

# BIC

## Breakfasts 2016

**Welcome to January's BIC Breakfast:**  
*Thema* – the International Book  
Subject Classification Scheme

**#BICBreakfast**

Kindly sponsored by

**nielsen**  
.....



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**What is a  
BIC Breakfast?**

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THE BOOK INDUSTRY'S  
SUPPLY CHAIN ORGANISATION

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# **BIC Committees**

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



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# Regular BIC Events

BIC Breakfasts (monthly)

LBF Supply Chain Seminar (April 2016)

New Trends in Publishing Seminar (Sept 2016)

BIC Networking Events

- including the BIC Bash (Nov 2016) and  
events hosted by the British Library



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## **BIC on the web**

New website coming in 2016

Extensive Training Programme

Social Media:

**@BIC1UK**

**@KarinaLuke**

**@LastPhoenixDown**

**@BIC\_LCF**

**Connect with us on Twitter, Facebook and LinkedIn.**



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# NIELSEN BIC BREAKFAST

Mo Siewcharran  
20 January 2016



# NIELSEN AT THE HEART OF THE SUPPLY CHAIN

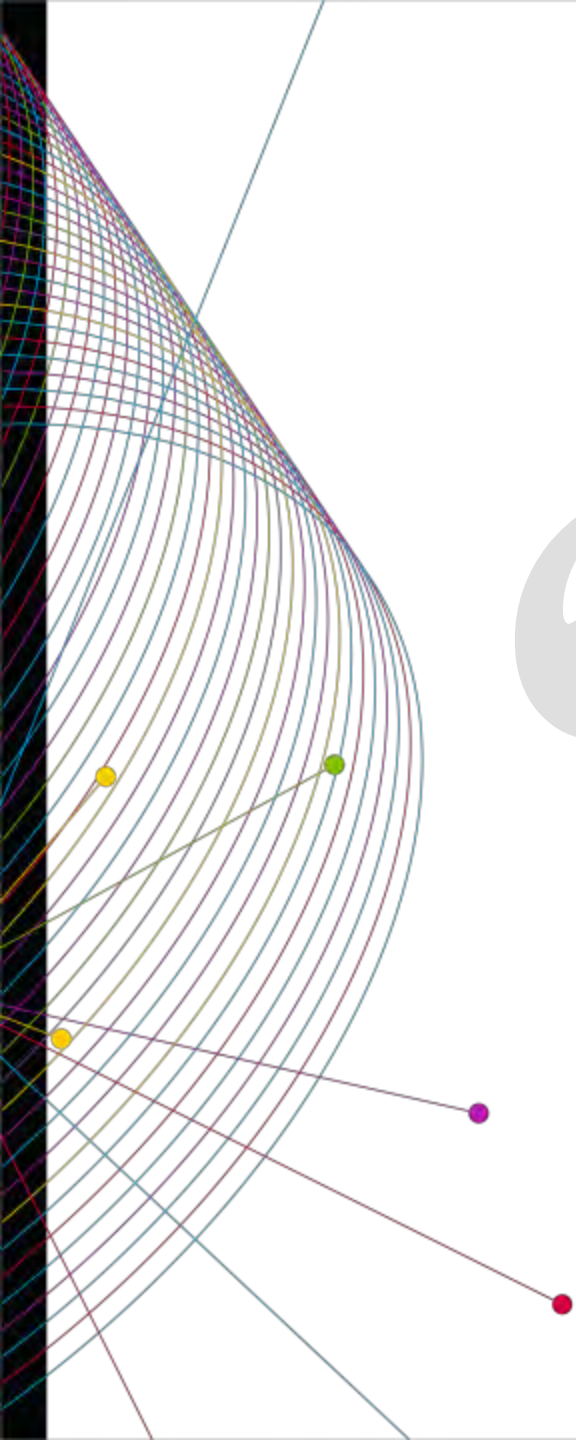


# THEMA

Welcome and thank you for attending this BIC Breakfast and our thanks to BIC

## Key message from the sponsor:

- We want to encourage your involvement with this classification scheme, to become *Thema* champions within your organisation and in the wider book industry
- and
- We would like to enlist your help to support and promote *Thema* in future

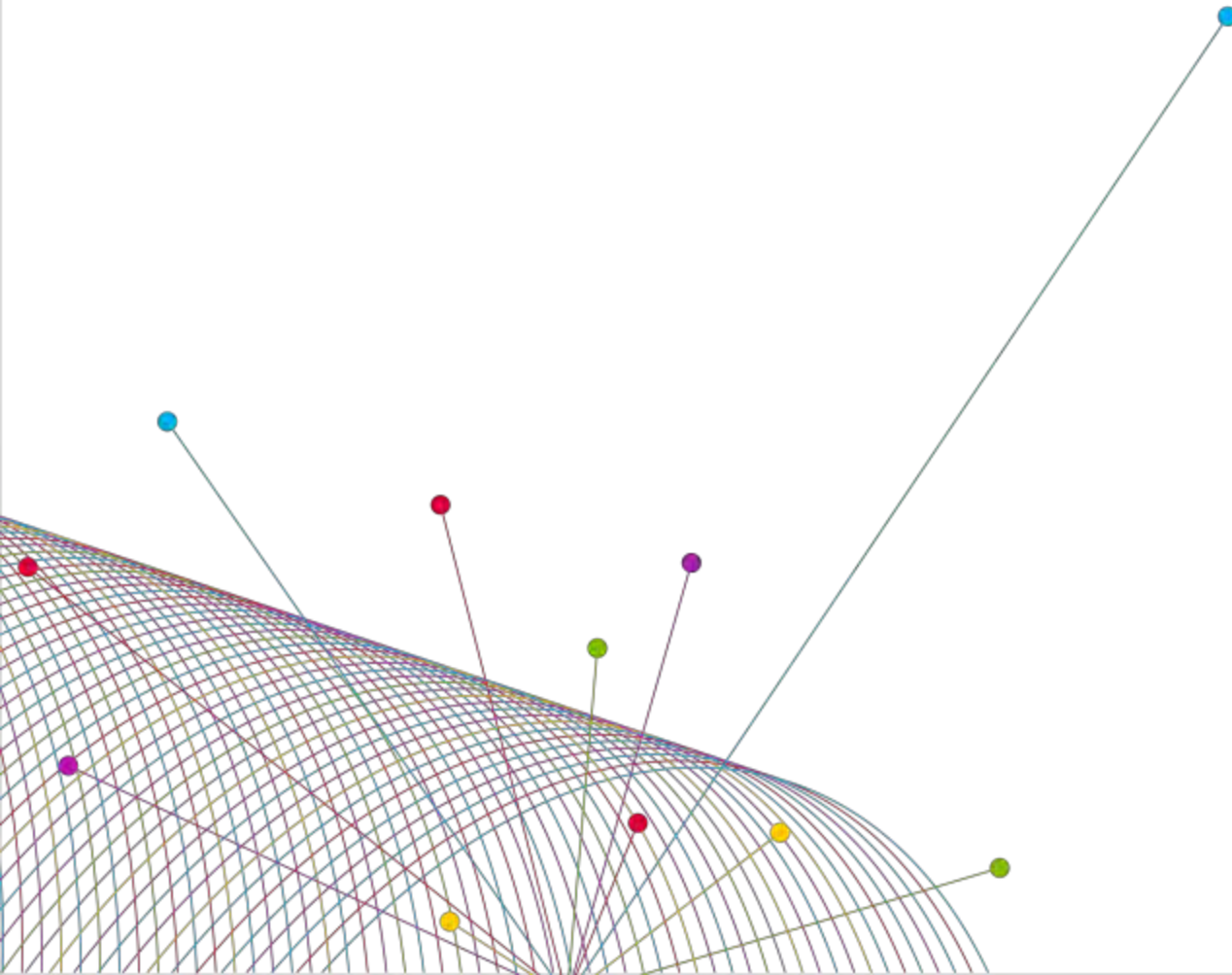


**“The aim is to help you sell  
more books”**

Thank you for attending

nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™





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**Over to Howard...**



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# *Thema*

and its benefits for the  
UK Book Trade

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

# Audience Survey

How many of you:

- have looked at the scheme / documentation?
- are actively implementing or using *Thema*?
- are talking with trading partners about adopting *Thema*?





**1, Why we need *Thema***

**2, Origins & development**

**3, The structure of *Thema***

**4, The UK perspective**

# What is *Thema*?

## *THE*

International standard for subject classification  
for the global book trade – physical & digital

# The Communication Problem

- Growth of digital and online means ever more content available to greater number of consumers in an increasingly global market
- ONIX means we can now communicate all product data in standard form – *except subject classification*
- Because book trade subject schemes tend to be national, not international – eg BIC in the UK
- How 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

# Mappings

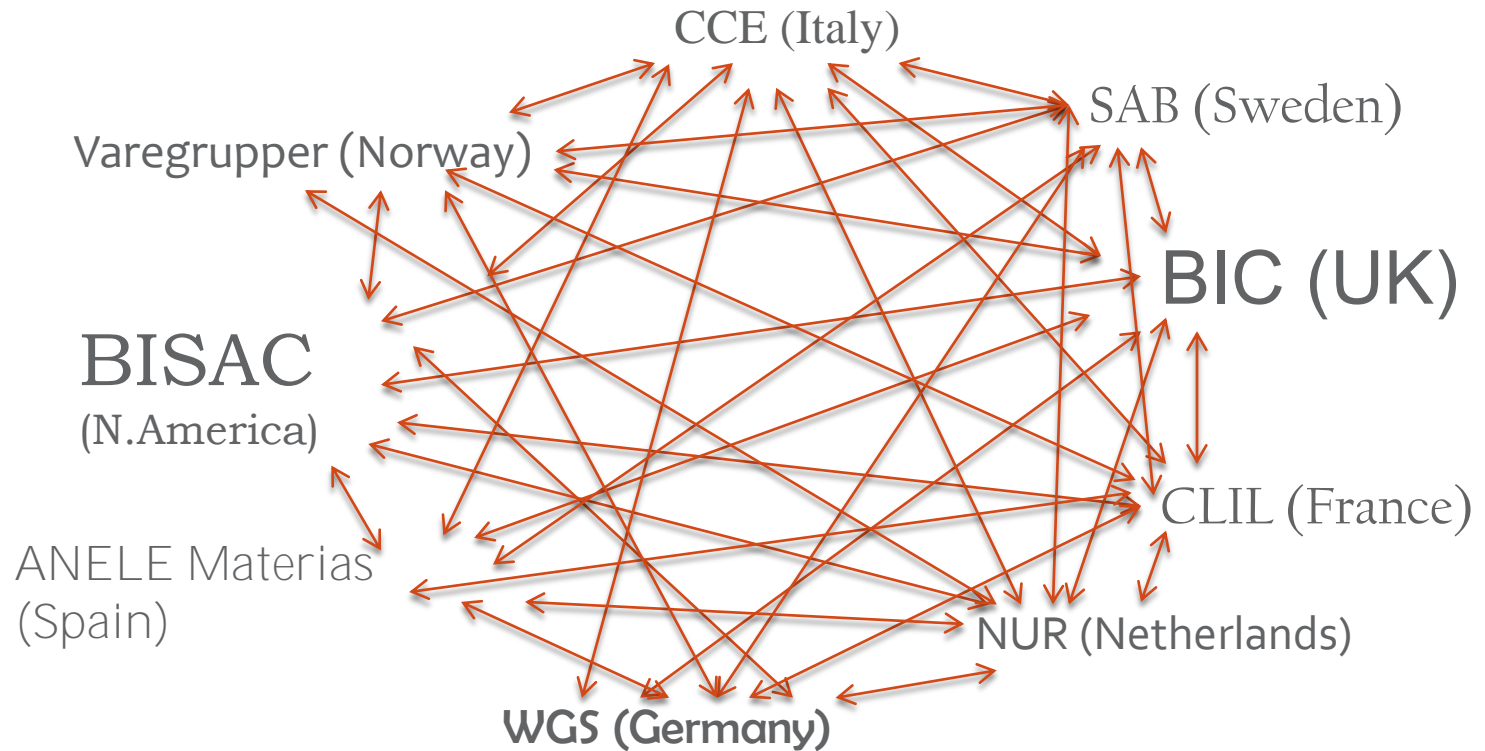
- Traditional solution: MAP between schemes
- Mapping works – up to a point, but...
  - Schemes are of various size & detail
  - Different mappings > different outcomes
  - Degrade data > loss of precision, loss of value, loss of control > loss of sales?
  - Can be complex, need to be maintained

# Limitations of Mappings

- Maintaining one or two mappings is manageable
- But so many national / proprietary / specialist schemes
- Situation described by Michael Tamblyn of Kobo as

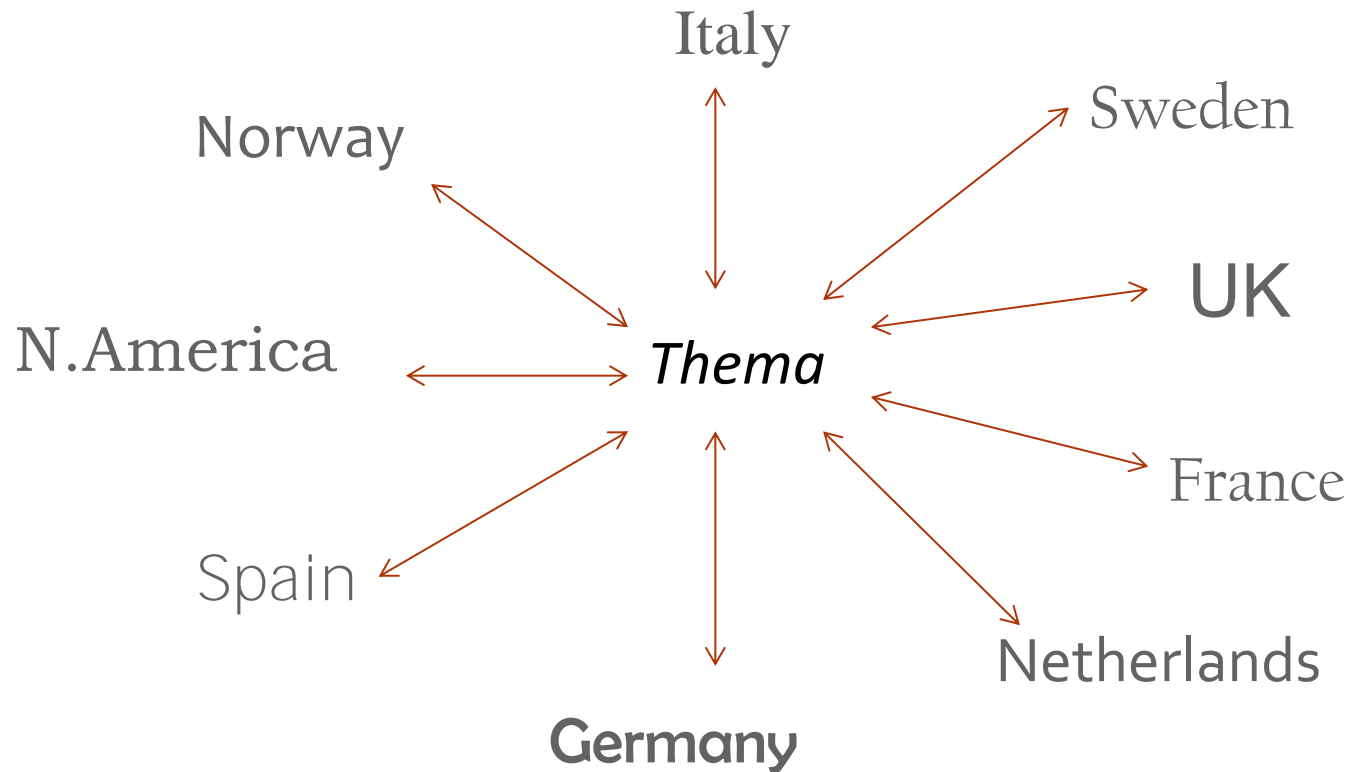
**MAP-O-RAMA**

# What Map-O-Rama Looks Like





# How *Thema* Works



# How *Thema* can help

- International trade requires international standards
- *Thema* can replace local schemes and the need for endless mappings & conversions – 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 customers worldwide
- **Retailers & libraries**  
Receive consistent rich subject data from wider range of suppliers
- **Aggregators**  
Less manipulation of subject data
- **Consumers**  
Potential access to global output



**1, Why we need *Thema***

**2, Origins & development**

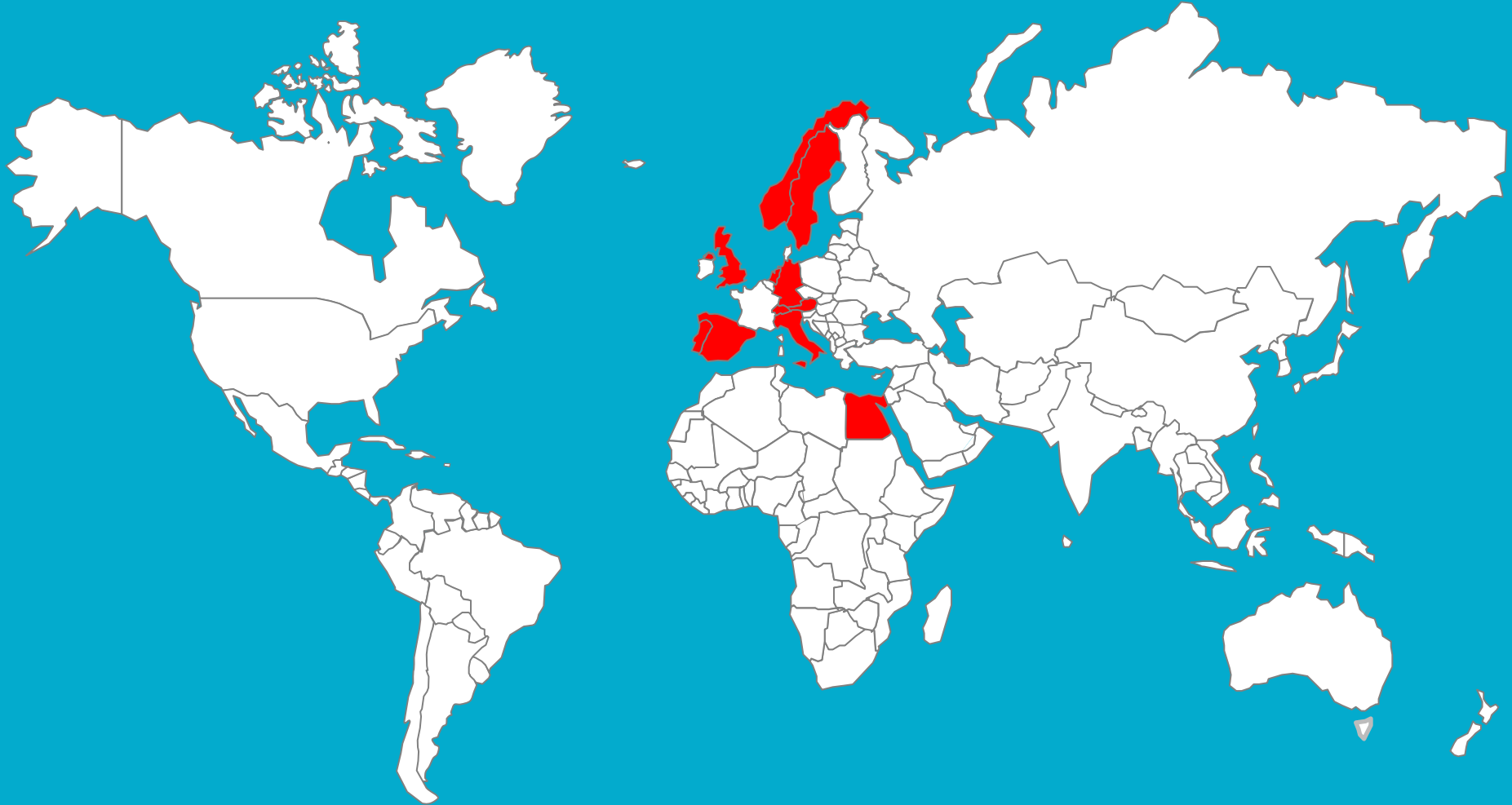
**3, The structure of *Thema***

**4, The UK perspective**

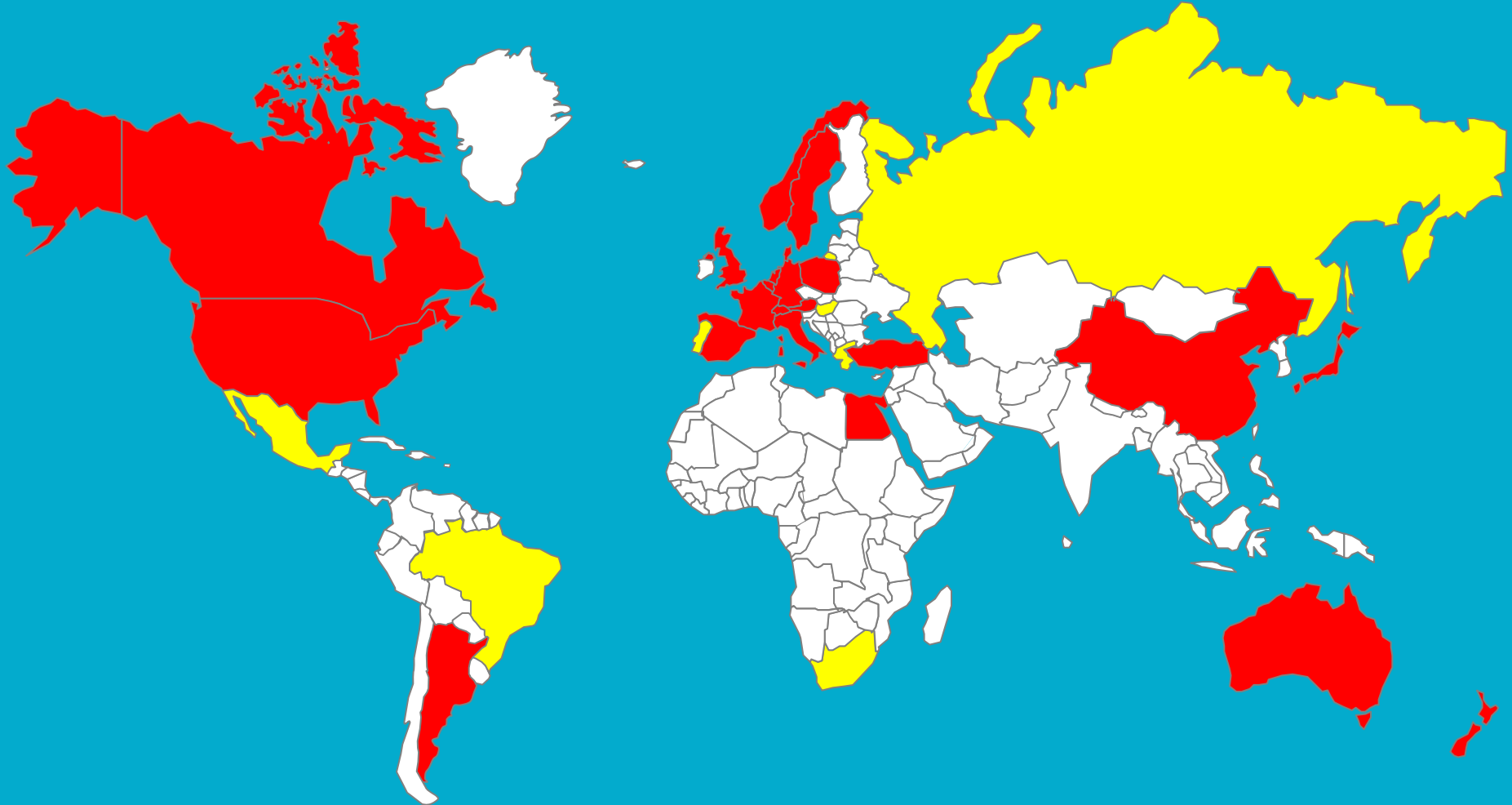
# Origins & Expansion

- Discussions at London Book Fair 2011
- Initially largely Eurocentric
- USA & Canada joined at Frankfurt 2012
- Ongoing interest from other countries around the world
- Now all continents represented

# Initial countries: LBF 2011



# Thema countries: Jan 2016





# Who is involved?

AIE	Danish PA	Kobo
Amazon.co.uk	Dilve	Kogan Page
Australian PA	Editis	Libri
Baker & Taylor	Electre	MVB
Barnes & Noble	Elkotob.com	National Library Poland
BIC	Elsevier	Nielsen Book
BISG	GiantChair	Norske Bokdatabasen
Bokrondellen	Hachette	NTCPDSAC (China)
Booknet Canada	HarperCollins	Penguin Random House
Bowker	Informazioni Editoriali	Springer
BTLF	Ingram	Turkish Publishers Assoc
CB	Japan Publishers Org	Waterstones

# *Thema* releases

- Initial *Thema* v1.0 released in late 2013
- *Thema* v1.1 followed Nov 2014
- *Thema* v1.2 under review; planned April 2016
- NB additions & modifications only

# *Thema* is in active use

- Germany: *Thema* now fully integrated into VLB (German BiP)
- UK: *Thema* in Nielsen data feeds, over 10 million records on db classified with *Thema*; also provided by Bowker, BDS
- *Thema* adopted as primary scheme in Norway and Sweden, and new Greek BiP
- N.America: titles on Bowker BiP with *Thema*; Booknet Canada assigns *Thema* on local titles

# *Thema* implementation begun

- Other countries around the world are at various stages of adoption
- *Thema* is available in: Arabic\*, Danish, Spanish, French, Italian\*, Japanese\*, Polish, Russian\*, Hungarian, as well as English, German, Norwegian & Swedish
- The Greek, Turkish and Chinese translations await approval from the relevant authorities

*\* Indicates incomplete translation*

# Governance & Review

- EDItEUR provide governance & administration
- *Thema* International Steering Committee, with representatives from National Groups
- National Groups propose new subject headings based on their market needs
- Ongoing review, new releases expected every one or two years



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# *Thema* Overview

- Straight-forward general book trade scheme
- Based on the BIC Classification scheme
- c2500 shared Subject Categories – 20 sections
- c2000 shared Qualifiers – 6 sets

# *Thema* Subject Codes

- Hierarchical Category Codes (alpha-numeric) for specific subjects (eg Arts, Fiction, Medicine)

QR	<i>Religion &amp; beliefs</i>
QRMB34	<i>Lutheran Churches</i>
FFC	<i>Classic crime fiction</i>
PHN	<i>Nuclear physics</i>
WBF	<i>Quick &amp; easy cooking</i>
YBCS	<i>Picture storybooks</i>



# Thema Qualifier Codes

- 6 sets of Qualifiers indicating Geographical, Language, Time Period, Educational Purpose, Interest, Style

1HFDF      *Burkina Faso*

2ADP      *Portuguese*

3MLBL      *c 1740 to c 1749*

4TM      *Revision & study guide*

5AL      *Interest age: from c 10 years*

6GA      *Gothic*

# National Extensions

- National Extensions within the Qualifiers – providing market-specific detail
- Enable Thema to ‘look local, act global’

1KBC-CA-KQT    *Nunavut: Qikiqtaaluk Region: Iqaluit*

1KBC                      *Canada*

# EDItEUR *Thema* site

- Best place to investigate *Thema*

[www.editeur.org/151/Thema](http://www.editeur.org/151/Thema)

- Executive summary & Mission statement
- Full text of V1.1 & supporting documentation in all available languages
- Interactive multilingual search tool

A background image showing a stack of books with various colored spines (yellow, green, purple, red, orange, blue, etc.) arranged horizontally. The books are slightly offset, creating a sense of depth.

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# Why change to *Thema*?

- What's wrong with BIC?

Absolutely nothing, but....

- BIC scheme

...has UK focus; global scheme needs international perspective

...is frozen (v2.1); all development now in *Thema*

# New features in *Thema*

- Many more Fiction genre headings
- Separate Graphic Novel/Manga section
- Expanded Children's/Teenage section
- Updated Science & Technology codes
- Huge range of Art & Music styles

# UK National Extensions

*Thema* still has UK-specific details (more so than BIC Qualifiers), through UK National Extensions

1DDU-GB-ENLM     *Manchester*

3MNB-GB-T     *Britain: Industrial revolution*

4Z-GB-ACT     *For National Curriculum Key Stage 4  
& GCSE (England & Wales)*

5PB-GB-B     *Relating to Black British people*

# 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*



# How to get started

- Get the documents from EDItEUR site
- 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)

# A Message for Retailers

- Retailers, especially international traders, have most to gain from consistency of supply
- Publishers are assigning *Thema* codes – Retailers must DEMAND them, to create ‘push & pull’ effect
- Effort cannot be maintained if no tangible benefit realised

# Summary

- Arose to meet real needs & solve a real problem
- Looks local, acts global
- Works with ONIX and other standards
- Responsive to needs of new & existing users
- Run by EDItEUR, supported by major players
- Improves communication and supports discovery of products across the global book trade
- UK/BIC users are best placed to adopt *Thema*

# 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 trade uniquely placed to exploit benefits



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[www.editeur.org/151/Thema](http://www.editeur.org/151/Thema)



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# THEMA: the International Book Subject Classification Scheme

Andrew Henty, Virtusales Publishing Solutions



# About Virtusales

Publishing management software: Biblio3 & BiblioLIVE

Established in January 2000

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

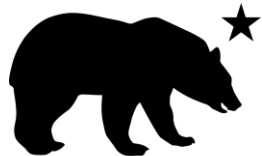
63 staff focused entirely in publishing – a mix of publishing professionals and software developers

Over 100 successful projects to date and growing

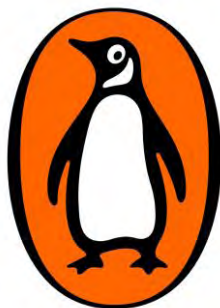
Our customers include...



Kogan  
Page



ARCTURUS



GRANTA

EGMONT

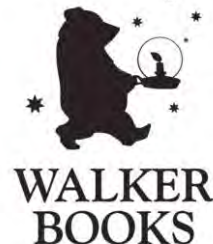
*We bring stories to life*



PROFILE BOOKS



CANONGATE



Duckworth  
Overlook

PAN MACMILLAN

penn state university press

RosettaBooks®

pittsburgh  
university of pittsburgh press



PUSHKIN  
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VERSO



RANDOM HOUSE AUSTRALIA

BONNIER  
Publishing

Atlantic Books

Constable & Robinson

Independent thinking since 1795



holtzbrinck  
Publishing Group





**Modernise**  
**Centralise**  
**Standardise**  
**Collaborate**  
**Organise**  
**Validate**  
**Automate**  
**Integrate**  
**Customise**  
**Future-proof**

# Why publishers choose Biblio

Continually evolving through regular updates to cater for changes in the industry and technology

Modular system - only implement and pay for what you need

Very user-friendly with wizards and templates to speed up data entry and reduce errors

Intelligent validation to enforce business rules and ensure high quality data

Complete phone / email support and online help

Compliant with industry standards THEMA, ONIX, BIC, BISAC

# Why we like THEMA

**International:** global standard with national extensions to support local details

**Maintains Quality:** avoids detail being lost in translation and maintains accuracy of data

**Cost Effective (long-term):** will save time and effort needed to maintain multiple national schemes

# Before THEMA

**Confusing:** need to understand multiple schemes

**Less efficient:** time consuming and expensive to maintain multiple national standards

**Less Accurate:** detail often lost in mapping from scheme to scheme

# Benefits of THEMA

**Efficient:** single, international standard that is easier to maintain and support

**Accurate and Precise:** fewer mappings

**Free to Use:** no registration fee or membership



# 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...





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