



Breakfasts 2018

**Welcome to May's BIC Breakfast:
Creative Classification: Using *Thema* to
Augment Your Metadata Beyond the
Capabilities of BIC Codes**

#BICBreakfast

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**What is a
BIC Breakfast?**

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New Trends in Publishing Seminar
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www.nielsenbook.co.uk



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**Over to Chris &
Howard...**



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Creative *Thema*

Howard Willows
Nielsen Book
&
Chris Saynor
EDItEUR

BIC Breakfast
May 23, 2018

Thema is

the unified subject classification scheme

for the global book trade

(physical and digital, online and bricks & mortar)

Why do we need *Thema*?

- International trade requires international standards
- Replace local schemes and endless mappings with direct, clear communication across borders & languages
- Retain control & precision in product data > improve discoverability > increase sales
- Created by users to address real problem

Advantages for UK users

- **BIC scheme basis**
Familiarity; legacy records; mappings
- **Export sales significant for UK publishing**
Particular benefits for international trade
- **Mature market**
Physical & digital channels; ready to exploit
- **English language**
Hub language; no need for translation
- **Access & ownership**
Through EDItEUR, BIC, TISC membership & chair

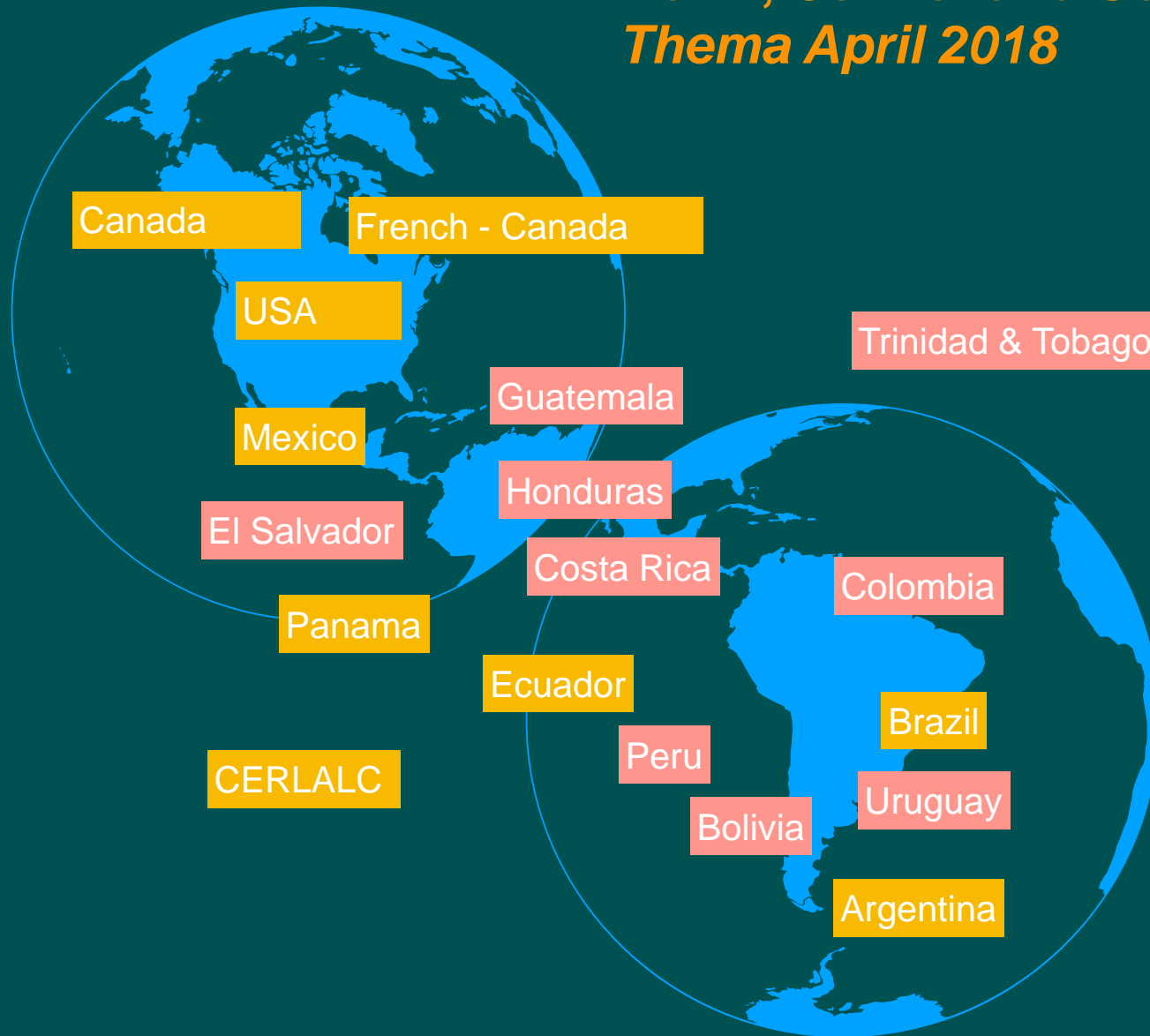
Growing support from retailers

- Blackwell's, Waterstones, Amazon EU, all made public statements in support of Thema
- Amazon EU has announced new Browse Tree (UK & FR, DE, ES, IT shop fronts) is based on Thema
- Retailers are **ACCEPTING** and **REQUESTING** Thema – will soon start **DEMANDING**

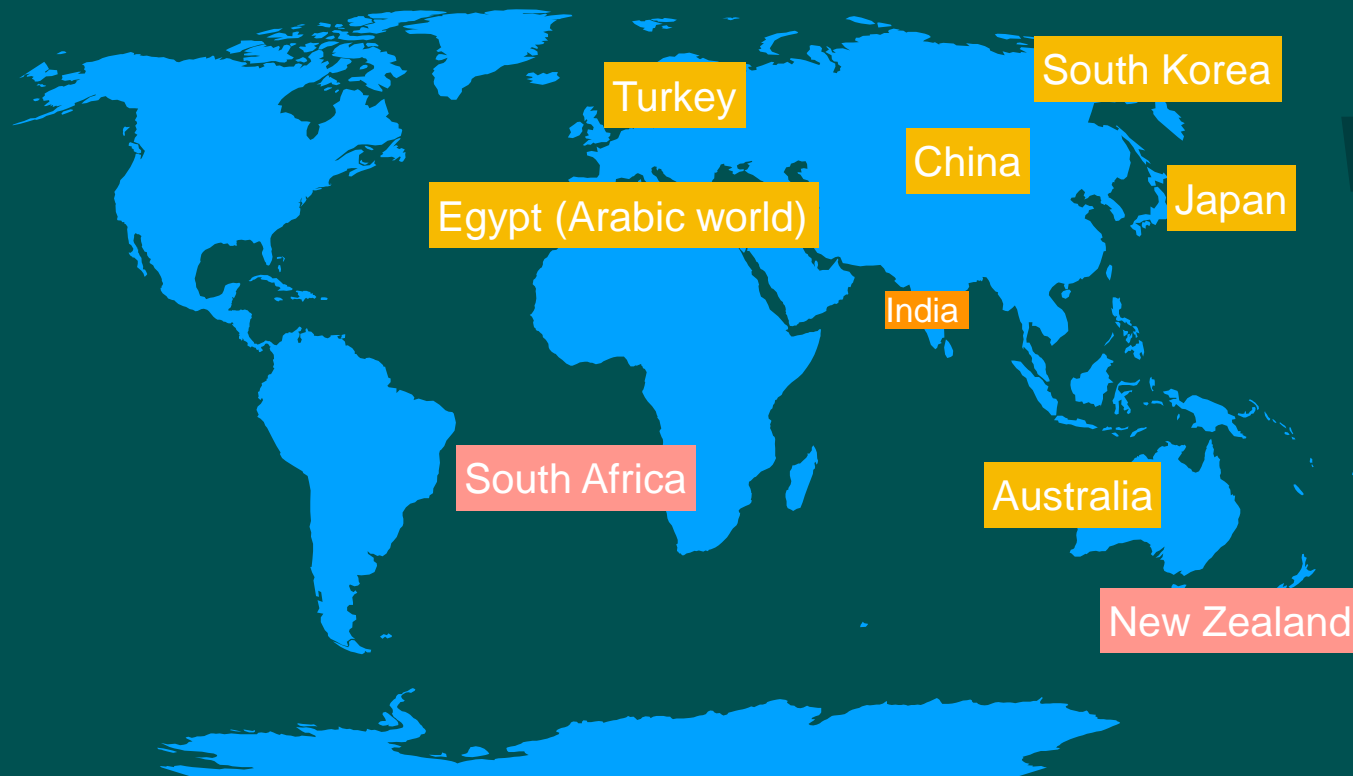
Europe *Thema* April 2018



North, Central and South America - *Thema April 2018*



Thema countries April 2018

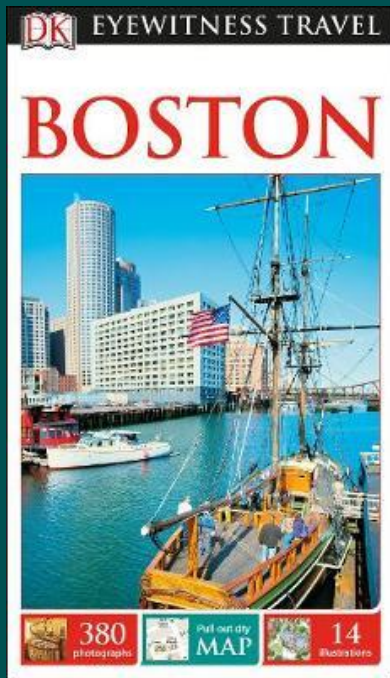


Release of *Thema* v1.3

- Updated version published April 2018
- 259 new core subject codes in various sections including Fiction and Children's, Teenage & Educational
- 153 new qualifier codes including new educational qualifiers for UK market
- Clarifications of existing codes & updates or addition to scope notes

Thema v BIC: General

- *Thema* inherits & extends BIC's 'building block' approach; combination of subjects & qualifiers
- Many codes exactly the same in both schemes, e.g. M*, K*, P*, V*
- Similar scale - *Thema* has one more Subject section; one more Qualifier section
- BIC is frozen (v2.1) - all future development in *Thema*; can be regarded as BIC3



Ready-Made v Building Block

BISAC: TRV025060 TRAVEL / United States / Northeast / New England (CT, MA, ME, NH, RI, VT)

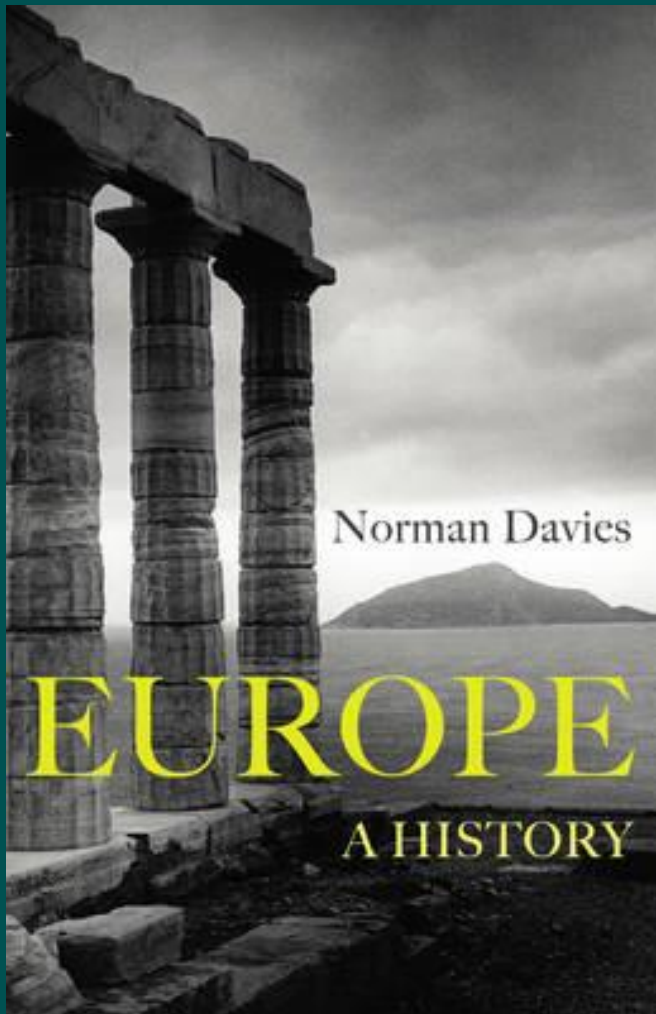
CLIL: 3809 - Guide d'Amérique du Nord

BIC: WTH Travel guides + 1KBBES Massachusetts

Thema: WTH Travel guides + 1KBB-US-NEMB Boston

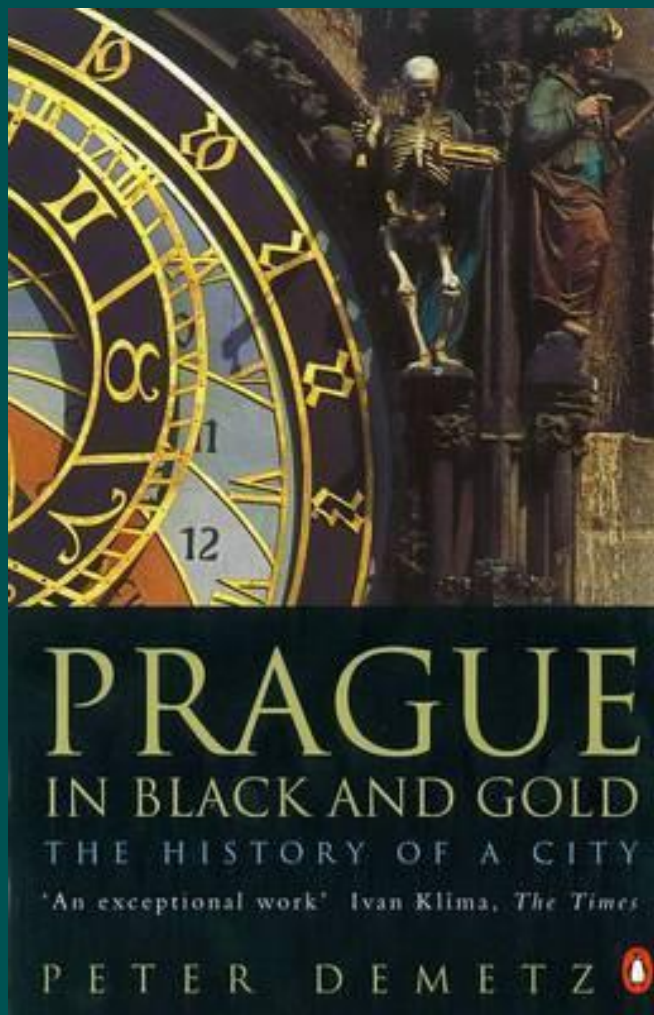
Thema v BIC: key differences

- Scope: *Thema* is avowedly international; enriched by input from national groups/schemes
- Structure: *Thema* has National Extensions within the Qualifiers – providing market-specific detail; many more codes overall
- Use: *Thema* allows MUCH greater use of post-coordination – combinations of Subject codes and Qualifier
- Enable *Thema* to be used more creatively to indicate the key topics of a work



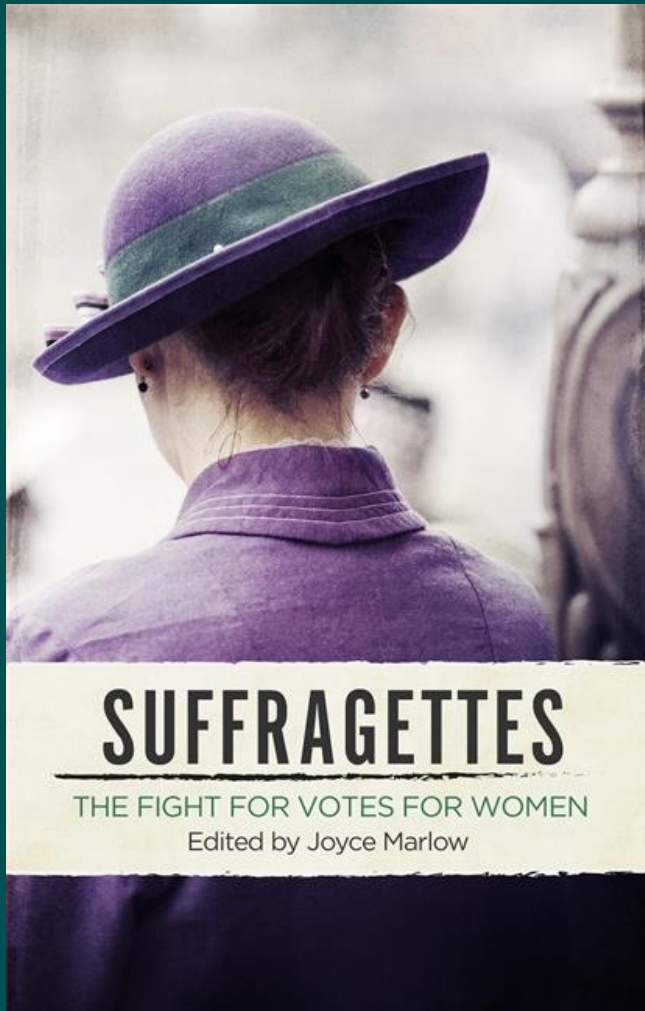
NHD – European history

1D – Europe



NHD – European history

1DTJ-CZ-A – Prague



**JPWG – Pressure groups, protest movements
& non-violent action**

NHTB – Social & cultural history

JPVH – Human rights, civil rights

JPH – Political structure & processes

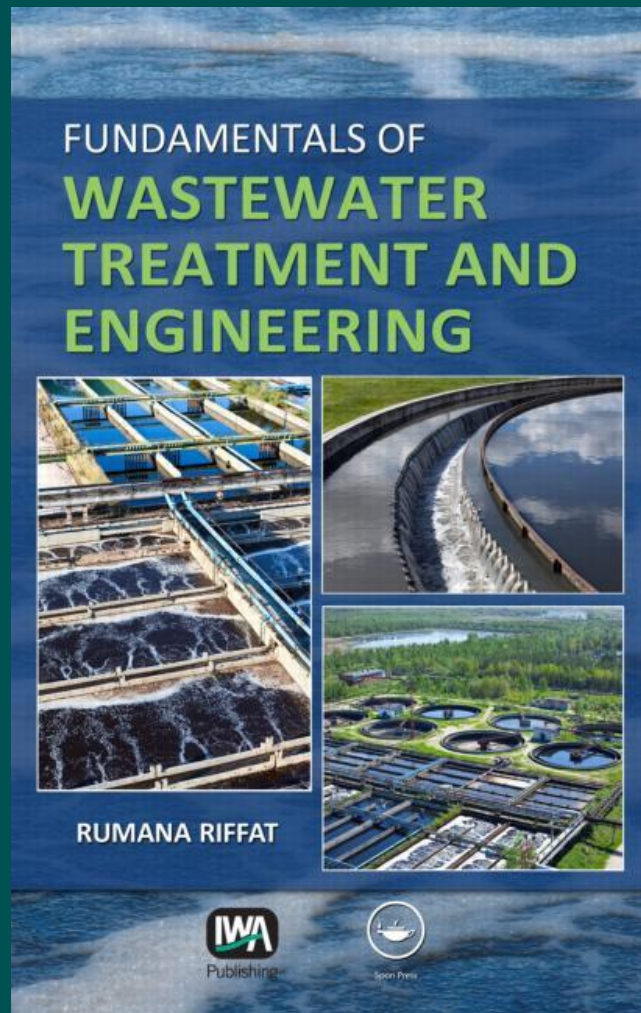
JBSF1 – Gender studies: women & girls

NHD – European History

1DDU – United Kingdom, Great Britain

3MPB – Early 20th century c 1900 to c 1950

3MN – 19th century c 1800 to c 1899



TQSW – Water supply & treatment

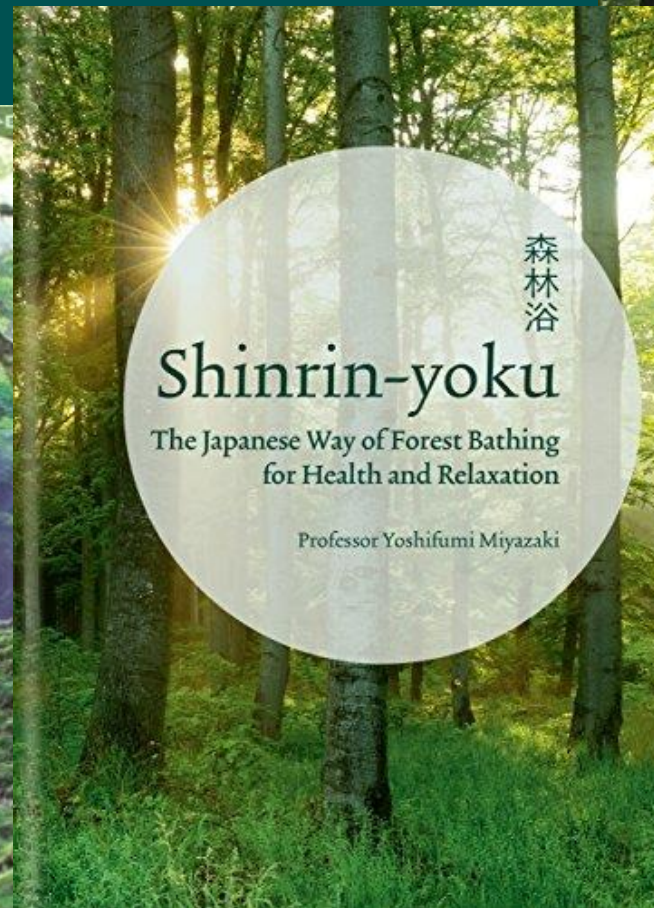
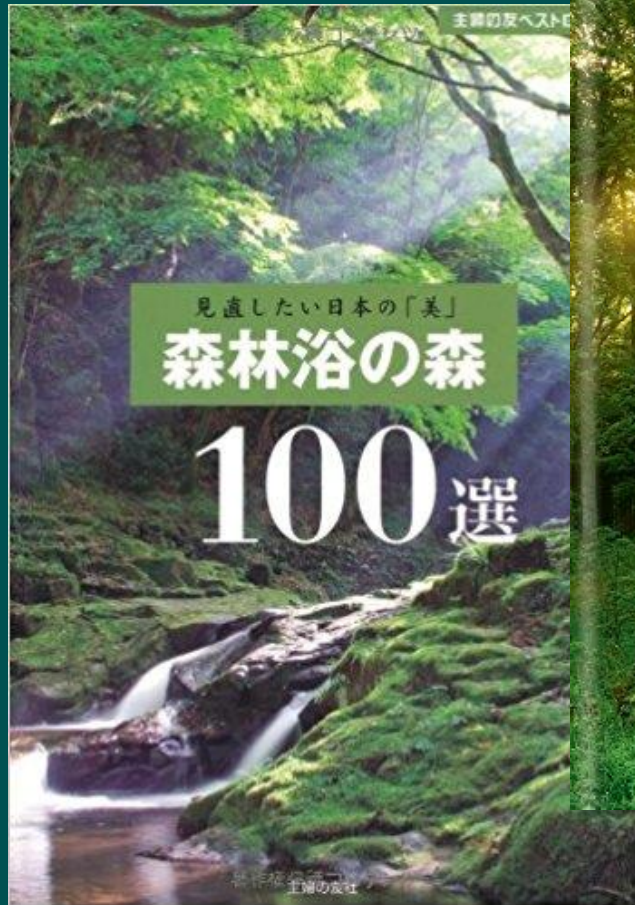
TQSR – Waste treatment & disposal

PNC – Environmental chemistry

TGMF – Engineering: Mechanics of fluids

**4CT – For higher / tertiary / university
education**

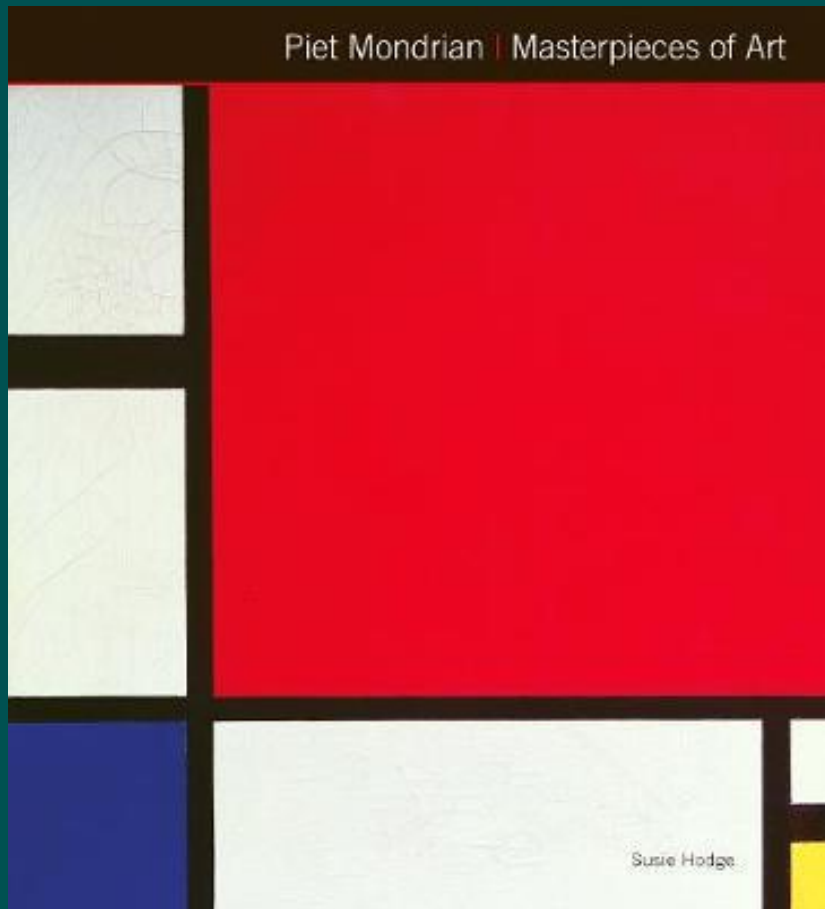
4TC – Textbook, coursework



VXHF – Nature therapy

SZ – Active outdoor pursuits

RGBL – Forests & woodland



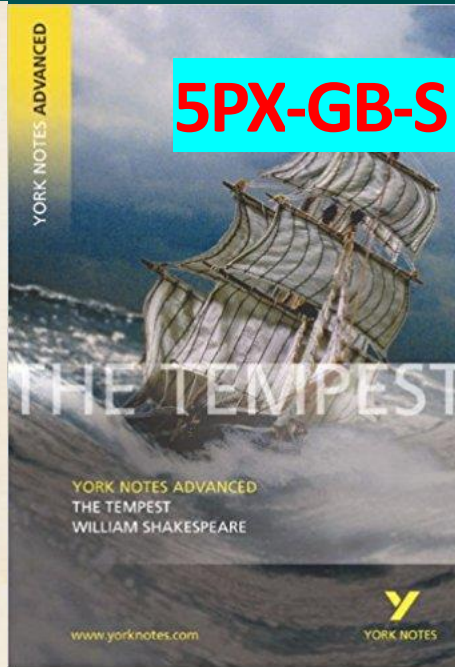
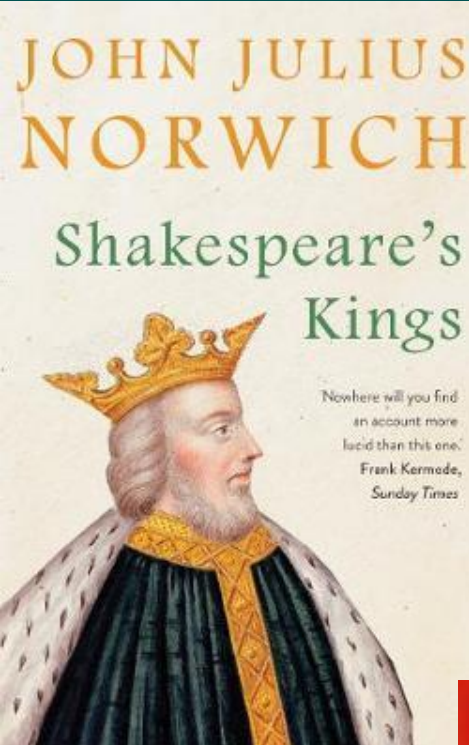
AGB – Individual artists, art monographs

AGA – History of art

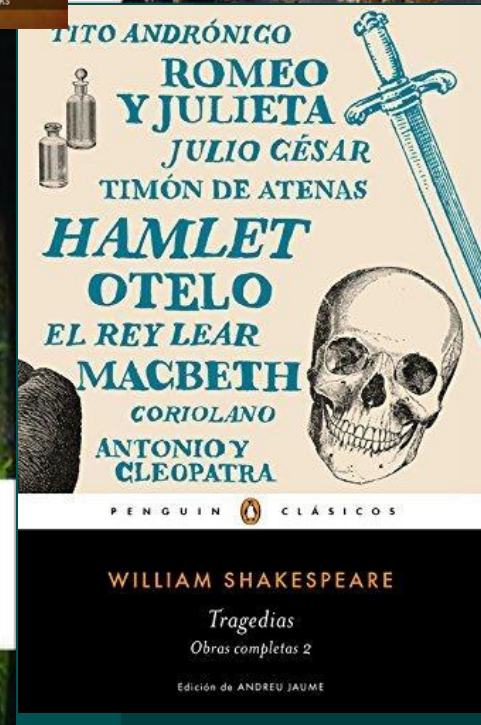
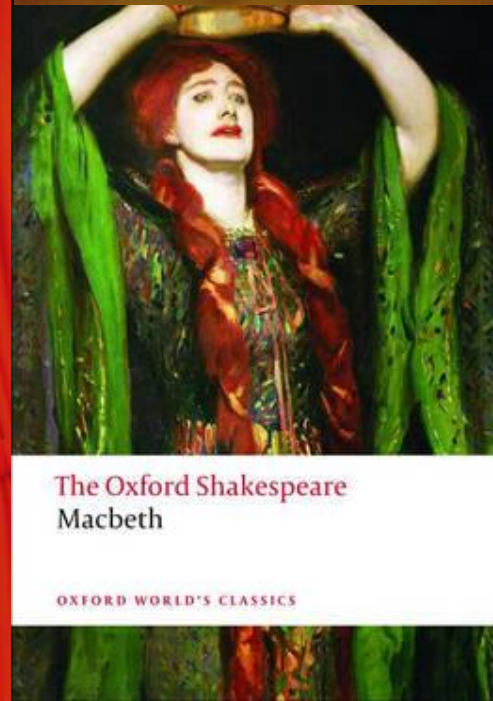
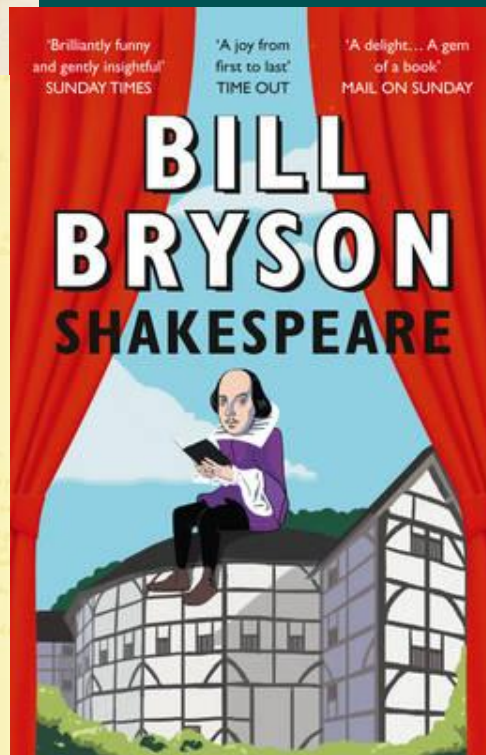
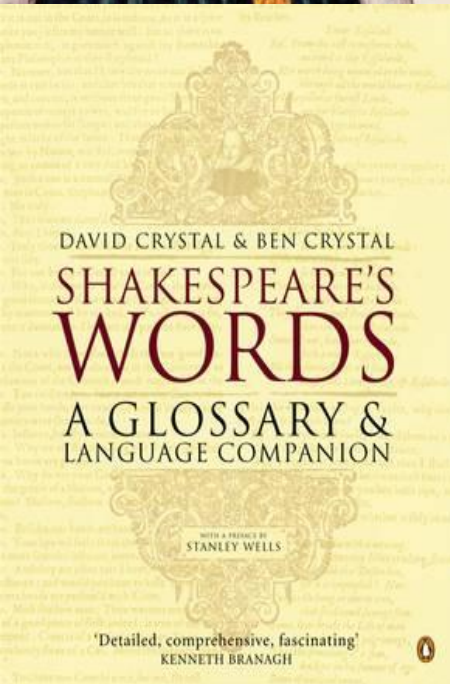
AFC – Painting & paintings

3MPB – Early 20th century c 1900 to c 1950

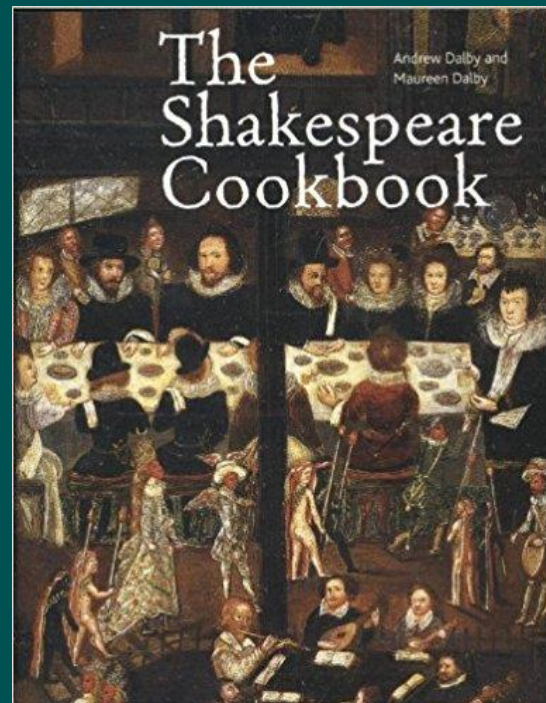
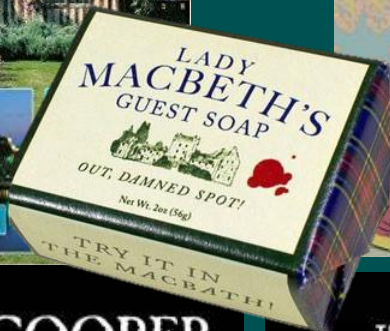
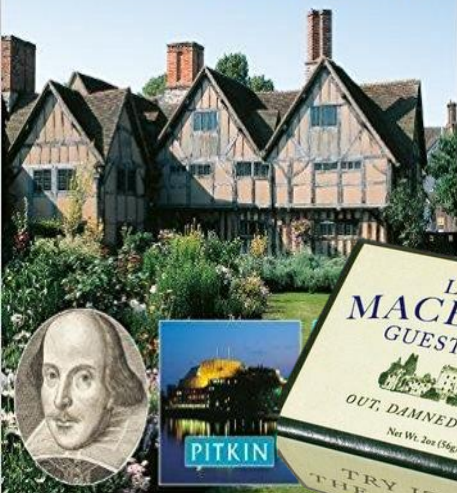
6SN – De Stijl, Neoplasticism



5PX-GB-S Shakespeare



YOUR GUIDE TO
**Stratford
-UPON-Avon**



SUSAN COOPER

'A writer of great integrity and skill' - Philip Pullman

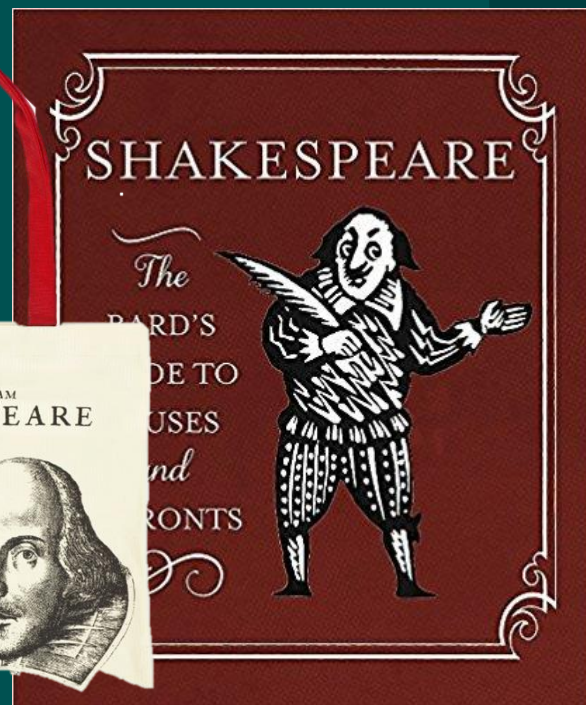
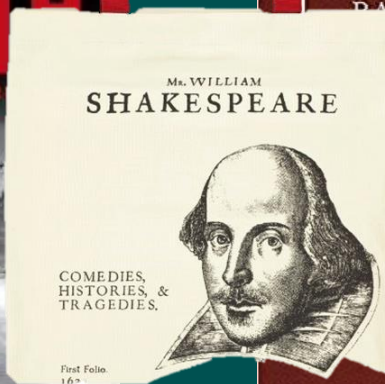


A magical adventure bringing Shakespeare to life

THE NEW THRILLER FROM
THE NUMBER ONE BESTSELLER

JO NESBO
MACBETH

40 MILLION BOOKS SOLD WORLDWIDE

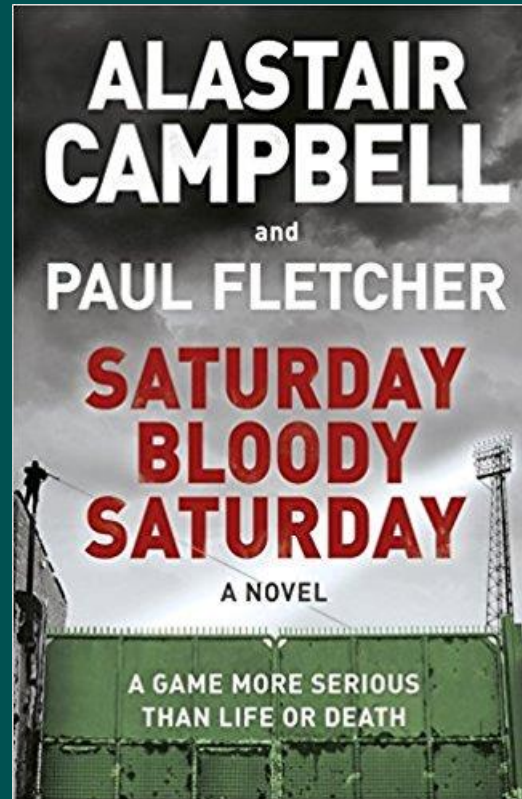


Key section: Fiction

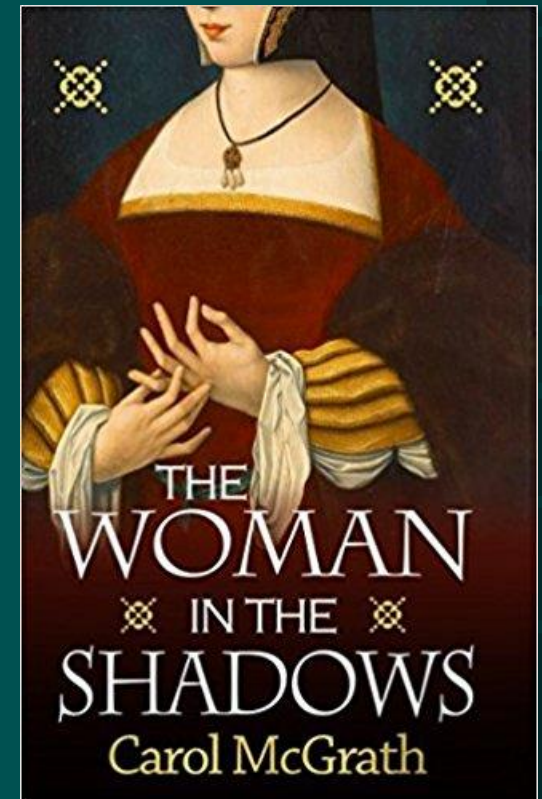
- **Significant expansion: many new genres (e.g. Speculative fiction) and extra sub-genres within existing additional genre codes (see Science Fiction)**
- **New Narrative Themes – cut across genres**
- **Greater use of post-coordination – use in combination with Non-Fiction codes and Place & Time Period qualifiers**



FDK – Alternative history fiction



FG – Sports fiction



FN – Biographical fiction

Thema Subject Categories 1.3

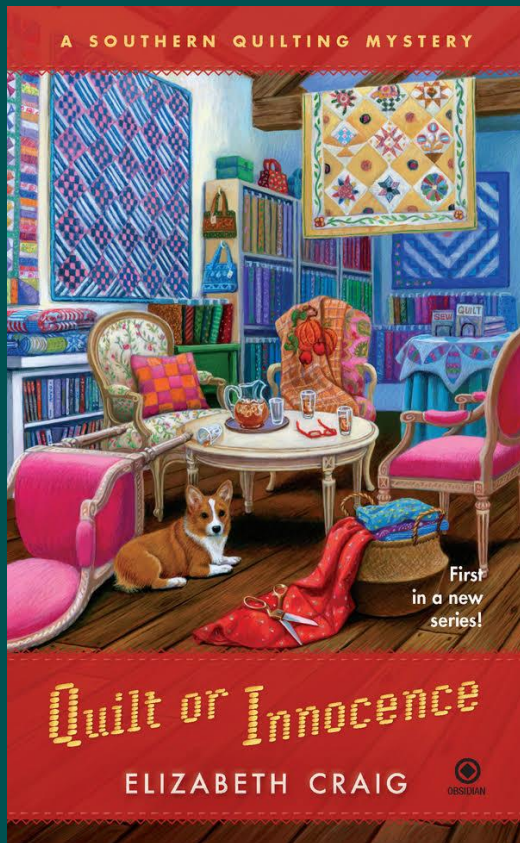
Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
F	Fiction & Related items...	*
FL	Science fiction...	
FLC	Classic science fiction	*
FLG	Science fiction: time travel	
FLM	Science fiction: steampunk	*
FLP	Science fiction: near-future...	
FLQ	Science fiction: apocalyptic & post-apocalyptic	
FLR	Science fiction: military	*
FLS	Science fiction: space opera	*
FLU	Science fiction: aliens / UFOs	*
FLW	Science fiction: space exploration	*

version detail



BIC code

FF – Crime & mystery

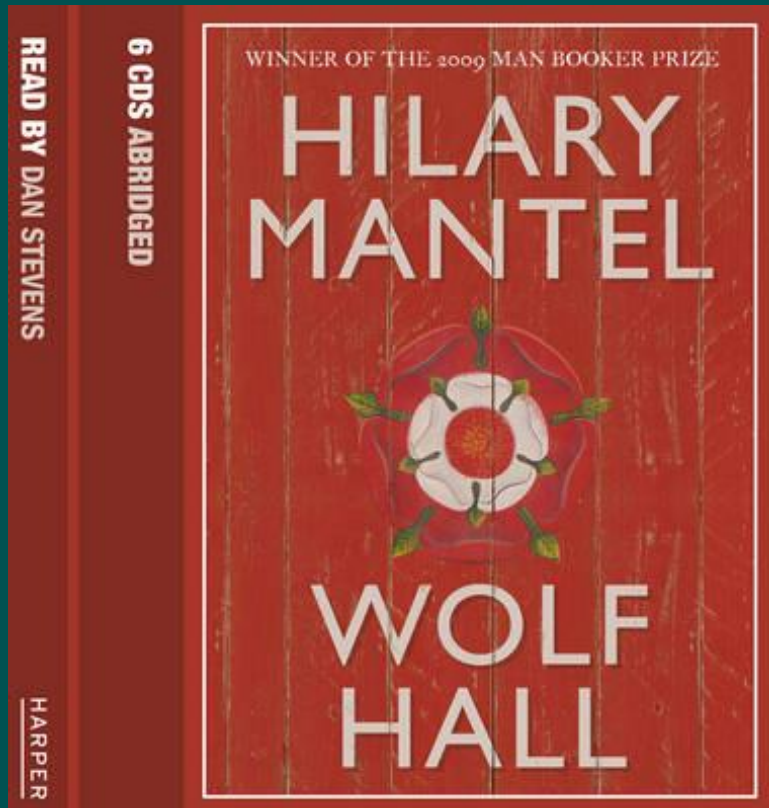
Thema

FFJ – Crime & mystery: cosy mystery

WFBQ – Quilting, patchwork & applique

1KBB-US-S – US South





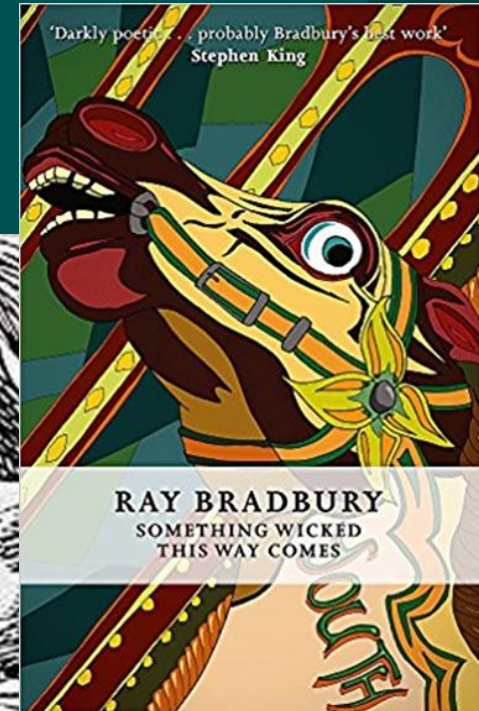
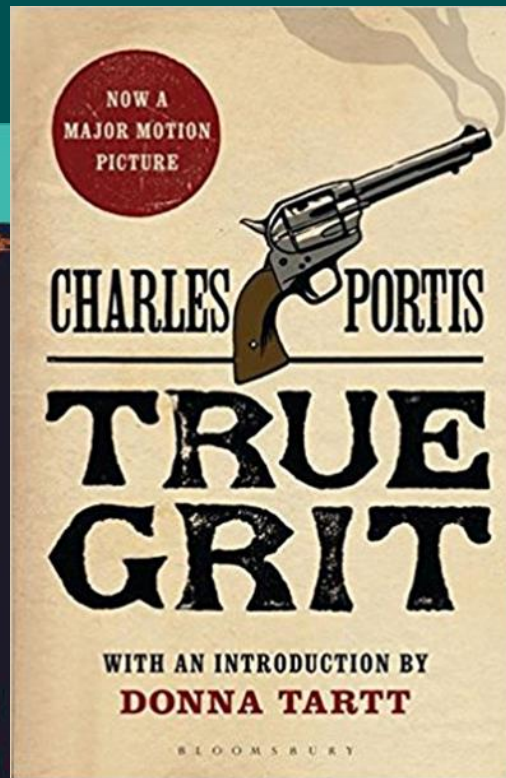
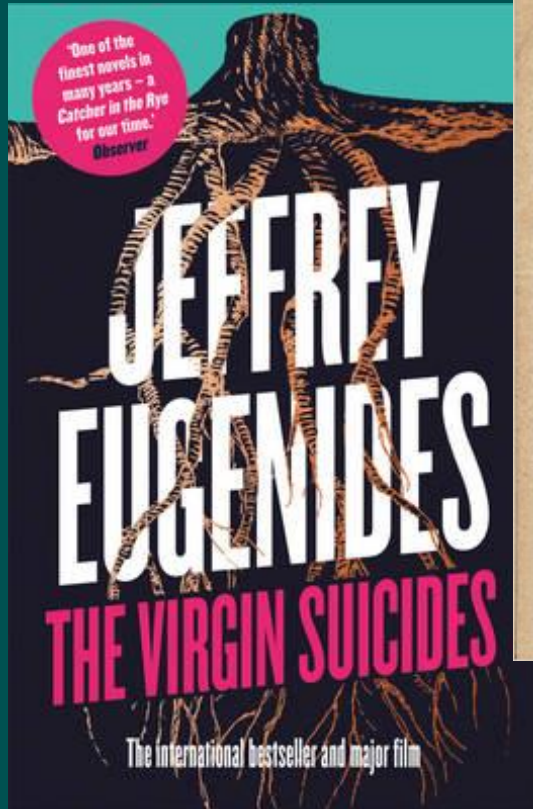
FBA – Modern & contemporary fiction

FV – Historical fiction

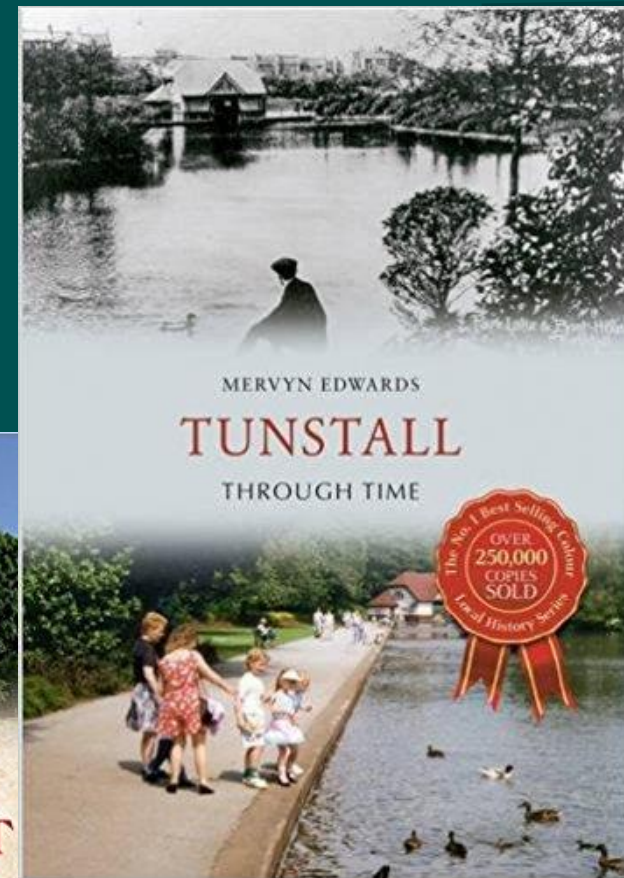
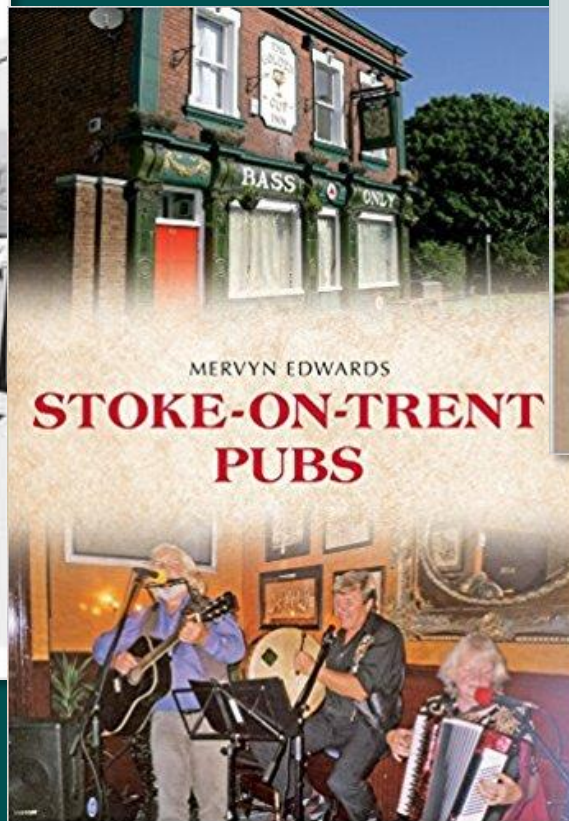
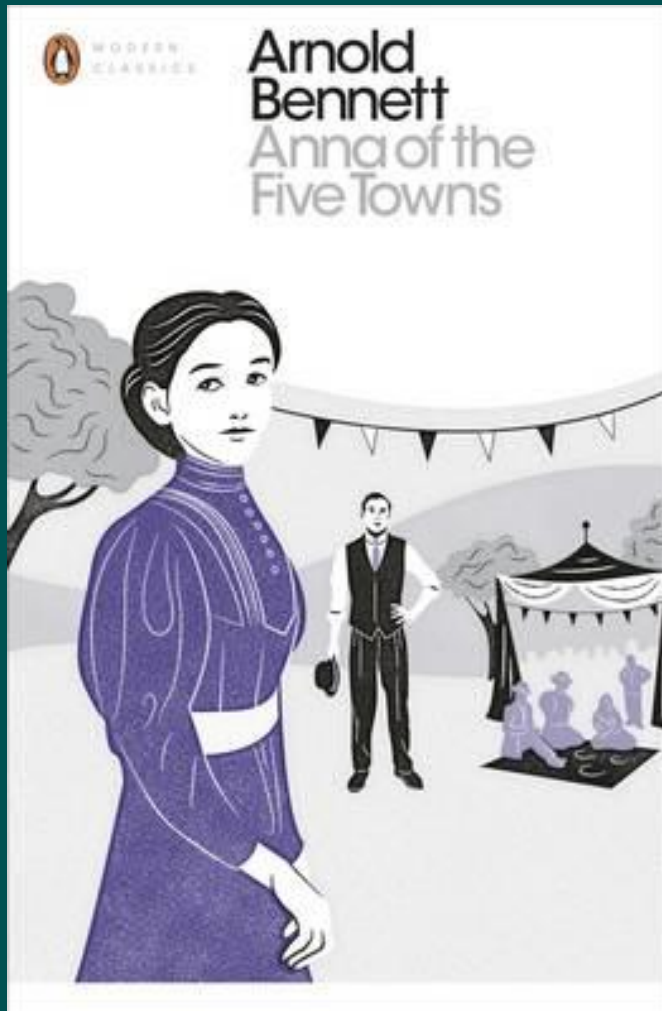
1DDU-GB-E – England

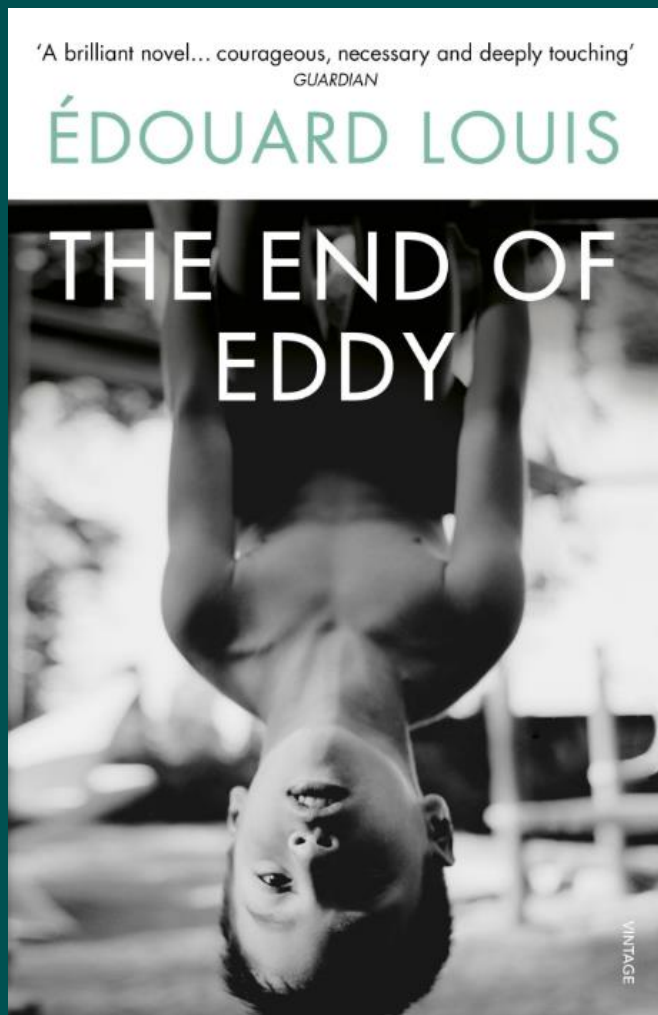
3MD-GB-G – Tudor period (1485–1603)

Narrative themes allow expression of topics across genres



FXB – Narrative theme: Coming of age





FBA – Modern & contemporary fiction

FXS – Narrative theme: Social issues

FYT – Fiction in translation

JBFC – Poverty & precarity

1DDF-FR-S – Picardy

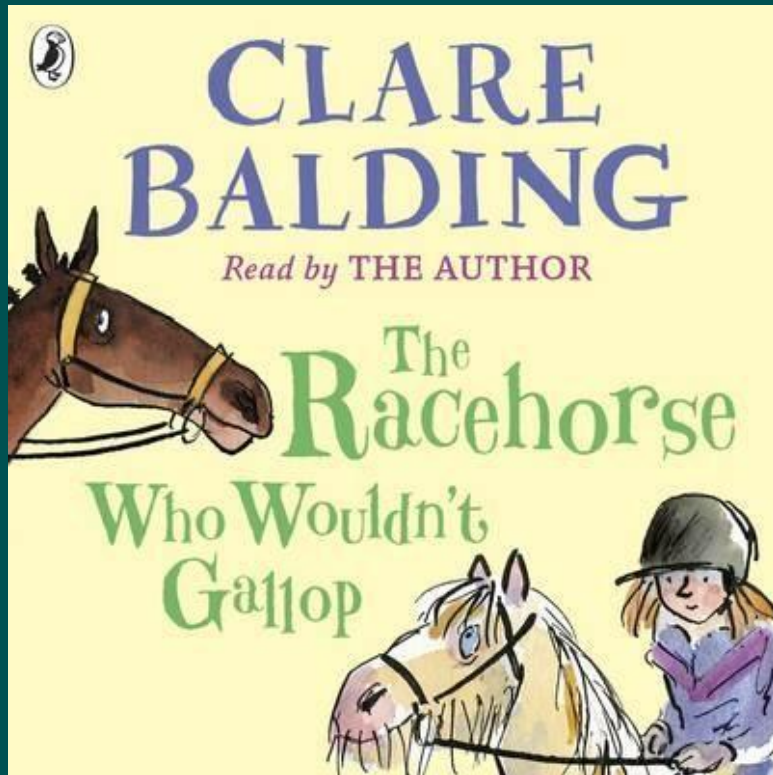
3MPQZ – c 1990 to c 1999

3MRBA – c 2000 to c 2009

5PSG – Relating to Gay people

Key section: Children's, Teenage & Educational

- **Combination of Fiction and General Interest or Personal & Social topics codes to express multiplicity of topics**
- **Also use of Place & Time Period Qualifiers with Fiction as with Adult codes**
- **Removal of many format-based codes (not subject)**
- **Removal of English as specific school subject**



YFP – Children's / Teenage fiction: Nature & animal stories

YFR – Children's / Teenage fiction: Sporting stories

YNNJ24 – Children's / Teenage general interest: Ponies & horses

5AJ – Interest age: from c 8 years

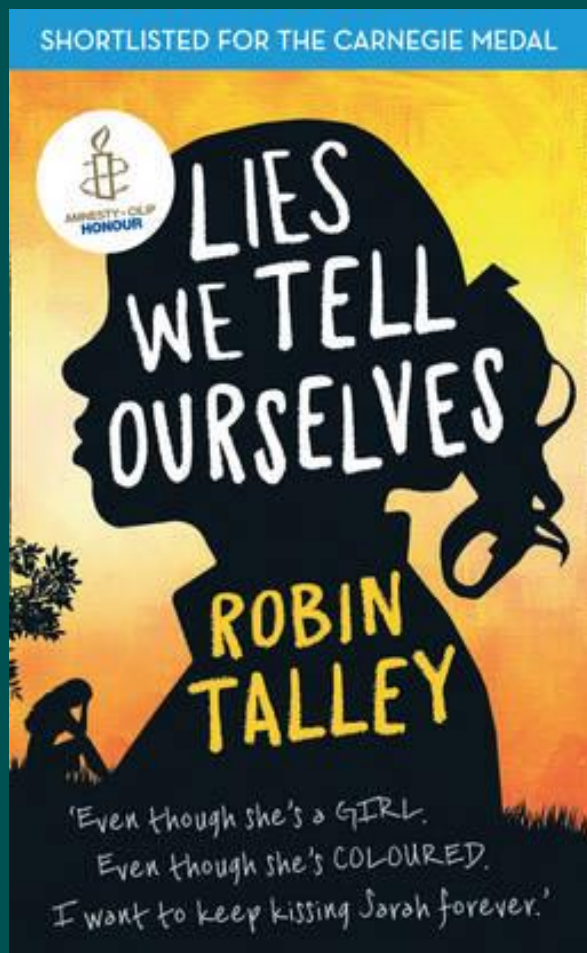


YPCA – Educational: first/native language

4Z-GB-ACJ – For National Curriculum Key Stage 2 (England & Wales)

2ACB – English

5AJ – Interest age: from c 8 years



YFM– Children's / Teenage fiction: Romance, love & relationships stories

YFS – Children's / Teenage fiction: School stories

YXN – Children's / Teenage personal & social issues: Racism & multiculturalism

YXHL – Children's / Teenage personal & social issues: Sexuality & relationships

YXQ – Children's / Teenage personal & social issues: Bullying, violence, abuse & peer pressure

1KBB-US-SEV – Virginia

3MPQS-US-P – USA: Era of Civil Rights Movement (c 1954 to c 1968)

5AQ – Interest age: from c 14 years

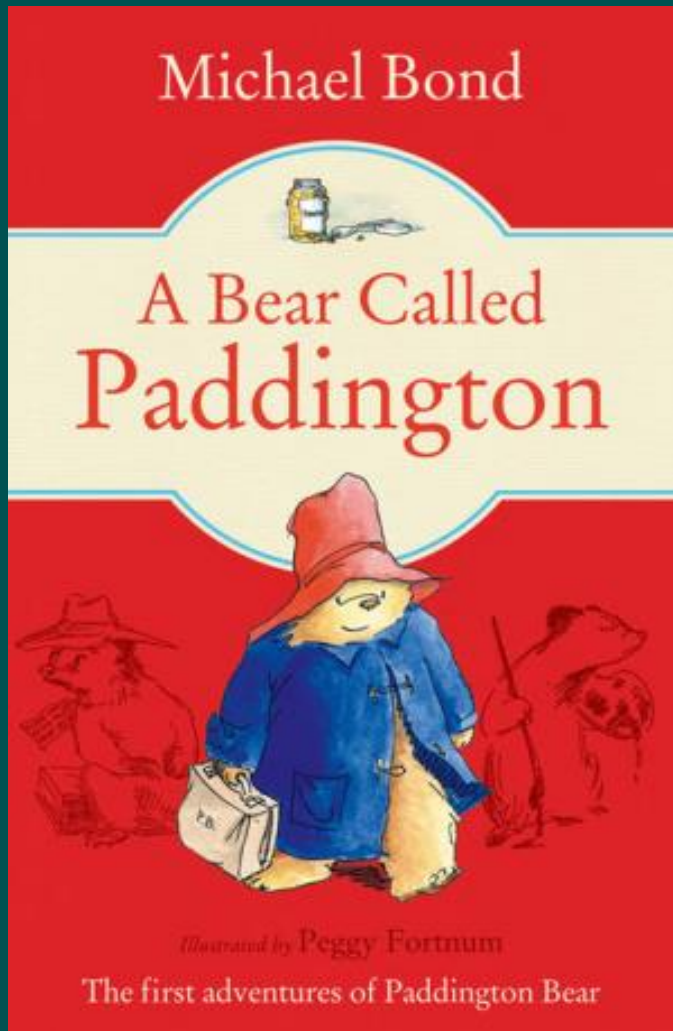
5LF – Relating to adolescence / teenage years

5PSL – Relating to Lesbians

5PB-US-C – Relating to African American people

Thema, ONIX et al

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YFA – Children's / Teenage fiction: Classic fiction

YFQ – Children's / Teenage fiction: Humorous stories

YNNJ23 – Children's / Teenage general interest: Bears

1DDU-GB-ESL – London, Greater London

5AH – Interest age: from c 7 years

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Duffel coat; Duffle; Wellington Boots; London terminus;

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Key Character names

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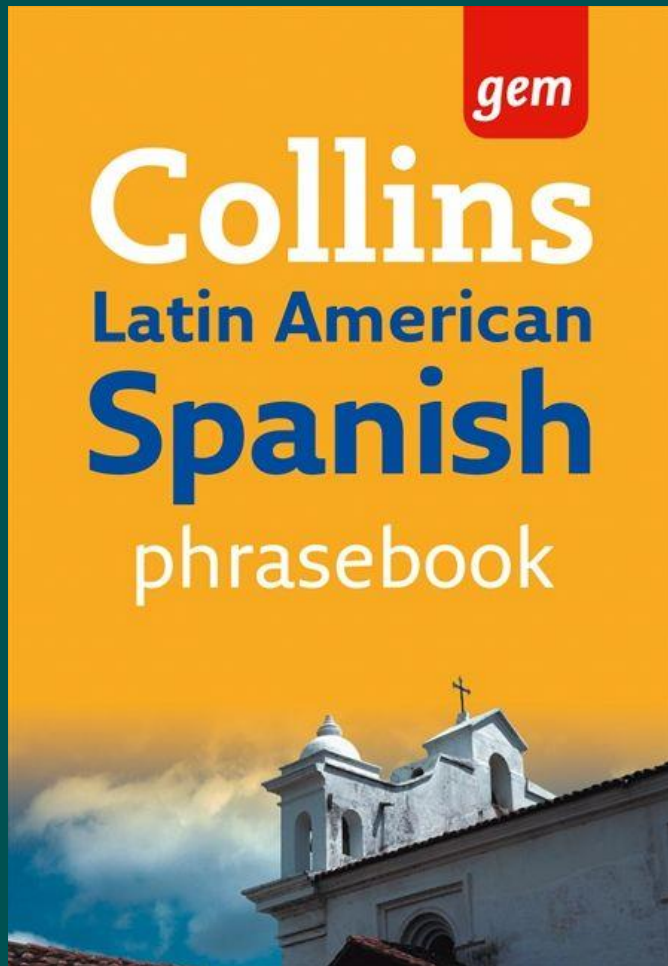
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Audience

Interest age / Reading Age

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WTK – Language Phrasebooks

2ADSL – Latin-American Spanish

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

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CICERONE

TREKKING & MOUNTAINEERING

ACONCAGUA

AND THE SOUTHERN ANDES

Horcones and Vacas Valley ascent routes



WTHE – Travel guides: activity holidays

SZG – Climbing & mountaineering

SZC – Walking, hiking, trekking

1KLSA-AR-CAM – Aconcagua

1KLZTA – Andes mountains

Notation	Category heading	?
1	Place qualifiers...	*
1K	The Americas...	
1KL	Latin America - Mexico, Central America, South America...	
1KLS	South America...	
1KLSA	Argentina...	
1KLSA-AR-C	Cuyo...	
1KLSA-AR-CA	Mendoza...	
1KLSA-AR-CAM	Aconcagua	

Thema Subject Categories 1.3

Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
A	The Arts...	
AB	The arts: general issues...	
AF	Fine arts: art forms...	*
AG	Fine arts: treatments & subjects...	*
AJ	Photography & photographs...	
AK	Industrial / commercial art & design...	*
AM	Architecture...	*
AT	Performing arts...	
AV	Music...	*

version detail

- An ellipsis indicates a category has more detailed subcategories
- Click on a category description to reveal these 'descendant' subcategories
- Indentation indicates the ancestors and descendants of a category
- Click on the * or ? to see or hide the usage notes
- Search for categories (for example 'celebrity') using the search field at the top

Thema Subject Categories 1.3

Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
X	Graphic novels, Comic books, Cartoons...	*
XA	Graphic novel & Comic book: types...	
XAM	Manga & Asian style comics...	*
XAMC	Manga: Kodomo	*
XAMF	Manga: Shōjo	*
XAMG	Manga: Shōnen	*
XAML	Manga: Seinen	*
XAMR	Manga: Josei	*
XAMT	Manga: Yaoi	*
XAMV	Manga: Bara	*
XAMX	Manga: adult (erotic, extreme violence)...	*
XAMY	Manga: Yuri	*

version detail

<https://ns.editeur.org/thema/en>

XA	Graphic novel & Comic book: types...	
XAM	Manga & Asian style comics... Use for: This sequence includes all Japanese comic books (Manga) plus those from other Asian countries including Korean (Manhwa) & Chinese (Manhua)	*
XAMC	Manga: Kodomo Use for: Manga for children, boys & girls, age around 6 to 10	*
XAMF	Manga: Shōjo Use for: Manga designed for young & teenage girls, age around 10 to 15	*
XAMG	Manga: Shōnen Use for: Manga designed primarily for young & teenage boys, age around 10 to 15	*
XAML	Manga: Seinen Use for: Manga designed for young adult men, from about 15 to 30 years old. Use with: Qualifier 5X as appropriate	*
XAMR	Manga: Josei Use for: Manga designed specifically for young adult women	*
XAMT	Manga: Yaoi Class here: boys' love (BL). Use for: Manga featuring young male homosexual relationships but for a young female readership	*
XAMV	Manga: Bara Class here: Men's Love (ML) manga. Use for: manga focusing on male same-sex love, usually created by gay men for a gay audience. Use with: Qualifier 5X as appropriate	*
XAMX	Manga: adult (erotic, extreme violence)... Use for: Manga designed for adults featuring scenes of an overtly adult nature only suitable for an aware and mature audience. Use with: other XAM* codes if appropriate & Qualifier 5X as appropriate. See also: XAMX2 Manga: hentai manga...	*
XAMY	Manga: Yuri Class here: girls' Love. Use for: Manga featuring young	*

Thema Subject Categories 1.3 **NEW**

Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
SZN	Caving & potholing	

version detail

- An ellipsis indicates a category has more detailed subcategories
- Click on a category description to reveal these 'descendant' subcategories
- Indentation indicates the ancestors and descendants of a category
- Click on the * or ? to see or hide the usage notes
- Search for categories (for example 'celebrity') using the search field at the top
 - Searches are not case-sensitive, and search both the category headings and any notes
 - You don't need to use complete words (eg 'celeb')
 - You can also search for *Thema* codes – these searches must be exact (eg 'MFGV')
- Click on a search result category to see it 'in context' with its ancestor and descendant categories
- A click on 'Category heading' or a blank search returns you to the top level of the hierarchy
- Click on the notation to copy the code to the clipboard

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[Русский](#) [Svenska](#) [Türkçe](#)

<https://ns.editeur.org/thema/en>

Thema Subject Categories 1.3 **NEW**

Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
1DDU-GB-SCE	Edinburgh	
1MTAST	Tristan da Cunha	*

version detail

- An ellipsis indicates a category has more detailed subcategories
- Click on a category description to reveal these 'descendant' subcategories
- Indentation indicates the ancestors and descendants of a category
- Click on the * or ? to see or hide the usage notes
- Search for categories (for example 'celebrity') using the search field at the top
 - Searches are not case-sensitive, and search both the category headings and any notes
 - You don't need to use complete words (eg 'celeb')
 - You can also search for *Thema* codes – these searches must be exact (eg 'MFGV')
- Click on a search result category to see it 'in context' with its ancestor and descendant categories
- A click on 'Category heading' or a blank search returns you to the top level of the hierarchy
- Click on the notation to copy the code to the clipboard

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Thema resources

**Documentation from EDItEUR site &
interactive browser**

<http://www.editeur.org/151/Thema/>

<https://ns.editeur.org/thema/en>

TH – Energy technology & engineering

A – The Arts

NK – Archaeology

S – Sports & Active outdoor recreation

WDK – Trivia & quiz question books ?



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A close-up photograph of a breakfast plate on a dark, speckled countertop. The plate contains a croissant, a slice of toast, and a piece of bacon. A knife and a fork are visible on the plate. In the background, a white cup of coffee is on a saucer.

Over to Kieron...

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Selling More Books Online

Kieron Smith
Digital Director, Blackwell's

What I'm going to cover

- A little bit about Blackwell's
- What's the challenge?
- What's our vision?
- Hygiene Factor Metadata & richer information
- The missing link
- Concluding words



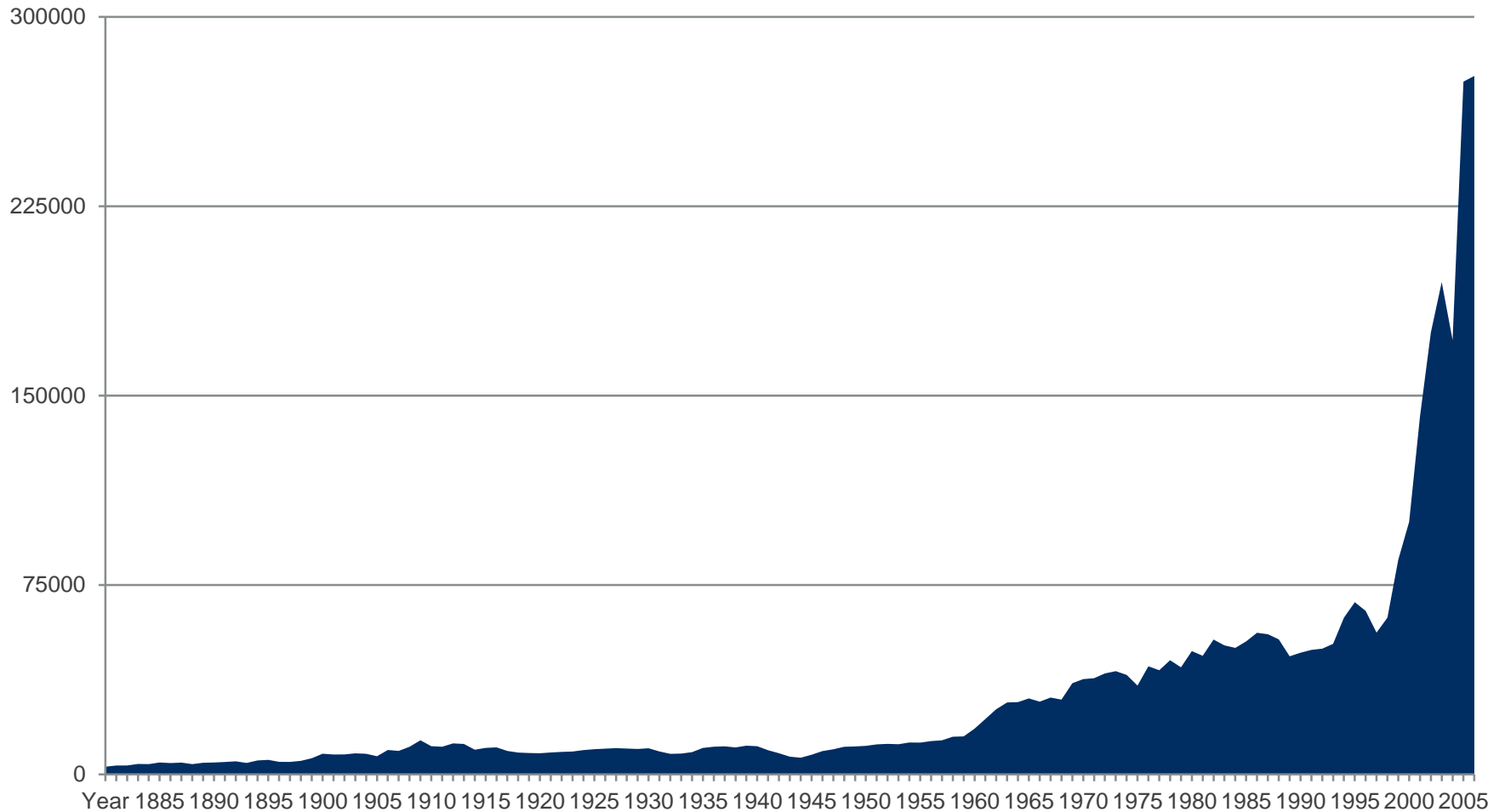
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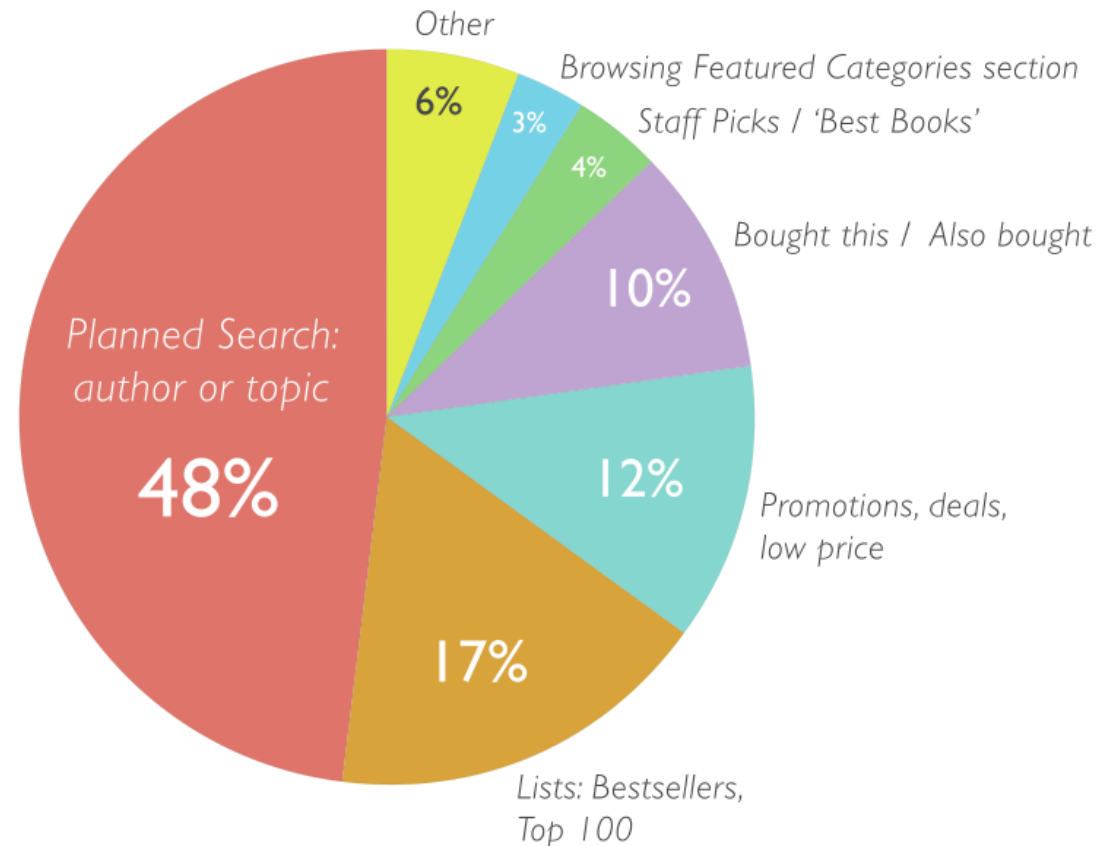
What's the challenge?

129,864,880

New books published in the US



Book choosing methods on
amazon.com*



Sixty-one percent of book purchases by frequent book buyers take place online, but only seven percent of those buyers said they discovered that book online.

Well duh.

Offline sales see an increase of 35% for titles which have all enhanced metadata elements present.

Online sales see a massive 178% increase for titles which have all metadata elements present in comparison to those with no enhanced metadata.



<http://www.slideshare.net/IfBookThen/2011-international-book-market-overview>

What's our vision?

Peter McMullin, Oxford Broad Street Shop



“

I'm quite old-fashioned – I use the Internet all the time, but I find it's quicker and easier just to know stuff. People look at me a bit strangely, but it's just interesting.

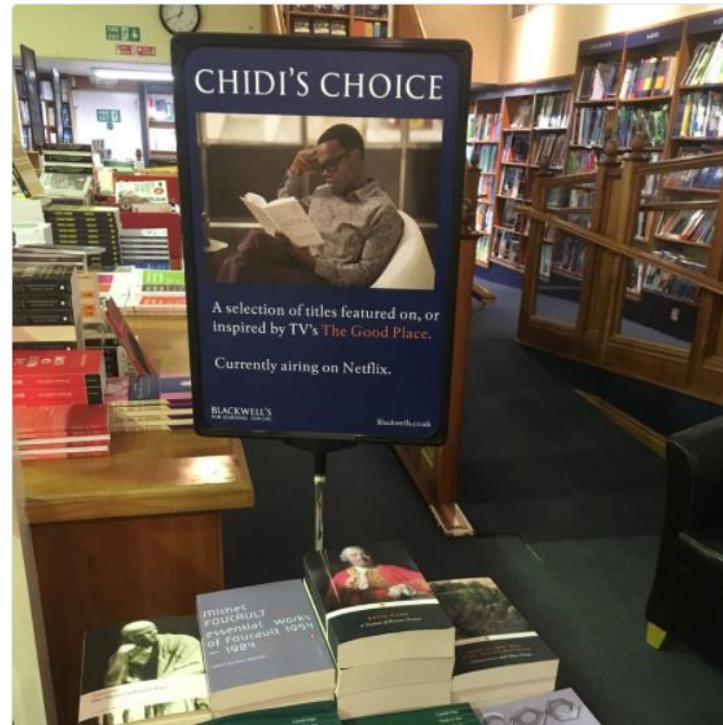
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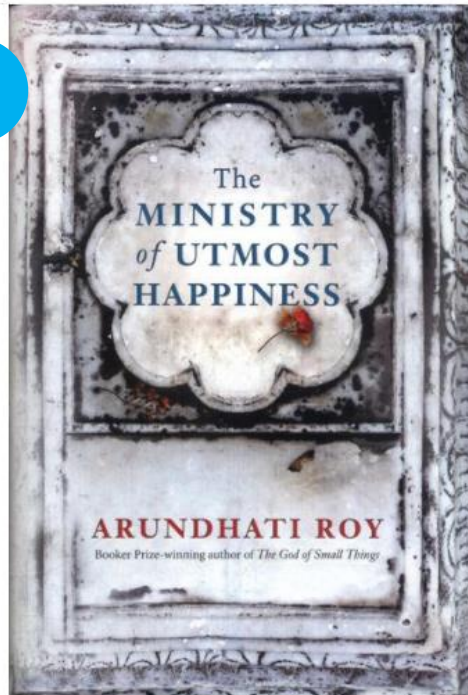
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2



Synopsis

Focusing on Marx's theory of crisis, Grossman aims to show that radical assessments of this theory suffer from a failure to appreciate the scientific nature of Marx's method, which may be regarded as the key to understanding capitalist production as a contradictory social movement.

About the Publisher

5



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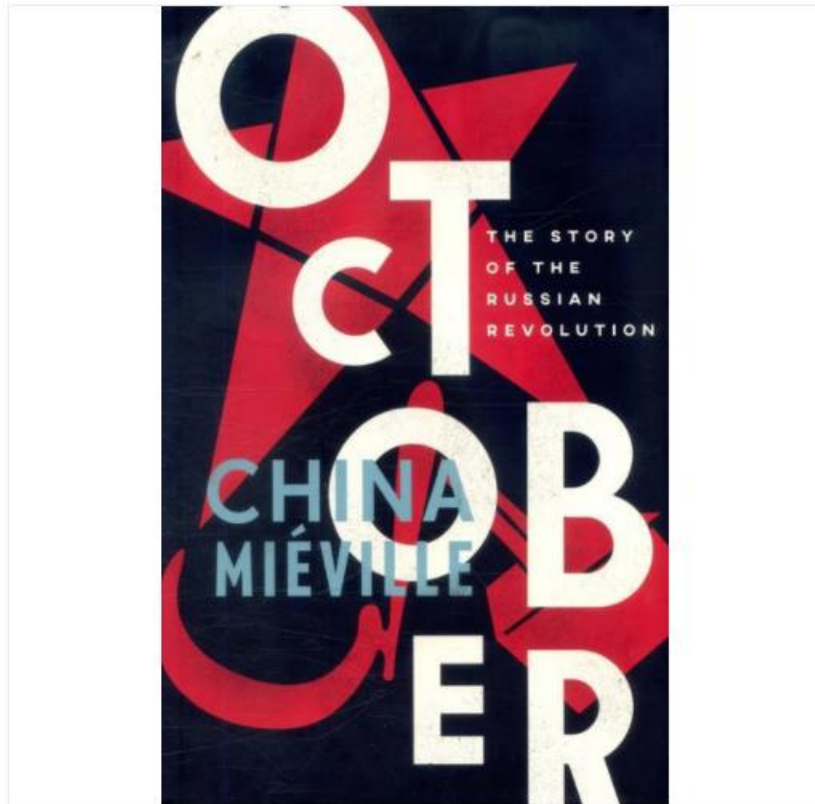
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Book information

ISBN:	9780745304595
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Imprint:	PlutoPress
Pub date:	20 Mar 1992
Language:	English
Number of pages:	240
Weight:	308g
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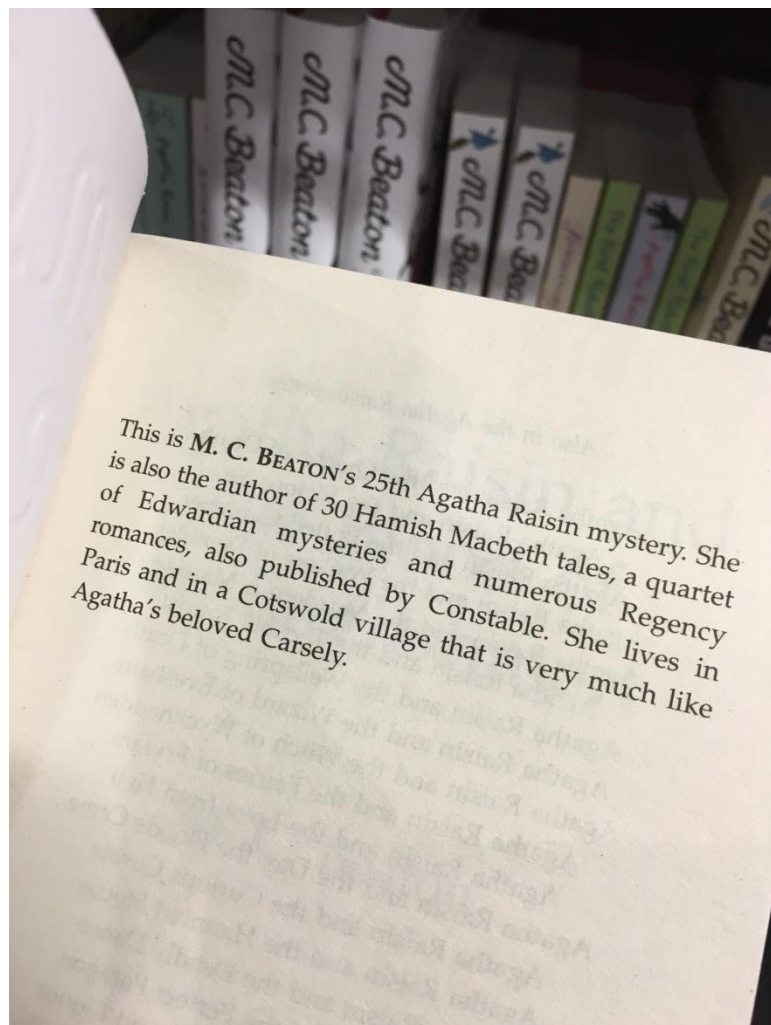
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Thema

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We've been stuck in 1995 bookselling with a very static view of book browsing and presentation online...

Conclusions

- Metadata is exciting.
- Searching for and finding titles in such a large pool is challenging.
- How does your data help a customer in this context.
- The importance of getting the basics right can't be underestimated.
- There is huge potential in additional partnerships over data and information linking that could add value for readers.

Thank You



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Any questions?



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Thank you for attending May 2018's BIC Breakfast:

Creative Classification: Using *Thema* to Augment Your Metadata Beyond the Capabilities of BIC Codes

Alaina-Marie Bassett
Business Manager
Book Industry Communication Ltd

0207 255 0513
Alaina-Marie@bic.org.uk