

BIC

Breakfasts 2018

**Welcome to July's BIC Breakfast:
The Unprecedented Rise of Audiobooks**

#BICBreakfast

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**What is a
BIC Breakfast?**

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THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BOOK INDUSTRY COMMUNICATION LTD

BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



BOOK INDUSTRY COMMUNICATION LTD

Regular BIC Events

BIC Breakfasts (monthly)

New Trends in Publishing Seminar
(4th September 2018)

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

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



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Extensive Training Programme

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Over to Jack...



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Your Partner in Discovery



BIC Breakfast
Wednesday 25th July 2018
Jack Tipping

Mission



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ProQuest enables people to change their world.***

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- Display enhanced content such as cover images and marketing descriptions for readers and buyers
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Overview

FAQs

Enrichment Elements

Compatible Systems

Companion Products

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BOOKS IN PRINT® SEARCH. DISCOVER. CONNECT.

START
HERE

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- Wholesaler stock availability
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- Online comparison pricing and buying options
- Displays View Inside Widget for easier browsing of purchasing
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ProQuest

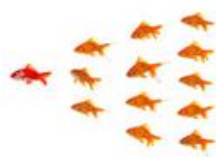
01-2014-2015 BIP-1.0 PDF 1-15-15



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Receiving Your Metadata?**



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your title data to Bowker.**

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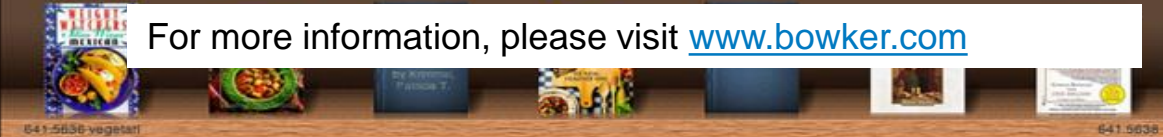
5th Floor
3 Dorset Rise
London
EC4Y 8EN
Tel: +44 (0)20 7832 1700
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Jack Tipping
Publisher Relations &
Data Submissions Manager

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Shelf I List



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Audiobook Metadata in ONIX 3

Chris Saynor
EDItEUR

BIC Breakfast
July 25th 2018

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
 - event
 - 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
 - contact details
 - lifecycle dates
 - copyright details
- territorial rights
- 5. related material
 - related works
 - related products
- 6. supply details
 - markets
 - market publishing details
 - suppliers
 - discounts
 - prices and tax
 - reissue details

Audiobooks: Fiction
– 82,265 results



Thema

F – Fiction & Related items



Thema

FQ – Contemporary lifestyle fiction

1KBB-US-NAKC – New York City

5HPD – Christmas



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Product Form

ONIX list 150 - Product Form

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150	AB	Audio cassette	*
150	AC	CD-Audio	*
150	AD	DAT	*
150	AE	Audio disc	*
150	AF	Audio tape	*
150	AG	MiniDisc	*
150	AH	CD-Extra	*
150	AI	DVD Audio	
150	AJ	Downloadable audio file	*
150	AK	Pre-recorded digital audio player	*
150	AL	Pre-recorded SD card	*
150	AM	LP	*
150	AN	Downloadable and online audio file	*
150	AO	Online audio file	*
150	AZ	Other audio format	*

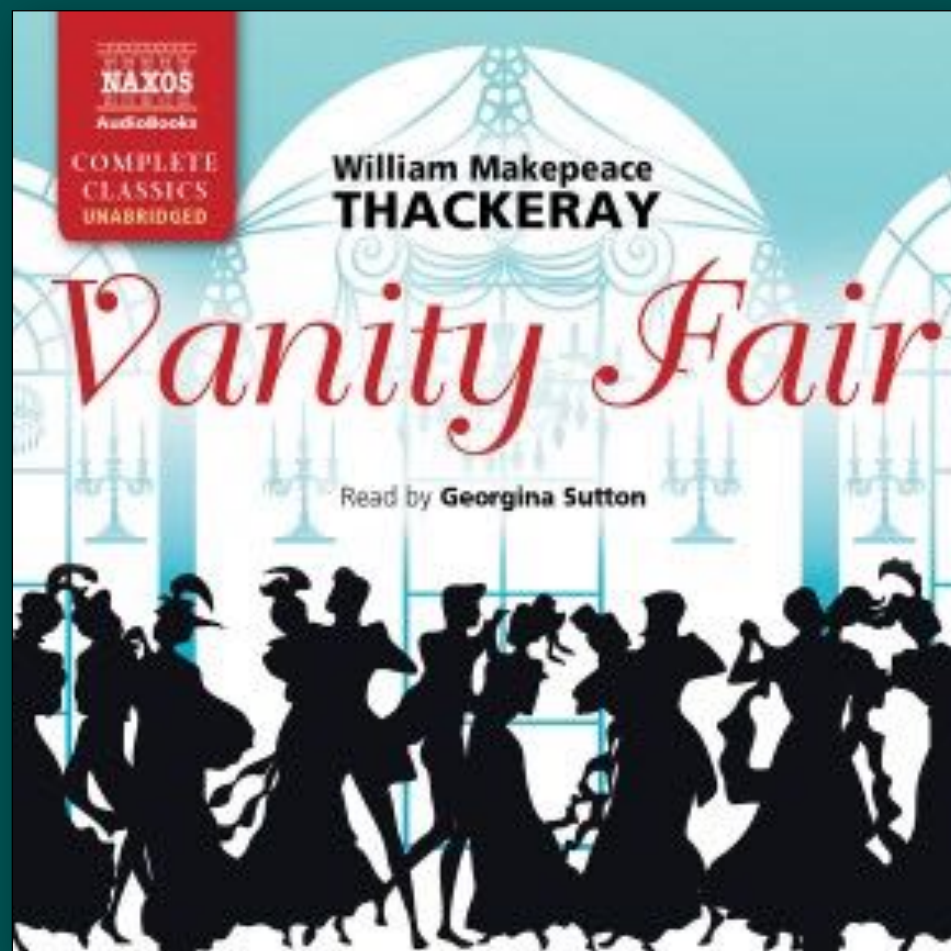
ONIX list 175 - Product Form Detail

175	A101	CD standard audio format	*
175	A102	SACD super audio format	
175	A103	MP3 format	*
175	A104	WAV format	
175	A105	Real Audio format	
175	A106	WMA	*
175	A107	AAC	*
175	A108	Ogg/Vorbis	*
175	A109	Audible	*
175	A110	FLAC	*
175	A111	AIFF	*
175	A112	ALAC	*
175	A210	DAISY 3: full audio with navigation and full text	
175	A211	DAISY 3: full text with navigation and partial audio	*
175	A212	DAISY 3: full text with navigation and no audio	*
175	A301	Standalone audio	
175	A302	Readalong audio	*
175	A303	Playalong audio	*
175	A304	Speakalong audio	*
175	A305	Synchronised audio	*
175	A410	Mono	*
175	A420	Stereo	
175	A421	Stereo 2.1	*
175	A441	Surround 4.1	*
175	A451	Surround 5.1	*

Contributor

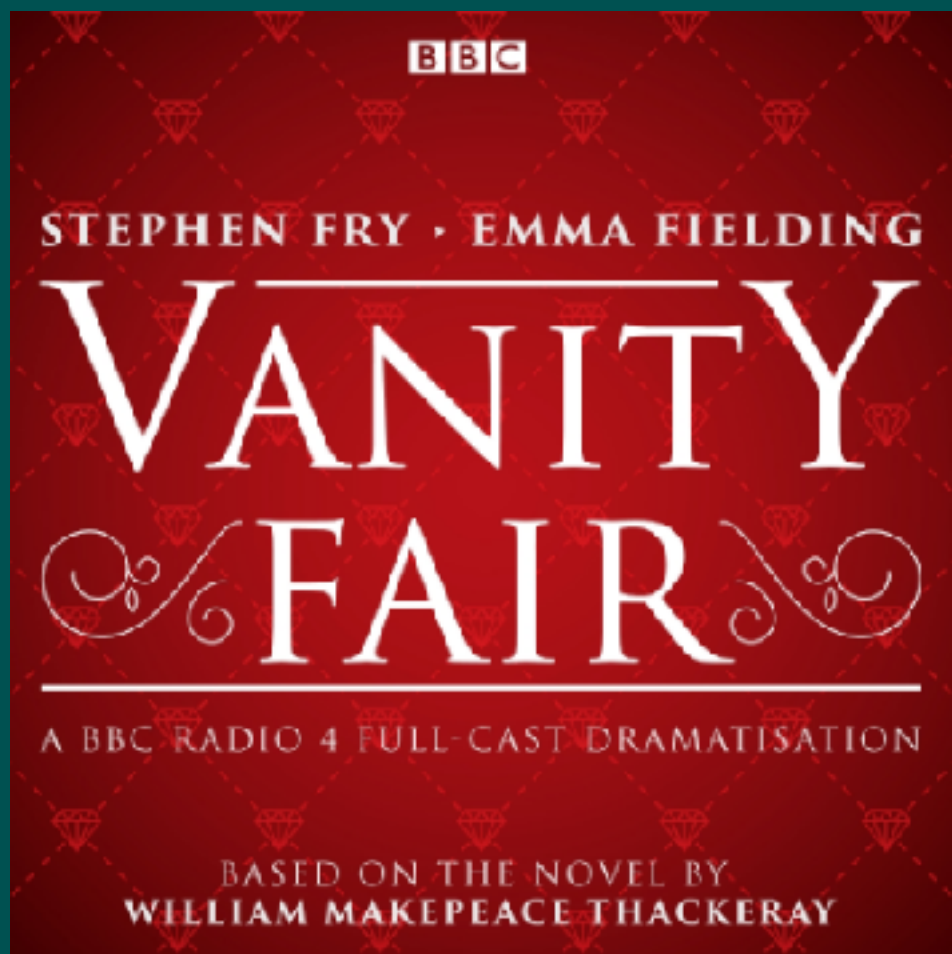
ONIX list 17 – Contributor Role Code

17	E01	Actor Performer in a dramatized production (including a voice actor in an audio production)	*
17	E02	Dancer	
17	E03	Narrator Where the narrator is a character in a dramatized production (including a voice actor in an audio production). For the 'narrator' of a non-dramatized audiobook, see code E07	*
17	E04	Commentator	
17	E05	Vocal soloist Singer etc	*
17	E06	Instrumental soloist	
17	E07	Read by Reader of recorded text, as in an audiobook	*
17	E08	Performed by (orchestra, band, ensemble) Name of a musical group in a performing role	*
17	E09	Speaker Of a speech, lecture etc	*
17	E10	Presenter Introduces and links other contributors and material, eg within a documentary	*
17	E99	Performed by Other type of performer not specified above: use for a recorded performance which does not fit a category above, eg a performance by a stand-up comedian	*



Ao1 = by (Author)
Eo7 = Read by

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  </NameIdentifier>
  <PersonNameInverted>Thackeray, William Makepeace
  </PersonNameInverted>
</Contributor>
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  </PersonNameInverted>
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Eo1 = Actor

Eo3 = Narrator

B22 = Dramatized by

<!-- other ONIX Contributors -->

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<PersonNameInverted>Fry, Stephen

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<PersonNameInverted>Cavanagh, Katy

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<!-- other ONIX Contributors -->

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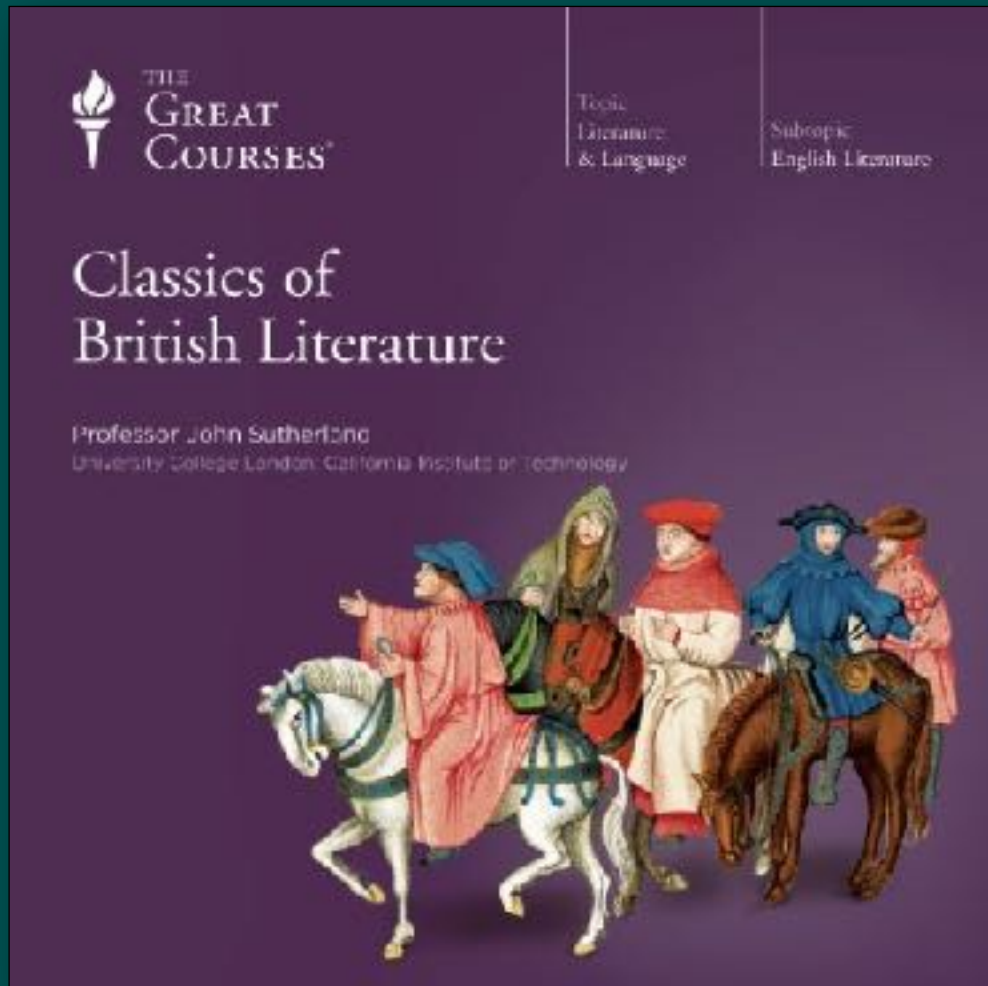
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E09 = Speaker

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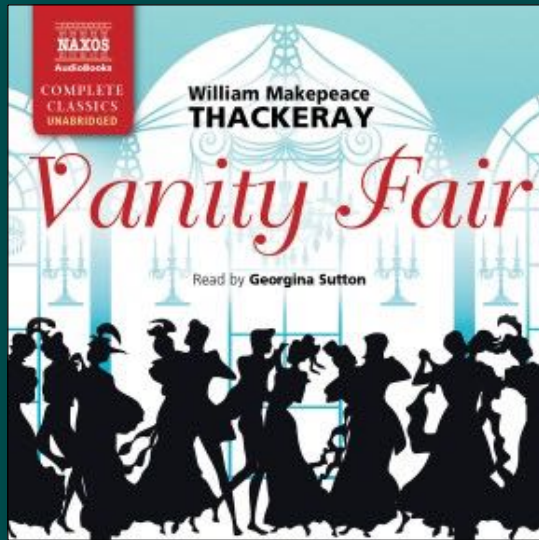
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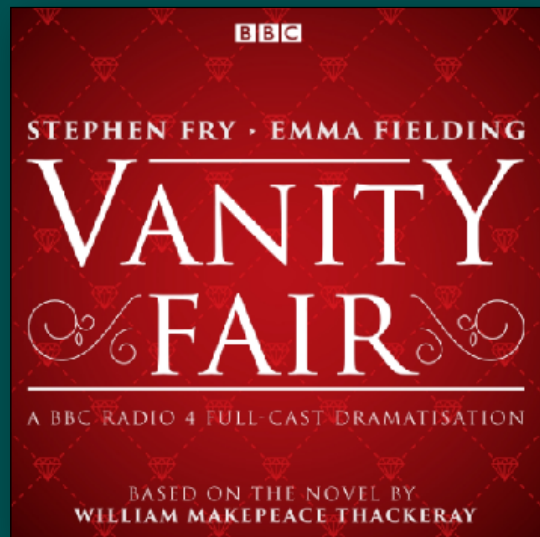
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ONIX list 81 – Product Content Type

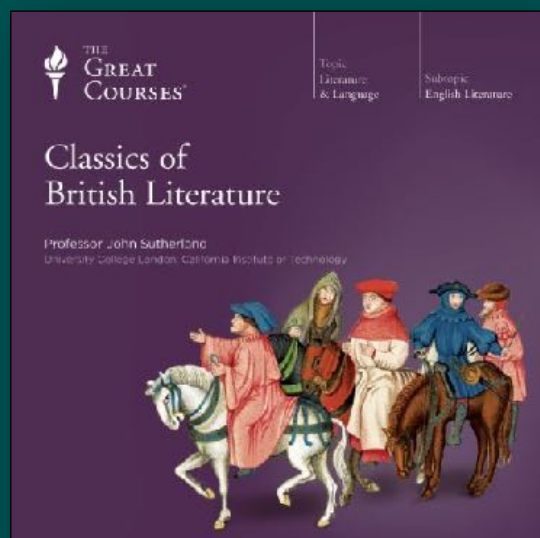
81	01	Audiobook Audio recording of a reading of a book or other text	*
81	02	Performance – spoken word Audio recording of a drama or other spoken word performance	*
81	13	Other speech content eg an interview, not a 'reading' or 'performance')	*
81	03	Music recording Audio recording of a music performance, including musical drama and opera	*
81	04	Other audio Audio recording of other sound, eg birdsong	*
81	21	Partial performance – spoken word Audio recording of a reading, performance or dramatization of part of the work	*
81	22	Additional audio content not part of main work Product is enhanced with audio recording of full or partial reading, performance, dramatization, interview, background documentary or other audio content not included in the primary or 'unenhanced' version	*
81	23	Promotional audio for other book product eg Reading of teaser chapter	*
81	06	Video Includes Film, video, animation etc. Use only when no more detailed specification is provided. Formerly 'Moving images'	*
81	26	Video recording of a reading	
81	27	Performance – visual Video recording of a drama or other performance, including musical performance	*



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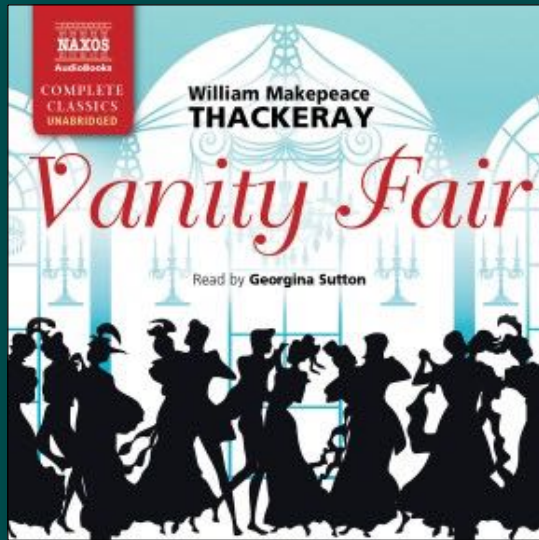


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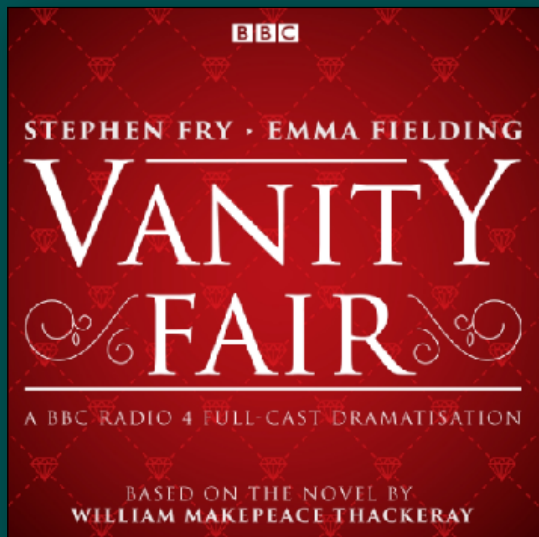
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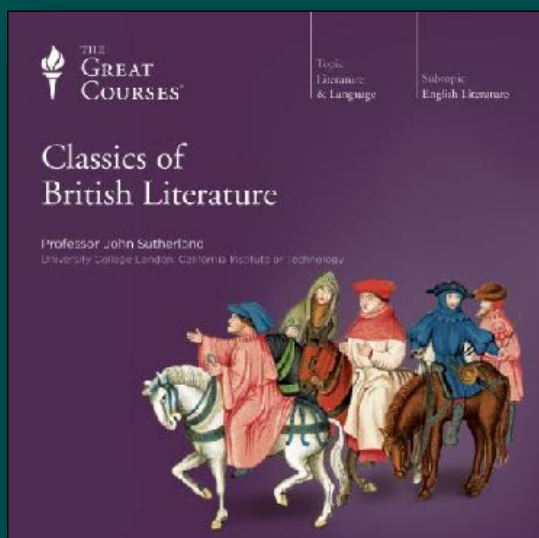
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Language



Thema

CJBT – Language self-study

2ADSL – Latin-American Spanish

1KL – Latin America – Mexico, Central America, South America

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Topic
Literature
& Language

Subtopic
English Literature

Classics of British Literature

Professor John Sutherland
University College London; California Institute of Technology



‘Chapter Level’ metadata – Block 3 – Content Detail

1	Anglo-Saxon Roots—Pessimism and Comradeship	25	Scott and Burns—The Voices of Scotland
2	Chaucer—Social Diversity	26	Lyrical Ballads—Collaborative Creation
3	Chaucer—A Man of Unusual Cultivation	27	Mad, Bad Byron
4	Spenser—The Faerie Queene	28	Keats—Literary Gold
5	Early Drama—Low Comedy and Religion	29	Frankenstein—A Gothic Masterpiece
6	Marlowe—Controversy and Danger	30	Miss Austen and Mrs. Radcliffe
7	Shakespeare the Man—The Road to the Globe	31	Pride and Prejudice—Moral Fiction
8	Shakespeare—The Tragedies	32	Dickens—Writer with a Mission
9	Shakespeare—The Histories	33	The 1840s—Growth of the Realistic Novel
10	The King Lear Problem	34	Wuthering Heights—Emily's Masterwork
11	The Metaphysical Poets—Conceptual Poetry	35	Jane Eyre and the Other Brontë
12	Paradise Lost—A New Language for Poetry	36	Voices of Victorian Poetry
13	Turmoil Makes for Good Literature	37	Eliot—Fiction and Moral Reflection
14	The Augustans—Order, Decorum, and Wit	38	Hardy—Life at Its Worst

The 1840s saw a phenomenal growth in the realistic novel's popularity. We explore four from this period—Dickens's *Dombey and Son*, Mrs. Gaskell's *Mary Barton*, Disraeli's *Sybil*, and Thackeray's *Vanity Fair*. Each asked hard questions about the direction in which England was headed.

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Price

Pricing

- the structure of ONIX 3 allows for wholesale and retail reseller models, agency pricing, library or institutional pricing, bundles and BOGOFs, rentals, price tiers, 'subscriptions', complex tax structures, free of charge products...
- and yet if you just have 'one product, two prices', it's still very simple

What next?



ONIX for Books

Product Information Message

Application Note: Audiobook products in ONIX

<https://www.editeur.org/93/Release-3.0-Downloads/#How%2oto>



chris@editeur.org
www.editeur.org



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Selling Audiobooks

Miles Stevens-Hoare

July 2018

- Audiobook consumers more likely than the average UK adult to be male, aged 18-44, to have children in the home, to work full time, to live in London and to be upmarket, affluent and from minority ethnic groups
- 87% of audiobook consumers listened to the format themselves, while 65% bought audiobooks for themselves, and a quarter bought for other adults
- Two thirds of audiobook consumers listened to audiobooks online or on mobile devices, while just over half listened to audiobooks on CD.
- Digital buyers bought an average of 6 audiobooks to listen to online/on mobile devices, while physical buyers purchased an average of 5 CDs each.
- Smartphones were increasingly used to listen to audiobooks in 2017, while fewer listened on tablets, computers and MP3 players.
- Consumers most commonly listened to audiobooks in their spare time at home, in bed/before going to sleep, and when doing housework/chores.
- 36% of audiobook consumers (half of 18-24s) were new to the market.
- The things that consumers most liked about audiobooks were the ability to multitask.

Audiobook consumer

Source: Nielsen: Understanding the Audiobook Consumer 2017

- Crime/thrillers remained the most widely consumed audiobook genre, and was the top genre among those aged 55+.
- Consumers most commonly (and increasingly) found out about audiobooks by searching by author.
- Bookseller websites, search engines, word of mouth and libraries were other top methods of audiobook discovery with libraries especially important to older consumers,.
- Familiarity with book or author (especially for older listeners), as well as a good voice, a new author to try, the blurb, and being part of a series were among the top influences to purchase audiobooks.
- Three quarters of audiobook consumers said they sometimes listened to podcasts, with a quarter doing so weekly.
- Heavy audiobook consumers were more likely than average to read broadsheet newspapers, use social media such as Twitter, Instagram and Pinterest, listen to the radio (e.g. Radio 4, Fivelive, Kiss, TalkSport) and to subscribe, Netflix, Prime and Spotify

Audiobook consumer

Source: Nielsen: Understanding the Audiobook Consumer 2017

RBmedia

Content

- Leading digital audiobook and related spoken content producer with 35,000+ titles across 7 storied brands
- Content spans many areas including romance, business, comedy, education, mystery, sci-fi, biography and classics
- Produce 5,000+ new titles / year from best-sellers to award winners to emerging authors

• Brands:       

Retail

Proprietary Technology Platform: 

- Leading direct-to-consumer subscription service and app (#2 to Audible) with the best URL in the industry - audiobooks.com
- 100,000+ titles from 350+ publishers

3rd Party Distribution:



Library

Proprietary Technology Platform: 

- Embedded in 000's libraries worldwide (public and academic) –
- Mobile app and platform deliver over 700k titles from RBmedia and 3rd parties including spoken audio, magazines, streaming video, comics, eBooks and educational courses

an introduction

audiobooks.com

- Digital subscription service, allowing for instance streaming and download from over 125k titles
- Offers value to consumers
 - Affordable service available worldwide
 - Robust mobile app designed for simple and convenient user experience
- Offers value to publishers
 - Access to millions of monthly quality views and impressions through multiple platforms
 - An engaged membership base for targeted upselling
 - Opportunities for promotions and sales

Why?

- 2.3 million site view per month
- 9,000 app download per day
- +60% customer base growth yoy
- Prominent merchandising
- Deals and discount opportunities
- Book specific promo codes

audiobooks.com



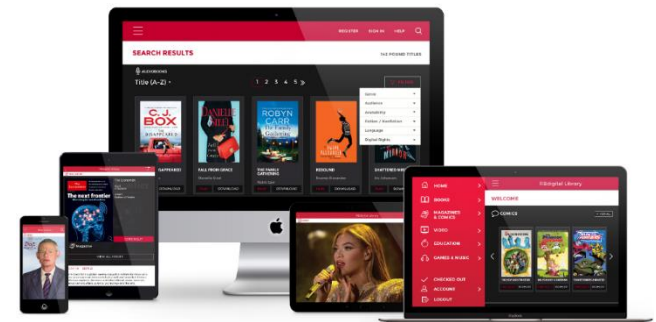
Requirements

- Audio file, image files and metadata files
- Metadata
 - As per a print book with the addition of:
 - Narrator
 - Duration (in lieu of pp)
 - Abridged/Unabridged
- File delivery, ideally through FTP, but can handle DVD's, CD's and hard drives
- Completed account form (otherwise you won't get paid!)

The logo for audiobooks.com, featuring the text "audiobooks.com" in a sans-serif font. The word "audiobooks" is in orange, and ".com" is in a smaller, lighter orange font. A small orange play button icon is positioned between "audiobooks" and ".com". The logo is centered within a white circle that has an orange border. This circle is set against a solid blue rectangular background that occupies the right side of the slide.

Introduction

- RBdigital app delivers the broadest array of content types
 - Only vendor with audiobooks, eBooks, magazines, streaming video, education resources, and more in one app - over 700k titles in total
 - Unique unlimited access model enables patrons to “binge” content without breaking the library budget
- Unique content produced by RBmedia
 - Cloud-based access to over 35,000 exclusive audiobooks in addition to thousands of premium titles from all major publisher
- Invested significantly in the platform to broaden capabilities



Why

- Libraries play a significant role in audiobook discovery and enjoyment
- RBdigital is highly penetrated in all the main audiobook English language markets
- High numbers of users and issues in libraries



Requirements

- Formats
 - MP3 is our preferred audio file format. WAV files require processing which cause delays in making available and can cause issues with file transfer via FTP.
- MetaData
 - As per a print book with the addition of:
 - Narrator
 - Duration (in lieu of pp)
 - Abridged/Unabridged
 - Prices in Multiple currencies to reflect the Sales Rights for a title
- Communications
 - An automated email detailing new available distributed titles would be useful



BOOK INDUSTRY COMMUNICATION LTD

Any questions?



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