

# Using iTunes Producer 2.9 for Books



# Contents

## **Introduction** 4

What's New 4

Organization of This Document 4

Getting Additional Information 5

## **Getting Started** 6

What is iTunes Producer 2.9 for Books? 6

System Requirements 6

Supported Formats 8

Installing iTunes Producer 2.9 for Books 9

Starting iTunes Producer 2.9 for Books 10

## **Creating Your Book Package** 12

Creating a Book Package from a Publication File 12

Opening an Existing Package 13

Creating a Book Package from a File 14

Looking Up Metadata for an Existing Book 22

## **Describing Your Book Package** 24

Providing Book Details 24

    Entering Book Information 25

    Entering Book Categories 28

    Entering Book Authors 29

    Entering Book Target Audience 30

    Entering Book Related Products 32

    Entering Book Rights and Pricing 34

Providing Asset Details 36

    Specifying Publication Assets 36

    Specifying Cover Art Assets 38

    Specifying Screenshot Assets 39

## **Delivering Your Book Package** 41

Sending a Package to the iBookstore 41

Sending Your Log Report to Apple 43

## **Featured Tasks** 44

Can I save a preliminary version of my book package before sending it to the iBookstore? 44

What elements can I update in my book? 44

How do I remove a book from the iBookstore? 45

How do I deliver a book that is available for pre-order? 45

Why is editing disabled for my book package? 46

Can I sort information within iTunes Producer windows? 46

How can I check the history and status of packages? 47

I don't see any activities in the "Choose an Activity" window. What should I do? 47

How do I create a file in EPUB format? 47

How do I create a file in Multi-Touch format? 47

How do I set a default category scheme? 48

Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6? 48

## **Glossary** 50

## **Revision History** 52

## **Index** 54

# Introduction

This guide describes iTunes Producer 2.9 for books, Apple's tool for preparing and sending your publications for sale in the iBookstore, and the steps necessary to install and use iTunes Producer 2.9 for books. You use iTunes Producer 2.9 for books to provide information about a publication, such as type, title, publisher, date, category, authors, audience, and more, and upload asset files.

## What's New

iTunes Producer 2.9 for books contains the following enhancements:

- Parental advisory support for books. iTunes Producer 2.9 for books now includes the ability for you to specify whether or not a book contains sexually explicit content. For details, see ["Entering Book Information"](#) (page 25).
- Series sequence improvements. For books in a series, you can now specify the series number you want to appear in the iBookstore. For details, see ["Entering Book Information"](#) (page 25).
- Enhanced screenshot assets. You can now drag multiple screenshots to the Upload Screenshot box to add new screenshot assets for your publication. For details, see ["Specifying Screenshot Assets"](#) (page 39).
- Multi-Touch identification. Using iTunes Producer 2.9 for books, you can now indicate whether or not a book is in [Multi-Touch format](#). For details, see ["Entering Book Information"](#) (page 25).

## Organization of This Document

This guide is organized as follows:

- ["Getting Started"](#) (page 6) provides an overview of iTunes Producer 2.9 for books, describes the system requirements and supported formats, and outlines the steps you must take to install and start using iTunes Producer 2.9 for books.
- ["Creating Your Book Package"](#) (page 12) describes how to create a book package to submit to the iBookstore.
- ["Describing Your Book Package"](#) (page 24) explains how to prepare your book package for delivery to the iBookstore by providing details about your publication, including type, title, publisher, date, category, authors, audience, and more, and upload asset files.

- “[Delivering Your Book Package](#)” (page 41) provides details on how to deliver your book package to the iBookstore for processing and how to send Apple a log report if you encounter errors during delivery.
- “[Featured Tasks](#)” (page 44) features some of the top tasks you might perform using iTunes Producer 2.9 for books.
- “[Glossary](#)” (page 50) defines terms you’ll encounter as you read this guide.

In addition to the sections listed above, a revision history and index are provided for your reference.

## Getting Additional Information

If you need to request technical assistance or would like to provide feedback about iTunes Producer 2.9 for books, visit the Contact Us page in [iTunes Connect](#) at <http://www.apple.com/itunes/go/itunesconnect/contactus> or choose Help > Submit Feedback to send an email to your iTunes Technical Account Manager.

You can also email or call the iBookstore support team Monday through Friday from 7:00 a.m. to 5:00 p.m. (Pacific time). For comprehensive support information, use the Contact Us page on iTunes Connect.

AppleCare support is not available for this product.

For information on how to get started as a content provider to deliver books to the iBookstore, see *iBookstore: Publisher User Guide*. *iBookstore: Publisher User Guide* also explains how to prepare and upload your books, and some guidelines on creating your book files.

**Note:** Textbooks are not available in all markets.

# Getting Started

This section provides an overview of iTunes Producer 2.9 for books, including system requirements, supported formats, and the steps you must take to install and start using iTunes Producer 2.9 for books.

## What is iTunes Producer 2.9 for Books?

iTunes Producer 2.9 (iTP) for books is a tool to help you prepare publication content for sale in the iBookstore. Using iTP, you can import your publication (book or textbook), enter book details, upload cover art and screenshots, and send your book and all your prepared files as an [iTunes Store Package](#) (iTP package) directly to Apple's iBookstore.

**Note:** Textbooks are not available in all markets, check the Contact Us page in iTunes Connect for up-to-date information.

## System Requirements

iTunes Producer 2.9 for books requires a Macintosh with an Intel Core processor, at least 512 MB RAM, and Mac OS X v10.6 or later installed.

Apple recommends at least 20 GB of available space (more for larger content) and a broadband Internet connection with an upload rate of 1MB/sec or faster.

The following table lists details about the servers iTunes Producer 2.9 for books uses to deliver content to the iBookstore. For the best upload experience, verify that all of the ports and IP addresses are accessible.

Server	IP Address	TCP Port	UDP Port
itmsdav.apple.com	17.152.19.125	443	n/a
contentdelivery.itunes.apple.com	17.152.19.127	443*	n/a
vgr101.apple.com	17.152.249.51	33001	33001-33500
vgr102.apple.com	17.152.249.52	33001	33001-33500
vgr103.apple.com	17.152.249.53	33001	33001-33500

Server	IP Address	TCP Port	UDP Port
vgr104.apple.com	17.152.249.54	33001	33001-33500
vgr105.apple.com	17.152.249.55	33001	33001-33500
vgr106.apple.com	17.152.249.56	33001	33001-33500
vgr107.apple.com	17.152.249.57	33001	33001-33500
vgr108.apple.com	17.152.249.58	33001	33001-33500
vgr301.apple.com	17.172.190.141	33001	33001-33500
vgr302.apple.com	17.172.190.142	33001	33001-33500
vgr303.apple.com	17.172.190.143	33001	33001-33500
vgr304.apple.com	17.172.190.144	33001	33001-33500
vgr305.apple.com	17.172.190.145	33001	33001-33500
vgr306.apple.com	17.172.190.146	33001	33001-33500
vgr307.apple.com	17.172.190.147	33001	33001-33500
vgr308.apple.com	17.172.190.148	33001	33001-33500
sgr201.apple.com	17.152.249.101	44001	44001-44500
sgr202.apple.com	17.152.249.102	44001	44001-44500
sgr203.apple.com	17.152.249.103	44001	44001-44500
sgr204.apple.com	17.152.249.104	44001	44001-44500
sgr205.apple.com	17.152.249.105	44001	44001-44500
sgr206.apple.com	17.152.249.106	44001	44001-44500
sgr207.apple.com	17.152.249.107	44001	44001-44500
sgr208.apple.com	17.152.249.108	44001	44001-44500
sgr401.apple.com	17.172.190.101	44001	44001-44500
sgr402.apple.com	17.172.190.102	44001	44001-44500
sgr403.apple.com	17.172.190.103	44001	44001-44500

Server	IP Address	TCP Port	UDP Port
sgr404.apple.com	17.172.190.104	44001	44001-44500
sgr405.apple.com	17.172.190.105	44001	44001-44500
sgr406.apple.com	17.172.190.106	44001	44001-44500
sgr407.apple.com	17.172.190.107	44001	44001-44500
sgr408.apple.com	17.172.190.108	44001	44001-44500

**Notes:**

- \* Indicates a required port. To deliver content, you must open at least one of the ports.
- Because Apple periodically releases new versions and updates to its software, servers listed in the table might change mid-release.

## Supported Formats

iTunes Producer 2.9 (iTP) for books supports EPUB 2, EPUB 3, and Multi-Touch formats with the appropriate file extensions (.epub and .ibooks).

Cover art (also known as a marketing image or jacket) should be at least 1400 pixels along the smaller axis and must be a JPEG or PNG file in RGB Color mode. For an average trade paperback, this could be 1400 x 1873 minimum size, as the books are generally taller than they are wide. For best results, deliver the largest pixel dimensions possible. When possible, match cover art to the cover contained in the book file. The 2 million pixel maximum does not apply to the cover image.

Screenshots should be a clear picture, made on an iPad, and be a 1024 x 768, 1024 x 748, 768 x 1024, or 768 x 1004 pixel JPEG or PNG file (for an iPad 1 or 2, double for the new iPad) with the appropriate file extensions (.jpg, .jpeg, and .png) in RGB Color mode. Optionally, you can remove the status bar.

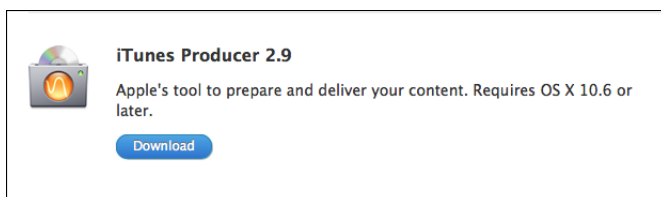
You can use your keyboard to perform many of the same actions you perform using the mouse. With full keyboard access, you use the Tab key, arrow keys, and Space bar to move to and select or enable items on the screen.



## Installing iTunes Producer 2.9 for Books

You can install and run iTunes Producer 2.9 (iTP) for books on the Mac OS X operating system. To install iTP on Mac OS X:

1. Click the iTunes Producer link in the Deliver Your Content module:

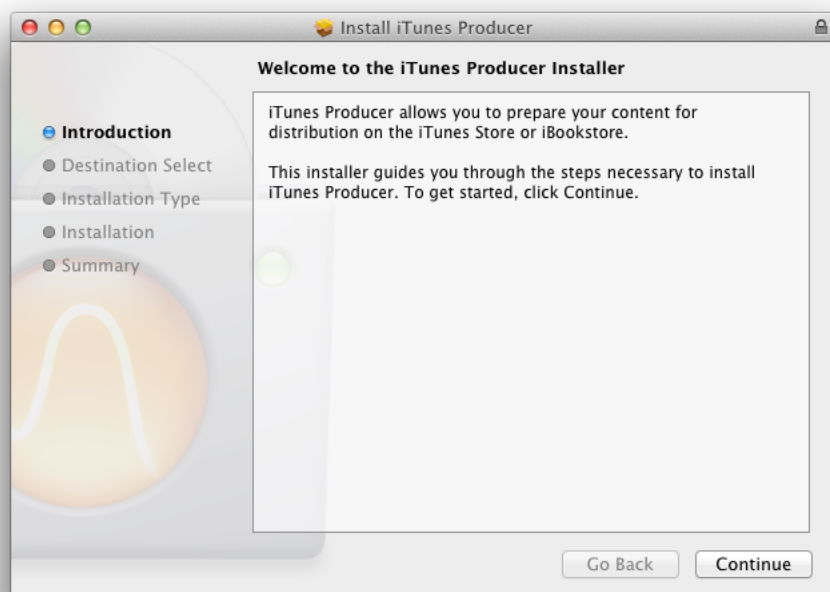


iTunes Connect displays the iTunes Producer Software and Documentation page with installation and documentation downloads.

2. Click the iTunes Producer 2.9 link to download the self-extracting installation package (iTunesProducer\_2.9.dmg).
3. Review the *Read Before You Install iTunes Producer* file.
4. Double-click the installation package (iTunesProducer.pkg) and follow the instructions that appear.

**Note:** When installing iTP on the Mac, before you can install the software, you must log in to your computer as a member of the administrator group.

5. Read the installation introduction, and then click Continue.



6. Click Install to perform the standard installation.

The installation package installs files in your Applications folder.

Type your administrator password and click OK, if prompted.

7. Click Close.

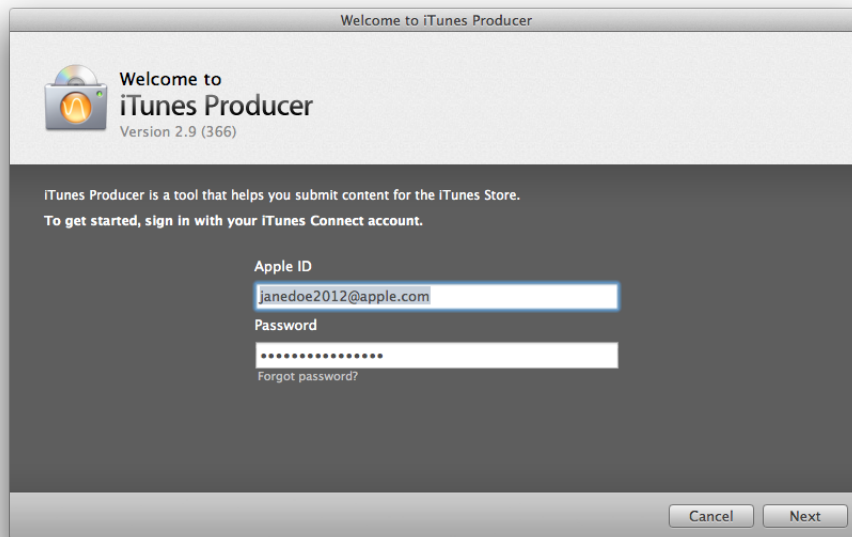
Open the iTP application by double-clicking the iTunes Producer.app icon in the Applications folder, or the folder you specified during a custom install. You are now ready to begin using iTP. For more information, see [“Starting iTunes Producer 2.9 for Books”](#) (page 10) later in this section.

## Starting iTunes Producer 2.9 for Books

Before you can use iTunes Producer 2.9 (iTP) for books to prepare publication content for sale in the iBookstore, you must initialize iTP by providing your [iTunes Connect](#) login information at startup.

1. Double-click the iTunes Producer.app icon in the Applications folder.
2. Read the Software License Agreement, and then click Accept.

iTP opens the “Welcome to iTunes Producer” window.



3. Type your iTunes Connect login information (Apple ID and password) in the “Welcome to iTunes Producer” window, and then click Next.

iTP verifies your iTunes Connect login information and stores your Apple ID and password for future iTP operations.


Initializing iTP with your iTunes Connect login information is account-specific. If you share your machine with other users with different iTunes Connect login information, you can each have your own Apple ID and password setting for iTP.

4. Click Done.

iTP displays the “Choose an Activity” window so you can begin using iTP. For more information, see [“Creating Your Book Package”](#) (page 12) later in this guide.

If the “Choose an Activity” window does not display any activities, you do not have an active contract with iTunes. You must complete the contract process before you can deliver content for sale in the iBookstore. For more information, see the Contracts, Tax and Banking module in iTunes Connect.

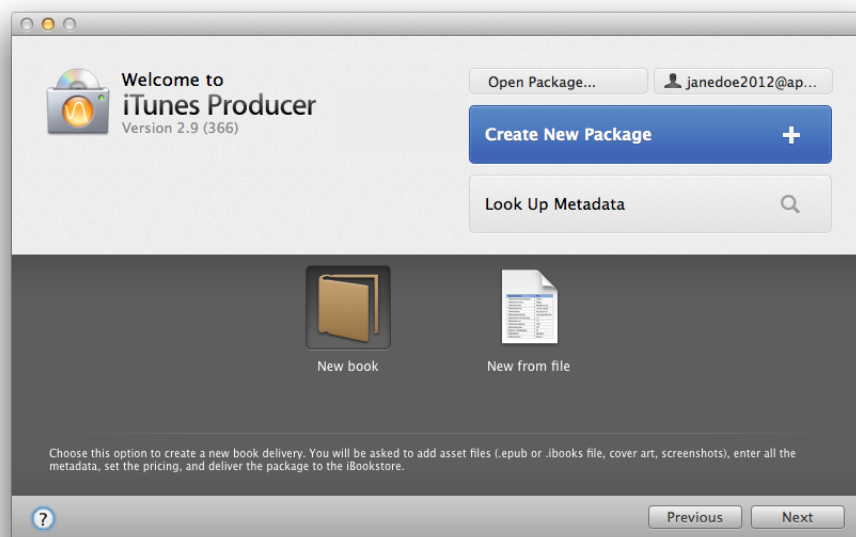
**Notes:**

- If you change your iTunes Connect password, you must use the “Welcome to iTunes Producer” window to reset your Apple ID and password in iTP. To reset your Apple ID and password, choose Window > Sign In As in iTP, and then repeat steps 2 through 4 above.
- The main iTP windows contain an active user button displaying the Apple ID for the currently logged in user. Click the button to display the “Welcome to iTunes Producer” window to change or update your Apple ID and password.
- Click  to display this *Using iTunes Producer 2.9 for Books* guide.

# Creating Your Book Package

The first step in preparing content for sale in the iBookstore is to create a book package containing the publication content you want to submit. You can select the publication you want to include in a book package from a publication (book or textbook) on your computer, an existing [iTunes Store Package](#) (iTP package), by importing publication details from a file, or by looking up the metadata from an existing iBookstore book.

The following screenshot displays the iTP “Choose an Activity” window with the “New book” option selected.



If you do not see any of the above activities in the iTP “Choose an Activity” window, you might not have configured iTP for book delivery. Click the active user button in the “Choose an Activity” window to display the “Welcome to iTunes Producer” window again.

## Creating a Book Package from a Publication File

You can create your book package by choosing the publication (book or textbook) you want to submit to the iBookstore from files on your computer.

**To create your book package from files on your computer:**

1. Click Create New Package in the “Choose an Activity” window.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for books.

2. Select “New book”, and then click Next.

iTP displays an untitled iTP window with the Book pane selected so you can begin describing your publication and entering information about the categories, [authors](#), target audience, [related products](#), and rights and pricing. For more information, see “[Describing Your Book Package](#)” (page 24).

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see “[Delivering Your Book Package](#)” (page 41).

## Opening an Existing Package

You can create your book package by opening a previously saved [iTunes Store Package](#) (iTP package), editing publication details, and updating the information you want to submit to the iBookstore.

### To create your book package from an existing package:

1. Click Open Package in the “Choose an Activity” window.

iTP displays an Open dialog so you can select an existing iTP package.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for books.

2. Select the package name containing the publication you want to include in your book, and then click Open.

iTP opens the package and displays the Book pane.

If you previously delivered the book package to the iBookstore, you can specify new information about the book in “What’s New in Version”.

3. Use the Book pane to add and edit publication information (for example, title and subtitle), categories, [authors](#), target audience, [related products](#), and rights and pricing. For more information, see “[Providing Book Details](#)” (page 24).
4. Use the Assets pane to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see “[Providing Asset Details](#)” (page 36).

Continue using the Book and Assets panes to edit the package. For more information, see “[Describing Your Book Package](#)” (page 24).

**Note:** If you previously delivered the book package to the iBookstore, you can update all information, except the book type and ISBN number, in the Book and Assets panes.

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 41).

## Creating a Book Package from a File

You can create your book package by importing publication details from an [iTunes Producer file](#), editing publication details, and updating the information you want to submit to the iBookstore.

When creating a book package from a file, be sure to use the iTunes Producer template. To get a copy of the template, choose File > Open Book File Import Template in iTunes Producer 2.9. iTunes Producer creates the BookFileImportTemplates folder containing the BookFileImportTemplate.txt template. To always have an original version of the template file, be sure to make a copy of the template before editing.

### To create your book package by importing publication details from a file:

1. Click Create New Package in the “Choose an Activity” window.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for books.

2. Select “New from file,” and then click Next.

iTP displays an Open dialog so you can select the file containing the publication details you want to import into your book package.

3. Select the filename containing the publication details you want to include in your book package, and then click Open.

iTP imports the publication details from the iTunes Producer file and displays the Book pane.

#### Notes:

- Any fields iTP cannot import are left blank, including misspelled field names or fields not acceptable for import.
  - If there is more than one ISBN in the file, iTP imports the publication details and displays an iTP window, with the Book pane selected, for each unique ISBN.
4. Use the Book pane to add and edit publication information (for example, title and subtitle), categories, [authors](#), target audience, [related products](#), and rights and pricing. For more information, see [“Providing Book Details”](#) (page 24).

5. Use the Assets pane to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see [“Providing Asset Details”](#) (page 36).

Continue using the Book and Assets panes to edit the package. For more information, see [“Describing Your Book Package”](#) (page 24).

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 41).

You can import the following fields into your book package (required fields in **bold**):

Name	Description	Example
<b>Book Type</b>	Indicates the type of publication you want to send as an <a href="#">iTunes Store Package</a> (iTP package) to the iBookstore.	Book
ISBN	A unique, industry standard, and permanent number to identify the record for this book. The ISBN number identifies the electronic book, not the printed publication, and cannot include dashes (-) or spaces.	9781101170373
<b>Language</b>	A language to indicate the language in which the publication was written, for this edition.	eng
<b>Title</b>	The full title, without the subtitle, of the publication.	Behind the Looking Glass
Phonetic Title	<p>For Japanese, the reading (furigana) of the title in full-width Hiragana or Katakana. For Chinese, Phonetic Title supports Pinyin. This phonetic information provides a better search experience for your users.</p> <p><b>Notes:</b></p> <ul style="list-style-type: none"><li>• This field is for Japanese and Chinese phonetic titles only.</li><li>• For Japanese, use a space character to indicate any meaningful separation units.</li><li>• iTP strictly enforces a 255-byte limit, stored in the UTF-8 encoding. For single-byte characters (such as those drawn from the ASCII character set), this equates to a 255-character limit; for multiple-byte characters (such as Japanese), this can equate to as few as 71 characters.</li></ul>	しよじょじだいのついおく

Name	Description	Example
Subtitle	The full subtitle of the publication.	Or, where the rabbit went
Phonetic Subtitle	<p>For Japanese, the reading (furigana) of the subtitle in full-width Hiragana or Katakana. For Chinese, Phonetic Subtitle supports Pinyin. This phonetic information provides a better search experience for your users.</p> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>This field is for Japanese and Chinese phonetic titles only.</li> <li>For Japanese, use a space character to indicate any meaningful separation units.</li> <li>iTP strictly enforces a 255-byte limit, stored in the UTF-8 encoding. For single-byte characters (such as those drawn from the ASCII character set), this equates to a 255-character limit; for multiple-byte characters (such as Japanese), this can equate to as few as 71 characters.</li> </ul>	だんべんさんしゅ
Publisher	The name of the publisher that released the publication.	Apple Publishing Group
Imprint	The brand name the publisher uses on the title page of the publication.	Macintosh Publishing
Publication Date	The date (YYYY-MM-DD) of the original, physical publication. This is the date users see in the iBookstore. In most cases, users want to see a list of books by a particular author sorted in chronological order — the order in which the books were written. If there is no physical edition equivalent, use the publication date of the <a href="#">EPUB format</a> or <a href="#">Multi-Touch format</a> file.	Nov 12, 2009
Series Name	The series name, if the publication was published as part of a series.	Wonderland Adventures



Name	Description	Example
Phonetic Series Name	<p>For Japanese, the reading (furigana) of the series name in full-width Hiragana or Katakana. For Chinese, Phonetic Series Name supports Pinyin. This phonetic information provides a better search experience for your users.</p> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>This field is for Japanese and Chinese phonetic titles only.</li> <li>For Japanese, use a space character to indicate any meaningful separation units.</li> <li>iTP strictly enforces a 255-byte limit, stored in the UTF-8 encoding. For single-byte characters (such as those drawn from the ASCII character set), this equates to a 255-character limit; for multiple-byte characters (such as Japanese), this can equate to as few as 71 characters.</li> </ul>	アオゾラブンコ
Number In Series	The series number for the publication, if the publication was published as part of a series.	1
Print Length	The total number of pages in the physical publication, or the closest equivalent.	200
<b>BISAC Main Subject or BIC2 Main Subject or CLIL Main Subject</b>	The main subject that describes the general content of the publication.	JUV007000
BISAC Subject2 or BIC2 Subject2 or CLIL Subject2	A second subject that describes the content of the publication. In addition to the main subject, you can add a second and third subject.	JUV001000
BISAC Subject3 or BIC2 Subject3 or CLIL Subject3	A third subject that describes the content of the publication. In addition to the main subject, you can add a second and third subject.	JUV001010

Name	Description	Example
<b>Book Description</b>	<p>A detailed description for the publication. For example, the description on the flap of a dust jacket or on the back cover.</p> <p>The description can be up to 4000 bytes, can include Rich Text, and must be suitable for public display. 4000 bytes is approximately 2000 characters, depending on the language. The book description requires a minimum of 50 characters.</p>	<p>The sequel to Alice's Adventures in Wonderland. Although it makes no reference to events in the earlier book, the themes and settings of Behind the Looking Glass make it a mirror image: the first book begins outdoors, in the warm month of May, uses frequent changes in size as a plot device, and draws on the imagery of playing cards; the second opens indoors on a snowy, wintry night exactly six months later, on November 4 (the day before Guy Fawkes Night), uses frequent changes in time and spatial directions as a plot device, and draws on the imagery of chess. In it, there are mirror themes, including opposites and time running backwards.</p>

Name	Description	Example
Pre-order Samples Allowed	Indicates whether or not the book is available as a sample during pre-order. By default, iTP allows pre-orders. Pre-order Samples Allowed only affects availability during the pre-order period, and applies to every territory. When the pre-order ends and the book is released for sale, samples are always available.	TRUE
<b>Author Name</b>	The name of the person or corporation who contributed to the creation of the publication, in normal order.	Lewis Carroll
Author Phonetic Name	The contributor name in full-width Hiragana or Katakana for Japanese or in Pinyin for Chinese.	オカモト カナコ
<b>Primary Author</b>	Indicates that the author is a primary role author. You must specify at least one primary role author.	true
<b>Author Role</b>	The role the author played in the creation of the publication.	By (author)
<b>Author Sort Name</b>	The name of the person or corporation who contributed to the creation of the publication, in inverted order, with a comma between the last and first names for alphabetical sorting in the Store and in the user's bookshelf.	Carroll, Lewis
Related Product Identifier	An identifier for related print or digital products. Identifiers can be <a href="#">ISBN-10</a> or <a href="#">ISBN-13</a> . You can add a related product by identifier without specifying additional information. Each identifier can only occur once. If you provide only one identifier, Apple recommends using the ISBN-13 number. Apple recommends using identifiers that are different versions of the publication, instead of using identifiers of similar publications.	9780312355296
Related Product Identifier Type	A type for the related product identifier.	ISBN-13
Related Product Relation	A relationship to indicate how the product is related to the publication.	Print Equivalent
Territory	A territory or country where you have rights to sell the book.	US

Name	Description	Example
<b>Publication Type</b>	A publication type for the book. You can specify New Release, Digital Only, or Other. New Release books, defined in your contract, are tied to specific discounts. Digital Only books have no print equivalent or are significantly enhanced (for example, multimedia titles) from the print edition. Other refers to books that do not fall into the New Release or Digital Only options (for example, backlist titles with a print equivalent).	New Release
Sales Start Date	The date (YYYY-MM-DD), also known as a laydown date, on which the book will be available for sale in the selected territory. Books won't be shown in the store until the specified Sales Start Date. By default, iTP makes the book available for sale in the selected territory on the date you created the book.	Mar 12, 2010
Pre-Order Start Date	The date (YYYY-MM-DD) on which the book will be available for pre-order in the selected territory. Books won't be shown in the store until the specified date. The Pre-Order Start Date must be earlier than the Sales Start Date. If you do not want to offer your book as a pre-order, leave Pre-Order Start Date blank.	Mar 1, 2010
Cleared For Sale	Indicates whether or not the book should be made available for sale in the selected territory. By default, iTP clears the book for sale.	TRUE
DRM Free	Indicates whether or not the book can be sold in Digital Rights Management (DRM) free format in the selected territory.	TRUE
Price Tier	A price tier for the book.	14
Currency	Indicates the currency used for the selected territory where you will sell the book.	USD

Name	Description	Example
Physical List Price	The publisher's suggested retail price of the hardcover edition of the publication in the selected territory. If the publication was never available in hardcover, use the suggested retail price of the paperback. If the book was only available in digital format, use the suggested retail price of what a physical edition would have been using your established pricing practices. Specify the Physical List Price in the currency and format for the selected territory (for example, ###.## for USD or ##,## for Euros).	25.99
Audience Apple	Specifies the Apple audience for your publication. Audience Apple is intended to provide a simple, high-level way for you to indicate the general target audience for your publication.	General
Audience U.S. School Grade	Specifies the U.S. School Grade audience for your publication. Use U.S. School Grade to target a publication at a specific grade range in the U.S. school system.	Third Grade
Audience Canadian School Grade	Specifies the Canadian School Grade audience for your publication. Use Canadian School Grade to target a publication at a specific grade range in the Canadian school system.	Second Grade
Audience Quebec School Grade	Specifies the Quebec School Grade audience for your publication. Use Quebec School Grade to target a publication at a specific grade range in the Quebec school system.	Maternelle
Audience Australian School Grade	Specifies the Australian School Grade audience for your publication. Use Australian School Grade to target a publication at a specific grade range in the Australian school system.	Year 1
Audience U.K. National Curriculum	Specifies the U.K. National Curriculum audience for your publication. Use U.K. National Curriculum to target a publication at a specific grade range in the U.K. school system.	Key Stage 1
Audience U.K. Exam Board	Specifies a single target audience.	Scottish Qualifications Authority
Audience Scotland Curriculum	Specifies the Scotland Curriculum audience for your publication. Use Scotland Curriculum to target a publication at a specific grade range in the Scotland school system.	1st Level (P2-P4)

Name	Description	Example
Audience Interest Age (In Years) Min	Specifies the minimum age for the Audience Interest Age for your publication. Use Audience Interest Age (In Years) to target a publication by the age group for which the material is likely to be interesting.	6
Audience Interest Age (In Years) Max	Specifies the maximum age for the Audience Interest Age for your publication. Use Audience Interest Age (In Years) to target a publication by the age group for which the material is likely to be interesting.	8

**Notes:**

- You can exclude any column, as long as you leave the column heading intact.
- To avoid import warnings and errors, be sure descriptions are no more than 4000 bytes, in Rich Text formatting, and suitable for public display. Note that 4000 bytes is approximately 2000 characters, depending on the language. The book description requires a minimum of 50 characters.
- Only include fields for the data you want to import. iTP imports empty or blank fields as blank data and overwrites any existing data.
- All rows of data must be contiguous. To import data successfully, there can be no blank rows of data between any two rows of data.

## Looking Up Metadata for an Existing Book

You can create your book package by looking up the [metadata](#) from an existing iBookstore book you previously delivered, editing publication details, and updating the assets you want to submit to the iBookstore.

Create your book package using metadata from an existing book when you want to update your metadata or assets, and resend it to iTunes, even when you no longer have the original book. This feature is especially helpful for redelivering your assets, because you can recreate and resend the original book package with only the new assets included.

**To create your book package by looking up metadata from an existing book:**

1. Click Look Up Metadata in the “Choose an Activity” window.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for books.

2. Type one or more ISBN, Apple ID, or Vendor IDs, using a comma-separated list, for the books containing the content you want in the AppleID/VendorID field.
3. Click Look Up.  
  
iTP authenticates the ISBN, searches for the associated metadata, and then displays an iTP window for each unique ISBN.  
  
Click Abort to stop metadata lookup.
4. Use the Book pane to add and edit publication information (for example, title and subtitle), categories, [authors](#), target audience, [related products](#), and rights and pricing. For more information, see [“Providing Book Details”](#) (page 24).
5. Use the Assets pane to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see [“Providing Asset Details”](#) (page 36).

Continue using the Book and Assets panes to edit metadata. For more information, see [“Describing Your Book Package”](#) (page 24).

**Note:** If you previously delivered the book package to the iBookstore, you cannot update all information in the Book and Assets panes. For more information, see [“What elements can I update in my book?”](#) (page 44).

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 41).

# Describing Your Book Package

After you create your initial book package, but before your publication content is ready to be sent for sale in the iBookstore, you must prepare your book package by describing the publication in detail, including title, subtitle, publisher, categories, [authors](#), target audience, [related products](#), rights and pricing, assets, and more.

## Providing Book Details

Before sending your book package to the iBookstore, use the Book pane of iTunes Producer 2.9 (iTP) for books to provide publication information, categories, [authors](#), target audience, [related products](#), and rights and pricing details.



## Entering Book Information

Use the Book > Info pane to provide as much detail as possible about your publication. The information you provide represents all the book-level [metadata](#).

### To provide book information details:

1. Click Info at the bottom of the Book pane.

The screenshot shows a web application window titled '9781402725999.itmsp'. It has three tabs: 'Book', 'Assets', and 'Delivery'. The 'Book' tab is active, and within it, the 'Info' sub-tab is selected. The form contains the following fields and options:

- ISBN: 9781402725999
- Vendor ID: 9781402725999
- Book Type: Book (dropdown)
- Language: English (dropdown)
- Title: 20,000 Leagues Under the Sea
- Subtitle: (empty)
- Publisher: Halcyon
- Imprint: (empty)
- Publication Date: 2011-02-03
- Series Name: (empty)
- Number in Series: (empty)
- Store Display Number: (empty)
- Print Length: 336 pages
- ☒ Pre-order samples allowed
- ☐ Explicit Content
- ☐ Multi-touch expected
- Book Description: 20,000 Leagues Under the Sea  
By Jules Verne's, originally published in 1870.  
20,000 Leagues Under the Sea is an undersea voyage of exploration and adventure ...

At the bottom of the form, there are tabs for 'Info', 'Categories', 'Authors', 'Target Audience', 'Related Products', and 'Rights & Pricing'. The 'Info' tab is currently selected. Below these tabs are 'Previous' and 'Next' buttons.

**Note:** iTP automatically generates the [Vendor ID](#). iTP creates an [iTunes Store Package](#) (iTP package) for your book using the Vendor ID and a .itmstp extension. To manually edit the Vendor ID, choose iTunes Producer > Preferences, click Publication, and then choose “Editable before delivery”.

2. Enter book information:

**ISBN:** Type a unique, industry standard, and permanent number to identify the record for this book. The ISBN number identifies the electronic book, not the printed publication, and cannot include dashes (-) or spaces. Apple recommends using the 13-digit ISBN number. Although optional for delivering your book to the iBookstore, ISBN numbers are often required for reporting your book's sales back to the industry reporting agencies and for charting on national charts.

**Book Type:** Choose Book or Textbook to indicate the type of publication you want to send as an [iTunes Store Package](#) (iTP package) to the iBookstore. By default, iTP specifies a book. If you choose Textbook, the publication asset you add to the Publication or Publication Sample box must be in [Multi-Touch format](#). You can send publications of type Textbook only if this type is defined in the terms of your contract. Currently, textbooks are only available in the U.S. market.

**Language:** Choose a language to indicate the language in which the publication was written, for this edition. If you choose Japanese, in addition to the Title and Subtitle you can specify the **Phonetic Title**, **Phonetic Subtitle**, and **Phonetic Series Name**.

**Title:** Type the full title, without the subtitle, of the publication.

**Subtitle:** Type the full subtitle of the publication.

**Publisher:** Type the name of the publisher that released the publication.

**Imprint:** Type the brand name the publisher uses on the title page of the publication. For example, type Puffin Books (imprint for the publisher Penguin Group).

**Publication Date:** Type the date (YYYY-MM-DD) of the original, physical publication. This is the date users see in the iBookstore. In most cases, users want to see a list of books by a particular author sorted in chronological order — the order in which the books were written. If there is no physical edition equivalent, use the publication date of the [EPUB format](#) or Multi-Touch format file. You can specify values such as “today”, “yesterday”, and “last month”, and iTP correctly formats the date.

**Series Name:** Type the series name, if the publication was published as part of a series. For example, Isaac Asimov's. If you do not specify a name in Series Name, you cannot specify a value for “Number in Series”.

**Number in Series:** Type the series number for the publication, if the publication was published as part of a series. Enter a numeric value only. For example, 3 (not Book 3 or Book Three). If you specify a value for “Number in Series”, you must specify a name in Series Name.

**Store Display Number:** Type the series number you want to appear in the iBookstore. For example, “Book 3” or “Volume III”. You can use Store Display Number to override the display number in the iBookstore. For example, if you have three books labeled Series A, Series B, and Series Z you can use Store Display Number to change the display number for Series Z to Series C. If you specify a value for Series Name, you must specify a series number in Store Display Number.

**Print Length:** Type the total number of pages in the physical publication, or the closest equivalent.

**Pre-order samples allowed:** Select whether or not the book should be available as a sample during the pre-order period. By default, iTP allows pre-order samples. “Pre-order samples allowed” only affects availability during the pre-order period, and applies to every territory. When the pre-order ends and the book is released for sale, samples are always available.

**Explicit Content** Select whether or not the book contains sexually explicit content. If you mark a book as explicit, users with parental control preferences enabled cannot download the book. Additionally, users cannot view the book's cover art or read the book's description. To change the Explicit Content setting after you submit your book package to the iBookstore, contact the iBookstore support.

**Multi-touch expected:** Select whether or not the book is in Multi-Touch format. Multi-Touch books are designed to be displayed on an iPad, not on an iPhone or iPod touch. Use the "Multi-touch expected" checkbox to specify that a book is in Multi-Touch format and protect iPhone and iPod touch users from pre-ordering books they cannot read on their devices. This option is only available if you are approved for pre-orders without assets and the iTP package does not already contain a publication asset.

3. Type a detailed description for the publication in Book Description. For example, the description that appears on the flap of a dust jacket or on the back cover of a publication. The description can be up to 4000 bytes, can include Rich Text formatting, and must be suitable for public display. Note that 4000 bytes is approximately 2000 characters, depending on the language. The book description requires a minimum of 50 characters.
4. Click Next or Categories at the bottom of the Book pane. For more information, see ["Entering Book Categories"](#) (page 28).

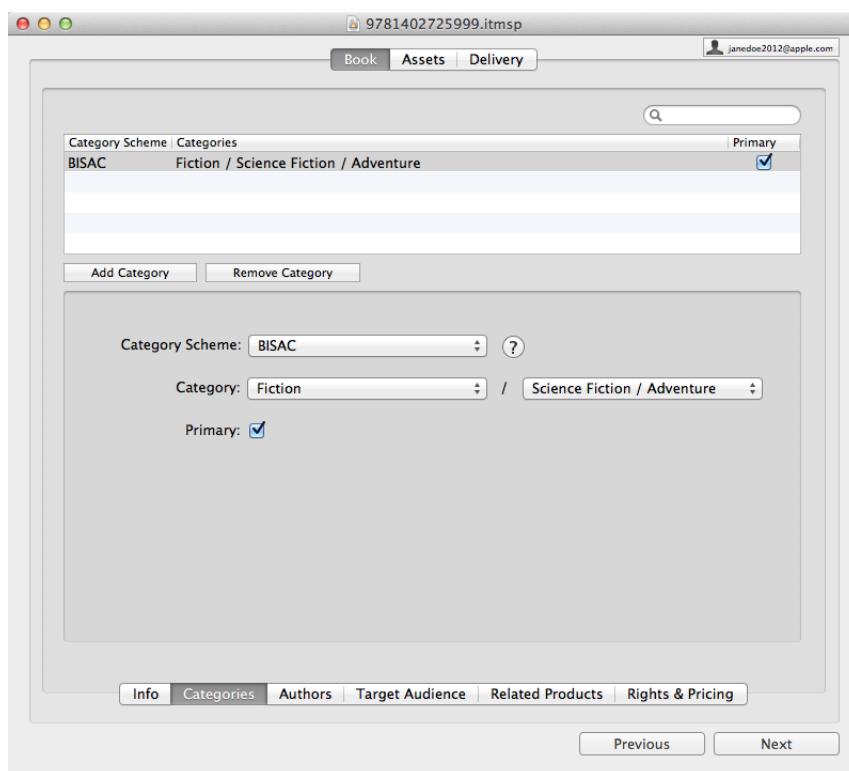
The ISBN identifiers are usually printed above the barcode of publications. After you provide an ISBN value and save your book package, iTP creates an [iTunes Store Package](#) (iTP package) for your book using the ISBN value and a .itmzp extension.

## Entering Book Categories

Use the Book > Categories pane to add and define categories for your publication. The information you provide represents all the book-level [metadata](#).

### To provide book category details:

1. Click Categories at the bottom of the Book pane.



2. Click Add Category to add a new category for your publication.  
To remove a previously added category, select the category and then click Remove Category.  
Use the search field to filter categories in the table by Category Scheme and Categories.
3. Choose [BISAC](#), [BIC2](#), or [CLIL](#) from the Category Scheme pop-up menu.  
For more information, click to display the Book Industry Study Group website (<http://www.bisg.org/what-we-do-0-136-bisac-subject-headings-list-major-subjects.php>), the Book Industry Communication website (<http://www.bic.org.uk/>), or the Commission de Liaison Interprofessionnelle du Livre website (<http://clil.org/information/detailDoc.html?docId=6>), depending on the subject category scheme selected in the pop-up menu.
4. Choose the main subject that describes the general content of the publication from the Category pop-up menu, and then choose a subheading to provide a specific subject category from the second pop-up menu.

5. Click Primary to indicate that the subject category is a primary category. You must specify at least one category as primary for each category scheme (BISAC, BIC2, or CLIL). If you add more than one of the same category, you must specify which category is primary.
6. Repeat steps 2 through 5 for each category you want to add to your publication.  
To reorder categories, select a category and drag and drop to the desired position in the box.
7. Click Next or Authors at the bottom of the Book pane. For more information, see [“Entering Book Authors”](#) (page 29).

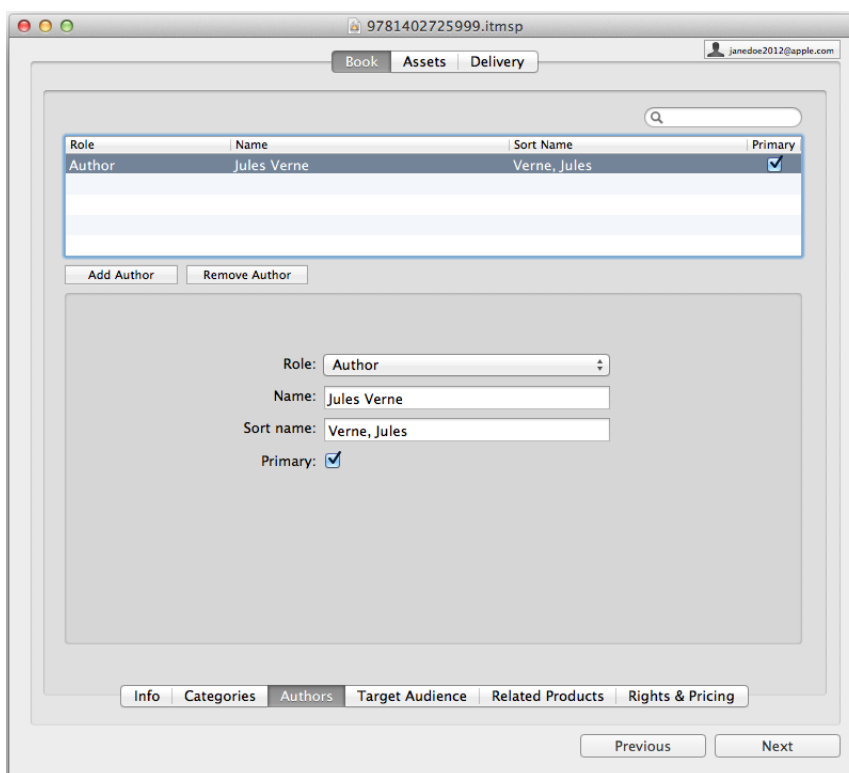
**Note:** To set a default subject category, choose iTunes Producer > Preferences, click Publication, and then choose BISAC, BIC2, or CLIL from the Default Subject Category Scheme pop-up menu.

## Entering Book Authors

Use the Book > Authors pane to provide as much detail as possible about the [authors](#) of your publication. The information you provide represents all the book-level [metadata](#).

**To provide book author details:**

1. Click Authors at the bottom of the Book pane.



2. Click Add Author, and then choose the role the author played in the creation of the publication from the Role pop-up menu. For example, “Illustrated by” or “Text by”.

To remove a previously added author, select the author and then click Remove Author.

Use the search field to filter authors in the table by Role, Name, and Sort Name information.

3. Type the name of the person or corporation who authored the publication in Name, in normal order. For example, Jules Verne or The Historical Society of Sonoma County. If you specified Japanese or Chinese (Traditional or Simplified) as the language in the Book > Info pane, you can also type the **Phonetic Name** of the person or corporation who authored the publication, in normal order.
4. Type the name of the person or corporation who authored the publication in "Sort name," in inverted order, with a comma between the last and first names for alphabetical sorting in the Store and in the user's bookshelf. For example, Verne, Jules or Historical Society of Sonoma County, The.
5. Click Primary to indicate that the author is a primary role author.

You must specify at least one primary role author.

6. Repeat steps 2 through 5 for each author you want to add to your publication.

If an author has more than one role, add a separate entry for each role.

To reorder authors, select the author and drag and drop to the desired position in the box.

7. Click Next or Target Audience at the bottom of the Book pane. For more information, see ["Entering Book Target Audience"](#) (page 30).

## Entering Book Target Audience

Use the Book > Target Audience pane to indicate the intended audience for your publication. If your publication applies to more than one target audience, you can specify multiple audiences. The information you provide represents all the book-level [metadata](#).

Because there are a number of different dimensions by which you might differentiate target audiences (for example, by overall market segment, age, school grade, reading level, etc.), iTunes Producer 2.9 (iTP) for books supports various criteria for specifying a target audience. Depending on the criteria, you can specify a single value, a range of values with a minimum and maximum, or open ranges (for example, "6 and up" and "up to 6"). Ranges are inclusive on both ends. The only valid target audience values (interest age) are:

0-2

3-5

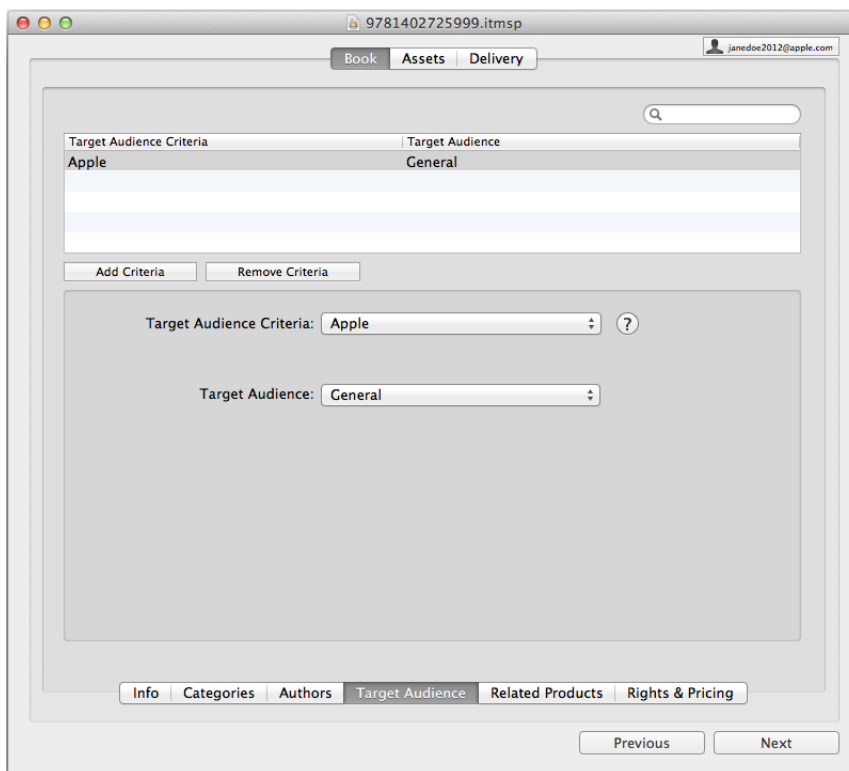
6-8

9-12

13 and Up

**To provide book target audience details:**

1. Click Target Audience at the bottom of the Book pane.



2. Click Add Criteria to add a new target audience criteria for your publication, and then choose Apple, U.S. School Grade, Canadian School Grade, Quebec School Grade, Australian School Grade, U.K. National Curriculum, U.K. Exam Board, Scotland Curriculum, or Interest Age (In Years) from the Target Audience Criteria pop-up menu.

To remove a previously added criteria, select the criteria and then click Remove Criteria.

Use the search field to filter target audiences in the table by Target Audience Criteria or Target Audience information.

3. Do one of the following:
  - For Apple, choose a single target audience. For example, Children. The Apple criteria is intended to provide a simple, high-level way for you to indicate the general target audience for your publication.
  - For U.S. School Grade, Canadian School Grade, Quebec School Grade, Australian School Grade, U.K. National Curriculum, or Scotland Curriculum, click Single Grade or Grade Range and then choose a grade level from the pop-up menus to define your target audience. For Grade Range, you can select either a minimum grade level, a maximum grade level, or both. Use the school grade criteria to target a publication at a specific grade range in the specified school system.
  - For U.K. Exam Board, choose a single target audience. For example, Scottish Qualifications Authority.
  - For Interest Age (In Years), choose an age range from the pop-up menu to define your target audience range. Use the Interest Age (In Years) criteria to target a publication by the age group for which the material is likely to be interesting.

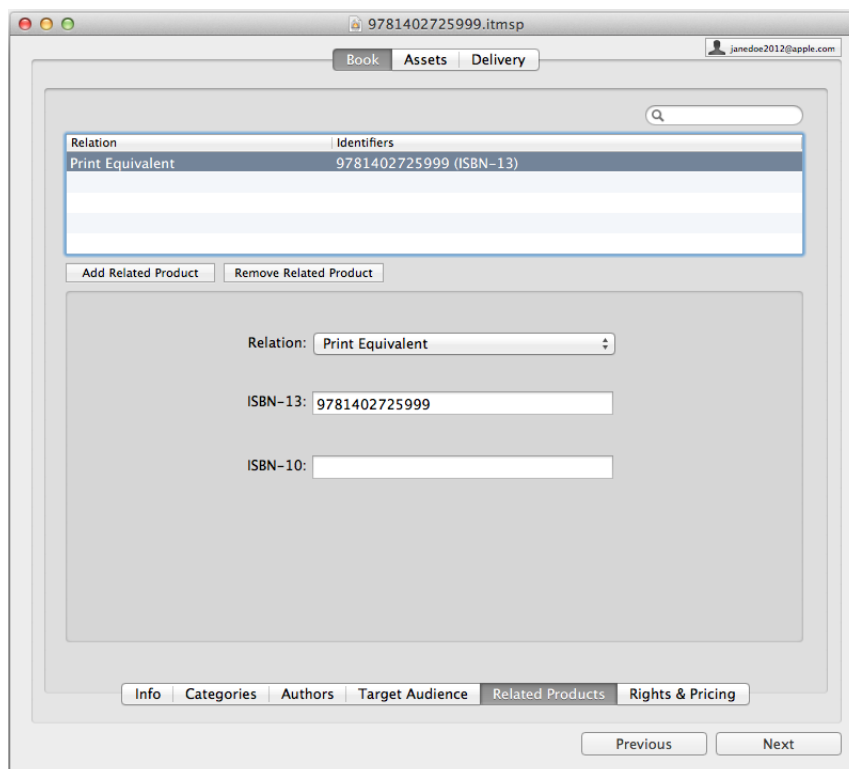
- Repeat steps 2 through 3 for each target audience you want to add to your publication.  
You can add each target audience criteria only once.
- Click Next or Related Products at the bottom of the Book pane. For more information, see [“Entering Book Related Products”](#) (page 32).

## Entering Book Related Products

Use the Book > Related Products pane to provide as much detail as possible about your publication’s [related products](#). The information you provide represents all the book-level [metadata](#).

### To provide book related product details:

- Click Related Products at the bottom of the Book pane.



- Click Add Related Product, and then choose a relationship to indicate how the product is related to the publication from the Relation pop-up menu. For example, “Is part of” or “Is special edition of”. Related products can be the same product in an alternative format. For example, a 2010 travel guide that replaces a 2009 travel guide.

To remove a previously added related product, select the related product and then click Remove Related Product.

Use the search field to filter related products in the table by Relation and Identifiers information.



3. Type an [ISBN-13](#) identifier for the related products in the ISBN-13 field.

You can add a related product by identifier without specifying additional information. Each identifier can only occur once. If you provide only one identifier, Apple recommends using the ISBN-13 number. Apple recommends using identifiers that are different versions of the publication, instead of using identifiers of similar publications.

To remove a previously added identifier, select the identifier in the ISBN-13 field and press the Delete key.

4. Type an [ISBN-10](#) identifier for the related products in the ISBN-10 field.

You can add a related product by identifier without specifying additional information. Each identifier can only occur once. If you provide only one identifier, Apple recommends using the ISBN-13 number. Apple recommends using identifiers that are different versions of the publication, instead of using identifiers of similar publications.

To remove a previously added identifier, select the identifier in the ISBN-10 field and press the Delete key.

5. Repeat steps 2 through 4 for each related product you want to add to your publication.

To reorder related products, select the related product and drag and drop to the desired position in the box.

6. Click Next or Rights & Pricing at the bottom of the Book pane. For more information, see [“Entering Book Rights and Pricing”](#) (page 34).

## Entering Book Rights and Pricing

Use the Book > Rights & Pricing pane to provide as much detail as possible about the rights and pricing for your publication. The information you provide represents all the book-level [metadata](#).

### To provide book rights and pricing details:

1. Click Rights & Pricing at the bottom of the Book pane.

Code	Territory	Start	Cleared	DRM Free	Tier
US	United States	2010-03-29	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15

Buttons: Add Territory, Remove Territory, Mass Territory Set Up, Make Default

Territory: United States  
Publication Type:   
Sales Start Date: 2010-03-29  
Pre-Order Start Date: 2010-03-15  
Physical List Price: \$27.00 USD  
Price Tier: 15 ?  
☒ Cleared for sale  
☒ DRM free

Tabs: Info, Categories, Authors, Target Audience, Related Products, Rights & Pricing (selected)

Buttons: Previous, Next

2. Click Add Territory to change availability.

If you don't see a region that includes only the countries where the book can be sold, create a territory line entry for each country where the book can be sold.

Click Mass Territory Set Up to add several territories with rights and pricing at once. You can specify the **DRM free** status, **Sales Start Date**, **Base Currency**, **Publication Type**, **List Price**, and **Suggested iBookstore Price** for an entire set of territories all at once.

To remove a previously added territory, select the territory and then click Remove Territory.

Use the search field to filter territories in the table by Code, Territory, Start, and Tier information.

3. Choose a region where you have rights to sell the book from the Territory pop-up menu.

Click Make Default to specify that you want iTunes to use all the designated rights and pricing as the default rights and pricing for all future books.

4. Enter rights and pricing information for the book:

**Publication Type:** Choose a type for the publication in the selected territory. You can choose New Release, Digital Only, or Other. New Release publications, defined in your contract, are tied to specific discounts. Digital Only publications have no print equivalent or are significantly enhanced (for example, multimedia titles) from the print edition. Other refers to publications that do not fall into the New Release or Digital Only options (for example, backlist titles with a print equivalent).

**Sales Start Date:** Type the date (YYYY-MM-DD), also known as a laydown date, on which the publication will be available for sale in the selected territory. Publications won't be shown in the store until the specified Sales Start Date. By default, iTP makes the publication available for sale in the selected territory on the date you created the book as an [iTunes Store Package](#) (iTP package).

**Pre-Order Start Date:** Type the date (YYYY-MM-DD) on which the publication will be available for pre-order in the selected territory. Publications won't be shown in the store until the specified Pre-Order Start Date. The Pre-Order Start Date must be earlier than the Sales Start Date. By default, iTP sets the Pre-Order Start Date to the date when you clicked Add Territory. If you do not want to offer your book as a pre-order, leave the Pre-Order Start Date field blank.

**Physical List Price:** Type the publisher's suggested retail price of the hardcover edition of the publication in the selected territory. If the publication was never available in hardcover, use the suggested retail price of the paperback. If the publication was only available in digital format, use the suggested retail price of what a physical edition would have been using your established pricing practices. Specify the Physical List Price in the currency and format for the selected territory (for example, ##.## for USD or ##,## for Euros).

**Price Tier:** Choose a price tier for the publication.

For more information, click ⓘ to display a pop-up dialog containing the available price tier names, your proceeds, and tier codes for the selected territory. To select a price tier, click the tier name, and then click Done.

**Cleared for sale:** Select whether or not the publication should be made available for sale in the selected territory. By default, iTP clears the publication for sale. Deselecting "Cleared for sale" removes the publication from the iBookstore.

**DRM free:** Select whether or not the publication can be sold in Digital Rights Management (DRM) free format in the selected territory.

5. Repeat steps 2 through 4 for each territory where you have rights to sell the publication.
6. Click Next.

iTunes Producer 2.9 (iTP) for books displays the Assets pane so you can add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see ["Providing Asset Details"](#) (page 36).

## Providing Asset Details

Before sending your book package to the iBookstore, use the Assets pane of iTunes Producer 2.9 (iTP) for books to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files).

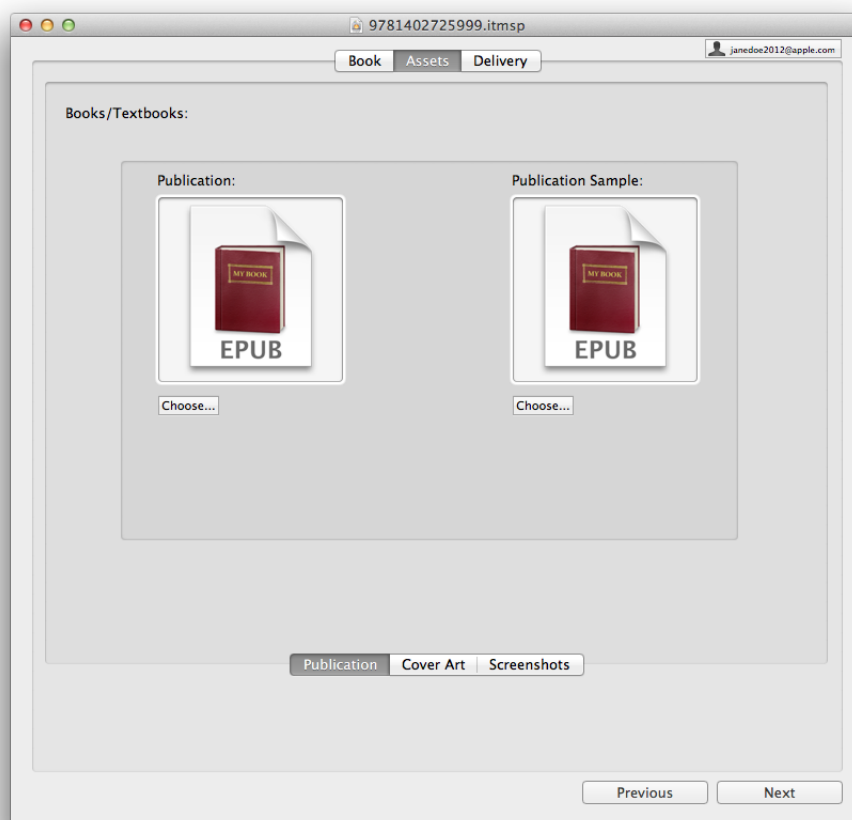
Depending on your provider settings, assets are required when sending the initial version of your book package to the iBookstore.

## Specifying Publication Assets

Use the Assets > Publication pane to specify the publication assets (for example, .epub or .ibooks and sample) for your book. The information you provide represents all the book-level [metadata](#).

### To specify publication assets:

1. Click Publication at the bottom of the the Assets pane.



2. Drag the publication's [EPUB format](#) (.epub) or [Multi-Touch format](#) (.ibooks) file to the Publication box, or click Choose and select a file in EPUB or Multi-Touch format. For books, the file must be in EPUB or Multi-Touch format. For textbooks, the file must be in Multi-Touch format.

To replace a previously added file, drag a new file to the Publication box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

3. Drag an EPUB sample (.epub) or Multi-Touch format sample (.ibooks) file for the publication to the Publication Sample box, or click Choose and select a sample file in EPUB or Multi-Touch format. You must submit a sample file for all Read Aloud EPUB files and all publications in Multi-Touch format. The sample file format must match your publication file format. If your publication contains pictures or other non-text media, you might want to create a custom sample file to ensure the sample includes everything you want. iTP warns you if your sample file is the same as, or larger than, your full publication file.

For EPUB format, if you do not add an EPUB sample file, the iBookstore automatically creates a sample. What the sample contains depends on the type of book (for example, the first chapter of your publication, 5% of the total word count, a percentage of the total page count, and so on). If you do not want the iBookstore to cut the sample automatically, you can create a separate, custom .epub file and deliver it for use as the sample in the iBookstore.

For Multi-Touch books, if you do not add a Multi-Touch sample file, the iBookstore does not automatically create a sample. You can continue to deliver your publication, but you cannot sell your Multi-Touch format publication until you add a sample file.

To replace a previously added file, drag a new file to the Publication Sample box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

4. Click Next or Cover Art at the bottom of the Assets pane. For more information, see [“Specifying Cover Art Assets”](#) (page 38).

To validate and repair an EPUB file or sample file before delivering your book package for processing, select the file in the Publication box or Publication Sample box and then choose File > Repair EPUB. iTP attempts to repair the file and:

- If the repair is successful, iTP replaces the original file in the [iTunes Store Package](#) (iTP package) with the repaired file for delivery.
- If the repair fails, iTP displays an error message indicating the repair was unsuccessful.

If you do not repair an invalid EPUB file or sample file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file or sample file. You cannot deliver your book package for processing with an invalid EPUB file.

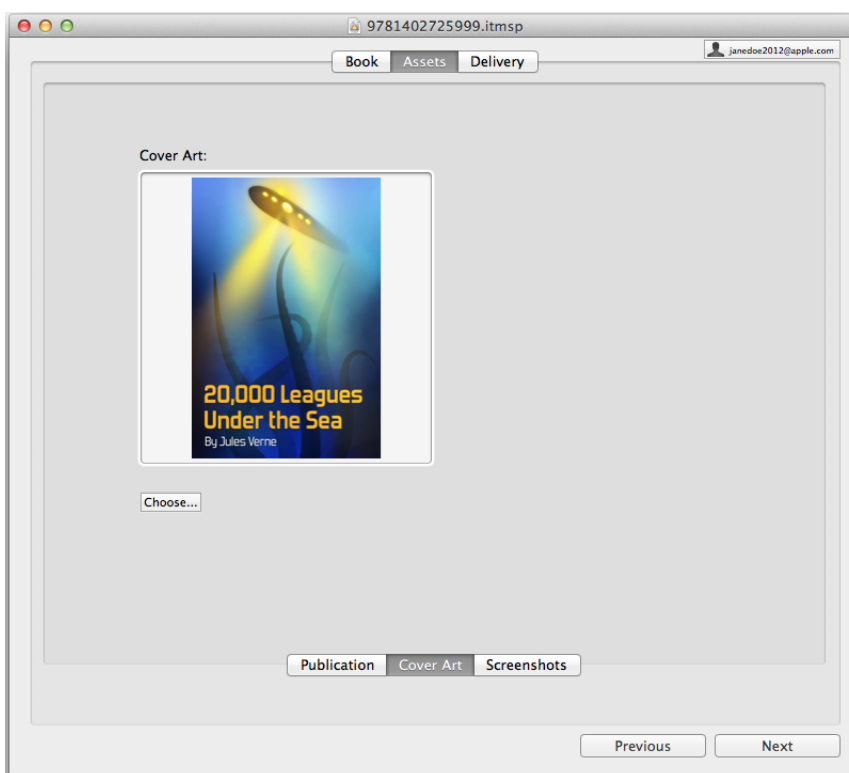
**Note:** Apple recommends delivering files less than 200 MB as users can run into trouble downloading files greater than 200 MB, 2 GB is the file limit. In addition, in many markets, 20 MB is the file limit for cellular networks.

## Specifying Cover Art Assets

Use the Assets > Cover Art pane to specify the cover art asset for your publication. The information you provide represents all the book-level [metadata](#).

### To specify cover art assets:

1. Click Cover Art at the bottom of the the Assets pane.



2. Drag the publication's cover art to the Cover Art box, or click Choose and select a cover art file.

Cover art (also known as a marketing image or jacket) should be at least 1400 pixels along the smaller axis and must be a JPEG or PNG file in RGB Color mode. For an average trade paperback, this could be 1400 x 1873 minimum size, as the books are generally taller than they are wide. For best results, deliver the largest pixel dimensions possible. When possible, match cover art to the cover contained in the book file. The 2 million pixel maximum does not apply to the cover image.

Do not [scale up](#) artwork if it is smaller than the required size. If you are scanning your cover art be sure to scan at the highest resolution, or at least 1400 pixels along the smaller axis. Cover art must be at least 72 dots per inch (dpi). Do not submit art that contains an embedded color profile, back cover, or thumbnail art.

To replace a previously added file, drag a new file to the Cover Art box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

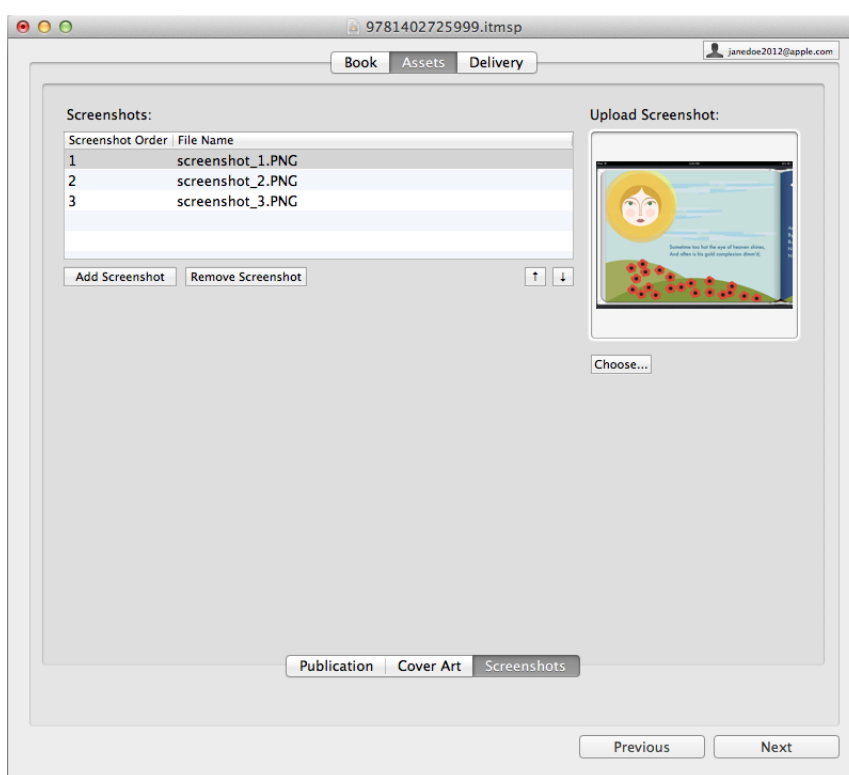
3. Click Next or Screenshots at the bottom of the Assets pane. For more information, see [“Specifying Screenshot Assets”](#) (page 39).

## Specifying Screenshot Assets

Use the Assets > Screenshots pane to specify the screenshot assets for your publication and show your customers more about your visually-oriented publications (for example, fixed layout, read along, interactive, or Multi-Touch format). The information you provide represents all the book-level [metadata](#).

### To specify screenshot assets:

1. Click Screenshots at the bottom of the the Assets pane.



2. Click Add Screenshot to add a new screenshot asset for your publication.  
To remove a previously added screenshot, select the screenshot and then click Remove Screenshot.
3. Drag one or more screenshots to the Upload Screenshot box, or click Choose and select a screenshot file.  
Screenshots should be a clear picture, made on an iPad, and be a 1024 x 768, 1024 x 748, 768 x 1024, or 768 x 1004 pixel JPEG or PNG file (for an iPad 1 or 2, double for the new iPad) with the appropriate file extensions (.jpg, .jpeg, and .png) in RGB Color mode. Optionally, you can remove the status bar.  
To replace previously added files, drag new files to the Upload Screenshot box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.
4. Repeat steps 2 through 3 for all screenshots you want to add to your publication.

You can add up to five screenshots for your publication.

To reorder screenshots, select the screenshot and drag and drop to the desired position in the box or click the up and down arrows to reorder screenshots.

5. Click Next at the bottom of the Assets pane. For more information, see [“Delivering Your Book Package”](#) (page 41).



# Delivering Your Book Package

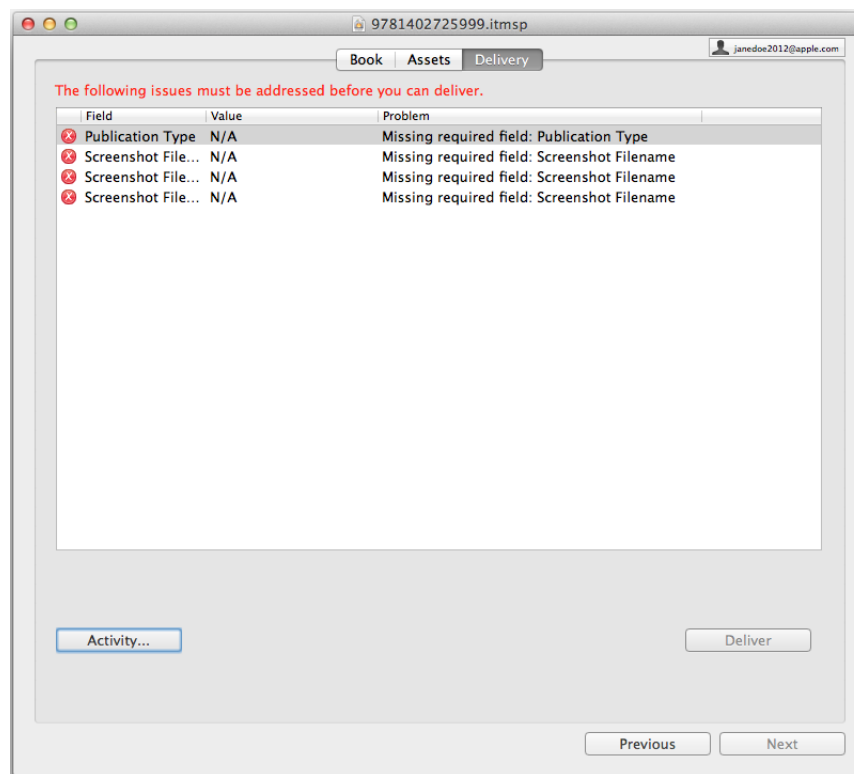
The final step in preparing content for sale in the iBookstore is to deliver your book package to iTunes for processing. Once you have created your book package and specified all your publication details, you can deliver your book and all your prepared files as an [iTunes Store Package](#) (iTP package) directly to Apple's iBookstore. This section describes how to send your iTP package to iTunes for processing and how to send Apple a log report if you encounter errors during delivery.

## Sending a Package to the iBookstore

When you are sure publication details are complete and correct, including all asset files, you can send your book and all your prepared files as an [iTunes Store Package](#) (iTP package) to iTunes for processing.

### To deliver a package:

1. Click the Delivery pane for your book in the iTunes Producer 2.9 (iTP) for books window.



iTP processes all the publication details and displays any warnings or errors.

2. Fix any delivery warnings or errors.

Double-click on a warning or error to have iTP jump to the exact location of the problem. For more information about errors, see the Contact Us page in iTunes Connect at <http://www.apple.com/itunes/go/itunesconnect/contactus>.

Click Activity to display the Background Activity window and view delivery status information for all packages you are currently sending, including pending messages, time remaining, warning and error messages, and so on.

3. Click Deliver.

iTP packages all your publication details and prepared files into an iTP package and sends it to the iBookstore.

You can also choose File > “Save and Deliver” to save and package all your publication details and prepared files into an iTP package and send it to the iBookstore. Or, to send multiple packages at once, choose File > “Save and Deliver All”. iTP saves and packages all your publication details and prepared files, for all open iTP windows, into iTP packages and sends them to the iBookstore.

For more information about delivery errors and answers to common questions, click Error Information to display the iTunes Connect - Frequently Asked Questions page.

**Notes:**


- Until Apple has imported all your [metadata](#), you can continue to update books and resend packages. After Apple imports all your metadata, you can still update your rights & pricing, cover art, and EPUB information by editing and resending your package to the iBookstore.
- For information on how to create a file in [EPUB format](#), see “How do I create a file in EPUB format?” (page 47).
- For information on how to create a file in [Multi-Touch format](#), see “How do I create a file in Multi-Touch format?” (page 47).
- If you do not repair an invalid EPUB file or sample file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file or sample file. You cannot deliver your book to iTunes for processing with an invalid EPUB file.
- iTP plays an alert sound and displays a green checkmark when the package delivery is complete. If iTP encounters an error during delivery, iTP plays an error sound and bounces the iTP icon in the Dock.
- To modify your delivery settings, choose iTunes Producer > Preferences, click Advanced, and then deselect Signiant, Aspera, or DAV. You should only change these settings with the advice of your Technical Account Manager. For questions, visit the Contact Us page in iTunes Connect at <http://www.apple.com/itunes/go/itunesconnect/contactus>.

## Sending Your Log Report to Apple

If you encounter an error while delivering your book package to Apple, iTunes Producer 2.9 for books creates a log report for you to send to Apple to help with troubleshooting your delivery issues.

Apple recommends you attempt to validate and repair an EPUB file before delivering your book package for processing or submitting errors. If you do not repair an invalid EPUB file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file. You cannot deliver your book package to iTunes for processing with an invalid EPUB file.

### To send the log report:

1. Click “Send to Apple” or  in the Delivery pane.
2. Review the details of the error log and, optionally, add notes and comments before sending.
3. Click “Send to Apple” to deliver the error log to the iBookstore support team.

# Featured Tasks

This section features some of the top tasks you might perform using iTunes Producer 2.9 for books.

## Can I save a preliminary version of my book package before sending it to the iBookstore?

If you're not ready to send your book package to the iBookstore and want to finish later, you can save a preliminary version.

### To save your book package:

- Choose File > Save for your book in the iTunes Producer 2.9 (iTP) for books window.

Before you can save your book package, you must first specify an ISBN or publication title.

iTP saves your book and all your prepared files as an [iTunes Store Package](#) (iTP package) using the ISBN or Vendor ID as the name and the .itmosp extension.

To reopen a saved book, open iTP, Click Open Package, and then double-click the book name.

By default, iTP saves books in the Music > iTunes Producer > Playlists folder.

**Note:** By default, iTP automatically saves your book as *Untitled.itmosp*, *ISBN.itmosp*, or *title.itmosp* every 15 seconds. To turn off autosaving or change the default autosave time, choose iTunes Producer > Preferences, click General, and then deselect Autosave or change the seconds.

## What elements can I update in my book?

You can update all publication details, except the ISBN number and book type, for a book you previously delivered to the iBookstore.

## How do I remove a book from the iBookstore?

If you need to remove a book after you deliver it to the iBookstore, log in to [iTunes Connect](#), click Manage Your Content, and then search for the book. After inspecting the book, you can remove the book from sale by clicking Edit in the far right column in the Rights & Pricing module and removing the clearances. Removing clearances removes the book from all Stores in all countries. For more information, see *iBookstore: Publisher User Guide* available for download from iTunes Connect.

To remove a book from the iBookstore, you can also deselect “Cleared for sale” in the Book > Rights & Pricing pane for all countries and redeliver your book.

## How do I deliver a book that is available for pre-order?

Pre-orders allow you to accrue sales in advance of publication, and can provide a great way to increase your overall book sales.

1. Create your book in iTunes Producer 2.9 (iTP) for books. For information on creating a book, see [“Creating Your Book Package”](#) (page 12).
2. Click the Book > Info pane for your book in the iTP window.
3. Select “Pre-order samples allowed”.

By default, iTP allows pre-order samples. “Pre-order samples allowed” only affects availability during the pre-order period, and applies to every territory. When the pre-order ends and the book is released for sale, samples are always available.

4. Click the Book > Rights & Pricing pane for your book.
5. Type the date (YYYY-MM-DD) on which the book will be available for pre-order in the selected territory in Pre-Order Start Date.

A pre-order start date is required to create a pre-order. Pre-order start dates can vary by territory. To apply the pre-order to all territories, Shift-click to select all territories, and then edit the value in Pre-Order Start Date.

6. Click the Delivery pane.

iTP processes all the publication details and displays any warnings or errors.

7. Fix any delivery warnings or errors.

Double-click on a warning or error to have iTP jump to the exact location of the problem.

8. Click Deliver.

iTP packages all your publication details and prepared files into an iTP package and sends it to the iBookstore.

**Important:** Pre-orders require minimal manual production work by iTunes. When you deliver a book that is available for pre-order, contact your iTunes Technical Account Manager. Pre-orders must conform to the following specifications:

- All assets (EPUB, Multi-Touch format, cover art, and screenshot files) are due up front.
- You can only create pre-orders with the first, initial delivery of the book package.
- Each territory where you are sending a pre-order (each territory where you defined a pre-order start date) must be priced at a valid price tier.
- Do not send pre-order start dates for territory products that have been marked not cleared for sale. Only deliver book packages with pre-order start dates assigned for territory products that are cleared for sale.

## Why is editing disabled for my book package?

After you deliver your book package to the iBookstore, iTunes Producer 2.9 for books disables editing for fields you can no longer update.

### To turn on editing:

- Choose File > Enable Editing for your book in the iTunes Producer 2.9 for books window.

Apple does not recommend enabling editing. If you enable editing and make updates to your book package, you might not be able to deliver your book package to the iBookstore. Use the enable editing feature when you are instructed to do so by your iTunes Technical Account Manager (for example, when you've delivered a partial book).

## Can I sort information within iTunes Producer windows?

Many panes in iTunes Producer 2.9 (iTP) for books display information in lists, allowing you to sort the information by column heading. For example, in the Book > Authors pane, you can sort **authors** by role, name, or sort name. To change the order in which iTP displays authors in the list and sort authors by name, click the Name column heading. To reverse the sort order, click the column heading again.

iTP indicates the current sort order by highlighting the column and displaying ▼ in the column heading.

You can rearrange the order of the columns by dragging the column headers to the left or right. To adjust the width of the columns, drag the separator lines between the column headers.

## How can I check the history and status of packages?

You can check the history and status of packages before and after you deliver them to the iBookstore.

### To check the history before delivery:

- Choose File > Package History for your publication in the iTunes Producer 2.9 for books window, type your ISBN/Vendor ID, and then click Search.

### To check the status after delivery:

- Choose Window > Lookup Status in the iTunes Producer 2.9 for books window, type your ISBN/Vendor ID, and then click Search.

iTunes Producer 2.9 for books displays the current state and date created for the package.

## I don't see any activities in the “Choose an Activity” window. What should I do?

If the “Choose an Activity” window does not display any activities, you do not have an active contract with iTunes. You must complete the contract process before you can deliver content for sale in the iBookstore. For more information, see the Contracts, Tax and Banking module in [iTunes Connect](#).

## How do I create a file in EPUB format?

You can use Pages to create a file in [EPUB format](#). For more information, see the Knowledge Base article *Creating ePub files with Pages* at <http://support.apple.com/kb/HT4168>.

You can also use an Apple-approved conversion house. For more information, see the Deliver Your Content module in [iTunes Connect](#).

## How do I create a file in Multi-Touch format?

You can use iBooks Author (available in the Mac App Store at <http://itunes.apple.com/us/app/ibooks-author/id490152466?ls=1&mt=12>) to create a file in [Multi-Touch format](#). For more information, see the Deliver Your Content module in [iTunes Connect](#).

## How do I set a default category scheme?

You can use the preferences window to set a default category scheme for all new books.

**Note:** iTunes Producer 2.9 for books does not accept unclassified or non-specific subject categories.

### To set a default category scheme:

1. Choose iTunes Producer > Preferences in the iTunes Producer 2.9 (iTP) for books window.
2. Click Publication.
3. Choose BISAC, BIC2, or CLIL from the Default Subject Category Scheme pop-up menu.

iTP uses the default you specify for all new books you create.

## Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6?

Yes. The following table is a list of the languages that require EPUB 3.0, iBooks 3.0 app, and iOS 6 to be supported by iBookstore as the primary language.

Language
Arabic
Burmese
Chinese
Dari
Hebrew
Japanese
Khmer
Kurdish
Lao
Malay
Pashto
Persian



## Featured Tasks

Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6?

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Language
Punjabi
Sindhi
Tajik
Urdu
Uyghur
Uzbek

# Glossary

The glossary defines terms you'll encounter as you read this guide.

**authors** A group of elements that describes a personal or corporate contributor to the publication you are sending in the book package to the iBookstore.

**BISAC** The Book Industry Standards and Communications (BISAC) codes used to categorize publications based on topical content. When uploading a publication, you need to provide a main subject that best describes the general content and a secondary subject that describes a more specific category within the main subject. The complete BISAC Subject Headings list is available free online at <http://www.bisg.org/what-we-do-0-136-bisac-subject-headings-list-major-subjects.php>.

**BIC2** The Book Industry Communication (BIC2) codes used to categorize publications based on topical content. When uploading a publication, you need to provide a main subject that best describes the general content and a secondary subject that describes a more specific category within the main subject. The complete BIC2 list is available free online at <http://www.bic.org.uk>.

**checksum** A redundancy check used to guarantee that the asset files Apple receives are correct and complete. All content files you deliver to Apple must include an industry-standard MD5 digest checksum. iTunes Producer 2.9 for books automatically generates these checksums for you. Once a book package is received, the MD5 digest checksum contained in the metadata file (one for each file you

send) is compared against the actual file received by Apple. If any differences are detected between the checksum calculated before delivery, and the checksums calculated during delivery, iTunes Producer 2.9 for books rejects the entire package.

**CLIL** The Commission de Liaison Interprofessionnelle due Livre (CLIL) codes used to categorize publications based on topical content. When uploading a publication, you need to provide a main subject that best describes the general content and a secondary subject that describes a more specific category within the main subject. The complete CLIL list is available free online at <http://clil.org/information/detailDoc.html?docId=6>.

**DRM free** Digital Rights Management (DRM) free content in the iBookstore that has no usage restrictions.

**EPUB format** An electronic publication file format (EPUB). A digital version of a printed publication, 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.

**ISBN-10** The International Standard Book Number (ISBN) is a 10-digit number that is typically used for older physical titles. 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. For more information on ISBNs, visit [www.bowker.com](http://www.bowker.com).

**ISBN-13** 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. For more information on ISBNs, visit [www.bowker.com](http://www.bowker.com).

**iTunes Connect** A suite of web-based tools you can use to sign up to become a book provider, to download iTunes Producer 2.9 for books, and to manage your content; including searching, inspecting, and changing pricing.

**iTunes Producer file** A tab-delimited file (encoded in UTF-16 format) or spreadsheet file used to import publication details.

**iTunes Store Package** An iTunes Producer generated file with the .itmsp file extension. iTunes Producer 2.9 for books generates a package file from your EPUB or Multi-Touch, cover art, screenshots, publication information and rights and pricing, and so on.

**metadata** Supplemental information about a media file type. For example, a file can contain information such as the name of the person that created the file, the length of the file, the title of the file, description, and so on.

**Multi-Touch format** A file format created for Multi-Touch books and Multi-Touch textbooks on the iPad. Books you create in Multi-Touch format (.ibooks) using iBooks Author support rich typography, precise layout, and new interactive objects such as image galleries, quizzes, and slideshows. See also [textbook](#).

**related products** A group of elements that describes a product with a specific relationship (for example, “Is special edition of”) to the publication

you are sending in the book package to the iBookstore. You specify related products so iTunes Producer 2.9 for books can collect information about other publications related to the current publication. For example, other publications in the same series or other versions of the same publication (trade paperback, mass market paperback, hardcover). iTunes Producer 2.9 for books uses this information when users search the iBookstore.

**textbook** An instructional material specifically intended for K-12 and higher education students for the study of a particular subject. You must deliver all textbooks in the Multi-Touch format. Currently, textbooks are only available in the U.S. market. See also [Multi-Touch format](#).

**scale up** Increasing the size of an image without re-scanning or re-importing the original art.

**Vendor ID** A unique numerical identifier, between 6 and 32 characters, you can use to look up your book in iTunes Producer and iTunes Connect. By default, iTunes Producer automatically generates the Vendor ID. A Vendor ID is required for all books.

# Revision History

This table describes the changes to *Using iTunes Producer 2.9 for Books*.

Date	Notes
2013-02-19	This 2.9 release includes the following updates to iTunes Producer: parental advisory support for books; series sequence improvements; enhanced screenshot assets; Multi-Touch identification; plus additional enhancements and bug fixes.
2012-10-10	This 2.8 release includes the following updates to iTunes Producer: version information; automatically generated Vendor IDs; phonetic name support; additional target audiences; mass territory support; plus additional enhancements and bug fixes.
2012-06-26	This 2.7.1 release includes the following updates to iTunes Producer: localized user interface; plus additional enhancements and bug fixes.
2012-06-12	This 2.7 release includes the following updates to iTunes Producer: import templates; plus additional enhancements and bug fixes.
2012-03-13	This 2.6 release includes the following updates to iTunes Producer: custom territory groups; send to Apple update; improved user interface; updated file import; enhanced search; plus additional enhancements and bug fixes.
2011-10-19	This 2.5 release includes the following updates to iTunes Producer: Multi-Touch format support; enhanced metadata support; updated system requirements; plus additional enhancements and bug fixes.

Date	Notes
2011-06-19	This 2.4 release includes the following updates to iTunes Producer: improved user interface; filtering capabilities; primary contributor role; EPUB file validation and correction; updated system requirements; plus additional enhancements and bug fixes.
2011-02-11	This 2.3 release includes the following updates to iTunes Producer: enhanced metadata lookup feature; updated file import; preview file support; improved related products; enhanced BISAC subjects; active user button; Submit Feedback menu; Spotlight integration; plus additional enhancements and bug fixes..
2010-11-10	This 2.2 release includes the following updates to iTunes Producer: publication type support; more robust delivery settings; package delivery enhancements; plus additional enhancements and bug fixes.
2010-06-10	This 2.1.2 release includes the following updates to iTunes Producer: EPUB file validation; file import support; plus additional enhancements and bug fixes.
2010-03-16	Apple introduces iTunes Producer 2.1 for Books, a tool to help you deliver your books for sale in the iBookstore. You use iTunes Producer 2.1 for Books to provide information about a publication, such as title, publisher, date, and so on, and upload asset files.

# Index

## A

---

activities, none [47](#)

assets

cover art [38](#)

cover art file [38](#)

details [36](#)

EPUB format file [36](#)

EPUB sample file [37](#)

files [36](#), [38](#), [39](#)

Multi-Touch format file [36](#)

Multi-Touch format sample file [37](#)

publication [36](#)

screenshots [39](#)

screenshots file [39](#)

specifying [36](#), [38](#), [39](#)

authors

definition [50](#)

for book [29](#)

inverted name [30](#)

name [30](#)

primary [30](#)

## B

---

BIC2, definition [50](#)

BISAC, definition [50](#)

book

additional subjects [28](#)

authors [29](#)

categories [28](#)

cleared for sale [35](#)

cover art [38](#)

creating [12](#)

creating from existing package [13](#)

creating from file [14](#)

creating from metadata [22](#)

creating new [12](#)

delivering to iBookstore [41](#)

describing entire book [24](#)

description [27](#)

details [24](#)

DRM free [35](#)

editable elements [44](#)

editing disabled [46](#)

EPUB format file [36](#)

EPUB sample file [37](#)

explicit content [27](#)

imprint [26](#)

information [25](#)

ISBN number [25](#)

language [26](#)

main subject [29](#)

Multi-Touch [27](#)

Multi-Touch format file [36](#)

Multi-Touch format sample file [37](#)

number in series [26](#)

physical list price [35](#)

pre-order [45](#)

pre-order samples [26](#)

pre-order start date [35](#)

price tier [35](#)

print length [26](#)

publication date [26](#)

publication type [35](#)

publisher [26](#)

related products [32](#)

removing from iBookstore [45](#)

rights and pricing [34](#)

- sales start date 35
- saving 44
- screenshots 39
- sending to iBookstore 41
- series name 26
- store display number 26
- subtitle 26
- target audience 30, 31
- territory rights 34
- title 26
- type 26

---

## C

- categories, for book 28
- category scheme, default 48
- checksum, definition 50
- CLIL, definition 50
- columns, sorting 46
- cover art
  - for book 38
  - supported 8
- creating book 12

---

## D

- date
  - pre-order 35
  - publication 26
- deleting book, from iBookstore 45
- delivering book 41
- description, book 27
- disabled editing 46
- DRM free
  - book 35
  - definition 50

---

## E

- elements, editable in book 44
- EPUB file

- creating 47
- error correction 37, 42, 43
- for book 36
- validation 37, 42, 43

EPUB format, definition 50

EPUB sample file

- error correction 37, 42
- for book 37
- validation 37, 42

explicit content, for book 27

---

## F

- fields, import 15
- file formats 8
- file, creating book 14
- filtering 28, 30, 31, 32, 34
- format
  - creating EPUB 47
  - creating Multi-Touch 47
- formats, supported 8

---

## H

- help 5

---

## I

- iBookstore
  - delivering book 41
  - removing book 45
  - sending book 41
- identifier
  - ISBN number 25
  - ISBN-10 number 33
  - ISBN-13 number 33
  - related products 33
- import fields 15
- imprint, book 26
- installing iTunes Producer 9
- IP addresses 6

ISBN, number for book [25](#)

ISBN-10

- definition [50](#)

- identifier [33](#)

ISBN-13

- definition [51](#)

- identifier [33](#)

iTunes Connect, definition [51](#)

iTunes Producer file, definition [51](#)

iTunes Producer

- contacting [5](#)

- getting started [6, 10](#)

- help [5](#)

- installing [9](#)

- introduction [4, 6](#)

- overview [6](#)

- starting [10](#)

- support [5](#)

iTunes Store Package, definition [51](#)

---

## L

language

- book [26](#)

- requirements [48](#)

length, of physical book [26](#)

list price, physical book [35](#)

log report [43](#)

---

## M

main subject, book [29](#)

metadata

- creating book [22](#)

- definition [51](#)

Multi-Touch format sample, for book [37](#)

Multi-Touch format

- creating [47](#)

- definition [51](#)

- for book [36](#)

Multi-Touch, for book [27](#)

---

## N

name

- authors [30](#)

- authors, inverted [30](#)

number in series, book [26](#)

---

## P

package

- creating book from existing [13](#)

- history [47](#)

- status [47](#)

ports [6](#)

pre-order samples, for book [26](#)

pre-order start date, book [35](#)

pre-order, book delivery [45](#)

price tier, for book [35](#)

price, physical book [35](#)

primary author role [30](#)

print length, for book [26](#)

products, related to book [32](#)

publication date, for book [26](#)

publication type, book [35](#)

publisher, for book [26](#)

---

## R

related products

- definition [51](#)

- for book [32](#)

- identifier [33](#)

- identifier type [33](#)

- ISBN-10 number [33](#)

- ISBN-13 number [33](#)

- type [33](#)

removing book, from iBookstore [45](#)

report log [43](#)

requirements, system [6](#)



rights and pricing, for book [34](#)

## S

---

sale, book cleared for [35](#)

sales start date, book [35](#)

saving book versions [44](#)

scale up, definition [51](#)

screenshots

- for book [39](#)

- supported [8](#)

searching [28](#), [30](#), [31](#), [32](#), [34](#)

series name, for book [26](#)

servers [6](#)

sort, columns [46](#)

specifications [8](#)

start date, book pre-order [35](#)

status, package [47](#)

store display number, book [26](#)

subjects

- book additional [28](#)

- for book [28](#), [29](#)

subtitle, for book [26](#)

support [5](#)

supported formats [8](#)

system requirements [6](#)

## T

---

target audience, for book [30](#), [31](#)

territory rights, for book [34](#)

textbook, definition [51](#)

title, for book [26](#)

type

- book [26](#)

- related products [33](#)

- textbook [26](#)

## V

---

Vendor ID, definition [51](#)



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1 Infinite Loop

Cupertino, CA 95014

408-996-1010

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