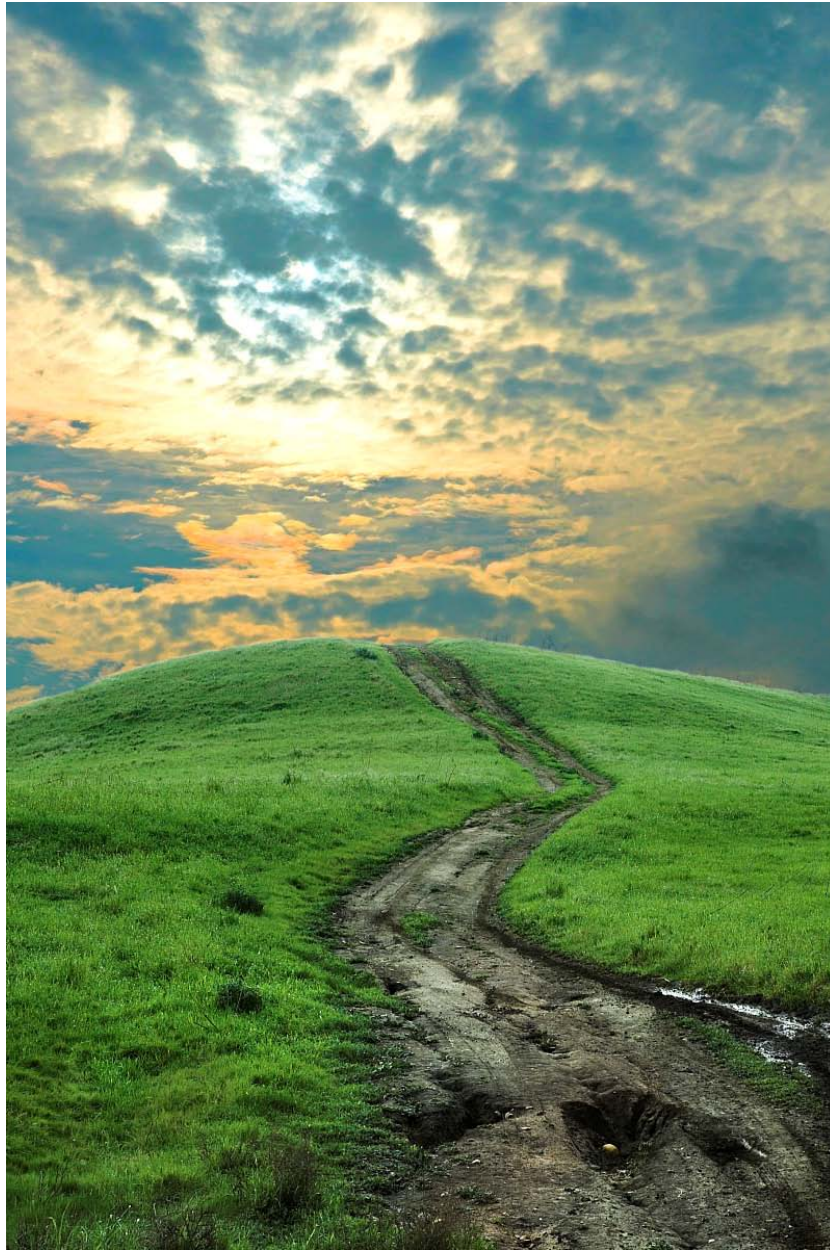


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Standardisation of data flows *or how to tell the market what you have for sale*

Ruth Jones

Director, Publisher Business Development



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Sales – Both Print and Digital

GLOBAL MARKETS WITH NO BOUNDARIES

sales reporting

Metadata management

New resellers, new territories New pricing models

Back end systems management

Managing **Print Runs**

Author rights management

enhanced

New retail channels

e-books

Retailer contract
management

**Digital
Distribution**

DIGITAL ASSET
MANAGEMENT

File distribution
challenges

Inventory Management

Security issues

Multiple file formats

Identifiers

- ISBN use non-uniform
- Resistance to 'data bloat'
- 'Closed' systems – are they?
- ISTC

ONIX 3.0

- Rich metadata = sales opportunities
- Flexibility and fit for purpose
- Supply chain unready?
- Publishers struggling with data flows

Why Metadata Matters for the Future of e-Books

Wired

STOLEN

LOST! One bound notebook, property of Cathy Vickers

Includes:

- ◆ One completely fictional personal journal by a girl deep in trouble and behind in her homework
- ◆ Said journal covered in doodles, cartoons, drawings and sketches
- ◆ Various website URLs and personal phone numbers

Look at everything in my book.
Call the phone numbers.
Check out the websites.
But you can't tell ANYBODY about it, unless you want to end up in over your head, like me

Cathy

KEEP OUT

Leave a message on the chat forums at doubletalkwireless.com

DT

REMINDER:
This totally fictional material is extremely important to me. If I weren't broke, I would offer a reward and everything. But none of it happened.

DEPARTURE TIME

INGRAM

But it isn't pretty...



Welcome Marcus Today is 9/18/2010 4:00 pm
[My Account](#) [Log Out](#)

[Home](#) [Search](#) [Administration](#) [Reports](#) [System](#) [Help](#)

[View Cart \(0\)](#)

Asset Details - Hellhound on his Trail

[Edit](#)

[Title Group](#)

[Download file](#)

[Basic Info](#) [Publication](#) [Alternate IDs](#) [Contributors](#) [Prices](#) [Sales Rights](#) [Attributes](#) [Narratives](#) [DRM](#) [Audience/Age Group](#) [Related Product](#) [Awards](#)

[Files](#) [History](#)

Business Model	Geographic Type	Rights Type	Country/Region Codes (separated w/spaces)
Agency	Country	Not for sale	AS CA FM GU MH PH PR UM US
Retail	Country	Exclusive	AD AE AF AG AI AL AM AN AO AQ AR AT AU AW AX AZ BA BB BD BE BF BG BH BI BJ BL BM BN BO BR BS BT BV BW BY BZ CC CD CF CG CH CI CK CL CM CN CO CR CU CV CX CY CZ DE DJ DK DM DO DZ EC EE EG EH ER ES ET FI FJ FK FO FR GA GB GD GE GF GG GH GI GL GM GN GP GQ GR GS GT GW GY HK HM HN HR HT HU ID IE IL IM IN IO IQ IR IS IT JE JM JO JP KE KG KH KI KM KN KP KR KW KY KZ LA LB LC LI LK LR LS LT LU LV LY MA MC MD ME MF MG MK ML MM MN MO MP MQ MR MS MT MU MV MW MX MY MZ NA NC NE NF NG NI NL NO NP NR NU NZ OM PA PE PF PG PK PL PM PN PS PT PW PY QA RE RO RS RU RW SA SB SC SD SE SG SH SI SJ SK SL SM SN SO SR ST SV SY SZ TC TD TF TG TH TJ TK TL TM TN TO TR TT TV TW TZ UA UG UY UZ VA VC VE VG VI VN VU WF WS YE YT ZA ZM ZW
Agency	Country	Exclusive	AD AE AF AG AI AL AM AN AO AQ AR AT AU AW AX AZ BA BB BD BE BF BG BH BI BJ BL BM BN BO BR BS BT BV BW BY BZ CC CD CF CG CH CI CK CL CM CN CO CR CU CV CX CY CZ DE DJ DK DM DO DZ EC EE EG EH ER ES ET FI FJ FK FO FR GA GB GD GE GF GG GH GI GL GM GN GP GQ GR GS GT GW GY HK HM HN HR HT HU ID IE IL IM IN IO IQ IR IS IT JE JM JO JP KE KG KH KI KM KN KP KR KW KY KZ LA LB LC LI LK LR LS LT LU LV LY MA MC MD ME MF MG MK ML MM MN MO MP MQ MR MS MT MU MV MW MX MY MZ NA NC NE NF NG NI NL NO NP NR NU NZ OM PA PE PF PG PK PL PM PN PS PT PW PY QA RE RO RS RU RW SA SB SC SD SE SG SH SI SJ SK SL SM SN SO SR ST SV SY SZ TC TD TF TG TH TJ TK TL TM TN TO TR TT TV TW TZ UA UG UY UZ VA VC VE VG VI VN VU WF WS YE YT ZA ZM ZW
Retail	Country	Not for sale	AS CA FM GU MH PH PR UM US

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Reality

- Inconsistent metadata
- Legacy systems
- Rise of non-traditional retailers outside book world
- Key sales outlets demanding non-standard data
- Changing requirements as market develops

eBook Nirvana?

- Consistent use of standards
- Supply chain 'fully –loaded'
- Customer clarity

Standardisation is key – but can we achieve it?

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