

kobo™



WRITING LIFE

Frequently Asked Questions

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GENERAL INQUIRIES

How do I distribute my content through Kobo?

It's simple. Once you sign up for Kobo Writing Life you can download and review our Writing Life User Guide which offers details about the various steps in your publishing journey. But, in a nutshell, here's the process:

- Accept the Terms of Agreement. (You only need to do this once)
- Enter eBook information (Title, Author Name, Description, Category, etc.), upload your cover, and upload either your ePub file or your manuscript for free conversion to ePub format.
- Indicate whether you want to apply Digital Rights Management (DRM).
- Set the territory and pricing information.
- Publish your eBook.

What is the cost to distribute my eBooks?

Nothing! Kobo does not charge a fee for distributing your eBooks. Kobo will also convert your manuscript to the ePub standard format entirely for free and with no strings attached.

Please see the payment section for details on royalties.

How do I protect my content?

Kobo takes a number of steps to prevent your content from being copied, saved, distributed and reproduced. We offer our vendors the option to enable Digital Rights Management (DRM) on all of their titles.

Who owns the rights to my books?

You do! In fact, we require that you own the digital rights to the content you wish to provide to us. If you only own the digital rights to your content in certain territories, you can make that available for sale using our flexible territorial rights management tool within Kobo Writing Life's easy DIY portal.

FILE TYPES AND FORMATTING

What file types can be uploaded?

You can upload your content file in any of the following formats and they will be converted into a Kobo formatted ePub:

- DOC and DOCX
- ODT
- EPUB
- MOBI

Regardless of the file type, the file size for your book cannot exceed 100MB.

What is an ePub?

Kobo proudly supports the ePub file format (with an .epub file extension), the industry standard electronic book format. ePubs are reflowable, meaning they can be distributed across a wide array of channels and devices without losing their structure. They provide readers with the opportunity to open a Kobo eBook on their smartphones, tablets, laptops, as well as our Kobo eReaders!

How do I preview my books?

To preview your book, go to the “eBooks” tab within your KWL account, select the book, and go to the “Add eBook Content” step. After uploading a file, select “Download and preview this book”.

Then you can save your ePub to any location on your computer and open it in an ePub viewer. For example, Adobe Editions and Calibre are both free ePub viewers.

How do I make a change to my book after it is published?

To change the content of your book or its metadata after publication, just select the book from within your KWL account, make the desired change, and save. Once saved, the updates will be reflected on our site within the following 24 hours.

I receive an error when I try to upload my file. How can I fix this?

File upload errors are due to formatting issues within the file.

If you are uploading an ePub, please run the file through an ePub validator (e.g. Epub Checker) and correct any errors that appear prior to re-uploading.

If you are uploading a file in a different format, please ensure that your file is consistent with our conversion guidelines (under the Help section of your account) prior to re-uploading. If you continue to receive an error, please get in touch with us at writinglife@kobo.com.

METADATA

What is metadata?

Metadata is defined as data about data. For an eBook, metadata is the collection of information about your eBook (like its title, eISBN, author, publisher, categories, language, territorial rights, etc.). Although it is not as exciting or as interesting as anything readers will find in your eBooks, metadata is critical for getting every eBook up for sale right side up, with all the information readers will need to find it in our store.

The great news is that Kobo Writing Life gives you an easy way not only to enter your metadata, territorial rights, and pricing information, but also allows you to update those values quickly and easily.

What is an eISBN and do I need one?

An ISBN acts as a digital fingerprint for all individual editions of a book. This means that the ISBN for the hardcover edition should be different than the ISBN for the paperback, the ISBN for the mass market, the ISBN for the audio book, the ISBN for the eBook and so on. According to BISG (Book Industry Study Group), every single new edition of a book should have a unique ISBN.

You will still be able to publish your book on Kobo without an ISBN and sell in over 190 countries worldwide as we will issue our own identifier number when it goes on our site. However, this may not be accepted for distribution through our all partner sites (Indigo, WHSmith, etc.) Having a valid ISBN is the industry standard and lends your works with a sense of credibility. We would therefore recommend it for all of our publishers, but it is not necessary.

PAYMENT, TAXES, AND SALES FIGURES

How do I get paid?

Kobo offers a standard Independent Publisher Program contract through Kobo Writing Life. You can receive royalty payments from Kobo via EFT (Electronic Fund Transfer) directly in to your bank account. Authors are paid 45 days after the end of each monthly period provided they have met a minimum threshold of \$50 CAD.

- Sales from your books in all countries, plus OverDrive earnings, are amalgamated to reach the threshold listed above

What will my royalties be?

You will receive 70% of the list price for the book (the price the customer pays not including taxes) for each copy of the book that is sold, provided it adheres to the following pricing rules:

- greater than or equal to \$2.99 USD in the US,
- greater than or equal to £1.99 GBP in the UK,
- greater than or equal to \$2.99 CAD in Canada,
- greater than or equal to \$2.99 AUD in Australia,
- greater than or equal to €1.99 EUR in the European Union,
- greater than or equal to \$2.99 NZD in New Zealand,
- greater than or equal to \$15.99 HKD in Hong Kong,
- greater than or equal to ¥299JPY in Japan,
- greater than or equal to 2.99 CHF in Switzerland,
- greater than or equal to ₺5.99 TRY in Turkey,
- greater than or equal to R\$7.99 BRL in Brazil,
- greater than or equal to \$39.99 MXN in Mexico,
- greater than or equal to \$70 TWD in Taiwan,
- greater than or equal to R29.99 ZAR in South Africa,
- greater than or equal to ₱99.99 PHP in the Philippines,
- greater than or equal to ₹149.99 INR in India

For original works priced below this threshold, you will receive 45% of the list price.

For books that are a part of the public domain, you will receive 20% of the list price.

I can't find my bank branch. How do I enter my banking information?

Please make sure that you are entering the correct routing number into the "SWIFT / Routing Number / IBAN" field on the Payment Information page. This varies based on your currency of payment.

AUD	– Valid 6 digit Bank State Branch (BSB) Code – Beneficiary Bank Country: Australia
CAD	– 5-12 digit account number and valid 9 digit transit code – Beneficiary country: Canada
EUR	– Valid IBAN – Beneficiary Bank Country: Euro Monetary Union Countries
GBP	– Valid IBAN – Beneficiary Bank Country: United Kingdom
HKD	– Valid six digit Hong Kong Clearing Code – Beneficiary Bank Country: Hong Kong
NZD	– Valid 6 digit bank branch code & 9 digit account number – Beneficiary Bank Country: New Zealand
USD	– Valid 9 digit ACH ABA – Beneficiary Bank Country: USA - Valid IBAN - Beneficiary Bank Country: SEPA Countries - Valid BIC/SWIFT - Beneficiary Bank Country: Non-SEPA Countries

Why doesn't my payment match my dashboard?

The dashboard is a simple and high level overview of estimated earnings, which currently does not take into account coupon codes, purchasing discounts, refunds, or any other variations that might have occurred at the transaction level. In contrast, however, the monthly sales reports that authors receive by email from our Finance department are accurate and match the payments that you receive.

How do I find my tax forms?

Our Finance Team does not send out any reports for tax purposes other than the monthly sales reports that are emailed out to our authors. If you have not received these sales reports, please do not hesitate to get in touch with us at writinglife@kobo.com.

Do I need an Individual Taxpayer Identifier Number (ITIN)?

Nope! Kobo is a Canadian company. You do not need an ITIN and we do not withhold taxes on your sales.

What is Kobo's EIN?

Kobo is a Canadian company and does not have an EIN. If you are unsure as to how to declare your eBook sales on your taxes, it is advised that you consult your accountant.

MARKETING AND PLACEMENT IN STORE

How can I be featured in the Kobo Writing Life newsletter, podcast or blog?

We are always interested in meeting new authors and learning more about our KWL community! If you would like to be featured on the podcast or in the newsletter, or if you're interested in writing a blog post for the Kobo Writing Life blog (www.kobowritinglife.com) on any subject having to do with writing or self-publishing, please contact us at writinglife@kobo.com. We cannot guarantee placement, but if we think you would be a good fit, we'll be in touch.

How can my book be placed in feature spots such as the "Free eBooks" collection or other sale promotions?

We are currently beta-testing a promotions tab which you can access directly from your KWL dashboard. From there you will be able to apply for promotional opportunities for English-language titles. If you would like to have the promotions tab activated on your dashboard, please contact us at writinglife@kobo.com. If you qualify for the tool, we will be happy to activate it for you.

How are rankings on your site determined?

The rankings within each category on our site take into account a number of factors, including number of sales and number of titles within a given category. The ranking of a particular book will therefore fluctuate based not only on its volume of sales, but on the number of books in the category, and on the sales of those other books.

How do I set up a pre-order for my book?

Select the “Allow pre-orders” checkbox at the “Publish your eBook” step. Make sure to set the activation date to a day in the future. In this case, your book will appear in our store, and customers will be able to purchase it immediately, but will only receive a copy of the book at the activation date.

How do I set up a temporary promo price for my book?

Once your book is published, to set up a temporary price for your book, select the book in your Kobo Writing Life account, and go to the “Set the price” step. Select the “Set promo price” button below the price table. This will allow you to set start and end dates for your promotion, as well as the price by currency.

How do I make my book available for free?

Simply enter in a price of “0” in the “Set the price” step for your book, and it will appear as free in our store. You’ll need to set it to “0” in all of the currencies you’d like your book to appear free.

ACCOUNT

How do I change my login email address or password?

To adjust your log in information, please go to our main site, www.kobo.com, and click on “My Account”. This will bring you to your “Sign-in Information” and allow you to change your email address and/or password.

How do I de-list a book?

In order to remove an eBook entry, please follow these steps:

1. Go to the Writing Life Dashboard.
2. Go to the eBooks section.
3. Select the eBook entry you wish to remove.
4. Look for the green “Save and next” button on the right-hand side.
5. Underneath that should be the option to remove the eBook.

Note that if you have already published the book, you will only have the option to “de-list” it instead of removing it entirely. We have introduced this policy so that it will be easier for users to re-list published works if they change their minds. If you have not yet published the book, you will be able to delete it entirely.

CAUTION: When re-publishing a de-listed book, the book will lose the rankings and associated placement in search results which were accumulated when the book was initially published. De-listing books is therefore discouraged.

PARTNERSHIPS

Where else can Kobo distribute my eBooks?

Kobo is continuing to expand our global presence by partnering with a number of local and international eBook retailers. Some of our current partnerships include:

Australia	Angus & Robertson/ Bookworld
Australia	Collins
Brazil	Livraria Cultura
Canada	Indigo
France	FNAC
France	PriceMinister
India	WHSmith
Italy	Feltrinelli
Italy	Mondadori
Japan	Rakuten
Mexico	Gandhi
Mexico	Porrúa
Netherlands/Belgium	Bol
New Zealand	PaperPlus
Philippines	National Book Store
Portugal	FNAC Portugal
Spain	La Central
Spain	FNAC Spain
Turkey	D&R
UK	WHSmith
US	American Booksellers Association (Participating Stores)

Please note that titles are automatically considered for distribution to our bookselling partners when they are published via Kobo Writing Life.

KOBO PLUS

What is Kobo Plus?

Kobo Plus is Kobo's subscription service that's available to customers in Belgium and the Netherlands, in collaboration with our Dutch retail partner Bol. It was launched in February 2017.

Kobo Writing Life authors can opt in to Kobo Plus via the Rights and Distribution tab in their KWL Dashboard.

The full **Terms and Conditions** for opting in to Kobo Plus appear on this same screen. But authors should not that there is no exclusivity required in order to take advantage of this opportunity for earning revenue from a new demographic of customer in NL and BE that, prior to Kobo Plus, weren't being served.

How do I add my books to Kobo Plus?

When you're logged in to your Kobo Writing Life account, click on the book you'd like to add to Kobo Plus. You can select to include your book in the *Rights and Distribution* section of your title.

The screenshot shows the 'SET THE LICENSE AND GEOGRAPHIC RIGHTS' screen for the book 'A CANADIAN WEREWOLF IN NEW YORK'. The page is divided into two main sections: a left-hand form and a right-hand progress bar.

Left-hand form:

- Apply Digital Rights Management?** A toggle switch is currently turned off (indicated by a red 'X').
- Geographic rights?** A toggle switch for 'Worldwide rights' is turned on (indicated by a green checkmark). Below it, the text reads: 'You own the rights in all territories.'
- Make Available with Kobo Plus?** This section is circled in red. It contains the text: 'Include your eBook in Kobo Plus, our monthly subscription program. Subscribers enjoy unlimited access to thousands of titles in the Kobo Plus catalogue. You'll be paid whenever your book is reported as Read. [Learn More about Kobo Plus](#)'.
- Below this, it states: 'Kobo Plus is currently available to readers from: Netherlands, Belgium.'
- At the bottom of this section, there is a toggle switch that is currently turned off (indicated by a red 'X'). A red arrow points to this switch with the text 'Click here to OPT-IN'.

Right-hand progress bar:

- Describe your eBook (checked with a green checkmark)
- Add eBook content (checked with a green checkmark)
- Rights and Distribution** (highlighted in pink)
- Set the price (checked with a green checkmark)
- Publish your eBook

At the bottom right, there are two buttons: a green 'Save and continue' button and a pink 'Save and return to Library' link.

When you're adding your book for the first time, you'll be prompted to accept our Addendum to our Terms of Service. (Here's a [link](#) to this, for your reference.) You'll only need to accept this Addendum once.

Please note that while there's no exclusivity required with Kobo Plus, you are required to keep your books in this service for no less than 90 days.

Once you've selected to opt in your title, all you'll need to do is click *Save and continue* and your title will be made available once it's published. If it's already published, all you need to do is save your changes.

If you'd like to bulk opt in your books, please let us know by submitting a request above. We can manually opt in these titles for you.

How does Kobo Plus pay royalties?

Kobo Plus royalties are paid out of the pool of revenue earned from subscribers to this program. The royalty rate for Kobo Writing Life authors is 60%.

Let's say in a particular month there are 1000 subscribers paying €9,99, and they read a total of 500 books (reading at least 20% of each book counts as a "read"). The retail price of the book is €17.99. The payout is based on several factors. First, we calculate **Reading Activity Value**, i.e. what the revenue would normally be for a book.

Reading Activity Value = Total number of 'reads' x price of eBook

Reading Activity Value = 500 x €17.99 = €8,995 (all numbers VAT excl.)

Next, we calculate the **Price Factor**. Price Factor is the ratio of total subscription revenue (subscription price x number of subscribers) to Reading Activity Value. It determines *how many times* revenue was earned by subscriptions compared to what would have been regular ebook revenue. The higher this number, the bigger the royalty payout will be.

Price factor = Total revenues for the month ÷ Reading activity Value

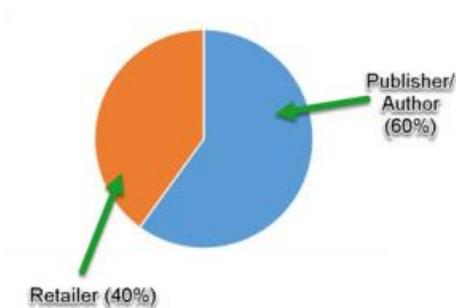
Price Factor = €9,990 ÷ €8,995 = 1.11 (all numbers VAT excl.)

Subscription revenue was only 1.11 times more than what regular ebook revenue would be. So Kobo would pay publishers 1.11 times more than what they'd normally earn from an ebook being bought at a regular price.

Kobo pays publishers/authors out of the total subscription revenue. Now we can calculate publisher share by Reading Activity Value (what would have been regular ebook revenue) x Price Factor
 $[\text{€}17.99 \times 500] \times 1.11 = \text{€}9,990$

Publisher/Author receive 60% (for example) = €5,994

Retailer receives 40% = €3,996



How do I remove my book from Kobo Plus?

When you opt your titles in to Kobo Plus, you're required to agree to our Addendum to the Terms of Service. This states that your books should be included in this service for no fewer than ninety days. (Here's a [link](#) to the Addendum for your reference).

Once the ninety day period has passed, you'll be able to de-select the opt in button in the **Rights and Distribution** section of your book. Doing so will remove your book from Kobo Plus.

If you'd like to remove your titles before the 90 day period has expired, please *submit a request*, including the ISBNs for the books you'd like to remove. All books are assigned ISBNs on KWL. You can find yours in the eBook Details section of your books product page on our [site](#).

Where are my Kobo Plus Sales reported?

Are your books enrolled in Kobo Plus? Are you wondering if you're earning royalties?

Kobo Writing life has started issuing Kobo Plus subscription sales reports each month. If you've earned any royalties in Kobo Plus, you will receive this separate sales report in addition to your regular monthly sales report.

Payments are broken down as follows:

- Kobo shall pay Publisher within 90 days following the end of each month of operation of the Subscription Service an amount equal to, in respect of each Subscription eBook that has been Read during the month, excluding during permitted trial periods, the product of: (A) the List Price *multiplied by* (B) the number of times each Subscription eBook was reported as Read, *multiplied by* (C) the Price Factor, *multiplied by* 60%.