

## Apple® Distribution Program

### Q&A

Ingram is a content partner for Apple's iBookstore. The following Q&A provides guidance on commonly asked questions.

**1. What is the Apple's iBooks platform?**

Apple launched its iBooks platform in April 2010. The iBooks platform allows Apple to sell e-books that can be read on Apple hardware direct to consumers.

**2. How is Ingram working with Apple?**

Ingram is an approved content aggregator for Apple, offering publishers an outlet to get content listed and sold for global distribution via the iBookstore. Ingram will act as a sales agent for publishers.

**3. What countries does the Apple Global Agreement reach?**

Austria, Australia, Belgium, Bulgaria, Canada, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Republic of Malta, Netherlands, New Zealand, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, United Kingdom and the US

**4. How do I get setup for global distribution through the Apple iBookstore?**

New publishers should visit [www.ingramcontent.com/apple](http://www.ingramcontent.com/apple) to request more information.

**6. Will Ingram accept new publishers who only want to participate in the Apple Distribution Program and no other Ingram services?**

Yes.

**7. Are there a minimum number of e-book titles required by Ingram to participate in the Apple iBooks Distribution Program?**

No. A publisher with any number of titles can participate.

**8. Is there a requirement by Apple to submit all active titles, or can I submit only select titles?**

Publishers must submit all titles or all titles that are on sale as e-books through other Web sites. If you are just getting started, at a minimum, you should submit all titles published within the last 12-months.

**9. What e-book format does Apple utilize for its iBooks platform?**

Apple accepts e-books in the most recent EPUB format only.

**10. What is EPUB?**

".epub" is the file extension of an XML format for reflowable digital books and publications. EPUB is the IDPF XML standard for e-book files.

**11. Will Ingram accept other file formats and convert them to the latest version of EPUB for the Apple Distribution Program?**

Yes. Ingram will accept e-book formats other than EPUB and will convert other file formats to the latest version of EPUB.