

IGNITE PROGRAM BENEFITS

Ebook Distribution Overview

Access global ebook distribution in a variety of sales models, straight from your Lightning Source account.

Retail Models

One Book, One Sale

An End User purchases a perpetual license to the Digital Title in an a-la-carte purchase environment.

- 24Symbols
- Ainosco
- Amazon*
- Apple*
- Barnes & Noble Nook
- Bookmate
- Chegg
- De Marque Retail
- eBooks.com
- Gardners
- Hummingbird DM
- ITSI Education UK
- Kobo
- Libreka
- Libri
- LitRes eBook
- RedShelf (Virdocs)
- SpoonRead
- VitalSource
- Wook

Unlimited Subscription Model

End Users pay a flat, monthly price to a subscription service for access to a Digital Title until the subscription ends. A sale occurs each time an End User consumes the set threshold of a Digital Title (no more than 20% of the Digital Title)

- 24symbols
- Bookmate
- LitRes
- Scribd

Shared Pool Model:

End Users pay a flat, monthly price to access a subscription service which contributes to a shared revenue pool.

- Perlego
- Kobo Plus
- Storytel
- YouScribe

Library Models

Single User**

One End User is allowed access to the Digital Title at any one time.

- Ainosco
- Bibliotheca
- Bolinda
- De Marque
- EBSCO
- Follett/B&T
- Gardners
- Hoopla
- iGroup
- Mackin
- Odilo
- OverDrive
- ProQuest
- RecordedBooks/WF
- Howes
- Wheelers

Three User**

Three End Users are allowed access to the Digital Title at any one time.

- EVSCO
- Gardners
- ProQuest

Pay Per-Use***

An unlimited number of End Users may access the Digital Title at any given time. Profits are shared equally between the Reseller and the Publisher.

- Hoopla

Institutional Sales Models

Short-term Loan Model***

End Users are granted access to the Digital Title for a 24-hour period. An unlimited number of End Users may access a Digital Title at any one time. A sale is triggered each time an End User is granted access to a Digital Title.

- EBSCO
- ProQuest
- Gardners

Three User**

Three End Users are allowed access to the Digital Title at any one time.

- EVSCO
- ProQuest
- Gardners

Non-linear Lending Model***

Libraries purchase a license that allows 325 'uses' of a Digital Title every 12 months. A 'use' occurs when a user reads, copies, or prints a certain number of pages (or a certain percentage of) the Digital Title. Access to the Digital Title is removed after the 325th use and is not reinstated until the following year, unless an additional license is purchased.

- EBSCO
- Gardners
- ProQuest

**Amazon and Apple are optional ebook channels in the Ignite program, meaning you can opt in or out of distribution to these channels in particular. This is not available for other ebook channels.*

***This business model allows a library or academic institution to purchase a perpetual license to the Digital Title.*

****This business model allows a library or academic institution to purchase a limited license to the Digital Title.*

One Book, One Sale Ebook Compensation

Compensation for ebook sales through One Book, One Sale retailers (except for Amazon and Apple) can be calculated as:

- List Price – 30% Purchase Discount= Purchase Price
- Purchase Price x Units Sold – Refunds – Returns= Net Sales
- Net Sales – Digital Distribution Fee= Digital Compensation.

Amazon and Apple purchase discounts are outlined in their respective agreements. Purchase discounts for models beyond One Book, One Sale can be reviewed [here](#).

Other Important Notes

Fixed layout EPUBs will only be available on Apple, Kobo, BookShout, and Libreka. Barnes and Noble accepts fixed layout EPUBs for children's books only.

If you have provided any ebooks to **Amazon** for the **Kindle** in the past 12 months, Lightning Source will not be able to provide service to Kindle.

If you currently have ebook content available on **Apple**, you will need to remove those ebooks from the **iBook store** prior to uploading those same titles to your Lightning Source account. Any reviews or ratings of that content will not transfer when your titles reappear in the iBook store.

Contact your dedicated account representative for additional information about how to get your ebooks live within your Lightning Source account today!