

# Luisterhuis information and price list

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## Luisterhuis digital distribution platform

Luisterhuis offers a suite of specialized audiobook services for publishers and other right holders. As digital distributor of Dutch and Flemish audio books Luisterhuis provides digital fulfilment with extensive reporting. The distribution of master files and metadata to web shops, library services and subscription platforms in the Netherlands and abroad is also part of the service.

Customers include Luisterrijk, Kobo / bol.com, Storytel, LeesLounge, MagBoox, LuisterBieb, Google Play Audiobooks, Deezer and Bibliotheca. Luisterhuis manages many thousands of audiobooks and has distribution agreements with almost all Dutch and Flemish publishers.

This price list contains an up-to-date overview of business services.

The rates mentioned are valid from 1 January to 31 December 2018 and excluding VAT. Costs for the services are invoiced at the end of the agreed reporting period and, where possible, settled with payments by Luisterhuis.

A payment term of 15 days after the invoice date applies to all our invoices.

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## 1. Luisterhuis portal

The Luisterhuis portal is a secured web environment that enables audiobook publishers to manage their own titles.

### 1.1 Basic services

The Luisterhuis portal offers every publisher:

- *Portfolio management*
- *Storage of digital master files*
- *Storage and management of metadata*
- *An overview of and insight in their own titles*
- *An overview of participating customers (web shops, subscription services, library services, apps and other platforms and ecosystems)*
- *Customer management (for pricing and release agreements)*
- *Reporting (master file deliveries to customers, deliveries of download links, customer revenue\*, listen / user data \*)*
- *CSV / Excel exports of transaction and pay-out data*
- *Collection of revenue from participating customers*
- *Self-billing (cumulative pay-out per period with pay-out invoice)*

\* Applicable only if a customer supports this service

Basic services and portfolio management		
	size	in €
Single user account	1 publisher / 1 user	free
Multiple user account	1 publisher / multiple users	on request
Concern account	multiple publishers / multiple users	on request
Secure storage of digital master files	per title (WAV and MP3)	free
Secure storage of metadata	per title	free
Processing of new audio books	per title	free *

\* provided the supplied master files and metadata meet the specifications of Luisterhuis. These specifications are available online on the Luisterhuis portal. If technical / editorial work is necessary, one-off processing costs may be charged. See **3. Media services**.

## 1.2 Additional services

Extra services are available on request and are quoted separately.

<b>Additional services</b>		
		<b>in €</b>
<b>Customized queries and exports</b>	sales / turnover reports, metadata	on request
<b>Customized APIs</b>	sales / turnover reports, metadata, orders	on request

## 2. Digital distribution

At the core of the Luisterhuis service is the digital distribution of audiobooks to customers in The Netherlands and the rest of the world and the processing, reporting and payment of the returns to the publishers.

Luisterhuis regularly develops new functionalities, interfaces and (API) links at its own expense and risk to continuously improve the potential of digital audio book distribution. Luisterhuis uniquely combines extensive knowledge of the (book) sector with (technical) knowledge about the medium 'audiobook' and the international market.

In order to finance these developments, Luisterhuis charges service costs. These costs depend on the type of distribution and the customer.

There are two types of digital distribution:

- *Fulfilment of download links through Luisterhuis platform ('A la carte downloads', 'MP3 download to own'), see par. 2.1.*
- *Digital delivery of audiobooks to external platforms / ecosystems, see section 2.2.*

### 2.1 Fulfilment of download links through Luisterhuis platform

Various web shops in the Netherlands and Flanders are connected to the Luisterhuis platform. These web shops sell (a selection of) the complete Luisterhuis catalogue as 'A la carte downloads' (sometimes also called 'MP3 download to own'). An audiobook is sold and offered to the consumer by means of a download link. After downloading the consumer owns the MP3 file indefinitely. This download link is facilitated by the Luisterhuis platform. Some web shops also provide a complementary app in which the audiobook becomes available.

With this type of distribution the web shop itself does not have access to the audio master files.

The download links are secured by means of a maximum number of activations and a limited lifespan. However a web shop can reactivate an already issued but expired download link in the Luisterhuis portal. The MP3 files supplied to the consumer are provided with watermark protection (BooXtream Audio).

<b>Fulfilment of download links through the Luisterhuis platform</b>		
	<b>unit</b>	<b>Service costs in €</b>
<b>Distribution of audio book through download link including BooXtream Audio watermark protection</b>	per transaction*	10% of RRP**
<b>Reporting and pay-out processing</b>		free

\* a transaction consists of the delivery of one audio book to one end user. A transaction can include one or more downloads and redownloads. Redownloads and re-activated download links will not be charged separately.

\*\* RRP stands for Recommended Retail Price, the consumer recommended price (excluding VAT) of the audio book as managed by the publisher in the Luisterhuis portal and recorded in the metadata that the web shop receives.

### Calculation example

A web shop sells an audiobook with a sales price (including 21% VAT) of € 9.99.

The publisher receives the pay-out from the web shop. This amount depends on the agreement that the publisher has with the web shop.

If the publisher's share is 60%, then in this example  $(9.99 / 1.21) * 60\% = € 4.95$

The service costs that Luisterhuis charges the publisher for this amount  $(9.99 / 1.21) * 10\% = € 0.83$  excl. VAT

The payment by Luisterhuis to the publisher will then amount to  $€ 4.95 - 0.83 = € 4.12$  excl. VAT

## 2.2 Delivery to platforms / ecosystems

There are many third party platforms and ecosystems offering a wide variety of business models, including download sales (both 'a la carte download' and 'token based subscription model'), lending / leasing, subscriptions (both 'all you can eat' and curated / club model). There are also many technical variants, but most platforms / ecosystems today work with their own servers and apps.

Platforms / ecosystems with a different distribution mechanism are not able to use the Luisterhuis download link mechanism (as described in 2.1). Instead they need to have access to audio book master files to incorporate in their own platform/system.

Luisterhuis has built interfaces with these platforms and ecosystems to make it possible to deliver the master files and to receive reports back. Luisterhuis charges service costs for this service to the publisher or the platform / ecosystem.

Each platform / ecosystem has its own pay-out model. Streaming and subscription models often work with a variable payment based on revenue sharing, while lending systems offer a fixed lending fee. Therefore, a publisher must explicitly agree (per title or for their entire portfolio) to make their master files available by using the Luisterhuis portal.

We're happy to provide additional information about our platform and ecosystem related services.

## Delivery to external platforms/ecosystems

	when	Service costs in €
<b>Kobo/bol.com</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	To be announced
Processing reporting and payment	per period	To be announced <sup>(1)</sup>
<b>Storytel</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	n/a <sup>(2)</sup>
Processing reporting and payment	per period	n/a <sup>(2)</sup>
<b>LuisterBieb by KB</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	n/a <sup>(3)</sup>
Processing reporting and payment	per period	n/a <sup>(3)</sup>
<b>MagBoox</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	free
Processing reporting and payment	per period	10% of pay-out <sup>(5)</sup>
<b>Leeslounge</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	free
Processing reporting and payment	per period	€ 0,24 per transaction <sup>(4)</sup>
<b>Other</b>		
Delivery of master file and metadata (initially and updates)	ad hoc	free
Processing reporting and payment	per period	10% of pay-out <sup>(5)</sup>

<sup>1</sup> The pay-out concerns the payment of Kobo / bol.com to the publisher over a specified period in accordance with the contractually agreed pay-out agreements between Kobo / Luisterhuis and the publisher. Depending on the agreement, Kobo either pays the publisher directly or via Luisterhuis. In both cases, Luisterhuis charges service costs and processes these in the periodic cumulative payment to the publisher (self billing).

<sup>2</sup> The service costs are currently paid by Storytel. Reporting and payment is done directly by Storytel to the publisher.

<sup>3</sup> The service costs are currently paid by the KB. Reporting and payment is done directly by the KB to the publisher.

<sup>4</sup> A transaction consists of placing one audio book on the bookshelf of an end user of Leeslounge in accordance with the Leeslounge agreement with a publisher. The service costs are currently charged by Luisterhuis to Leeslounge and settled by Leeslounge in the pay-out. The service costs are therefore already included in the pay-out of Leeslounge to the publisher and therefore not visible in the Luisterhuis portal.

<sup>5</sup> A pay-out is the payment of a platform / ecosystem to the publisher over a fixed period and relates to one or more titles in accordance with the contractually agreed pay-out agreements between platform / ecosystem and Luisterhuis. The pay-out amount is collected by Luisterhuis at the platform / ecosystem and processed in the periodic cumulative payment to the publisher (self-billing) after deduction of the Luisterhuis service costs.

#### **Calculation example 1**

As a result of the revenue of selling a la carte downloads, a platform has a pay-out of € 200 excl VAT at the end of a period.

The service costs that Luisterhuis charges the publisher for this amount to  $200 * 10\% = € 20.00$  excl. VAT.

The publisher receives the pay-out from Luisterhuis.

Luisterhuis collects the pay-out from the platform, payment by Luisterhuis to the publisher will amount to  $€ 200.00 - 20.00 = € 180.00$  excluding VAT.

#### **Calculation example 2**

As a result of the revenue of listening to audiobooks via their subscription platform, MagBoox has a pay-out of € 200 excl VAT at the end of a period.

The service costs that Luisterhuis charges the publisher is  $200 * 10\% = € 20.00$  excl. VAT.

Luisterhuis collects the pay-out from MagBoox and settles this with the service costs. As a result, the payment by Luisterhuis to the publisher amounts to  $€ 200.00 - 20.00 = € 180.00$  excl. VAT.

### 3. Media services

Luisterhuis specializes in all distribution aspects of audiobooks and can therefore also provide the following additional media services:

- *Ripping/digitizing*
- *Audio editing*
- *Creating or adding metadata*
- *Download links for promotional gifts and review copies*
- *Delivery of master files to publisher*

#### 3.1 Ripping/digitizing

Luisterhuis offers ripping and digitizing services to publishers who have their master audio content available on a physical medium (CD, DVD) only. After the files are ripped/digitized they will also be prepared for processing in the Luisterhuis distribution platform.

The source format can be a consumer version of an audio book (preferably unused, sealed), or a studio master CD.

The delivered files include a set of uncompressed WAV files and a set of compressed MP3 files, both suitable for storage and distribution by Luisterhuis. A request can be submitted for this via [support@luisterhuis.nl](mailto:support@luisterhuis.nl).

<b>Ripping/digitizing physical audio book CDs/DVDs</b>		
	<b>number (per order)</b>	<b>in € per title</b>
<b>Deliverable: WAV+MP3 files, suitable for processing by Luisterhuis</b>	1-5 titles	50,00
	6-9 titles	40,00
	10-19 titles	30,00
	more	on request

### 3.2 Technical/editorial work

To be of service to publishers who are unable to deliver their metadata and/or master files in accordance with Luisterhuis specifications, Luisterhuis can carry out the necessary technical / editorial work. Examples of the work involved are the editing of / cutting up a single master file in separate tracks, improving the audio quality, file conversion and gathering and complementing metadata.

<b>Technical/editorial work</b>		
	<b>unit</b>	<b>in €</b>
<b>Convert / cut master files following Luisterhuis specification (incl. Adding track names)</b>	per hour of audio	10,00
<b>Search / complete metadata (including cover image) based on data from Bureau ISBN, Title Bank, Dante, Wikipedia and publisher websites</b>	per title	10,00

### 3.3 Download links for promotional gifts and review copies

Publishers who wish to digitally distribute an audio book stored at Luisterhuis from their own portfolio can buy a download link from Luisterhuis. The publisher can then send this download link to the relevant end user. A request can be sent to [support@luisterhuis.nl](mailto:support@luisterhuis.nl).

<b>Download link for eg promotional gifts and review copies</b>		
	<b>number (per order)</b>	<b>in € per download link</b>
<b>Deliverable: email of spread sheet with download link(s)</b>	up to 199 download links	2,50
	200-499 download links	1,50
	500-999 download links	1,00
	1000-1999 download links	0,80
	2000+ download links	0,60
	more	on request

### 3.4 Delivery of master files to publisher

In principle, a publisher (as the entitled party) is in possession of all master files of their own audiobooks. If a publisher does not have their own titles (anymore), Luisterhuis can provide them to the publisher. A request can be submitted for this via [support@luisterhuis.nl](mailto:support@luisterhuis.nl).

<b>Delivery of master files to publisher</b>		
	<b>eenheid</b>	<b>in €</b>
<b>Delivery of master files (via FTP of WeTransfer)</b>	Per title (WAV and MP3)	18,00