Difficult to Make   **Easy to Make**

Device Dependent

Although iBooks are viewable *exclusively* on iPads and iPhones, the developing environment is very user-friendly, and the final product is interactive and visually bombastic

KDP is easy to use and viewable on many platforms, however it is difficult to create a product that has complexities.

ePub is accessible on any device, and it is *flowable*. However, it is the most difficult format to create.

Universally Accessible

Universally readable on any device, PDF files are also extremely easy to create. The downside is that they are not the optimal format for viewing on mobile devices (lots of scrolling).