

BIC Children's Book Marketing Categories

TECHNICAL REQUIREMENTS

Version 1.1: Post-Release Revision (May 2021)

All participating Publishers wanting to carry Children's Book Marketing Category (CBMC) information on their internal systems, will have to make the following provisions.

The CBMC data should be held on, or linked to, records for children's books and products, in a discrete field, five characters in length.

This is a non-repeatable field, allowing one occurrence only of a five-character, alpha-numeric code in the format *anann*, eg A1M68, D3N79.

CBMC codes are valid only when all five characters are present. Allowable characters for each position are shown in the accompanying table. There are no invalid combinations of allowable characters placed in the correct position. No character is repeatable or allowable in more than one position. Thus, it is possible to generate a list of all possible combinations of allowable characters, to establish an Authority List of valid sequences if required.

(Note: In the original release of CBMC, the character "X" (Value Unknown) was permitted in any position in the CBMC code. This was intended only for temporary internal use where the CBMC code was initially generated as the result of a "mapping" from existing bibliographic data (eg for backlist titles), and where insufficient data was available to confirm a particular characteristic of the book. This circumstance no longer applies and use of X is now deprecated. Certainly, no CBMC code containing X should be exported or sent to data recipients.)

CBMC is supported in ONIX outputs and is indicated by code 21 from List 27 Subject Scheme Identifier. Use of Version Number and Subject Heading text is not required. CBMC should be accompanied by other trade subject scheme data (such as Thema or BIC) and should not be presented as Main Subject. An example of CBMC (one per record) in an ONIX product message (3.0 or 2.1) is shown below:

```
<Subject>  
  <SubjectSchemeIdentifier>21</SubjectSchemeIdentifier>  
  <SubjectCode>B3N69</SubjectCode>  
</Subject>
```

Tables of BIC Children's Book Marketing Categories, Version 1

Position 1. INTEREST LEVEL

The following characters are allowable in Position 1

<u>Character</u>	<u>Definition</u>
A	0-5 years
B	5-7 years
C	7-9 years
D	9-11 years
E	12+ years

Position 2. BROAD SUBJECT

The following characters are allowable in Position 2

<u>Character</u>	<u>Definition</u>
1	Poetry & Plays / Songs & Music
2	Home / Early Learning
3	Fiction
4	Reference
5	Non-fiction

Position 3. TYPE / FORMAT

The following characters are allowable in Position 3

<u>Character</u>	<u>Definition</u>
F	Electronic Format
G	Annual
H	Treasury / Gift Anthology
J	Novelty Book
K	Board / Bath / Rag Book
L	Activity Book
M	Picture Book
N	Ordinary Printed Book Format
P	Stationery & Other Merchandise

Position 4. CHARACTER

The following characters are allowable in Position 4

<u>Character</u>	<u>Definition</u>
6	Character
7	Non-character

Position 5. TIE-IN

The following characters are allowable in Position 5

<u>Character</u>	<u>Definition</u>
8	TV / Film Tie-in
9	Non Tie-in