THE IMPORTANCE OF METADATA FOR DISCOVERABILITY & SALES

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METADATA STUDY SPONSORS

UK

INGRAM
BOOKSONIX
BAKER & TAYLOR
BIC

US

BAKER & TAYLOR
Bowker
Firebrand Technologies
onixsuite
AGENDA

• Introduction – brief background
• Methodology
• UK Metadata Study
  • BIC Basic
  • BIC ONIX
  • Descriptive data
• US Metadata Study
  • Basic and Descriptive Data
  • Keywords
CONTEXT – TRADEABILITY AND DISCOVERABILITY

Tradeability

- Data attached to product record helps it move smoothly through the supply chain
- Physical attributes, supplier information, price, publication date
- Helps booksellers in planning their range, ordering, shelf space, inventory

Discoverability

- Searching for the particular book/item you need
- Browsing for something that suits your tastes, meets your needs, or would make the perfect gift
- Booksellers need to discover titles for their range, or to meet a customer need
- Consumers need to find relevant titles when browsing or searching online

The premise: lack of the appropriate data needed for consumers and booksellers to discover and trade titles will have a negative impact on sales.
DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs
1.5mn

TOTAL MARKET VOLUME
195mn

TOTAL MARKET VALUE
£1.6bn

Top 100,000

100,000

TOP 100K VOLUME
181mn

TOP 100K VALUE
£1.4bn

BEST-SELLING TITLE
“Lean in 15:15 Minute Meals and Workout”

819,807 COPIES SOLD

LOWEST-SELLING TITLE
171 COPIES SOLD

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BIC BASIC REQUIREMENTS

- ISBN
- Title
- Product form/binding
- Main BIC subject category
- Publisher/Imprint/Supplier
- Publication date
- Availability status
- GBP retail price including appropriate VAT statement
- Cover image
- Statement of Publishing Rights relating to UK

**Minimum** information required by UK book trade.
BIC BASIC

Average number of copies sold per ISBN
BIC TIMELINESS

- All BIC Basic data elements including the cover image supplied
  - 16 weeks ahead of publication
  - 112 days
- Provides a one-time measurement of the timeliness of the data.
BIC TIMELINESS

Average number of copies sold per ISBN

- Incomplete BIC, no Image
- Incomplete BIC, with Image
- Complete BIC, no Image
- Complete BIC, with Image

- All records
- BIC Timeliness
BIC WITH TIMELINESS: EFFECTS ON BROAD GENRES

Average number of copies sold per ISBN

- Fiction
- Specialist Non-Fiction
- Trade Non-Fiction
- Children's

[Bar chart showing the average number of copies sold per ISBN for different genres, with categories for incomplete BIC or image, complete BIC with image, and complete BIC with image and timely.]
ONIX COMPLIANCE AND TIMELINESS

• Data supplied in ONIX 2.1 or above
• Additional data elements required to be valid ONIX
• At least one descriptive metadata element
• Timeliness requirement - 16 weeks/112 days in advance of publication.
ONIX DATA SET

- BIC Basic +
- Contributor
- Edition
- Series
- Dimensions & pagination
- Descriptive text
- Discount code
- Image URL
- Other conditional elements
ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN

- **Not ONIX Compliant**
  - All Records: 1,100
  - ONIX Timeliness: Unknown

- **ONIX Compliant**
  - All Records: 2,900
  - ONIX Timeliness: 3,000
ONIX TIMELINESS & COMPLIANCE: BROAD GENRES

Average number of copies sold per ISBN

- Fiction
- Specialist Non-Fiction
- Trade Non-Fiction
- Children's

Categories:
- Not ONIX Compliant
- ONIX Compliant
- ONIX Compliant and Timely
DESCRIPTIVE METADATA

• Long description
• Short description
• Author biography
• Review
DESCRIPTIVE METADATA

Average number of copies sold per ISBN

Number of descriptive metadata elements
ADDING DESCRIPTIVE DATA

New publishers providing descriptive data

![Bar chart showing sales comparison]

- All Newly Subscribing Publishers
- Newly Subscribing Publishers previously selling over 100 copies

July 2014 to June 2015 Total Sales
July 2015 to June 2016 Total Sales
UK SUMMARY

Key Findings:

• For titles meeting the BIC Basic requirements including a cover image – average sales over twice as high as those titles that don’t meet the standard

• Titles which also meet the BIC Timeliness requirement see average sales a further 6% higher

• Titles meeting the BIC Excellence data standard see average sales over 100% higher than titles that don’t meet the standard

• Titles which carry all four descriptive metadata elements used in our analysis see average sales 65% higher than titles which don’t carry any descriptions

• Average library borrowings per ISBN similarly correlate positively which the completeness and timeliness of BIC Basic data, and the extent of descriptive data.
DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs
1.5mn

TOTAL MARKET VOLUME
681mn

Top 100,000

100,000

TOP 100K VOLUME
585mn

BEST-SELLING TITLE
“Old School (Diary of a Wimpy Kid #10)”

1,829,109 copies sold

LOWEST-SELLING TITLE

783 copies sold

in ISBN count

100k of the total market

in Volume

Top 100k

All other

7%

93%

14%

86%
BASIC DATA ELEMENTS

- ISBN
- Title
- Format/Binding
- Publication date
- BISAC
- Retail Price
- Sales Rights
- Contributor
- Cover Image
BASIC DATA AND COVER IMAGE - GENRES

Average number of copies sold per ISBN

![Bar chart showing average number of copies sold per ISBN for Fiction, Non-Fiction, and Juvenile genres. The chart compares Incomplete Basic Data and Image with Complete Basic Data and Image.]
DESCRIPTIVE DATA

- Description
- Author Biography
- Review
DESCRIPTIVE DATA

Average number of copies sold per ISBN

- No Descriptive Elements
- 1 Descriptive Element
- 2 Descriptive Elements
- 3 Descriptive Elements
KEYWORDS

Average number of copies sold per ISBN
KEYWORDS - GENRES
Average number of copies sold per ISBN

![Bar chart showing average number of copies sold per ISBN for Fiction, Non-Fiction, and Juvenile genres with and without keywords.](image-url)
DESCRIPTIVE DATA AND KEYWORDS

Average number of copies sold per ISBN

- Fiction
- Non-Fiction
- Juvenile

- No Descriptive Elements
- 1 Descriptive Element
- 2 Descriptive Elements
- 3 Descriptive Elements
- 3 Descriptive Elements Plus Keywords
US SUMMARY

• Titles carrying the full complement of basic data elements and a cover image see average sales per ISBN 75% higher than those which do not hold this complete data.

• The presence of a cover image alone correlates with average sales 51% higher than titles which do not hold a cover image.

• The presence of descriptive data elements on title records correlates with higher average sales – titles holding the 3 descriptive elements we examined saw average sales 72% higher than those with no descriptive data attached.

• The addition of keywords shows a correlation with higher sales again – compared to those titles which hold all 3 descriptive data elements, those that also carry keywords see average sales 28% higher.
THANK YOU

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