



EVENTS

**BIC Brunch:
Launching BIC's Brand New
Metadata Tool**

29th October 2020

#bicbrunch

#bicmcd

Some housekeeping before we get started

- ✔ **Reducing background noise:** We kindly ask that all non-speaker attendees mute themselves to reduce any background noise.
- ✔ **Questions for speakers:** Questions will be invited at the end of this event.
- ✔ **Recording:** This event is being recorded for BIC to use in its marketing and to allow people who are unable to attend this session today to still enjoy the event later. Unless you speak, you will not be identified in the recording.
- ✔ **Social media:**
We'll be tweeting during this event using the **#bicbrunch** hashtag. Feel free to join in!

What is a BIC Brunch?

- ✔ Informal & short (60 minutes) & online
- ✔ Dedicated to book industry supply chain topics, successes, interests or concerns
- ✔ Unique opportunity to gather industry knowledge from experts and ask questions
- ✔ Recorded and shared online

Find out more:

- ✔ Green BIC Brunches – every two months:
<https://www.bic.org.uk/227/BIC-Green-Brunches/>
- ✔ Schedule of BIC Brunches:
<https://www.bic.org.uk/99/What-are-BIC-Breakfasts-and-BIC-Brunches?/>
- ✔ BIC's YouTube Channel:
<https://www.youtube.com/channel/UCEbQhwp9eweNkfBY1Ln0rTQ>

Agenda

- 12pm **Introduction and update on BIC**
Karina Urquhart, Executive Director, BIC
- 12:05pm **Introducing the BIC Metadata Capabilities Directory**
Peter Mathews, BIC Metadata Map Project Lead
- 12.25pm **MCD Pioneer Organisations:**
Ben Gutcher, Head of UK Sales, Thames & Hudson
Eric Green, Managing Director, Digital, Bibliographic Data Services Ltd
Nick Coveney, Publisher Relations & Content Lead, UK & ANZ, Rakuten Kobo
- 12:50pm **Question and Answer and General Discussion**
- 1pm **Wrap-up and end -** Karina Urquhart, Executive Director, BIC

Who we are



BIC (Book Industry Communication Ltd) is at the cornerstone of the book industry, creating standards, delivering best practice and improving margin.

If you are in the book industry supply chain you need to be a member of BIC.

www.bic.org.uk

BIC's Product Data Excellence Award:

<https://www.bic.org.uk/90/Product-Data-Excellence-Awards/>



The BIC MCD



#bicmd
#bicbrunch



Over to our first speaker...



Peter Mathews,
BIC's Metadata Map Project Lead



#bicbrunch
#bicmcd





Introducing the
BIC MCD

Peter Mathews

BIC Metadata Map Project Consultant

Origins

- The BIC Metadata Sub-Committee identified inconsistencies in the metadata supply chain
- Lack of knowledge on
 - The scope of metadata supplied in total
 - Who *supplies* what metadata attributes and how?
 - Who *receives* what metadata attributes and how?
 - What metadata attributes could be *usefully* supplied?
 - What metadata attributes *are* supplied but are ignored or transformed?
 - What custom requirements are in use?
- Could all metadata supply chain participants benefit from a collaborative approach to finding the answers to these problems?



Objectives

Launched at LBF 2018 the project aimed to

*Build a sustainable Metadata Map
of the UK metadata supply chain and to
share the aggregated results with all participants
to provoke positive change in data behaviours by users.*

Key Questions

- Scope and detail of data collection
- Sophistication of 'Map' presentation and interactivity
- Uncertain demand from across whole metadata supply chain



Ambition vs Pragmatism

- Development and testing of draft question set
- Feedback from 'Pioneer Group' participants
- Balancing brevity with usefulness
- The development cost of sophistication
- Establish trust amongst participants

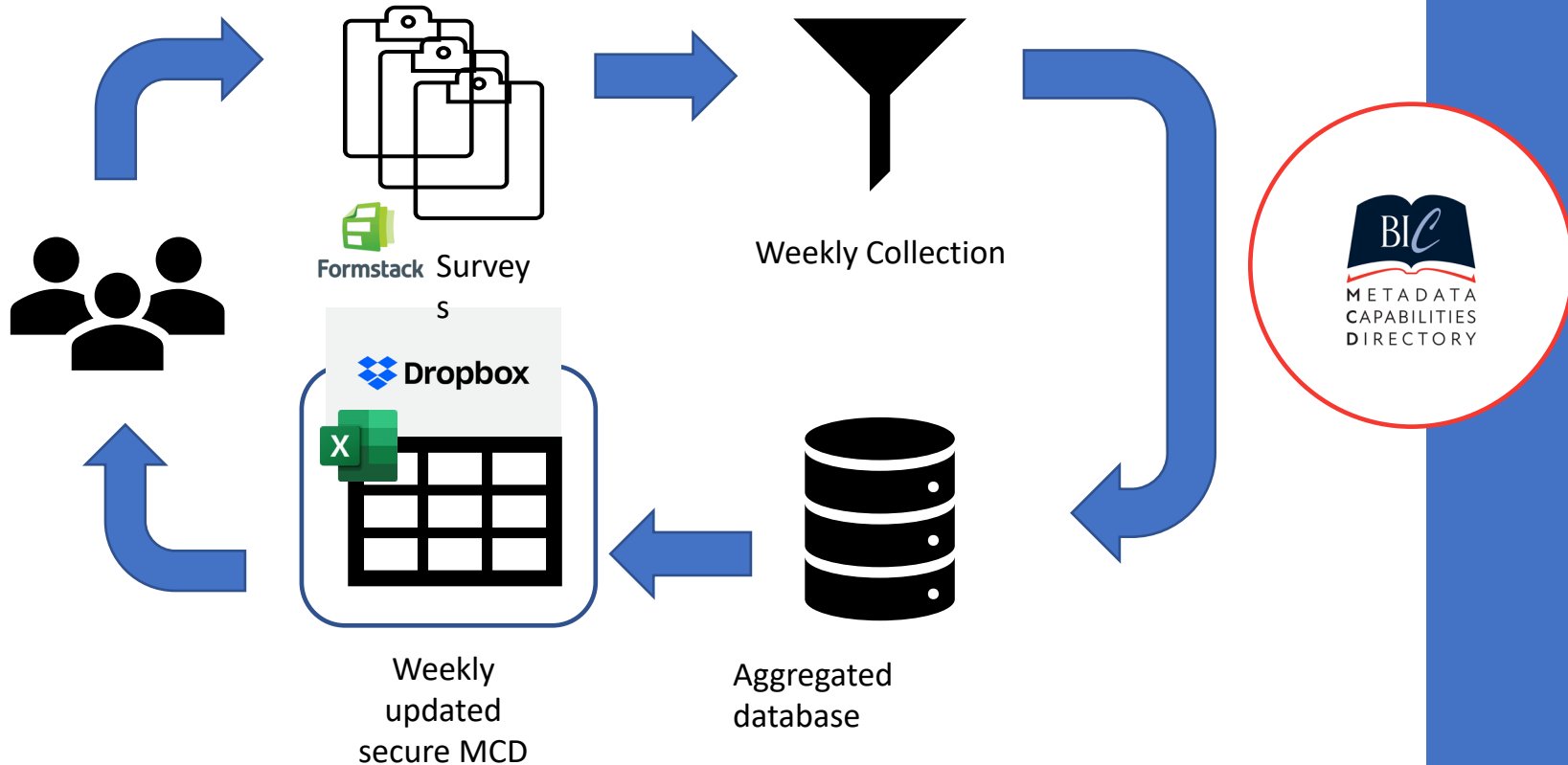


Delivering the MCD

- BIC members only
- One level of contribution and access
- Structured responses to survey questions
- 'Proof of concept' solution needed
- No compromise on data integrity or security
- Expectation management
- Establish community of participants first
- Build foundations for possible future development



System Architecture

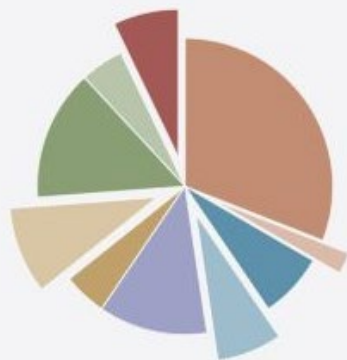


Key information from MCD contributions.

Data is generated directly from the MCD and updated on a weekly basis.

Primary Activity of Organisations

- Publisher
- Sales Agent
- Physical Distributor
- Wholesaler
- Library Supplier
- Retailer - Chain
- Retailer - Independent
- Retailer - Online
- Data-Services Provider
- Library
- System Developer
- Other Type of Organisation



Use of Keywords

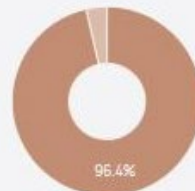
- Supplier
- Recipient



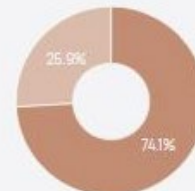
Use of ONIX 3

- Yes
- No

Suppliers



Recipients



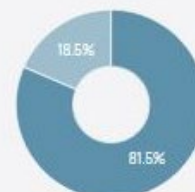
Use of Thema

- Yes
- No

Suppliers



Recipients



DATE YOUR MCD DETAILS

MCD Survey: *scope*

Questions for data suppliers

- ☐ S1 Data Supplier: Products
- ☐ S2 Data Supplier: Validation
- ☐ S3 Data Supplier: Customisation
- ☐ S4 Data Supplier: Data Supply Processes
- ☐ S5 Data Supplier: File Communications
- ☐ S6 Data Supplier: Field-level detail - Identifiers
- ☐ S7 Data Supplier: Field-level detail - Contributors
- ☐ S8 Data Supplier: Field-level detail - Title, Sub-title, S
- ☐ S9 Data Supplier: Field-level detail - Product Form
- ☐ S10 Data Supplier: Field-level detail - Audience
- ☐ S11 Data Supplier: Field-level detail - Subject
- ☐ S12 Data Supplier: Field-level detail - Descriptions, T
- ☐ S13 Data Supplier: Field-level detail - Jacket/Cover &
- ☐ S14 Data Supplier: Field-level detail - Publisher and I
- ☐ S15 Data Supplier: Field-level detail - Sales Rights
- ☐ S16 Data Supplier: Field-level detail - Pricing
- ☐ S17 Data Supplier: Field-level detail - Availability & P

Questions for data recipients

- ☐ R1 Data Recipient: Products
- ☐ R2 Data Recipient: Governance & Validation processes
- ☐ R3 Data Recipient: File requirements & customisation
- ☐ R4 Data Recipient: Data file supply expectations
- ☐ R5 Data Recipient: Record integrity and Data Transformations
- ☐ R6 Data Recipient: File communications
- ☐ R7 Data Recipient: Field-level detail - Identifiers
- ☐ R8 Data Recipient: Field-level detail - Contributors
- ☐ R9 Data Recipient: Field-level detail - Title, Sub-title, Set/Series, Edition
- ☐ R10 Data Recipient: Field-level detail - Product Form
- ☐ R11 Data Recipient: Field-level detail - Audience
- ☐ R12 Data Recipient: Field-level detail - Subject
- ☐ R13 Data Recipient: Field-level detail - Descriptions, Table of Contents, Reviews
- ☐ R14 Data Recipient: Field-level detail - Jacket/Cover & other Marketing collateral
- ☐ R15 Data Recipient: Field-level detail - Publisher and Imprint data
- ☐ R16 Data Recipient: Field-level detail - Sales and Distribution Rights
- ☐ R17 Data Recipient: Field-level detail - Pricing
- ☐ R18 Data Recipient: Field-level detail - Availability & Product lifecycle data



MCD Survey: *response format*

Organisation 3: Systems and People

Please describe the systems you use to manage all aspects of product metadata within your business.

O3.1 How do you manage your product metadata?

- ☐ Single system
- ☒ Multiple systems
- ☐ We are not sure
- Please select

O3.1a Which systems do you use?

Bibliographic
Descriptive
Front cover
Contributor
Product and
Product
Web search, distribution
Single
Multi

S8.1a Please provide any additional notes on any specific title attributes you are able to provide.

600/600

Please detail any key examples where your own structured data sent was not reproduced appropriately by recipients.

S8.2 Please provide an example extract (from your ONIX file or similar) to show the range and scope of fields/tags used to delimit title, sub-title, collection, set or series or Edition information

600/600

Please show the widest range of data tags that your files allow for

☐ We are unable or choose not to provide a response to this question.



MCD Survey: *completeness*

- All questions are required to be answered
- All questions have a 'no response' option

S4.2 Are you able to provide ONIX 3 files as part of your routine metadata supply?

☐ Yes

☐ No

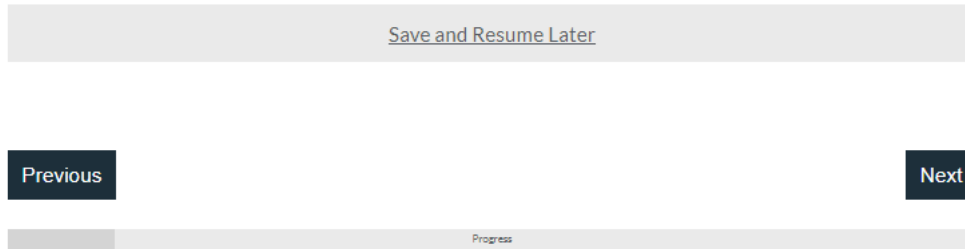
☐ We are unable or choose not to provide a response to this question.



- Use of this response is monitored by BIC
- Permitted to use in up to 10% of questions

MCD Survey: *navigation*

- The survey is large and may take some time to complete
- May require assistance from others in your organisation
- 'Save and Resume' function available end of each page



- Emailed link provided saving all answers provided
- Able to be shared to others
- Links must be used one at a time
- Link takes user back to start of survey

MCD: *System and Data Security*

If you wish to do so, please click on this link <https://www.uuidgenerator.net/version4> to generate a new version4 ID.

The link will open in a separate window and will look like this (ignore the rest of the page)



Please click the 'copy' button (shown with a red arrow in the image above) in the page to copy the Unique ID.

MCD System and Data Security

- One authorised user (email) per organisation
- Unique Organisation ID required to update submission
- Both user and UID can be changed
- MCD submissions are curated by BIC
- Only approved users can access MCD
- MCD held securely in Dropbox and Google
- Updated weekly at 2am Monday
- Read-only access



How to use the MCD Spreadsheet

- Read-only, available to Authorised User only
- Search, Filter and Reformatting possible

	A	B	H	FB	GW	HH
	Date	O2.1 Please provide the name of your organisation	O2.7 What is your organisation's PRIMARY activity? Please choose the heading that best represents your main activity	R4.2 Are you able to accept ONIX 3 files as part of your metadata ingest routines?	R12.1 Are you able to accept Thema subject codes in routine metadata files?	R12.7 Are you able to accept and make use of Keywords in files from suppliers?
1	2020-09-18 16:41:44	Test ID 52e	Retailer - Online	Yes	Yes	Will use all keywords supplied
2	2020-09-10 17:09:43	AMB TEST 9.1	Retailer - Online	Yes	Yes	Will use all keywords supplied
6	2020-07-28 11:12:46	Test 2.4	Retailer - Independent	Yes	Yes	Will use all keywords supplied
36	2020-07-13 16:04:47	Test 5.1	Retailer - Chain	Yes	Yes	Will use all keywords supplied



What's in it for me?

- Completing the survey provokes a systematic review of your own system capabilities
- Use the MCD to benchmark your own capabilities against:
 - The whole supply chain
 - Similar organisations
 - Your data partners' abilities/expectations
- Target system improvements based on MCD



How could the MCD be used?

Example:

- Publisher currently provides only limited format detail for their products which contain multiple components:
- By using the MCD, is able to identify that:
 - 65%* of all suppliers provide 'Product Part' composite using ONIX 3 and additional component detail
 - Including 3 other, similar, competitor publishers
 - 42% of all recipients accept 'Product Part' composite ONIX 3.0 and a further 37% accept 'Contained Item' composite in ONIX 2.1
 - Including 2 customers who are showing significant sales growth of multi-component 'blended' products
- Result: Publisher invests in system development to provide more appropriate, structured detail in output data files
- * Note percentages quoted are speculative!



Where are we right now?

- System build
- UAT testing
- Live system testing
- Soft launch with Pioneer Group
- Live launch to whole BIC Membership



Soft launch with Pioneer Group

This means:

- Surveys are open for invited submissions
- System aggregation on a weekly basis
- MCD *not yet shared* with contributors
- Webpage updated on weekly basis but not yet published
- Live launch to whole BIC Membership soon!



What can I do now?

BIC Members:

- Join our 'Pioneer Group' of early adopters
- Prepare to take the survey when launched
- Look out for launch announcement
- Non-BIC members - Join BIC!
 - if you are active in the UK supply Chain
even if you are not UK-based





Best Practice
in practice!

Peter Mathews

BIC Metadata Map Project Consultant

metadatamap@bic.org.uk

Over to our second speaker...



Ben Gutchner,
Head of UK Sales,
Thames & Hudson
Data supplier

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Ben Gutcher

Thames&Hudson

Over to our third speaker...



Eric Green,
Managing Director,
Digital, Bibliographic Data Services Ltd
Data recipient and supplier



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BDS & BIC Metadata Capabilities Directory (MCD)

29th October 2020

Eric Green

MANAGING DIRECTOR
DIGITAL
eric.green@bdslive.com

Who are BDS?

- BDS: Bibliographic Data Services Limited
- Established in 1995
- Employ over 70 staff
- Privately owned, British company
- Based in Dumfries, South-West Scotland
- **DATA AGGREGATOR**



RECIPIENT AND SUPPLIER OF METADATA

Book Trade and Libraries

Standards

- ✓ ONIX 2.1 & 3.0
- ✓ BIC and Thema
- ✓ NACO/ISNI authority control for contributors
- ✓ RDA
- ✓ MARC21 or UNIMARC exchange format
- ✓ Dewey Decimal Classification
- ✓ Library of Congress Classification
- ✓ Library of Congress Subject Headings
- ✓ Genre headings for fiction

Why become involved?

- Develop a better understanding of the capabilities of our client base both upstream and downstream
- Where to go/who to contact should any issues arise.

Benefits to the business

- Greater understanding for the business on what is available from our metadata suppliers (publishers, distributors, wholesalers etc.) especially around ONIX3, ebook capabilities etc.
- Tailor our services for our clients, what their metadata needs are with regards to format, content etc.

Reference Tool

- “Departmental” pool of knowledge in ‘specialist areas’ within many organisations
- MCD will hopefully break down these silos of knowledge and make it easier for staff to access information on areas that are not their speciality

Finally...



Thank You

Over to our final speaker...



Nick Coveney,
Publisher Relations & Content Lead, UK & ANZ,
Rakuten Kobo
Data recipient

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#bicmcd

Rakuten kobo





Rakuten kobo

Thoughts on the Metadata Capabilities Directory

Any questions?

**You can use the chat box provided
or ask our speakers directly.**

Remember to unmute yourself!

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EVENTS

Presentation slides will be available on our website shortly.
A recording of this event will be posted to BIC's YouTube channel.

#joinbic #bicbrunch

Stay in touch by joining our mailing list(s):

<https://www.bic.org.uk/188/Join-our-mailing-lists/>

www.bic.org.uk



Thanks for attending!

Register for the next BIC Brunch (2nd Dec 2020):

<https://www.eventbrite.co.uk/e/bic-brunch-december-2020-sales-inventory-reporting-for-the-21st-century-tickets-126541377667>

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