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# iBookstore: Publisher User Guide 1.0



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Every effort has been made to ensure that the information in this document is accurate. Apple is not responsible for typographical errors.

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# Publisher Setup

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## Setup Checklist

The following checklist reviews the steps involved in becoming an iBookstore publisher.

- Sign your contract digitally via iTunes Connect. See [“Signing Your Contract”](#) on page 6.
- Download and review iTunes Producer documentation and iTunes Producer. See [“Downloading iTunes Producer”](#) on page 9.
- Deliver your publications using iTunes Producer. See the separate documentation, *Using iTunes Producer 2.1 for Books*.

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# Introduction

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This document contains information to help you get started as a content provider to deliver books to the iBookstore. It outlines the contract process, explains what you need to download to deliver your content, and provides a quick guide to using iTunes Connect.

iTunes Connect is web-based set of tools that provides access to iTunes Producer (our proprietary digital delivery software), discounted hardware, financial reports, and sales/trend reports.

## Organization of This Document

This guide is organized as follows:

- [“Signing Your Contract”](#) (page 6) explains how to review and sign your contract to be a book provider.
- [“Downloading iTunes Producer”](#) (page 9) explains how to download iTunes Producer and the iTunes Producer documentation.
- [“Preparing Your Books for Delivery”](#) (page 11) explains how to prepare and upload your books. It also provides an overview of EPUBs and some guidelines on creating your book files.
- [“Using iTunes Connect”](#) (page 16) explains how to log into iTunes Connect and gives you a brief overview of the modules, including generating reports, managing users, using the Apple VIP Store discount, and contacting support.
- [“Frequently Asked Questions”](#) (page 23) provides answers to frequently-asked questions.

# Signing Your Contract

Before you can deliver your books to the iBookstore, you must sign your contract. You cannot upload books, view reports, or manage your account users until your signed contract is received.

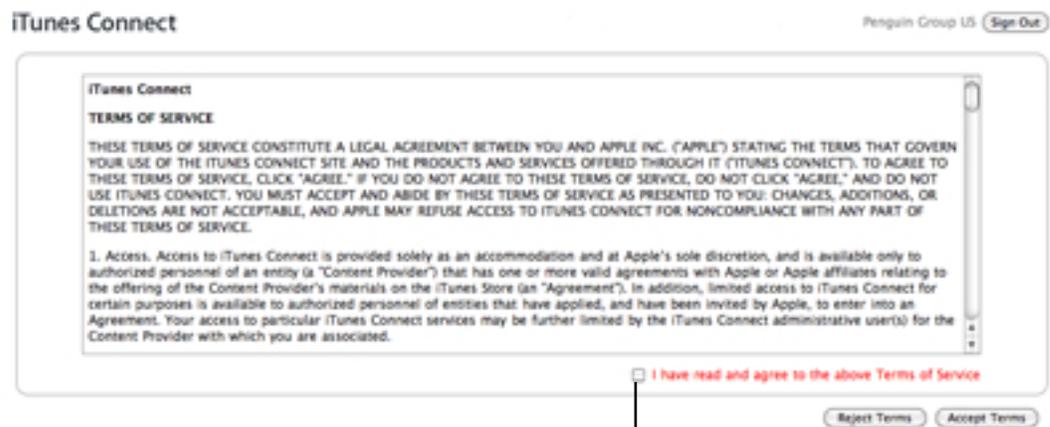
To sign your contract, you need to log into iTunes Connect, which is Apple's exclusive extranet for iTunes partners. See ["About iTunes Connect"](#) on page 16 for more information.

## Before Signing Your Contract

Once you complete the iTunes Store online application, you will receive an email acknowledging receipt of your application and instructions on how to proceed.

To review and accept your contract:

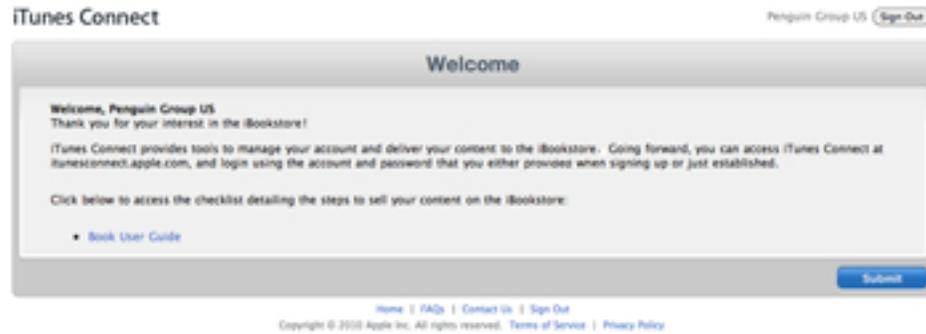
1. In the Welcome email, click the **iTunes Connect** button.
2. If, when applying online, you provided an alternate email (different from the one you used for your iTunes account), you see a screen where you can supply password information.
3. On the Contract screen, read the terms and click to select the Accept checkbox.



Select this checkbox to accept the terms

4. Click **Accept Terms**.

You see a Welcome page with instructions on how to begin.



5. On the Welcome page, click **Submit**.

## Signing Your Contract

To sign your contract:

1. In iTunes Connect, click the Contracts, Tax, & Banking Information icon.
2. On the Request New Contracts screen, click to select the box for the contract you want to sign and choose the legal entity.



If the legal entity name does not appear in the list, click **Create New**.

3. Click **Submit** to view the contract.
4. Read the contract and when you agree to the agreement terms, select the checkbox and click **Submit**.



5. On the Thank You screen, click **Done** to return to the Contracts module.
6. Look in your email inbox for a PDF copy of the agreement for your records.

At anytime after you sign the contract, you can return to the Contracts module to download a PDF copy of the contract.

Your Contracts in Effect

Contract Number	Contract Region	Contract Type	Contracts Downloaded	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Contract in Effect
MS408151	United States/Canada	iBook	0/0	<a href="#">Edit</a>	<a href="#">View/Edit</a>	<a href="#">Edit</a>	February 16, 2010	March 07, 2014	

[Done](#)

See the next chapter for information on downloading iTunes Producer, which is what you use to deliver your books.

# Downloading iTunes Producer

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After you sign your contract, you can prepare for content delivery by:

- downloading iTunes Producer
- reading the iTunes Producer documentation

## About iTunes Producer

iTunes Producer is a tool to help you deliver your books for sale in the iBookstore. You use it to provide information about a publication, such as title, publisher, date, and so on, and upload asset files.

## Downloading iTunes Producer

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After you complete the application process, you will receive an email confirmation. That email contains a link to iTunes Connect. iTunes Connect is an extranet that provides iTunes content providers access to iTunes Producer, discounted hardware, financial reports, sales/trends reports and tools to help you manage your content on the iTunes Store.

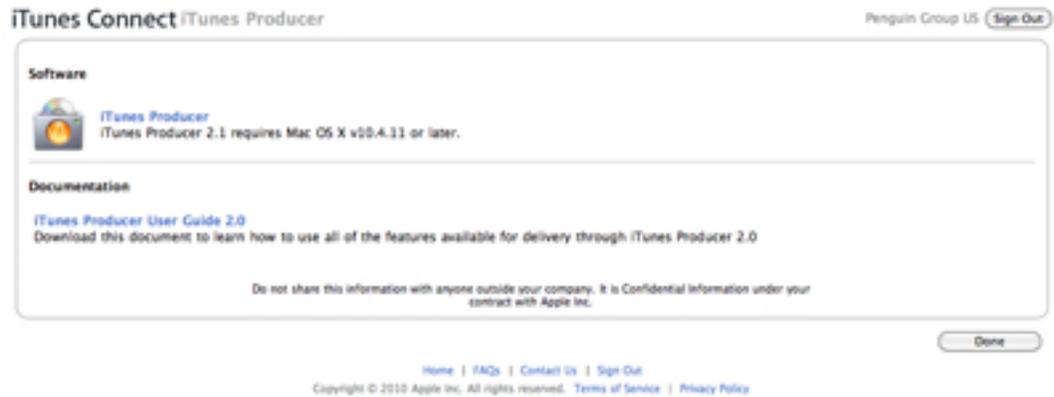
**To download iTunes Producer:**

1. In the email confirmation you received, click **Access iTunes Connect**, or go to the iTunes Connect URL and log in using your iTunes account name and password (see [“Logging into iTunes Connect”](#) on page 16.)
2. From the Home page, click the iTunes Producer icon. (You need to have a contract in place to see the icon. See [“Signing Your Contract”](#) on page 6 for details.)



**iTunes Producer**  
Download Apple's exclusive software  
designed to prepare your content for sale in  
the iTunes Store.

3. On the iTunes Producer download page, click the iTunes Producer 2.1 link to download the self-extracting installation package



4. Be sure to download the documentation as well (in the Documentation section of the page) and read it so you can learn step-by-step what to do.
5. To install iTunes Producer, read the instructions in *Using iTunes Producer 2.1 for Books*.

# Preparing Your Books for Delivery

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To prepare and deliver your books, you need to:

- obtain a unique ISBN number for each book
- look up the BISAC subject category code for each book
- create the EPUB (.epub) file for each book
- enter the metadata for each book (such as title, author, publisher, and so on)
- use iTunes Producer to deliver the book

Each of these is covered in the following sections.

## About ISBNs

The 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.

The ISBN number appears above the bar code:



For more information on ISBNs, visit [www.bowker.com](http://www.bowker.com) or <http://www.isbn-international.org/>.

## Obtaining an ISBN

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To sell your book through iBookstore (or any retailer/distributor), an ISBN number is required.

To obtain an ISBN:

1. Visit <https://www.myidentifiers.com/>
2. Read about the different plans to determine which is best for your business.

## About Subject Codes

BISAC (Book Industry Standards and Communications) codes are used to categorize books based on topical content. When uploading a book, you need to provide a main subject that best describes the general content of the book and a secondary subject that describes a more specific category within the main subject.

The complete BISAC Subject Headings list is available free online for your information:

<http://www.bisg.org/what-we-do-0-136-bisac-subject-headings-list-major-subjects---2009-edition.php>

In addition, when you upload a book using iTunes Producer, you can choose from the BISAC list of main subjects, and then choose a secondary subject.

## About EPUB files

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

The EPUB format is designed to re-flow 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 re-flow 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.

EPUB files can be created by hand or by using one of several software tools. Explaining how to create books in EPUB format is out of the scope of this guide, but you can check the following links to learn more:

[http://www.adobe.com/devnet/digitalpublishing/pdfs/EPUB\\_datasheet.pdf](http://www.adobe.com/devnet/digitalpublishing/pdfs/EPUB_datasheet.pdf)

### To create EPUB files:

<http://www.juliansmart.com/ecub> (Mac OS X, Windows, Linux, FreeBSD, Solaris)

<http://www.adobe.com/products/indesign/> (Mac OS X, Windows)

### To view EPUB files:

<http://www.adobe.com/products/digitaleditions/> (Windows, Mac OS X)

<http://www.lexcycle.com/> (iPhone, iPod Touch)

<http://www.versiontracker.com/dyn/moreinfo/macosx/34623> (Mac OS X)

To validate that EPUB files are correctly formatted:

<http://www.threepress.org/document/epub-validate/>

<http://code.google.com/p/epubcheck/>

Further documentation:

- Read specifications for OCF, a zip-based standard used to encapsulate all of the pieces of a digital publication into a single file. <http://www.idpf.org/ocf/ocf1.0/download/ocf10.htm>
- Read specifications for OPS, the digital publication's markup or content (words on the page). [http://www.idpf.org/2007/ops/OPS\\_2.0\\_final\\_spec.html](http://www.idpf.org/2007/ops/OPS_2.0_final_spec.html)
- Read specifications for OPF, the navigation, packaging, metadata, and table of contents (how the pages relate to one another). [http://www.idpf.org/2007/opf/OPF\\_2.0\\_final\\_spec.html](http://www.idpf.org/2007/opf/OPF_2.0_final_spec.html)

## Recommendations for Creating EPUB Files

Keep the following points in mind when creating an EPUB file:

### Book Content

- All book elements (for example, chapters) that are part of the book text material (that is, the actual book content and not the cover, table of contents, index, and so on) must be identified in the `<guide>` tag with the type of `"text,"` with all other guide elements tagged with the appropriate type (`"toc,"` `"title-page,"` `"epilogue,"` `"preface,"` and so on):

```
<guide>
  <reference type="toc" ... />
  <reference type="text" ... />
</guide>
```

Tagging the book text appropriately is especially essential, as the first guide element tagged as `"text"` will be shown to customers when they first open a book.

### Images

- Images that have any unused or transparent areas should be PNG format with transparency.
- Because there is limited screen real estate, book images are automatically scaled. For this to correctly work, images should be at the correct intrinsic dimensions when created instead of hard coding dimensions in the image tag itself.
- To ensure proper viewing of images in content, use the HTML `img` tag instead of wrapping images in `svg:img`.
- The maximum recommended size is about 11 MB of un-encoded image data per chapter.

## Fonts

- Do not use explicit fonts, as it creates a bad user experience. Explicit font families should be used sparingly, for example, when trying to achieve an effect such as a handwritten note or for a section that must be in a monospaced font.
- Do not use embedded (downloaded) fonts, as they are currently not supported.
- To ensure that the person reading can make the font bigger or smaller, do not use fixed font sizes; use relative sizes instead.

## Adobe Page Template

- The Adobe Page Template XPGT is currently not supported. Use CSS3 instead.

## Accessibility

To ensure a good experience for accessibility users, include a valid `alt` property in image tags.

## Line Breaking

To prevent text from being clipped by the bounds of the content area, insert soft hyphens into long words and especially into linked text and headings. Soft hyphens are described in detail here: <http://www.w3.org/TR/html401/struct/text.html>

## Page Mapping

To provide a reading experience similar to printed books, the person reading a book on the iPad should be able to refer to and navigate to a particular page. This is especially useful in a classroom setting when the teacher instructs the students to go to a particular page in a textbook. An NCX (Navigation Control file for XML) file lets the reader jump directly to any of the major structural elements of the document (for example, chapter or section) or to a particular page. To provide navigation to a particular page, use the NCX defined `pageList`. Below is an example:

```
<pageList>
  <pageTarget id="p1" type="normal" value="1">
    <navLabel><text>1</text></navLabel>
    <content src="content.html#p1"/>
  </pageTarget>
  <pageTarget id="p2" type="normal" value="2">
    <navLabel><text>2</text></navLabel>
    <content src="content.html#p2"/>
  </pageTarget>
</pageList>
```

Further documentation on the `pageList` can be found here:

<http://www.daisy.org/epub/issues/clarify-ncx-reading-system-requirements>

## Delivering Your EPUB Files

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**Note:** Before proceeding, it is highly recommended that you fully read this document and the iTunes Producer documentation. This will help prevent confusion and mistakes that are easily avoided.

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After creating your book in EPUB format, use iTunes Producer to deliver it to your account (created when you signed up for iTunes). To deliver your book package, you need to supply the following:

- the book's metadata
- the .epub file
- cover art for the book to be displayed on the iBookstore

The cover art may be in PNG or JPEG format and must be at least 600 pixels along the larger axis. For an average trade paperback, this could be 400x600 minimum size, as the books are generally taller than they are wide.

For complete instructions on delivery, read the iTunes Producer documentation, *Using iTunes Producer 2.1 for Books*.

# Using iTunes Connect

## About iTunes Connect

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

**iTunes Connect** Penguin Group US [Sign Out](#)

**Welcome, Penguin Group US**  
iTunes Connect provides tools to manage your account and deliver your content to the iBookstore. To access iTunes Connect in the future, go to <http://www.itunesconnect.apple.com>, and sign in using the Apple ID and password associated with your iBookstore account.  
For instructions on completing the sign up process and delivering content to the iBookstore, see the [Book User Guide](#).

**iTunes Producer**  
Download Apple's exclusive software designed to prepare your content for sale in the iTunes Store.

**Sales and Trends**  
Preview or download your daily and weekly reports here.

**Contracts, Tax, & Banking Information**  
Request Contracts and manage your contract, banking and tax information.

**Financial Reports**  
View and download your monthly financial reports.

**Manage Users**  
Set access permissions and email settings for users of your iTunes Connect account.

**Apple Store**  
Shop for Apple products using your hardware discount at these exclusive Apple Stores. You are provided with a significant discount on two Apple computers, two iPods, and one Apple TV per year. To purchase hardware, select your location:

- United States Online Store
- Canada Online Store
- Europe and UK Telephone Sales Representatives

Australia and Japan-based publishers should contact [ibookstore@apple.com](mailto:ibookstore@apple.com) for further information about purchasing discounted Apple hardware for use in delivering books to iTunes only.

**Contact Us**  
Having a problem uploading content? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

## Logging into iTunes Connect

Before you can use iTunes Connect, you must have a user account. When you applied to sell your books on the iBookstore, you created an iTunes account. This account is set up as your company's iTunes Connect administrator account with full privileges. You use this account to log in, and you can later create other users (see "Managing Your Users" on page 20.)

To log in:

1. Go to the following URL:

<https://itunesconnect.apple.com>

## iTunes Connect

The image shows a login form for iTunes Connect. It has two input fields: 'Apple ID' and 'Password'. Below the fields are two buttons: 'Forgot Password...' and 'Sign In'.

2. Enter your email address as the Apple ID and your password and click **Sign In**.

### To change your password if it is lost or forgotten:

1. Enter your email address as the Apple ID and click **Forgot Password...** This guides you through a process to reset your password.

**Tip:** You can return to the iTunes Connect Home page at any time by clicking **Home** at the bottom of each page:

[Home](#) | [FAQs](#) | [Contact Us](#) | [Sign Out](#)  
 Copyright © 2010 Apple Inc. All rights reserved. [Terms of Service](#) | [Privacy Policy](#)

## About the iTunes Connect Modules

iTunes Connect is divided into modules you use to access reports and set up users. It also includes modules for contacting iTunes and for obtaining Apple hardware discounts.

What you can do in iTunes Connect depends on your user role. For example, Administrative users can do more than other types of users.

Depending on the roles and access permissions assigned to you, the icons displayed may vary.

Icon	What you can do	Roles allowed to access
	Download the latest iTunes Producer application, used to prepare your content for sale (see <i>iTunes Producer User Guide for Books</i> )	Admin Technical
	View reports that show sales and trends over time	Admin Finance
	Download a PDF copy of your contract	Admin Finance

Icon	What you can do	Roles allowed to access
	Download financial reports that show your royalty earnings per month by country  See the <i>iTunes Finance Reports Guide</i> to learn how to view your available monthly Financial Reports	Admin Finance
	Add and delete your users, and change a user's role	Admin Technical: Read only Finance: Read only
	Shop for Apple products using your partner discount.	Admin Finance
	Contact Apple with questions. It is always best to contact your iTunes Technical Representative directly.	Admin Technical Finance

Each of the modules is described briefly in the sections that follow.

## Viewing Sales and Trends Reports

From iTunes Connect, you can download daily and weekly reports showing your sales and trends over time. For more information, download the reports documentation: On the page that appears after you click the Sales and Trends icon, click the User Guide link in the upper right corner.

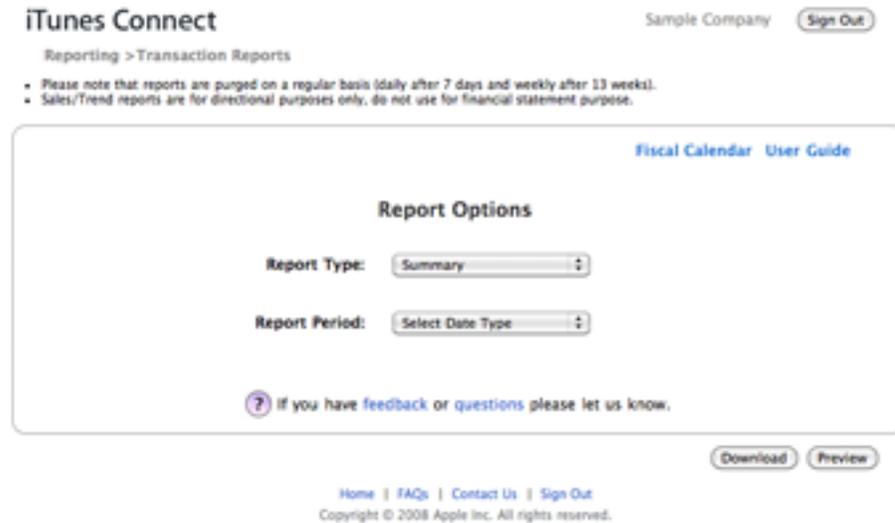
To generate your sales and trends reports:

1. Click the Sales and Trends icon on the iTunes Connect Home page.



**Sales and Trends**  
Preview or download your daily and weekly reports here.

2. Choose the reporting period: Daily or Weekly.



3. Choose the date range for the report: For Weekly reports, choose one of the past 13 weeks. For Daily reports, choose one of the past 7 days.

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**Important:** iTunes will not store or regenerate the data after the periods above expire; you will need to download and store this data on a regular basis.

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4. Click **Preview** to view the first 50 rows of data on your screen, or click **Download** to download a tab-delimited text file with your report data. You can then import the file to a data warehouse or spreadsheet and analyze or manipulate your data as necessary.

## Viewing Financial Reports

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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, click the *iTunes Finance Reports Guide* link on the page that appears after you click the Financial Report icon.

**To generate your financial reports:**

1. Click the Financial Reports icon on the iTunes Connect Home page.



**Financial Reports**  
View and download your monthly financial reports.

You see a list of your reports by month and by region.

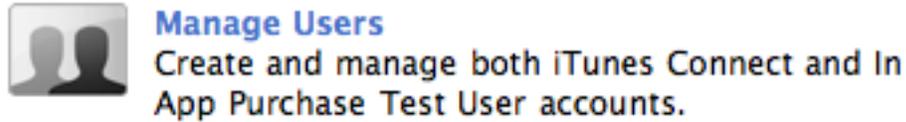
2. Click the link for the report you want to download as a tab-delimited text file with your report data. You can then import the file to a data warehouse or spreadsheet and analyze or manipulate your data as necessary.
3. Click **Done** when you are finished downloading your reports.

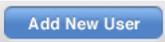
## Managing Your Users

Users are people who have access to your content on iTunes Connect. Create one user account for each person who needs to have access to iTunes Connect. For complete instructions, download the *iTunes Connect User Management Guide* from the Manage Users page. To add, delete, or modify a user, you must have Admin rights.

To add a new user:

1. On the Home page, click **Manage Users**.



2. On the Manage Users page, click  .

If you have Admin rights, you can add users and set up the following per user:

<p>Personal details of the user such as name and email address</p>	<p>First Name : <input type="text"/></p> <p>Last Name : <input type="text"/></p> <p>Email Address : <input type="text"/></p> <p>This will be the user's Apple ID.</p>																																				
<p>Roles that determine the portions of your account the user can use</p>	<table border="1"> <thead> <tr> <th>Select Role</th> <th><input type="checkbox"/> Admin</th> <th><input checked="" type="checkbox"/> Technical</th> <th><input type="checkbox"/> Finance</th> </tr> </thead> <tbody> <tr> <td>Manage Users*</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Manage Your eBooks</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Sales/Trend Reports</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Contract, Tax, &amp; Banking</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Financial Reports</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Catalog Reports</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>iTunes Producer</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Contact Us</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> </tbody> </table>	Select Role	<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Technical	<input type="checkbox"/> Finance	Manage Users*	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Manage Your eBooks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sales/Trend Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contract, Tax, & Banking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Financial Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalog Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	iTunes Producer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Contact Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Select Role	<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Technical	<input type="checkbox"/> Finance																																		
Manage Users*	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																		
Manage Your eBooks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																		
Sales/Trend Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																		
Contract, Tax, & Banking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																		
Financial Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																		
Catalog Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>																																		
iTunes Producer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																		
Contact Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>																																		

Notifications that the user receives by type and country.

Territory	All Reports	Contract	Financial Report	Weekly Upload Report
Worldwide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
United States	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Japan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Zealand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**To delete a user:**

1. From the Manage Users page, click **Edit Profile**.
2. On the profile pages, click **Delete User**.

For more details about how to administer users, see the *iTunes Connect User Management Guide* available for download from the Manage Users page on iTunes Connect.

## Getting Apple Hardware Discounts

You can use the Apple VIP Store module to get discounts on Apple products.

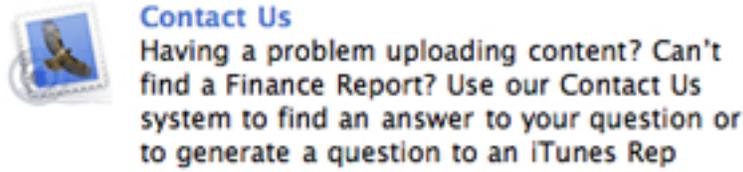
You can shop for Apple products using your hardware discount at these exclusive Apple Stores. You are provided with a significant discount on two Apple computers, two iPods, and one Apple TV per year.

To purchase hardware, click the Apple VIP Store icon and select your location:

- United States Online Store
- Canada Online Store
- Europe and UK Telephone Sales Representatives

## Contacting iTunes

If you have any questions, please do not hesitate to contact us. The easiest way to ensure your request is routed to the correct department is to use the Contact Us module located on the iTunes Connect welcome page:



This will take you to a screen where you can select the topic you need help with. Then you answer a series of questions that direct you to the correct answer, if available.



If the correct answer is not provided, it then gathers the necessary information to get the answer to your questions as quickly as possible.

# Frequently Asked Questions

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## Getting Started

### What is iTunes Producer?

iTunes Producer is a tool to help you deliver your books for sale in the iBookstore. You use it to provide information about a publication, such as title, publisher, date, and so on, and upload asset files.

### Where can I download iTunes Producer?

Log into iTunes Connect and select the “iTunes Producer” module from the upper left corner of the Home page. (You must have a contract in place to see module.) Click the iTunes Producer 2.1 link to download the self-extracting installation package. Be sure to download the documentation as well (at the bottom of the page) for a step-by-step walkthrough of iTunes Producer.

## Making Changes

### How do I change metadata once it has been submitted?

If you discover errors in the EPUB file, book cover, pricing, clearances, or metadata, you can update them by simply redelivering via iTunes Producer.

### How do I remove a book from the Store for any reason?

Simply redeliver the book via iTunes Producer and change the Cleared for Sale setting: Deselect the Cleared for Sale checkbox for the desired country.

## Pricing

### How are prices determined?

Prices are determined by you and available prices can be selected.