



Breakfasts 2015

Welcome to July's BIC Breakfast:
Migrating to ONIX 3.0 – An Update on
Progress, Benefits & Challenges

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ONIX 2.1 to 3.0 Transition twilight update

Graham Bell

EDITEUR

BIC breakfast

21st July 2015

About EDItEUR

- **not-for-profit membership organisation**
- **develops, supports and promotes metadata and identification standards for the book, e-book and serials supply chains**
- **acknowledged centre of expertise on standards and metadata for the industry**
- **based in London, but a global membership of publishers, distributors, wholesalers, subscription agents, retailers, libraries, system vendors, rights organisations and trade associations**

Status of ONIX versions

- 1999 'Online Information Exchange' initiative from AAP Digital Issues working party
 - proof of concept version published Jan 2000
- ONIX developed by EDItEUR
 - 2000 ONIX 1.0 and 1.1 – obsolete
 - 2001 ONIX 2.0 – obsolete
 - 2003 ONIX 2.1 – stable since 2004 – legacy
 - sunset announced Jan 2012, support ended Jan 2015
 - 2009 ONIX 3.0 – stable since 2010 – active
 - version 3.0.2 in 2014, and 3.0.3 planned for Jan 2016

ONIX governance

- **standard is managed by EDItEUR**
 - **documentation and tools available free of charge, covered by permissive EDItEUR licence**
 - **membership supports development, and members help identify new requirements**
 - **all changes discussed by National Groups to ensure broad international applicability, and ratified by International Steering Committee to ensure stability**
 - **BIC metadata committee is UK national group**
 - **ISC decided in 2011 to sunset ONIX 2.1**

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 - ISC decided in 2011 to sunset ONIX 2.1

support for ONIX 2.1 was reduced at end of 2014

twilight support for 2.1 codelists until end of 2015

Adoption of ONIX 3.0

- **version 3.0 used widely in countries that are newer to ONIX (eg China, Japan, Poland) and countries where data supply chain is simpler (eg Sweden, Norway)**
- **countries that adopted ONIX earliest are slowest to update – US, GB, DE**
- **current adoption status in UK**
 - **ONIX v2.1 – still most widely deployed in UK**
 - **ONIX v3.0 – growing in importance**

UK adoption of ONIX 3.0

- Nielsen, Bowker, BDS all able to accept 3.0
- Amazon able to accept 3.0 (with caveats)
- major application vendors able to produce 3.0 (or in late stage of testing)
 - Bibliocloud, Klopotek, Onixsuite, Publishing Technology, Virtusales, Avatar, Booksonix, Firebrand, Focus, Stison...
- Nielsen reports 36 live ONIX 3.0 feeds + 22 in testing, out of 295 total ONIX feeds
 - testing numbers include PRH, Hachette, HCP

ONIX 2.1 vs ONIX 3.0

- **two quite distinct messages**
 - **block-level updates**
 - **digital products**
 - **sets and series**
 - **sales rights**
 - **marketing collateral**
 - **parallel multi-lingual data**
 - **related works**
 - **international markets**

**10 years
accumulated
experience**

**extended
schema
support**

**global
best practice
guide**

**so how do we go
from 2.1 to 3.0 ?**

ONIX 2.1 vs ONIX 3.0

- **there is no backwards compatibility**
 - *removal* of previously deprecated elements (there are actually fewer tags in 3.0)
 - continued development of composites, and the introduction of blocks
 - new functionality, *eg* usage constraints, licensing, rentals, multi-lingual metadata, though again this is mostly optional
- **but huge amount of continuity**
 - at least half of the message remains unchanged

ONIX 3.0 data elements




- **message details**
- **identity and authority**
 - record details
 - product identifiers
- **1. descriptive details**
 - **product form**
 - special features
 - packaging
 - physical size
 - **drm, usage constraints**
 - trade classification
 - **product parts**
 - **collection titles**
 - **titles**
 - contributors
 - conference
 - edition
 - language
 - extent
 - **subject**
 - audience

ONIX 3.0 data elements

- 2. collateral details
 - supporting text
 - cited material
 - supporting resources
 - prizes
- 3. content detail
- 4. publishing details
 - imprint and publisher
 - lifecycle dates
 - copyright details
 - territorial rights
- 5. related material
 - related works
 - related products
- 6. supply details
 - markets
 - market details
 - suppliers
 - discounts
 - prices and tax
 - reissue details



Why update?

- **improvements in functionality** 
- **improvements in the tools (eg Schematron) reported to simplify onboarding new feeds**
- **and**
 - **loss of support from end of 2014**
 - **risks of *not* upgrading**
- **it's not as difficult as most people assume**
 - **most projects reported to be less than 2 man-months of effort (recent BISG survey)**



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Ashgate Publishing Ltd and ONIX 3.0

A case study

ASHGATE
publishing group

Incorporating
Ashgate, Gower and Lund Humphries

ASHGATE



> Home Page

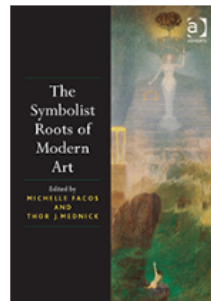
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Welcome to Ashgate

Ashgate - Gower - Lund Humphries

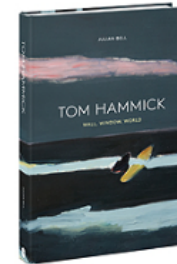
Recently Published Titles



The Symbolist Roots of Modern Art

The essays collected here, which consider artists from France to Russia and Finland to Greece, argue persuasively that Symbolist approaches to content, form, and subject helped to shape twentieth-century Modernism. Well-known figures such as Kandinsky, Khnopff, Matisse ...

[More Details](#)



Tom Hammick

This is the first book to survey the work of painter and printmaker Tom Hammick (b.1963). It sets Hammick's art within the context of contemporary debates about painting while relating it to the two-centuries-old Romantic tradition. Informed by the author's sustained contact ...

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Contemporary Art



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Architecture, Design and Decorative Arts



Art Business

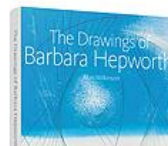
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View our List of Complete Artist Catalogues



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Jake Holloway, David Bryde and Roger Joby
Binding : Paperback
Price : £26.50 » Website price: £23.85



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The Roles of Organisation Development

Annamaría Garden
Binding : Hardback
Price : £45.00 » Website price: £40.50



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- International Business
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- Training and Learning

Search for Titles

How to Order

Other links

Why we decided to move to ONIX at all

- To make our books more visible
- To keep information about them up-to-date
- To have more control over the data that's 'out there'
- To enable us to work more efficiently with partners
- To facilitate in-house efficiency

Why ONIX 3.0?

- Wanted to be able to describe ebooks in a more sophisticated way
- To better describe series, related titles and multiple-item products
- Knew 2.1 would cease to be supported in December 2014
- Took the long-term view

Why did we decide to develop our own system?

- Importance of the BIC course 'Bibliographic metadata and ONIX: Practical guidance and best practice'
- In-house skills

Microsoft Visual Basic for Applications - Onix_Feeds - [Form_frmOnixFeed (Code)]

File Edit View Insert Debug Run Tools Add-Ins Window Help Type a question for help

Project - template

- Form_Form1
- Form_frmAddFeedRecipients
- Form_frmcheckdlist
- Form_frmbookcodes
- Form_frmemail
- Form_frmFeedsDue
- Form_frmhelp
- Form_frmMaintainFeedRecipients
- Form_frmNewOrganisation
- Form_frmOnix_Feed_Validation
- Form_frmOnixFeed
- Form_frmOnixFeed_original

Properties - cmdoutput

cmdoutput CommandButton

(Name)	cmdoutput
Alignment	2
AutoRepeat	False
BackColor	-2147483633
BackShade	100
BackStyle	1
BackThemeColorIndex	-1
BackTint	100
BorderColor	12835293
BorderShade	90
BorderStyle	1
BorderThemeColorIndex	3
BorderTint	100
BorderWidth	0
BottomPadding	30
Cancel	False
Caption	Create Onix File
ControlTipText	
ControlType	104
CursorOnHover	1 - acCursorOnHoverHv

cmdoutput

```

Private Sub cmdoutput_Click()
Dim blnnoval As Boolean, strSQL As String, rs As New ADODB.Recordset, p1 As String, p2 As String, isbn As String
Dim fDialog As Office.FileDialog, r As Long, ret, strcontributors As String

Dim stremail As String, strorg As String
Dim varFile As Variant, ans
Dim fd As FileDialog
Dim lngprogressbit As Long
Dim vrtSelectedItem As Variant
Dim strfilename As String, tmp As String, rsloc As New ADODB.Recordset, cuser As String
'strsql2 = "SELECT start_tag, end_tag, seq_no, section_type, source_data, ISBN, p1, p2, p3, do_not_use_tags " &
"FROM dbo.onix_feeds WHERE (section_type = N'title') and Feed_type_id=2 ORDER BY seq_no"
txtstart = Now()
blnnoval = False
'Check from, To and ISBN list have entries
If Me.lstrecipientsFeed.ListCount <= 0 Then blnnoval = True
' If Me.txtrecipientcontact = "" Then blnnoval = True
' If Me.txtrecipientemail = "" Then blnnoval = True
If Nz(Me.txtemailfrom, "") = "" Then blnnoval = True
If Nz(Me.cmbfromorg, "") = "" Then blnnoval = True
If Nz(Me.cmbfromcontact, "") = "" Then blnnoval = True
'If Me.lstoutput.ListCount <= 0 Then blnnoval = True

If blnnoval = True Then
MsgBox "Please complete all required fields!", vbInformation + vbOKOnly + vbSystemModal, "Form Data Miss
Exit Sub
End If
cuser = GetUserName
ReDim strfname(1strecipientsFeed.ListCount)
strsql = "select mailfile_default_location from dbo.onix_mail_location where username='" & Trim(cuser) & "'"
rsloc.Open strSQL, CurrentProject.Connection
Set fd = Application.FileDialog(msoFileDialogFolderPicker)
' strFileName = ""
With fd
.AllowMultiSelect = False
.InitialFileName = rsloc.Fields(0)
.ButtonName = "Select"

```

Why did we decide to develop our own system?

- Importance of the BIC course 'Bibliographic metadata and ONIX: Practical guidance and best practice'
- In-house skills
- Senior management buy-in
- Ashgate culture
- No on-going costs

How we did it

- Decide which elements are important
- Write feed in Excel and map against our database

11		<Addressee>
12	xxx = name of organisation feed being sent to (will change for each customer)	<AddresseeName>xxx</AddresseeName>
13	xxx = name of person receiving message	<ContactName>xxx</ContactName>
14	xxx = email address of person receiving message	<EmailAddress>xxx</EmailAddress>
15		</Addressee>
16	xxx = calculated number (carries on from previous message to this company)	<MessageNumber>xxx</MessageNumber>
17	xxx = calculated using YYYYMMDDTHHMM (and 24hr clock - optional)	<SentDateTime>xxx</SentDateTime>
18		
19	Every title included in report needs this section created	
20	xxx = reversed domain name depending on A6 above + title ID from SQL, hyphen betwe	<RecordReference>xxx</RecordReference>
21	xxx = depends on timing of message = List 1	<NotificationType>xxx</NotificationType>
22	code list 3; will always be 01 if being sent by us as Publisher	<RecordSourceType>01</RecordSourceType>
23		<ProductIdentifier>
24	code list 5; will always be 15 if we send pack ISBN	<ProductIDType>15</ProductIDType>
25	xxx = ISBN	<IDValue>xxx</IDValue>
26		</ProductIdentifier>
27		<DescriptiveDetail>
28	xx = will generally equal 00 unless item is part of a set sold as a whole or if it has added items (<ProductComposition>xx</ProductComposition>
29	xxx = binding: hbk = BB, pbk = BC; looseleaf = BD, ebooks = EA, slipcase = SC; codelist 150	<ProductForm>xxx</ProductForm>
31	codelist 175	<ProductFormDetail>xxx</ProductFormDetail>
32	codelist 80	<ProductPackaging>xxx</ProductPackaging>
33	only applies to ebooks; codelist 81	<PrimaryContentType>10</PrimaryContentType>
34		<Measure>
35	codelist 48	<MeasureType>01</MeasureType>
36	xxx = first element of format field	<Measurement>xxx</Measurement>

BookMark fields | Instructions | codelist mapping | Prod Supply - worldwide rights | PS - Market Exclusions (nd)

39	xx = will generally equal 00 unless item is part of a set sold as a whole or if it has added items (eg CD); code list 2	00
40		binding = Set
41		10
42	xxx = binding: hbk = BB, pbk = BC; looseleaf = BD, ebooks = EA; codelist 150	Hbk
43		Pbk
44		ebook EPUB
45		ebook PDF
46		A4 Hardback
47		Spiral bound & cards
48		A4 Looseleaf
49		Looseleaf and CD-ROM
50		A4 Paperback
51		Boxed Game
52		CD-ROM Individual User
53		CD-ROM Institutional User
54		CD-ROM Multiuser
55		Limited edition hardback
		SC

BookMark fields | Instructions | codelist mapping | Prod Supply - worldwide rights | PS - Market Exclusions (nd)

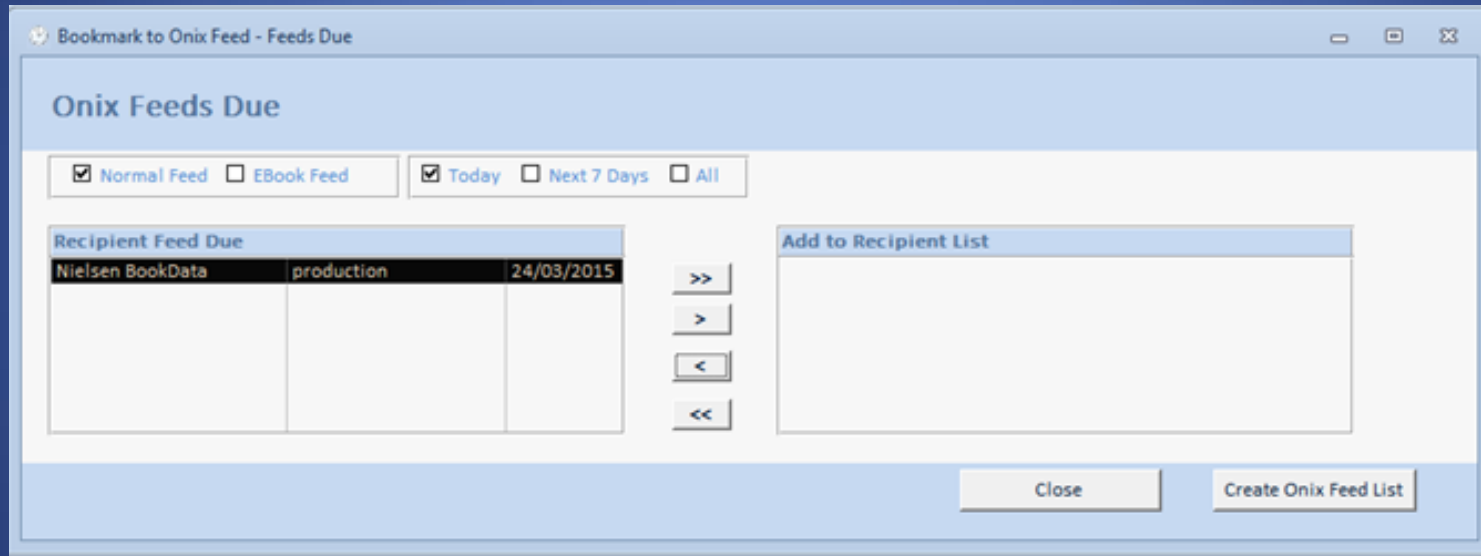
1	Info for books in series				
2					
3					
4	This section applies to all books that ARE in series				<Collection>
5	codelist 148				<CollectionType>10</CollectionType>
6					<TitleDetail>
7	codelist 15				<TitleType>01</TitleType>
8					<TitleElement>
9	codelist 149				<TitleElementLevel>02</TitleElement
10	xxx = series title				<TitlePrefix textcase = "02">xxx</Titl
11	xxx = series title (without The etc)				<TitleWithoutPrefix textcase= "02">x
12	xx = series number				<PartNumber>xx</PartNumber>
13					</TitleElement>
14					</TitleDetail>
15					</Collection>
16	to enable inclusion of series marketing blurb				<TextContent>
17					<TextType>xx</TextType>
18	codelist 153				<ContentAudience>xx</ContentAudience>
19	codelist 154				<Text textformat = "05">xxx</Text>
20	xxx = marketing blurb on series record	text, variable length			</TextContent>
21					
22					
23					<RelatedWork>
24	codelist 164				<WorkRelationCode>xx</WorkRelationCode>
25					<WorkIdentifier>
26	codelist 16				<WorkIDType>xx</WorkIDType>
27	xxx = ISBN of books in series or titles by same author				<IDValue>xxx</IDValue>
28	<i>This section would be repeated for other titles in series or by same author</i>				</WorkIdentifier>
29					</RelatedWork>
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					

How we did it

- Decide which elements are important
- Write feed in Excel and map against our database
- Prototype of ONIX tool built
- Further database development and data-cleaning
- In-house testing and development
- Testing with Nielsen

How does the Ashgate system work?

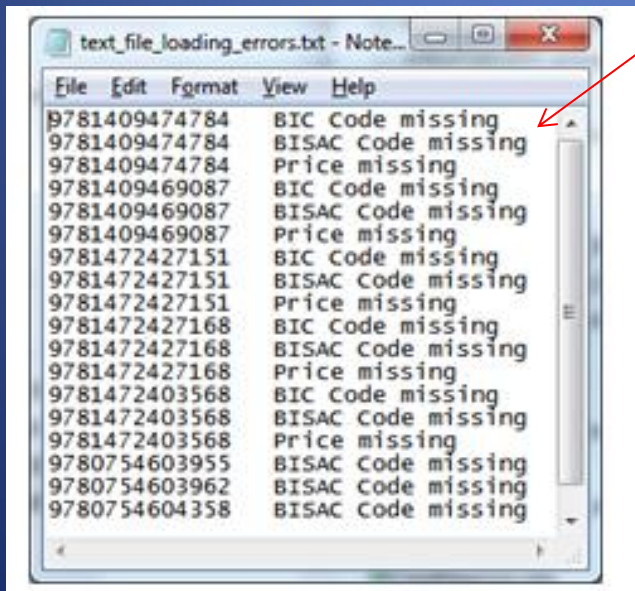
- Select recipients



- Create ISBN list

4	ISBN	Title	Binding	Pub Date	Status	Last Feed	This Feed	Onix Com	Error Log	Send Feed
179	9781908145109	Australia Circumnavigated	Hardback	28/09/2015	NYP - Editorial Processing		Initial	Onix Data	E:\Users\LOBrien\De	N
180	9781409450399	The Ashgate Research Companion to The Sidn	ebook PDF		Cancelled	29/01/201	Update	Onix Data	E:\Users\LOBrien\De	N
181	9781409450412	The Ashgate Research Companion to The Sidn	ebook PDF		Cancelled	29/01/201	Update	Onix Data	E:\Users\LOBrien\De	N
182	9781472467904	Participatory Budgeting in Europe	ebook PDF	28/11/2015	NYP - Editorial Processing		Initial			Y
183	9781472467911	Participatory Budgeting in Europe	ebook ePUB	28/11/2015	NYP - Editorial Processing		Initial			Y
184	9781472470652	GpmFirst	Not Defined	31/03/2015	Published		Initial	Onix Data	E:\Users\LOBrien\De	N

- Missing data flagged



- ONIX file created for selected ISBNs
- Feed opened in XML Notepad and validated

The screenshot shows the XML Notepad application with an ONIX XML file open. The main window displays the XML content, and the left pane shows a tree view of the document structure. The bottom pane shows an error list with multiple validation errors. A Microsoft Access dialog box is overlaid on the error list, prompting the user to set schemas for validation.

XML Content:

```

version="1.0" encoding="UTF-8"
3.0
http://ns.editeur.org/onix/3.0/reference
http://www.w3.org/2001/XMLSchema-instance
http://ns.editeur.org/onix/3.0/reference C:\XML\XSD\ONIX_BookProduct_3.0_reference.xsd
  
```

Tree View:

- ONIXMessage
 - release
 - xmlns
 - xmlns:xsi
 - xsi:schemaLocation
 - Header
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product
 - Product

Error List:

Description	Line	Column
Type 'http://ns.editeur.org/onix/3.0/reference:SourceTypeCode' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List55' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List74' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:TextCaseCode' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:TextFormatCode' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List121' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List91' is not declared, or is not a simple type.	0	0
The MinLength constraining facet is prohibited for 'anySimpleType'.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List49' is not declared, or is not a simple type.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List44' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List92' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List69' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List25' is not declared.	0	0
Undefined complexType 'http://ns.editeur.org/onix/3.0/reference:Flow' is used as a base for complex type extension.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List28' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List29' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List31' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List30' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List41' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List82' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List85' is not declared.	0	0
Type 'http://ns.editeur.org/onix/3.0/reference:List87' is not declared.	0	0

Microsoft Access Dialog:

Set Schemas to validate File by using
View > Schemas > OK

Loaded in 00:00:00.2240224

Things I wish we'd known before we started

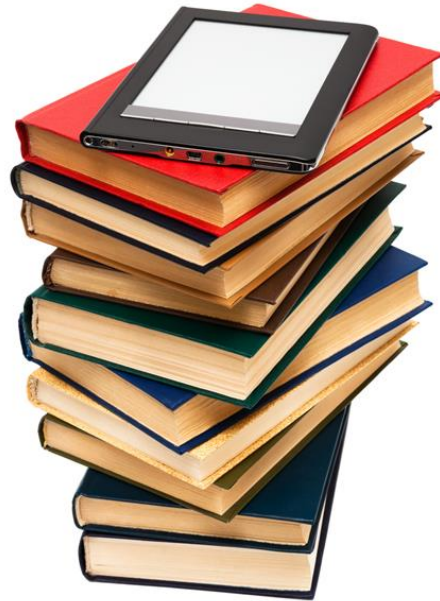
- Hieroglyphs – e.g. foreign characters, smart quotes
- Data quality
 - a validated file doesn't mean a good file
- Don't underestimate time involved
- ONIX and customer requirements
- Don't expect others to share your excitement!



Challenges of Developing ONIX 3.0

Do we have to do this?

- Bowker has a special responsibility
 - Connecting publishers, authors, and booksellers with readers.



Our Story

- Bowker serves wide-ranging client needs and offers a variety of outbound data feeds including ONIX.
- With the ONIX 3.0, Bowker is now incorporating some significant improvements into its product offerings
 - E-book metadata improved and expanded
 - More rich, descriptive content
 - International metadata and distribution options
 - Series data expanded
 - Greater support and documentation

*Outbound ONIX 3.0 fields to add continue to be evaluated

Our Story

- Bowker's position in the book information supply chain meant we needed to be able to work with ONIX 3.0 as both a sender and a receiver.

Fields loaded from inbound ONIX 3.0

- **72 fields loaded**
- **10 fields added**

On GBR market
Bowker loads files in
all formats for over
300 publishers

. . . <EpubTechnicalProtection>	<x317>
. . . . <EpubUsageType>	<x318>
. . . . <EpubUsageStatus>	<x319>
. . . . <EpubUsageLimit>	<epubusagelimit>
. <Quantity>	<x320>
. <EpubUsageUnit>	<x321>
. . . . <MapScale>	<b063>
. . . . <ProductClassificationType>	<b274>
. . . . <ProductClassificationCode>	<b275>
. . . . <Percent>	<b337>

How to do this?

- We would have to ask certain questions of ourselves in order to move forward.

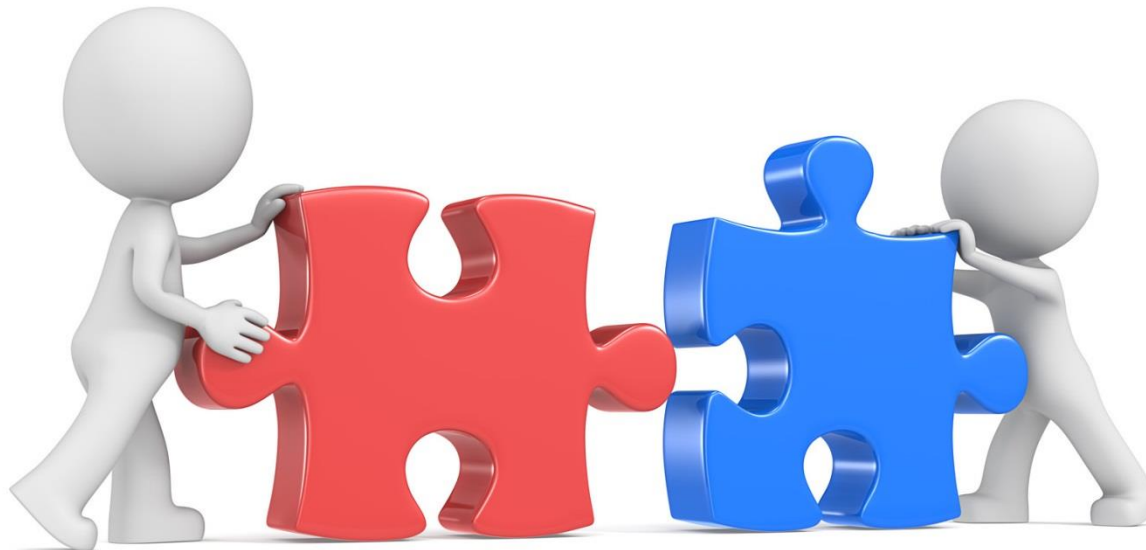


When to build it?

- Are customers and partners requiring it?
- Should we wait for others to make initial mistakes before we invest money?
- Should we build the full range of data points or map from 2.1?
 - Going in phases may save time now with the consequence of double work at a later time.
- Which to develop first, inbound or outbound?
- Having determined our priority how did we proceed?

Our Process for sending ONIX 3.0

- Task assigned to a two person team
- They created a map between ONIX formats
- Process completed in 3 months



Our Process for receiving ONIX 3.0

- Having successfully completed the outbound our focus shifted to the inbound development process
- This involved more of everything
 - staffing
 - challenging
 - time consuming



Our Staff

- Weekly meeting focused on inbound ONIX 3.0
- Restrictions on availability of resources
 - Ongoing work duties
 - IT answering to other business responsibilities
- Balance creation of new fields with enhancements to loader



Integration With Our Legacy Database

- Dual challenge of adapting our systems
 - Support a new ONIX format inbound and outbound
 - Support new eBook data being provided
- Justification of business cases
 - Generate internal support for using IT resources
 - Added features built into database
- Priorities needed to be set
 - Hard choices regarding new fields in ONIX 3.0
- Overcoming concerns
- ONIX 3.0 today

Our Priorities

- Focused on new data
 - Ebooks
 - Barcodes
 - Type
 - GTIN-13
 - UPC-12
 - Position
 - Cover
 - Back
 - Bottom



Our Limitations

- Issues with ONIX 3.0 specific fields
 - Usage constraints
 - Technical protection
 - Markets
- Series info
 - Only 1 series
 - No sub-collection
- ONIX 3.0 Block updates



Going Forward

- Future development on ONIX 3.0
- Because of the volume of publisher files we handle
 - Prioritizing publishers who include new 3.0 fields
 - No incentive to test 3.0 files only mapped from 2.1



Thank you

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