ISNI – An Update

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ISNI – key topics for today

- A brief introduction to ISNI

- Widening interest and adoption

- Generic functions and domain specifics

- Gearing up for the future

- Current ISNI initiatives

ISNI – identifying public personas

- International Standard Name Identifier

- ISO standard 27729

- Identifying 'parties', or more generally, the public 'personas' of persons or organizational units

- Target: contributors to creative works and those active in their distribution or exploitation very broadly defined

- Thus:
  - Natural persons, pseudonyms, noms de plume, …
  - Organizations, units thereof, brand names like imprints, music labels, film studios, …

What are ISNIs for?!

- Resolving problems of name ambiguity in search & discovery

- Attributing published works accurately to their creators

- Acting as a robust bridge identifier across multiple schemes and domains

- And, we hope, becoming a critical component in linked data and semantic web applications

ISNI – who's involved?

- An established base of supporters from various communities, including libraries, rights management organizations and publishing intermediaries

- To date, about 20 Regular Members and 22 Registration Agencies

- As well as a small group of very faithful Founder Members

- Participants from 20 countries but coverage is global

- Here are just some you may recognize:
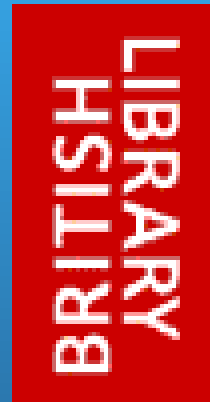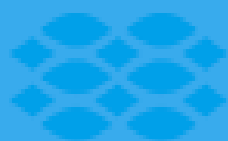
Widening interest & adoption

- Past 18 months have seen an explosion of interest

- Recent joiners include SoundExchange, Rakuten and subsidiaries KOBO/Overdrive, BTLF, national libraries of Spain and Sweden

- Particular growth in applications of ISNI in Music:
  - New players
  - New requirements
  - A different vocabulary & mindset

Generic functions & domain specifics

We're discovering, unsurprisingly, that a number of generic requirements pop up, under different guises, in whichever domain we approach

Identify | Disambiguate | Normalise | Deduplicate | Cross-walk

Help identify by reference to works created by the person (or organization) of interest, using

- Title, the more structured the better (!), plus other descriptive metadata, and other relevant standard or proprietary IDENTIFIERS

  ISBN | ISSN | DOI | ORCID | ISRC | ISWC | ISAN | EIDR

Common use cases across sectors

- Identify rights-holders

- Protect rights and their management

- Assist in royalty collection and distribution

- Encourage and assist in discovery

- Support scholarship

- Help clarify questions of attribution

- Aid cleanup & enhancement of databases

- Act as bridge ID to facilitate cross-walks

ISNI – gearing up for the future

- Sustainable business models for ISNI

- Evolving new "service offerings"

- "Erm, straight away would be good …"! Moving from batch to API interactions and other more responsive mechanisms

- Responding to the challenges posed by sectors or domains (music, film, …) less familiar to us

- Scaling expert support services (technical, Quality Team, …)

Current ISNI initiatives

- Advisory Groups to help outreach into various constituencies and solicit their input:
  - First off the ground the ISNI Music Advisory Group, examining music workflows, assignment rules, etc
  - Next in line, ISNI for organizations

- Making extracts of public ISNI metadata available in open Linked Data formats

- Encouraging further use of ISNI in aspects of trade publishing
  - Andrew will tell you more about this in just a moment!

To find out more …

- Check out the ISNI website: www.isni.org

- Contact the ISNI International Agency: tim@editeur.org or info@isni.org

- Thanks for your attention, but please don't leave just yet!

Diffusion of ISNIs into book supply chain metadata:
a British Library case study

Andrew MacEwan,
Head of Content and Metadata Processing

The British Library

Case study outline

- BL Metadata Strategy

- Engagement seminars/workshops on ISNIs for authors, imprints and publishers

- Mapping existing ISNIs to authors from BL data via ISBN

- Developing ongoing assignment workflows

BL Metadata Strategy

- Strategic priority
  - Enable open access to collection metadata in order to improve resource discovery and promote wider community re-use

- Strategic principle
  - All collection metadata should be created and managed in compliance with recognised international standards

- Strategic activity
  - Pilot activities supporting publisher circulation of quality metadata via trade supply chains
    - BL ISNI Registration Agency

ISNI engagement activities

- Publisher Licensing Services hosted meeting on ISNI for Publishers & Imprints January 2018

- BIC Breakfast March 2018: International Identification for Authors, Publishers & Imprints
  - Using the ISNI Standard to Improve Discoverability and Rights Management across a Range of Creative Industries

- BL hosted follow up meetings with a Publisher Interest Group to explore options for:
  - Using ISNI to identify Imprints and Publishers across the supply chain
  - Explore quick wins for sharing existing ISNIs for authors in publisher and trade supply chain metadata

ISNI Publisher Interest Group

Bibliographic Data Services

BIC

British Library

Cambridge University Press

EDItEUR

Hachette UK

Harper Collins

ISNI International Agency

Nielsen

Penguin/Random House

Publisher Licensing Services

Publisher Interest Group activities

- BL and Nielsen exploring Imprint/Publisher identification

- BL exploring sharing ISNIs already associated with British National Bibliography metadata in the Linked Open BNB

    – Working with data from all members of the interest group
    – Focussing on mapping:
        - ISBN – Author – Authority File (NACO/VIAF) – ISNI

- BL exploring with BDS workflows for ongoing and new ISNI assignments in CIP records for the BNB

Data mapping
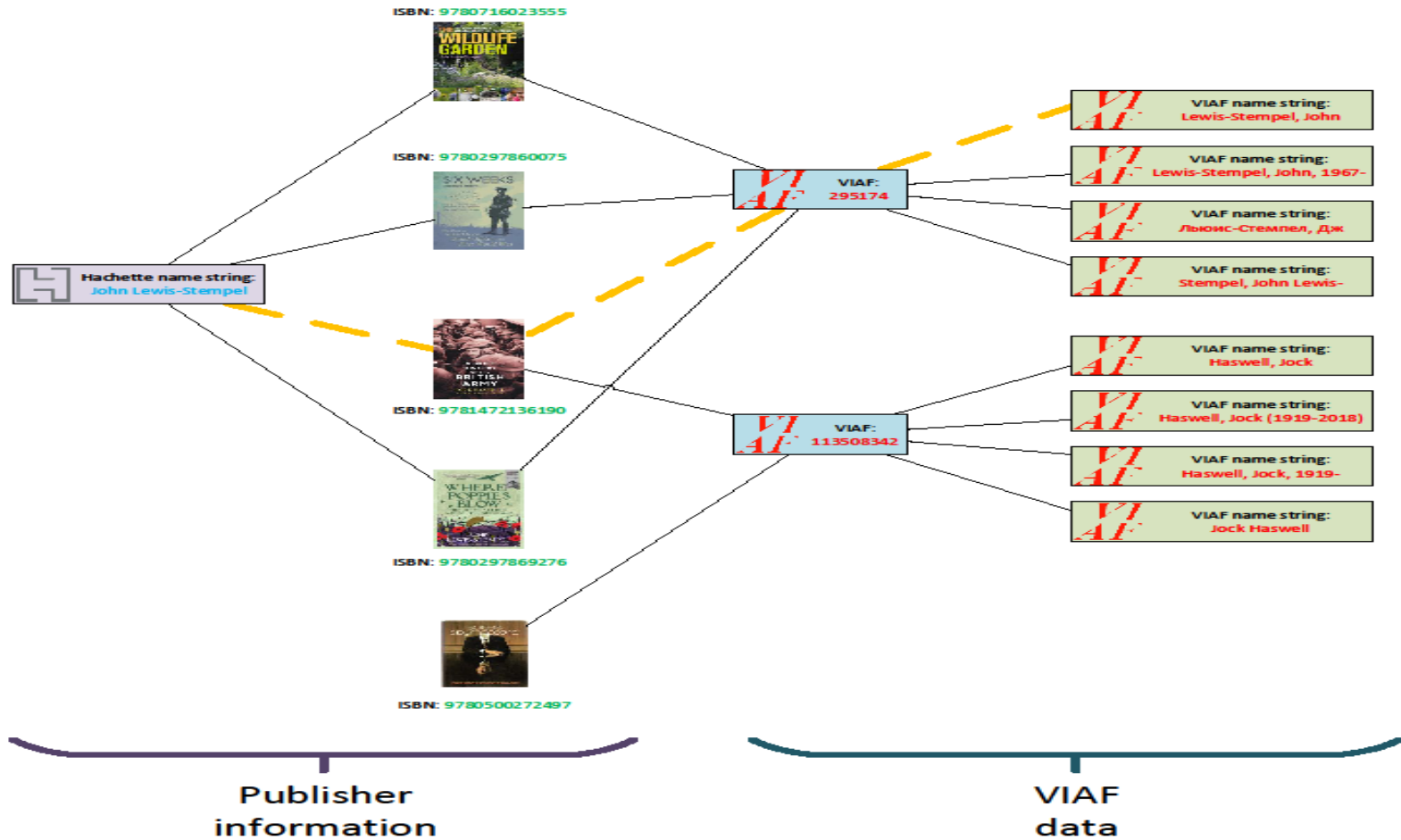
BDS – BL workflows

- BNB mapping covers a percentage (c.80%)

- Full coverage requires interaction with ISNI database
  - Workflow for new authors

- Goal: comprehensive assignment to all authors in CIP records
  - ISNI already available via Library Authority File
  - ISNI not yet available via Library Authority
  - Workflow for online assignment requests with ISNI Assignment Agency

Next steps…

- Complete mapping project

- Develop workflows
  - Curation
  - Exception handling
  - Services

- More work needed on Imprints & Publisher identification

- Thank you