Welcome to December’s BIC Breakfast: The Practical Application of Meaningful Metadata

#BICBreakfast
What is a BIC Breakfast?
THE BOOK INDUSTRY’S SUPPLY CHAIN ORGANISATION
BIC Committees

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

BIC Breakfats (monthly)
LBF Supply Chain Seminar (April 2016)
New Trends Seminar (Sept 2016)

BIC Networking Events
- including the BIC Bash (Nov 2016) and
  events hosted by the British Library
BIC on the web

New website coming in 2016

Extensive Training Programme

Social Media:
@BIC1UK
@KarinaLuke
@LastPhoenixDown
@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.
Over to Toby...
The Practical Application of Meaningful Metadata

Toby Gill, Virtusales Publishing Solutions
Some publishers using Biblio
Why is metadata important?

Sales per ISBN

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</tr>
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<tr>
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<tr>
<td>1000</td>
</tr>
<tr>
<td>500</td>
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- Incomplete BIC or image
- Complete BIC, with image

Source: Nielsen Metadata White Paper
Own your truth

Single Product Record

Retailers

Tailored Versions of Metadata
Over to Jack…

Over to George…
Meaningful Metadata
BIC Breakfast Presentation, 1 December 2015

George Walkley
Head of Digital, Hachette UK
What is Meaningful Metadata?

• Three key characteristics:

  1. Business critical
  2. Standards-based
  3. Widely available and applicable

• (Caveat: trade focus)
MITCHELL 3½
ST ERME TRISSEN TRURO 1 1/3 5
PROBUS 3½
Metadata as Signpost – Abundance and Discovery

- Publishing = multi-format (but single device?)
  - Books: ~1m new titles per year?
  - Ebooks: ~250k in last 90 days
  - Apps: 1k new apps per day
  - Websites: 600 per minute
  - Video: 300 hours of video per minute

- Attention is the critical challenge

- Metadata = prerequisite for discoverability
Standards

• Good standards: ISBN, EPUB 3.1, ONIX 3 – but slow pace of adoption of new versions?

• Work-in-progress: THEMA
  http://www.bic.org.uk/86/THEMA/

• Gaps: e.g. work level identifiers / ISTC

• Macro issue: publisher involvement in standards (BIC, IDPF, W3C etc.)

• Upstream issues: implementation / data

• Downstream issues: latency / canon
Metadata as Walled Garden – Future Challenges

• Within the established market:
  – Data supports innovation as well as discovery – is it sufficiently broadly available?

• In new markets:
  – Trade publishing metadata has scaled from book to ebook – will data and underlying systems scale to new product formats (e.g. video, apps, micro-content)?
Thank you for your attention

Questions - george.walkley@hachette.co.uk
Connect - www.linkedin.com/in/georgewalkley
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Over to Jack...

Over to Ruth...
260+ distribution partners
Distributions – last 12 months

- **160,344,317** Metadata Only
- **178,438,516** Content Only
- **338,782,833** Total (one every 0.09 seconds)
Controlling the supply chain

- ONIX 3.0
- Thema
- Dynamic metadata
- Series, linking etc
- Social metadata and discoverability
Over to Jack...

Over to Lindsey...
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Not the sexiest subject
Utterly key for selling books online
Bad metadata = no sales
HELLO
my name is
INTERN
Big marketing campaigns are pointless if readers can’t find the book
DARE YOU ENTER?

THE KILL ROOM, THE NEW LINCOLN RHyme NOVEL
FROM JEFFERY DEAVER, THE ULTIMATE THRILLER WRITER

WATCH THE TRAILER AT YouTube/JEFFERYDEAVERBOOKS kobo
Important to remember that this translates to...

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The Kill Room

Lincoln Rhyme Book 10

by Jeffery Deaver

Lincoln Rhyme thrillers (Book #10)

4.1 / 5  13 ratings

#821 in Fiction & Literature, Action Suspense
#11967 in Fiction & Literature
#3233 in Mystery & Suspense

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Other books in this series

SYNOPSIS

The tenth novel in the critically acclaimed Lincoln Rhyme series, from Number One bestselling author Jeffery Deaver. They are calling it the ‘million-dollar bullet’: a sniper shot from a near-impossible distance.
But there is no crime scene investigation, no evidence, and no co-operation from the local Bahamian police.
## Kobo’s required fields

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<td>The author and/or or editor name(s)</td>
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How metadata can aid discoverability
Not all users search by author/title
This can be exploited in various cases
5. **The Adultery Club**: In an often grey world there are fifty shades of seduction
   - By *Tess Stimson*
   - 53 customer ratings
   - Pan Macmillan, September 2008
   - ISBN: 9780330473446
   - Language: English
   - Download options: Adobe DRM EPUB
   - £0.67
     - List price: £1.00
     - You save: 33% (£0.33)

6. **Dirty** (for fans of Fifty Shades by E. L. James) (Spice)
   - By *Megan Hart*
   - 22 customer ratings
   - Harlequin (UK) Limited, June 2009
   - ISBN: 9781408906422
   - Romance, Erotica
   - Language: English
   - Download options: Adobe DRM EPUB
   - £2.69
     - List price: £6.98
     - You save: 61% (£4.29)

7. **Submit to Desire** (for fans of Fifty Shades by E. L. James) (Spice Briefs)
   - By *Tiffany Reisz*
   - 13 customer ratings
   - Harlequin (UK) Limited, August 2012
   - ISBN: 9781408981955
   - Romance, Erotica
   - Language: English
   - Download options: Adobe DRM EPUB
   - £1.99
Series
Has more than 10 different series
Private Games

(Private 3)

by James Patterson

Private (Book #3)

★ ★ ★ ★ ★ 4.3 / 5  37 ratings

#275 in Fiction & Literature
#115 in Mystery & Suspense
#64 in Mystery & Suspense, Thrillers

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Other books in this series

SYNOPSIS
Still relevant when an author moves publisher mid-series

8th Confession
( Women's Murder Club 8)
by James Patterson
Women's Murder Club (Book #8)

The number one bestselling eighth instalment in the Women's Murder Club - a fashion designer, a software tycoon and a millionaire heiress are all murdered in mysterious circumstances ... Detective Lindsay Boxer is quickly assig... Read more

7th Heaven
( Women's Murder Club 7)
by James Patterson
Women's Murder Club (Book #7)

The no. 1 bestselling seventh instalment in the Women's Murder Club series...Lindsey is being pushed to the limits.Two cases have pushed Detective Lindsay Boxer to the limit. The hunt for a deranged murderer with a 1... Read more

The 6th Target
by James Patterson, James Patterson, Maxine Paetro
Women's Murder Club (Book #6)

When a lone gunman goes on a shooting spree aboard a packed San Francisco ferry, Lieutenant Lindsay Boxer is called in to investigate. At the scene she finds three people dead and Claire Washburn fighting for her life. Lindsay |... Read more
Compared to another series author
Lucky
by Jackie Collins

4.4 / 5  17 ratings

#1102 in Romance
#2959 in Fiction & Literature

Write a review  View in Library

Lucky Santangelo series
10 works, 10 primary works

SYNOPSIS

With the sensual grace of a panther, Lucky Sar dazzles with danger. Her rivals are filled with passion and luxury. California, Paris, New York and a card of a fabulous love. Her rivals: an ice-cold card of a fabulous love. Her rivals: an ice-cold
Territorial rights and pricing
We sell ebooks in over 180 territories. Without explicit rights data, you’re losing sales.
Pricing isn’t fixed until a reprint
Day of DD 4340% increase in volume over 2 week previous period
(1615% increase in publisher revenue)
Territorial rights and pricing
Price sensitivity varies hugely by country
AUD price $16.99 (£7.90)

Publisher gets £1.40 more per copy
Questions?
Thank you for attending December’s BIC Breakfast: The Practical Application of Meaningful Metadata

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Book Industry Communication Ltd

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