

BIC

Breakfasts 2016

**Welcome to September's BIC Breakfast:
Migrating to *Thema*: Making the Most of
the Global Marketplace**

#BICBreakfast

Kindly sponsored by





BOOK INDUSTRY COMMUNICATION LTD



**What is a
BIC Breakfast?**

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WWW.BIC.ORG.UK | INFO@BIC.ORG.UK | @BIC1UK



BOOK INDUSTRY COMMUNICATION LTD



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)

BIC Networking Events

- including the BIC Bash (15th Nov 2016)

Building a Better Business Seminar at LBF
(March 2017)

New Trends in Publishing Seminar (Sept 2017)



BOOK INDUSTRY COMMUNICATION LTD

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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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 white cup of coffee is visible in the background.

Over to Andrew...

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BIC Breakfast: THEMA

Andrew Henty, Virtusales Publishing Solutions

About Virtusales

16 years working with publishers in UK, USA, Europe and Australia

63 staff – a mix of publishing professionals and software developers



Penguin
Random House
UK

BONNIER
Publishing



 PAN MACMILLAN



CANONGATE

penn state university press

EGMONT
We bring stories to life


V E R S O

FABER & FABER


Pearson


HAY
HOUSE


WALKER
BOOKS

GRANTA



pittsburgh
university of pittsburgh press

 holtzbrinck
Publishing Group


BLOOMSBURY


virtusales
PUBLISHING SOLUTIONS

ACQUISITION

Idea Development

- Develop concepts
- Analyse feasibility
- Estimate specification
- Forecast sales
- Estimate royalties & costs
- Profit & Loss report
- Acquisition & feasibility testing

Decision to Publish

- Project authorised
- Acquire
- Create product records

DEVELOPMENT

Initiate Product

- Assign BIC, BISAC & CBMC
- Automatic ISBN allocation
- Allocate roles
- Firm up specification
- Request contract

Contracts & Rights

- Create author, illustrator, agent contract records
- Create contract(s)
- Enter royalties, rights, advances and territories
- Progress or sign contract(s)

Production

- Production specification developed
- Schedule managed

Confirm Edition(s)

- Included in ONIX
- Feed to websites
- Feed to distribution system

Sales & Marketing

- Automatic AI sheet generation
- XML output to InDesign
- Event management
- Images & auto repurposing

PRODUCTION

Confirm Costing

- Commercial, finance & risk management

Product Creation

- Procurement
- Final authorisation
- Realisation of products
- Safety Testing

Feed Management

- Interface to finance system
- eBook feeds to CoreSource and Apple
- Feed to suppliers, e.g. Clays and CPI

PUBLICATION

Dispatch / Digital Distribution

- Management of product distribution
- ebook distribution

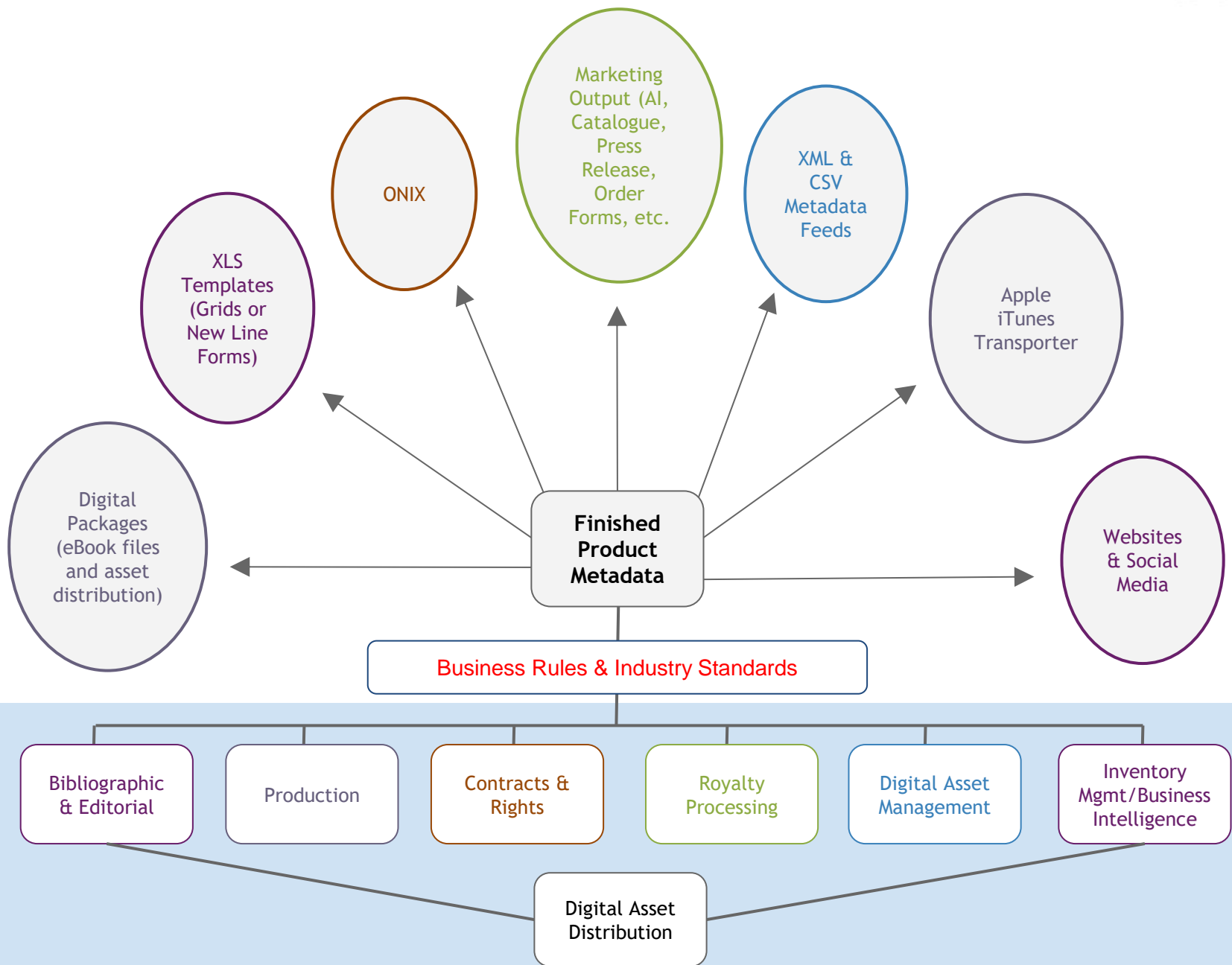
Publication

- Sales reporting
- Inventory Management
- Post Mortem analysis

Royalties

- Royalty calculations
- Payments
- Statements

Biblio3 Workflow



Why publishers choose Biblio

Continually evolving

Modular system

Very user-friendly

Intelligent validation

Support

Compliant with industry standards

How Virtusales is supporting THEMA

Enabled THEMA in Biblio3 and BiblioLIVE

Add new versions as and when they are released

One off and / or ongoing mapping routines

Bespoke developments to update websites feeds, etc.

Spread the word and encourage use...

Thank you



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Over to Howard...



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Migrating to *Thema*: Making the most of the Global Marketplace

BIC Breakfast, 27 September 2016

Howard Willows (Nielsen Book & Chair, International Thema Steering Committee)



1, Benefits of *Thema*

2, Update & global activity

3, *Thema* in the UK

**4, Next Actions – Migrate to
*Thema***

The Communication Problem

- Increasingly global market (digital, online) requires more & better communication
- Communication works best with standards
- Standards work best when single standard emerges for a given purpose (eg ONIX)
- Traditionally, book trade subject schemes tend to be national (eg BIC), so there are many

Current Schemes (cf ONIX List 26)

ECPA Christian Book Category

BIC

SAB

Läromedel

Suomalainen kirja-alan luokitus

JEL

Kaunokki

RVM

Varegrupper

Förhandsbeskrivning

Genre-Code

Thèmes Electre

YSO

YSA

DDC-Sachgruppen der Deutschen Nationalbibliografie

BSQ

Schlagwort-Normdatei (SWD)

Tabla de materias ISBN

Warengruppen-Systematik des deutschen Buchhandels (WGS)

ANELE Materias

C-Code

Nederlandstalige Uniforme Rubrieksindeling (NUR)

Ämnesord

BISAC

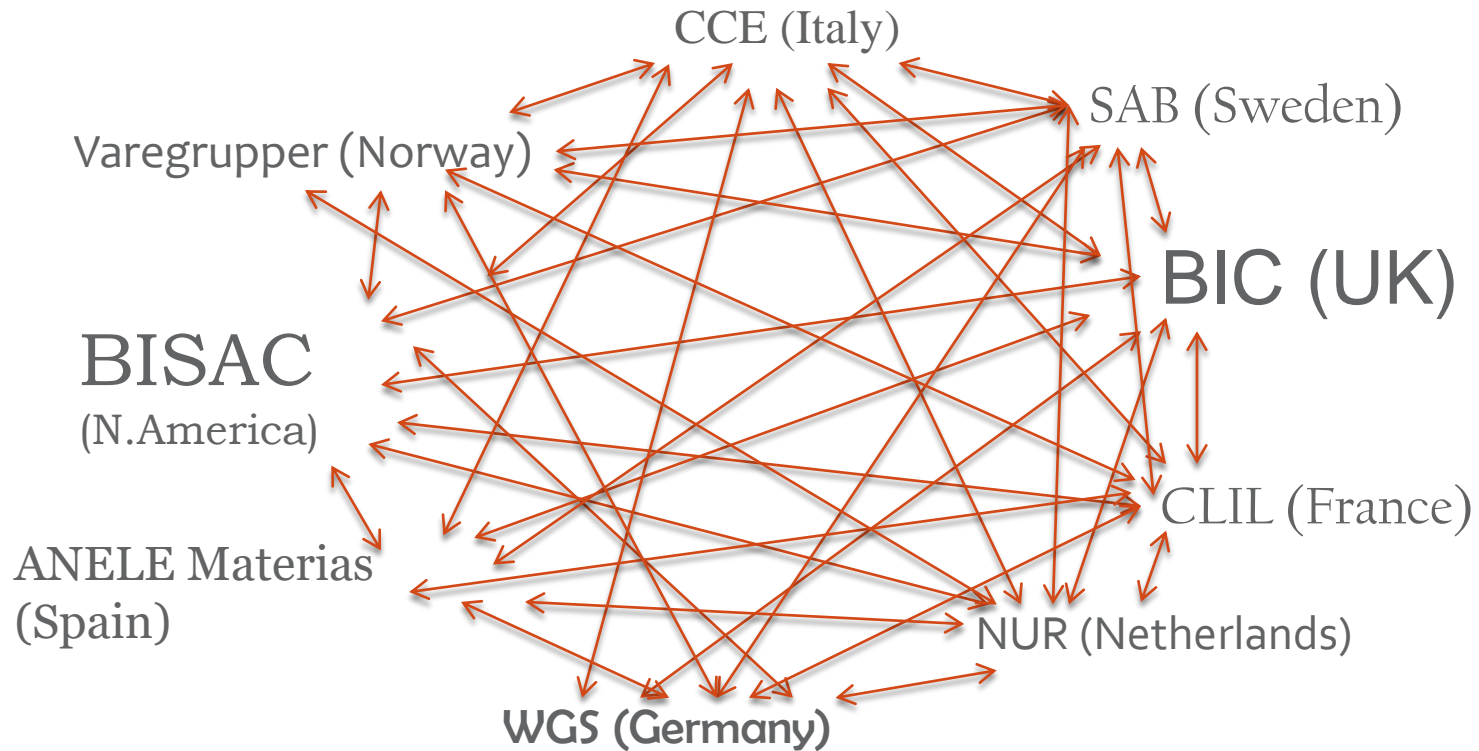
Bokgrupper

CLIL

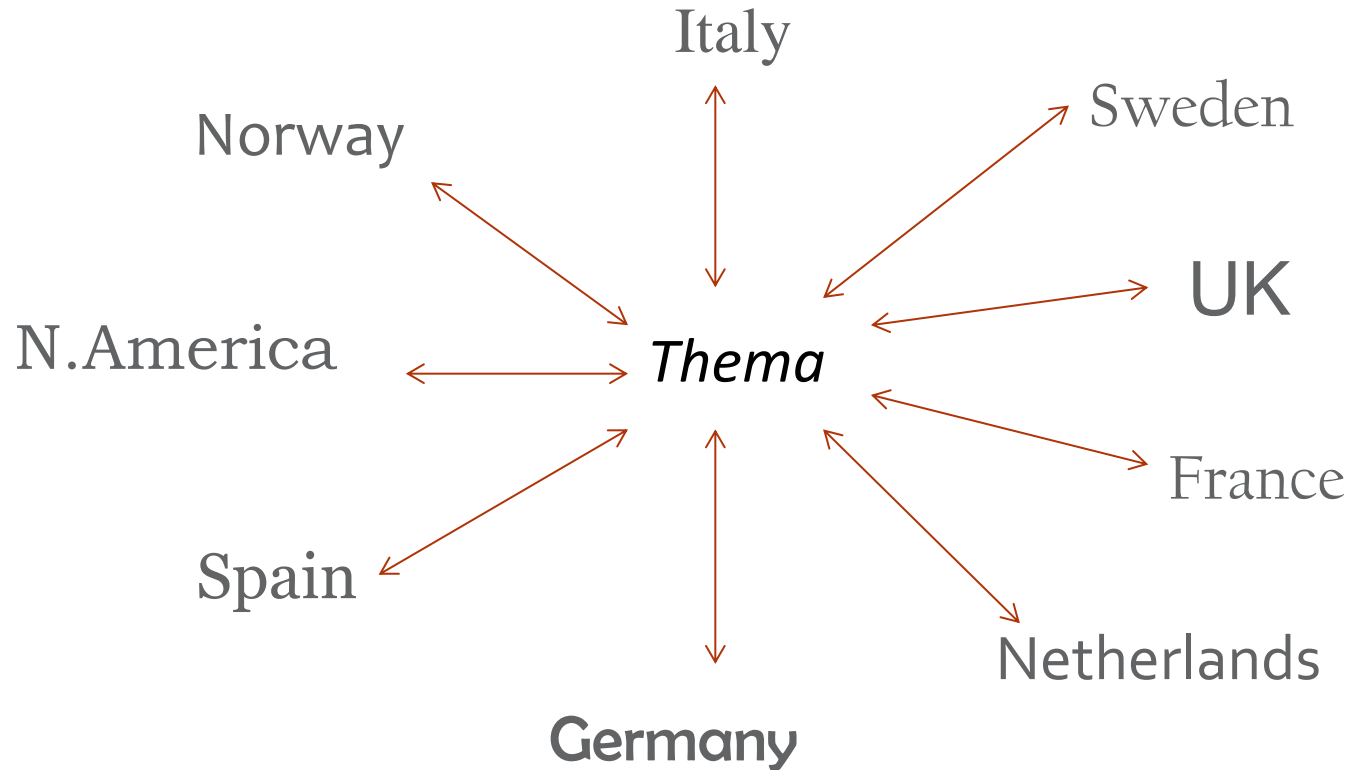
Traditional solutions

- Apply parallel schemes – more work
- Mapping – has limitations
 - Schemes are of various size & detail
 - Different mappings > different outcomes
 - Degrade data > loss of precision, loss of value, loss of control > loss of sales?
 - Can be complex, need to be maintained
 - So many schemes > MAP-0-RAMA

What Map-O-Rama Looks Like



New Solution: *Thema*



How *Thema* can help

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

Who benefits?

- **Publishers**
Send same rich data direct to recipients worldwide
- **Retailers & libraries**
Receive consistent rich subject data from wider range of suppliers
- **Aggregators**
Less manipulation of subject data
- **Consumers**
Increased/enhanced access to global output



1, Benefits of *Thema*

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**4, Next Actions – Migrate to
*Thema***

Thema releases

- Initial *Thema* released in late 2013, with first revision in Nov 2014
- *Thema* v1.2 released May 2016
 - fully backwards-compatible (adds & mods)
 - c. 125 new subject categories/qualifiers
 - c. 180 new national extensions
- Chinese national extensions added since

Thema Overview

- Based on the BIC Classification scheme
- Subject Categories plus Qualifiers
- Crucially, National Extensions within the Qualifiers
– providing market-specific detail
- Enable *Thema* to ‘look local, act global’

Thema v BIC

- Many more Fiction genres & themes
- Codes for new trends in publishing
- Separate Graphic Novel/Manga section
- Expanded Children's/Teenage section
- Updated Science & Technology codes
- Huge range of Art & Music styles
- Greater use of 'post-coordination'
- BIC is frozen – all future development in *Thema*

Thema is in active use

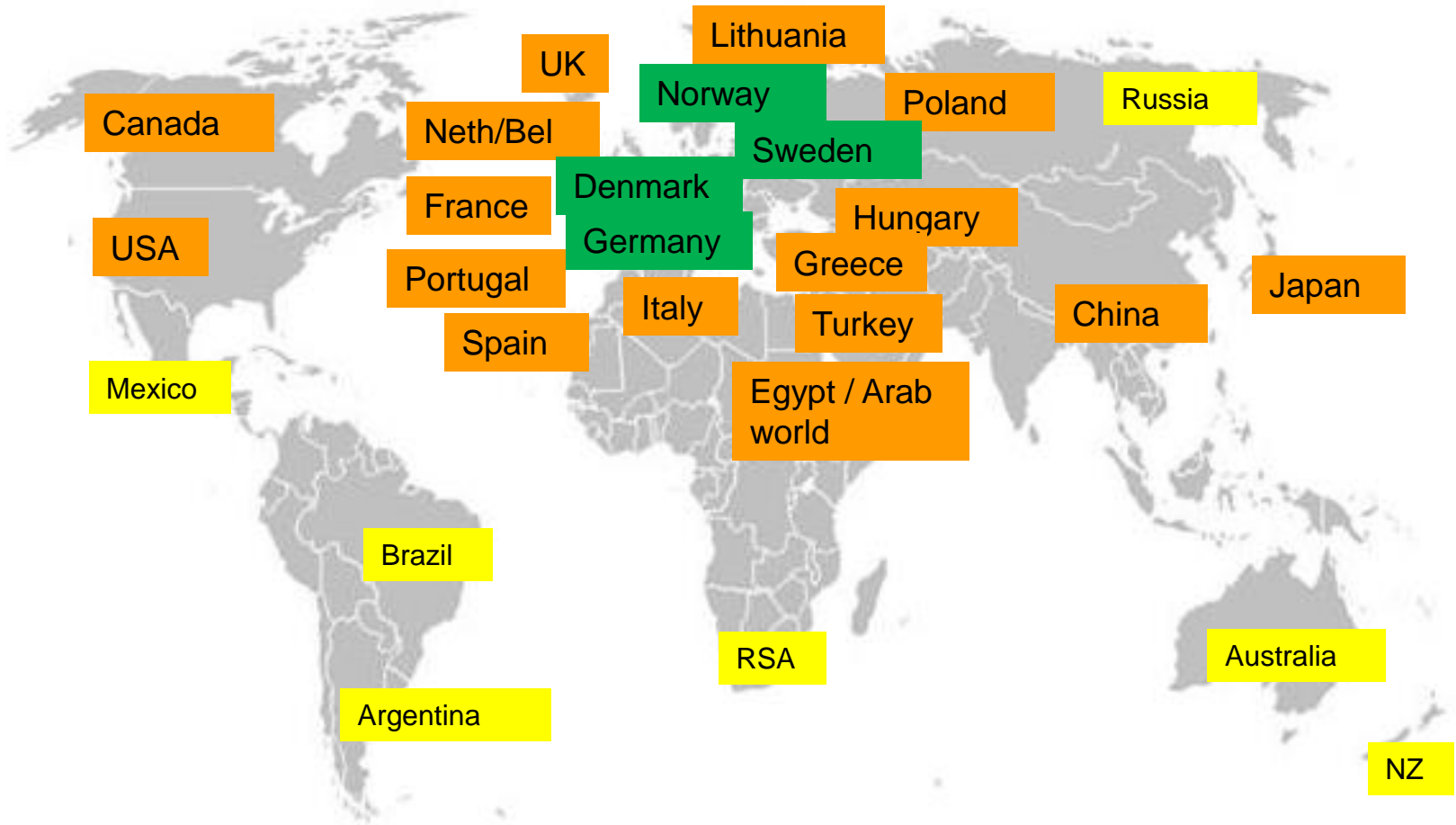
- *Thema* already adopted as primary scheme in Norway, Sweden, Denmark and Germany eg now fully integrated into VLB (German BiP)
- Used in new Greek BiP
- Set to become national standard in China
- N.America: titles on Bowker BiP with *Thema*; Booknet Canada assigns *Thema* on local titles

Thema implementation underway

- Other countries around the world are at various stages of adoption
- *Thema* is available in: Arabic*, Danish, Spanish, French, Italian, Japanese*, Polish, Russian*, Hungarian, Lithuanian, as well as English, German, Norwegian & Swedish
- Portuguese, Greek, Turkish and Chinese translations to come

** Indicates incomplete translation*

Thema countries Sept 2016





1, Benefits of *Thema*

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*Thema***

Thema in UK

- *Thema* in Nielsen data feeds, over 10 million records on db classified with *Thema* (mapped)
- New Nielsen system will accept/assign BIC & *Thema* equally
- *Thema* also provided by Bowker, BDS
- *Thema* enabled in major publishing systems – Virtusales and Ingenta

Publishers sending *Thema* to Nielsen

BBC Audio

Canongate Books

Child's Play
International

Cornell UP

Crimson Publishing

Faber & Faber

Flame Tree

HarperCollins

Hymns Ancient &
Modern

Icon Books

Jessica Kingsley

Kogan Page

Legend Press

Little Tiger Press

Manchester

University Press

Penguin

Peter Lang

Pickering & Chatto

Random House

Royal College of
Psychiatrists

S Karger AG

Salt Publishing

Severn House
Publishers

Snowbooks

UCL Press

Ottawa UP

Pennsylvania UP

Wildy, Simmonds &
Hill

Zed Books

Growing support from retailers #1

“Blackwell’s sees the implementation of *Thema* as essential to the next stage of bookselling online. *Thema* promises to enable us to deliver meaningful links between books, subjects and content - connecting more customers with titles they didn’t know existed.”
- *Blackwell’s*

“*Thema* is a very positive development and we encourage its use throughout the book trade to improve discoverability.”
- *Waterstone’s*

Growing support from retailers #2

“Amazon EU SARL, UK Branch, supports the roll out and use of *Thema* classification codes to improve the discoverability and quality of book data globally.”

- *Amazon*

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 BIC, EDItEUR, TISC membership & chair



1, Benefits of *Thema*

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**4, Next Actions – Migrate to
*Thema***

How to get started - Publishers

- Get the documents from EDItEUR site
www.editeur.org/151/Thema
- Discuss with your customers / suppliers / data partners / system provider
- Raise awareness among data quality / IT / marketing staff
- Plan Implementation project

From BIC to *Thema*

- RETAIN all BIC Subject information – BIC will continue in use for foreseeable future
- USE them as basis of conversion for backlist – BIC is the best route to *Thema*
- ASSIGN and TRANSMIT alongside BIC for new titles
- True value only gained when *Thema* assigned directly (not mapped)

How to get started - Retailers

- Retailers, especially international traders, have most to gain from consistency of supply
- Accept / request *Thema* from Publishers – reward efforts, create ‘push & pull’ effect
- Exploit richer subject data, especially online

Key points

- If you want to trade internationally, you need *Thema* and *Thema* needs you
- *Thema* is live – you can use it now, alongside BIC
- UK book trade uniquely placed to exploit benefits
- Begin migration to *Thema* now



howard.willows@nielsen.com

www.editeur.org/151/Thema



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Over to Azar...



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Thema – A Case Study

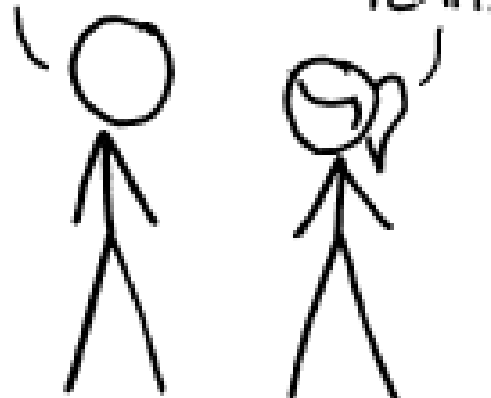
Azar Hussain
Head of Data
Faber & Faber



HOW STANDARDS PROLIFERATE: (SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)

SITUATION:
THERE ARE
14 COMPETING
STANDARDS.

14?! RIDICULOUS!
WE NEED TO DEVELOP
ONE UNIVERSAL STANDARD
THAT COVERS EVERYONE'S
USE CASES.



SOON:

SITUATION:
THERE ARE
15 COMPETING
STANDARDS.

Why Implement *Thema*?

- Common Language
- Precision
- Reducing Duplication


Implementation

- Technical
- Database provider
- Test
- Users
- Explain
- Train

1599: A Year in the Life of William Shakespeare

   [Search](#)
 9780571214815

 James Shapiro

 06/04/2006

[Editions](#)

Bibliographic Data

ISBN	9780571214815
Author on Cover	James Shapiro
Cover Title	1599: A Year in the Life of William Shakespeare
Sort Title	1599: A Year in the Life of William Shakespeare
Sub Title	
Edition Specific Subtitle	
Publication Date	06/04/2006
Published Price	£9.99
Edition Target	Main
Target Detail	
Edition Status	Confirmed
Product Type	Book
Binding	Paperback
Answer Code	Available
Extent	464
Format	198mm x 126mm
TI Approved	Yes

Classification Codes

BIC 2.1	Shakespeare Studies & Criticism Biography: Literary
BISAC	LITERARY CRITICISM / Shakespeare DRAMA / Shakespeare BIOGRAPHY & AUTOBIOGRAPHY / Literary
THEMA 1.1	Literature: history & criticism Biography, Literature & Literary studies Theatre studies

Foreign Pricing

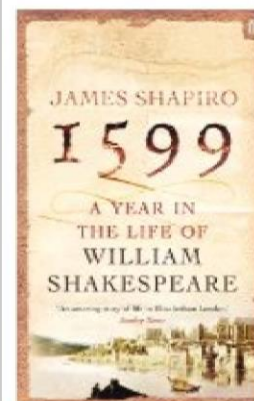
No applicable Prices have been set.

Roles

Links



Jacket Image



And now the stick...



New Acquisition

Enter the details of the first Work. Press Next to proceed and create Editions.

Create a work for this new acquisition ⚡ Select this option to create a new work for this new acquisition	<input checked="" type="radio"/>
Acquire new editions for "1966" ⚡ Select this option to acquire new editions for the current title "1966" This selection will allow you to acquire new editions for the current title.	<input type="radio"/>

Cover Title	<input type="text"/>
Sort Title	<input type="text"/>
Sub Title	<input type="text"/>
Author Role	<input type="text"/> X ?
Author on Cover	<input type="text"/>
Illustrator on Cover	<input type="text"/>
Editor on Cover	<input type="text"/>
Fiction / NF	<input type="radio"/> FICTION <input type="radio"/> NON-FICTION
Type	<input type="text" value="Normal"/> ?
BISAC 1	<input type="text"/> ?
THEMA 1.1 1	<input type="text"/> ?

<input type="button" value="Next"/> <input type="button" value="Pause"/> <input type="button" value="Cancel"/>	<input type="button" value="Summary"/>
--	--

And Another Thing...

- ONIX recipients
- Backlist
- Thema 1.2

http://www.editeur.org/151/thema

The screenshot shows the Editeur.org website. The top navigation bar includes links for HOME, ABOUT, STANDARDS (with a dropdown arrow), COLLABORATIONS (with a dropdown arrow), MEMBERSHIP (with a dropdown arrow), EVENTS, and CONTACT. Below the navigation bar is a large banner with the Editeur logo on the left and the word 'Standards' in the center, accompanied by an image of a person reading a book. A breadcrumb trail below the banner reads 'You Are Here: Home / Standards / Thema'. The left sidebar contains a 'STANDARDS' section with a list of categories: ONIX (with sub-items: ONIX for Books, ONIX for Subscription Products, Licensing Terms and Rights Information, Filenaming, ONIX Identifier Registration Formats), E-Commerce (with sub-items: EDIFACT, EDIX XML, ICEDIS Fixed-length Formats, FTP Filenaming), and Identifiers (with sub-item: ISBN). The main content area is titled 'Thema' and contains a sub-header 'Thema - the subject category scheme for a global book trade'. Below this is a paragraph stating: 'Thema is a new global subject classification system for books, which has already gathered wide international participation and adoption.' This is followed by a quote: '“Thema is a multilingual subject category scheme designed to meet the needs of publishers, retailers and trade intermediaries in all sectors of the global book publishing business. It is managed by an international group of stakeholders, and is free to use. Thema aims to enhance the merchandising, discoverability and potential sales of books by simplifying the communication of accurate and detailed subject information across international markets and reducing the need to maintain numerous national subject schemes.”' The final paragraph explains: 'Thema is intended for use by all parts of the book business, from publishers to retailers, and even in public libraries. Unlike other book trade subject classifications, it aims to be globally applicable. And in contrast to various academic library classifications that are used internationally, it is tailored for commercial use within the trade. It is a flexible standard that allows each market to retain its unique cultural voice while still presenting a unified subject hierarchy that rationalises book classification. The goals of Thema are to reduce the duplication of effort required by the many distinct national subject schemes, and to eliminate the need for scheme-to-scheme mapping that inevitably degrades the accuracy of classification, by providing a single scheme for broad international use. It can be used

Ask me anything
(*Thema* related, preferably)



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Any questions?



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Most of the Global Marketplace**

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