



Breakfasts 2018

**Welcome to October's BIC Breakfast:
The ISBN: Best Practice for International
Book Identification**

#BICBreakfast

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**What is a
BIC Breakfast?**

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Metadata

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BIC Breakfasts (monthly)

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

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

New Trends in Publishing Seminar
(September 2019)



BOOK INDUSTRY COMMUNICATION LTD

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Extensive Training Programme

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Over to Stella...



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BIC Breakfast

The British Library, London, 24 October 2018

The ISBN: Best practice for international book identification

Stella Griffiths

Executive Director, International ISBN Agency



Overview

- ❑ Introduction – a bit about us
- ❑ Why standards matter
- ❑ Does best practice still matter?
- ❑ A word about “pooling”
- ❑ Permanence
- ❑ Assigning to parts, chapters, etc.

International ISBN Agency



International ISBN Agency

- *Small organisation - in Russell Square, London*
- *Not for profit*
- *Appointed by ISO to be the “Registration Authority for ISBN”*
 - *promote, coordinate and supervise ISBN system globally*
 - *provide guidance to ISBN Agencies and other users*

(UK ISBN Agency is separate – run by Nielsen, Woking)



Why standards matter

What is a “standard”?

provides **rules, guidelines** or **characteristics** for **activities** or for their results, ***aimed at achieving the optimum degree of order*** in a given context¹.

¹From <https://www.iso.org/deliverables-all.html>



Why standards matter – in the book world

Order =

Easy for data recipients to process

Foundation for metadata

Quickly get books into databases

Supply chain can run effectively and efficiently

Overall benefits and success for all participants

Order ≠

Restriction on creativity



Keeping it flexible

Book is NOT defined in the Standard

- no minimum number of pages
- no defined format (printed or digital or audio, etc.)
- no restriction on author or publisher imagination

Must be: text, available to the public, one-off



New ISBN Standard!

International Standard since 1970

Dec. 2017 – New edition of ISBN Standard



Jan. 2018 - New ISBN Users' Manual and FAQs

- Available free from www.isbn-international.org*
- Help with practical questions*
- Worked through most problems – so you don't have to!*



Does best practice still matter...?

Do you want your books to be discovered?

Do you want to sell more books?

Do you want to analyse sales?



Does best practice still matter...?

ISBNs identify *unique products*

ISBN for *each separate product* – very granular system

ISBNs identify *the publisher and the imprint*

ISBNs identify *the general location of the publisher*

ISBNs are permanent

978-0-233-15109-0



A few rules...

“...after the ISBN agency assigns ISBNs to a publisher, that publisher **cannot resell, re-assign, transfer or split its list of ISBNs** among other publishers”.

ISBN Users' Manual 2018



A few rules...

“A publisher operating separate and distinct offices or branches in different places *may* have a registrant element for each office or branch.

...each publication is to be assigned only one ISBN *by the office or branch responsible for the publication.*”

ISBN Users' Manual 2018



A word about “pooling”

- Block identifies your *company* and *where* it is
 - Multinationals need to be careful
- You can associate different imprint names with the same block (keep your ISBN Agency informed!)

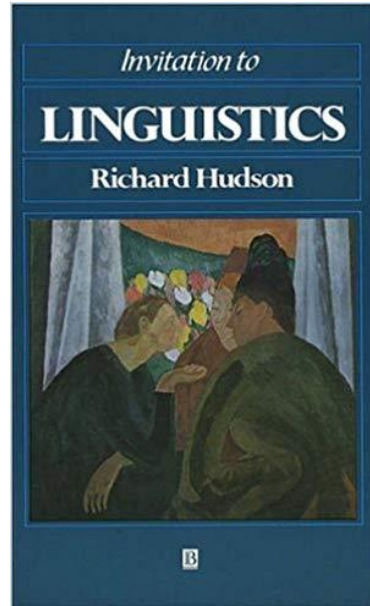
978-0-233



A word about “pooling”

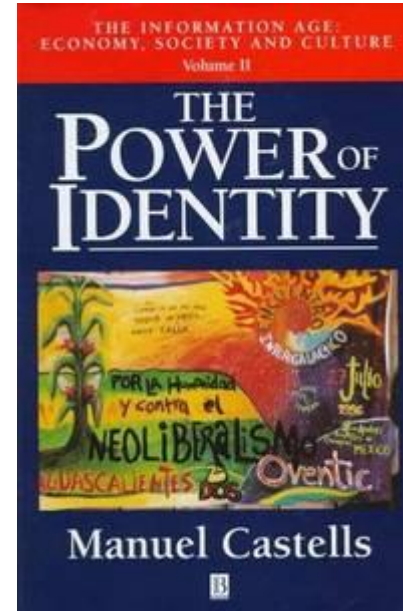
- Taking an example...

A word about “pooling”



978-0-631

Blackwell Publishers, Oxford, UK



978-1-55786

Blackwell Publishing, Inc, MA, USA

A word about “pooling”

Multi-site publishers – use **prefix of your place of publication**

This ensures:

- your publications are associated with the right imprint
- your sales history is correctly maintained

Consistency *matters*



Permanence

- ISBN identifies a publication for all time
 - Only put OP pubs you know will never come back
 - Same ISBN can't identify another book

An ISBN is not  - it just keeps going!

ISBNs are permanent identifiers



Assigning to parts, chapters, etc.

Book is NOT defined in the Standard

- *no minimum number of pages*
- no defined format (printed or digital or audio, etc.)
- no restriction on author or publisher imagination

Must be: text, available to the public, one-off



Assigning to parts, chapters, etc.

ISBNs can identify parts of books *as long as they are available separately in the supply chain*

e.g. chapters, sections, parts

Possible applications – courses

– “mix and match” sets



Thank you...

International ISBN Agency



www.isbn-international.org

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THE ISBN:

BEST PRACTICE FOR INTERNATIONAL BOOK IDENTIFICATION

Eleanor Pigg, Registration Services Manager
BIC Breakfast, October 2018

UK & IRELAND ISBN AGENCY

- Eleanor Pigg - Manager, ISBN Agency for UK, Ireland and British Overseas Territories
- Worked within the ISBN Agency since 2006
- The United Kingdom & Ireland ISBN Agency assigns ISBNs to publishers based anywhere in the British Isles, including Orkney, Shetland, Isle of Man IM, Isle of Wight and the Channel Islands.
- We also assign ISBNs to publishers based in most of the 14 British Overseas Territories: Anguilla, Falkland Islands, South Georgia and the South Sandwich Islands, British Indian Ocean Territory, Cayman Islands, Montserrat, Pitcairn, St. Helena, Ascension Island and Tristan da Cunha, Turks and Caicos Islands, British Virgin Islands and Akrotiri and Dhekelia.

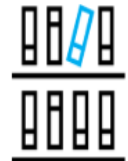


HOW YOU CAN PURCHASE ISBNS IN THE UK

www.nielsenisbnstore.com

www.isbn.nielsenbook.co.uk

- Where to buy:
 - Online via the ISBN Store including ISBN Reissues (from single ISBNs to allocations containing up to 1000 numbers)
 - Direct via email (including larger blocks 10K, 100K)
- How to buy:
 - The ISBN Store is the place to be... ISBNs purchased instantly!



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ISBN REISSUE SERVICE

Purchase ISBN Reissues

[BUY ISBN REISSUES >](#)

HOW THE ISBN AGENCY CAN SUPPORT YOU

“We’re not just here to sell ISBNs, we’re here to support and advise.”

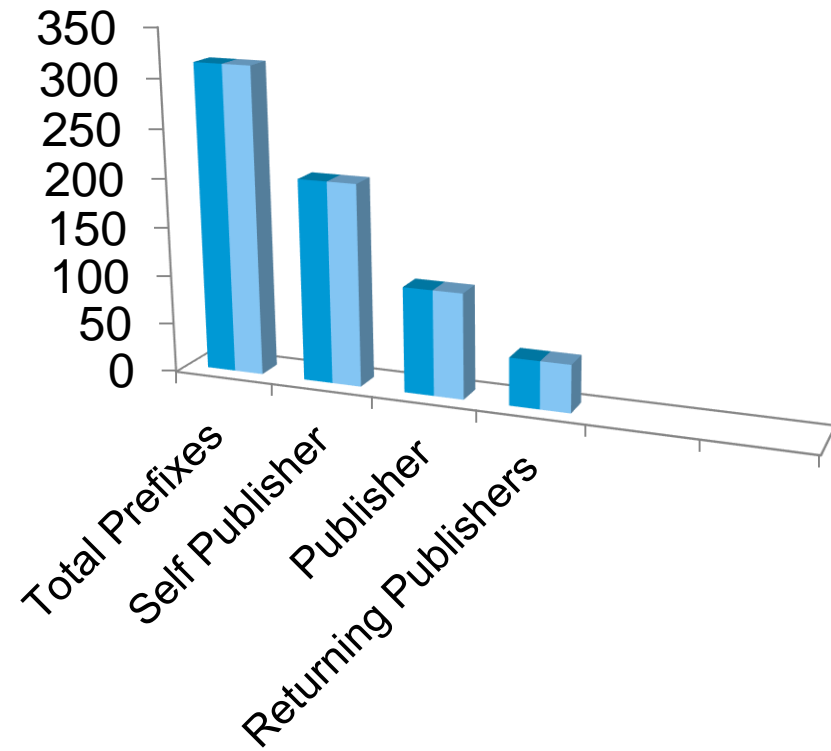
Please talk to us if you are unsure about anything, we would much rather you talked to us first, mistakes are often expensive.

Email: isbn.agency@nielsen.com / Telephone: +44 (0)1483 712 215

- Advice on the correct allocation of ISBNs
- Queries on prefix ownership
- Best practice
- New imprints, name changes

WHO BUYS ISBNs

Snapshot of September 2018



MOST FREQUENTLY ASKED QUESTIONS

- But I'm not a publisher!
- My friend has given me one of their ISBNs...
- I bought an ISBN off the Internet... 9781234567890, how do I get it into bookshops?
- Do I **have** to send the British Library six copies of my book? How do they pay me?
- Aren't you the British Library?



THANK YOU

eleanor.pigg@nielsen.com
isbn.agency@nielsen.com

+44 (0)1483 712 215

www.nielsenisbnstore.com / www.isbn.nielsenbook.co.uk



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The ISBN: Best Practice for International Book Identification

ISBNs & The British Library

Neil Wilson

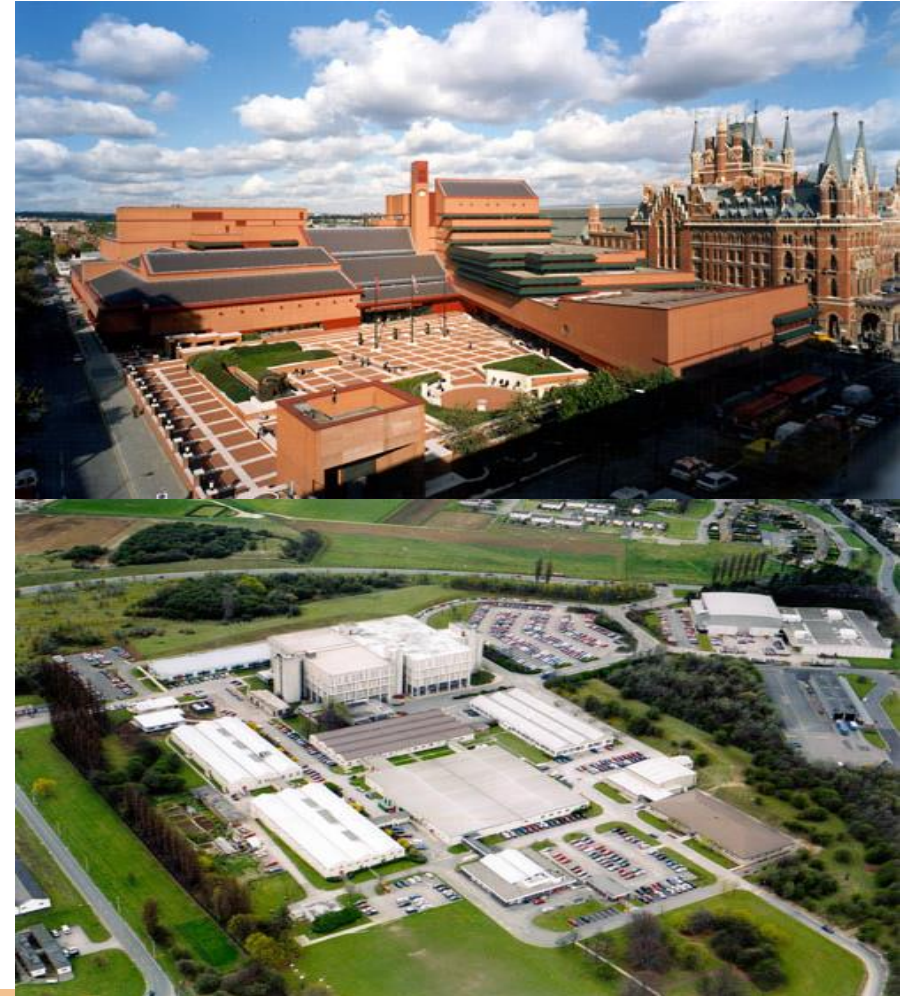
Head, Collection Metadata, The British Library

BIC Breakfast - October 24th 2018

The British Library

Some Background

- **Receives a copy of every publication available in UK**
- **Collection includes over 150 million items:**
 - *14 million books*
 - *920,000 journal & newspaper titles*
 - *3 million sound recordings, maps, stamps & much more...*
- **Operates the world's largest document delivery service**



The British Library

A Registration Agency

The BL is UK registration agency for:

- **ISSN** (*International Standard Serial Numbers*)
- **ISNI** (*International Standard Name Identifiers*)
- **ISIL** (*International Standard Identifiers for Libraries*)

But not ISBNs - UK copyright & legal deposit are not linked to ISBN registration

The image displays three screenshots of the British Library's Collection Metadata Standards website. The top screenshot shows the 'COLLECTION METADATA Standards' page for ISSN, with a breadcrumb trail: Home > Collection Metadata > Metadata Standards > ISSN UK Centre. The middle screenshot shows the 'COLLECTION METADATA Standards' page for ISNI, with a breadcrumb trail: Home > Collection Metadata > Metadata Standards > ISNI Registration Agency. The bottom screenshot shows the 'COLLECTION METADATA Standards' page for ISIL, with a breadcrumb trail: Home > Collection Metadata > Metadata Standards > UK National Agency for the ISIL. The bottom screenshot also includes a 'Sections:' list on the right: British National Bibliography, Data Services, Standards (with sub-links to Metadata Standards Development, ISNI Registration Agency, ISSN UK Centre, UK National Agency for MARC Organisation Codes, UK National Agency for the ISIL, and The British Library, MARC 21 and UKMARC), News, and Contact us.

The British Library

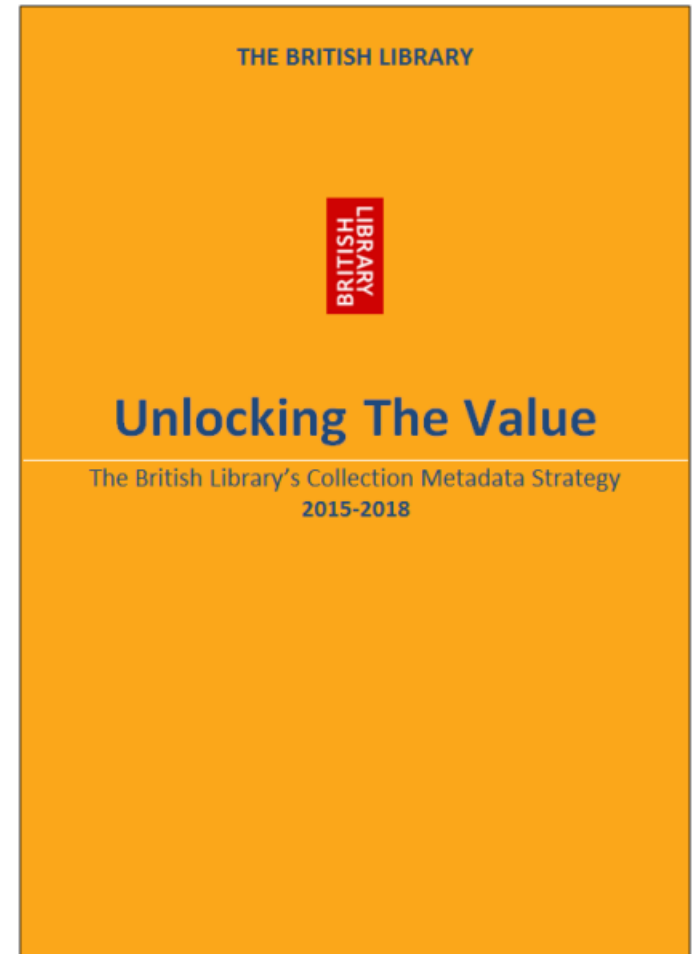
Collection Metadata – A Strategic Asset

Collection metadata is structured data used to manage, access & preserve our collection

Collection metadata captures:

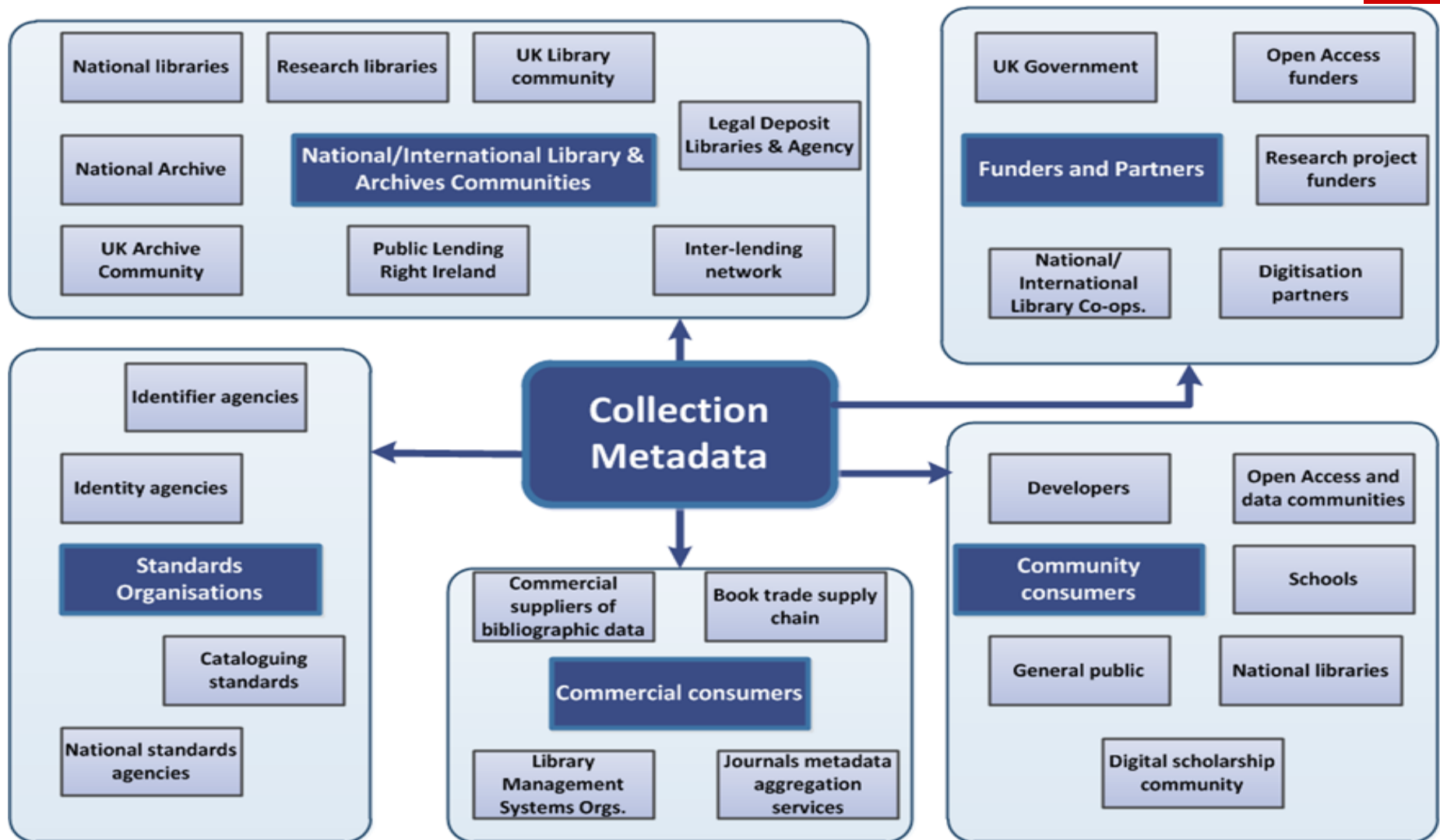
- Key properties
- Relationships
- Location & availability

See: <http://www.bl.uk/bibliographic/pdfs/british-library-collection-metadata-strategy-2015-2018.pdf>



The British Library

Collection Metadata Users



The British Library & ISBN Usage

UK Legal Deposit

Accurate ISBNs help build the national collection by:









- Supporting efficient claims & audit processes
- Eliminating potential ambiguity - *on editions, reprints, impressions, etc.*

ABOUT US

Home > About Us > Legal deposit

Legal deposit

Legal deposit has existed in English law since 1662. It helps to ensure that the nation's published output (and thereby its intellectual record and future published heritage) is collected systematically, to preserve the material for the use of future generations and to make it available for readers within the designated legal deposit libraries.

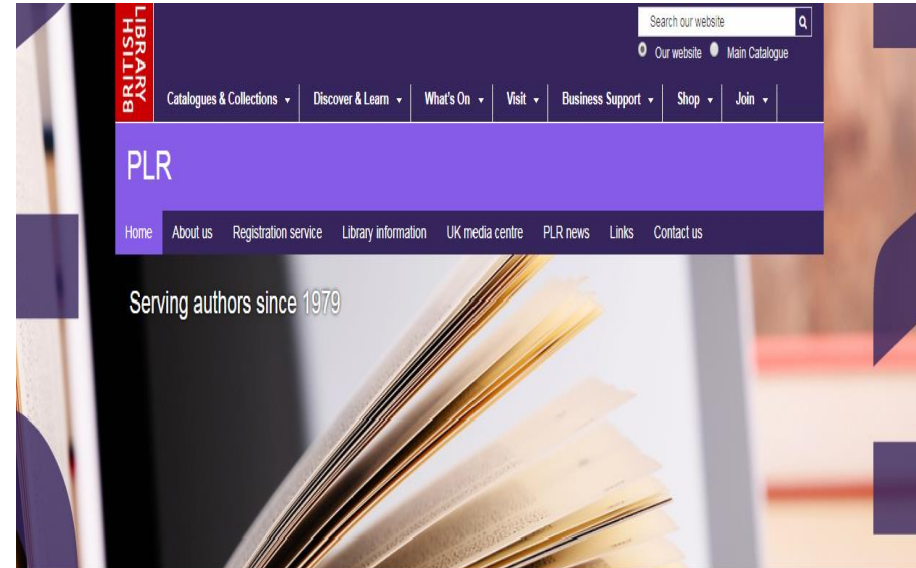
	Introduction		Printed publications
	Websites and electronic publications		Complaints
	UK legislation: 2003 Act		UK legislation: 2013 Regulations
	Irish legislation: 2000 Act		UK legislation: Government information

The British Library & ISBN Usage

Public Lending Right (PLR)

PLR services use ISBN based systems for:

- Author registration of titles
- Assembling public library usage statistics for author payments
- Generating 'Top 10' listings of most borrowed authors & works



Welcome

Our website provides published authors, illustrators and other contributors with an easy route to register for UK and Irish PLR. PLR is a legal right to payment from government in both countries each time their books are borrowed from public libraries. Our [three steps to registration](#) provides a quick guide to eligibility and applying for PLR.

Our website also provides further details of the work we do and through our [media centre](#) gives a unique insight into UK book borrowing tastes from the data collected from libraries across the country.

[Online account login](#)

[Apply for an online account](#)

What are you looking for?

Contact us

t: +44 (0)1937 546030
e: plrauthorservices@bl.uk

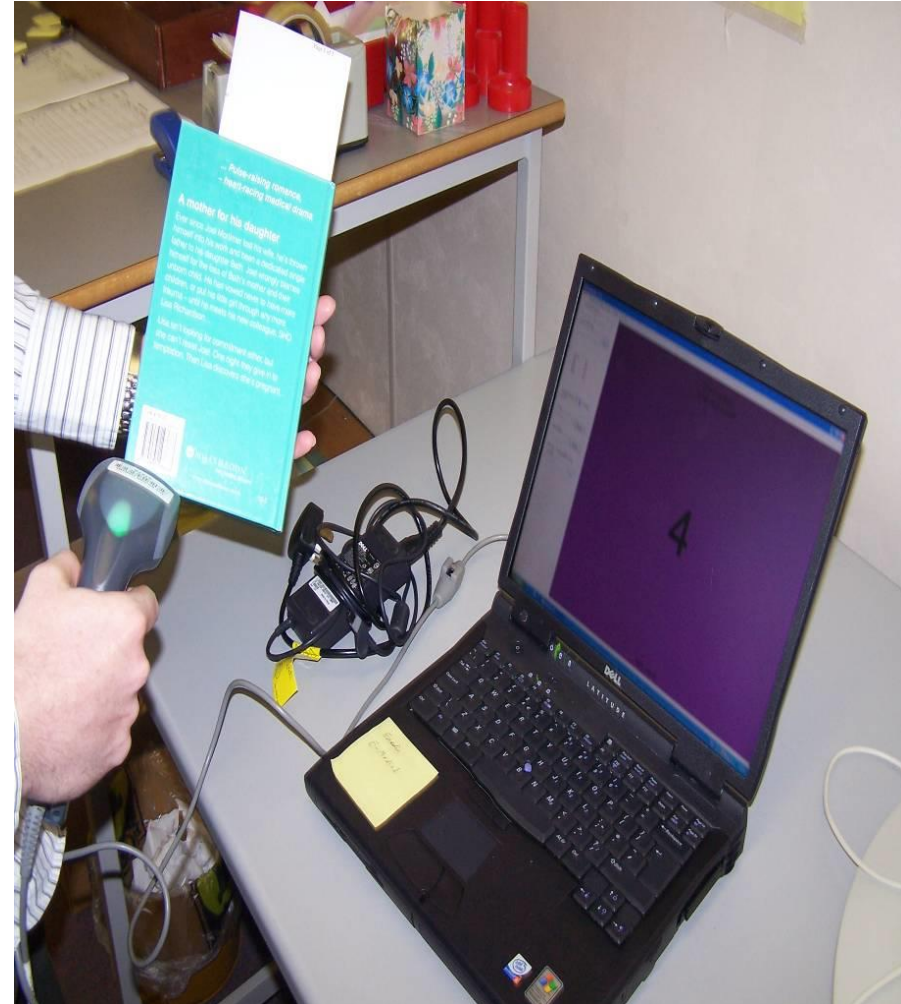
[@PLR_UK](#)

The British Library & ISBN Usage

ISBNs & Workflows

Accurate ISBN usage in metadata enables:

- **Cataloguing efficiencies** – *via derived cataloguing & batch upgrade of metadata*
- **Collection Development** – *selecting & purchasing specific editions*
- **Production of timely management information** – *for process improvement*



The British Library & ISBN Usage

ISBNs & Library Workflows

Accurate ISBN usage supports:

- Inter-library loan activities
- Shared collection comparison & management - *by UK libraries*
- High quality resource discovery - *via our online catalogues*



The British Library & ISBN Usage

The British National Bibliography (BNB)

ISBN inclusion in BNB metadata supports:

- **UK library selection & acquisitions**
- **International sales** - *BNB has over 2000 user organisations in 130 countries*
- **Efficient copy cataloguing** - *by UK & international libraries*

The screenshot shows the British National Bibliography (BNB) website. At the top, there's a header with the British Library logo and the title 'BRITISH NATIONAL BIBLIOGRAPHY'. Below this is a navigation bar with links for 'BNB Home', 'About', and 'Help'. A search bar is prominently displayed with a 'Search' button and a link to 'Advanced search'. The main content area is divided into several sections: 'What is the British National Bibliography?' which provides a brief history and purpose of BNB; 'Notices' which includes links to download new records, register for MARC21 access, and find BNB metadata in other formats; 'Quick Links' which offers direct access to new BNB records, library home pages, collection metadata, MARC records, and metadata standards; and 'Other British Library Websites' which provides a dropdown menu to select other library websites. At the bottom, there are four social media and newsletter links: 'Receive our Newsletters', 'Read our Blogs', 'Find us on Facebook', and 'Follow us on Twitter'.

BRITISH
LIBRARY

BRITISH NATIONAL BIBLIOGRAPHY

BNB Home | About | Help

Search Advanced search

What is the British National Bibliography ?

The British National Bibliography (BNB) lists the books and new journal titles published or distributed in the United Kingdom and Ireland since 1950. It also lists forthcoming book titles and hand-held electronic publications e.g. CD-ROMs, deposited with the Legal Deposit Office since 2003.

See our [BNB web pages](#) for more information about the British National Bibliography and what it contains.

Most of the items listed in the BNB are received by the British Library via legal deposit and may be consulted in the reading rooms in London. However, the facility required to order these items is not included on these pages.

Go to [Explore the British Library](#) to search for and order most items held by the British Library.

Notices

A list of new records added to the BNB each week can be downloaded [here](#).

Details on how to register to access MARC21 records, for free, from the British Library's catalogue can be found [here](#).

Information about British Library BNB metadata in other formats can be found [here](#).

If you have any comments or feedback on the British National Bibliography please send them to metadata@bl.uk

Other British Library Websites

To view other British Library websites please select an option from the following list:

Please choose...

Quick Links

This week's new BNB records
[British Library Home](#)
[Collection Metadata](#)
[MARC records via z39.50](#)
[Metadata Standards](#)

Receive our Newsletters
Subscribe to British Library newsletters

Read our Blogs
Read the British Library blogs

Find us on Facebook
Connect with the British Library on Facebook

Follow us on Twitter
Follow @britishlibrary to get short timely messages from the British Library

But Things Can Go Wrong When ISBN Best Practice is Ignored...

E.g.:

- Incorrect/invalid/fake ISBNs
- Package/series ISBNs in place of product ISBNs
- Multiple ISBNs for single product
- ISBNs on journals
- New ISBN on each reprinting of the same product

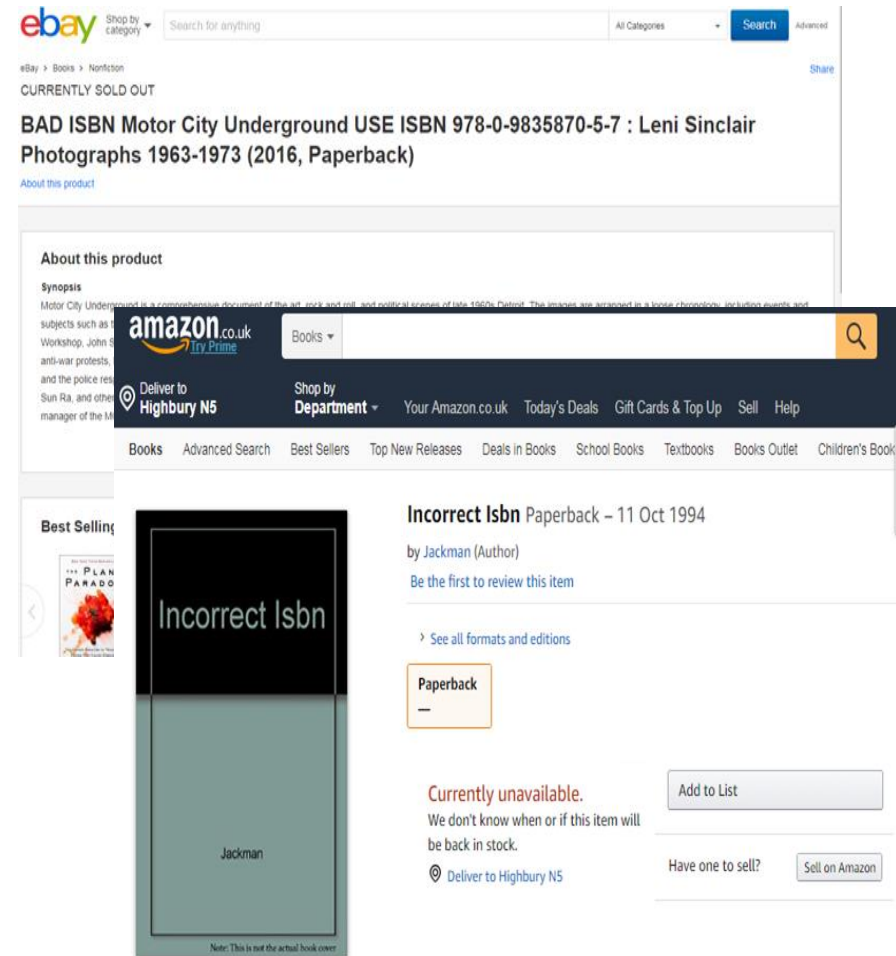
The screenshot shows the Wordery website interface. At the top, there's a navigation bar with links like SHOP, BLOG, ABOUT WORDERY, HELP & CONTACT, and a search bar. Below the navigation bar, there's a section for 'kids like us' by Hilary Reyl. The book is described as 'A Wrong Isbn Life In Words : Paul Auster in Conversation with I.B. Siegmundfeldt'. The listing includes a star rating of 4.06 (16 ratings by Goodreads) and a price of £14.99. The book is currently unavailable, and there's a 'Notify me' button. The website also features a 'Free worldwide delivery with every order' banner and a 'Share' button.

But Things Go Wrong

When ISBN Best Practice is Ignored...

E.g. ISBNs are re-used or generated:

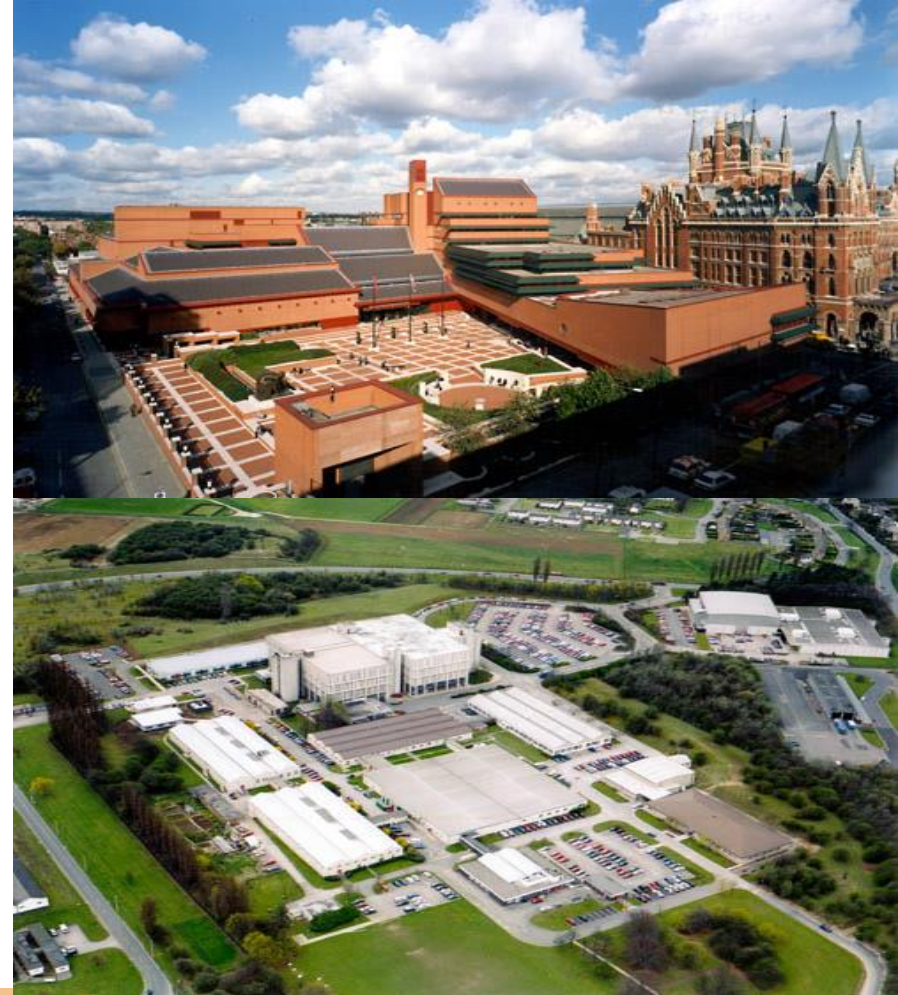
- On multiple new products
- From OP titles – *e.g. following imprint acquisitions*
- Automatically - to create valid 'pseudo-ISBNs' for unregistered titles
- From old print to new eBook editions



The British Library & ISBN Usage

The Value of Best Practice

- Accurate ISBNs are crucial to our processes & workflow efficiency
- Incorrect ISBN usage wastes time, increases costs & frustrates users
- Compliance with ISBN best practice helps everyone in the supply chain



ISBNs & The British Library

Questions?

metadata@bl.uk



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~~The ISBN: Best Practice for International Book Identification~~

Seven Ways to Torture a Bookseller

Kieron Smith

Digital Director, Blackwell's

The case of the wrong country prefix

- With a growing number of country rules then having the wrong country of origin can have unexpected consequences.
- European fixed price regulations – Germany no applies to books exported into Germany from the UK so 9783 changes the price for this country, restricts it out of global marketplaces without that flexibility...
- If it should be restricted but has 9780 then we'll get in trouble...

Re-use

- Don't.
- We sell 2nd hand, and indeed modern collectable first editions which increasingly have ISBNs.
- They don't want a bath book arriving instead. (True story).

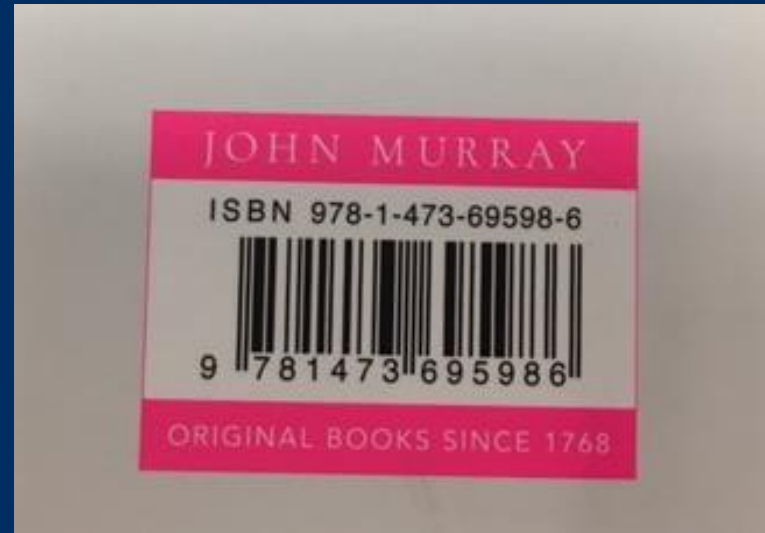
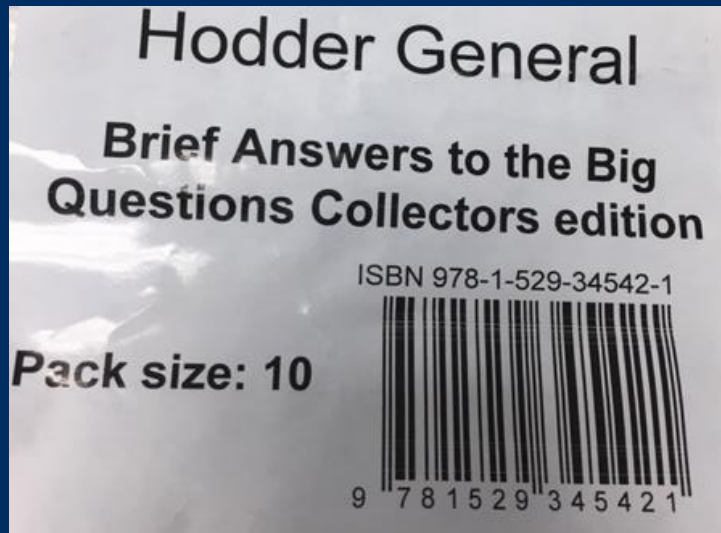


Change of edition

- If it's a new edition it needs a new ISBN.
- Many of our customers are very particular in expecting the edition they ordered.

See a theme here?

- A special edition, ltd binding, special signed edition ... needs a new ISBN.
- All books are not equal in the eyes of customers.



Not a book.

- It's not a book. The B in ISBN is a bit of a giveaway.



- Implications – we try to handle nowadays although EAN is better – VAT can be an issue as often missing format in the bibliodata too...

International pricing.

- The 'I' is a giveaway.
- In order to have territorial restrictions apply to a title which is sold globally then it needs to have different editions – e.g. an International Student Edition.

POS

- Dumpbins, catalogues, posters, stockpacks and standees are not books either.
- Some make it into the EDI invoice feed as zero value products, so we end up with stock in hand...

The screenshot shows the Blackwell's website interface. At the top, there's a navigation bar with links like 'Hello', 'Login', and 'Help'. The Blackwell's logo is prominently displayed. A search bar contains the word 'dumpbin', and a shopping cart icon shows '1 item' for '£16.21'. Below the navigation bar, a horizontal menu lists various categories: 'Halloween', 'Books', 'Rare Books', 'Music', 'Films & TV', 'Businesses', 'Games', 'Stationery', 'Gifts', and 'Events'. An orange banner below the menu advertises 'FREE UK DELIVERY' and 'FREE RESERVE & COLLECT IN OUR BOOKSHOPS'. The main content area shows '5000 results for dumpbin'. On the left, there are filters for 'Price' (a slider from £0 to £500) and 'Publication year' (with input fields for 'From: YYYY: 1785' and 'To: YYYY: 1812'). The search results are displayed in a grid of four items, each with a placeholder image that says 'NO IMAGE AVAILABLE'. The items are: 'X18 KARL MARX DUMPBIN' (Paperback, Published 01 Jan 2050, Save £43.20, £366.00 to £316.80), 'Vanishing Grace Filled Dumpbin' (Hardback, Published 11 Sep 2014), 'Alex Ferguson 60 Copy Dumpbin F...' (Hardback, Published 01 Oct 2013), and 'Alex Ferguson 30 Copy Dumpbin F...' (Hardback, Published 01 Sep 2013).

Thank You



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Any questions?



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BOOK INDUSTRY COMMUNICATION LTD

Thank you for attending October 2018's BIC Breakfast:

The ISBN: Best Practice for International Book Identification

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