Welcome to October’s BIC Breakfast:
The ISBN: Best Practice for International Book Identification

#BICBreakfast

Kindly sponsored by
What is a BIC Breakfast?
BIC Committees

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

BIC Breakfasts (monthly)

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

Building a Better Business Seminar at LBF (14th March 2019)

New Trends in Publishing Seminar (September 2019)
BIC on the web

Extensive Training Programme

Social Media:
@BIC1UK
@KarinaLuke
@BIC_LCF

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

Stella Griffiths
Executive Director, International ISBN Agency
Overview

- Introduction – a bit about us
- Why standards matter
- Does best practice still matter?
- A word about “pooling”
- Permanence
- Assigning to parts, chapters, etc.
International ISBN Agency
International ISBN Agency

- Small organisation - in Russell Square, London
- Not for profit
- Appointed by ISO to be the “Registration Authority for ISBN”
  - promote, coordinate and supervise ISBN system globally
  - provide guidance to ISBN Agencies and other users

(UK ISBN Agency is separate – run by Nielsen, Woking)
Why standards matter

What is a “standard”? provides rules, guidelines or characteristics for activities or for their results, aimed at achieving the optimum degree of order in a given context.¹

¹From https://www.iso.org/deliverables-all.html
Why standards matter – in the book world

Order =

Easy for data recipients to process
Foundation for metadata
Quickly get books into databases
Supply chain can run effectively and efficiently

Overall benefits and success for all participants

Order ≠

Restriction on creativity
Keeping it flexible

Book is NOT defined in the Standard

- no minimum number of pages
- no defined format (printed or digital or audio, etc.)
- no restriction on author or publisher imagination

Must be: text, available to the public, one-off
New ISBN Standard!

*International Standard since 1970*


- Available free from [www.isbn-international.org](http://www.isbn-international.org)

- Help with practical questions

- Worked through most problems – so you don’t have to!
Does best practice still matter...?

Do you want your books to be discovered?

Do you want to sell more books?

Do you want to analyse sales?
Does best practice still matter…?

ISBNs identify unique products
ISBN for each separate product – very granular system
ISBNs identify the publisher and the imprint
ISBNs identify the general location of the publisher
ISBNs are permanent

978-0-233-15109-0
A few rules...

“...after the ISBN agency assigns ISBNs to a publisher, that publisher cannot resell, re-assign, transfer or split its list of ISBNs among other publishers”.

ISBN Users’ Manual 2018
A few rules...

“A publisher operating separate and distinct offices or branches in different places may have a registrant element for each office or branch.

...each publication is to be assigned only one ISBN by the office or branch responsible for the publication.”

ISBN Users’ Manual 2018
A word about “pooling”

- Block identifies your *company* and *where* it is
  - Multinationals need to be careful

- You can associate different imprint names with the same block (keep your ISBN Agency informed!)

978-0-233
A word about “pooling”

- Taking an example...
A word about “pooling”
A word about “pooling”

Multi-site publishers – use prefix of your place of publication

This ensures:
- your publications are associated with the right imprint
- your sales history is correctly maintained

Consistency matters
Permanence

- ISBN identifies a publication for all time
  - Only put OP pubs you know will never come back
  - Same ISBN can’t identify another book

An ISBN is not - it just keeps going!

ISBNs are permanent identifiers
Assigning to parts, chapters, etc.

Book is NOT defined in the Standard

- *no minimum number of pages*
- no defined format (printed or digital or audio, etc.)
- no restriction on author or publisher imagination

*Must be: text, available to the public, one-off*
Assigning to parts, chapters, etc.

ISBNs can identify parts of books *as long as they are available separately in the supply chain* e.g. chapters, sections, parts

Possible applications – courses

– “mix and match” sets
Thank you...

<table>
<thead>
<tr>
<th>International ISBN Agency</th>
<th><a href="http://www.isbn-international.org">www.isbn-international.org</a></th>
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<tr>
<td><strong>Stella Griffiths</strong></td>
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Over to Jack…

Over to Eleanor…
THE ISBN:
BEST PRACTICE FOR INTERNATIONAL BOOK IDENTIFICATION

Eleanor Pigg, Registration Services Manager
BIC Breakfast, October 2018
UK & IRELAND ISBN AGENCY

- Eleanor Pigg - Manager, ISBN Agency for UK, Ireland and British Overseas Territories
- Worked within the ISBN Agency since 2006
- The United Kingdom & Ireland ISBN Agency assigns ISBNs to publishers based anywhere in the British Isles, including Orkney, Shetland, Isle of Man IM, Isle of Wight and the Channel Islands.
- We also assign ISBNs to publishers based in most of the 14 British Overseas Territories: Anguilla, Falkland Islands, South Georgia and the South Sandwich Islands, British Indian Ocean Territory, Cayman Islands, Montserrat, Pitcairn, St. Helena, Ascension Island and Tristan da Cunha, Turks and Caicos Islands, British Virgin Islands and Akrotiri and Dhekelia.
HOW YOU CAN PURCHASE ISBNS IN THE UK
www.nielsenisbnstore.com
www.isbn.nielsenbook.co.uk

• Where to buy:
  • Online via the ISBN Store including ISBN Reissues (from single ISBNs to allocations containing up to 1000 numbers)
  • Direct via email (including larger blocks 10K, 100K)

• How to buy:
  • The ISBN Store is the place to be… ISBNs purchased instantly!
HOW THE ISBN AGENCY CAN SUPPORT YOU

“We’re not just here to sell ISBNs, we’re here to support and advise.”

Please talk to us if you are unsure about anything, we would much rather you talked to us first, mistakes are often expensive.

Email: isbn.agency@nielsen.com  / Telephone: +44 (0)1483 712 215

• Advice on the correct allocation of ISBNs
• Queries on prefix ownership
• Best practice
• New imprints, name changes
WHO BUYS ISBNs

Snapshot of September 2018
MOST FREQUENTLY ASKED QUESTIONS

- But I’m not a publisher!
- My friend has given me one of their ISBNs…
- I bought an ISBN off the Internet… 9781234567890, how do I get it into bookshops?
- Do I have to send the British Library six copies of my book? How do they pay me?
- Aren’t you the British Library?
THANK YOU

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www.nielsenisbnstore.com / www.isbn.nielsenbook.co.uk
Over to Neil...
The ISBN: Best Practice for International Book Identification

ISBNs & The British Library

Neil Wilson
Head, Collection Metadata, The British Library

BIC Breakfast - October 24th 2018
The British Library
Some Background

• Receives a copy of every publication available in UK

• Collection includes over 150 million items:
  • 14 million books
  • 920,000 journal & newspaper titles
  • 3 million sound recordings, maps, stamps & much more…

• Operates the world's largest document delivery service
The British Library
A Registration Agency

The BL is UK registration agency for:

- **ISSN** (International Standard Serial Numbers)
- **ISNI** (International Standard Name Identifiers)
- **ISIL** (International Standard Identifiers for Libraries)

But **not ISBNS** - UK copyright & legal deposit are not linked to ISBN registration
**Collection metadata** is structured data used to manage, access & preserve our collection.

**Collection metadata** captures:

- Key properties
- Relationships
- Location & availability

Accurate ISBNs help build the national collection by:

- Supporting efficient claims & audit processes

- Eliminating potential ambiguity - on editions, reprints, impressions, etc.
PLR services use ISBN based systems for:

- Author registration of titles
- Assembling public library usage statistics for author payments
- Generating ‘Top 10’ listings of most borrowed authors & works
Accurate ISBN usage in metadata enables:

- **Cataloguing efficiencies** – *via derived cataloguing & batch upgrade of metadata*

- **Collection Development** – *selecting & purchasing specific editions*

- **Production of timely management information** – *for process improvement*
Accurate ISBN usage supports:

- Inter-library loan activities

- Shared collection comparison & management - *by UK libraries*

- High quality resource discovery - *via our online catalogues*
The British Library & ISBN Usage
The British National Bibliography (BNB)

ISBN inclusion in BNB metadata supports:

- **UK library selection & acquisitions**

- **International sales** - *BNB has over 2000 user organisations in 130 countries*

- **Efficient copy cataloguing** - *by UK & international libraries*
But Things Can Go Wrong
When ISBN Best Practice is Ignored...

E.g.:

- Incorrect/invalid/fake ISBNs
- Package/series ISBNs in place of product ISBNs
- Multiple ISBNs for single product
- ISBNs on journals
- New ISBN on each reprinting of the same product
But Things Go Wrong
When ISBN Best Practice is Ignored…

E.g. ISBNs are re-used or generated:

- On multiple new products
- From OP titles – e.g. following imprint acquisitions
- Automatically - to create valid ‘pseudo-ISBNs’ for unregistered titles
- From old print to new eBook editions
The British Library & ISBN Usage
The Value of Best Practice

• Accurate ISBNs are crucial to our processes & workflow efficiency

• Incorrect ISBN usage wastes time, increases costs & frustrates users

• Compliance with ISBN best practice helps everyone in the supply chain
ISBNs & The British Library

Questions?

metadata@bl.uk
Over to Kieron...
The ISBN: Best Practice for International Book Identification

Seven Ways to Torture a Bookseller

Kieron Smith
Digital Director, Blackwell’s
The case of the wrong country prefix

- With a growing number of country rules then having the wrong country of origin can have unexpected consequences.

- European fixed price regulations – Germany no applies to books exported into Germany from the UK so 9783 changes the price for this country, restricts it out of global marketplaces without that flexibility...

- If it should be restricted but has 9780 then we’ll get in trouble...
Re-use

- Don’t.

- We sell 2nd hand, and indeed modern collectable first editions which increasingly have ISBNs.

- They don’t want a bath book arriving instead. (True story).
Change of edition

• If it’s a new edition it needs a new ISBN.

• Many of our customers are very particular in expecting the edition they ordered.
See a theme here?

- A special edition, ltd binding, special signed edition ... needs a new ISBN.
- All books are not equal in the eyes of customers.
Not a book.


- Implications – we try to handle nowadays although EAN is better – VAT can be an issue as often missing format in the bibliodata too...
International pricing.

- The ‘I’ is a giveaway.

- In order to have territorial restrictions apply to a title which is sold globally then it needs to have different editions – e.g. an International Student Edition.
POS

- Dumpbins, catalogues, posters, stockpacks and standees are not books either.
- Some make it into the EDI invoice feed as zero value products, so we end up with stock in hand...
Thank You
Over to Jack…

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

The ISBN: Best Practice for International Book Identification

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Book Industry Communication Ltd

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