

# BIC

## Breakfasts 2017

**Welcome to November's BIC Breakfast:  
Digital Vertigo: Common eBook Metadata Issues  
and How to Address Them**

**#BICBreakfast**

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**What is a  
BIC Breakfast?**

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BOOK INDUSTRY COMMUNICATION LTD

# **BIC Committees**

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



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## Regular BIC Events

BIC Breakfasts (monthly)

BIC Networking Events including our  
annual BIC Bash (14<sup>th</sup> November 2017)

Building a Better Business Seminar at LBF  
(12<sup>th</sup> April 2018)

New Trends in Publishing Seminar  
(4<sup>th</sup> September 2018)



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## BIC on the web

New website coming soon

Extensive Training Programme

Social Media:

@BIC1UK

@KarinaLuke

@LastPhoenixDown

@BIC\_LCF

Connect with us on Twitter, Facebook and LinkedIn.



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**Over to Jack...**



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## Your Partner in Discovery

**BIC Breakfast  
Wednesday 15<sup>th</sup> November 2017  
Jack Tipping – Bowker UK**

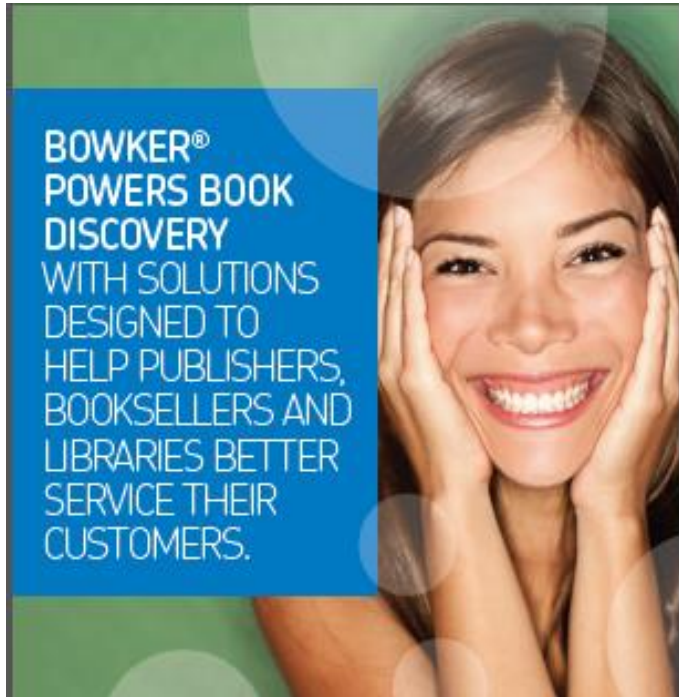


# Bowker Mission



***To connect readers with books, and provide critical insights in to readership worldwide***

# Bowker is Your Partner in Discovery!



**140+ years serving the global book publishing community**

Book Publishers

Authors

Libraries

Book Sellers

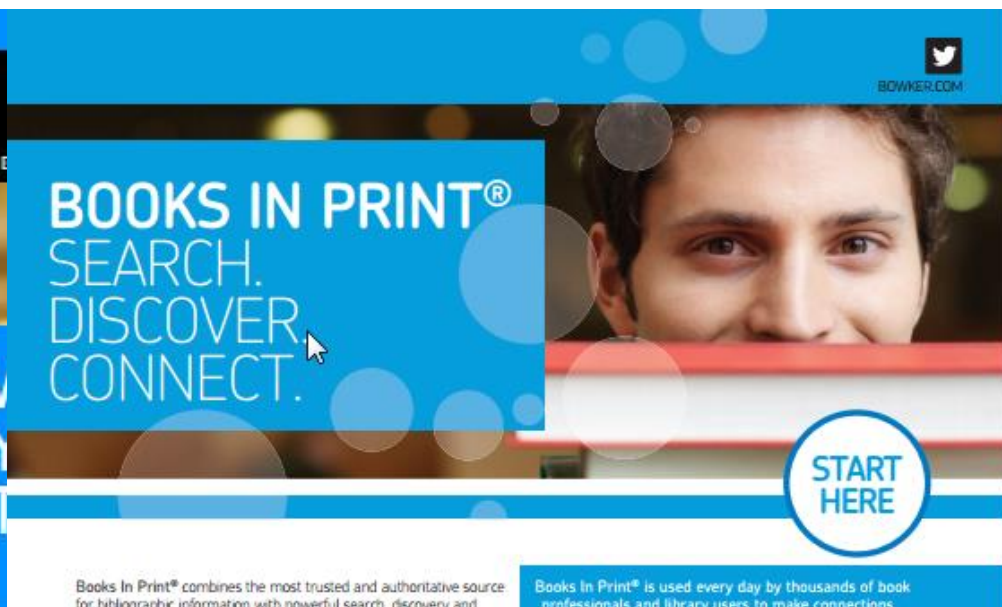
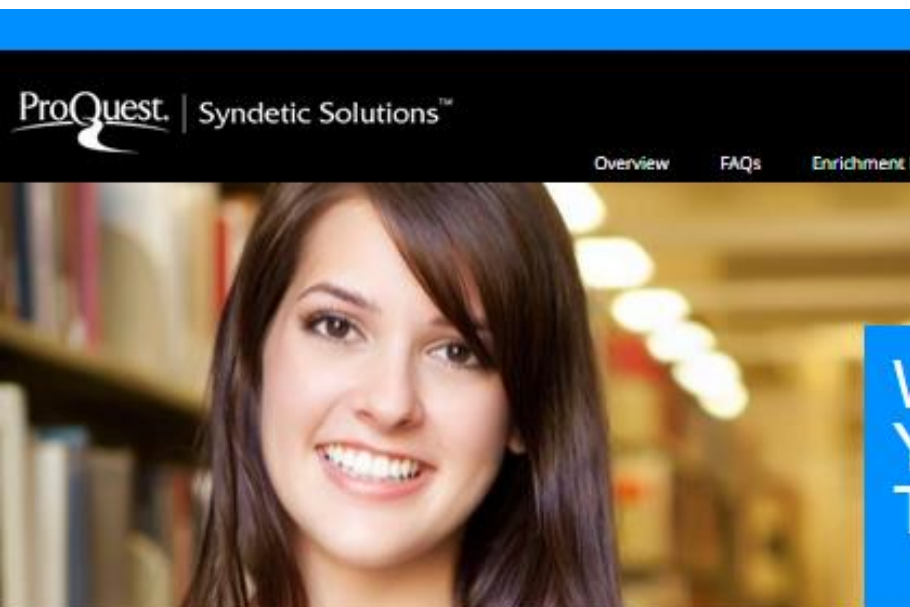
Book Consumers/Lovers

# 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



## Local Content

Make your local content more discoverable.

[Learn More >](#)



## Compatible Systems

These Vendor Partners support integration of Syndetics display content within their OPAC or discovery products.

[Learn More >](#)

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### NEWEST FEATURES INCLUDE:

Browse will assist library users in finding books based on authors, genres, or topics that interest them. Every query will return suggested titles, eliminating dead-end searches.

Character Search allows the user to search for a character from their favorite books and view search results for all titles the character appears in, and includes a brief synopsis of the character.

Find Similar allows users to see suggested similar titles based on search criteria, or they can search by specific tags found in Syndetics Book Profiles.

### WHY BOOKS IN PRINT® IS THE LEADING BIBLIOGRAPHIC DATABASE FOR LIBRARIES, PUBLISHERS, AND RETAILERS AROUND THE WORLD:

- Largest bibliographic research
- Wholesaler stock availability
- Lists feature, to download a book list into inventory
- Online comparison pricing and buying options
- Displays View Inside Widget for easier browsing of purchasing
- Includes a mobile app and over 40 professional review sources



We bring your catalog to life.



**Publishers: Are We  
Receiving Your Metadata?**



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Publisher Relations &  
Data Submissions Manager

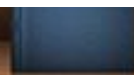
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For more information, please visit [www.bowker.com](http://www.bowker.com)



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641.5638

Shelf | List



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# Common e-book metadata errors

Graham Bell

EDItEUR

BIC Breakfast, 15 Nov 2017




# About EDItEUR

- a not-for-profit membership organisation
- develops, supports and promotes metadata and identification standards for the global 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, retailers, subscription agents, libraries, system vendors, rights organizations and trade associations

# The biggest problem of all

- scale

- Bowker handles roughly 800 ONIX data feeds in the  US alone, and Nielsen has nearly 400 in the UK
- your data is not going to get individual human attention – it will mostly be handled in an automated way
- so you have to say what you mean and mean what you say – automation doesn't do ambiguity
- the advantage of ONIX is that data elements have a defined meaning



```
<ProductForm>ED</ProductForm>
<ProductFormDetail>E101</ProductFormDetail>
<ProductFormFeature>
  <ProductFormFeatureType>32</ProductFormFeatureType>
  <ProductFormFeatureValue>SGS-COC-
    002061</ProductFormFeatureValue>
</ProductFormFeature>
```

...

```
<Measure>
  <MeasureType>01</MeasureType>
  <Measurement>197</Measurement>
  <MeasureUnitCode>mm</MeasureUnitCode>
</Measure>
```

**“ we want the publication date  
of the original book ”**

```
<PublishingStatus>02</PublishingStatus>  
<PublishingDate>  
  <PublishingDateRole>01</PublishingDateRole>  
  <Date dateformat="oo">181112</Date>  
</PublishingDate>
```

```
<PublishingStatus>02</PublishingStatus>
<PublishingDate>
  <PublishingDateRole>01</PublishingDateRole>
  <Date dateformat="00">20171122</Date>
</PublishingDate>
<PublishingDate>
  <PublishingDateRole>11</PublishingDateRole>
  <Date dateformat="05">1811</Date>
</PublishingDate>
```

- you can even do this in 2.1, using <YearFirstPublished>

**“ we want the print ISBN ”**



```
<ProductIdentifier>  
  <ProductIDType>15</ProductIDType>  
  <IDValue>9780001234567</IDValue>  
</ProductIdentifier>
```



```
<ProductIdentifier>  
  <ProductIDType>15</ProductIDType>  
  <IDValue>9780001234574</IDValue>  
</ProductIdentifier>
```

...

```
<RelatedProduct>  
  <ProductRelationCode>13</ProductRelationCode>  
  <ProductIdentifier>  
    <ProductIDType>15</ProductIDType>  
    <IDValue>9780001234567</IDValue>  
  </ProductIdentifier>  
  <ProductForm>BC</ProductForm>  
</RelatedProduct>
```

- you can do this the same in 2.1

**“ digital exclusive ”**

<EditionType>DGO</EditionType>



```
<TextContent>
```

```
<TextType>21</TextType>
```

```
<ContentAudience>00</ContentAudience>
```

```
<Text>Exclusively available as an EPUB until 15th Jan</Text>
```

```
<ContentDate>
```

```
<ContentDateRole>15</ContentDateRole>
```

```
<Date>20180115</Date>
```

```
</ContentDate>
```

```
</TextContent>
```

- you can do this more or less the same in 2.1

**“enhanced edition”**

<EditionType>ENH</EditionType>





**“ does it have DRM? ”**

<!-- ? -->



<EpubTechnicalProtection>02</EpubTechnicalProtection>



- you can't do this in 2.1, except maybe by using a free text field

```
<EpubTechnicalProtection>01</EpubTechnicalProtection>
<EpubUsageConstraint>
  <EpubUsageType>02</EpubUsageType>
  <EpubUsageStatus>03</EpubUsageStatus>
</EpubUsageConstraint>
<EpubUsageConstraint>
  <EpubUsageType>05</EpubUsageType>
  <EpubUsageStatus>01</EpubUsageStatus>
</EpubUsageConstraint>
```



**“ is it accessible? ”**

<!-- ? -->

```
<ProductFormDetail>E101</ProductFormDetail>
<ProductFormDetail>E201</ProductFormDetail>
<ProductFormFeature>
  <ProductFormFeatureType>09</ProductFormFeatureType>
  <ProductFormFeatureValue>10</ProductFormFeatureValue>
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  <ProductFormFeatureType>09</ProductFormFeatureType>
  <ProductFormFeatureValue>11</ProductFormFeatureValue>
</ProductFormFeature>
<ProductFormFeature>
  <ProductFormFeatureType>09</ProductFormFeatureType>
  <ProductFormFeatureValue>15</ProductFormFeatureValue>
</ProductFormFeature>
```

- you can do this more or less the same in 2.1, but using <EpubType>



```
<ProductFormDetail>E101</ProductFormDetail>
<ProductFormDetail>E201</ProductFormDetail>
<ProductFormFeature>
  <ProductFormFeatureType>09</ProductFormFeatureType>
  <ProductFormFeatureValue>03</ProductFormFeatureValue>
</ProductFormFeature>
```

- you can do this more or less the same in 2.1, but using <EpubType>

**“ can I sell it here? ”**

```
<SalesRights>  
  <SalesRightsType>01</SalesRightsType>  
  <Territory>  
    <CountriesIncluded>AT BE BG CY CZ DE DK EE ES FI FR  
      GB GR HR HU IE IT LT LU LV MT NL PL PT RO SE SI  
      SK CH IS LI NO</CountriesIncluded>  
  </Territory>  
</SalesRights>  
<ROWSalesRightsType>06</ROWSalesRightsType>
```

```
<SalesRights>  
  <SalesRightsType>01</SalesRightsType>  
  <RightsCountry>AT BE BG CY CZ DE DK EE ES FI FR GB GR  
    HR HU IE IT LT LU LV MT NL PL PT RO SE SI SK CH IS  
    LI NO</RightsCountry>  
</SalesRights>
```

**“ can you just do this for us? ”**

```
<Price>
  <PriceType>02</PriceType>
  <DiscountCoded>
    <DiscountCodeType>01</DiscountCodeType>
    <DiscountCode>ANONY011</DiscountCode>
  </DiscountCoded>
  <PriceStatus>02</PriceStatus>
  <PriceAmount>9.95</PriceAmount>
  <Tax>
    <TaxType>01</TaxType>
    <TaxRateCode>S</TaxRateCode>
    <TaxRatePercent>20</TaxRatePercent>
    <TaxableAmount>8.29</TaxableAmount>
    <TaxAmount>1.66</TaxAmount>
  </Tax>
  <CurrencyCode>GBP</CurrencyCode>
</Price>
```



To: Whom it may concern

Cc:

Subject: Rental prices

From: Graham Bell – graham@editeur.org

Signature: Medium

Now that we have agreed that some of our e-books will go into your rental scheme, please use the BIC Discount Group to recognise which are eligible for rental, and which are not.

Group 11 – eligible. Rental price for a week is one third of purchase price, for one month is two thirds  
Group 12 – not eligible

Graham Bell  
EDItEUR

Tel: +44 20 7503 6418

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<PriceConstraint>

<PriceConstraintType>07</PriceConstraintType>

<PriceConstraintStatus>02</PriceConstraintStatus>

<PriceConstraintLimit>

<Quantity>4</Quantity>

<PriceConstraintUnit>13</PriceConstraintUnit>

</PriceConstraintLimit>

</PriceConstraint>

<PriceTypeDescription>Four week rental</PriceTypeDescription>





[graham@editeur.org](mailto:graham@editeur.org)  
<http://www.editeur.org>



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**Over to Ruth...**



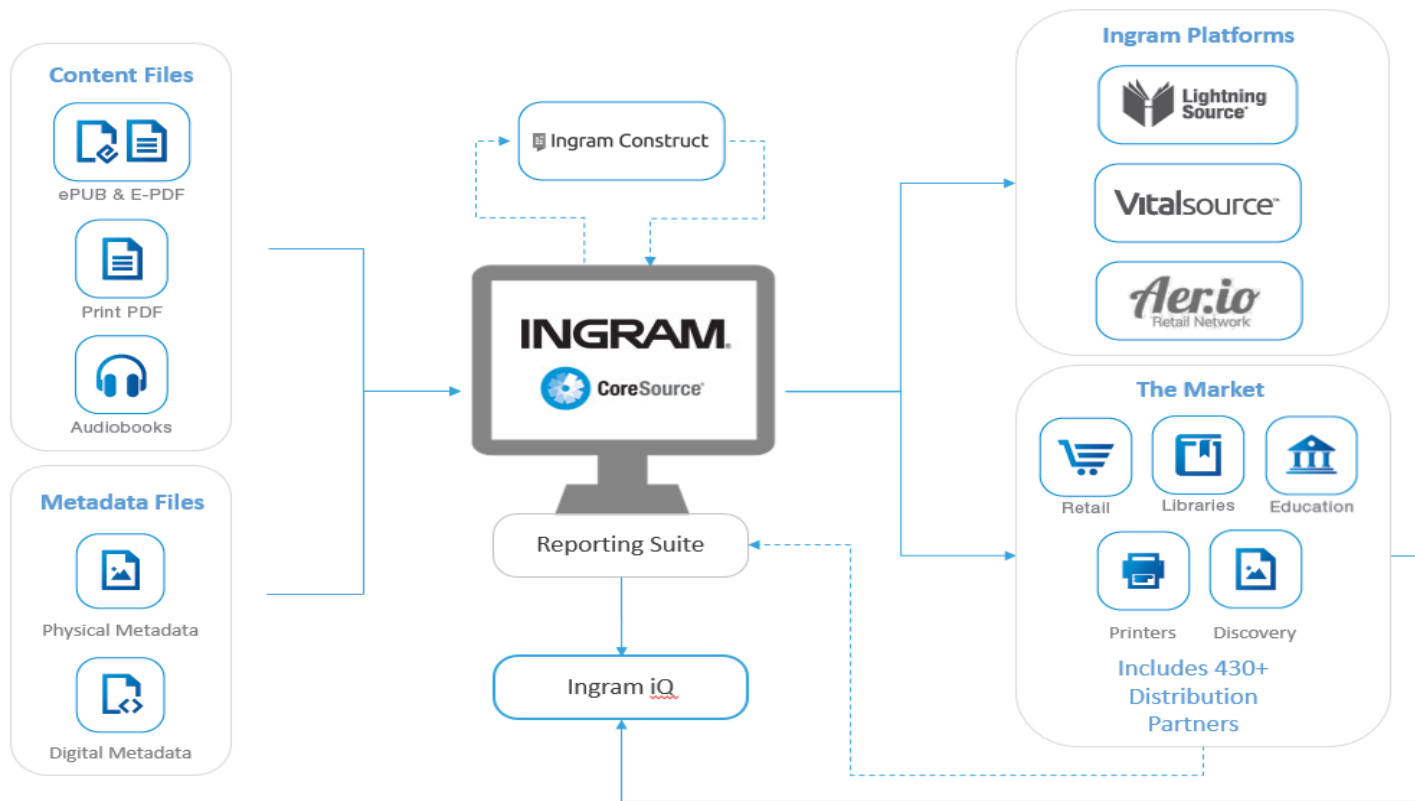
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# EBOOK DATA DISASTERS

Ruth Jones

**INGRAM**<sup>®</sup>

# Platform Connectivity



# Successful Distributions By Year

• 2010	2,000,000	
• 2011	13,500,000	675%
• 2012	33,200,000	245%
• 2013	65,300,000	196%
• 2014	100,400,000	54%
• 2015	167,500,000	68%
• 2016	185,500,000	11%
• *2017	220,000,000	19%

CoreSource was built to be an asset management/automated distribution platform that allows publishers to get more content to more destinations than any other platform in the industry. We have seen 100 percent growth in successful distributions since January 2015

\* Projected Numbers

# What happens when...

Incomplete or vague  
territorial rights data

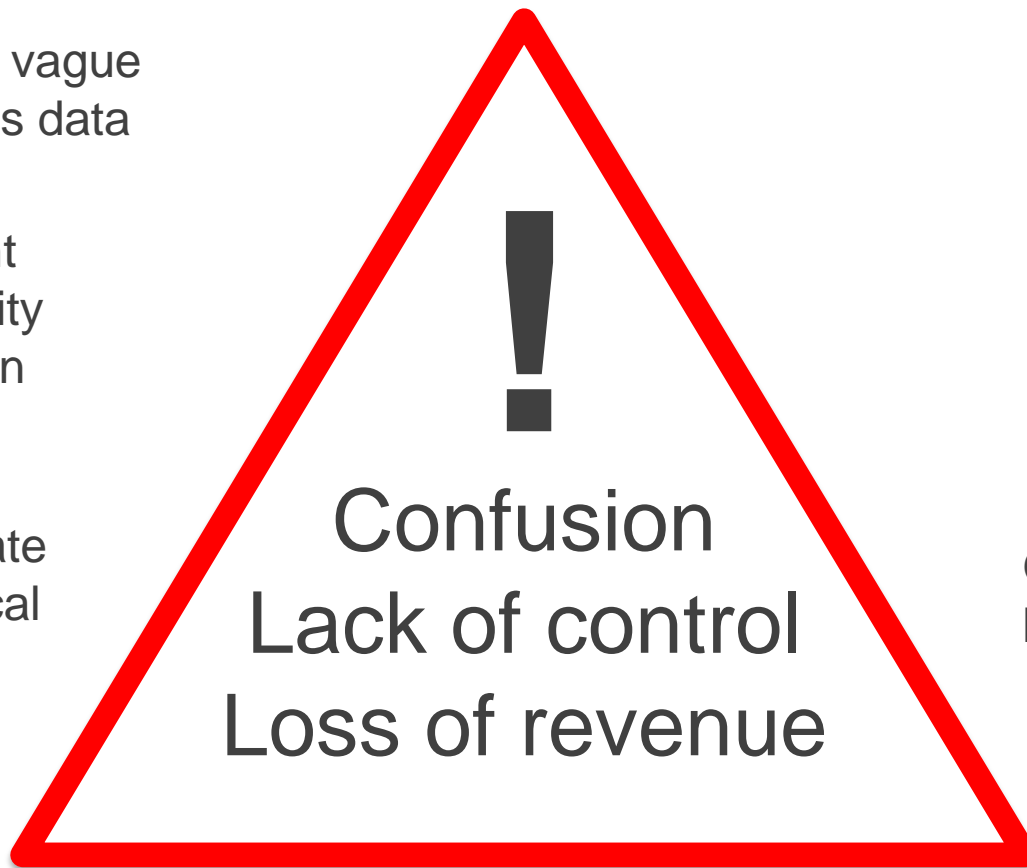
Insufficient  
accessibility  
information

Providing pub date  
of original physical  
item rather than  
new pub date of  
new e-book

No related  
physical format

No DRM info

One ISBN for all e-  
book formats



# THANK YOU

Ruth.Jones@ingramcontent.com

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**Any questions?**



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**Thank you for attending  
November's BIC Breakfast:**

**Digital Vertigo: Common eBook Metadata Issues  
and How to Address Them**

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Book Industry Communication Ltd

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