

BIC

Breakfasts 2015

**Welcome to December's BIC Breakfast:
The Practical Application of
Meaningful Metadata**

#BICBreakfast

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**What is a
BIC Breakfast?**

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BIC Committees

Digital

Libraries

Metadata

Physical

Training, Events & Communications



BOOK INDUSTRY COMMUNICATION LTD

Regular BIC Events

BIC Breakfasts (monthly)

LBF Supply Chain Seminar (April 2016)

New Trends Seminar (Sept 2016)

BIC Networking Events

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



BOOK INDUSTRY COMMUNICATION LTD

BIC on the web

New website coming in 2016

Extensive Training Programme

Social Media:

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@KarinaLuke

@LastPhoenixDown

@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.

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Over to Toby...

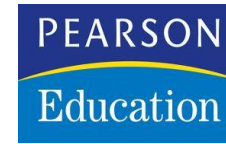


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The Practical Application of Meaningful Metadata

Toby Gill, Virtusales Publishing Solutions

Some publishers using Biblio



BONNIER



weldonowen



BLOOMSBURY

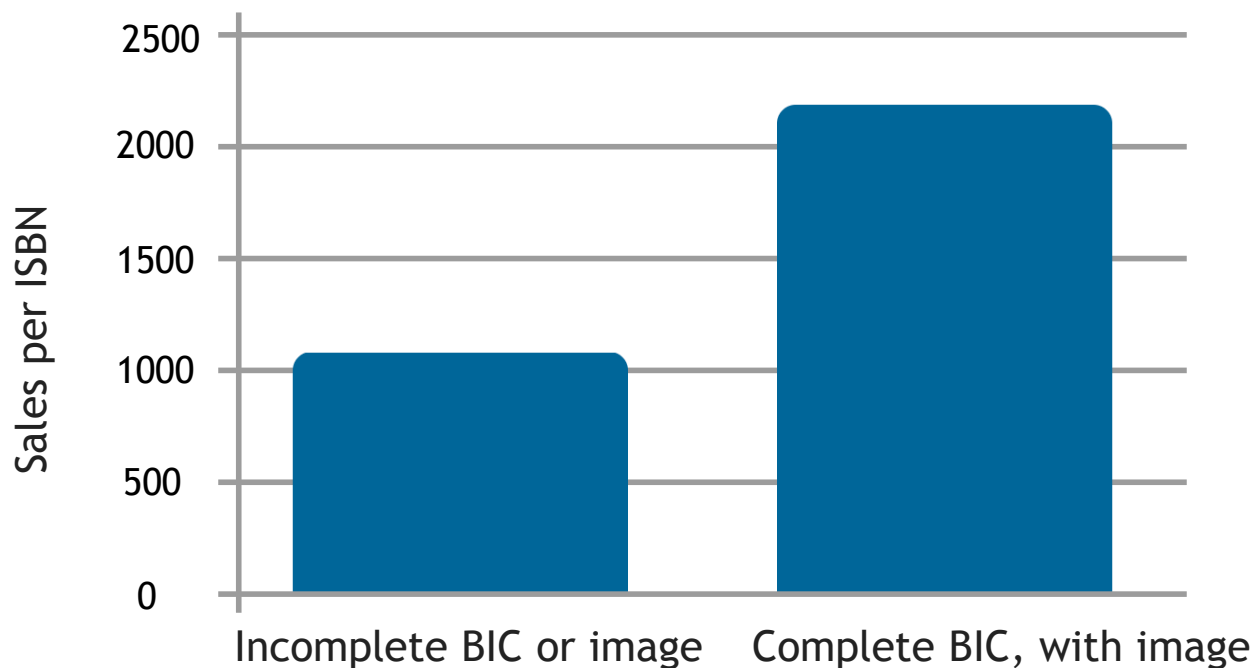


templar publishing





Why is metadata important?



Source: Nielsen Metadata White Paper

Own your truth



virtusales
PUBLISHING SOLUTIONS



Single Product Record



Retailers



Tailored Versions of
Metadata



Biblio 3

Acquisition

- Publisher information
- Language
- Product types
- Formats
- Territorial pricing
- Retailer restrictions
- Contributors
- Series information

Development

- Identification codes, e.g. ISBN
- Bibliographic & editorial data
- Marketing copy
- Subject classification, e.g. THEMA, BIC, BISAC
- Related products
- Pricing
- Keywords

Production

- Product dimensions
- Pagination
- Stock information
- Safety testing
- Unit Costs
- Subrights
- Scheduling

Publication

- Supporting resources, e.g. jacket images and ebook files
- Availability
- Shipping and Freight
- Royalties
- Inventory Management
- Reprint Management

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A close-up photograph of a breakfast meal on a white plate. The plate contains two golden-brown croissants, several strips of cooked bacon, and a portion of scrambled eggs. The plate is set on a dark, speckled granite countertop. In the background, a white coffee cup on a saucer is visible, slightly out of focus. A silver butter knife is placed on the plate, and a white napkin with a logo is partially visible at the bottom left.

Over to George...

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Meaningful Metadata

BIC Breakfast Presentation, 1 December 2015

George Walkley

Head of Digital, Hachette UK

What is Meaningful Metadata?

- Three key characteristics:
 1. Business critical
 2. Standards-based
 3. Widely available and applicable
- (Caveat: trade focus)

MITCHELL 3 $\frac{1}{2}$

ST ERME 1 $\frac{1}{4}$
TRISPEN 1 $\frac{1}{2}$
TRURO 5

PROBUS 3 $\frac{1}{2}$

Metadata as Signpost – Abundance and Discovery

- Publishing = multi-format (but single device?)
 - Books: ~1m new titles per year?
 - Ebooks: ~250k in last 90 days
 - Apps: 1k new apps per day
 - Websites: 600 per minute
 - Video: 300 hours of video per minute
- Attention is the critical challenge
- Metadata = prerequisite for discoverability

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Standards

- Good standards: ISBN, EPUB 3.1, ONIX 3 – but slow pace of adoption of new versions?
- Work-in-progress: THEMA
<http://www.bic.org.uk/86/THEMA/>
- Gaps: e.g. work level identifiers / ISTC
- Macro issue: publisher involvement in standards (BIC, IDPF, W3C etc.)
- Upstream issues: implementation / data
- Downstream issues: latency / canon



Metadata as Walled Garden – Future Challenges

- Within the established market:
 - Data supports innovation as well as discovery – is it sufficiently broadly available?
- In new markets:
 - Trade publishing metadata has scaled from book to ebook – will data and underlying systems scale to new product formats (e.g. video, apps, micro-content)?

Thank you for your attention

- Questions - george.walkley@hachette.co.uk
- Connect - www.linkedin.com/in/georgewalkley
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Over to Ruth...

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Distributions – last 12 months

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- 178,438,516 Content Only
- 338,782,833 Total (one every 0.09 seconds)

Controlling the supply chain

- ONIX 3.0
- Thema
- Dynamic metadata
- Series, linking etc
- Social metadata and discoverability

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Not the sexiest subject

Utterly key for selling books online

Bad metadata = no sales

HELLO

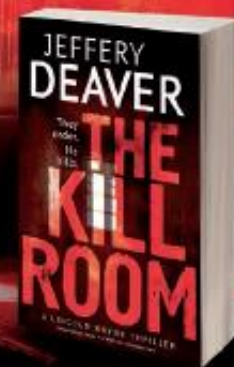
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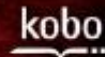
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if readers can't find the book*

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FROM JEFFERY DEAVER, THE ULTIMATE THRILLER WRITER

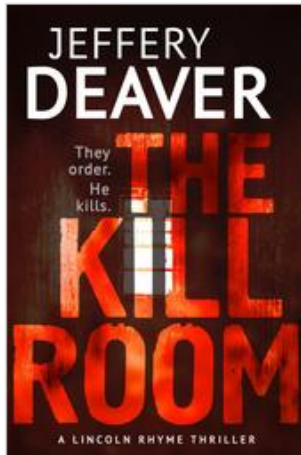


WATCH THE TRAILER AT [YouTube /JEFFERYDEAVERBOOKS](https://www.youtube.com/channel/UCJEFFERYDEAVERBOOKS)



*Important to remember
that this translates to...*

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The Kill Room

Lincoln Rhyme Book 10

by *Jeffery Deaver*

Lincoln Rhyme thrillers (Book #10)

★★★★☆ 4.1 / 5 13 ratings

#821 in Fiction & Literature , Action Suspense

#11967 in Fiction & Literature

#3233 in Mystery & Suspense

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SYNOPSIS

The tenth novel in the critically acclaimed Lincoln Rhyme series, from Number One bestselling author Jeffery Deaver.

They are calling it the 'million-dollar bullet': a sniper shot from a near-impossible distance.

But there is no crime scene investigation, no evidence, and no co-operation from the local Bahamian police.

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How metadata can aid discoverability

Not all users search by author/title



jack reacher



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Make Me
(Jack Reacher 20)

by Lee Child
Jack Reacher (Book #20)

Jack Reacher has no place to go, and all the time in the world to get there, so a remote railroad stop on the prairie with the curious name of Mother's Rest seems perfect for an aimless one-day stopover. He expects to find a lonely pi... [Read more](#)

★★★★☆ (186)

£8.99

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Nothing To Lose
(Jack Reacher 12)

by Lee Child
Jack Reacher (Book #12)

Featuring Jack Reacher, hero of the new blockbuster movie starring Tom Cruise. From Hope to Despair. Between two small towns in Colorado, nothing but twelve miles of empty road. All Jack Reacher wants is a cup of coffee. ... [Read more](#)

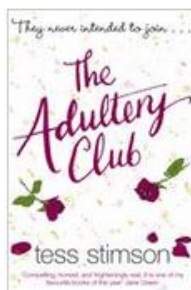
★★★★☆ (96)

£4.99

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This can be exploited in various cases

5



The Adultery Club: In an often grey world there are fifty shades of seduction

By [Tess Stimson](#)

★★★★☆ (53 customer ratings)

Pan Macmillan, September 2008
ISBN: 9780330473446
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By [Megan Hart](#)

★★★★☆ (22 customer ratings)

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ISBN: 9781408906422

Romance, Erotica
Language: English

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Confessions: The Private School Murders (Confessions 2)

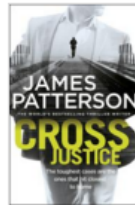
by [James Patterson](#)
Confessions (Book #2)

CONFESS IF YOU DON'T FEEL SAFE. Young women from New York's most exclusive neighbourhoods are being murdered, and the police aren't looking for answers in the right place. CONFESS IF YOU DON'T TRUST ANYONE! ... [Read more](#)

★★★★☆ (23)

£1.99

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Cross Justice (Alex Cross 23)

by [James Patterson](#)
Alex Cross (Book #23)

ALEX CROSS IS GOING HOME. BUT WHAT WILL HE FIND WHEN HE GETS THERE? When his cousin is accused of an unthinkable crime, Alex Cross returns to his North Carolina hometown for the first time in over three decades. ... [Read more](#)

★★★★☆ (11)

£8.99

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NYPD Red 3

by [James Patterson](#)
NYPD Red (Book #3)

A chilling conspiracy leads NYPD Red into extreme danger. Hunter Alden Jr. has it all: a beautiful wife, a brilliant son and billions in the bank. But when his son goes missing and he discovers the severed head of his chauffeur, it's clear l... [Read more](#)

★★★★☆ (80)

£3.49

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Murder House: Part One

by [James Patterson](#)

Four weeks, five parts, one thrilling story. Part one of a gripping five-part murder mystery from bestselling thriller writer James Patterson, with exclusive extra content. No. 7 Ocean Drive is a multimillion-dollar beachfront house i... [Read more](#)

★★★★☆ (15)

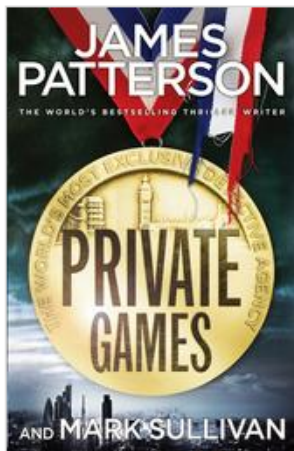
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Private (Book #3)

★★★★☆ 4.3 / 5 37 ratings

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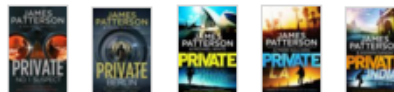
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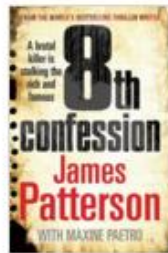
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Other books in this series



SYNOPSIS

Still relevant when an author moves publisher mid-series



8th Confession (*Women 's Murder Club* 8)

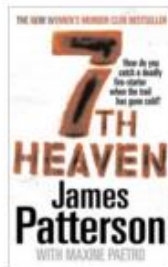
by *James Patterson*
Women 's Murder Club (Book #8)

The number one bestselling eighth instalment in the Women's Murder Club - a fashion designer, a software tycoon and a millionaire heiress are all murdered in mysterious circumstances ... Detective Lindsay Boxer is quickly assign ... [Read more](#)

★★★★☆ (27)

£4.99

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7th Heaven (*Women 's Murder Club* 7)

by *James Patterson*
Women 's Murder Club (Book #7)

The no. 1 bestselling seventh instalment in the Women's Murder Club series...Lindsey is being pushed to the limits.Two cases have pushed Detective Lindsay Boxer to the limit. The hunt for a deranged murderer with a t... [Read more](#)

★★★★☆ (28)

£4.99

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The 6th Target

by *James Patterson, James Patterson, Maxine Paetro*
Women 's Murder Club (Book #6)

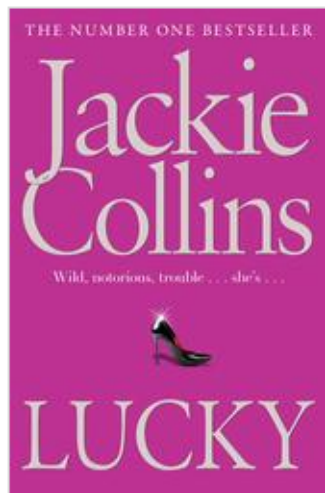
When a lone gunman goes on a shooting spree aboard a packed San Francisco ferry, Lieutenant Lindsay Boxer is called in to investigate. At the scene she finds three people dead and Claire Washburn fighting for her life. Lindsay 1... [Read more](#)

★★★★☆ (25)

£5.99

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Compared to another series author



[eBook Details](#)

Lucky

by Jackie Collins

★★★★☆ ⓘ 4.4 / 5 17 ratings

#1102 in *Romance*

#2959 in *Fiction & Literature*

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SYNOPSIS

With the sensual grace of a panther, Lucky Santangelo's dazzling odyssey, filled with dangerous passion, takes her from the luxury of California, to Paris, New York and a card of a fabulous love. Her rivals; an ice-cold

Lucky Santangelo series

10 works, 10 primary works



Chances (Lucky Santangelo, #1)

by Jackie Collins

★★★★☆ 4.11 avg rating — 8,164 ratings — published 1975 — 26 editions *book 1*

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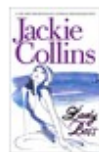
Lucky (Lucky Santangelo, #2)

by Jackie Collins

★★★★☆ 4.06 avg rating — 9,177 ratings — published 1985 — 25 editions *book 2*

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Lady Boss

by Jackie Collins

★★★★☆ 4.08 avg rating — 4,592 ratings — published 1990 — 25 editions *book 3*

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by Jackie Collins

★★★★☆ 4.16 avg rating — 4,212 ratings — published 1996 — 19 editions *book 4*

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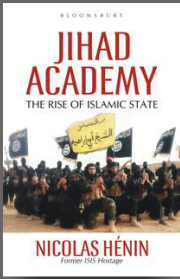


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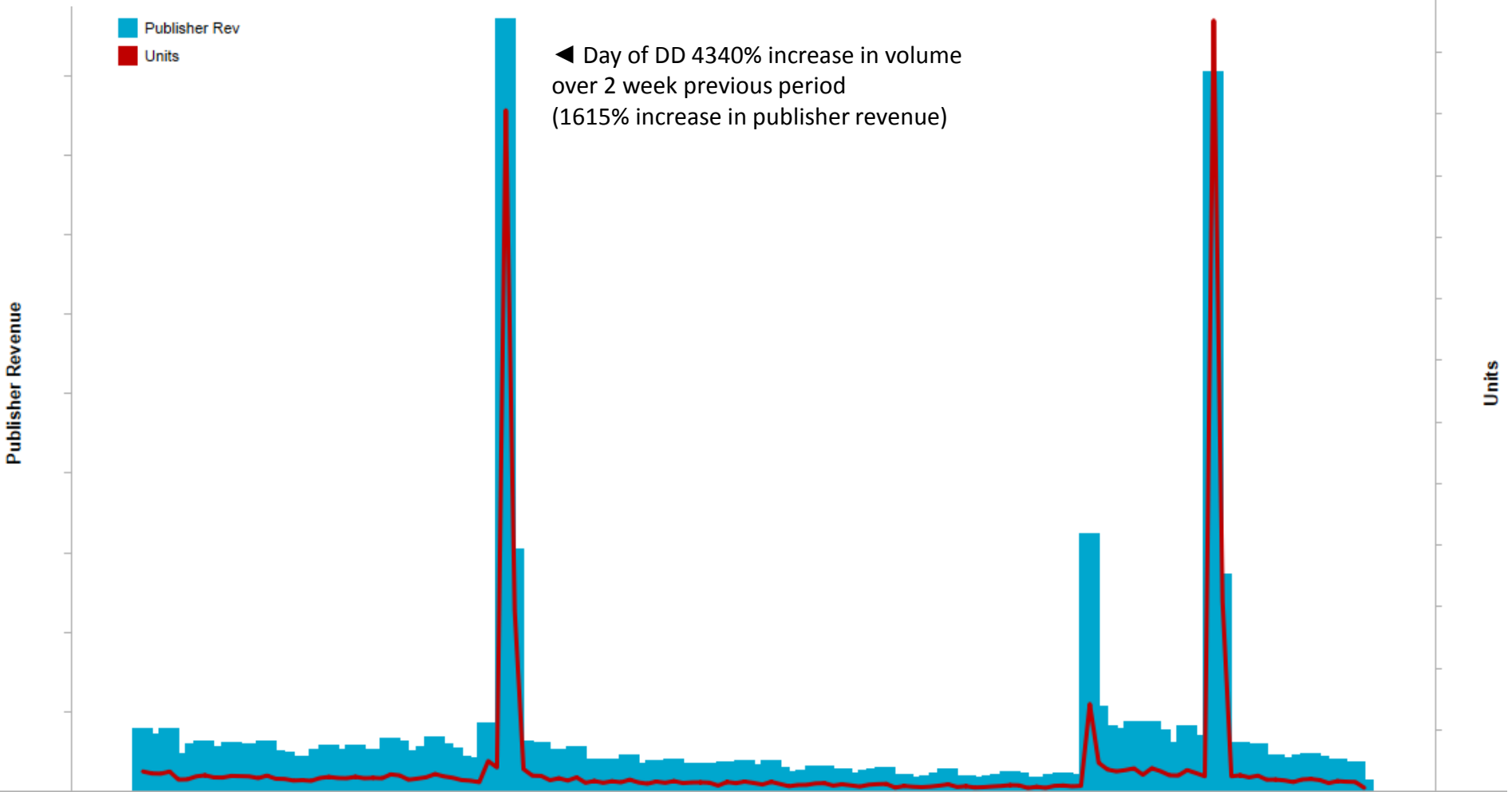
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BIC Breakfast:
The Practical Application of
Meaningful Metadata**

Alaina-Marie Bassett

Business Manager

Book Industry Communication Ltd

0207 255 0513

alaina-marie@bic.org.uk