complete all required forms, including those that need to be downloaded, completed, and mailed to Apple.
 5. Click Confirm.
-

Downloading iTunes Producer

After you have completed the steps in the previous chapter, you are now ready to create your book for iBooks. To create your book, you can either use iBooks Author or use EPUB creation software made by other manufacturers. iBooks currently only accepts books in the iBooks Author or EPUB formats. You must use iTunes Producer to submit your book to the iBooks Store. You can download iTunes Producer from [Resources and Help](#) on iTunes Connect.

About iTunes Producer

iTunes Producer is a Mac app used for updating and submitting books to the iBooks Store. You use iTunes Producer to provide all the required metadata for your book, such as title, publisher, publication date, and so on. You also use iTunes Producer to submit the book assets, such as the book file, sample file, cover art, and screenshots to the iBooks Store.

Downloading iTunes Producer

1. Go to [Resources and Help](#) on iTunes Connect. You need to have a contract in place before you can view the Resources and Help section on iTunes Connect. For more information, see [Signing Your Contract](#).
 2. Download the iTunes Producer installation package.
 3. For instructions on how to use iTunes Producer, use the Help menu in iTunes Producer.
-

System Requirements

iTunes Producer 3.1 requires:

- OS X [Mavericks \(v10.9\)](#) or later
- At least 20 GB of available hard disk space
- A broadband Internet connection with an upload rate of 1 Mbit/sec or faster

Creating Books With iBooks Author

Overview

With iBooks Author and iBooks, Apple offers a powerful and intuitive way to do everything from creating books to offering your books to a global market.

Books created with iBooks Author are called Multi-Touch books. Use iBooks Author 2 or later to submit Multi-Touch books to iBooks. You can get iBooks Author for free from the [Mac App Store](#). It provides you with:

- Templates that include a choice of page designs with matching fonts, colors, and textures.
- Book Navigator to organize your book and add a cover, table of contents, and glossary.
- Widgets to include interactive photo galleries, movies and audio, interactive review quizzes, Keynote presentations, interactive images, 3D objects, and custom HTML.
- Preview tool to view your book in iBooks on an iPad or a Mac to see how it looks and works.

Books created with iBooks Author can contain a wide variety of interactive elements, which makes them particularly well-suited for textbooks, cookbooks, history books, and picture books. iBooks Author generates books using the Apple-developed iBooks format (.ibooks).

System Requirements

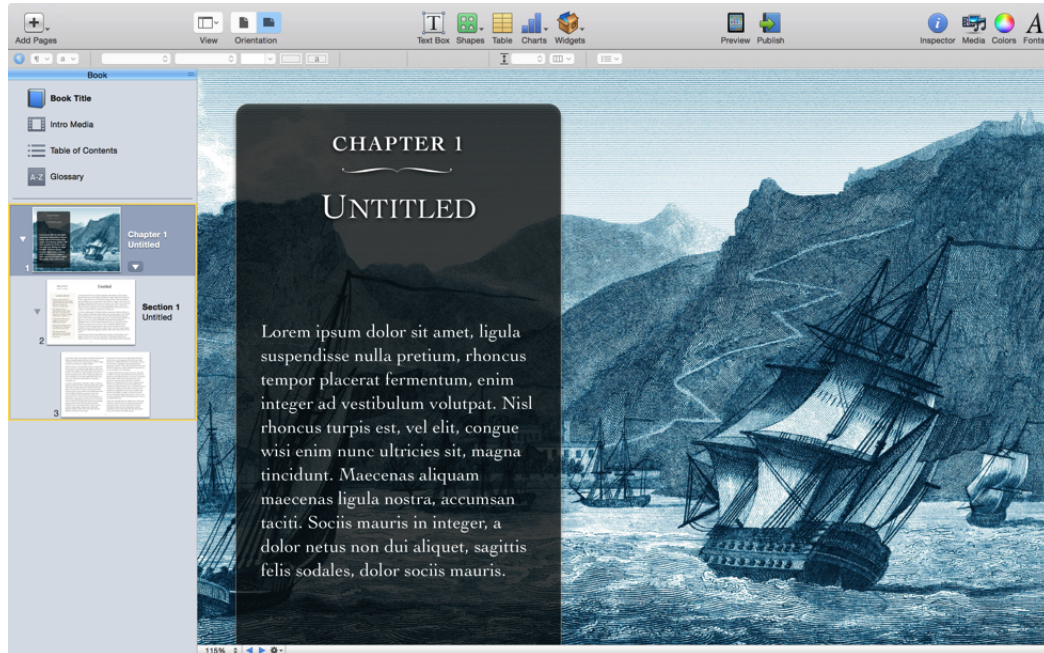
To get started with iBooks Author, you need the following:

- iTunes Producer 3 or later
- 1.2 GB of available hard disk space
- iBooks for iOS 3 or later (for previewing on iPad)
- iBooks for Mac 1 or later (for previewing on Mac)
- If you will be importing files created in Pages 5 or later or Keynote 6 or later, you must have the latest versions of those programs installed

In addition to the above requirements, interactive elements that can be added to the book (such as movies, audio, and images) must meet specific requirements. For more information, see the iBooks Store Asset Guide in [Resources and Help](#) on iTunes Connect.

Overview of Using iBooks Author

iBooks Author is an easy tool to use to create interactive books for iPad or Mac. iBooks Author includes several Apple-designed templates you can start with. Then, you customize them with your own text and images, create new layouts, and add shapes, charts, tables, and media anywhere on the page.



Some templates are designed to work in both portrait and landscape. You can easily switch between the two using the buttons on the toolbar. Books are easy to layout in landscape mode and they automatically work in portrait mode. Books with many images and interactive elements look stunning in landscape and you may want to “lock” the book in landscape mode so that it only displays in landscape on the iPad. In the Document Inspector, select “Disable portrait orientation.”

Templates that are designed solely for portrait orientation are also available in iBooks Author.

You can add interactive elements and media (such as movies, interactive images, and galleries) using widgets. To access the widgets, use the Widgets menu at the top:



All widgets work in a similar way. Widgets include placeholders for titles and captions and are automatically numbered so you can reference them in your main text. To add your own images or media, drag and drop them onto the widget. Customize the widget or change widget options using the Widget pane in inspector. The Widget pane in inspector contains

two tabs, Layout and Interaction, that help you configure, add, and reorder your widgets and widget elements. For more information on each widget, see the [iBooks Author: Widget Overview](#).

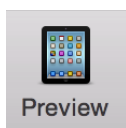
Visit [iBooks Author Support](#) to find to find tips and help for iBooks Author.

Previewing

iBooks Author has a built-in proofing mechanism you can use to view and test your book before publishing it. You can set a preview preference by choosing the Preference item in the iBooks Author menu. In Preferences, you can select to preview the entire book or just the current section of your book. The current section option is useful especially for long books that could take some time to copy to the iPad.

To preview your book:

1. Connect your iPad to your computer and open iBooks on the iPad.
2. In iBooks Author, click Preview. This allows you to preview either the entire book or the current section. You can also use the File menu to change your current selection. If you prefer to only see the current section, choose Preview Current Section Only. Or, to preview the entire book, choose Preview.



3. In iBooks on the iPad, tap Library and open your book. Your preview book will have a Proof ribbon on it.
 4. Check your book, book layout, and interactive content to make sure that everything works correctly.
 5. Continue to revise and preview as needed until your book looks and works as you intended.
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Publishing Your Book Created With iBooks Author

Preparing for Publishing

Check your book, book layout, and interactive content to make sure that everything works correctly. After you have tested your book and signed the required contract, you can submit your book to the iBooks Store.

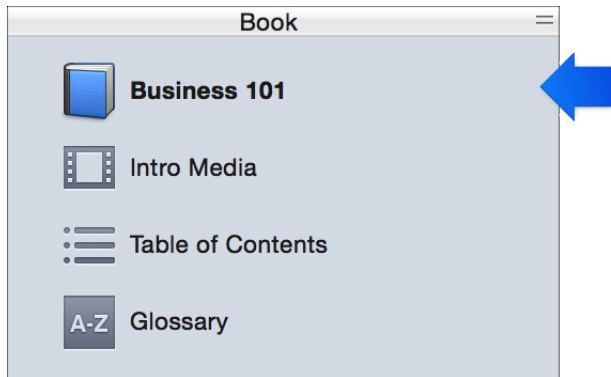
All books submitted to the iBooks Store are reviewed by Book Review. Before submitting your book, you should review it using the list below. Book Review will process your book more quickly if you avoid common issues before submitting the book:

1. Test your book in both portrait and landscape orientations (when applicable).
 - **General Testing**
 - Verify that text, critical images, and enhanced elements (such as audio, video, 3D objects, and widgets) appear in both portrait and landscape format, unless landscape mode has been disabled.
 - **Portrait Mode Testing**
 - Scroll through pages to ensure the design is as expected. Be mindful of unnecessary white space in the body and sidebar.
 - If images are not displayed in portrait mode, adding a caption or title may fix the issue.
 - Review the table of contents. Consider adding art to make it more robust.
2. Test across multiple users and devices.
3. Test and develop with the reader in mind, making the usability of your book a priority.
 - Tap on every page and launch every widget.
 - Tap on glossary terms and make sure all terms have definitions.
 - Scroll through the glossary to make sure all placeholder text has been replaced (for example, “Lorem ipsum...”).
 - If an item implies that it can be tapped, users should be able to do so. Make sure design elements used in the print version of your book are not confusing in the digital version.

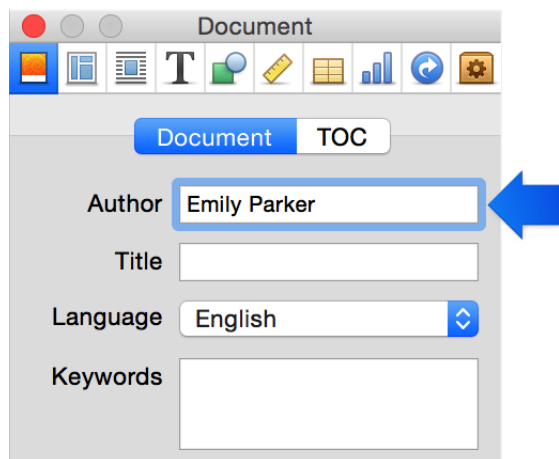
- Tap on images. If images are not displayed in full screen, adding a title or caption may fix the issue.
 - Look at 3D objects. These objects should spin on the intended axis. Best practice is that the object spins when you open the page. To accomplish this, select “Auto rotate object when idle” in the Interaction pane of the Inspector in iBooks Author.
 - Verify all links. Do they go where they should? Check links to figures and external links.
 - Verify that the intro media is working. Does the book open as expected?
 - Verify that your book does not contain unintentional blank pages.
 - Verify that all template placeholder images (book cover, chapter, and section openers) have been replaced. Placeholder text such as “Lorem ipsum...” must be replaced.
 - Verify that audio for both audio and video files can be heard and speech can be understood even on low volume. Verify the performance of your widgets. If the performance of widgets is slow on a page, consider removing some widgets from that page. As a best practice, avoid having too many widgets on a single page.
 - Verify the image quality. Does the resolution look good when pinched or tapped to display in full screen? Best practice is to resize, crop, and rotate images to the desired size and rotation before importing them into iBooks Author.
 - Verify that text inside illustrations, maps, graphs, and widgets is legible.
 - Verify that quiz questions map to the correct answers after the Check Answer button is tapped.
 - Avoid tiny fonts. Use font sizes that can be read by most customers.
 - Avoid using font colors that are too similar to the background color.
4. Test accessibility with VoiceOver and closed captioning on. Best practice is to include accessibility descriptions, especially for image review questions and add closed captioning to videos.
 5. Follow best practices for video creation, encoding, and compression. Video guidelines are included in the iBooks Store Asset Guide available from [Resources and Help](#) on iTunes Connect.
 6. Monitor file size. There is a 2GB limit on .ibooks files (the final files exported from iBooks Author). To monitor file size, export a sample chapter to .ibooks and check the file size. If the file size is large, consider resizing long videos and removing duplicate templates.

7. Review metadata.

- Verify that you provided the correct title in the Book Title field of the Book sidebar



- Add the author and title in the Document pane of the Inspector window. If you do not add an author, iBooks customers will see “Unknown Author” on the book cover



- Verify that you’ve used and spelled Apple trademarked terms correctly. For example, iBooks is the name of the iBooks ecosystem, not a book or iBooks Author.
- Do not include pricing in the text or descriptions.
- Metadata should follow standard case and grammar rules.
- Make screenshots to create the product page for iBooks.

For more information, see [Book Size, Metadata, and Screenshots](#).

8. Perform regression testing. If you change one section of a book, review the entire book again before resubmitting to the iBooks Store to make certain your change didn’t break another portion of the book.

Downloading iTunes Producer for Books

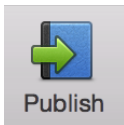
Download and install iTunes Producer. If you already have iTunes Producer installed, make sure you have updated to the latest version. For more information, see [Downloading iTunes Producer](#).

Publishing Your Book

The following steps assume you have an account to publish content on the iBooks Store and that you've already installed iTunes Producer.

Now that you've created your book and thoroughly tested it, you are ready to publish it. "Publishing" the book means that iBooks Author creates a package and saves it to the folder that contains the book files. At the end of that export process, iTunes Producer opens the package and adds your .ibooks file, cover art, and sample file.

-
1. To create a package that is ready for submission to iBooks, click Publish in the header or choose Publish from the File menu in iBooks Author. You will be asked to sign in to iTunes Connect.



2. Choose whether this is a new book or a new version of a previously published book.

If it is a new version of a previously published book, select the current live version and enter the new version number. Version numbers must be:

- A dot-separated number, with a maximum of two dots, three components, and four numbers per component. For example: 1111.1111.1111.
- Without initial zeros. For example, 1.01 is interpreted as 1.1.
- In numerical order. Note that 1.10 is considered higher than 1.9.
- Without letters, hyphens, underscored, and other invalid characters.

3. Choose the chapter from which you'd like to create a sample.
 4. Click Export.
 5. Click Open in iTunes Producer.
-

iBooks Author exports the book as an .itmsp package (iTunes Store Package). iTunes Producer opens the .itmsp package and displays the book metadata page. If you prefer to enter the metadata later, you can also open the .itmsp package in iTunes Producer by choosing File > Open With > iTunes Producer.

For additional information on the book submission process, see [Preparing for Submission](#) and [Overview](#).

Publishing EPUB Books

About EPUB Files

An EPUB file is a digital version of a printed book, created according to the EPUB format. The EPUB format is a free and open eBook standard developed and maintained by the International Digital Publishing Forum (IDPF), a nonprofit standards organization.

The EPUB format is designed to adapt the text to accommodate the capabilities of various eBook readers. This means the person reading the book can change the text size, change the font, or change the orientation and the text will reflow to fill the available view area.

The EPUB file format consists of basic XHTML for the book content and XML for the book's metadata. EPUB files have the file extension .epub, just as .pdf is the file extension that denotes PDF documents. iBooks only accepts EPUB books formatted according to the EPUB 2.0.1 or EPUB 3.0 standard.

EPUB files can be created by hand or by using one of several software tools. For more information about how to create books in EPUB format, see the iBooks Store Asset Guide available in [Resources and Help](#) on iTunes Connect.

To take advantage of book versioning functionality, your book must be formatted according to the EPUB 3.0 standard. Book versioning allows you to make updates and corrections to books on iBooks and have the updated book submitted seamlessly to your existing customers.

Using Pages to Create EPUB Files

The easiest way to create an EPUB file is by using [Pages](#) for OS X. Use paragraph styles to design your document and then export your publications directly in the EPUB format. Pages also provides support for iBooks notes and navigation using an automatically generated Table of Contents.

To get started, see the [EPUB Best Practices](#) sample document. This document features styles and guidelines to create Pages documents that are optimized for export to the EPUB format. For instructions and additional information, see [Creating ePub files with Pages](#).

Creating Multimedia EPUBs

You can embed audio, video, images, PDFs, and links inside an EPUB to enhance the reading experience. All multimedia elements are directly embedded in the EPUB file through standard XHTML and HTML 5 tags. For more information on multimedia elements, see the iBooks Store Asset Guide available in [Resources and Help](#) on iTunes Connect.

Tools for Viewing EPUB Files

- [iBooks](#)
- [Book Proofer](#)
- [Adobe Digital Editions](#)

Tools for Validating EPUB Files

- [iTunes Producer](#)
- [EPUB Check](#)

Additional Information

- [iBooks Store Flowing Layout EPUB Example](#)
- [iBooks Store Fixed Layout EPUB Example](#)
- [IDPF specifications](#) for EPUB 3
- [IDPF EPUB samples](#)

Preparing for Submission

Overview

To prepare your book for submission to iBooks, you need to:

- Choose the BISAC, BIC, CLIL, or other available subject category code for your book
- Create the book file for your book (EPUB or .ibooks)
- Enter the metadata for your book such as title, author, publisher, and so on
- Use iTunes Producer to submit the book
- Obtain an International Standard Book Number (ISBN) for your book (optional)

Each of these steps is covered in more detail in the following sections. For more information on books created with iBooks Author, see [Publishing Your Book Created With iBooks Author](#).

About ISBNs

An International Standard Book Number (ISBN) is a 13-digit number that uniquely identifies books and book-like products published internationally. The ISBN identifies one title or edition of a title from one specific publisher and is unique to that edition. An EPUB file is considered an edition and must have a unique ISBN number.

Although the ISBN is optional for books on iBooks, the ISBN is often required for reporting your book's sales to industry reporting agencies and for national and international charts.

For more information on ISBNs and how to obtain one, go to isbn-international.org.

About Subject Codes

iBooks supports BISAC, BIC, and other commonly used codes to categorize books based on topical content. When uploading a book, you need to provide a main subject from at least one of these systems that best describes the general content of the book. You also need to provide a secondary subject that describes a more specific category within the main subject.

The complete BISAC Subject Headings list is available online at bisg.org.

The complete BIC Subject Categories and Qualifiers Scheme is also available online at bic.org.uk.

The subject category you choose determines where a book will be displayed on the iBooks Store. Choose the subject category and be sure it accurately reflects the book's content. If your book is for children or young adults, Apple recommends choosing one of the juvenile subject categories. If your book is science fiction, but intended for children, it should be in one of the juvenile categories so customers do not confuse it with more adult-themed science fiction titles.

Completing the Book Submission

Overview

When you are ready to submit your book, we recommend that you carefully read the following information, as well as iTunes Producer Help, to prevent and resolve common issues.

To complete the book submission process, use iTunes Producer to submit your book's metadata and assets to the iBooks Store for review. For more information on downloading iTunes Producer, see [Downloading iTunes Producer](#).

To submit your book, you need to provide the following files and information:

- Book metadata
- Book's .epub or .ibooks file
- Book cover art
- Optional screenshots of the inside of your book to give iBooks users an idea of the book's layout and content. You should use your iPad to take the screenshots of your book in iBooks. For additional information and screenshot requirements, see [Book Size, Metadata, and Screenshots](#).

The cover art must be in PNG or JPEG format and must be at least 1400 pixels on the shortest side. For an average paperback book, this could be 1400 x 1873 pixels, as these books are generally taller than they are wide.

In iTunes Producer, you can use the Import feature to submit the book's metadata. Download the sample tab-delimited file by choosing Open Book File Import Template from the File menu. With this template, you can create metadata for multiple books at the same time. Simply swap out your book's metadata and save as a UTF-16 Unicode Text file (.txt).

You can also provide a book sample. The iBooks Store automatically creates samples for all books, except Read Aloud and books created with iBooks Author.

If you do not want the iBooks Store to create the sample automatically, you can create a separate, custom .ibook file or EPUB file and submit it for use as the sample on iBooks. Note that not all tools support this option. If you are using a vendor to manage your content submission, they should be able to do this for you. Contact them for more information.

Book Size, Metadata, and Screenshots

Checking the Book Size

You can check the size of an EPUB file using Finder in OS X or Windows Explorer in Windows.

You can also check the approximate file size of a book created with iBooks Author by using the Document Inspector. The Document Inspector also will tell you the file size of all of the media included in the book.

Keep the following points in mind about the file size of your book:

- The maximum file size is 2 GB.
- The larger the file size, the longer it takes for a book to download. To optimize download time, keep your book file under 1 GB.
- Customers using 4G or other cellular networks cannot download books or book samples larger than 100 MB and must instead connect to Wi-Fi to download.

Entering the Book Metadata

Fill in the fields on the Details pane.

Make sure you check the metadata in every field for correctness and completeness. The metadata is what your users see on iBooks.

Uploading Screenshots of Your Book

If you want to show customers what some of the pages inside your book look like, you can take screenshots of the book you previewed just before publishing and add them on the Details pane. This is a great marketing opportunity for your book and is one of the easiest ways to improve your book's sales.

Screenshots must be full-sized iPad images in the PNG or JPEG format with a size of 1024 x 768, 768 x 1024, 2048 x 1536, or 1536 x 2048 pixels. For a cleaner look, you can also remove the status bar from your screenshots, making the size 1024 x 748, 768 x 1004, 2048 x 1496, or 1536 x 2008 pixels.

Pricing and Submitting Your Book

Pricing Your Book

If you are selling your book, add territory rights and pricing on the Price page.

Submitting Your Book

The Details pane in iTunes Producer validates all metadata and displays warnings if any information is missing or entered incorrectly. When all metadata, territory rights and pricing (if applicable), and assets are added correctly, click Submit to submit your book for review.

Marketing Your Books

Overview

When your book is available on iBooks, there are several ways you can help it stand out to customers. To help your book get noticed, we recommend that you take advantage of the following tips and tools.

Promo Codes

You have a maximum of 250 codes for each of your books available on iBooks. Promo codes can be distributed to reviewers, bloggers, and other media contacts, allowing them to download your book at no cost. Your promo codes are available from the Book Details pane in [My Books](#). Remember that only users with the Admin, Legal, or Sales role can see and request promo codes. For more information on promo codes, see [Resources and Help](#) on iTunes Connect.

Linking to iBooks

To make it easier for users to purchase your book, you can link directly to your book's page on iBooks. Use links on your website to promote the book's availability on iBooks. You should also use the phrase "Available on iBooks" when referring to your book.

To create a direct link to your book on iBooks, use [Link Maker](#) available on [apple.com](#).

You may also create your own link based on the book's ISBN or Apple ID. You can use the ISBN of the digital edition as well as the ISBN of any related print books, if provided in the metadata.

To create a link to a book on iBooks manually:

1. Start with the base address of "itunes.apple.com"
2. Add a "/" (forward slash) and then the ISO-2A code of the country you want to view
3. Add another "/" and the word "book"
4. Add another "/" and the word "id" (for an Apple ID)

5. Add the Apple ID you want to view

For example, the link for The Short Second Life of Bree Tanner in the U.K. using the Apple ID would be <https://itunes.apple.com/gb/book/id376209468>.

iBooks Logo Integration

To announce that your book is available on iBooks, you can use the iBooks logo in your marketing material including in your print and poster campaigns, on your website, in emails, and other digital marketing. iBooks is a brand your customers know and trust.

For more information and to download the iBooks logo, see the [Identity Guidelines](#) on [apple.com](#).

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Create Interactive Website Widgets

With Widget Builder, you can add elegant, interactive widgets to your website or blog. These widgets allow you to enhance the user experience on your website by displaying a single book or a collection of books. You can even let your users search for and discover new books on iBooks—directly from your website.

For more information on interactive widgets, see the [Widget Builder](#) on [apple.com](#).

Using iTunes Connect

About iTunes Connect

[iTunes Connect](#) is Apple's exclusive extranet for iTunes partners. The iTunes Connect website includes access to content delivery software, sales and financial reports, tools to help you manage users, and Apple hardware discounts. This entire chapter provides a brief introduction to using iTunes Connect.

About iTunes Connect Sections

The iTunes Connect website is divided into sections to access reports and set up users. It also includes sections for contacting iTunes and for obtaining Apple hardware at a discount.

What you can do on iTunes Connect depends on your user role. For example, Administrative users can do more than users with other roles. Depending on your role and access permissions, you may not see all the sections.

Section Name	Section Content	Role Access
Sales and Trends	View reports that show sales and trends over time.	Admin, Finance, Sales
Agreements, Tax, and Banking	Accept the terms of the contract. Download a PDF copy of your contract.	Admin, Finance, Legal
Resources and Help	Download the latest version of iTunes Producer and all documentation, including templates for EPUBs and an example spreadsheet file to use as a template to deliver metadata.	Admin, Technical
Payments and Financial Reports	View and download your monthly financial reports and payments.	Admin, Finance
Users and Roles	Add and delete your users, and change a user's role.	Admin, Technical: Read only, Finance: Read only, Legal: Read only, Sales: Read only
My Books	Create a new book, search for existing books to view metadata, edit pricing, and check submission status.	Admin, Technical, Finance: Read only, Encoder: Read only, Read only
Tickets	Review the status of your tickets. Displayed tickets that either require your attention or are pending review by Book Review.	Admin, Technical, Finance: Read only, Encoder: Read only, Read only: Read only
Apple Store	Shop for Apple products using your partner discount. Available only to user with a Paid Books account.	Admin, Finance
Contact Us	Contact Apple with questions. It is always best to contact your iTunes Technical Representative directly.	Admin, Technical, Finance, Legal, Sales

Viewing Sales and Trends Reports

To download daily and weekly reports showing your sales and trends over time, see [Sales and Trends](#) on iTunes Connect.

Reports are available only for a limited time and should be downloaded regularly. Apple does not store or regenerate the data after these periods have expired.

For more information, download the iTunes Connect Sales and Trends Guide from [Sales and Trends](#) on iTunes Connect.

Viewing Payments and Financial Reports

Financial reports are provided once a month and are based on Apple's fiscal calendar. For information on the fiscal calendar or on the financial reports, see the Fiscal Calendar or the Financial Reports Guide in [Payments and Financial Reports](#) on iTunes Connect.

To generate your financial reports:

1. Go to [Payments and Financial Reports](#) on iTunes Connect.

There, you will see a summary page showing earnings, payments, and amounts owed. From the dashboard view, you can quickly obtain information including last payment, amount owed, latest monthly earnings, units sales, and payment trends.

2. All financial reports can be downloaded from the Earnings tab in [Payments and Financial Reports](#). If you had any sales during the previous month in a particular region, you can download the report for that month. Reports can be imported in any spreadsheet application, such as Numbers or Excel.
-

For more information on Payments and Financial Reports, see the Financial Reports Guide in [Payments and Financial Reports](#) on iTunes Connect.

Viewing Catalog Reports

To request a report of your content and its status on iBooks, go to [Catalog Reports](#) on iTunes Connect and click New Request. Select the checkbox for the type of content you want to include in your report.

Reports can be requested once a day. We will send you an email when the reports are ready for download.

Users and Roles

Users are individuals with access to your content on the iTunes Connect website. Create a user account for each individual who requires access to iTunes Connect. To add, delete, or modify a user, you must have Admin rights.

Adding a User

To add a new user:

1. Go to [Users and Roles](#) on iTunes Connect.
2. Click + next to the number of users at the top left. Note that only users with the Admin role can add new users.
3. Enter the user's first name, last name, and email address and click Next.
4. Select an access level for the user and click Continue.
5. Select the notifications that the user receives by type and territory. To receive all notifications, make sure that your Spam filter does not block emails from `donotreply@apple.com`

Deleting a User

- To delete a user, go to [Users and Roles](#). Click Edit, select the checkbox next to the user's name, and click Delete at the top of the pane.
- Admin users can edit the roles and notifications for other users, but not the information on the Personal tab. Only the actual user themselves can edit their own Personal tab. A user can also make changes to the Notifications tab. Note that you cannot edit your own user role. You must ask another Admin user to change it for you.

Editing a User

- You can change the user role in the Roles tab or edit the notifications in the Notification tab in [Users and Roles](#) on iTunes Connect. To save your changes in a tab, click Save before you go to the next tab.

Resources and Help

[Resources and Help](#) on iTunes Connect contains tools, documentation, and example files to submit your books to iBooks. For more information on iTunes Producer, use the help menu in iTunes Producer.




My Books

Overview

After you have submitted your books using iTunes Producer, you can use [My Books](#) on iTunes Connect to view the metadata, view and edit the pricing, and check the submission status. The Recent Activity area shows a list of books you have recently viewed, edited, or uploaded.

Checking the Book Status

You can quickly check the status of the title by looking at the status light under a book in [My Books](#) on iTunes Connect.

Status Light	Status	What it means
	Not On Store	The book is not available on iBooks. For additional status information, click See Details in My Books on iTunes Connect. Territory-specific status information will be displayed at the bottom of the page.
	Ready for Store	The book is ready for release on the set sales start date.
	On Store	The book is available on iBooks. If the status is On Store and you cannot find it, go to My Books on iTunes Connect and click View on iBooks. If the book is not visible on iBooks, it may be processing, which can take up to 24 hours.

You can also search for your books by status. Under Search in [My Books](#), choose the status from the Status menu.

Searching Your Catalog

If the book you want to work on is not visible under Recent Activity in [My Books](#) on iTunes Connect, you can use the Search feature to find it.

-
1. In the Search area, enter the search term. For example, to find all books starting with the letter “L,” choose Title “starts with” and type L in the search field.

You can also search for your books using:

- The Apple ID of your book
 - The ISBN of your book
 - The language the book is written in
 - The book’s status
 - A series of Apple IDs or ISBNs separated by commas. Apple IDs, for example, would look like this: 271230907, 290201433, 303019310
 - Vendor ID
 - Author name
 - Publisher
 - Imprint
2. The Search Results will show all books matching your search criteria.
 3. To get more information on a book, click its title.
-

Viewing Book Information

From the search results, you can view the Book Details pane by clicking the title of the book. This will show you the book’s status, as well as book details including version, metadata, categories, target audience, and assets. The book’s rights and pricing can be edited at the top-right of this pane.

Viewing Your Book’s Metadata

After you submit the book’s metadata in iTunes Producer, you can also view the metadata on the iTunes Connect website.

To view a book’s metadata:

1. Use the search feature to locate the book you want to edit and click the book name to view its details. For more details, see [Searching Your Catalog](#).

Metadata

Edit

Title	Pride and Prejudice
Author(s)	Jane Austen
Author Sort Name	Austen, Jane
Description	<p>Pride and Prejudice is a novel by Jane Austen, first published in 1813. The story follows the main character Elizabeth Bennet as she deals with issues of manners, upbringing, morality, education and marriage in the society of the landed gentry of early 19th-century England. Elizabeth is the second of five daughters of a country gentleman, living near the fictional town of Meryton in Hertfordshire, near London.</p> <p>Though the story is set at the turn of the 19th century, it retains a fascination for modern readers, continuing near the top of lists of 'most loved books' such as The Big Read. It has become one of the most popular novels in English literature, and receives considerable attention from literary scholars. Modern interest in the book has resulted in a number of dramatic adaptations and an abundance of novels and stories imitating Austen's memorable characters or themes. To date, the book has sold some 20 million copies worldwide.</p>
Language	English
Publisher	Cricket House Books, LLC
Imprint	Cricket House Digital Classics
Publication Date	Jan 17, 2012

2. When you are done reviewing the metadata, click Done.

You can edit the metadata and resubmit your assets using iTunes Producer. If your book has been reviewed and approved, your edits should be live on the iBooks Store within 24 hours.

Viewing Asset Details

You can also view your assets on the book's summary page.

To view your assets, locate your book in [My Books](#) on iTunes Connect. If you cannot find your book under Recent Activity, you can also use the Search function.

1. Scroll down to Assets on the book summary page.
 2. You can view the upload date and file name. Click View Details to view any embedded content.
 3. Clicking the cover art image will enlarge it in a separate window.
 4. Click Done when finished.
-

Managing a Book's Rights and Pricing

On the iTunes Connect website, you can add the territories where your book will be available for sale. You can also edit the rights and pricing for existing territories.

To edit the rights and pricing, you must be a user with the Admin or Technical role.

Adding New Territories

To make a book available for sale, you must add at least one territory. The territories you can add depend on your publication rights and are determined by your contract with Apple.

To add territories:

1. Use the search feature to locate the book you want to edit and click the book title to view the details of the book. For more information on searching for your books, see [Searching Your Catalog](#).
2. Click Rights and Pricing.
3. Click Add New Territories.

If you do not see the Add New Territories button, all available territories have already been added.

4. Fill in the information for the original market, including pricing and currency.
5. Select the territories in which you would like to sell your book, then click Continue.
6. Review and adjust the pricing as necessary, then click Confirm.

Editing Existing Territories

Edit existing territories when you want to change the sales start date, publication type, pricing, or add or remove a book from the iBooks Store.

To edit existing territories:

1. Use the search feature in [My Books](#) on iTunes Connect to locate the book you want to edit.
2. Click the book title to view the details of the book. For more information on searching for your books, see [Searching Your Catalog](#).
3. Click Rights and Pricing.
4. Click Edit Territories and Pricing.
5. Fill in the information for the changes you would like to make.
6. Check the territories you want to apply the changes to, then click Continue.
7. Review and click Confirm.

About Pricing Intervals

Pricing Intervals allow you to change a book's price over time. This can be useful for sales and other promotions that have a definite beginning and end date, as well as permanent pricing changes that have no end. For example, you could offer a promotional price for a month, and then return to the regular price. There is no limit to the number of intervals that can be set, but no interval can begin more than a year in the future.

By default, the Start Date for pricing is Existing (which means the price currently in effect) and the End Date is None (which means the price will remain the same forever). To change the pricing, you can add intervals.

To add pricing intervals:

1. Use the search feature in [My Books](#) on iTunes Connect to locate the book.
2. Click the book title to view the details of the book. For more information on searching for your books, see [Searching Your Catalog](#).
3. Click Rights and Pricing.
4. Click the territory to which you want to add pricing intervals in the Rights and Pricing table.
5. In the territory dialog, choose the price tier for the desired pricing during the interval. Availability of price tiers depend on your contract.
6. Choose the date you want the pricing to start from the Price Start Date menus, or choose Now to make the price effective immediately.
7. Choose the date you want the pricing to end from the Price End Date menus. If you would like the price change to be permanent, choose No End Date. If you create an interval that has a defined end date, then the price will automatically revert to the preexisting price that has None as its end date. This is also called the base price.

Both the Price Start Date and Price End Date are required. The end date on the last interval should always be None, which means there is no end date.

8. Click Save. The price interval will be displayed in the price tier schedule.
-

Tickets

Book Review can open a ticket to request changes from you to fix any issues found with your book. The following are a few examples of common issues:

- An image inside the book file (EPUB or .ibooks file) contains embedded text
- The EPUB file contains an image that is larger than 4 million pixels

- The cover or book file (EPUB or .ibooks) contains price references
- Incomplete or generic book description

If your book is available on the iBooks Store you can edit the following metadata fields on iTunes Connect:

- Title
- Subtitle
- Description
- Category Scheme
- Category

Only users with the Admin or Technical roles can edit metadata on iTunes Connect. To see the metadata for books that are currently available on the iBooks Store, select your book from [My Books](#) on iTunes Connect and click Edit under Metadata. Changes must be approved by Book Review. Once approved by Book Review, changes will be visible on the iBooks Store within 24 hours. If changes to your edits are necessary or if the requested edits do not follow the iBooks Store specification, Book Review will return the Metadata ticket in the Your Action Needed state.

Tickets can have the following status:

Status	What it means
Approved	The provided corrections have been reviewed and approved.
Your Action Needed	There is an issue that requires your attention. If the book has been removed from the iBooks Store, it will remain unavailable until you have corrected the issue and your corrections have been reviewed and approved.
In Review	The ticket is currently being reviewed by Book Review. No further action is required.
Denied	The issue has not been resolved by the most recent book or metadata submission. If the book has been removed from sale, it will remain unavailable. After you have made all required corrections and resubmitted the updated book or metadata, you need to restart the review process by notifying Book Review of the resubmission. To do so, contact us .
Canceled	The ticketed issue is no longer relevant. You can also request a ticket to be canceled if you no longer want to make the book available for sale. To cancel a ticket, use the ticket's Reply field and click Send.

The status of the ticket will not change until it has been reviewed by Book Review.

Viewing Tickets

1. You can view your tickets in [Tickets](#) on iTunes Connect. If you have any open tickets, the number of open tickets will be in the red circle in the ticket icon on the Book Details page.
2. Additional statuses that do not show up in the list are Approved, Denied, and Canceled. To find tickets not listed, use the Advanced Search. For more information, see **Searching Tickets**.
3. Click on the ticket number to open the ticket detail page.
4. After opening the ticket, you will see the ticket's details:

The screenshot shows the iTunes Connect interface for a specific ticket. At the top, there's a 'Go Back' button and the ticket title '012345 - Pride and Prejudice'. Below this, a summary bar displays the ticket number, status ('Your Action Needed'), and links to 'View on iBooks', 'View in iTunes Producer', and 'Contact Us'. The main section is titled 'Details' and contains an Apple logo, the ticket title, and a status indicator 'Opened Jan 20, 2015'. A 'Full Book Asset' section lists 'Advertising or Marketing' with a 'View Guidelines' link. A 'Notes' section contains text about advertising in books and a link to the FAQ. A 'Reply (Optional)' section provides instructions on how to provide additional information or contact support, followed by a large text input area and a 'Send' button.

5. On the Ticket Details page, click View Guidelines for a more detailed explanation of the issue.
6. If you have Publication or Cover Art tickets, you may make the requested changes in iTunes Producer and resubmit your book. For Metadata tickets, you may submit the requested changes in iTunes Producer, or in the Book Details page in [My Books](#) on iTunes Connect and save the changes. The status of your ticket will be In Review or Pending until Book Review approves, denies, or returns the ticket to you. If your ticket is returned with the Your Action Needed status, you have to make additional changes to address all issues reported in the ticket and resubmit your updated content or metadata. You can only cancel a ticket that is in the Pending state.

As long as a ticket is unresolved, your book will not be available on iBooks.

If Book Review requests specific changes, all iTunes Connect users with Content Ticket notification will be sent an email detailing the requested information. You may opt in to receive Content Ticket notification by selecting Notifications for your profile in [Users and Roles](#). The email also includes the reasons why your content has not been approved.

Searching Tickets

- If you don't see a ticket on the Tickets page, click Advanced Ticket Search at the bottom of the page. Select the criteria on the search form and click Search.

Contacting iBooks Support

If you have questions about your book or the iBooks Store, we're here to help. To ensure that your question is routed correctly, or for more information, go to [Contact Us](#) on iTunes Connect. From there, select the topic for your question and, if you cannot find an answer, send us an email with as much information as possible.

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