

BIC

Breakfasts 2017

**Welcome to March's BIC Breakfast:
Territorial Sales Rights in Metadata –
Rest Of the World (ROW) is Not Enough**

#BICBreakfast

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**What is a
BIC Breakfast?**

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**BIC Breakfast
Tuesday 28th March 2017
Jack Tipping – Bowker UK**

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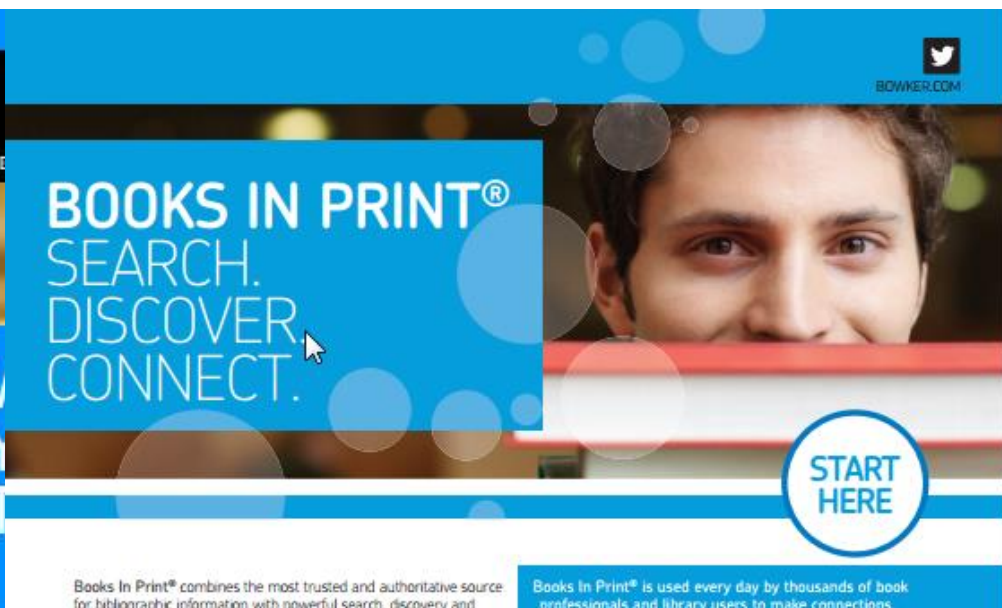
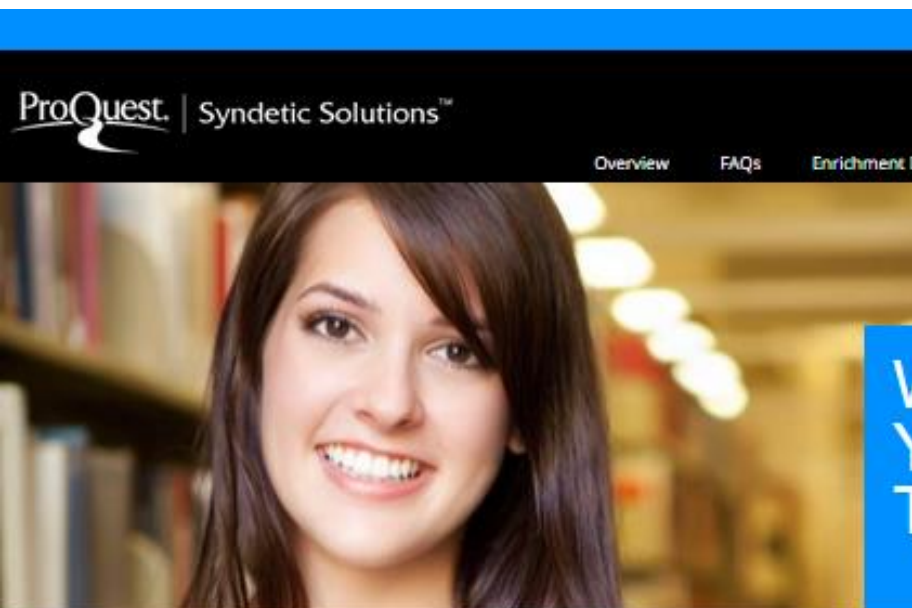
Book Consumers/Lovers

No charge to supply metadata to Bowker



- Provide metadata to retailers, libraries, and schools
- Communicate price and status updates in a timely fashion to multiple customers
- Display enhanced content such as cover images and marketing descriptions for readers and buyers
- Increase awareness of your titles

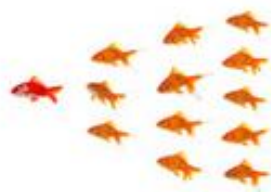
Powerful Metadata



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Receiving Your Metadata?**



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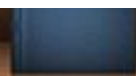
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Shelf | List



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BIC BREAKFAST MARCH 2017

**Territorial Sales Rights in Metadata:
Rest Of the World (ROW) is Not Enough**

INGRAM[®]

Challenges of Incorrect Sales Rights

How do metadata receivers determine who holds the rights?.

1. Contact publisher directly.
2. Contact distribution service provider to determine rights

Challenges of correcting this data

- Simple change in metadata at route of supply chain.
- Training staff.
- Potential development work in ONIX/metadata supply.
- Ensuring all updates are fed to all data suppliers.

What happens if e-Book metadata is duplicated by suppliers?

- Customers receive wrong version of book.

Example: American-English version instead of English version.

- Duplicate records at retailers.
- Titles removed from sale resulting in loss of sales.
- Legal dispute.

Common Issues 1

For the purpose of showing when ROW is included on the following examples this has been included in the regions included column which is where CoreSource presents this information for visibility in reporting. However, please be aware ROW cannot be provided in <RegionsIncluded> or <RegionsExcluded> in ONIX, and the sales rights type for the rest of the world (01 in this case) would instead be represented in the <ROWSalesRightsType> ONIX field.

notes	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded
Not recommended , but a valid expression. Not recommended because downstream partners need to interpret ROW into country codes, and this causes problems for some. "For exclusive sale everywhere except the US; Not for sale in US"	01 For unrestricted sale with exclusive rights in the specific countries or territories			ROW		03 Not for sale in the specified countries or territories (reason unspecified)	US			

Best Practice

notes	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded
Best recommended alternative. Expresses the same thing, but with ROW in the "not for sale" type. Simplest human-readable way of expressing it	01 For unrestricted sale with exclusive rights in the specific countries or territories		US	WORLD		03 Not for sale in the specified countries or territories (reason unspecified)			ROW	

Common Issues 2

notes	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded
Not a valid expression: US and CA are included in both sales rights types.	01 For unrestricted sale with exclusive rights in the specific countries or territories			WORLD		06 Not for sale in the specified countries (because publisher does not hold rights in those countries or territories)	US CA			

Best Practice

notes	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded
Correct Expression	01 For unrestricted sale with exclusive rights in the specific countries or territories		US CA	WORLD		06 Not for sale in the specified countries (because publisher does not hold rights in those countries or territories)	US CA			

Best Practice

notes	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded	Sales Rights Type	Countries Included	Countries Excluded	Regions Included	Regions Excluded
Correct Expression	01 For unrestricted sale with exclusive rights in the specific countries or territories		US CA	WORLD		06 Not for sale in the specified countries (because publisher does not hold rights in those countries or territories)			ROW	

This is an alternative way of specifying the same rights as the previous slide (*i.e.* for sale everywhere except the US and Canada).



Thank you

Kathy Berners
Client Integration Specialist

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Territorial Sales Rights

R kobo

OPEN UP

The Kobo Story

26,000,000+	Readers
5,000,000+	Titles
14,900	Physical and online stores worldwide
33,000	Publishers working with us
190	Countries we're delivering eBooks into
150	Countries we sell to on any given day
17	Countries where we have localized content

eBook Market in Select Geos

Estimated size of 2015 eBook market by geo (\$CAD)



*Size of bubble denotes relative value of eBook market

Country	Estimated size of 2015 eBook market (\$M CAD)
Australia / New Zealand	184
Brazil	92
Canada	168
Germany	284
France	114
Italy	84
Netherlands	35
United Kingdom	521
United States	5,321

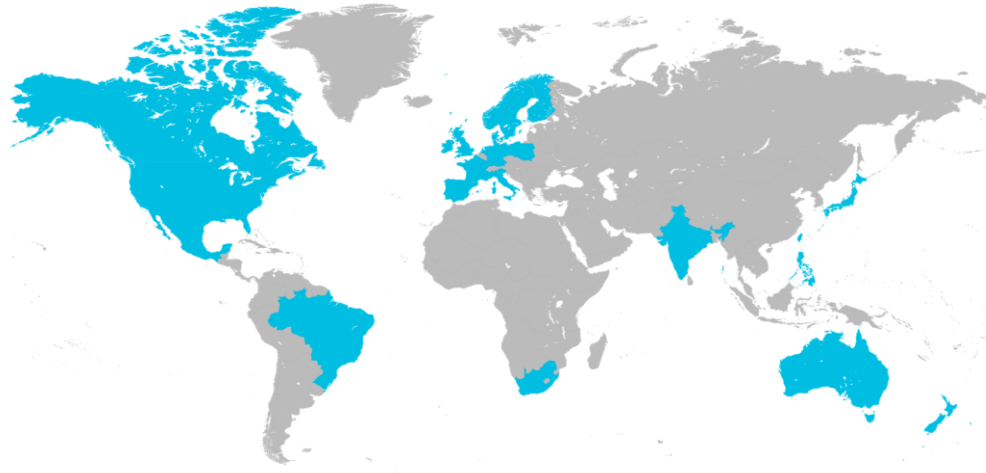


It's a Complicated Business

Kobo's territory breakdown

Country	% of Total Units
JP	30.20%
CA	26.60%
FR	7.30%
IT	7.10%
AU	6.90%
NL	6.10%
GB	6.00%
US	3.60%
DE	2.00%
ROW	1.50%
BR	0.80%
BE	0.50%
SG	0.30%
CH	0.30%
AT	0.20%
ES	0.20%
TR	0.10%
MX	0.10%
SE	0.00%
TW	0.00%
Total	100.00%

A global footprint



We sell ebooks in over 180 territories. Without explicit rights data, you're losing sales.

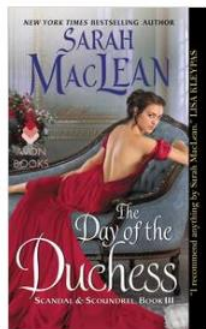
International pricing

- One ISBN can have multiple prices
- Pricing varies by territory, e.g. much higher in Australia
- It isn't necessary to set prices for every territory, can just pick the main ones for you

Take advantage of international pricing

Don't leave "money on the table"

- Round UP to the nearest .99 after the auto-conversion
- Be aware of currency differences



eBook Details

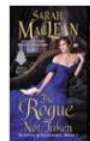
The Day of the Duchess

Scandal & Scoundrel, Book III

by Sarah MacLean
Scandal & Scoundrel (Book 3)

#1001 in [Romance](#)
#98 in [Romance](#), [Historical](#)

In this series



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Book 2

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PRICE



CAD
PRICE








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Manually update to
\$8.99 CAD or
\$7.99 CAD

= Extra \$1.00 to
\$2.00 PER UNIT
SALE

Especially important with open market sales



stephen king the shining

×

Q

Bienvenue
Mon compte

eBOOKS APPLICATIONS ET LISEUSES

Profitez de l'offre du jour

Découvrez nos recommandations

1 - 12 sur 35765 résultats pour « stephen king the shining »

Type de contenu multimédia

Tout (35765)

eBook (35765)

Catégories

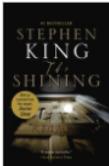
Tout (35765)

Ados et Jeunes Adultes (825)

Biographies (1247)


Commerce et finance (1202)

Essais et documents (12042)



The Shining
par Stephen King

With an excerpt from the sequel, Doctor Sleep. Terrible events occur at an isolated hotel in the off season, when a small boy with psychic powers struggles to hold his own against the forces of evil that are driving his father insane.



The Shining
par Stephen King

Danny is only five years old, but he is a 'shiner', aglow with psychic voltage. When his father becomes caretaker of an old hotel, his visions grow out of control. Cut off by blizzards, the hotel seems to develop an evil force, and who are the...

★★★★☆ (202)


6,85 €

★★★★☆ (119)

7,99 €

PAGE 35

KOBO CONFIDENTIAL



OPEN UP



Know your rights

Common issues

- Not a week goes by we don't see a rights conflict in markets traditionally treated as secondary, e.g. Canada, Australia
- This also creates duplicate titles and confuses the customer
- Retailer's job isn't to pass judgment on whose metadata is legitimate; we introduce conflicting parties and update our records when they reach a resolution.
- But if a quick decision is needed, we will tend to side with the party who's demonstrated competence in the past

Common issues

- Not sending the correct price type might prevent titles from going on sale in a specific territory.
- If an agency publisher has agency pricing in the UK — they have to send us a GBP agency price. We may not be able to convert from another currency based on their agreement, and we definitely can't do anything if they send wholesale prices for agency territories.
- Use tax inclusive pricing in territories where the customer sees a tax inclusive price, e.g. UK and Europe

The background is a vibrant, abstract geometric pattern composed of numerous overlapping triangles and polygons. The color palette transitions from deep blues and purples on the left to bright oranges and reds on the right. A thick white rectangular frame is superimposed over the center of the image, with a small notch at the bottom right corner.

Thank you.



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Over to John...



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Recap of definitions

Publishing rights

Where *could* the publisher sell this product?

Not in ONIX

Sales rights

Where has the publisher decided to sell it?

In ONIX

Distribution rights

Who distributes it, and where?

In ONIX

SalesRightsType 01/02

List all the countries where the product can be sold

```
<!-- P.21 -->
<SalesRights>
  <SalesRightsType>01</SalesRightsType>
  <Territory>
    <CountriesIncluded>CA GB IE US</CountriesIncluded>
  </Territory>
</SalesRights>

<SalesRights>
  <SalesRightsType>02</SalesRightsType>
  <Territory>
    <CountriesIncluded>
AT BE BG CH CY CZ DE DK EE ES FI FR GR HR HU IE IT LT LU LV MT NL NO PL PT RO SE SI SK
    </CountriesIncluded>
  </Territory>
</SalesRights>
```


SalesRightsType 03

List all the countries where the product must not be sold

```
<SalesRights>
  <SalesRightsType>03</SalesRightsType>
  <Territory>
    <CountriesIncluded>
      AD AE AF AG AI AL AM AN AO AR AS AU AW AZ BA BB BD BF BH BI BJ BM BN BO BR BS BT BW BY BZ
      CC CD CF CG CI CK CL CM CN CO CR CU CV CX DJ DM DO DZ EC EG EH ER ET FJ FK FM FO GA GD GE
      GF GG GH GI GL GM GN GP GQ GS GT GU GW GY HK HN HT ID IL IM IN IO IQ IR IS JE JM JO JP KE
      KG KH KI KM KN KP KR KW KY KZ LA LB LC LI LK LR LS LY MA MC MD ME MH MK ML MM MN MO MP MQ
      MR MS MU MV MW MX MY MZ NA NC NE NF NG NI NP NR NU NZ OM PA PE PF PG PH PK PM PN PR PS PW
      PY QA RE RS RU RW SA SB SC SD SG SH SL SM SN SO SR ST SV SY SZ TC TD TF TG TH TJ TK TL TM
      TN TO TR TT TV TW TZ UA UG UY UZ VA VC VE VG VI VN VU WF WS YE YT ZA ZM ZW
    </CountriesIncluded>
  </Territory>
</SalesRights>
```

ROWSalesRightsType

What should happen in countries not listed above?

```
<ROWSalesRightsType>03</ROWSalesRightsType>
```

Hint: most retailers will sell the product wherever they can unless you tell them not to...

<ProductSupply>

Tell recipients where to order the product from

```
<!-- Block 6 Europe supplier -->
<ProductSupply>
  <Market>
    <Territory>
      <CountriesIncluded>
        AT BE BG CH CY CZ DE DK EE ES FI FR GB HR HU IE IT LT LU LV MT NL NO PL PT RO SE SI SK
      </CountriesIncluded>
    </Territory>
  </Market>
  ...
  <SupplyDetail>
    <Supplier>
      <SupplierRole>01</SupplierRole>
      <SupplierIdentifier>
        <SupplierIDType>06</SupplierIDType>
        <IDValue>5030670173006</IDValue>
      </SupplierIdentifier>
      <SupplierName>HarperCollins Publishers Ltd.</SupplierName>
      <TelephoneNumber>+44 1417 723200</TelephoneNumber>
    </Supplier>
    ...
  </SupplyDetail>
  ...
</ProductSupply>
```

<ProductSupply> is repeatable...

Tell recipients where to order the product from *in each market*

```
<!-- Block 6 US supplier -->
<ProductSupply>
  <Market>
    <Territory>
      <CountriesIncluded>US CA</CountriesIncluded>
    </Territory>
  </Market>
  ...
  <SupplyDetail>
    <Supplier>
      <SupplierRole>02</SupplierRole>
      <SupplierIdentifier>
        <SupplierIDType>07</SupplierIDType>
        <IDValue>2002086</IDValue>
      </SupplierIdentifier>
      <SupplierName>HarperCollins Publishers Ltd.</SupplierName>
      <TelephoneNumber>1-800-242-7737</TelephoneNumber>
    </Supplier>
    ...
  </Supplier>
  ...
  <SupplyDetail>
    ...
  </ProductSupply>
```

<SalesRestriction>

Tell recipients that the product can only be sold by specific retailers

```
<SalesRights>
  <SalesRightsType>01</SalesRightsType>
  <Territory>
    <CountriesIncluded>GB IE AU NZ ZA IN</CountriesIncluded>
  </Territory>
  <SalesRestriction>
    <SalesRestrictionType>04</SalesRestrictionType>
    <SalesOutlet>
      <SalesOutletIdentifier>
        <SalesOutletIDType>03</SalesOutletIDType>
        <IDValue>KB0</IDValue>
      </SalesOutletIdentifier>
      <SalesOutletName>Kobo</SalesOutletName>
    </SalesOutlet>
    <SalesRestrictionNote textformat="06">
      For sale only through Kobo
    </SalesRestrictionNote>
  </SalesRestriction>
</SalesRights>
```



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Any questions?



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**Territorial Sales Rights in Metadata:
Rest Of the World (ROW) is Not Enough**

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