

2011 Conference - eBook Presentation

Q &A

Q. When and what eBooks will be available for purchase?

A. Estimated date: October 2011 for Big Book, *Alcoholics Anonymous*, and *Twelve Steps and Twelve Traditions*

Q. What are the eBook prices?

A. Pricing has yet to be determined by the A.A.W.S. Board.

Q. Will the *Big Book* eBook be the unabridged edition?

A. Yes. The Fourth Edition will be in English and French languages and the Third Edition in Spanish.

Q. Will English, French and Spanish be available simultaneously?

A. Yes

Q. What is the G.S.O.'s Online Store?

A. The Online Store is a separate website linked to www.aa.org that has been created to purchase A.A.W.S. eBooks. If you shop online, it will be a familiar purchase/shopping format.

Q. Is the G.S.O. Online store built for uses other than eBooks?

A. Yes. Although the Online Store is being developed for the sale of A.A.W.S. eBooks, the design of the Online Store will allow its future adaptation for the sale of all A.A.W.S. print and audio publications. (A feasibility study is currently being conducted on this issue.)

Q. What is the "A.A. mobile app"?

A. A custom "application" developed by G.S.O. that will allow individuals to download and read AA eBooks on their mobile devices.

- Q. What is Digital Rights Management (DRM), and how does it benefit A.A.W.S.?
- A. DRM gives us protection over our copyrights and allows us to determine how many copies of a document can be used by an individual.
- Q. Can I share A.A.'s eBooks that I purchase?
- A. The number of copies that may be shared is still under consideration by the board.
- Q. Why did we choose Apple and/or Android as our initial distribution devices and will other devices be considered?
- A. Apple iPod and iPad are currently the book distributors most used. Other distributors will be considered in future development – Nook, smart phones, Sony reader and Kindle.
- Q. What is Apple's current policy on digital content when we are offering our eBooks through the iPhone?
- A. Currently, if purchasing eBooks through Apple devices, buyers would have a choice between the Apple (iTunes) store (listed first) or from A.A.W.S. (Listed second). If Apple (iTunes) was selected, Apple would receive 30% of the sales price. If the purchase was made directly from A.A.W.S. the app would be free. This same situation is applied to anyone selling on their site and although this practice is being challenged by others, it is the reality today.
- Q. Are there any other agreements with Apple that the Conference should be aware of?
- A. We have agreed to abide by Apple's terms of use for apps that we make available on their Apple app store. This is not a contract but an agreement to the terms of use of their site.
- Q. Will our eBooks be available for purchase to countries outside the U.S./Canada service structure?
- A. We have the ability to restrict sales geographically that would limit sales within our current U.S./Canada Service Structure. Global sales are yet to be determined.
- Q. Will we utilize other distributors for our eBook sales, e.g., Hazelden?
- A. This has not been discussed by the A.A.W.S. Board.