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eBook Delivery Guidelines

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1 Contents

| | | |
|-----------|--|-----------|
| 1 | Contents..... | 1 |
| 2 | Changelog..... | 3 |
| 3 | General..... | 4 |
| 4 | Contacts..... | 4 |
| 5 | Delivery Process..... | 5 |
| 5.1 | General | 5 |
| 5.2 | Access the FTP server | 5 |
| 5.3 | FTP-file transfer | 6 |
| 5.4 | Accepted file formats..... | 7 |
| 5.5 | On-time delivery of master files, metadata and cover images | 7 |
| 6 | File naming..... | 7 |
| 7 | File specifications for master files..... | 8 |
| 7.1 | General instructions..... | 8 |
| 7.1.1 | Permitted formats for master files | 8 |
| 7.1.2 | Several formats for a title..... | 8 |
| 7.1.3 | File sizes | 8 |
| 7.1.4 | DRM (Digital Rights Management) | 8 |
| 7.2 | Specifications for EPUB-files..... | 9 |
| 7.3 | EPUBs in the fixed layout format..... | 9 |
| 7.4 | Specifications for PDF | 9 |
| 8 | Special types of content..... | 10 |
| 8.1 | Exclusive content..... | 10 |
| 8.1.1 | Naming of files for exclusive content..... | 10 |
| 8.1.2 | Separate ISBN for temporary exclusive content..... | 11 |
| 8.2 | tolino InBook Advertising (IBA)..... | 11 |
| 9 | Annotations | 12 |
| 9.1 | Cover images..... | 12 |
| 9.2 | Previews..... | 12 |
| 9.2.1 | Publisher's own previews | 12 |
| 9.2.2 | Creating previews for the toline Alliance shops | 13 |
| 9.2.3 | Blocking previews..... | 13 |
| 10 | Metadata..... | 13 |
| 10.1 | General instructions..... | 13 |
| 10.2 | Dates of publication..... | 13 |
| 10.3 | Prices..... | 14 |
| 10.3.1 | Suggested list prices for international content | 14 |
| 10.3.2 | Price intervals for Switzerland, Denmark, Norway, Sweden and the Czech Republic..... | 14 |
| 10.3.3 | Price notification in the resale-model for Switzerland, Liechtenstein and Austria..... | 14 |

| | | |
|--------|---|----|
| 10.3.4 | Price campaigns | 15 |
| 10.4 | DRM | 16 |
| 10.5 | Content liable to corrupt the young in accordance with Sec. 15 of the Protection of Minors Act (JuSchG) and the Interstate Treaty for the Protection of Minors in the Media (JMStV) | 16 |
| 10.6 | tolino Family Sharing | 17 |
| 10.7 | Series/sequences | 17 |
| 10.8 | Your marketing information regarding sales promotions, novelties and eBook highlights | 17 |
| 10.9 | ONIX 2.1 | 18 |
| 10.10 | ONIX 3 | 30 |

2 Changelog

| Topic | Version/Date | Change |
|--|--------------------|--|
| General | V 1.4 / 20.01.2021 | Additional information |
| Contacts | V 1.4 / 20.01.2021 | Updated |
| Exclusive content | V 1.4 / 20.01.2021 | Additional information |
| Content liable to corrupt the young under the Interstate Treaty for the Protection of Minors in the Media (JMStV). | V 1.4 / 20.01.2021 | Tightening of requirement to report content subject to the Protection of Minors in the Media Act |
| Information: Marketing & Sales | V 1.4 / 20.01.2021 | New |
| tolino Family Sharing | V 1.3 / 11.5.2020 | Added requirements for reporting the title-specific special right „Family Authorization “ |
| Specifications for PDF files | V1.3 / 11.05.2020 | Additional information |
| Specifications for EPUB files | V1.3 / 11.05.2020 | Additional information |
| Contacts | V1.3 / 11.05.2020 | New Overview |
| Release dates in ONIX | V1.3 / 11.05.2020 | How to handle updates |
| Maximum files size for cover images | V1.3 / 11.05.2020 | New |
| eBook formats | V1.3 / 11.05.2020 | Added requirements for delivery of several formats for the same title |
| Entire document | V1.3 / 11.05.2020 | Changes in the structure of this document to increase clarity |
| Swiss/Austrian Pricing | v1.2 / 28.05.2019 | New |
| RRP for international content | v1.2 / 28.05.2019 | New |
| File size restrictions | v1.2 / 28.05.2019 | New requirements |
| Pricing information in ONIX | v1.2 / 28.05.2019 | Updated |
| Read in Store | v1.1 / 29.03.2019 | New |
| tolino InBook Advertising | v1.1 / 29.03.2019 | New |
| Publication dates | v1.1 / 29.03.2019 | Additional information |
| eBook Files | v1.1 / 29.03.2019 | Additional requirements |
| Generation of previews | v1.1 / 29.03.2019 | Additional information |
| Entire document | v1.0 / 11.02.2019 | Initial setup |

3 General

These guidelines are applicable to all deliveries of eBook-metadata and eBook master files to Libri – both for sales through the tofino-shops as well as for Libri.Digital wholesale. However, please bear in mind that different requirements may apply to individual cases in the various sales channels: these will be explained individually.

In concrete terms, this is currently applicable to the following topics:

- [tolino Family Sharing](#)
- [Restrictions on the file size for tofino](#)
- [Automatic generation of previews for tofino](#)
- [InBook Advertising \(IBA\)](#)
- [Read In Store](#)
- [Exclusive Content](#)

Thank you for your cooperation!

4 Contacts

We will be happy to respond to your questions and inputs:

| Topics | Team | Contact persons | e-mail | e-mail shared mailbox |
|---|---------------|---|---------------------|--------------------------|
| Business | | | | |
| Business, overall coordination | Libri.Digital | Abike Lisa Ullrich | aullrich@libri.de | eContent@libri.de |
| Publisher contracts, rights, conditions | Purchasing | Katharina Haas | khaas@libri.de | |
| Direct agreement on conditions between tofino retailers and the publishing company | Libri.Digital | Selma Steffen | - | cmaas-vertraege@libri.de |
| Operatives | | | | |
| Account set-up, change communications (address, bank details, contact partners, incorporation), Sales & Trend Reports | Libri.Digital | Selma Steffen | ssteffen@libri.de | eContent@libri.de |
| Operations & Content Support, including FTP-link, delivery of master files & previews, quality control, product management, delivery guidelines | Libri.Digital | Wibke Kremer, Victoria Naumann, Harjot (Jyoti) Kaur, Selma Steffen, Pascal Junghans, Mirko Esquivel, Marc Albermann Abike Lisa Ullrich | - | eContent@libri.de |
| tolino Content- & Product-development (Contact to the tofino Alliance Product Team) | Libri.Digital | Marc Albermann | malbermann@libri.de | eContent@libri.de |

| | | | | |
|--|---|---|-----------------|--------------------------------|
| Handling of retailer-specific exclusive titles | Libri.Digital | - | - | eContent@libri.de |
| ONIX-metadata, cover, initial message and updates, in particular, prices & release dates (Publication dates, ET) | Metadata Management | Digital Metadata Team: Antje Gay, Peter Stapel, Christoph Prasnik | - | metadaten- digital@libri.de |
| Discoverability, display of metadata, protection of minors | Product- Management, Metadata & Search | Dr. Detlef Bauer | dbauer@libri.de | |
| Accounts, credit note bills, payments | Accounting | - | - | kreditoren@libri.de |
| Marketing | | | | |
| Your information regarding eBook price actions & top titles | Libri.Digital | - | - | eContent@libri.de |
| Marketing & Actions in the White Label Shops, which are run by Libri for independent bookstores (book retailers) | Libri.Shopline / eCommerce | Nicole Kobow | - | shopline@libri.de |

5 Delivery Process

5.1 General

The delivery of metadata, cover images as well as eBook master files to Libri.Digital is handled through an FTP server. Please refrain from sending files via eMail.

5.2 Access the FTP server

You can access our FTP server through a client like [Filezilla](#). Please use the following settings:

Protocol: FTP – File Transfer Protocol

Host: ftp23.librinet.de (Standard)
Alternative server names might apply based on individual agreements.

Encryption: Only use plain FTP (Standard)
Should you prefer FTPS, please contact econtent@libri.de.

Logon Type: Normal

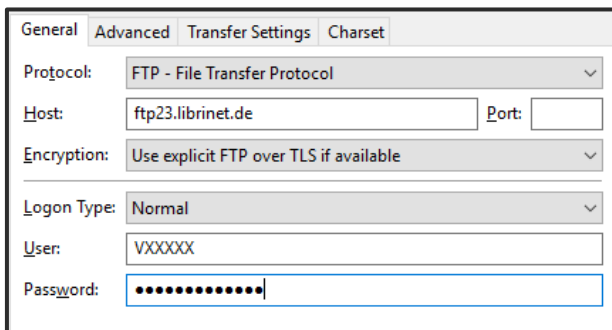
User: Please enter the user name (starting with V) that was provided to you via eMail.

Password: Please enter the password that was provided to you via eMail.

Transfer Settings: Passive

Important: Please make sure that both Portrange 50000-50998 as well as our IP 194.64.224.34 Range 194.64.224.1-194.64.224.128 or 194.64.224.0/25 are enabled in your firewall settings.

Example settings for transfer via FTP:



General | Advanced | Transfer Settings | Charset

Protocol: FTP - File Transfer Protocol

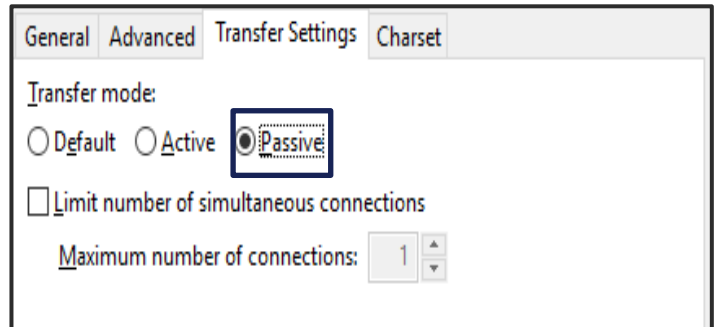
Host: ftp23.libri.net.de Port: []

Encryption: Use explicit FTP over TLS if available

Logon Type: Normal

User: VXXXXX

Password: []



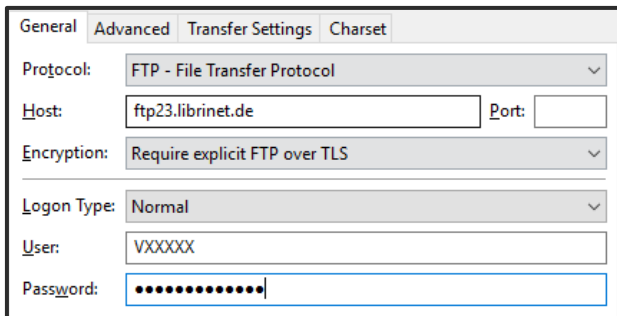
General | Advanced | Transfer Settings | Charset

Transfer mode:

Default Active Passive

Limit number of simultaneous connections

Maximum number of connections: 1



General | Advanced | Transfer Settings | Charset

Protocol: FTP - File Transfer Protocol

Host: ftp23.libri.net.de Port: []

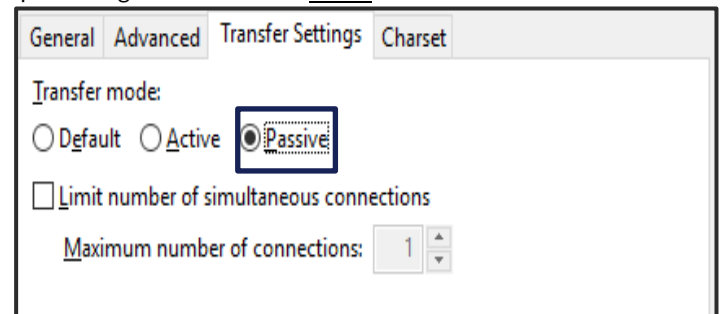
Encryption: Require explicit FTP over TLS

Logon Type: Normal

User: VXXXXX

Password: []

Example settings for transfer via FTPS:



General | Advanced | Transfer Settings | Charset

Transfer mode:

Default Active Passive

Limit number of simultaneous connections

Maximum number of connections: 1

If you need support to access the server, please contact econtent@libri.de and attach any error messages as well as your IP address.

5.3 FTP-file transfer

All the files, both master files as well as cover images and metadata, will be saved in the following folder:

/CNC/VXXXXXX/MIX

(Here, the placeholder XXXXX stands for the User Name.)

Please do **not create any sub-folders** in the MIX-directory: files that are saved in sub-folders will not be recognized and cannot be processed.

5.4 Accepted file formats

| Data | Accepted formats | Further information |
|-------------------|----------------------|---|
| Metadata/ONIX | .xml | Caution: zipped xml-files <u>cannot</u> be processed. Please also refer to: Metadata |
| Cover Images | .jpg .png .tif | Please also refer to: Specifications for cover illustrations |
| eBook Masterfiles | .epub .pdf | Please also refer to: File specifications for Master files |
| Previews | .epub .pdf | Please also refer to: Previews |

- Please take note of our remarks on the correct [Naming of files](#).
- Before transferring the files, please check if all the requirements that are mentioned in this document have been fulfilled.

5.5 On-time delivery of master files, metadata and cover images

Please deliver **metadata and cover files** as soon as they become available: this will allow us and our connected shop to offer pre-orders to customers and thereby increase sales. To make sure that a title will be released and delivered to customers on time, **master files should be delivered to our servers 10 days prior, at the very least three days prior to the day of the release.**

6 File naming

While naming the files, please make sure to specify the ISBN without hyphens.

| Data | Naming schema | Example |
|--------------------|---|---|
| Metadata/ONIX | (no specifications) * | (no specifications) * |
| Cover images | <ISBN>_<Sequence>.jpg | 9783123456789_1.JPG 9783123456789_2.JPG |
| EBook master files | <ISBN>.epub <ISBN>.pdf | 9781234567891.epub 9781234567891.pdf |
| Previews | <ISBN>_preview.epub <ISBN>_preview.pdf | 9781234567891_preview.epub 9781234567891_preview.pdf |

***Important:** Special rules for the transfer of metadata will apply only to retailer-specific exclusive content; please see: [Naming of files for exclusive content](#).

7 File specifications for master files

7.1 General instructions

Before transferring eBook master files, please check if the respective file is valid. For files in the EPUB format, we recommend the free [EPUB-Checker](#). **EPUB-Files, which are found to be invalid by the EPUB-Checker, cannot be stored successfully by Libri.**

7.1.1 Permitted formats for master files

- EPUB 2.1
- EPUB 3, if downwardly compatible
- PDF

7.1.2 Several formats for a title

Important: In case you are offering a title in multiple formats (EPUB and PDF), each format must be listed **under a separate ISBN**. If you have just one ISBN available for several formats, we request you to deliver **only the EPUB-file** for the affected title. This format is preferred by both retailers as well as end users.

7.1.3 File sizes

The following regulations for the maximum file size for each sales channel are applicable currently:

| Sales channel | Format | Maximum size |
|-------------------------|--------|----------------|
| tolino | EPUB | 100 MB |
| | PDF | 250 MB |
| Libri.Digital Wholesale | EPUB | No restriction |
| | PDF | No restriction |

Please note that eBook master files that exceed the permitted file size in toline cannot be stored in the toline ecosystem and hence cannot be marketed through the toline-retailers. If it is not possible to reduce the file size to the permitted value, please inform us, specifying the ISBN, so that we can block the concerned title suitably for marketing via toline.

This will not affect the sales and marketing through the Libri.Digital Wholesale: therefore, please always send us large files as well, provided you wish to make use of both sales channels. Libri.Digital will take care to ensure that the files will be fed to the respective channels and will inform you about the titles that will have to be blocked in toline due to their size, in case you are unable to rework them.

7.1.4 DRM (Digital Rights Management)

Please always deliver the **eBook master files with copy-permissions**, and if you **desire copy-protection, please inform via ONIX**, so that this can be added at the time of outbound delivery.

Details for notifying copy protection are available under [for ONIX 2.1](#) and under [for ONIX 3](#).

7.2 Specifications for EPUB-files

- File names within the EPUB must be UTF-8-encoded and may not contain any blank spaces.
- All the content-files within the EPUB should be referenced in the toc.ncx-Manifest.
- The size of a section should not exceed 50 KB.
- **Caution:** The following HTML-tags are not supported by toline and will be ignored while displaying:
 - svg, object, mediaobject, embed, video, audio, script, iframe, frame, frameset.
- No associated SVG, Flash or JavaScript.
- No associated iTunes-playlists.
- Image files:
 - Permitted formats: PNG and JPG (not JPEG2000).
 - Images within the file should be created within the RGB-colour space (not CMYK).
 - Minimum size of the cover included: 600px at 72 dpi
 - Maximum 30 images per section.
 - The total size of all the images within a section should not exceed 4MB.
- Please check your EPUB-file for validity using the [EPUB-Checker](#) before transferring it to us.
- Maximum file size for marketing via toline: 100 MB (please also refer to: [File sizes](#)).

7.3 EPUBs in the fixed layout format

The toline clients and backend are currently not optimized for fixed layout: In some cases, the content cannot be displayed in a reader-friendly manner, especially on eReading devices. However, in order to be able to offer toline customers the widest possible range of titles, fixed-layout titles are no longer excluded from storage in the toline ecosystem. If you would like to offer your fixed-layout titles via toline in the future, we ask you to check these titles for compatibility in advance:

- You can upload your titles quickly and easily through the free [tolino webreader](#) and view the representation.
- If possible, please also check the rendering on a toline eReading device.
- Please make sure to mark fixed layout titles in ONIX 2.1 or ONIX 3 accordingly

7.4 Specifications for PDF

- PDF-Version 1.6 or higher; must be PDF/A-compatible
- The PDF must not contain any password encryption.
- No blank pages within the PDF.
- No print-PDFs, no crop marks, etc.
- Images should be created in RGB with a resolution of 220 dpi (not CMYK).
- Please note: embedded multimedia-objects (video, audio) cannot be reproduced by the eReaders
- Please make sure that all the fonts used are embedded.
- Maximum size of an uncompressed page: 10 MB.
- The PDF-metadata should contain a table of contents.
- No embedded scripts (JS).
- Maximum file size for marketing via toline: 250 MB (please also refer to: [File sizes](#)).

8 Special types of content

8.1 Exclusive content

Libri allows toolino retailers to offer retailer-specific exclusive content. Some examples for this are products:

- that can be pre-ordered from all toolino retailers, but are available immediately from only one retailer (= temporary exclusive content),
- that can be pre-ordered from / are available immediately through only one toolino retailer for a certain period, and which will be available immediately with all toolino retailers after this period is over (= temporary exclusive content),
- that are available with only one toolino retailer (= permanent exclusive content),
- have a retailer-specific cover.

Important: In case you are producing and delivering exclusive content for the first time for a toolino-retailer, please do inform us at least 3 days before the delivery about it, because in this case, additional supplier rights will have to be marked in our systems. Otherwise we will not be able to ingest the exclusive title and export the title to the intended toolino retailer.

ONIX-article data, cover files and eBook-files for exclusive content will be transferred, [as usual](#), through our FTP-Server with the same access that you use for your regular content delivery. Please do not create any sub-folders within the MIX-directory.

Please make sure to always set the same publisher as in the initial ONIX file, when sending an ONIX for exclusive content. If the publisher for the initial ONIX file should differ from the publisher for the exclusive content, please inform Libri about this fact at least three business days in advance by sending a mail to eContent@libri.de. Failing to inform Libri in advance about cases like this will unfortunately result in the exclusive title being automatically withdrawn from all stores.

In addition to the general delivery guidelines that are listed in this document, certain special regulations will also be applicable to exclusive content. Adherence to these guidelines will be indispensable to successful storage and correct processing. For this reason, please take special note of the following instructions while offering exclusive content:

8.1.1 Naming of files for exclusive content

File names for exclusive content must be extended to include the abbreviation for the shop or the shop initials. We will be able to ensure that the content is exported exclusively to the intended toolino retailer only if the files have been named correctly.

| Retailers | Code |
|------------------------------------|------|
| meineBUCHhandlung (myBookStore) | _LI |
| Thalia | _TH |
| Hugendubel / eBook.de | _HU |
| Weltbild | _WB |
| Bücher.de | _BD |
| Osiander | _OS |

Please name your files with the ISBN (ISBN with the check digit, without hyphens), shop-abbreviation and the format details, as shown in this example here:

9783123456789_LI.xml

9783123456789_LI.jpg

9783123456789_LI.epub

9783123456789_preview_LI.epub

8.1.2 Separate ISBN for temporary exclusive content

Please make sure to deliver exclusive titles that are meant to be on exclusive offer from a specific retailer only with their **own separate ISBN**. Please also add the relevant shop initials to the file name here.

8.2 toline InBook Advertising (IBA)

In-Book-Advertising (IBA) allows publishers to easily integrate special advertisement links into their eBooks. These links point directly to the product details page of a title that is selected by the publisher for advertisement and does so automatically and directly within the shop into which the toline-customer has logged in with his end user device. This will shorten the customer path to the subsequent purchase and thereby increase the conversion rate.

If you wish to use In-Book advertising links in your eBooks and are not aware of the process yet, please contact eContent@libri.de: we will be happy to provide you with the instructions.

9 Annotations

9.1 Cover images

| | Cover images | Additional shop mappings |
|-------------------------------------|--|--|
| File format: | JPG, TIF or PNG | JPG, TIF or PNG |
| Resolution: | at least 72 dpi | at least 72 dpi |
| Minimum height of the image: | 2560 px (minimum width: 1600px) | 700 px |
| Maximum file size | 10 MB | 10 MB |
| Colour space: | sRGB | sRGB |
| Nomenclature: | <ISBN>.JPG (ISBN with check digit, without hyphens, without suffixes) Example: 9783421051349.JPG | <ISBN>_<Series>.JPG (ISBN with check digit, without hyphens, without suffixes) Example: 9783123456789_1.JPG 9783123456789_2.JPG |

9.2 Previews

9.2.1 Publisher's own previews

You are also welcome to share previews or sample reads of your eBooks. If you wish to share preview files that have been prepared by the publisher, please make sure to use the following nomenclature **without fail**, to ensure that the actual eBook file does not get overwritten:

<ISBN>_preview.pdf

<ISBN>_preview.epub

Please also save your previews in the [known directory](#) .

In case you send a new version of your eBook, please also make sure that you share a new preview also at the same time.

Important: Even if we have the right to auto-generate reading samples, previews created and delivered by the publisher will always be handled with preference by our system. Only if we have the right to auto-generate reading samples and no reading sample is provided by the publisher, will our system auto-generate the reading sample.

9.2.2 Creating previews for the toline Alliance shops

Automatic previews for EPUB-files can be created in the toline ecosystem for the shops of the toline Alliance. Here, the first HTML/ XHTML-file will be used fully and in the next step, the following HTML-/ XHTML-files will be used to complete it to 10% of the total content for the sample read. It is not possible to create a preview from the PDF format.

Important! For the automatic generation of previews in the toline ecosystem, it is important that the content of the folder "OEBPS" within the EPUB-file should consist of *several* HTML- or XHTML-files. If not, and the folder contains just one single file, there is a risk that the entire eBook may end up as a sample read (preview) in the shops.

9.2.3 Blocking previews

It is contractually agreed upon, whether automatically generated reading samples are generated for your titles or not. If - contrary to the general contractual agreement - no preview is to be generated for any specific title, please mention this with every ONIX-message and with every ONIX-update.

The same applies if - contrary to the contractual agreement - you want to allow reading samples to be generated for specific titles, as an exception.

Please note that in order to retroactively generate a reading sample a full report is always required, i.e. both the delivery of metadata that contain the right to generate reading samples and a new eBook file.

Attention: If you want to remove an already generated reading sample, please write to us at econtent@libri.de. Subsequent removal is not automatically possible via ONIX notification.

Details for notifying sample read permissions in the metadata can be found [here for ONIX 2.1](#) or [here for ONIX 3](#).

10 Metadata

10.1 General instructions

All the metadata provisioning and metadata updates will be done through an FTP-Server; please see: [Delivery process](#). The respective metadata notification must be done in the ONIX format.

10.2 Dates of publication

In the metadata notifications, please differentiate between the strict starting date of sale (embargo) ([ONIX 2.1](#) and in [ONIX 3](#)) and the date of publication ([ONIX 2.1](#) and in [ONIX 3](#)), which is only for information purposes.

Please make sure that the same date is notified always to all the market players, and that **postponements** are always notified with adequate lead time.

Important! In case there are any postponements in the already announced publication dates, it will be necessary to update all the publication dates in the update message. If you have specified a date of initial purchase and date of publication in the initial notification, both will have to be updated, otherwise the date that is not mentioned in the update message will get deleted.

Please only deliver your title (metadata, eBook-files and cover files) at the time when the title is scheduled to be displayed in the shops and is ready for pre-ordering.

Currently, we are processing only the date of publication and the date of first purchase out of all the different data that can be communicated in ONIX. Other data such as the Announcement Date and the Trade Announcement Date have not been taken into consideration yet.

10.3 Prices

The specifications for notifying the prices are given [here for ONIX 2.1](#) and [here for ONIX 3](#).

10.3.1 Suggested list prices for international content

In case you are providing international content, please heed the regulations of the fixed book price law and notify these with recommended list prices, so that our retailers have the leeway to keep their prices competitive. For international content, we reserve the right to modify the prices that are announced as binding and convert them to recommended list prices.

Fixed Book Price Law:

“Furthermore, **imported books in foreign languages** from countries that do not have any fixed book price laws basically do **not** fall under the **German Fixed Book Price Law**, unless they are intended mainly for sale in Germany” (cf. [§ 2 Section 2 BuchPrG](#), cf. also § 5 BuchPrG).

(Source <https://www.juraforum.de/lexikon/buchpreisbindung>)

10.3.2 Price intervals for Switzerland, Denmark, Norway, Sweden and the Czech Republic

Please take note of the price intervals that are applicable in these countries:

- In Switzerland, Denmark, Norway, and Sweden, the smallest interval is 5 rappen or öre.
That is: Prices such as 9.99 *cannot* be represented (instead, only 9.95 or 10.00).
- in the Czech Republic, there is no smaller unit of currency than the koruna.

In these countries, the shops may have to exclude from sales titles with price notifications which do not comply with these intervals.

10.3.3 Price notification in the resale-model for Switzerland, Liechtenstein and Austria

We request you to please also give us the prices for Switzerland and Liechtenstein for all the titles. This is essential for ensuring that your titles are also available with tofino-retailers in Switzerland and Liechtenstein; unfortunately, titles without pricing in Swiss francs cannot be marketed in the relevant shops in Switzerland and Liechtenstein.

Please also ensure that you take note of the specifications for announcing prices ([here for ONIX 2.1](#) and [here for ONIX 3.](#))

- Please make provisions for an additional Extra-ONIX price block for Switzerland and Liechtenstein, where you will announce the CHF-prices.

Example:

ONIX 2.1:

```
<price>  
<j148>02</j148>  
<j151>8.00</j151>  
<j152>CHF</j152>  
<b251>CH</b251>  
<j153>R</j153>  
</price>
```

ONIX 3.0:

```
<price>  
<x462>02</x462>  
<j151>8.00</j151>  
<tax>  
<x470>01</x470>  
<x471>R</x471>  
<x472>2.5</x472>  
</tax>  
<j152>CHF</j152>  
<territory>  
<x449>CH</x449>  
</territory>  
</price>
```

For each region or country, please always mention one price, to avoid delays in including the titles as well as complaints.

10.3.4 Price campaigns

The shops with which we have a tie-up allow for a 24-hour waiting period for the mandatory processing of changes in metadata. To ensure that all the participants in the market are able to announce the special price at the same time, we recommend that the special offer prices are always announced with adequate lead time.

To do so, please make use of the option of setting the “valid from” and “valid till” dates in the ONIX-message for the prices. Here, it is important to ensure that the regular price is also mentioned in addition to the special offer price, so that the article remains saleable even after the campaign period is over.

The specifications for announcing price campaigns in ONIX are given [here for ONIX 2.1](#) and [here for ONIX 3.](#)

10.4 DRM

The specifications for the DRM-details in ONIX are given [here for ONIX 2.1](#) and [here for ONIX 3](#).

Please bear in mind:

- If you do not mention any details regarding the DRM in the ONIX-messages, your eBooks will be included without DRM-protection. If you do not want this to happen, please contact us without fail.
- Please refrain from setting the DRM for free content. We reserve the right to list free titles with hard DRM. We also request you not to deliver any catalogues of new publications or similar publisher previews as free eBook.

[Please also see the information regarding the delivery of master files with respect to the DRM \(Digital Rights Management\)](#)

10.5 Content liable to corrupt the young in accordance with Sec. 15 of the Protection of Minors Act (JuSchG) and the Interstate Treaty for the Protection of Minors in the Media (JMStV)

As our supplier, you must draw Libri's attention to any content which falls under Sec. 15 of the Protection of Minors Act (JuSchG) on delivery. This includes media which

- have content defined in Secs 86, 130, 130a, 131, 184, 184a, 184b or 184c of the German Criminal Code,
- glorify war,
- portray people dying or exposed to serious physical or emotional suffering in a way that breaches human dignity and reflects actual events without any overriding, legitimate interest in this very form of reporting,
- 3a. contain particularly realistic, cruel and sensational portrayals of violence for its own sake which dominate the action,
- portray children or youths in unnatural, sexualised postures or
- are obviously liable to seriously endanger the development of children or youths or their upbringing as responsible, social individuals.

Furthermore, as our supplier, you must draw Libri's attention on delivery to any content, the dissemination of which is only permitted within closed user groups in accordance with Sec. 4 (2) JMStV or is liable to impair the development of children and youths as responsible, social individuals (content impairing development as defined by Sec. 5 (1) and (2) JMStV).

We would urge all aggregators to draw their content suppliers' attention to their duty of information in connection with content defined above. The assessment as to whether content is to be classified under the a.m. conditions, can and must only be made by the content supplier.

All content covered by these definitions must be unambiguously identified in the catalogue data as follows:

Reports are made in ONIX 2.1 in the [<Subject> composite in Topic / BIC / BISAC](#) or in ONIX 3.0 in the [<Audience> composite](#).

Merely specifying an age for the article is not a reliable criterion as the content falling under the a.m. sections cannot be unambiguously classified by such means.

10.6 tolino Family Sharing

From Summer 2020 on, tolino customers will be able to share content among up to 5 other users within their family, given that certain requirements are fulfilled.

Requirements are:

- the content provider has permitted Family Sharing for their titles and
- the users must be registered as a “family” and need to be registered under the same address

Permitting content for family sharing is regulated through a contractual agreement between the content provider and Libri. If you have not signed this agreement yet but wish to do so, please do not hesitate to contact us.

- If you as a content provider have already agreed to permitting family sharing, there is no further need of action from your side. Libri will take care of applying the permission rights to your titles.
- If you have signed the agreement but wish to exclude individual titles from family sharing, please make sure to supply Libri with that information via ONIX. Please find the specifications for [ONIX 2.1 here](#) and [ONIX 3.0 here](#).
- If you have not signed the agreement and do not wish to allow any of your titles for family sharing, your titles will automatically be excluded from the family account feature. You do not need to send any information via ONIX, unless you wish to allow family sharing for individual titles.

10.7 Series/sequences

Tip! Series, including those without any fixed sequence, are extremely popular. Please make use of the option of defining relations between titles and announcing them (in ONIX 2.1, in the <series> block or in the <collection> block ONIX 3.0) to make it easier to find them, and thereby achieve better sales.

More information on series-details in ONIX are available [here for ONIX 2.1](#) and [here for ONIX 3.0](#).

10.8 Your marketing information regarding sales promotions, novelties and eBook highlights

In addition to sending us your metadata via ONIX, you can also let us, and our associated partners know about your upcoming novelties, sales promotions and media coverage of your eBook highlights.

In order to do so, please use our Excel template for sales promotion- and novelty-information. You can download the template (“Libri-Vorlage Promotion New Releases”) [here](#) and after filling it out, please simply send it to eContent@libri.de. We gather the information from all submitted lists and compile it into one list, which we are sending to all tolino bookstores on a weekly basis, usually on Wednesdays. Of course, whether the shops pick up the info to include in their marketing activities is entirely up to them and beyond our control.

10.9 ONIX 2.1

| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|--|--|---|---|--------------------|
| ProductIdentifier EAN/ISBN (starting with 4* or 9*) | <pre><ProductIdentifier> <ProductIDType>VALUE</ProductIDType> <IDValue>VALUE</IDValue> </ProductIdentifier></pre> | <pre><productidentifier> <b221>VALUE</b221> <b244>VALUE</b244> </productidentifier></pre> | ProductIDType: "03" = EAN "15" = ISBN | At least EAN or ISBN is mandatory | x |
| Family Authorization | <pre><ProductFormFeature> <ProductFormFeatureType>09 </ProductFormFeatureType> <ProductFormFeatureValue>10 </ProductFormFeatureValue> <ProductFormFeatureDescription>FREE TEXT</ProductFormFeatureDescription> </ProductFormFeature></pre> | <pre><ProductFormFeature> <b334>09 </b334> <b335>10 </b335> <b336> FREE TEXT </b336> </ProductFormFeature></pre> | 09= E-publication accessibility detail 10= reading system accessibility options disabled (except) b336: FAMILY_AUTHORIZATION =LIMITED_PERMITTED_02 FAMILY_AUTHORIZATION =PROHIBITED_03 | Necessary if other than the right in the contract granted should apply | |
| Read in Store | <pre><ProductFormFeature> <ProductFormFeatureType>07</ ProductFormFeatureType> <ProductFormFeatureDescription> FREE TEXT </ProductFormFeatureDescription> </ProductFormFeature> </Product></pre> | <pre><ProductFormFeature> <b334>07</b334> <b336>FREE TEXT </b336> </ProductFormFeature></pre> | 07= Other system requirements b336: READ_IN_STORE_PERMITTED_01 READ_IN_STORE_PROHIBITED_03 | Necessary if other than the right in the contract granted should apply | |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--------------------|--|---|--|--|--------------------|
| Text2Speech | <pre><ProductFormFeature> <ProductFormFeatureType>09</ ProductFormFeatureType> <ProductFormFeatureValue>10</ProductFormFeatureValue> <ProductFormFeatureDescription>FREE TEXT </ProductFormFeatureDescription> </ProductFormFeature></pre> | <pre><ProductFormFeature> <b334>09</b334> <b334>10</b334> <b336>FREE TEXT </b336> </ProductFormFeature></pre> | 09=E-publication accessibility detail 10=No reading system accessibility options disabled b336: TEXT_TO_SPEECH_PERMITTED_01 TEXT_TO_SPEECH_PROHIBITED_03 | Necessary if other than the right in the contract granted should apply | |
| Preview | <pre><ProductFormFeature> <ProductFormFeatureType>09</ ProductFormFeatureType> <ProductFormFeatureValue>10</ProductFormFeatureValue> <ProductFormFeatureDescription>FREE TEXT </ProductFormFeatureDescription> </ProductFormFeature></pre> | <pre><ProductFormFeature> <b334>09</b334> <b335>10</b335> <b336>FREE TEXT </b336> </ProductFormFeature></pre> | 09=E-publication accessibility detail 10=No reading system accessibility options disabled b336: PREVIEW_PERMITTED_01 PREVIEW_PROHIBITED_03 | Necessary if other than the right in the contract granted should apply | |
| Compatibility | <pre><ProductFormFeatureDescription>VALUE</ProductFormFeatureDescription></pre> | <pre><b336>VALUE</b336></pre> | ProductFormFeatureDescription: "Apps" "eReaders" "all" | | |
| Publication format | <pre><EpubType>VALUE</EpubType></pre> | <pre><b211>VALUE</b211></pre> | EPubType: "002" = PDF "029" = EPUB | | x |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--------------------|--|--------------------------|---|---|--------------------|
| | <ProductFormDetail>VALUE</ProductFormDetail> | <b333>VALUE</b333> | ProductFormDetail: "E200" Reflowable "E201" Fixed format" | | |
| EPUB Version | <EpubTypeVersion>VALUE</EpubTypeVersion> | <b212>VALUE</b212> | | EPUB3 delivery only after approval. Additional ly, see Description "Enhanced EPUB3 Tags" | |
| Protection Type | <EpubTypeNote>VALUE</EpubTypeNote> | <b277>VALUE</b277> | SalesRestrictionDetail: 00= Unprotected 01= DRM (hard DRM) 02= Watermarking (soft DRM) 03= Adobe DRM (hard DRM) | | |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|---------------|---|--|--|--|--------------------|
| Series | <pre><Series> <SeriesIdentifier> <SeriesIDType>01</SeriesIDType> <IDTypeName>VALUE</IDTypeName> <IDValue>VALUE</IDValue> </SeriesIdentifier> <TitleOfSeries>VALUE</TitleOfSeries> </Series></pre> | <pre><series> <seriesidentifier> <b273>VALUE</b273> <b233>VALUE</b233> <b244>VALUE</b244> </seriesidentifier> <b018>VALUE</b018> </series></pre> | <p>SeriesIDType:</p> <p>01= proprietary, publisher's own series ID 04=German Books in Print series ID, maintained by VLB</p> | | |
| Ebook's title | <pre><Title> <TitleType>VALUE</TitleType> <TitleText>VALUE</TitleText> </Title></pre> | <pre><title> <b202>VALUE</b202> <b203>VALUE</b203></ti tle></pre> | <p>TitleType:</p> <p>"01" = Distinctive title</p> | The text length for the title text is maximum 255 characters | x |
| Subtitle | <pre><Title> <TitleType>VALUE</TitleType> <Subtitle>VALUE</Subtitle> </Title></pre> | <pre><title> <b202>VALUE</b202> <b029>VALUE</b029> </title></pre> | <p>TitleType:</p> <p>"01" = Distinctive title</p> | | |

eBook Delivery Guidelines



YOUR PARTNER
IN SUCCESS

| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|-----------------|---|---|---|---|--------------------|
| Contributor | <Contributor> <ContributorRole>VALUE</ContributorRole> <BiographicalNote>VALUE</BiographicalNote> <KeyNames>VALUE</KeyNames> <NamesBeforeKey>VALUE</NamesBeforeKey> <TitlesBeforeNames>VALUE</TitlesBeforeNames> <PersonNameInverted>VALUE</PersonNameInverted> <PersonName>VALUE</PersonName> </Contributor> | <contributor> <b035>VALUE</b035> <b044>VALUE</b044> <b040>VALUE</b040> <b039>VALUE</b039> <b038>VALUE</b038> <b037>VALUE</b037> <b036>VALUE</b036> </contributor> | ContributorRole: "A01" = Author "B01" = Editor "A12" = Illustrator "B06" = Translator | | |
| EditionType | <EditionTypeCode>VALUE</EditionTypeCode> | <b056>VALUE</b056> | EditionTypeCode: "ABR" = Abridged "UBR" = Unabridged "ENH" = Enhanced (for EPUB3) | Please note that ebooks with <editionType>ENH are not supported by some of the vendors. | |
| Edition | <EditionNumber>VALUE</EditionNumber> | <b057>VALUE</b057> | Only one value is allowed | <NoEdition /> will be ignored. | |
| Number of pages | <NumberOfPages>VALUE</NumberOfPages> | <b061>VALUE</b061> | | | |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|--|--|--|----------------------------|--------------------|
| Filesize | <Extent> <ExtentType>VALUE</ExtentType> <ExtentValue>VALUE</ExtentValue> <ExtentUnit>VALUE</ExtentUnit> </Extent> | <extent> <b218>VALUE</b218> <b219>VALUE</b219> <b220>VALUE</b220> </extent> | ExtentType: "22" = Filesize ExtentUnit: "17" = Bytes | | |
| Subject Scheme Keyword and Classification | <Subject> <SubjectSchemeIdentifier>VALUE</SubjectSchemeIdentifier> <SubjectSchemeVersion>VALUE</SubjectSchemeVersion> <SubjectCode>VALUE</SubjectCode> <SubjectHeadingText>VALUE</SubjectHeadingText> </Subject> OR <MainSubject> <MainSubjectSchemeIdentifier>VALUE</MainSubjectSchemeIdentifier> <MainSubjectSchemeVersion>VALUE</MainSubjectSchemeVersion> <SubjectCode>VALUE</SubjectCode> <SubjectHeadingText>VALUE</SubjectHeadingText> </MainSubject> | <subject> <b067>VALUE</b067> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> </subject> OR <mainsubject> <b191>VALUE</b191> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> </mainsubject> | SubjectSchemeIdentifier for <mainsubject>: 10 = BISAC Subject Heading 12 = BIC subject category 26 = Warengruppen-Systematik des deutschen Buchhandels SubjectSchemeIdentifier for <subject>: 10 = BISAC Subject Heading 12 = BIC subject category 20 = keywords 24 = proprietary scheme 93 = THEMA subject 95 = THEMA qualifier | <Mainsubject> is mandatory | x |

| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|-------------|--|--|---|--|--------------------|
| Audience | <p><AudienceRange> <AudienceRangeQualifier>VALUE</AudienceRangeQualifier> <AudienceRangePrecision>VALUE</AudienceRangePrecision> <AudienceRangeValue>VALUE</AudienceRangeValue> </AudienceRange></p> <p><audience> <AudienceCodeType> 22 = ONIX Adult audience rating (List 29), <AudienceCodeValue> Codes List 203</p> <p><Subject> <SubjectSchemeIdentifier>VALUE</SubjectSchemeIdentifier> <SubjectCode>VALUE</SubjectCode> <SubjectHeadingText>VALUE</SubjectHeadingText> </Subject></p> | <p><audiencerange> <b074>VALUE</b074> <b075>VALUE</b075> <b076>VALUE</b076> </audiencerange></p> <p><audience> <b204> 22 = ONIX Adult audience rating (List 203) <b206> Codes List 203</p> <p><subject> <b067>VALUE</b067> <b069>VALUE</b069> <b070>VALUE</b070></subject></p> | <p>AudienceRangeQualifier: "18" = Reading age, years</p> <p>AudienceRangePrecision: "01" = exact "03" = from "04" = to</p> <p><AudienceCodeValue> "02"= Content warning The publisher warns the content may offend parts of the adult audience (for any reason) Main value (other values are possible too)</p> <p><b067>= 98 Thema interest age / special interest qualifier</p> <p><b069>= 5X</p> <p><b070>=contains explicit or offensive material or content / enthält sexuell anstößiges oder gewaltverherrlichendes Material</p> | <p>Specification must be in years only. Books for children obligatory must be reported with a reading age. Please consider the youth protection legislation: eBooks which are subject of the regulation have to be identified mandatorily with AudienceCode Type 22 and AudienceCode Value (02).</p> | |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 - Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|---|--|--|--|--------------------|
| Main description, short & long description | <pre><OtherText> <TextTypeCode>VALUE</TextTypeCode> <TextFormat>VALUE</TextFormat> <Text>VALUE</Text> </OtherText></pre> | <pre><othertext> <d102>VALUE</d102> <d103>VALUE</d103> <d104>VALUE</d104> </othertext></pre> | <p>TextTypeCode: "01" = Main description "02" = Short description</p> <p>Hierarchy: Main description: TextFormat "02","06",none</p> <p>Short description: TextTypeCode "02" / TextFormat "02","01", none, TextTypeCode "23"</p> | | |
| Publisher | <pre><Publisher> <NameCodeType>VALUE</NameCodeType> <NameCodeValue>VALUE</NameCodeValue> <PublisherName>VALUE</PublisherName></Publisher></pre> | <pre><publisher> <b241>VALUE</b241> <b043>VALUE</b043> <b081>VALUE</b081></p ublisher></pre> | <p>02 = Proprietary 04 = Verkehrsnr 05 = MVB-Herstellernr</p> | | x |
| Date of an announced product/ Preorder | <pre><AnnouncementDate>VALUE</AnnouncementDate></pre> | <pre><b086>VALUE</b086></pre> | | (Not considered at the moment) | |
| Publication Date | <pre><PublicationDate>VALUE</PublicationDate></pre> | <pre><b003>VALUE</b003></pre> | | | x |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|--|--|--|--|--------------------|
| Countries included/excluded (sale is allowed or not allowed there) | <pre><SalesRights> <SalesRightsType>VALUE</SalesRightsType> <RightsCountry>VALUE</RightsCountry> </SalesRights></pre> | <pre><salesrights> <b089>VALUE</b089> <b090>VALUE</b090> </salesrights></pre> | <p>SalesRightsType:</p> <p>01 or 02= sale 03= not for sale</p> | If nothing is specified, sales are permitted in all countries | |
| Product relation | <pre><RelatedProduct> <RelationCode>VALUE</RelationCode> <ProductIdentifier> <ProductIDType>VALUE</ProductIDType> <IDValue>VALUE</IDValue> </ProductIdentifier> <ProductForm>VALUE</ProductForm> </RelatedProduct></pre> | <pre><relatedproduct> <h208>VALUE</h208> <productidentifier> <b221>VALUE</b221> <b244>VALUE</b244> </productidentifier> <b012>VALUE</b012> </relatedproduct></pre> | <p>RelationCode:03=Replaces05=Replaced by 06=alternative format 11=Is other language version 13= printed product 28=enhanced version</p> <p>ProductIDType: 03= GTIN-13 (EAN) 15= ISBN-13</p> | | |
| Availability of the product | <pre><SupplyDetail> <AvailabilityCode>VALUE</AvailabilityCode> </SupplyDetail></pre> | <pre><supplydetail> <j141>VALUE</j141> </supplydetail></pre> | <p>AvailabilityCode:</p> <p>IP= available OP=unavailable</p> | Either <j141> or <j396> should be reported. If both <j396> has priority. | (x) |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|--|--|---|---|--------------------|
| | <SupplyDetail>. <ProductAvailability>VALUE</ProductAvailability> </SupplyDetail> | <supplydetail>. <j396>VALUE</j396> </supplydetail> | ProductAvailability: "20" = available "40" = unavailable | AvailabilityCode has priority if both are set. | (x) |
| On Sale Date, product can be delivered | <SupplyDetail> <OnSaleDate>VALUE</OnSaleDate> </SupplyDetail> | <supplydetail> <j143>VALUE</j143> </supplydetail> | | | |
| The price type code that defines the sales model | <SupplyDetail> <Price> <PriceTypeCode>VALUE</PriceTypeCode> <PriceAmount>VALUE</PriceAmount> <CurrencyCode>VALUE</CurrencyCode> </Price> </SupplyDetail> | <supplydetail> <price> <j148>VALUE</j148> <j151>VALUE</j151> <j152>VALUE</j152> </price> </supplydetail> | PriceTypeCodes for „content reselling“: 02=RRP including tax 04=Fixed retail price including tax PriceTypeCode for “agency model”: 42=Publishers retail price including tax | Other pricetypes will be ignored “content reselling”: Please notice, besides the <price> composite for EUR we also need one for CHF in CH and EUR explicitly valid in AT. | x |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 – Specifications | Comments ONIX 2.1 | Mandatory Field |
|--|----------------------------------|--------------------------|------------------------------------|--|--------------------|
| Code identifying a country in which the price is given | <CountryCode>VALUE</CountryCode> | <b251>VALUE</b251> | - | <p>When reporting prices for “content reselling” (Code 02 or 04): Assign also prices explicitly for CH (in currency CHF) and AT (EUR). “agency model” (Code 42): prices have to be assigned to a country: either in <supplytocountry> or <countrycode></p> <p>Please refrain from reporting</p> | |

eBook Delivery Guidelines



| Description | ONIX 2.1 (Reference Names) | ONIX 2.1 (Short Tags) | VALUE ONIX 2.1 - Specifications | Comments ONIX 2.1 | Mandatory Field |
|--------------|--|--|---|---|--------------------|
| | | | | multiple prices per territory. | |
| Tax | <pre><SupplyDetail> <Price> <TaxRateCode1>VALUE</TaxRateCode1> <TaxRatePercent1>VALUE</TaxRatePercent1> </Price> </SupplyDetail></pre> | <pre><supplydetail> <price> <j153>VALUE</j153> <j154>VALUE</j154> </price> </supplydetail></pre> | TaxRateCode1: S= Standard R= Lower Rate | TaxRateCode1 is mandatory for DE, AT, CH. R is supported for DE, AT, CH. | |
| Price-Period | <pre><PriceEffectiveFrom>VALUE</PriceEffectiveFrom> <PriceEffectiveUntil>VALUE</PriceEffectiveUntil></pre> | <pre><j161>VALUE</j161> <j162>VALUE</j162></pre> | - | Please note that you have to start a new price after you ended a price | |

eBook Delivery Guidelines



10.10 ONIX 3

| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|--|---|--|--|--|----------------------|
| ProductIdentifier EAN/ISBN (starting with 4* or 9*) | <pre><ProductIdentifier> <ProductIDType>VALUE</ProductIDType> <IDValue>VALUE</IDValue> </ProductIdentifier></pre> | <pre><productidentifier> <b221>VALUE</b221> <b244>VALUE</b244> </productidentifier></pre> | <p>ProductIDType:</p> <p>"03" = EAN "15" = ISBN</p> | At least EAN or ISBN is mandatory | x |
| Family Authorization | <pre><DescriptiveDetail> <EpubUsageConstraint> <EpubUsageType>09</EpubUsageType> <EpubUsageStatus>VALUE</EpubUsageStatus> <EpubUsageLimit> <Quantity>5</Quantity> <ePubUsageUnit>07</ePubUsageUnit> </EpubUsageLimit> </EpubUsageConstraint> </DescriptiveDetail></pre> | <pre><DescriptiveDetail> <EpubUsageConstraint> <x318>09</x318> <x319>02</x319> <EpubUsageLimit> <x320>5</x320> <x321>07</x321> <EpubUsageLimit> </EpubUsageConstraint></pre> | <p>EpubUsageType:</p> <p>09= Multi-user license</p> <p>EpubUsageStatus:</p> <p>02=Permitted 03=Prohibited</p> <p>Quantity (NOT VARIABLE, needs to be 5): Number of users the title can be shared with.</p> <p><EpubUsageUnit>: 07=Concurrent users</p> | Necessary if other than the right in the contract granted should apply | |

eBook Delivery Guidelines



| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|---------------|---|---|--|--|----------------------|
| Text2Speech | <pre><DescriptiveDetail> <EpubUsageConstraint> <EpubUsageType>05</EpubUsageType> <EpubUsageStatus>01</EpubUsageStatus> </EpubUsageConstraint> <EpubUsageConstraint> <EpubUsageType>05</EpubUsageType> <EpubUsageStatus>03</EpubUsageStatus> </EpubUsageConstraint></pre> | <pre><DescriptiveDetail> <EpubUsageConstraint> <x318>05</x318> <x319>01</x319> </EpubUsageConstraint> <EpubUsageConstraint> <x318>05</x318> <x319>03</x319> </EpubUsageConstraint></pre> | <p>EpubUsageType: 5= Text to speech</p> <p>EpubUsageStatus: 01=Permitted 03=Prohibited</p> | Necessary if other than the right in the contract granted should apply | |
| Preview | <pre><DescriptiveDetail> <EpubUsageConstraint> <EpubUsageType>01</EpubUsageType> <EpubUsageStatus>01</EpubUsageStatus> </EpubUsageConstraint> <EpubUsageConstraint> <EpubUsageType>01</EpubUsageType> <EpubUsageStatus>03</EpubUsageStatus> </EpubUsageConstraint></pre> | <pre><DescriptiveDetail> <EpubUsageConstraint> <x318>01</x318> <x319>01</x319> </EpubUsageConstraint> <EpubUsageConstraint> <x318>01</x318> <x319>03</x319> </EpubUsageConstraint></pre> | <p>EpubUsageType: 1= Preview</p> <p>EpubUsageStatus: 01=Permitted 03=Prohibited</p> | Necessary if other than the right in the contract granted should apply | |
| Read in Store | <pre><DescriptiveDetail> <EpubUsageConstraint> <EpubUsageType>10</EpubUsageType> <EpubUsageStatus>VALUE</EpubUsageStatus> </EpubUsageConstraint> </DescriptiveDetail></pre> | <pre><DescriptiveDetail> <EpubUsageConstraint> <x318>10</x318> <x319>VALUE</x319> </EpubUsageConstraint></pre> | <p>EpubUsageType: 10=Preview on premises</p> <p>EpubUsageStatus:</p> | Necessary if other than the right in the contract granted should apply | |

eBook Delivery Guidelines



| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|-----------------------|---|--|--|--|----------------------|
| | | | 01=Permitted 03=Prohibited | | |
| Compatibility | <p><ProductFormFeature></p> <p><ProductFormFeatureType>VALUE</ProductFormFeatureType></p> <p><ProductFormFeatureValue>97</ProductFormFeatureValue></p> <p><ProductFormFeatureDescription>VALUE</ProductFormFeatureDescription></p> <p></ProductFormFeature></p> | <p><productformfeature></p> <p><b334>VALUE</b334></p> <p><b335>VALUE</b335></p> <p><b336>VALUE</b336></p> <p></productformfeature></p> | <p>ProductFormFeatureType: "09" = E-publication accessibility detail</p> <p>ProductFormFeatureValue: "97" = Compatibility tested</p> <p>ProductFormFeatureDescription:</p> | | |
| Publication format | <ProductFormDetail>VALUE</ProductFormDetail> | <b333>VALUE</b333> | <p>ProductFormDetail:</p> <p>"E101" = EPUB "E107" = PDF "E200" = Reflowable "E201" = Fixed format</p> | | x |
| EPUB Version | <p><ProductFormFeature></p> <p><ProductFormFeatureType>VALUE</ProductFormFeatureType></p> <p><ProductFormFeatureValue>VALUE</ProductFormFeatureValue></p> <p></ProductFormFeature></p> | <p><productformfeature></p> <p><b334>VALUE</b334></p> <p><b335>VALUE</b335></p> <p></productformfeature></p> | <p>ProductFormFeatureType : "10" = E-publication format version</p> <p>ProductFormFeatureValue: Version-Number "2" or "2.0" etc.</p> | <p>EPUB3 delivery only after approval.</p> <p>101B/C will both be handled as "EPUB 3".</p> | |

eBook Delivery Guidelines



| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|--------------------|--|---|---|--------------------|----------------------|
| | | | ProductFormFeatureType: "15" = E-publication format version code ProductFormFeatureValue: "101A" = EPUB 2.0.1 "101B" = EPUB 3.0 "101C" = EPUB 3.0.1 | | |
| Protection Type | <EpubTechnicalProtection>VALUE</EpubTechnicalProtection> | <x317>VALUE</x317> | EpubTechnicalProtection: 00= Unprotected 01 und 03= Adobe DRM (hard DRM) 02= Watermarking (soft DRM) | | |
| Series | <Collection> <CollectionType>10</CollectionType> <SourceName>Verlagsname</SourceName> <CollectionIdentifier> <CollectionIDType>01</CollectionIDType> <IDTypeName>VALUE</IDTypeName> <IDValue>VALUE</IDValue > <CollectionIdentifier> <TitleDetail> <TitleType>01</TitleType> <TitleElement> <TitleElementLevel>02</TitleElementLevel> | <Collection> <x329>10</x329> <x330>Verlagsname</x330> <CollectionIdentifier> <x344>01</x344> <b233>Publisher-ID</b233> <b244>VALUE</b244> </CollectionIdentifier> <TitleDetail> <b202>01</b202> <TitleElement> <x409>02</x409> | CollectionType: 10=Publisher Collection CollectionIDType: 01= proprietary, publisher's own series ID 04=German Books in Print series ID, maintained by VLB TitleElementLevel: 02=Collection-Level | | |

eBook Delivery Guidelines



| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|---------------|---|---|---|--|----------------------|
| | <pre><PartNumber>VALUE</PartNumber> <TitleText>VALUE</TitleText> </TitleElement> </TitleDetail> </Collection></pre> | <pre><b203>VALUE</b203> </TitleElement> <x410>VALUE</x410> </TitleElement> </TitleDetail> </Collection></pre> | <p>TitleType: 01 = Distinctive title</p> | | |
| Ebook's title | <pre><TitleDetail> <TitleType>VALUE</TitleType> <TitleElement> <TitleElementLevel>VALUE</TitleElementLevel> <TitleText>VALUE</TitleText> </TitleElement> </TitleDetail></pre> | <pre><titledetail> <b202>VALUE</b202> <titleelement> <x409>VALUE</x409> <b203>VALUE</b203> </titleelement> </titledetail></pre> | <p>TitleType: "01" = Distinctive title</p> <p>TitleElementLevel: "01" = Product</p> | The text length for the title text is maximum 255 characters | x |
| Subtitle | <pre><DescriptiveDetail> <TitleDetail> <TitleType>VALUE</TitleType> <TitleElement> <Subtitle>VALUE</Subtitle> </TitleElement> </TitleDetail> </DescriptiveDetail></pre> | <pre><descriptivedetail> <titledetail> <b202>VALUE</b202> <titleelement> <b029>VALUE</b029> </titleelement> </titledetail> </descriptivedetail></pre> | <p>TitleType: "01" = Distinctive title</p> | | |

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|-----------------|---|---|---|---|----------------------|
| Contributor | <Contributor> <ContributorRole>VALUE</ContributorRole> <BiographicalNote>VALUE</BiographicalNote> <KeyNames>VALUE</KeyNames> <NamesBeforeKey>VALUE</NamesBeforeKey> <TitlesBeforeNames>VALUE</TitlesBeforeNames> <PersonNameInverted>VALUE</PersonNameInverted> <PersonName>VALUE</PersonName> </Contributor> | <contributor> <b035>VALUE</b035> <b044>VALUE</b044> <b040>VALUE</b040> <b039>VALUE</b039> <b038>VALUE</b038> <b037>VALUE</b037> <b036>VALUE</b036> </contributor> | ContributorRole: "A01" = Author "B01" = Editor "A12" = Illustrator "B06" = Translator | Default value for author: "-" | |
| EditionType | <EditionType>VALUE</EditionType> | <x419>VALUE</x419> | EditionType: "ABR" = Abridged "UBR" = Unabridged "ENH" = Enhanced (for EPUB3) | Please note that eBooks with <editionType>ENH are not supported by some of the vendors. | |
| Edition | <EditionNumber>VALUE</EditionNumber> | | | <NoEdition/> will be ignored. | |
| Number of pages | <Extent> <ExtentType>VALUE</ExtentType> <ExtentValue>VALUE</ExtentValue> <ExtentUnit>VALUE</ExtentUnit> | <extent> <b218>VALUE</b218> <b219>VALUE</b219> <b220>VALUE</b220> </extent> | ExtentType: "00" = Main content page count "22" = Filesize | | |

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|---|--|--|---|-------------------------------|----------------------|
| Filesize | </Extent> | <extent> <b218>VALUE</b218> <b219>VALUE</b219> <b220>VALUE</b220> </extent> | ExtentUnit: "03" = Pages "17" = Bytes | | |
| Subject Scheme Keyword and Classification | <Subject> <SubjectSchemeIdentifier>VALUE</SubjectSchemeIdentifier > <SubjectSchemeVersion>VALUE</SubjectSchemeVersion> <SubjectCode>VALUE</SubjectCode> <SubjectHeadingText>VALUE</SubjectHeadingText> </Subject> </DescriptiveDetail> OR <DescriptiveDetail> <SubjectSchemeIdentifier>VALUE</SubjectSchemeIdentifier > <MainSubjectSchemeVersion>VALUE</MainSubjectScheme Version> <SubjectCode>VALUE</SubjectCode> <SubjectHeadingText>VALUE</SubjectHeadingText> <MainSubject/> | <product> <descriptivedetail> <subject> <b067>VALUE</b067> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> </subject> </descriptivedetail> </product> OR <product> <descriptivedetail> <b191>VALUE</b191> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> <x425/> </descriptivedetail> </product> | SubjectSchemeIdentifier for <mainsubject>: 10 = BISAC Subject Heading 12 = BIC subject category 26 = Warengruppen- Systematik des deutschen Buchhandels SubjectSchemeIdentifier for <subject>: 10 = BISAC Subject Heading 12 = BIC subject category 20 = keywords 24 = proprietary scheme 93 = THEMA subject 95 = THEMA qualifier | <Mainsubject> is mandatory | x |

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|-------------|---|--|---|---|----------------------|
| Audience | <p><DescriptiveDetail> <AudienceRange> <AudienceRangeQualifier>VALUE</AudienceRangeQualifier> > <AudienceRangePrecision>VALUE</AudienceRangePrecision> > <AudienceRangeValue>VALUE</AudienceRangeValue> </AudienceRange></DescriptiveDetail></p> <p><audience></p> <p><AudienceCodeType> 22 = ONIX Adult audience rating (List 29)<AudienceCodeValue> Codes List 203</p> <p><Subject></p> <p><SubjectSchemeIdentifier>VALUE</SubjectSchemeIdentifier> ></p> <p><SubjectCode>VALUE</SubjectCode></p> <p><SubjectHeadingText>VALUE</SubjectHeadingText> </Subject></p> | <p><audiencerange></p> <p><b074>VALUE</b074> <b075>VALUE</b075> <b076>VALUE</b076> </audiencerange></p> <p><audience></p> <p><b204> 22 = ONIX Adult audience rating (List 29) <b206> Codes List 203</p> <p><subject></p> <p><b067>VALUE</b067> <b069>VALUE</b069> <b070>VALUE</b070></subject></p> | <p>AudienceRangeQualifier:"18" = Reading age, years</p> <p>AudienceRangePrecision:"01" = exact "03" = from "04" = to</p> <p><AudienceCodeValue> "02" = Content warning The publisher warns the content may offend parts of the adult audience (for any reason) Main value (other values are possible too)</p> <p><b067>= 17 BIC reading level and special interest qualifier Or 98 Thema interest age / special interest qualifier <b069>= 5X</p> | <p>Specification must be in years only.</p> <p>Books for children obligatorily must be reported with a reading age.</p> <p>Please consider the youth protection legislation: eBooks which are subject of the regulation have to be identified mandatorily with either AudienceCodeType 22 and AudienceCodeValue (02) Or <SubjectCode> 5X In Thema and BIC</p> | |

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|--|---|--|--|--------------------|----------------------|
| | | | <p><b070>=contains explicit or offensive material or content / enthält sexuell anstößiges oder gewaltverherrlichendes Material</p> | | |
| Main description, short & long description | <pre> <CollateralDetail> <TextContent> <TextType>VALUE</TextType> <ContentAudience>VALUE</ContentAudience> <Text>VALUE</Text> </TextContent> </CollateralDetail> </pre> | <pre> <subject> <b067>VALUE</b067> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> </subject> OR <b191>VALUE</b191> <b068>VALUE</b068> <b069>VALUE</b069> <b070>VALUE</b070> <x425/> </pre> | <p>TextType: "02" = Short description "03" = Description</p> <p>ContentAudience: "00" = Unrestricted "03" = End-customers</p> | | |

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| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|--|--|---|---|---|----------------------|
| Publisher | <pre> <PublishingDetail> <Imprint> <ImprintIdentifier> <ImprintIDType>01</ImprintIDType> <IDTypeName>VALUE<IDTypeName> <IDValue>VALUE</IDValue> </ImprintIdentifier> <ImprintName>VALUE</ImprintName> </Imprint> <Publisher> <PublisherIdentifier> <PublisherIDType>02</PublisherIDType> <IDValue>VALUE</IDValue> </PublisherIdentifier> <PublisherName>VALUE</PublisherName> </Publisher> </PublishingDetail> </pre> | <pre> <imprint> <imprintidentifier> <x445>01</x445> <b233>VALUE</b233> <b244>VALUE</b244> </imprintidentifier> <b079>VALUE</b079> </imprint> <publisher> <b291>01<b291> <publisheridentifier> <x447>02</x447> <b244>VALUE</b244> </publisheridentifier> <b081>VALUE</b081> </publisher> </pre> | <p>02 = Proprietary 04 = Verkehrsnr 05 = MVB-Herstellernr</p> | | x |
| Date of an announced product/ Preorder | <pre> <PublishingDetail> <PublishingDate> <PublishingDateRole>VALUE</PublishingDateRole> <Date>VALUE</Date> </PublishingDate></PublishingDetail> </pre> | <pre> <publishingdetail> <publishingdate> <x448>VALUE</x448> <date>VALUE</date> </publishingdate> </publishingdetail> </pre> | <p>PublishingDateRole:"09" = Public Announcement Date"27"=Preorder Embargo Date</p> | <p>(Not considered at the moment)</p> | |

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| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|---|--|---|---|---|----------------------|
| Publication Date | <pre><PublishingDetail> <PublishingDate> <PublishingDateRole>VALUE</PublishingDateRole> <Date>VALUE</Date> </PublishingDate> </PublishingDetail></pre> | <pre><publishingdetail> <publishingdate> <x448>VALUE</x448> <date>VALUE</date> </publishingdate> </publishingdetail></pre> | PublishingDateRole: "01" = Publication Date | | x |
| Countries included/ excluded (sale is allowed or not allowed there) | <pre><PublishingDetail> <SalesRights> <SalesRightsType>VALUE</SalesRightsType> <Territory> <CountriesIncluded>VALUE</CountriesIncluded> </Territory> </SalesRights> </PublishingDetail></pre> | <pre><publishingdetail> <salesrights> <b089>VALUE</b089> <territory> <x449>VALUE</x449> </territory> </salesrights> </publishingdetail></pre> | SalesRightsType: 01 or 02= sale 03= not for sale | If nothing is specified, sales is permitted in all countries <RegionsIncluded > and <RegionsExclude d> are not supported! | |
| Product relation | <pre><RelatedMaterial> <RelatedProduct> <ProductRelationCode>VALUE</ProductRelationCode> <ProductIdentifier> <ProductIDType>VALUE</ProductIDType> <IDValue>VALUE</IDValue> </ProductIdentifier> </RelatedProduct> </RelatedMaterial></pre> | <pre><relatedmaterial> <relatedproduct> <x455>VALUE</x455> <productidentifier> <b221>VALUE</b221> <b244>VALUE</b244> </productidentifier> <b012>VALUE</b012> </relatedproduct> </relatedmaterial></pre> | RelationCode: 03=Replaces 05=Replaced by 06=alternative format 11=Is other language version 13= printed product 28=enhanced version ProductIDType: 03= GTIN-13 (EAN) 15= ISBN-13 | | |

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|--|--|--|---|--|----------------------|
| Availability of the product | <pre><ProductSupply> <SupplyDetail> <ProductAvailability>VALUE</ProductAvailability> </SupplyDetail> </ProductSupply></pre> | <pre><productsupply> <supplydetail> <j396>VALUE</j396> </supplydetail> </productsupply></pre> | ProductAvailability: "20" = available "40" = unavailable | | x |
| On Sale Date, product can be delivered | <pre><PublishingDetail> <PublishingDate> <PublishingDateRole>VALUE</PublishingDateRole> <Date>VALUE</Date> </PublishingDate></PublishingDetail></pre> | <pre><publishingdetail> <publishingdate> <x448>VALUE</x448> <date>VALUE</date> </publishingdate> </publishingdetail></pre> | PublishingDateRole: "02" = Embargo Date (Delivery Date) | | |
| The price type code that defines the sales model | <pre><ProductSupply> <SupplyDetail> <Price> <PriceType>VALUE</PriceType> <PriceAmount>VALUE</PriceAmount> <CurrencyCode>VALUE</CurrencyCode> </Price> </SupplyDetail> </ProductSupply></pre> | <pre><productsupply> <supplydetail> <Price> <x462>VALUE</x462> <j151>VALUE</j151> <j152>VALUE</j152> </price> </supplydetail> </productsupply></pre> | PriceTypeCodes for „content reselling“: 02=RRP including tax 04=Fixed retail price including tax PriceTypeCode for “agency model“: 42=Publishers retail price including tax | Other price types will be ignored “content reselling“: Please notice, besides the <price> composite for EUR we also need one for CHF in CH and EUR | x |

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|--|---|---|----------------------------------|---|----------------------|
| | | | | explicitly valid in AT. | |
| Code identifying a country in which the price is given | <Territory> <CountriesIncluded>VALUE</CountriesIncluded> </Territory> | <territory> <x449>VALUE</x449> </territory> | - | When reporting prices for "content reselling" (Code 02 or 04): Assign also prices explicitly for CH (in currency CHF) and AT (EUR). "agency model" (Code 42): prices have to be assigned to a country: either in <supplytocountry > or <countrycode>. CountriesExclude | (x) |

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|-------------|--|---|--|--|----------------------|
| | | | | d and Region declarations are not supported. Please refrain from reporting multiple prices per territory. | |
| Tax | <pre><Tax> <TaxType>01</TaxType> <TaxRateCode>VALUE</TaxRateCode> <TaxRatePercent>VALUE </TaxRatePercent> </Tax></pre> | <pre><tax> <x470>01</x470> <x471>VALUE</x471> <x472>VALUE</x472> </tax></pre> | <p>TaxRateCode:</p> <p>S= Standard R= Lower Rate</p> <p>TaxType:</p> <p>01 = VAT</p> | <p><TaxType>: Only VAT (TaxType = 01) supported.</p> <p>R is supported for CH, S for DE, AT.</p> <p>'Reporting prices "agency model" you have to consider that it is mandatory to name the TaxRatePercent when you report the tax composite.</p> | |

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| Description | ONIX 3 (Reference Names) | ONIX 3 (Short Tags) | VALUE ONIX 3 - Specifications | Comments ONIX 3 | Manda- tory Field |
|--------------|---|---|---|---|----------------------|
| Price-Period | <pre><PriceDate> <PriceDateRole>VALUE</PriceDateRole> <Date>VALUE</Date> </PriceDate></pre> | <pre><pricedate> <x476>VALUE</x476> <date>VALUE</date> </pricedate></pre> | <p>PriceDateRole:</p> <p>"14" = Price valid from "15" = Price valid until</p> | <p>Please note that you have to start a price new after you ended a price (using code 15 you always have to send a code 14)</p> | |