

BIC'S BUILDING A BETTER BUSINESS SEMINAR 2017

Thursday 16th March 2017
10am–12:35pm
The Dark Room, Olympia
 (Level 1, Grand Hall Gallery, beside the Media Centre)

@BIC1UK #LBF17bbb

Join us in this two and a half hour session where you will hear from book industry experts on a variety of topics, all ultimately focussed on helping you build a more efficient business. You will learn how savvy publishers and retailers can radically improve their web page search ranking by using the extra mark-up schema.org vocabulary. You will hear about the International Standard Name Identifier (ISNI), and how it can be used to identify contributors and organisations, how it is assigned and how it can help publishers improve their business. You will hear an update on how things currently stand regarding accessibility within the book industry, and some concrete suggestions about where we should be heading, things we should be doing, opportunities, and upcoming milestones for all players including distributors, libraries, and retailers. You will learn, from recent 2016 studies in both the UK and the US about the importance of complete and timely metadata for discoverability and sales, what the latest trends are, the impact on the supply chain and ultimately the consumer. Discover what lies ahead for the book industry with regards cognitive/artificial intelligence via real-life examples of applications of this technology across editorial, marketing and operations. Finally, learn what plans Amazon have for *Thema* – the subject category scheme for a global book trade – and how these plans will ensure an intuitive customer browsing experience.

PROGRAMME

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| 10.00 – 10.05 | Welcome - Karina Luke, Executive Director, BIC |
| 10.05 – 10.25 | The Best Laid Schemes...
Speaker: Graham Bell, Executive Director, EDItEUR
schema.org is an extra mark-up you can add to a web page that can radically improve the page's search ranking. In this session, Graham Bell shows how structured metadata from ONIX can be added to web pages by savvy publishers and retailers, using the schema.org vocabulary. |
| 10.25 – 10.30 | Questions for Graham |
| 10.30 – 10.50 | The Importance of Metadata for Discoverability & Sales – Latest trends, and the Impact on the Supply Chain & Consumer
Speaker: Clive Herbert, Head of Publishers Services, Nielsen Book Discovery Services
The UK study (using Nielsen Book's bibliographic data) looked at what correlation exists between the completeness of metadata and the resultant sales. The findings of the 2016 study echo those previously seen, where titles meeting the BIC Basic requirements and carrying more extensive descriptive data see higher sales on average than titles with less complete data. Taking the analysis one step further, the 2016 UK study also shows the positive correlation between the timeliness of data supply and the resulting sales.
For the first time, Nielsen Book has also run a US study. Analysing the US data (using Bowker's bibliographic data) allows the identification of the correlation between metadata and sales at a high level. In addition, Nielsen has looked at the benefits of using keywords and the correlation with sales.
Clive Herbert, will present the findings of the two reports and show the value and importance of metadata in the book supply chain. |
| 10.50 – 10.55 | Questions for Clive |

P.T.O

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PROGRAMME (CONTINUED)

10.55 – 11.15

Building a More Accessible & Inclusive Future for our Books

Speaker: Alicia Wise, Director of Access & Policy, Elsevier

Elsevier are committed to accessibility by enabling access and optimizing the user experience for individuals. Some of these individuals will be people with disabilities including auditory, cognitive, physical, speech and/or visual disabilities. Their publications are designed to be accessible for all and are provided in a wide range of formats including HTML, PDF, and EPub. Their platforms are also designed to be accessible for all, with features that benefit all users including full-text searching, bookmark-friendly links to book chapters, a flexible and consistent user interface design, and usability via screen readers and keyboards. What would help Elsevier – and many other publishers – is to work with their supply chain partners to ensure that these accessibility features are communicated and replicated throughout the book supply chain, and supported by all players including distributors, libraries, and retailers. Together we can build better book businesses! This session will provide an update on how things currently stand regarding accessibility within the book industry, and some concrete suggestions about where we should be heading, things we should be doing, opportunities, and upcoming milestones.

11.15 – 11.20

Questions for Alicia

11.20 – 11.40

A Question of Identity

Speaker: Tim Devenport, EDItEUR and Executive Director, ISNI International Agency

Tim Devenport introduces the International Standard Name Identifier (ISNI), and explains how it can be used to identify contributors and organisations, how it is assigned and how it can help publishers improve their business processes

11.40 – 11.45

Questions for Tim

11.45 – 12.05

Practical Applications of Cognitive / Artificial Intelligence in Publishing

Speaker: David Ingham, Associate Partner, Media & Entertainment, IBM

Cognitive technologies (AI, machine learning, predictive analytics, natural language processing, etc.) are increasingly being used to enhance customer engagement, reduce costs and bring innovation to new products. This revolution is not passing over the publishing industry and in this session we will examine some practice applications of this technology across editorial, marketing and operations.

12.05 – 12.10

Questions for David

12.10 – 12.30

Browse Tree Guides & Thema codes

Speaker: Isabel Gouveia, POC Browse Books Europe, Amazon

Amazon Books Browse Tree Guides are documents intended to help publishers understand the structure of the Amazon's Books category, including what classification metadata needs to be added to each product so that titles are assigned to the specifically correct place in the store. The *Thema* classification scheme is the backbone for those assignments, providing accurate and detailed subject information across international markets, and ensuring the most intuitive customer browsing experience.

12.30 – 12.35

Questions for Isabel

12.35pm

Thanks and CLOSE – Karina Luke, BIC



About Book Industry Communication (BIC) Ltd

BIC is the book industry's independent supply chain organisation, committed to improving the efficiency of the trade and library supply chains, reducing cost and automating processes. BIC is committed to creating an efficient supply chain for both physical and digital products across the entire book industry, working with all relevant stakeholders to eliminate wasteful and time-consuming practices and implement solutions acceptable to all. BIC's unique position of trust with all parties in the supply chain makes it possible to reach agreement on dependable standards and ways of working. Training is also at the heart of BIC's activities and BIC strongly believes that successful businesses start with people.

Find out more: www.bic.org.uk

A word about our sponsor:



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