



# THE IMPORTANCE OF METADATA FOR DISCOVERABILITY & SALES

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# METADATA STUDY SPONSORS

UK



US



# 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.

An abstract graphic on the left side of the slide. It features a series of thin, curved lines in various colors (blue, green, yellow, red, purple) that sweep upwards from the bottom left towards the top right. Several small dots in matching colors are placed at various points along these lines. Some lines extend downwards from the main cluster, ending in dots.

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# UK METADATA STUDY

# DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs

1.5mn

Top 100,000

100,000

TOTAL MARKET VOLUME

195mn

TOP 100K VOLUME

181mn

TOTAL MARKET VALUE

£1.6bn

TOP 100K VALUE

£1.4bn

BEST-SELLING TITLE

"Lean in 15:15 Minute Meals and Workout"



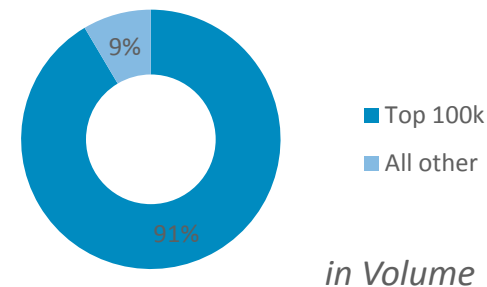
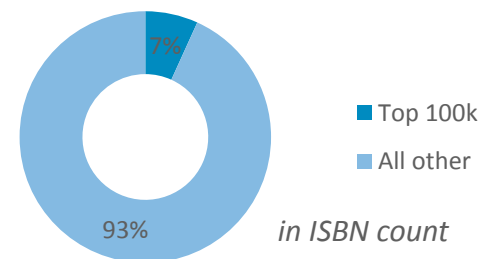
819,807 COPIES SOLD

LOWEST-SELLING TITLE

171 COPIES SOLD



100k **OF THE TOTAL MARKET**



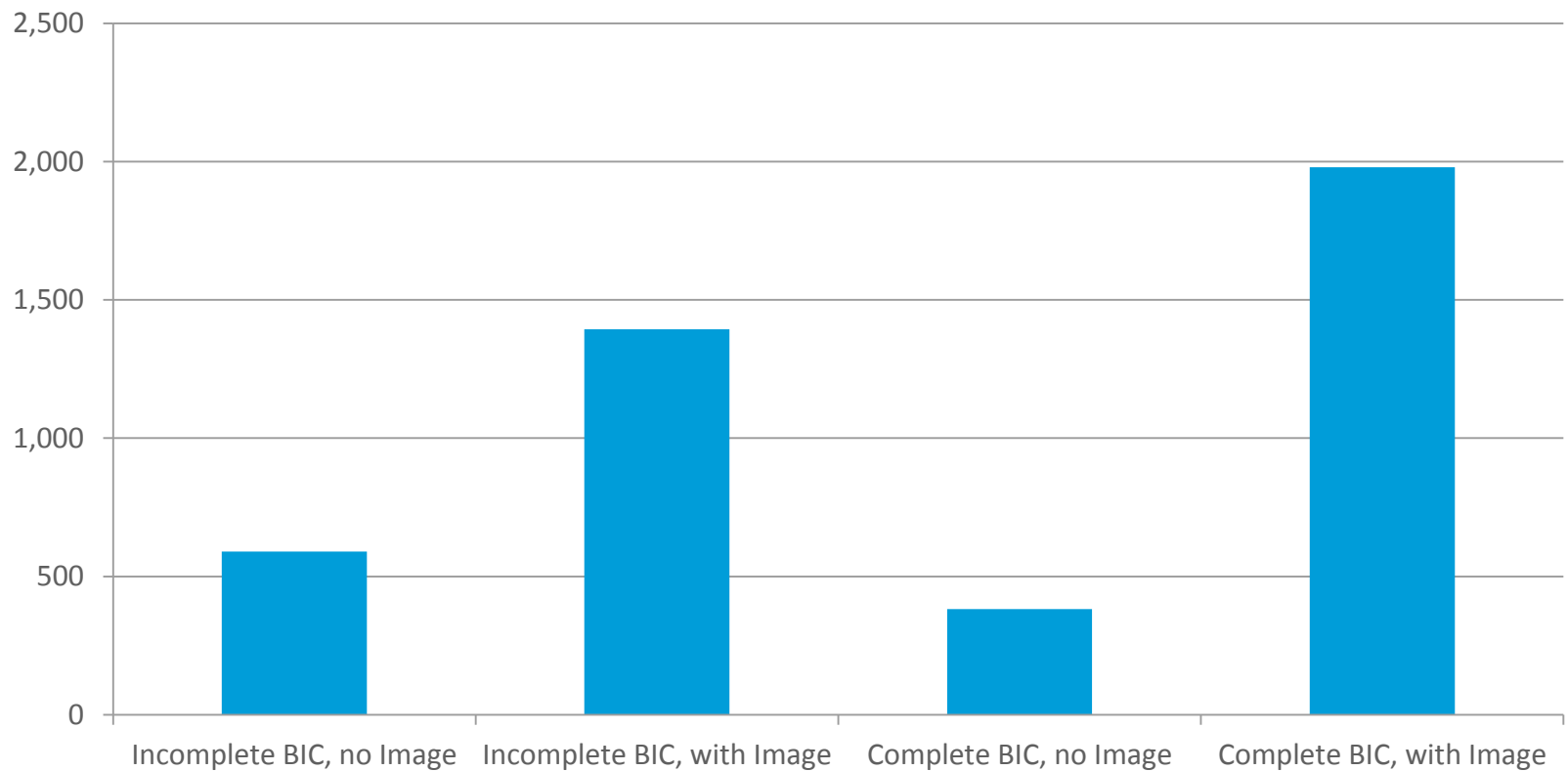
# BIC BASIC REQUIREMENTS

- 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



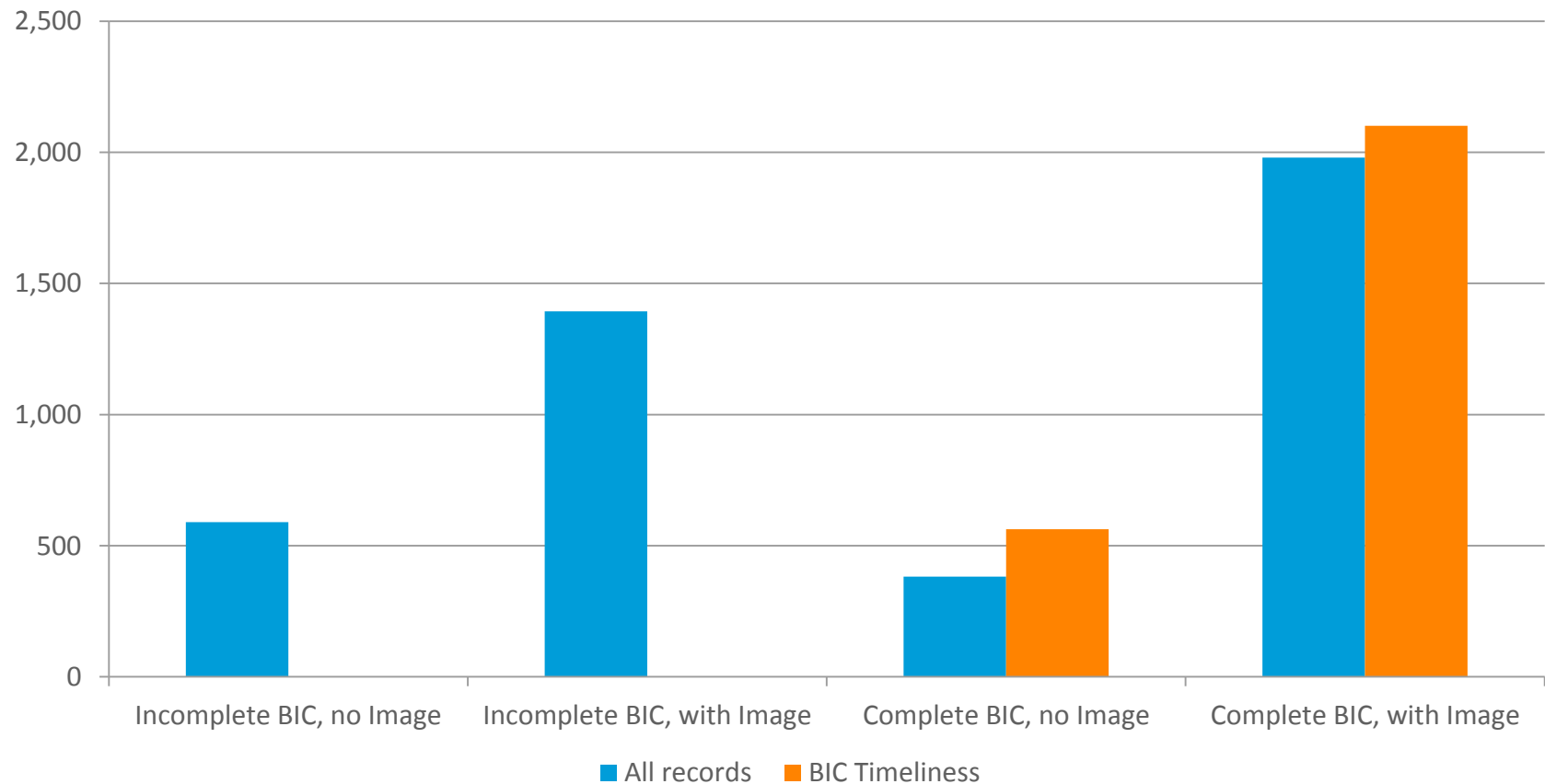


# BIC TIMELINESS

- 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.

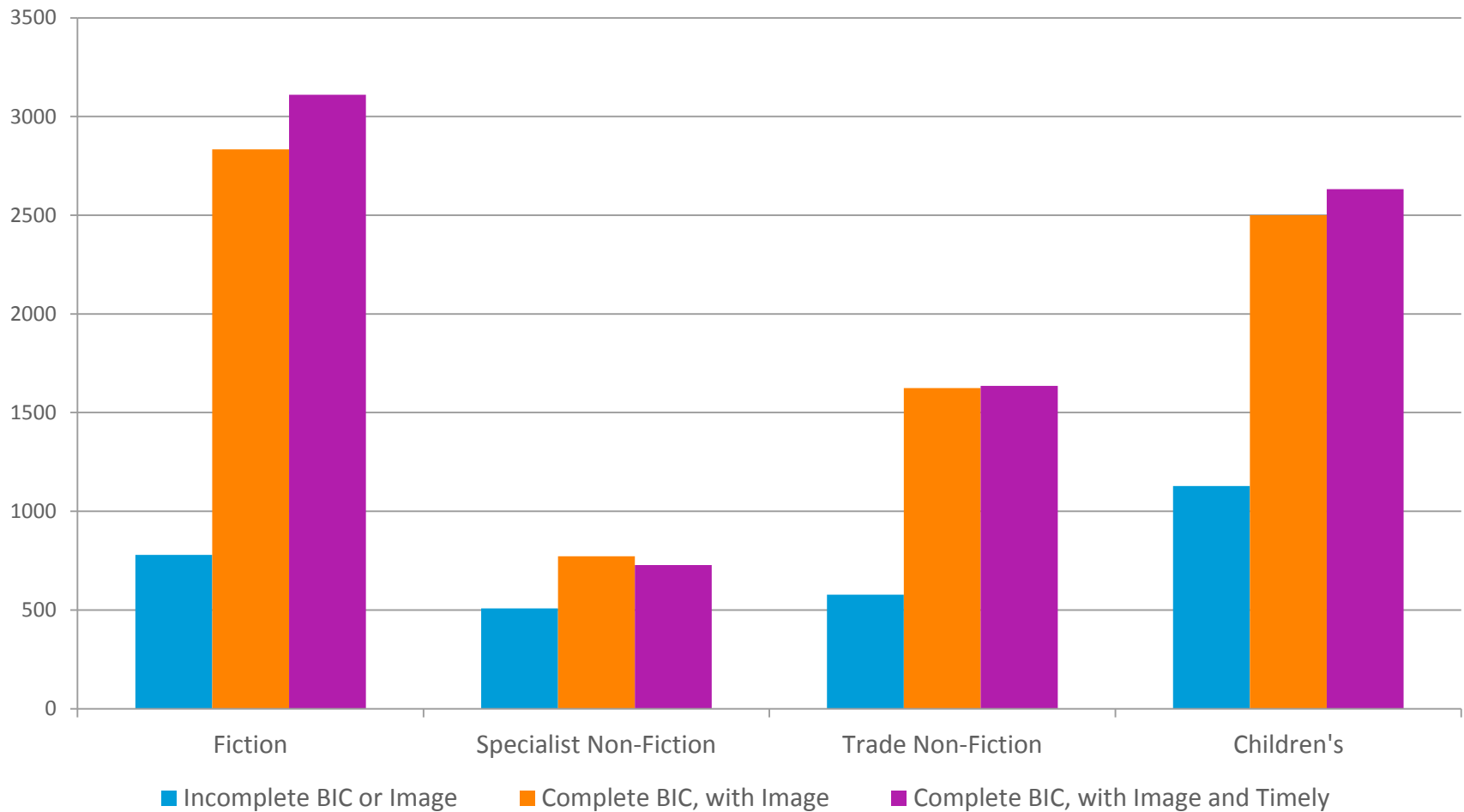
# BIC TIMELINESS

Average number of copies sold per ISBN



# BIC WITH TIMELINESS: EFFECTS ON BROAD GENRES

Average number of copies sold per ISBN



# ONIX COMPLIANCE AND TIMELINESS

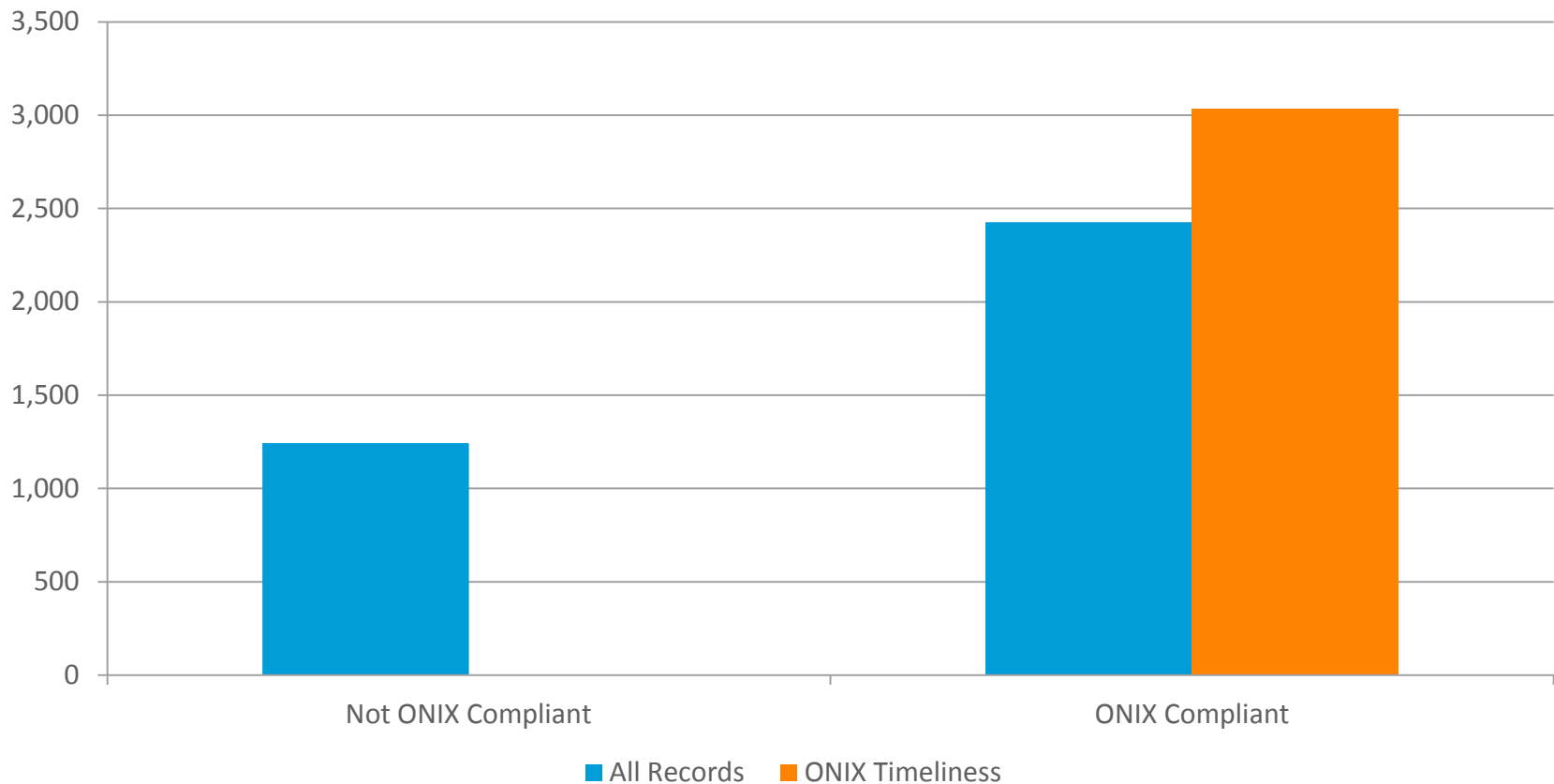
- Data supplied in ONIX 2.1 or above
- Additional data elements required to be valid ONIX
- At least one descriptive metadata element
- Timeliness requirement - 16 weeks/112 days in advance of publication.

# ONIX DATA SET

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

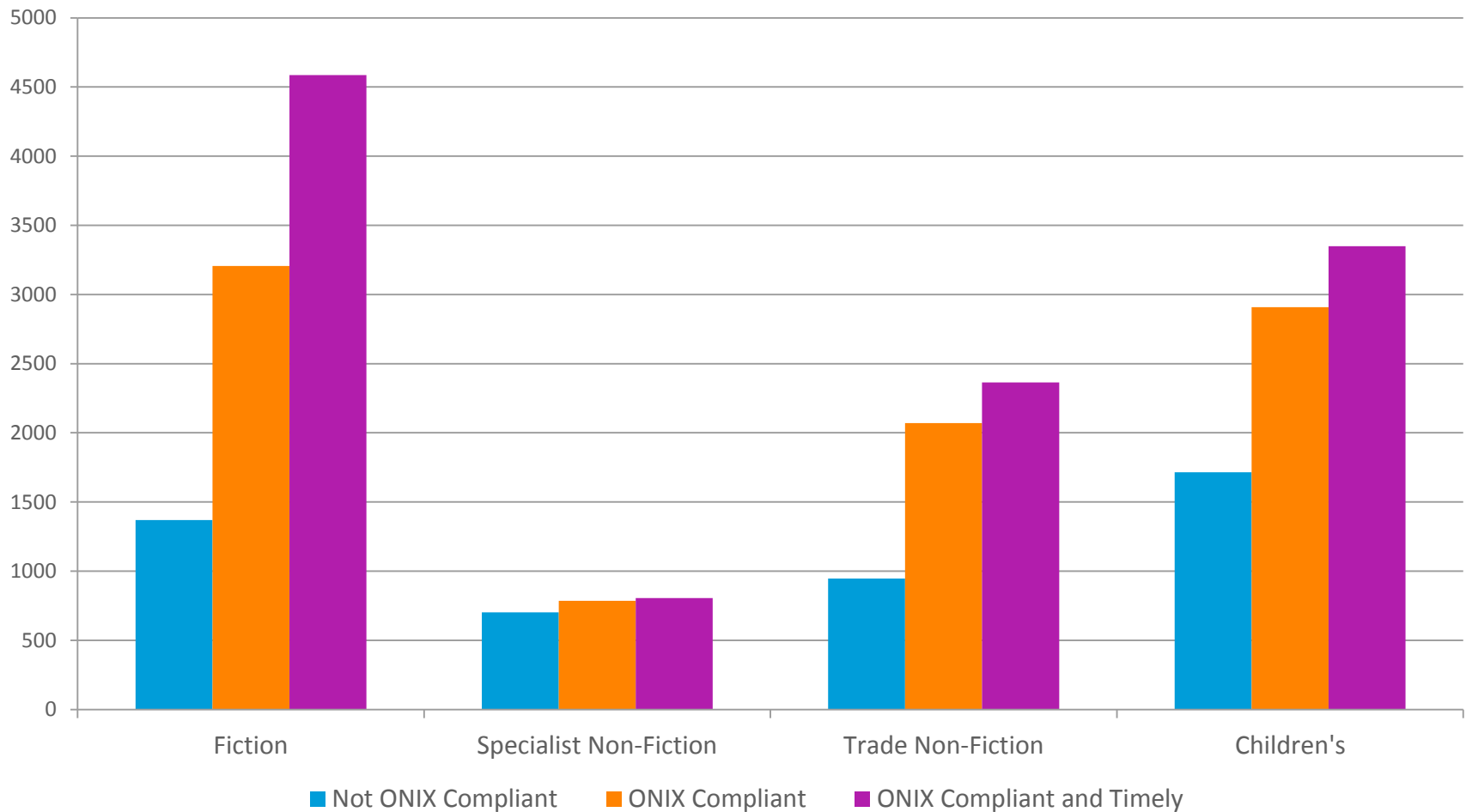
# ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN



# ONIX TIMELINESS & COMPLIANCE: BROAD GENRES

Average number of copies sold per ISBN



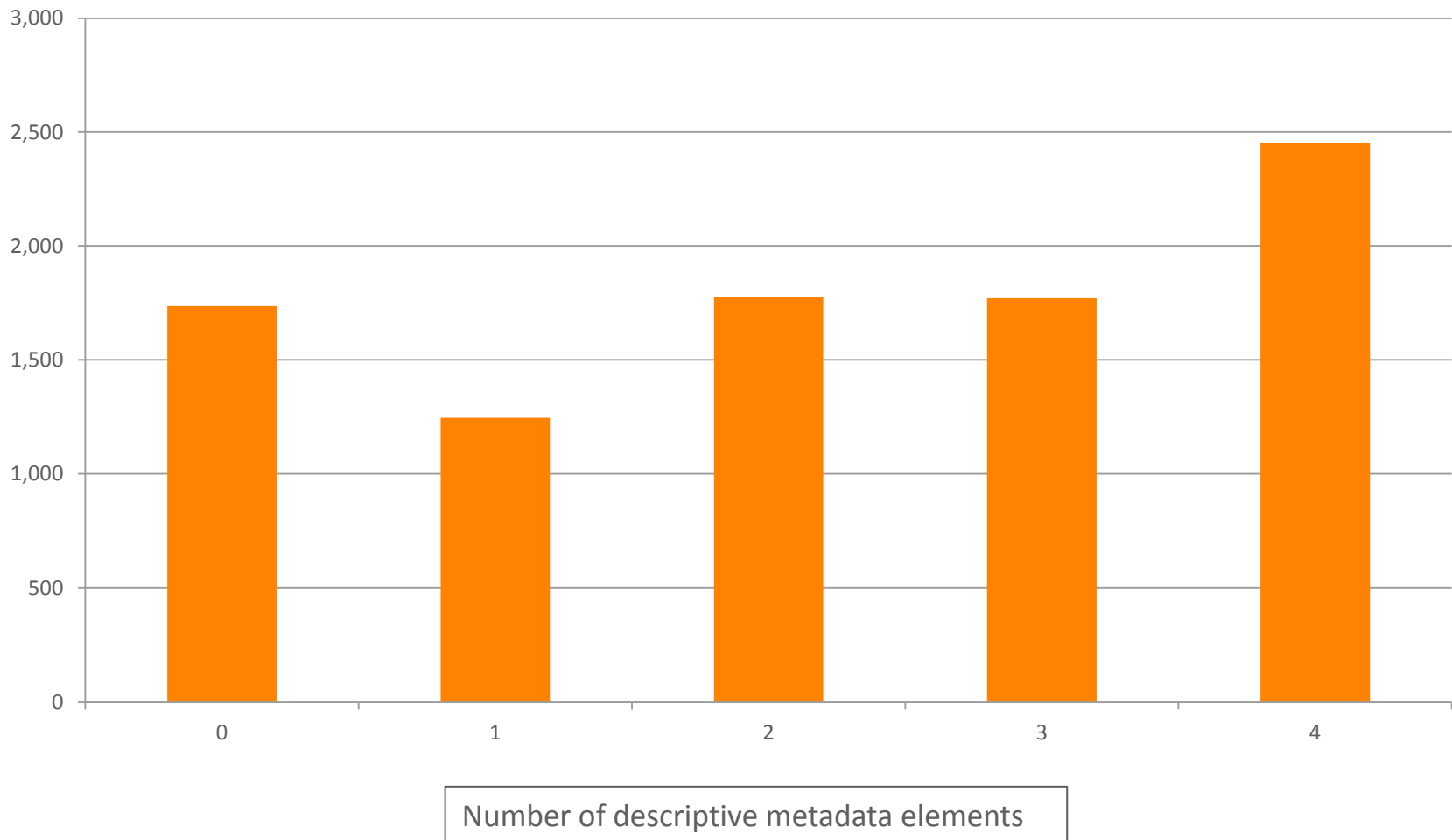
# DESCRIPTIVE METADATA

- Long description
- Short description
- Author biography
- Review



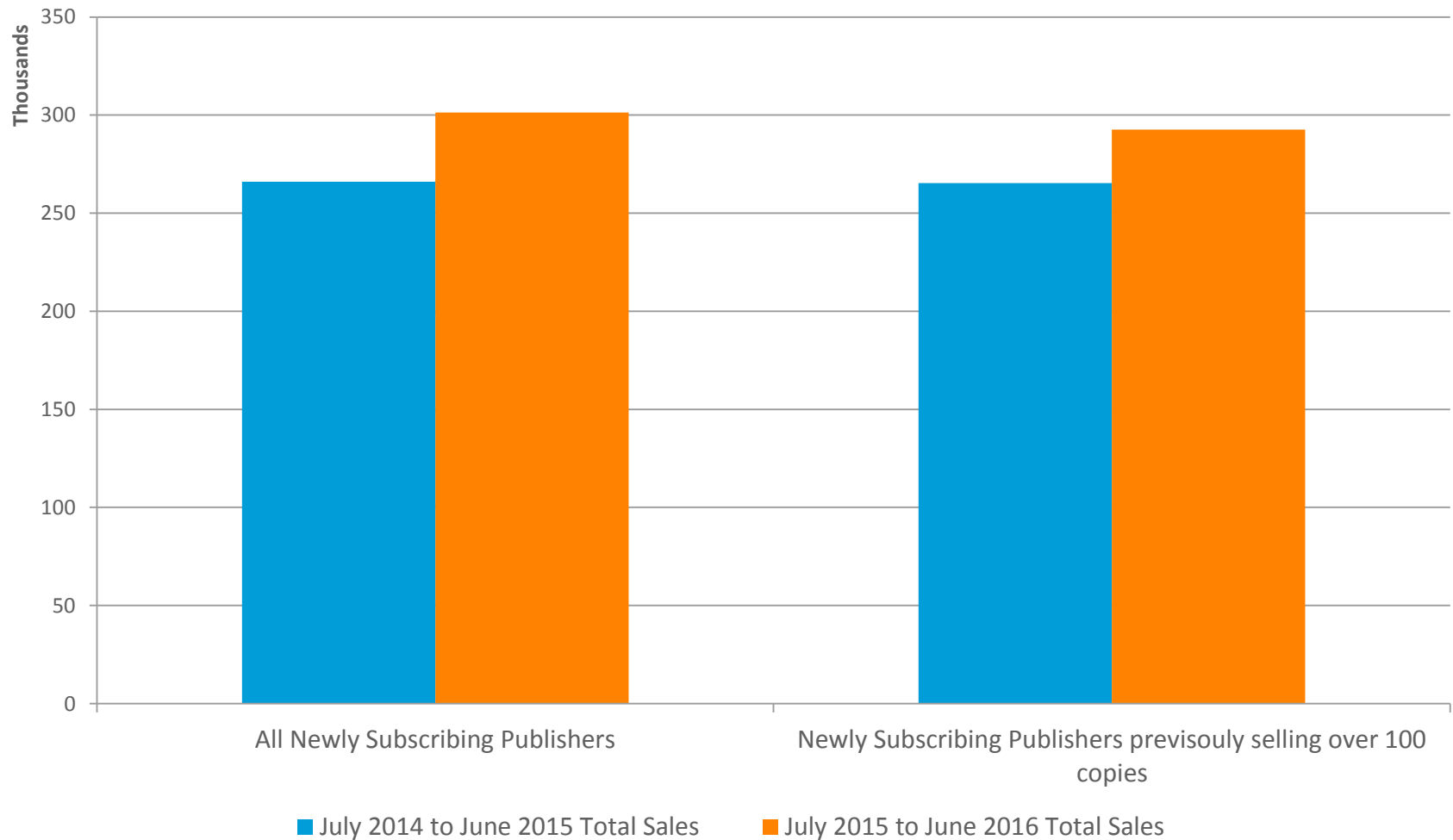
# DESCRIPTIVE METADATA

Average number of copies sold per ISBN



# ADDING DESCRIPTIVE DATA

New publishers providing descriptive data



# 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 with the completeness and timeliness of BIC Basic data, and the extent of descriptive data.



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# US METADATA STUDY

 **BAKER & TAYLOR**  
A Follett Company

**Bowker**  
a ProQuest affiliate



**onixsuite**  
BY GIANTCHAIR

# DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs

1.5mn

Top 100,000

100,000

TOTAL MARKET VOLUME

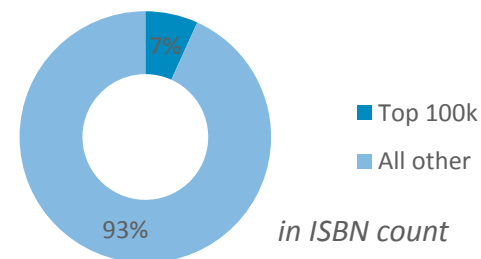
681mn

TOP 100K VOLUME

585mn



100k **OF THE TOTAL MARKET**



BEST-SELLING TITLE

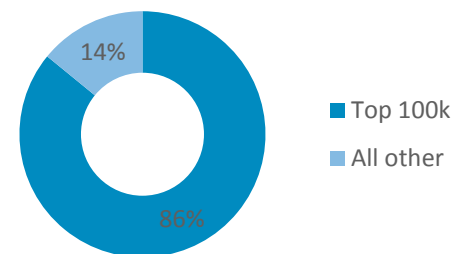
*"Old School (Diary of a Wimpy Kid #10)"*



1,829,109 COPIES SOLD

LOWEST-SELLING TITLE

783 COPIES SOLD

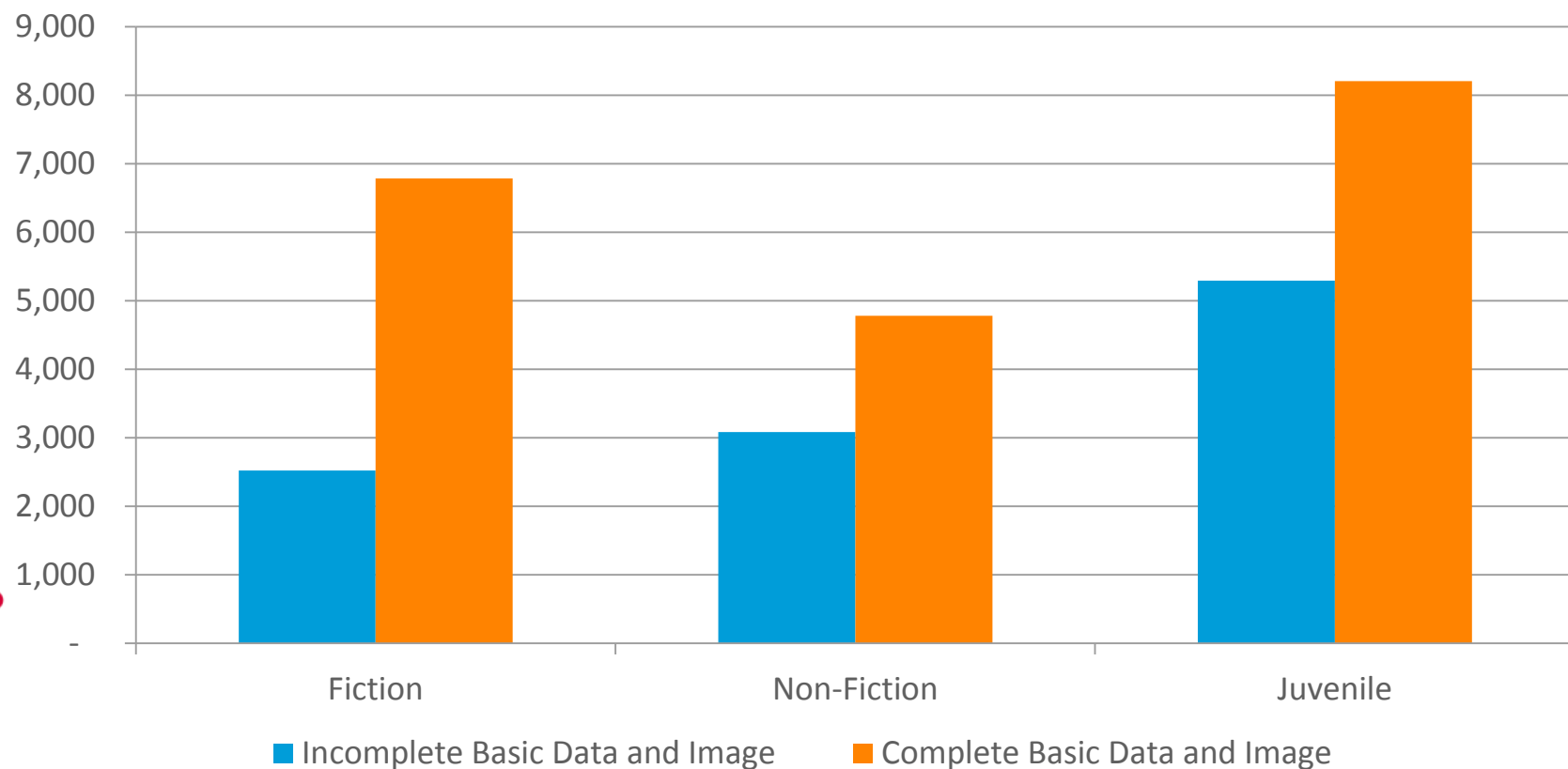


# BASIC DATA ELEMENTS

- 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



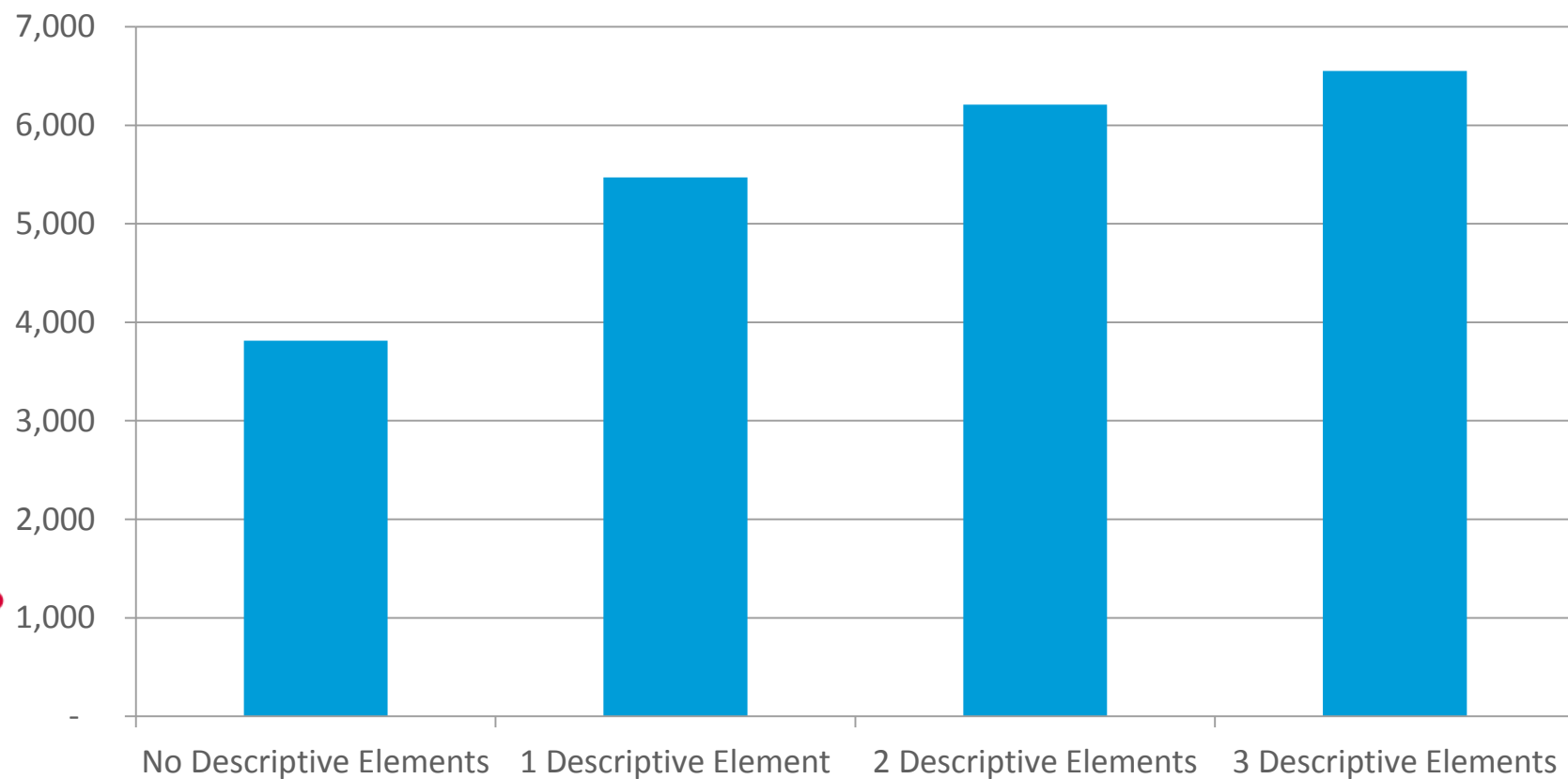
# DESCRIPTIVE DATA

- Description
- Author Biography
- Review



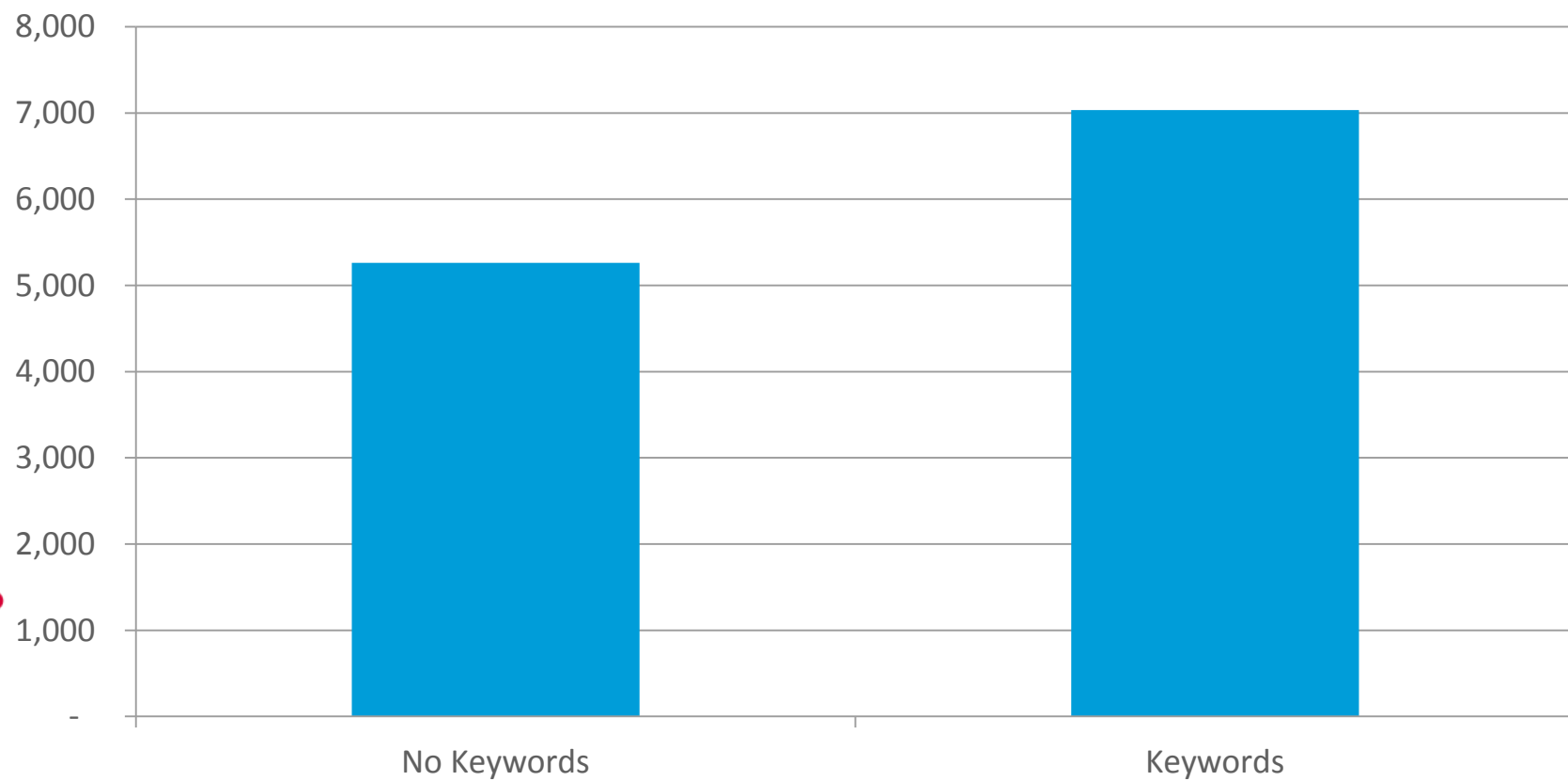
# DESCRIPTIVE DATA

Average number of copies sold per ISBN



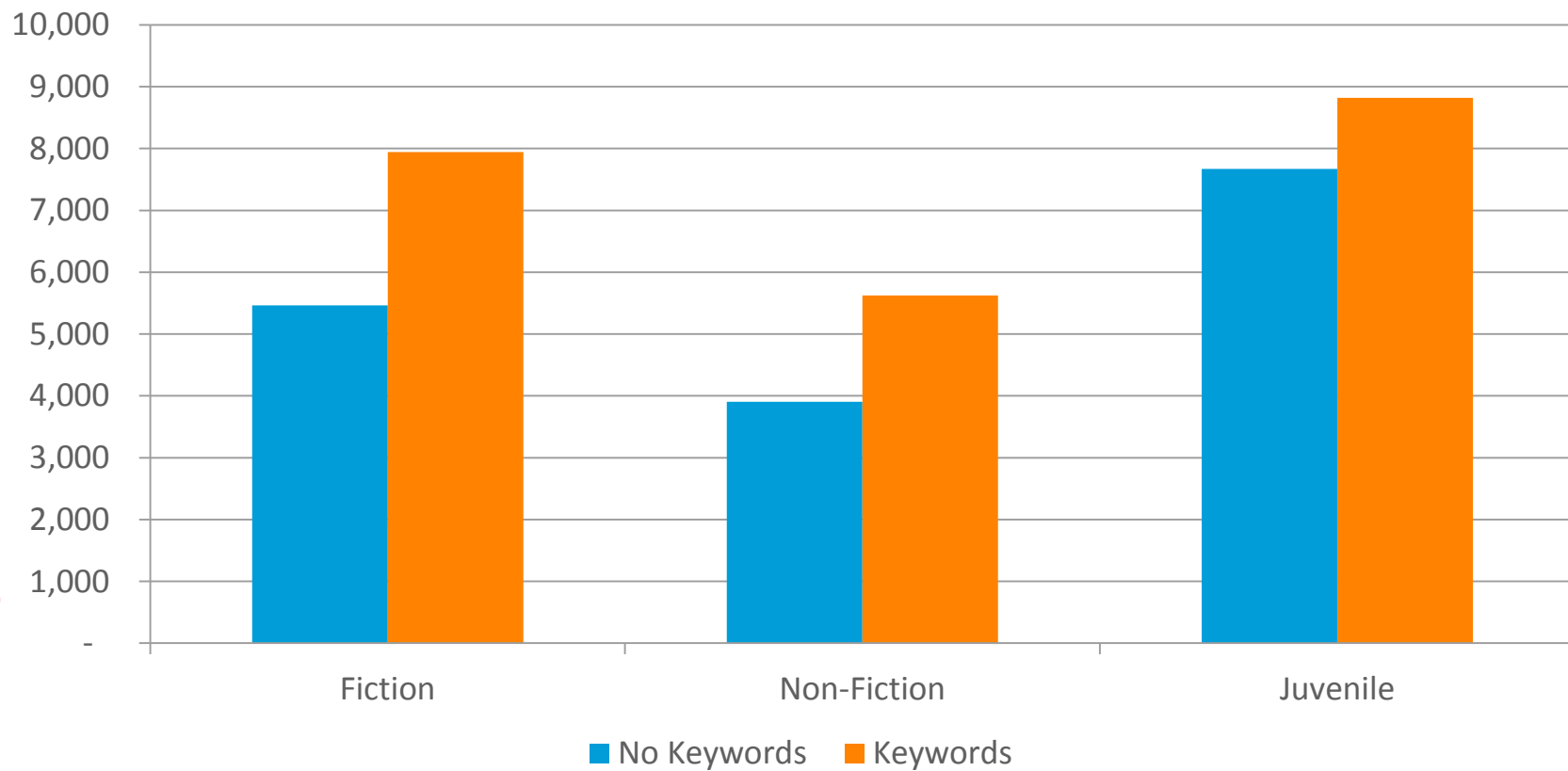
# KEYWORDS

Average number of copies sold per ISBN



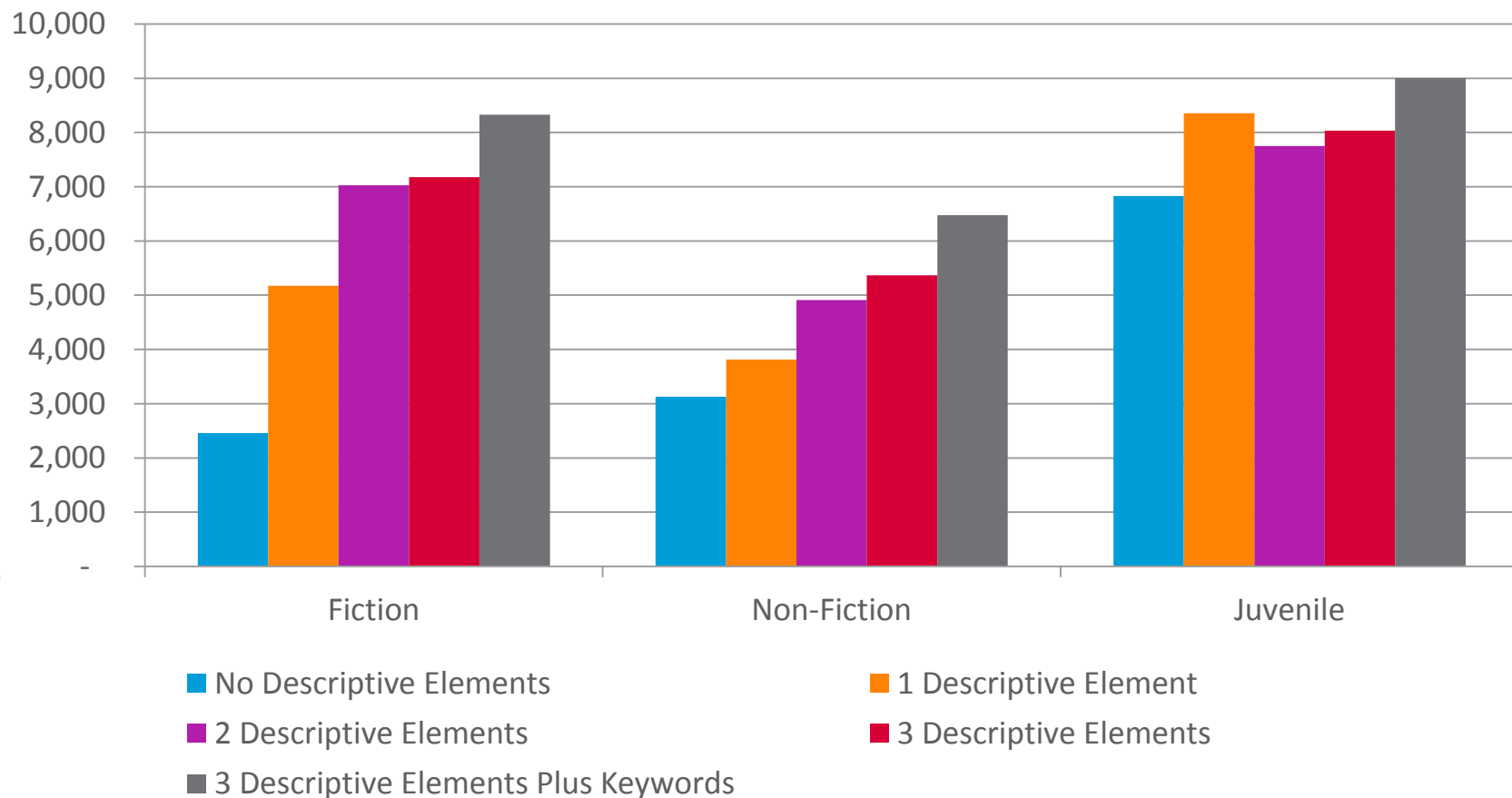
# KEYWORDS - GENRES

Average number of copies sold per ISBN



# DESCRIPTIVE DATA AND KEYWORDS

Average number of copies sold per ISBN



# 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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