



BIC METADATA MAP

Launching the BIC Metadata Map Project

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April 2018

ORIENTATION



- Why do we need a map?
- What will it look like?
- How will it be used?
- How will it be created?
- Who will benefit from the map?
- When will it be ready?
- When and how can I get involved?

PURPOSE



- The BIC Metadata Sub-committee identified inconsistency in the metadata supply chain
- Lack of knowledge on
 - The scope of metadata supplied in total
 - Who *supplies* what metadata attributes and how?
 - Who *receives* what metadata attributes and how?
 - What metadata attributes could be supplied but are not?
 - What metadata attributes are supplied but ignored or transformed?
 - What custom requirements are in use?
- Could all metadata supply chain participants benefit from a collaborative approach to finding the answers to these problems?

OBJECTIVES



Metadata Map seeks to

- Collect answers to these questions from all willing participants
 - Senders, Receivers, Intermediaries
- Aggregate the collected data in an accessible form – ‘the Map’
- Enable the collected information to be updated into the future
- To provide a valuable ‘living’ resource
 - FREE of charge to contributors
 - Identify Best practice ‘in practice’
 - Identify gaps and potential improvements
 - Resolve specific supply issues
 - Raise the standard for metadata supply overall

SURVEYING FOR THE MAP



- Initial collection of information through structured interviews
 - Interviews with Steering Group and Metadata sub-committee members
 - Testing of the format, questions asked and outcomes
 - Wider collection of information from other participants later in 2018
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- Future updating of contributions to be collected online
 - Format to be decided

CONTRIBUTION AND ACCESS LEVELS TO THE MAP



Who you are	What you agree to contribute	What you can view
BIC member	Attributable data (your organisation name is attributable to your contribution)	All data from all contributors (contributions from some submitting organisations may be anonymised).
BIC member	Anonymised data (your organisation name is withheld)	Anonymised data from all contributors
Non-member	Attributable data	Anonymised data from all contributors
Non-member	Anonymised data	Anonymised data from all contributors
BIC member	no data	summary report only
Non-member	no data	promotional messages only

Notes:

If your *Contribution* and/or *BIC Member status*' change, your view access will also change to the new status.
 If you withdraw your contribution entirely, your data will also be removed from the Map

PROJECTION



- Presentation of the contributions likely to be in a controlled 'wiki'
- Contributions will be moderated
- Anticipated outcomes:
 - Ability to review data attributes
 - By organisation
 - By type
 - By issue
- Contributors will be prompted to update submissions annually to renew participation
- Contributors who experience significant changes in supply chain activity will be expected to update the Map appropriately

POTENTIAL BENEFITS TO CONTRIBUTORS



- Increased intelligence on metadata in use
- Benchmarking of individual contributor activity
- Metadata supply chain optimisation
- Improved visibility, discovery and representation of products
- Improved sales of product through improved discovery-to-purchase conversion
- Reduced returns through improved purchasing/stock decisions
- Reduced support required for data-related queries or problems

CONCLUSION



- The Map is a collaborative venture
- It will be FREE to use by contributors
- It will take time to build over next two years
- It will only be as useful as the level of active contribution
- Level of potential insight defined by level of contribution
- Promote a positive change of behaviour by individual participants
- Benefits for the supply chain overall
- It will be an updatable reference point into the future

WHAT NEXT?



- Initial interviews with Steering Group and Metadata Committee
- Initial design and scoping of Map presentation
- Wider interviews with interested organisations
- Draft presentation of online Map
- Development of ongoing updating processes
- Launch of accessible Map and promotion

- Register your interest



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