



Spotify® for Authors

METADATA & ASSETS GUIDE

Spotify for Authors’ goal is to provide the best experience possible for the audiobook listener. The following Metadata and Assets Guide will ensure the audiobook meets the best standards. Failure to meet these requirements may delay your audiobook’s availability in stores. Click the links in the Table of Contents to go directly to that page.

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Title and Subtitle

Enter the **Title** of the audiobook as you want it displayed. You may also include any **subtitle** that appears on the cover art. If there is no subtitle, leave blank.

Please also note the following guidelines for titles and subtitles:

- Combined title and subtitle must be less than 256 characters.
- The word “Exclusive” must not be part of the title or subtitle when used as a claim, because the titles are a permanent part of the audiobook, and the “Exclusive” claim may only apply for a limited time.

- Titles shouldn't include any wording about pricing, such as "Reduced Price," "Low Price," "Available for \$9.99," or "For Promo Use."
- Titles and subtitles can't include wording that refers to physical content or content that isn't included, such as "CD," "Poster," or "Audiobook."

Series

If applicable, enter **Series Name** and **Number**. Please make sure the Series Name is exactly the same for all books of the series. Retailers will use this name to group the books.

Title Description

Title Description is the type of copy that might go on the back cover of a physical book. It should accurately describe your audiobook to entice potential readers into purchasing. The description must be less than 2000 characters, including HTML code generated by formatting. Please be aware that formatting such as multiple line breaks, new paragraphs, font changes, and bullet points/lists add significant HTML, increasing the total character count, thus reducing the amount of content that can be displayed.

Please adhere to the following guidelines for title descriptions:

- Do not include information already provided in the metadata. For example, "Book by author" or "Action adventure book" are not complete descriptions.
- Do not include misleading information, such as referring to physical content not included with the audiobook, such as "PDFs", "CD", or "Disc". In addition, the description should not reference or promote content that is not included with the current version of the audiobook.
- Do not include Explicit text.
- Do not duplicate descriptions for multiple audiobooks. The description should be unique for each audiobook, including those included in a series.
- Do not promote competing websites that sell audiobooks.

- Do not reference pricing, for example: “Reduced Price,” “Low Price,” or “Available for \$9.99.”

Contributors

Publisher should be selected from the drop-down menu. This field is populated based on information provided or already available to Spotify for Authors. If you would like to add additional Publishers to your catalog please contact Passport Support via the Help Portal in Passport. This field is required and will lock upon submitting the title, to change the publisher after submitting please contact Passport Support.

If applicable, enter an Imprint.

Authors and **Narrators** should be added one at a time. Enter the author or narrator name in first name, last name format and press Add. To delete an author or narrator press the “x” to the right in the grey cell showing the contributors name you would like to delete.

If applicable, enter a Translator.

Please also note the following guidelines for contributor information:

- Contributor names shouldn’t include any additional information beyond the name. Do not use roles (such as Illustrator), dates (such as birthdate), or any other information
- Audiobooks without a credited author and/or narrator need to use the publisher’s name as the author and/or narrator in the metadata.
- Authors who have published anonymously to remain unknown, or authors that are historically unidentified, can be designated as “Anonymous” or “Unknown” in the metadata.
- Generic artists, such as Narrator 1, Yoga, Workout, Meditation, Baby, Christmas, Top Hits, Chorus, Orchestra, or Singer are not accepted.

Additional Metadata

Abridgement identifies the status of condensing or reducing a book or audiobook into a shorter form while maintaining the unity of the source. Enter this information as follows:

- If a book is the full version, enter “Unabridged” (this is the most common entry).
- If the content has been shortened, enter “Abridged.”

Approximate Runtime is optional and for information purposes, Spotify for Authors will calculate the actual duration while processing uploaded audio.

Language is required and should be selected from the dropdown.

Territories identify which countries you would like your book sold, select based on the following:

- If there are no restrictions, select WORLD (most common response is that there are no restrictions for distribution).
- If there are territory restrictions, provide a comma-separated list of two-letter country codes. A complete list of country codes has been provided to edit as necessary.

Classification

Fiction/ Non-Fiction - select the appropriate value from the drop down. If a title has both nonfiction and fiction content, identify the status that matches the majority of the content.

Grade Level - select the appropriate value from the drop down.

BISAC- start typing and then choose the appropriate subject category from the dropdown. Alternatively if you know the BISAC code you can enter it in the field and then select the subject category. Also, you can delete a BISAC by clicking on the “x” to the right of the Subject category.

- BISAC codes are nine-character alphanumeric codes that are used to categorize books – fiction, nonfiction, horror, romance, etc. The primary code should be the main theme of the audiobook, and you may select up to 3 BISAC codes.
- The BISAC code has a large impact on how your audiobook is displayed across most audiobook sellers. We recommend considering what types of phrases your core listener might be searching against or what lists of bestsellers or recommendation they might be browsing. If you need some inspiration, check out what phrases or keywords similar books use.

Keywords – add each keyword or keyword phrase separately and then press Add. You may also delete keywords by clicking on the “x” to the right of the keyword.

Keywords are a great way to add additional information for listeners to search. Some examples of keywords would be tone, setting, or alternate spellings. We recommend you add the most important ones first.

Be sure the keywords you are adding:

- Are accurate, relevant, and descriptive
- Are not included in the metadata, such as genre or description
- Are not in a temporary state, such as “new” or “limited time”
- Do not reference the price
- Do not include special characters

ISBN/ID

ISBNs (International Standard Book Number) are the internationally recognized standard in the publishing industry. An ISBN identifies a specific version & edition of a book so it can be found in its intended format. This means that each version of a book requires its own unique ISBN (hardcover, paperback, eBook, audio CD, audio digital download, etc.) Print or eBook ISBNs cannot be reused for the audiobook version. Example: 9789987654321

A 13-digit ISBN beginning with 978- or 979- is required for distribution to various retail partners, including Apple and Google. If you do not have a 13-digit ISBN unique to the audiobook version of your content, please consider purchasing and ISBN from your local agency, this will ensure accurate country and publisher information are associated with the ISBN for record-keeping purposes.

- Bowker is the official ISBN Agency for the United States, and you can purchase ISBNs on their website here <https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn> (Note that it is NOT necessary to purchase a barcode).
- If you are located outside of the US, you can refer to the International ISBN Agency website to find your local agency. Follow the link below and select your country from the drop-down menu <https://www.isbn-international.org/agencies>

Please enter ISBN into the appropriate cell. To sell your audiobook to retail and library platforms you must enter an ISBN in the Retail and Library ISBN cells. It is optional to include eBook and Print ISBNs. Please note that all ISBN cells will lock once the title is submitted.

Prices

Retail Price – There are many factors to consider when setting the retail price of an audiobook, such as:

- Duration
- Genre
- Price of similar audiobooks
- Your goals for the book (for instance, are you hoping to maximize potential revenue per sale, or are you seeking more exposure and therefore open to a lower price?)

The table below offers general guidelines for setting the retail price based on your audiobook's length. Since pricing can vary, there is some overlap of prices in each range:

Duration	General Range
Less than 1 hour	\$4.00 - \$7.00
1 to 3 hours	\$7.00 - \$12.00
3 to 6 hours	\$10.00 - \$15.00
6 to 10 hours	\$15.00 - \$25.00
10 to 15 hours	\$17.50 - \$25.00
15 to 20 hours	\$20.00 - \$30.00
More than 20 hours	\$25.00 - \$40.00

Library Price – As per industry standard, library price is often either: (1) equivalent to the retail price, or (2) as much as 2-3x the retail price (with the common multiplier being 2.5x the retail price). This is to account for the fact that upon purchase of the title, the library can loan out the title multiple times.

Currency – Spotify for Authors only accepts pricing in USD

Dates/Copyright

Original Release Date - Enter the date that this audiobook originally was or will be released as MM/DD/YYYY.

Strict Onsale Date - Spotify for Authors will make your content available to our partners as soon as possible. However, if you would like to delay release until a set date, indicate that date as MM/DD/YYYY. Otherwise, add the Original Release Date.

Copyright exists the moment an original work is created and fixed in a tangible form. By default, copyright ownership belongs to the author of that work. If the rights holder

chooses to register for copyright, then the Copyright Office will assign an effective date of registration, which is the date the office receives the complete application.

The Source Rights holder is typically the author or imprint and the Audio Rights holder is typically the audiobook publisher.

For example: ©2020 John Smith (P)2020 Hotshot Audio, Inc.

- **Audio Copyright** year and owner would be 2020 Hotshot Audio, Inc.
- **Source Copyright** year and owner would be 2020 John Smith

Image

- We prefer a PNG at 3000 x 3000 pixels, 300 dpi
- Square art required (1:1 ratio), without use of borders or letterboxing
- 24-bit color
- The following information must be clearly displayed: Title, author, and series (if applicable)
- Cover art may NOT contain any of the following:
 - No images of or references to physical books, CDs or scans of cases, promotions, or cellophane
 - No pornographic, offensive, or copyrighted materials
 - No book summary or description

Audio

Audio Specifications:

- MP3 files are preferred, but we also accept FLAC and WAV files at the following specs:
 - MP3 files (192 kbps or higher, CBR preferred, 44.1 kHz and 16 bit.)
 - WAV files (44.1 kHz and 16 bit)
 - FLAC files (level 5 compression and above preferred)

Recommended qualities:

- RMS must be between -24dB to -14dB
- Noise Floor must be under -60dB • Head time should be within .5 to 1 second, the tail should be between 1 to 5 seconds
- Files may be in Mono or Stereo but not a combination of both
- Ensure the audio is high quality:
 - Audio should have a high level of clarity
 - Ensure editing is not distracting
 - Should not contain background noise or hiss o Should not have excessive mouth noises
 - Should not be harsh, sharp, or tinny

Chapters, credits, and any introductions must be standalone files no longer than 120 minutes each. If the book has no chapters, split into segments of 30–120 minutes each. We recommend naming audio files using a format similar to “{ISBN}_{track number}.mp3” this will allow for ease of ordering. Audio will be displayed on platforms in the order it appears on the Audio upload page. **Audio files can be dragged and dropped into order if necessary.**

Front Matter

This section typically begins with the title's opening credits followed by any additional files introducing the listener to the audiobook. This can include the note from the author, dedications, epigraphs, prologues, and any other tracks that introduce your audiobook.

Opening Credits

- Opening credits must be included, and include only the title and author/narrator names. All additional introductions (preface, author's notes) should be in a single, separate file.
- All narrators must be credited.
- We recommend the following structure: “[Title], Written by [Author Name], Narrated by [Narrator Name]”

NOTE: Any additional introductions (preface, author's notes) should be separate files, with appropriate verbal headings.

Body Matter

This section is the heart of your audiobook. Begin this section with the first chapter of the book. This section can also begin with the beginning of part one or book one depending on the contents of your audiobook. Majority of books will begin with the first chapter and end with the last chapter. Chapter names are automatically generated by Passport when files are uploaded. Chapter Names can also be edited manually if you would like to add additional text. The automatic chapter name settings can also be adjust by clicking on the Blue **Chapter Names** setting Icon in the lower right hand screen of the Audio upload page.

Audiobook Chapter Specifications:

- Each chapter should start with a verbal indication that it is a new chapter (such as the chapter number or the name of the chapter).
- Each chapter must be in a separate file.
- No single file can be over 2 hours long. If a chapter is longer than two hours, split by introducing the next file as "Chapter X, continued."
- Audio files should all have chapter headings or no chapter headings, but not a combination of both

Back Matter

This section typically includes all portions of the audiobook that conclude your story. This can range from the epilogue, preview of other audiobooks, conclusion, etc. This section should wrap up with the final track of ending credits. All audiobooks are not required to have ending credits. If your book does not contain any tracks after the final chapter, this section can remain empty.

Audio files uploaded to the Back Matter section will not be automatically named and should be named. If these files are not given names the audio filename will appear on platforms

Closing Credits Recommendations

- Closing credits must be included as a single, separate file and must reference the completion of the book (e.g. “The End”).
- Optionally, you may include the title, author/narrator names, copyright info, etc.
- We recommend the following structure: “This has been [Title], Written by [Author Name], Narrated by [Narrator Name], Copyright [Year of Manuscript and Name of Rights Holder], Production Copyright [Year of Audiobook Production] by [Rights Holder]”

Retail Sample

Listeners will use this sample to preview the audiobook before purchasing, so pick an engaging and dynamic part of the book (without spoilers). Note that some retailers may cut their own samples instead of using this one.

Retail Sample Requirements:

- Maximum 5 minutes in length
- May NOT contain music, audiobook credits, or explicit content
- Sample file named as follows: ISBN_sample.mp3

If a retail sample is not provided a retail sample will be automatically generated using a portion of a chapter of the book.