Welcome to May’s BIC Breakfast:
Creative Classification: Using Thema to Augment Your Metadata Beyond the Capabilities of BIC Codes

#BICBreakfast

Kindly sponsored by Nielsen
What is a BIC Breakfast?
BIC Committees

Digital Supply Chain
Libraries
Metadata
Physical Supply Chain
Training, Events & Communications
Regular BIC Events

BIC Breakfasts (monthly)

New Trends in Publishing Seminar
(4th September 2018)

BIC Networking Events including our annual BIC Bash (13th November 2018)

Building a Better Business Seminar at LBF (14th March 2019)
BIC on the web

Extensive Training Programme

Social Media:
@BIC1UK
@KarinaLuke
@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.
Over to Stephen...
Over to Jack…

Over to Chris & Howard…
Creative Thema

Howard Willows
Nielsen Book
&
Chris Saynor
EDIItEUR

BIC Breakfast
May 23, 2018
Thema is

the unified subject classification scheme

for the global book trade

(physical and digital, online and bricks & mortar)
Why do we need Thema?

• International trade requires international standards

• Replace local schemes and endless mappings with direct, clear communication across borders & languages

• Retain control & precision in product data > improve discoverability > increase sales

• Created by users to address real problem
Advantages for UK users

- BIC scheme basis
  - Familiarity; legacy records; mappings
- Export sales significant for UK publishing
  - Particular benefits for international trade
- Mature market
  - Physical & digital channels; ready to exploit
- English language
  - Hub language; no need for translation
- Access & ownership
  - Through EDItEUR, BIC, TISC membership & chair
Growing support from retailers

- Blackwell’s, Waterstones, Amazon EU, all made public statements in support of Thema

- Amazon EU has announced new Browse Tree (UK & FR, DE, ES, IT shop fronts) is based on Thema

- Retailers are ACCEPTING and REQUESTING Thema – will soon start DEMANDING
North, Central and South America - Thema April 2018

- Canada
- French - Canada
- USA
- Mexico
- El Salvador
- Panama
- CERLALC
- Guatemala
- Honduras
- Costa Rica
- Colombia
- Brazil
- Uruguay
- Argentina
- Ecuador
- Peru
- Bolivia
- Trinidad & Tobago
- Costa Rica
Thema countries April 2018

- Turkey
- South Korea
- China
- Japan
- Egypt (Arabic world)
- India
- South Africa
- Australia
- New Zealand
Release of *Thema v1.3*

- Updated version published April 2018
- 259 new core subject codes in various sections including Fiction and Children’s, Teenage & Educational
- 153 new qualifier codes including new educational qualifiers for UK market
- Clarifications of existing codes & updates or addition to scope notes
Thema v BIC: General

- *Thema* inherits & extends BIC’s ‘building block’ approach; combination of subjects & qualifiers

- Many codes exactly the same in both schemes, e.g. M*, K*, P*, V*

- Similar scale - Thema has one more Subject section; one more Qualifier section

- BIC is frozen (v2.1) - all future development in Thema; can be regarded as BIC3
Ready-Made v Building Block

BISAC: TRV025060  TRAVEL / United States / Northeast / New England (CT, MA, ME, NH, RI, VT)

CLIL: 3809 - Guide d'Amérique du Nord

BIC: WTH Travel guides + 1KBBES Massachusetts

Thema: WTH Travel guides + 1KBB-US-NEMB Boston
Thema v BIC: key differences

- **Scope**: Thema is avowedly international; enriched by input from national groups/schemes
- **Structure**: Thema has National Extensions within the Qualifiers – providing market-specific detail; many more codes overall
- **Use**: Thema allows MUCH greater use of post-coordination – combinations of Subject codes and Qualifier
- **Enable**: Thema to be used more creatively to indicate the key topics of a work
NHD – European history

1D – Europe
NHD – European history

1DTJ-CZ-A – Prague
JPWG – Pressure groups, protest movements & non-violent action

NHTB – Social & cultural history

JPVH – Human rights, civil rights

JPH – Political structure & processes

JBSF1 – Gender studies: women & girls

NHD – European History

1DDU – United Kingdom, Great Britain

3MPB – Early 20th century c 1900 to c 1950

3MN – 19th century c 1800 to c 1899
VXHF – Nature therapy

SZ – Active outdoor pursuits

RGBL – Forests & woodland
AGB – Individual artists, art monographs
AGA – History of art
AFC – Painting & paintings
3MPB – Early 20th century c 1900 to c 1950
6SN – De Stijl, Neoplasticism
Key section: Fiction

- Significant expansion: many new genres (e.g. Speculative fiction) and extra sub-genres within existing additional genre codes (see Science Fiction)

- New Narrative Themes – cut across genres

- Greater use of post-coordination – use in combination with Non-Fiction codes and Place & Time Period qualifiers
FDK – Alternative history fiction

FG – Sports fiction

FN – Biographical fiction
### Thema Subject Categories 1.3

Previous versions of *Thema* are still available 1.2 1.1 1.0.

Browse the *Thema* subject categories hierarchy, or search for a specific term within the hierarchy.

[Search]  See the search hints below.

<table>
<thead>
<tr>
<th>Notation</th>
<th>Category heading</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Fiction &amp; Related items…</td>
</tr>
<tr>
<td>FL</td>
<td>Science fiction…</td>
</tr>
<tr>
<td>FLC</td>
<td>Classic science fiction</td>
</tr>
<tr>
<td>FLG</td>
<td>Science fiction: time travel</td>
</tr>
<tr>
<td>FLM</td>
<td>Science fiction: steampunk</td>
</tr>
<tr>
<td>FLP</td>
<td>Science fiction: near-future…</td>
</tr>
<tr>
<td>FLQ</td>
<td>Science fiction: apocalyptic &amp; post-apocalyptic</td>
</tr>
<tr>
<td>FLR</td>
<td>Science fiction: military</td>
</tr>
<tr>
<td>FLS</td>
<td>Science fiction: space opera</td>
</tr>
<tr>
<td>FLU</td>
<td>Science fiction: aliens / UFOs</td>
</tr>
<tr>
<td>FLW</td>
<td>Science fiction: space exploration</td>
</tr>
</tbody>
</table>
BIC code

FF – Crime & mystery

Thema

FFJ – Crime & mystery: cosy mystery

WFBQ – Quiltmaking, patchwork & applique

1KBB-US-S – US South
FBA – Modern & contemporary fiction

FV – Historical fiction

1DDU-GB-E – England

3MD-GB-G – Tudor period (1485–1603)
Narrative themes allow expression of topics across genres

FXB – Narrative theme: Coming of age
Arnold Bennett
Anna of the Five Towns

Mervyn Edwards
Tunstall Through Time

Mervyn Edwards
Stoke-on-Trent Pubs

Later 19th century c 1850 to c 1899
‘A brilliant novel... courageous, necessary and deeply touching’
GUARDIAN

ÉDOUARD LOUIS

THE END OF EDDY

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FBA – Modern & contemporary fiction

FXS – Narrative theme: Social issues

FYT – Fiction in translation

JBFC – Poverty & precarity

1DDF-FR-S – Picardy

3MPQZ – c 1990 to c 1999

3MRBA – c 2000 to c 2009

5PSG – Relating to Gay people
Key section: Children’s, Teenage & Educational

- Combination of Fiction and General Interest or Personal & Social topics codes to express multiplicity of topics
- Also use of Place & Time Period Qualifiers with Fiction as with Adult codes
- Removal of many format-based codes (not subject)
- Removal of English as specific school subject
YFP – Children’s / Teenage fiction: Nature & animal stories

YFR – Children’s / Teenage fiction: Sporting stories

YNNJ24 – Children’s / Teenage general interest: Ponies & horses

5AJ – Interest age: from c 8 years
YPCA – Educational: first/native language

4Z-GB-ACJ – For National Curriculum Key Stage 2 (England & Wales)

2ACB – English

5AJ – Interest age: from c 8 years
YFM – Children’s / Teenage fiction: Romance, love & relationships stories

YFS – Children’s / Teenage fiction: School stories

YXN – Children’s / Teenage personal & social issues: Racism & multiculturalism

YXHL – Children’s / Teenage personal & social issues: Sexuality & relationships

YXQ – Children’s / Teenage personal & social issues: Bullying, violence, abuse & peer pressure

1KBB-US-SEV – Virginia

3MPQS-US-P – USA: Era of Civil Rights Movement (c 1954 to c 1968)

5AQ – Interest age: from c 14 years

5LF – Relating to adolescence / teenage years

5PSL – Relating to Lesbians

5PB-US-C – Relating to African American people
Thema, ONIX et al
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YFA – Children’s / Teenage fiction: Classic fiction

YFQ – Children’s / Teenage fiction: Humorous stories

YNNJ23 – Children’s / Teenage general interest: Bears

1DDU-GB-ESL – London, Greater London

5AH – Interest age: from c 7 years
Keywords

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Key Character names

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Name as subject

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Interest age / Reading Age

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    <AudienceRangeValue>7</AudienceRangeValue>
    <AudienceRangePrecision>04</AudienceRangePrecision>
    <AudienceRangeValue>10</AudienceRangeValue>
</AudienceRange>
WTK – Language Phrasebooks

2ADSL – Latin-American Spanish

1KL – Latin America - Mexico, Central America, South America

(Language)
  (LanguageRole)01(LanguageRole)
  (LanguageCode)eng(LanguageCode)
WTHE – Travel guides: activity holidays
SZG – Climbing & mountaineering
SZC – Walking, hiking, trekking
1KLSA-AR-CAM – Aconcagua
1KLZTA – Andes mountains
# Thema Subject Categories 1.3

Previous versions of *Thema* are still available 1.2 1.1 1.0.

Browse the *Thema* subject categories hierarchy, or search for a specific term within the hierarchy. See the search hints below.

<table>
<thead>
<tr>
<th>Notation</th>
<th>Category heading</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>The Arts…</td>
</tr>
<tr>
<td>AB</td>
<td>The arts: general issues…</td>
</tr>
<tr>
<td>AF</td>
<td>Fine arts: art forms…</td>
</tr>
<tr>
<td>AG</td>
<td>Fine arts: treatments &amp; subjects…</td>
</tr>
<tr>
<td>AJ</td>
<td>Photography &amp; photographs…</td>
</tr>
<tr>
<td>AK</td>
<td>Industrial / commercial art &amp; design…</td>
</tr>
<tr>
<td>AM</td>
<td>Architecture…</td>
</tr>
<tr>
<td>AT</td>
<td>Performing arts…</td>
</tr>
<tr>
<td>AV</td>
<td>Music…</td>
</tr>
</tbody>
</table>

- An ellipsis indicates a category has more detailed subcategories
- Click on a category description to reveal these ‘descendant’ subcategories
- Indentation indicates the ancestors and descendants of a category
- Click on the * or ? to see or hide the usage notes
- Search for categories (for example ‘celebrity’) using the search field at the top

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![Search](https://ns.editeur.org/thema/en)

<table>
<thead>
<tr>
<th>Notation</th>
<th>Category heading</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Graphic novels, Comic books, Cartoons…</td>
<td>*</td>
</tr>
<tr>
<td>XA</td>
<td>Graphic novel &amp; Comic book: types…</td>
<td>*</td>
</tr>
<tr>
<td>XAM</td>
<td>Manga &amp; Asian style comics…</td>
<td>*</td>
</tr>
<tr>
<td>XAMC</td>
<td>Manga: Kodomo</td>
<td>*</td>
</tr>
<tr>
<td>XAMF</td>
<td>Manga: Shōjo</td>
<td>*</td>
</tr>
<tr>
<td>XAMG</td>
<td>Manga: Shōnen</td>
<td>*</td>
</tr>
<tr>
<td>XAML</td>
<td>Manga: Seinen</td>
<td>*</td>
</tr>
<tr>
<td>XAMR</td>
<td>Manga: Josei</td>
<td>*</td>
</tr>
<tr>
<td>XAMT</td>
<td>Manga: Yaoi</td>
<td>*</td>
</tr>
<tr>
<td>XAMV</td>
<td>Manga: Bara</td>
<td>*</td>
</tr>
<tr>
<td>XAMX</td>
<td>Manga: adult (erotic, extreme violence)…</td>
<td>*</td>
</tr>
<tr>
<td>XAMY</td>
<td>Manga: Yuri</td>
<td>*</td>
</tr>
</tbody>
</table>

https://ns.editeur.org/thema/en
<table>
<thead>
<tr>
<th>Code</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>XA</td>
<td>Graphic novel &amp; Comic book: types...</td>
</tr>
<tr>
<td>XAM</td>
<td>Manga &amp; Asian style comics...</td>
</tr>
<tr>
<td></td>
<td>Use for: This sequence includes all Japanese comic books (Manga) plus those from other Asian countries including Korean (Manhwa) &amp; Chinese (Manhua)</td>
</tr>
<tr>
<td>XAMC</td>
<td>Manga: Kodomo</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga for children, boys &amp; girls, age around 6 to 10</td>
</tr>
<tr>
<td>XAMF</td>
<td>Manga: Shōjo</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga designed for young &amp; teenage girls, age around 10 to 15</td>
</tr>
<tr>
<td>XAMG</td>
<td>Manga: Shōnen</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga designed primarily for young &amp; teenage boys, age around 10 to 15</td>
</tr>
<tr>
<td>XAML</td>
<td>Manga: Seinen</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga designed for young adult men, from about 15 to 30 years old. Use with: Qualifier 5X as appropriate</td>
</tr>
<tr>
<td>XAMR</td>
<td>Manga: Josei</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga designed specifically for young adult women</td>
</tr>
<tr>
<td>XAMT</td>
<td>Manga: Yaoi</td>
</tr>
<tr>
<td></td>
<td>Class here: boys' love (BL). Use for: Manga featuring young male homosexual relationships but for a young female readership</td>
</tr>
<tr>
<td>XAMV</td>
<td>Manga: Bara</td>
</tr>
<tr>
<td></td>
<td>Class here: Men's Love (ML) manga. Use for: manga focusing on male same-sex love, usually created by gay men for a gay audience. Use with: Qualifier 5X as appropriate</td>
</tr>
<tr>
<td>XAMX</td>
<td>Manga: adult (erotic, extreme violence)...</td>
</tr>
<tr>
<td></td>
<td>Use for: Manga designed for adults featuring scenes of an overtly adult nature only suitable for an aware and mature audience. Use with: other XAM codes if appropriate &amp; Qualifier 5X as appropriate. See also: XAMX2 Manga: hentai manga...</td>
</tr>
<tr>
<td>XAMY</td>
<td>Manga: Yuri</td>
</tr>
<tr>
<td></td>
<td>Class here: girls' Love. Use for: Manga featuring young...</td>
</tr>
</tbody>
</table>
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</tr>
</thead>
<tbody>
<tr>
<td>SZN</td>
<td>Caving &amp; potholing</td>
</tr>
</tbody>
</table>

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  - Searches are not case-sensitive, and search both the category headings and any notes
  - You don’t need to use complete words (eg ‘celeb’)
  - You can also search for Thema codes – these searches must be exact (eg ‘MFGV’)
- Click on a search result category to see it ‘in context’ with its ancestor and descendant categories
- A click on ‘Category heading’ or a blank search returns you to the top level of the hierarchy
- Click on the notation to copy the code to the clipboard

https://ns.editeur.org/thema/en
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edinburgh

See the search hints below.

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1DDU-GB-SCE</td>
<td>Edinburgh</td>
</tr>
<tr>
<td>1MTAST</td>
<td>Tristan da Cunha</td>
</tr>
</tbody>
</table>

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العربية Dansk Deutsch Español Français Magyar Italiano 日本語 Lietuvių Norsk Polski Português Русский Svenska Türkçe

https://ns.editeur.org/thema/en
Thema resources

Documentation from EDItEUR site & interactive browser

http://www.editeur.org/151/Thema/

https://ns.editeur.org/thema/en
**TH** – Energy technology & engineering

**A** – The Arts

**NK** – Archaeology

**S** – Sports & Active outdoor recreation

**WDK** – Trivia & quiz question books
Over to Kieron...
Selling More Books Online

Kieron Smith
Digital Director, Blackwell’s
What I’m going to cover

- A little bit about Blackwell’s
- What’s the challenge?
- What’s our vision?
- Hygiene Factor Metadata & richer information
- The missing link
- Concluding words
What’s the challenge?
129,864,880
New books published in the US
Sixty-one percent of book purchases by frequent book buyers take place online, but only seven percent of those buyers said they discovered that book online.
Well duh.

Offline sales see an increase of 35% for titles which have all enhanced metadata elements present.

Online sales see a massive 178% increase for titles which have all metadata elements present in comparison to those with no enhanced metadata.

What’s our vision?
Peter McMullin, Oxford Broad Street Shop

“I’m quite old-fashioned – I use the Internet all the time, but I find it’s quicker and easier just to know stuff. People look at me a bit strangely, but it’s just interesting.”
CHIDI'S CHOICE! great work, @blackwelloxford 😍❤️

A selection of titles featured on, or inspired by TV's The Good Place.
Currently airing on Netflix.
What can we do now?
The Ministry of Utmost Happiness LONGLISTED for the Man Booker Prize 2017
Hardback original
Arundhati Roy
Hardback (06 Jun 2017) | English
Save £0.79
£18.20 £18.99

Add to basket

FREE UK Delivery
✓ 10+ copies available online - Usually dispatched within 24 hours
FREE Reserve & collect
✓ 10+ copies available at Oxford Broad Street
Reserve in Store | Check stock elsewhere

Other formats/editions
Paperback (18 Jul 2017) - Large type / large print edition £21.48 £19.70
Audio CD (20 Jun 2017) - Unabridged edition £26.62 £23.50
Paperback (01 May 2018) £10.43 £9.86
Paperback (07 Jun 2018) - 1st paperback ed £7.91 £6.99
eBook (06 Jun 2017) - £15.82
Synopsis

Focusing on Marx's theory of crisis, Grossman aims to show that radical assessments of this theory suffer from a failure to appreciate the scientific nature of Marx's method, which may be regarded as the key to understanding capitalist production as a contradictory social movement.

About the Publisher

PlutoPress

Pluto Press is one of the world's leading radical publishers, specialising in progressive, critical perspectives in politics and the social sciences. Based in London, we have been active for over 40 years and independent since 1979. We have more than 800 titles in print by authors such as Noam Chomsky, Howard Zinn, John Pilger, Susan George, Ziauddin Sardar, Greg Palast, Eduardo Galeano and Vandana Shiva.
October: The Story of the Russian Revolution
China Miéville
Hardback (09 May 2017) | English
£18.99

Includes delivery to Japan

10+ copies available online - Usually dispatched within 24 hours

Other formats/editions
Audio CD (04 Aug 2017) - £5.99
Paperback (01 May 2018) - £8.79
eBook (25 Apr 2017) - £22.79
eBook (09 May 2017) - £11.99

Used from other sellers
26 used titles from £20.18

Blackwell's
This is M. C. BEATON's 25th Agatha Raisin mystery. She is also the author of 30 Hamish Macbeth tales, a quartet of Edwardian mysteries and numerous Regency romances, also published by Constable. She lives in Paris and in a Cotswold village that is very much like Agatha’s beloved Carsely.
Thema

• Allows us the chance to present different shop fronts to different countries

• Huge help in helping us to enable groupings of books which make sense to customers

We’ve been stuck in 1995 bookselling with a very static view of book browsing and presentation online...
Conclusions

- Metadata is exciting.
- Searching for and finding titles in such a large pool is challenging.
- How does your data help a customer in this context.
- The importance of getting the basics right can’t be underestimated.
- There is huge potential in additional partnerships over data and information linking that could add value for readers.
Thank You
Over to Jack…

Any questions?
Thank you for attending May 2018’s BIC Breakfast:

Creative Classification: Using *Thema* to Augment Your Metadata Beyond the Capabilities of BIC Codes

Alaina-Marie Bassett
Business Manager
Book Industry Communication Ltd

0207 255 0513
Alaina-Marie@bic.org.uk