



BIC Brunch: The *Thema* Sessions – No. 6: Comic Books, Graphic Novels, & Manga

26th January 2023, 12 noon GMT

#bicbrunch @bic1uk

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Book Industry Communication - making the book supply chain more efficient and sustainable

BIC's Standard Subject Categories Scheme - obsolete by Feb 2024

🕒 Announcement (Feb 2022) - available on request

🕒 Find out more and book now:

<https://www.eventbrite.co.uk/o/book-industry-communication-ltd-2336994243>

🕒 Past BIC Brunch *Thema* Sessions: Video recordings

No. 1: Adult Fiction (Mar 2022), <https://youtu.be/hOCsWWQRhrQ>

A Guided tour of What's new in *Thema* v.1.5, <https://youtu.be/A3S7ocE7pmc>

No. 2: Diversity, Equity & Inclusion (May 2022), https://youtu.be/Yj_dnbECmdw

No. 3: Children's, Teenage & Educational Material (Jul 2022), https://youtu.be/Z2B_yyKSyyl

No. 4: Popular/General Trade Adult Non-Fiction (Sep 2022), <https://youtu.be/69SWVhKQveA>

No. 5: Academic Titles (Jan 2023), <https://youtu.be/-0wCryorw2Q>

Some housekeeping before we get started

- 🕒 **Questions for speakers:** Questions will be invited after the presentation and panel discussion have finished. Please use the “Questions” box to submit your question to the organisers.
- 🕒 **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. Attendees will not be identified in the recording.
- 🕒 **BIC is a neutral members organization**

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Agenda

12.00 noon

Welcome & Introduction

Karina Urquhart, Executive Director, BIC

12.05 pm

Using *Thema* for Comic Books, Graphic Novels, Manga, etc.

Chris Saynor, Standards Editor, EDItEUR

Franco-Belgian Comics: Market Overview & Application of *Thema*

Nazeli Kyuregyan-Baron, Editorial & Marketing Manager, Europe Comics

Thema's Opportunities for Comics & Mangas: a Bookseller's View

Stefano Tura, Senior Manager Content Sales, Rakuten Kobo

12.50 pm

Question & Answer Session

1.30 pm

Wrap-up and end – Karina Urquhart

Who we are



BIC (Book Industry Communication Ltd) is at the heart 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

Book Industry Communication - making the book supply chain more efficient and sustainable



Over to our first speaker...



**Chris Saynor, Standards Editor,
EDItEUR**

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The *Thema* sessions:

6 – Using *Thema* for comic books, graphic novels, manga, etc

Chris Saynor
EDItEUR

BIC Brunch

What is *Thema*?

- *Thema* is an international, multilingual book subject classification scheme designed to meet the diverse needs of publishers, retailers and trade intermediaries in all sectors of the global book business
- suitable for physical and digital publications; audiobooks; in-person and online retail; domestic and international use; trade, academic, educational, children's titles... and of course comics in all their forms!
- aims to enhance the merchandising, discoverability and potential sales of books, with direct, clear communication along the metadata supply chain, and across borders and languages
- created and maintained by users to address real problems and needs
- post-coordination facilitates filtered or faceted search
- international standards give the chance of an equal voice to all

Structure of *Thema*

- ~ 3000 core subject categories, arranged hierarchically in 20 main sections
 - variable depth of hierarchy
- ~ 1000 shared qualifiers in 6 sections
- ~ 4000 national extension qualifiers
 - qualifiers can be combined with subject categories to refine their meaning
- each category and qualifier has a language-independent code, a heading and optional notes
 - codes are used for communication from machine to machine
 - headings and notes can be in multiple languages

Six general rules of *Thema* classification

1. ensure the first subject category is the primary subject
 - and marked as the <MainSubject/> in ONIX
2. classify titles as precisely as applicable or as broadly as required
 - do not assign both a detailed category and a broader ancestor of the same code
3. assign as many subject categories as required (within reason)
 - unusual to require more than 4 subject categories, and often, 1 or 2 are enough
4. observe any scope notes and instructions for each category
5. always consider context – of the code and of the title
6. add qualifiers wherever appropriate
 - must always be used with at least one subject code

Thema version 1.5

Previous versions of *Thema* are still available: [1.4](#) [1.3](#).

Browse the *Thema* subject categories hierarchy, or search for a specific term within the hierarchy.

 See the [search hints](#) below.

Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XA	Graphic novel / Comic book / Manga: styles / traditions...	*
XQ	Graphic novel / Comic book / Manga: genres...	*
XR	Graphic novel / Comic book / Manga: Reference, guides and reviews...	*
XY	Strip cartoons	*

Show / hide version detail

Thema's six golden rules

- Ensure the first subject category is the primary or main subject
- Categorize titles as precisely as applicable (not necessarily as precisely as *possible*), or as broadly as required
 - Don't assign both a detailed category *and* a broader ancestor of that category (eg both FJH and FJ)
 - In general, top level codes (eg F or V) are not suitable for use – choose more detailed codes *beginning with* F or V
- Assign as many categories as are required to describe the overall content of the work (within reason)
 - It's very unusual to require more than three or four subject categories (codes beginning A–Y), and often, just one or two categories are enough
- Observe any scope notes and instructions (see the * symbols above)
- Add qualifiers (codes beginning 1–6) whenever appropriate, to refine the meaning of the subject categories
 - Qualifiers cannot be used alone, without at least one subject category
- Consider the context of the categories within the hierarchy
- [Download](#) the *Basic user instructions* for more detail

Search hints

- An ellipsis indicates a category has more detailed subcategories
- Click on a category description to reveal these 'descendant' subcategories
- Indentation indicates the ancestors and descendants of a category
- Click on the * or ? to see or hide the usage notes
- Search for categories (for example 'celebrity') using the search field at the top
 - Searches are not case-sensitive, and search both the category headings and any notes
 - You don't need to use complete words (eg 'celeb')
 - You can also search for *Thema* codes – these searches must be exact (eg 'MFGV')
- Click on a search result category to see it 'in context' with its ancestor and descendant categories
- A click on 'Category heading' or a blank search returns you to the top level of the hierarchy
- Click on the notation to copy the code to the clipboard (ready for pasting elsewhere)
- [Download](#) a quick reference sheet

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Thema v

Previous versions of

Browse the [Thema](#)

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XY	Strip cartoons	*

Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XR	Graphic novel / Comic book / Manga: Reference, guides and reviews...	*
XRM	Manga and East Asian style / tradition: Reference, guides and reviews	*

Thema v

Previous versions of

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XY	Strip cartoons	*

Notation	Category heading	?
A	The Arts...	*
AK	Design, Industrial and commercial arts, illustration...	*
AKL	Illustration and commercial art...	
AKLC	Comic book and cartoon artwork...	*
AKLC1	Graphic novel and Manga artwork	*

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 - Don't assign both a detailed category *and* a broader ancestor of that category (eg both FJH and F)
 - In general, codes *broader* than the one you are using
- Assign as many as possible (for a good reason)
 - It's very important to use the codes A–Y, and the codes X–Z
- Observe any special rules
- Add qualifiers to the subject category
 - Qualifier codes are used to indicate specific aspects of a category
- Consider the context of the categories within the hierarchy
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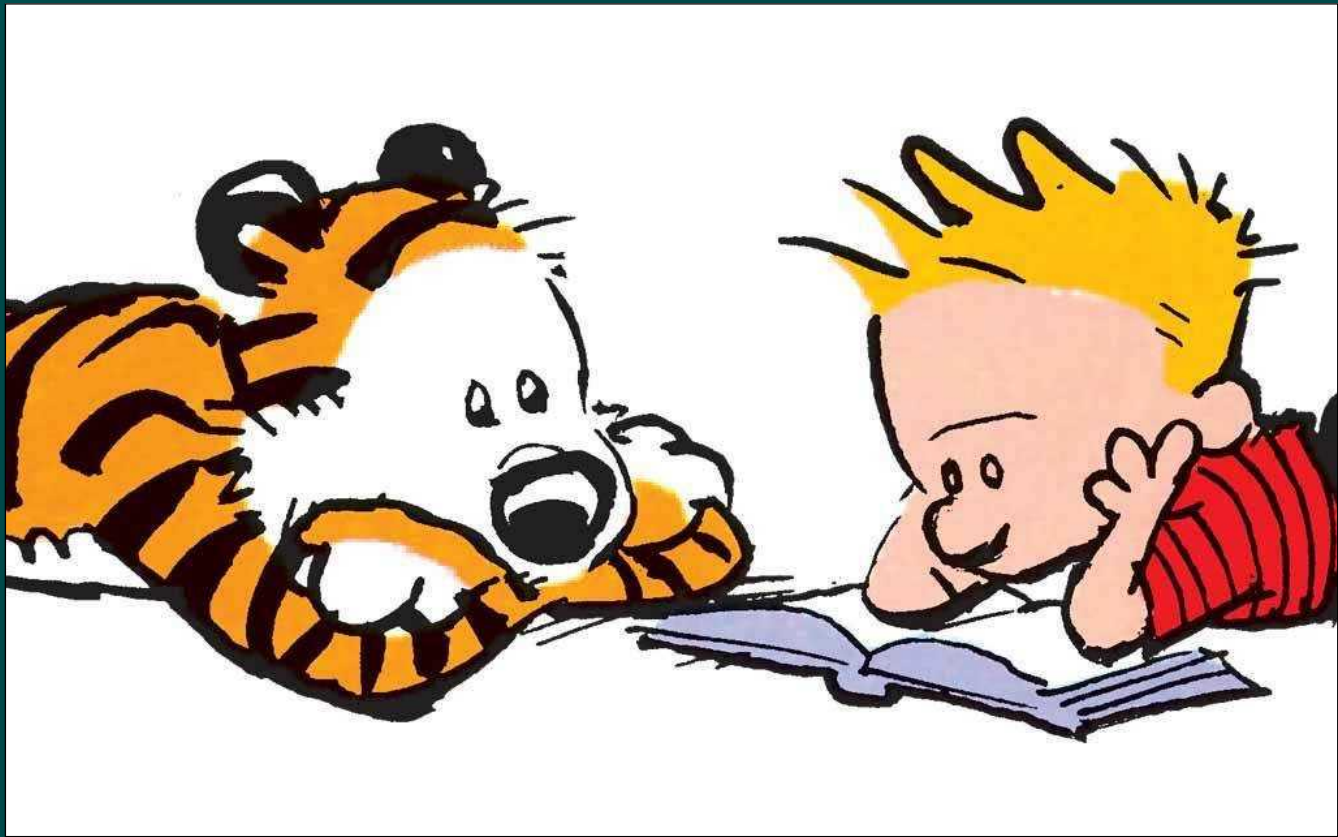
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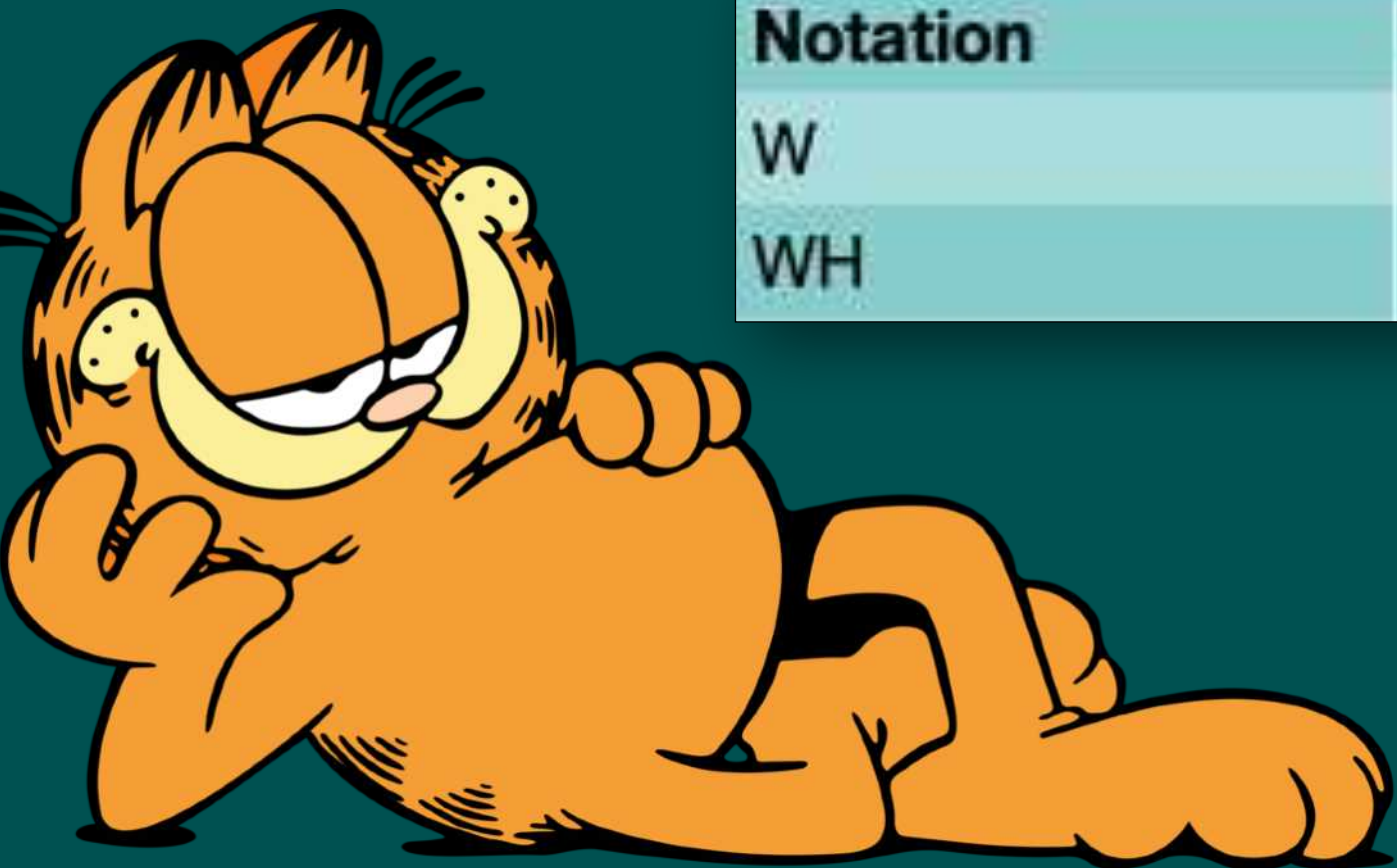
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Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XY	Strip cartoons	*



Notation	Category heading	?
Y	Children's, Teenage and Educational...	*
YN	Children's / Teenage: General interest...	*
YNU	Children's / Teenage general interest: Humour and jokes...	*
YNUC	Children's / Teenage general interest: Cartoons and comic strips	*



Notation	Category heading	?
W	Lifestyle, Hobbies and Leisure...	*
WH	Humour...	*



Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XA	Graphic novel / Comic book / Manga: styles / traditions...	*
XAB	Graphic novels	*
XAD	European style / tradition comic books...	*
XAK	American style / tradition comic books...	*
XAM	Manga and East Asian style / tradition comic books...	*
XAX	Alternative comic styles / traditions	*

Notation

Category heading

?

X Graphic novels, Comic books, Manga, Cartoons...

*

XA Graphic novel / Comic book / Manga: styles / traditions...

*

XAB Graphic novels

*

XAD European style / tradition comic books...

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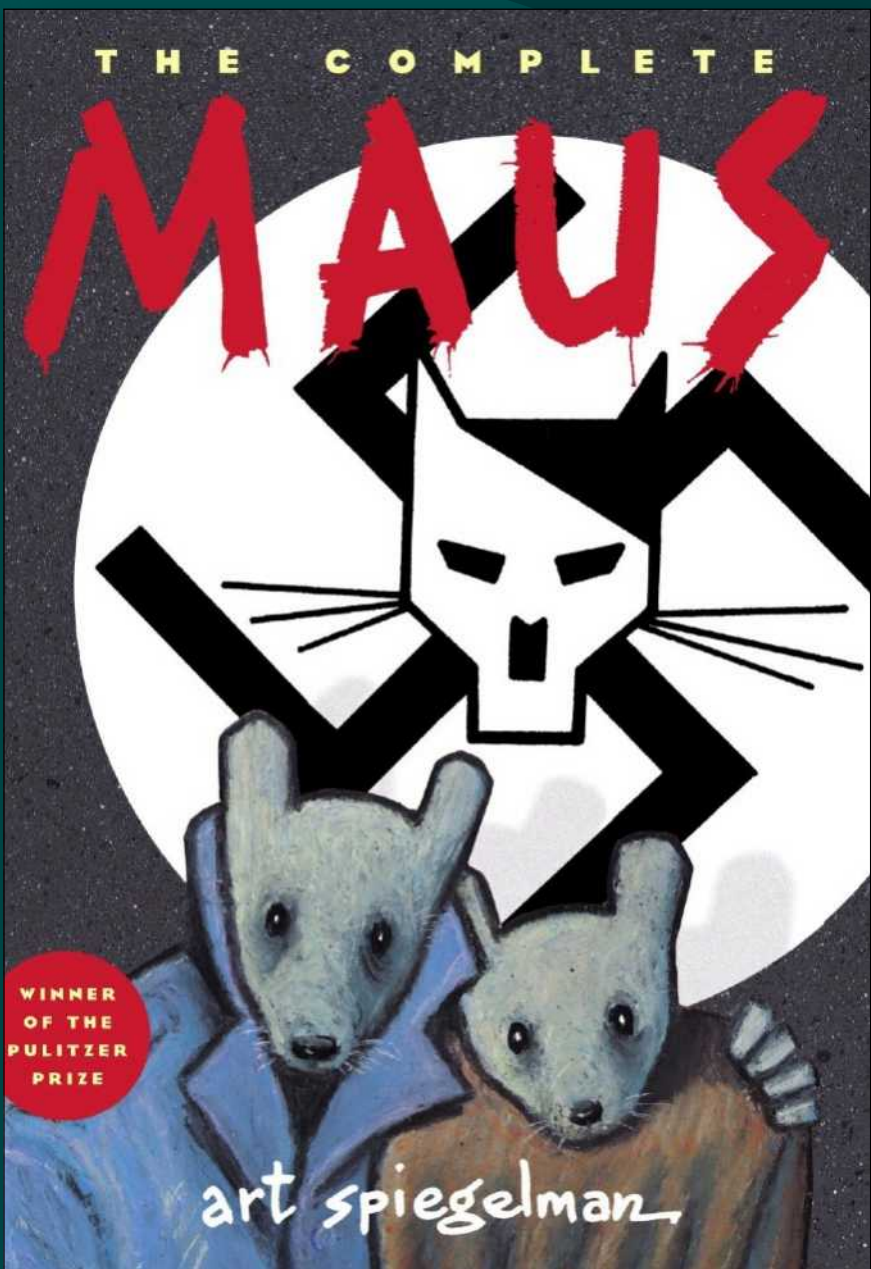
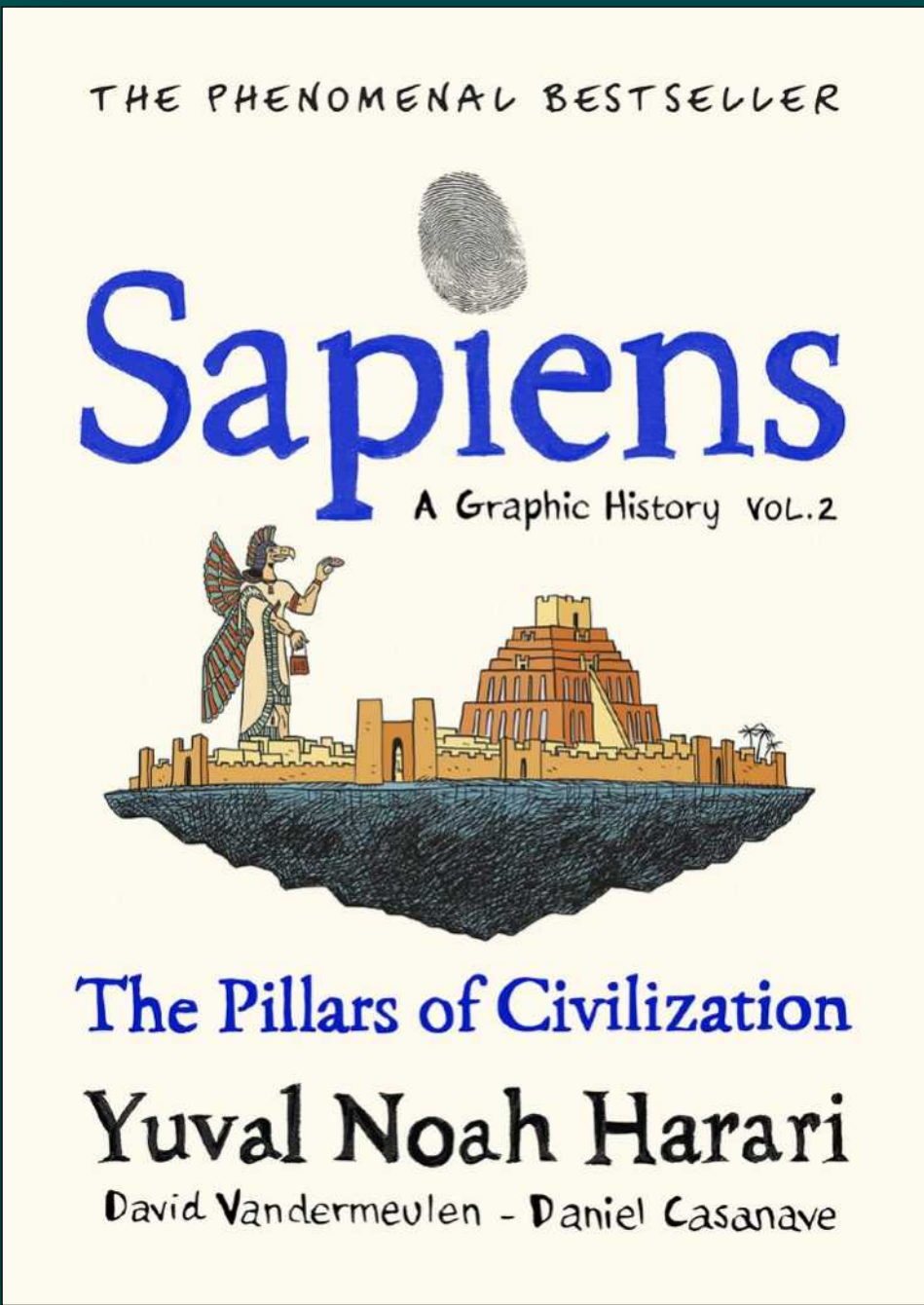
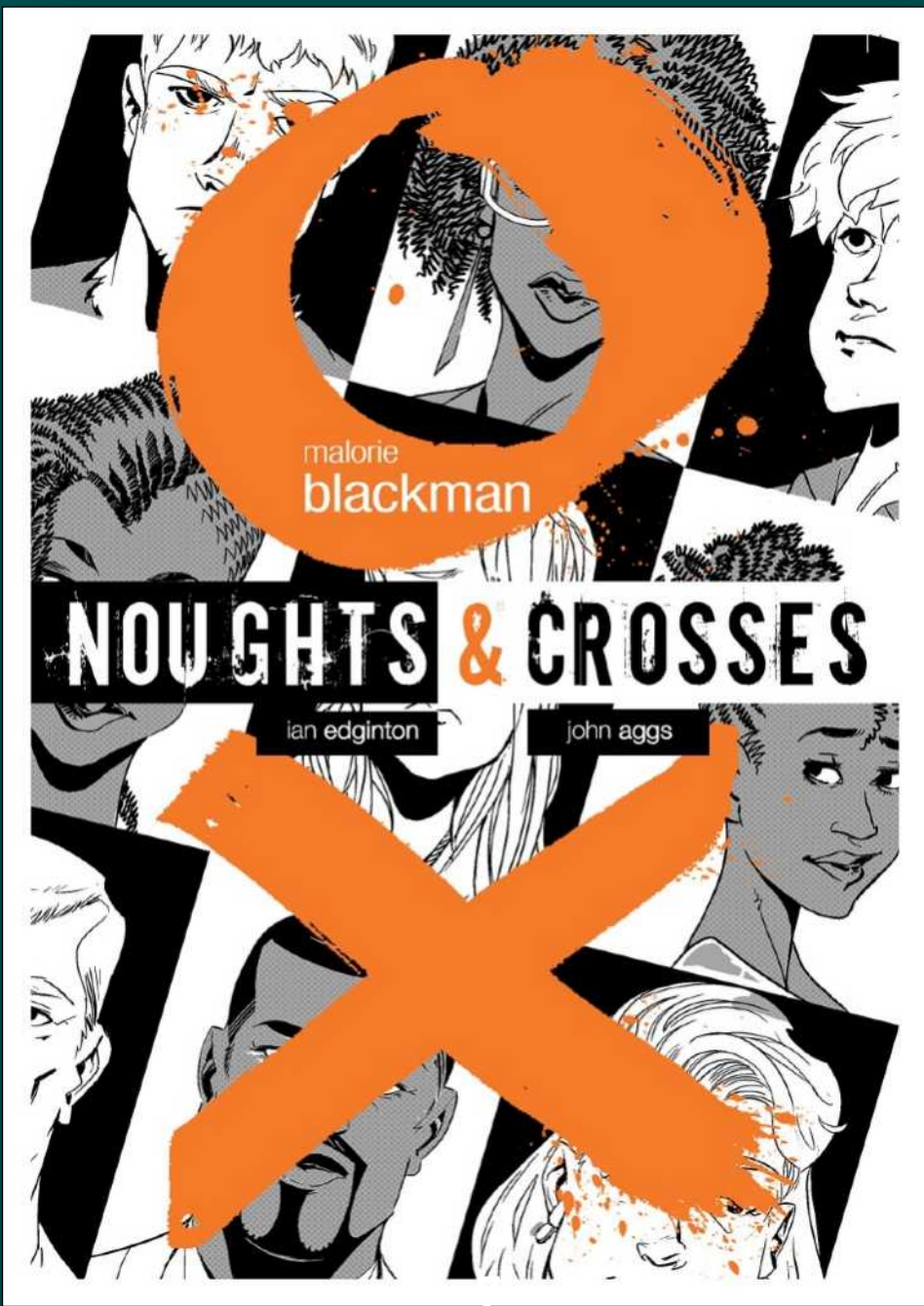
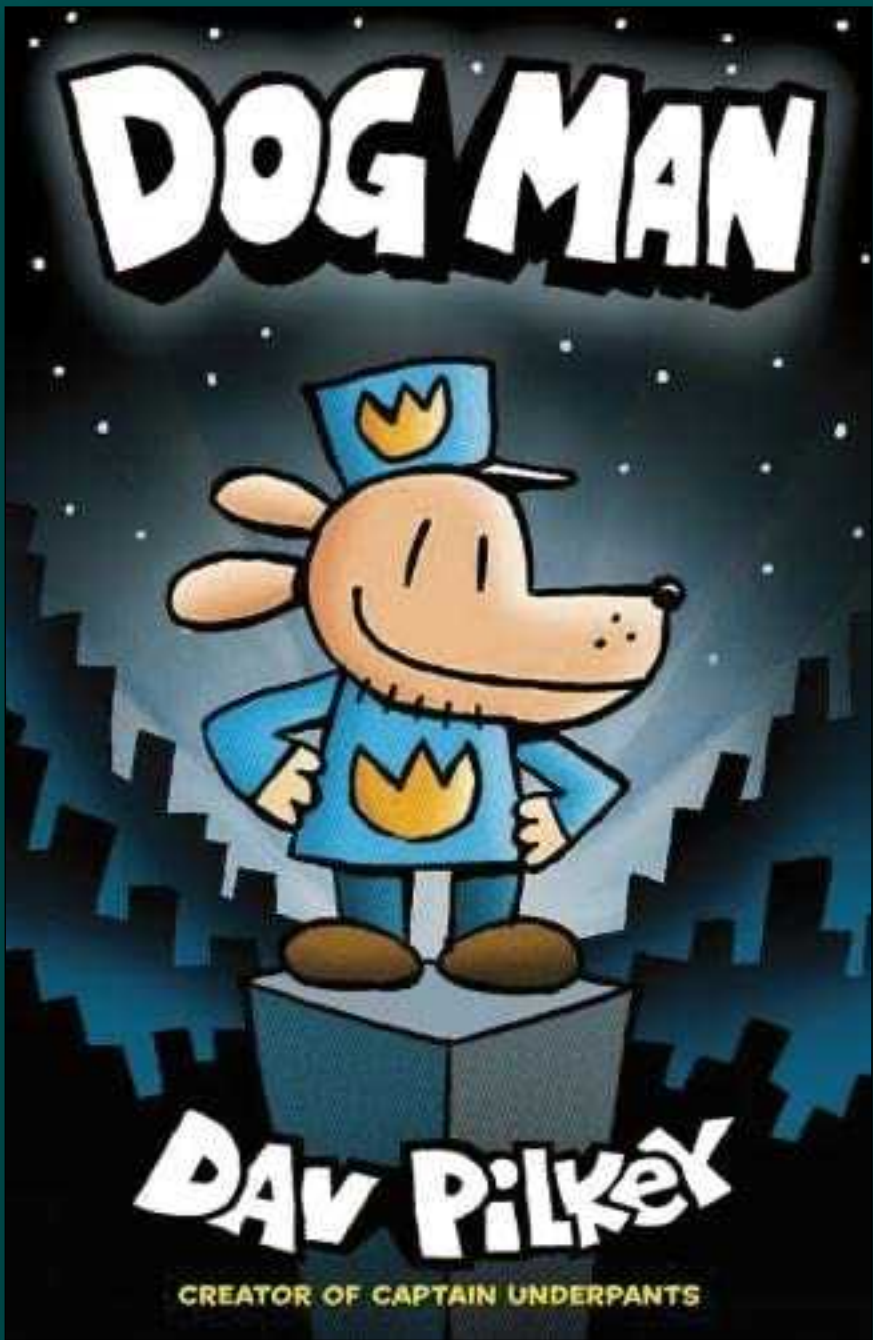
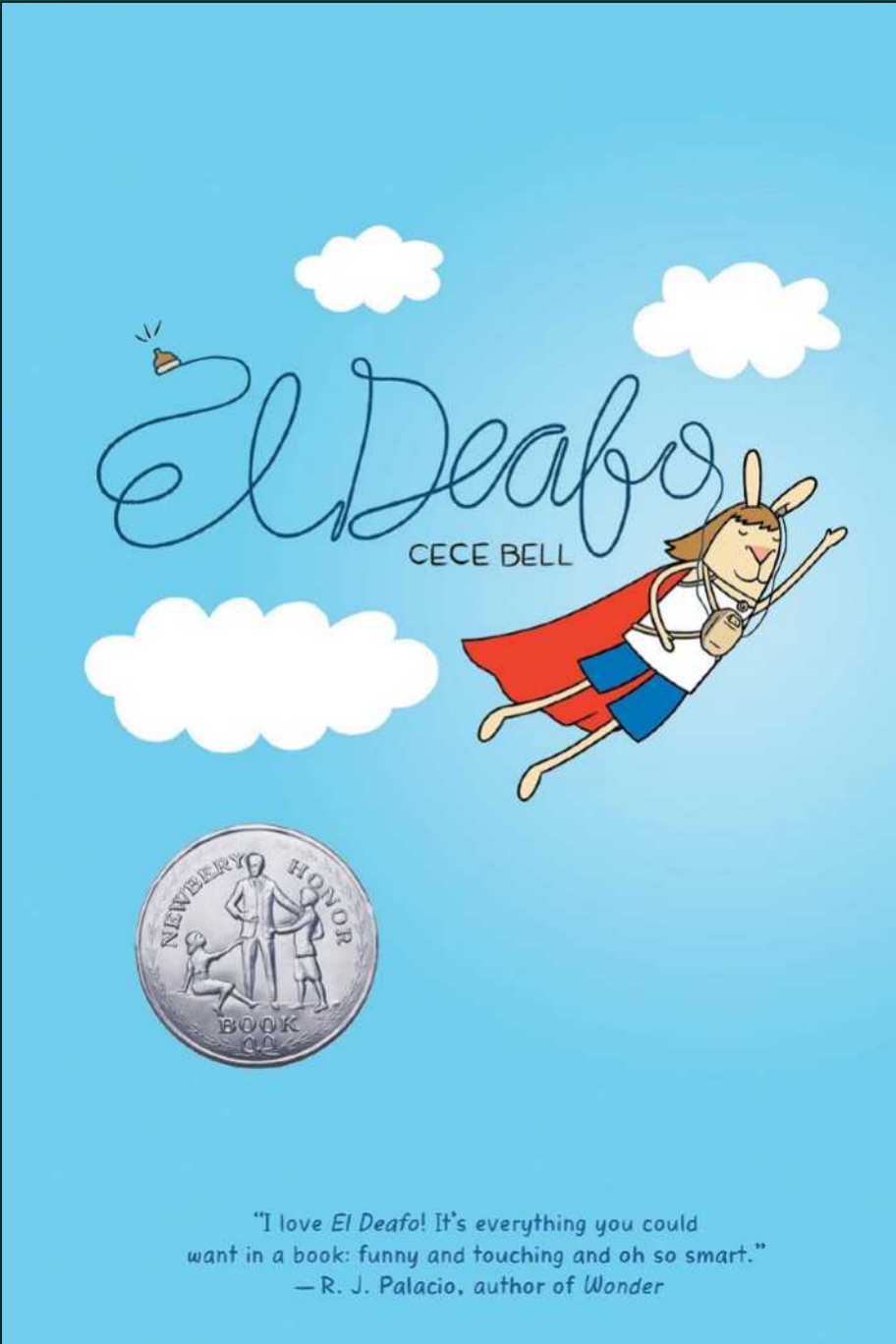
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XAM Manga and East Asian style / tradition comic books...

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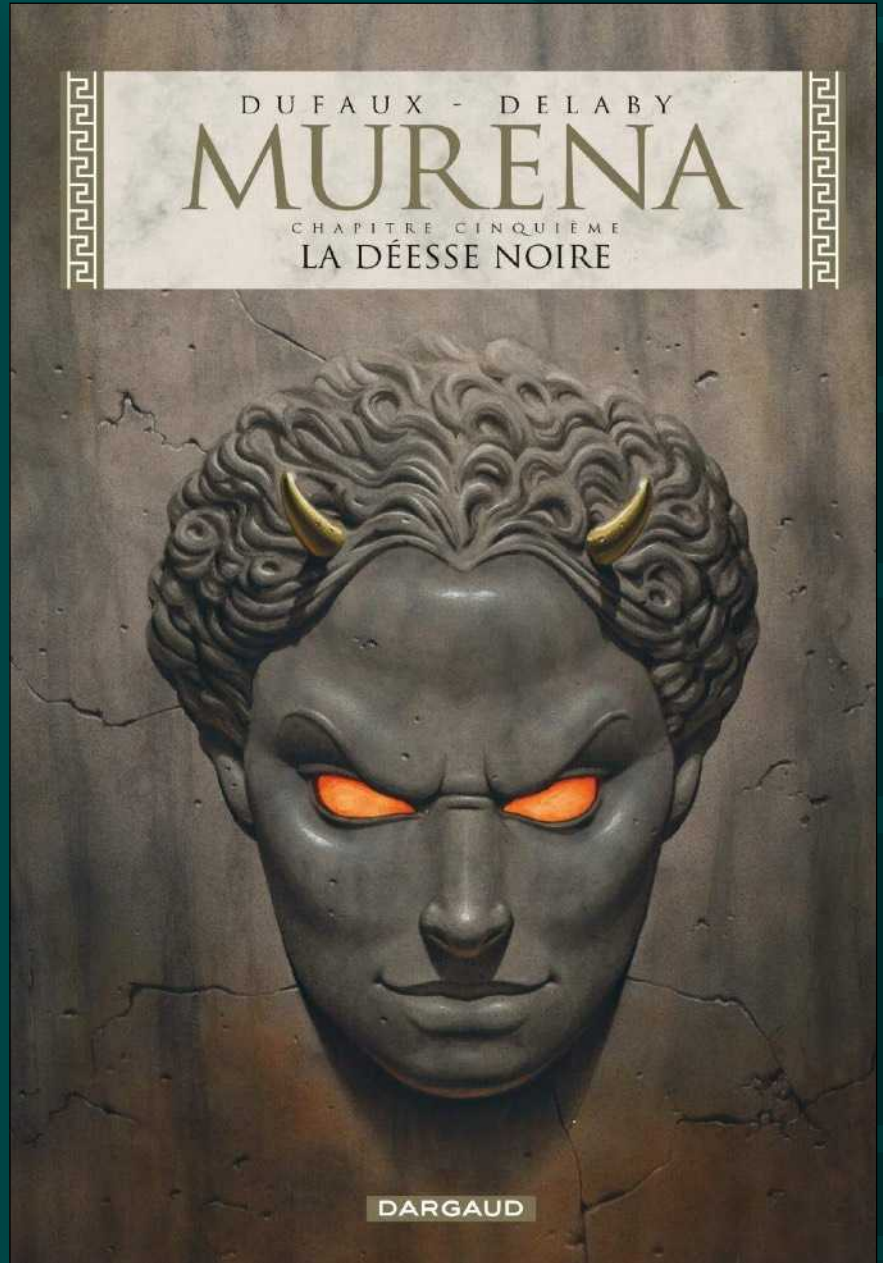
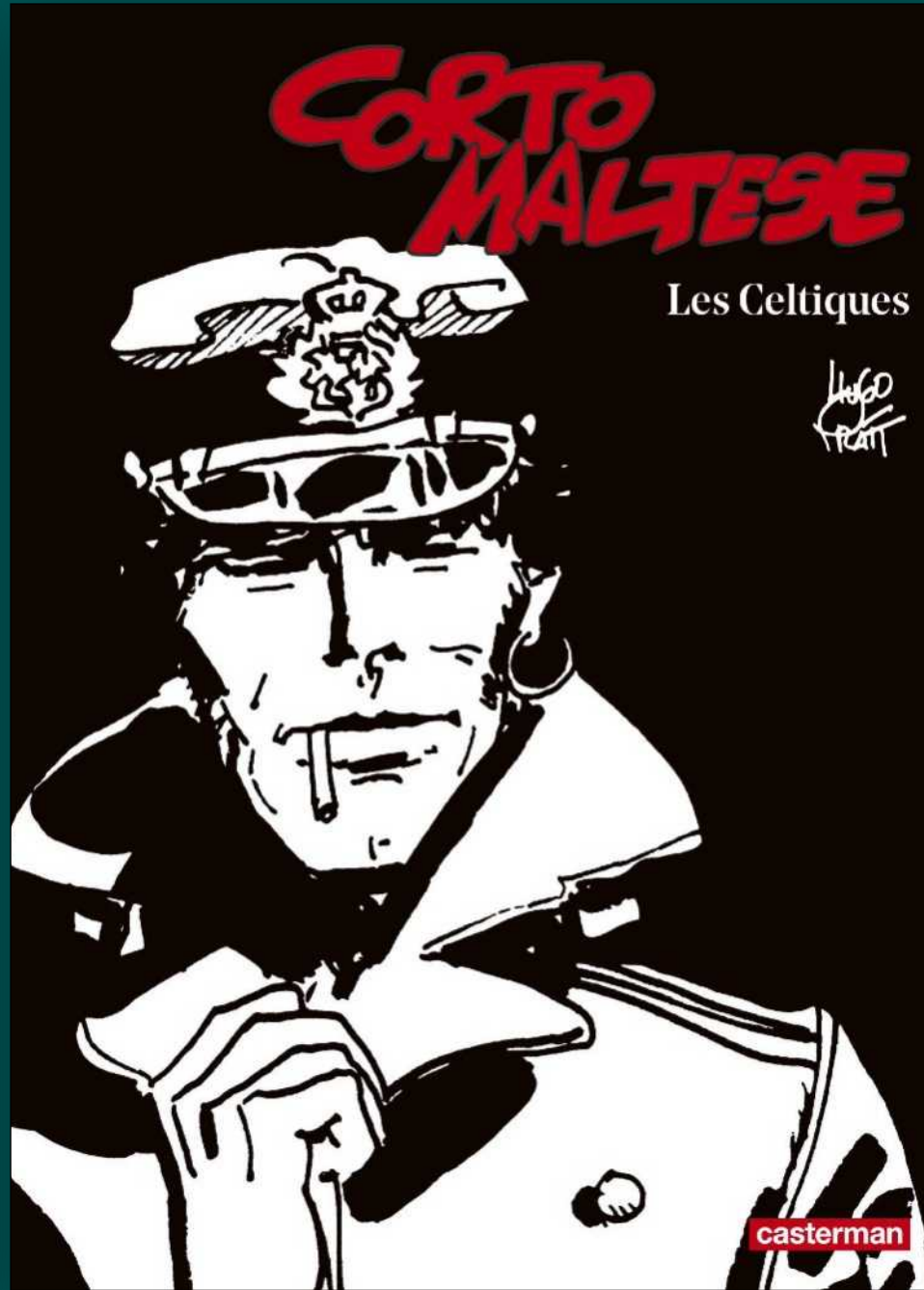
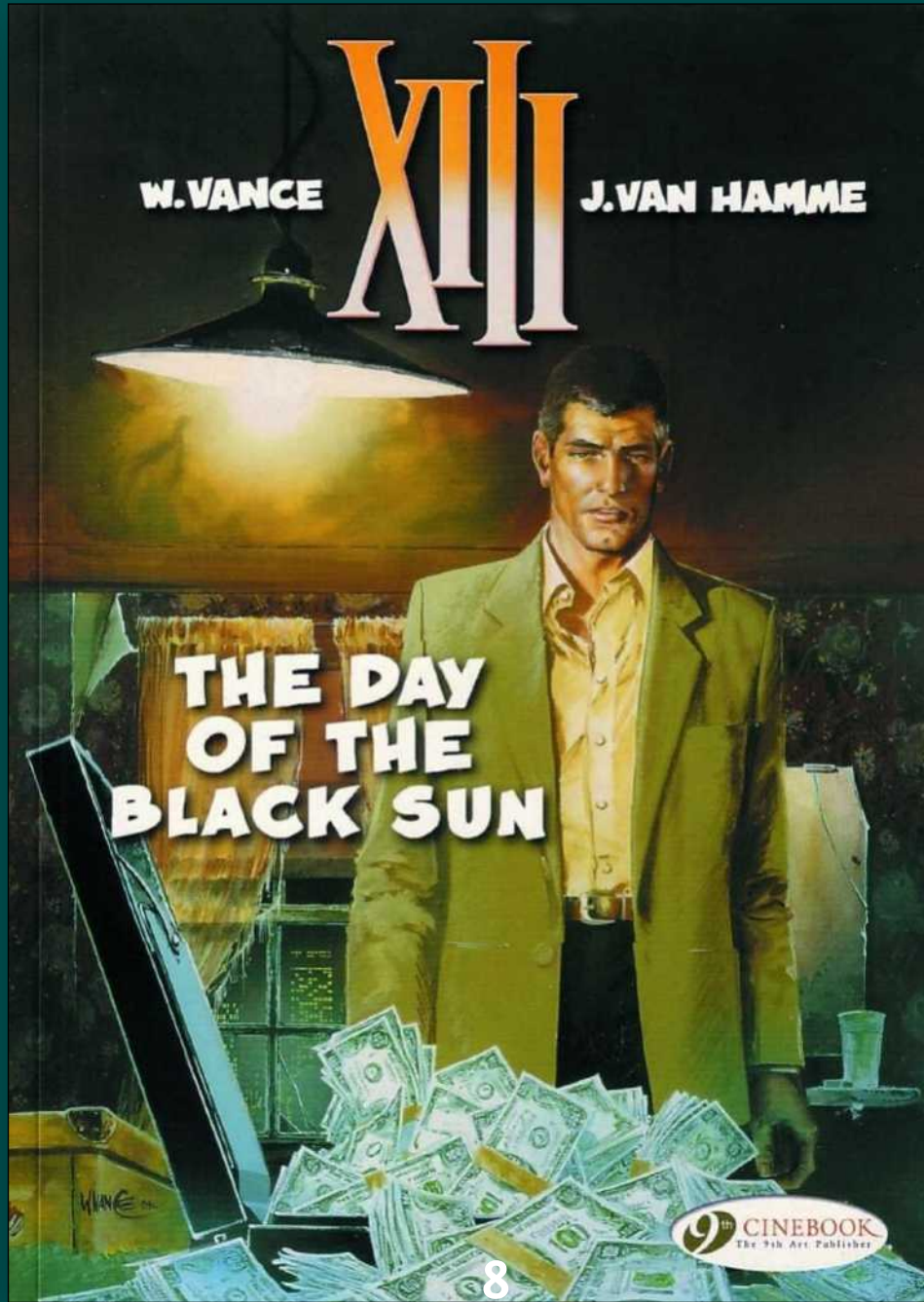
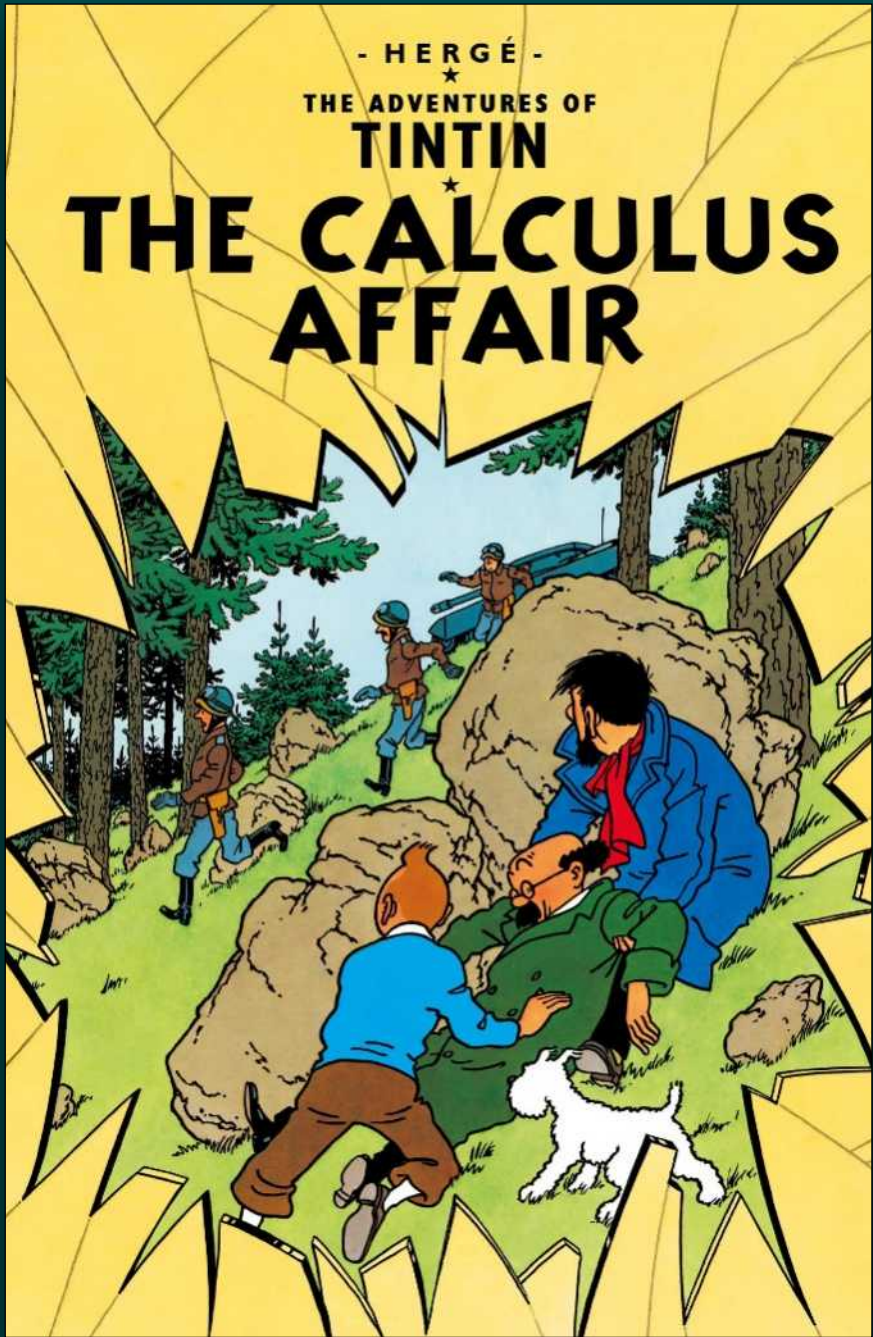
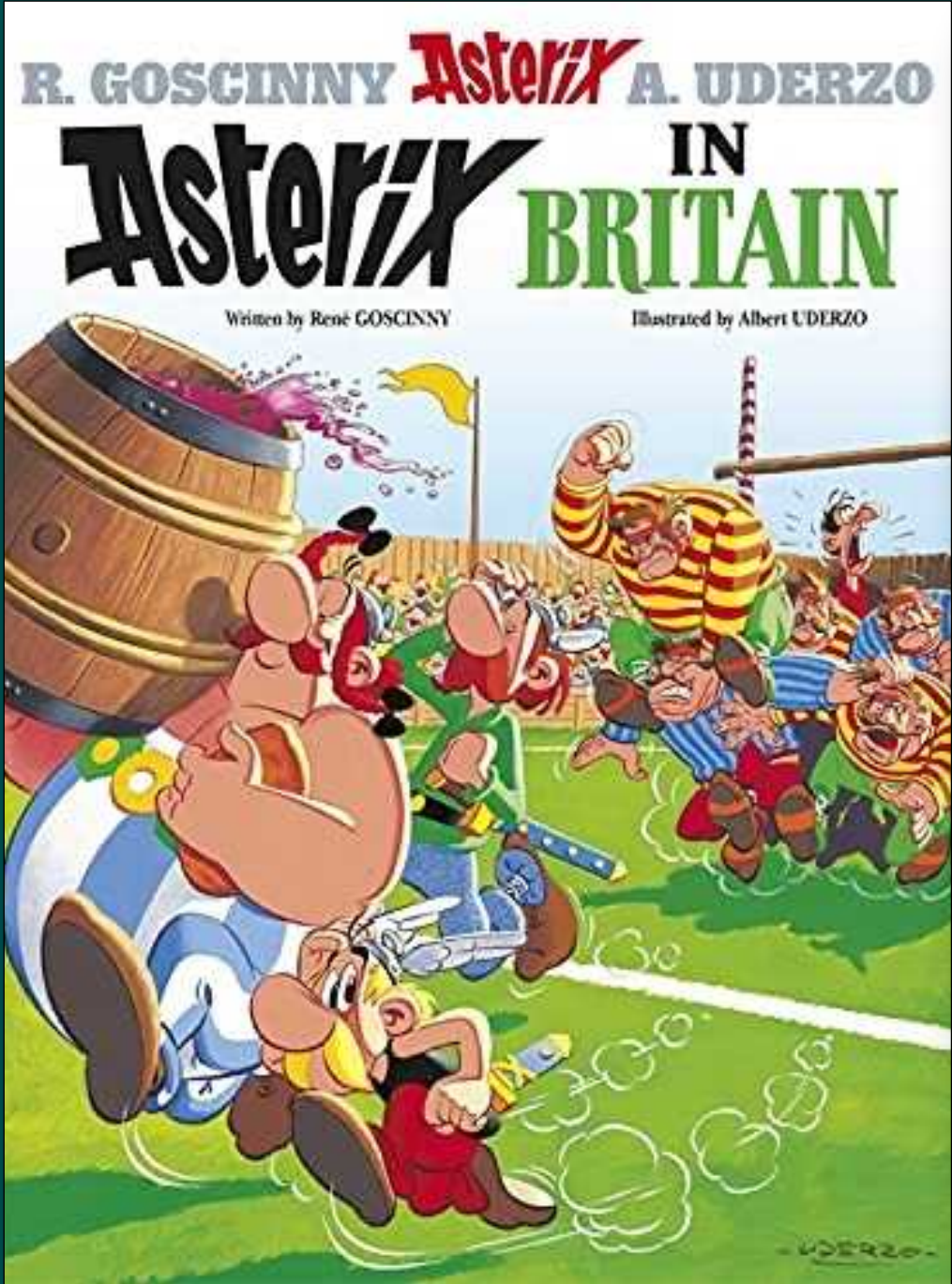
XAX Alternative comic styles / traditions

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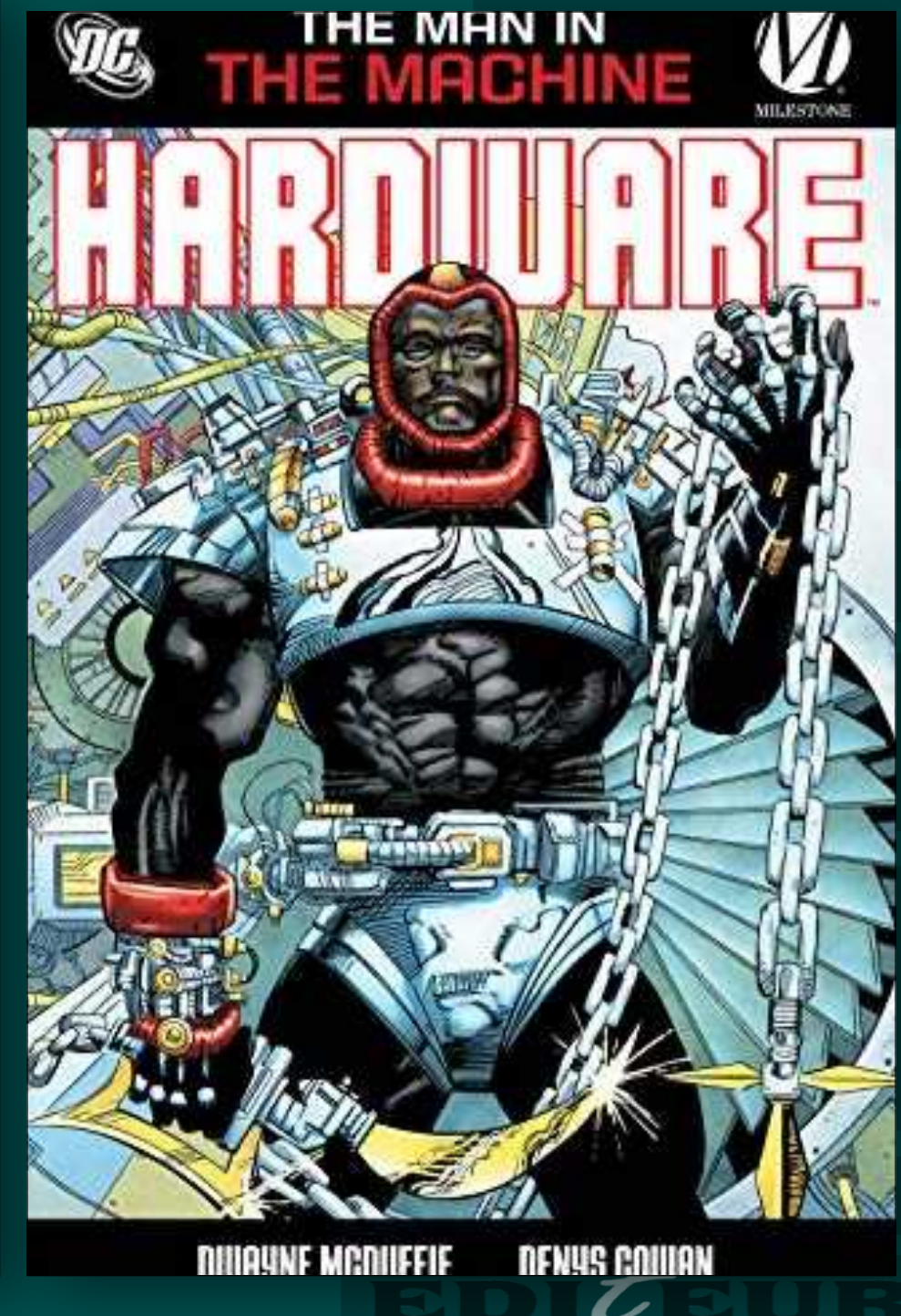
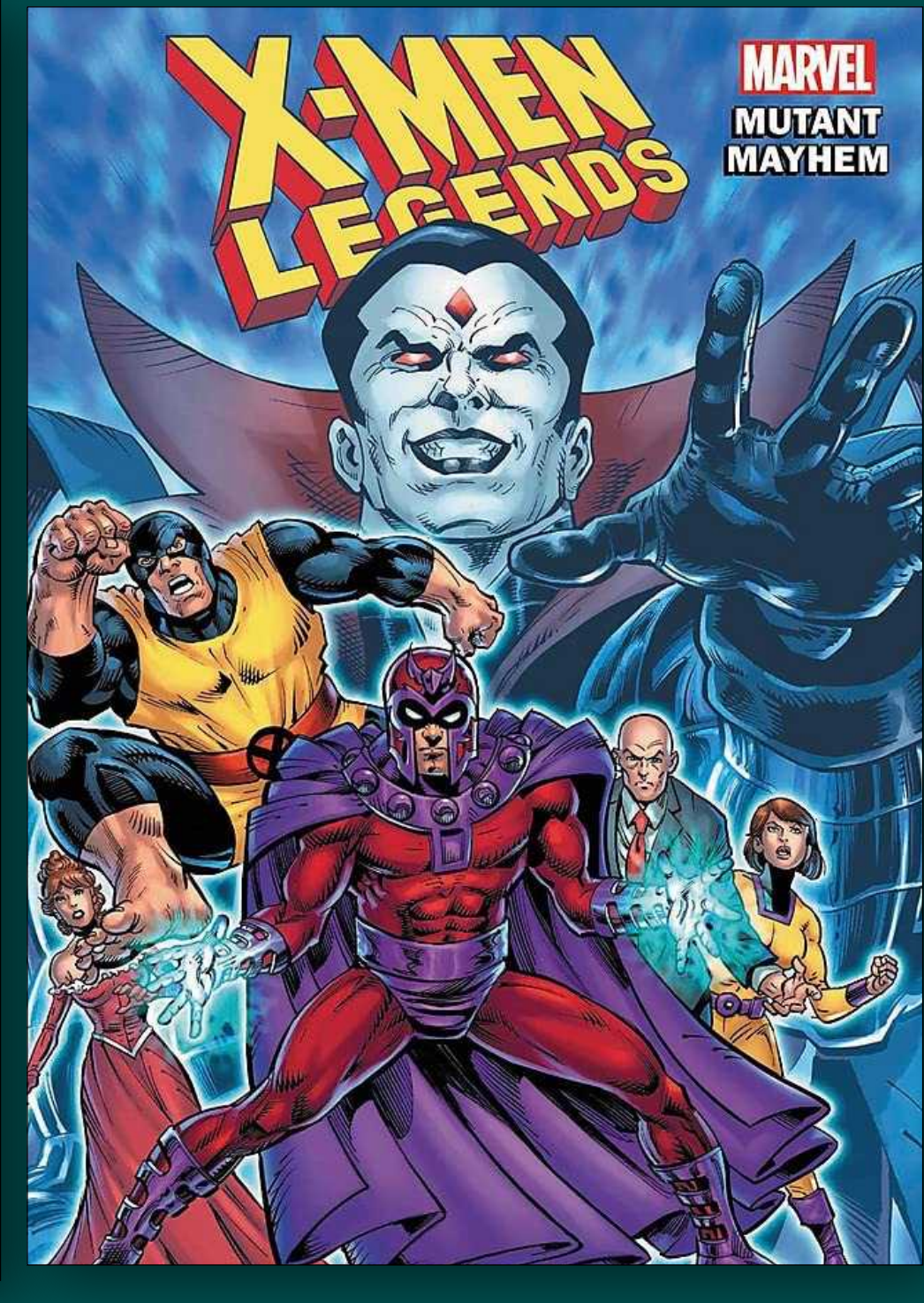
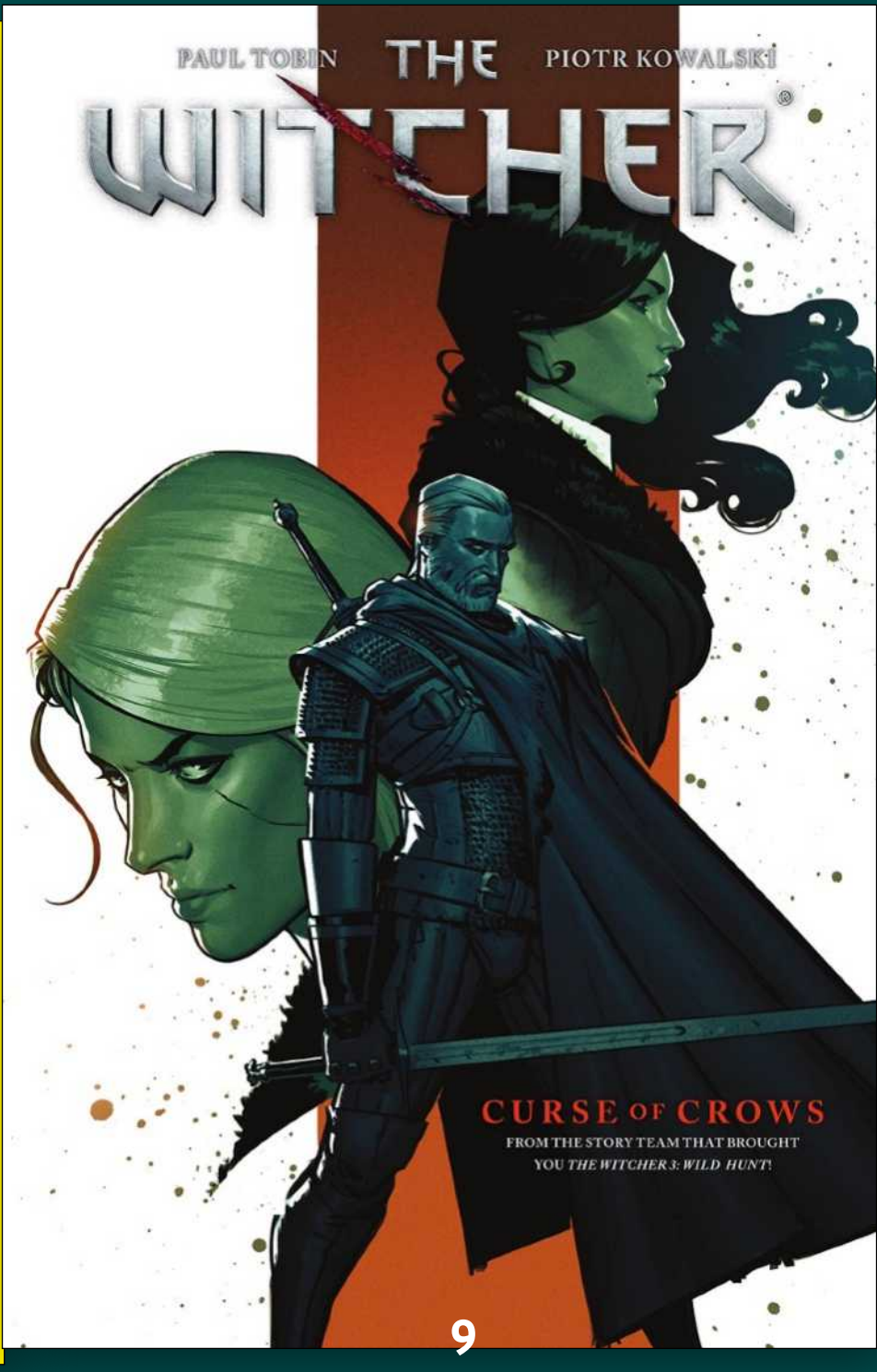
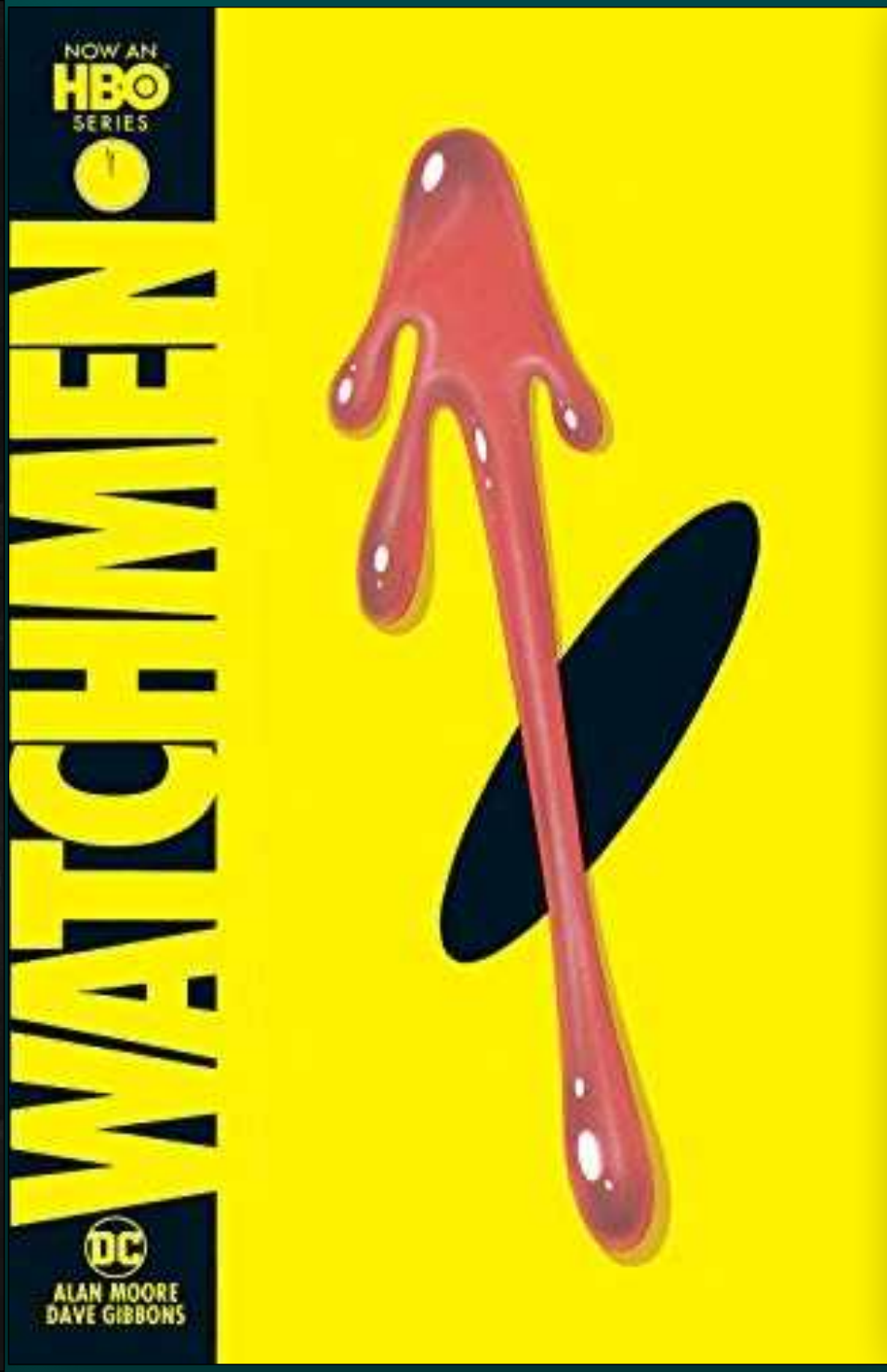
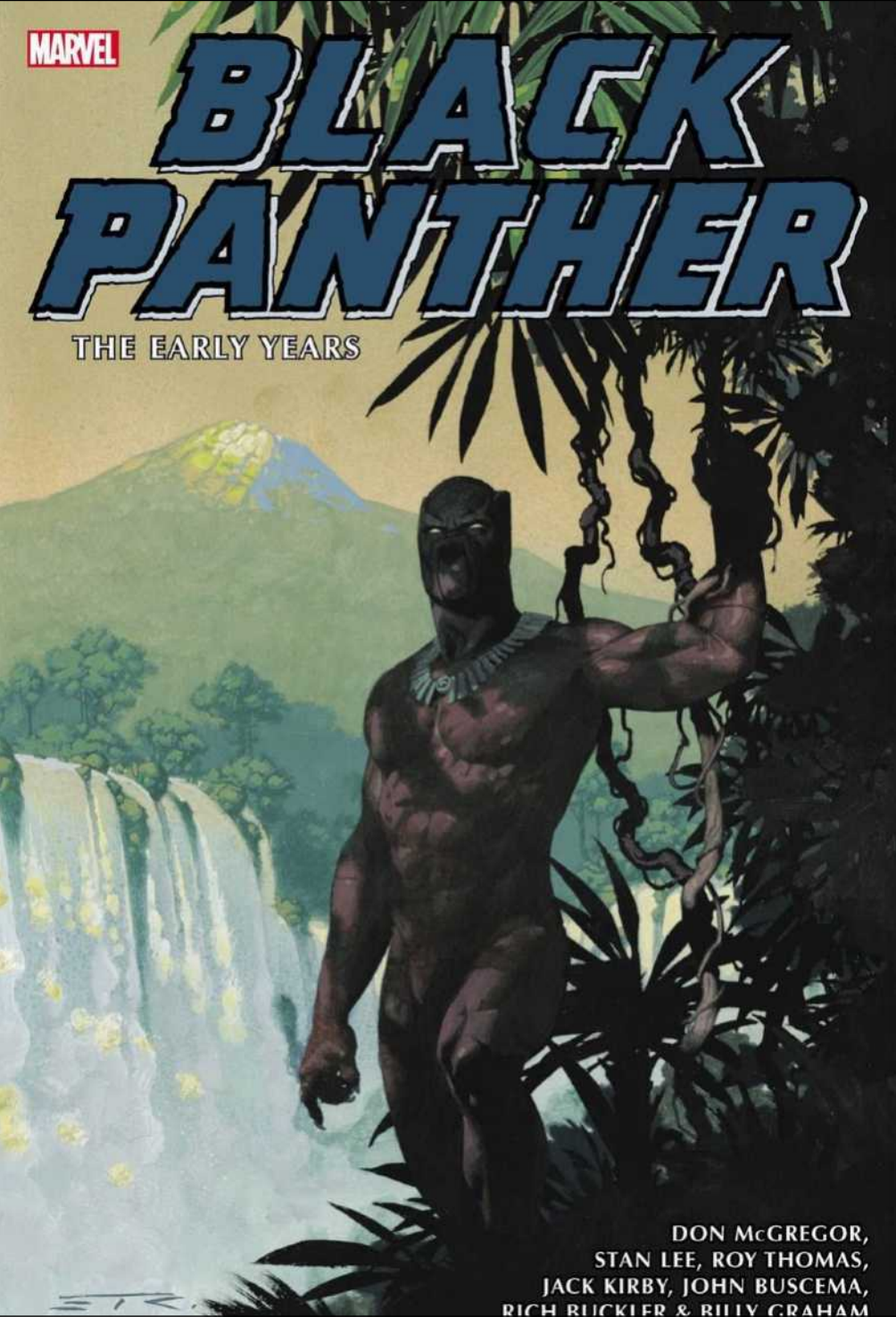
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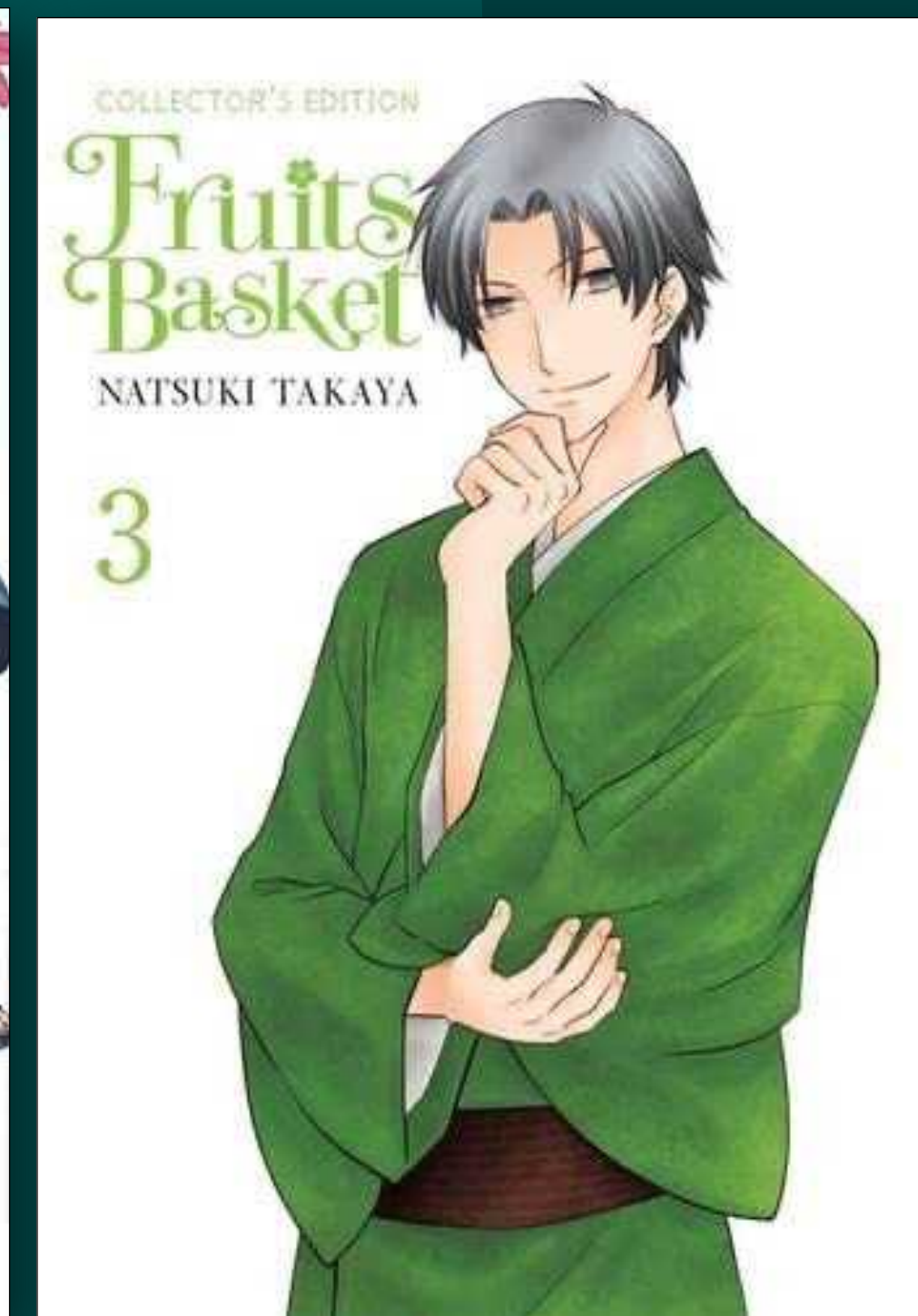
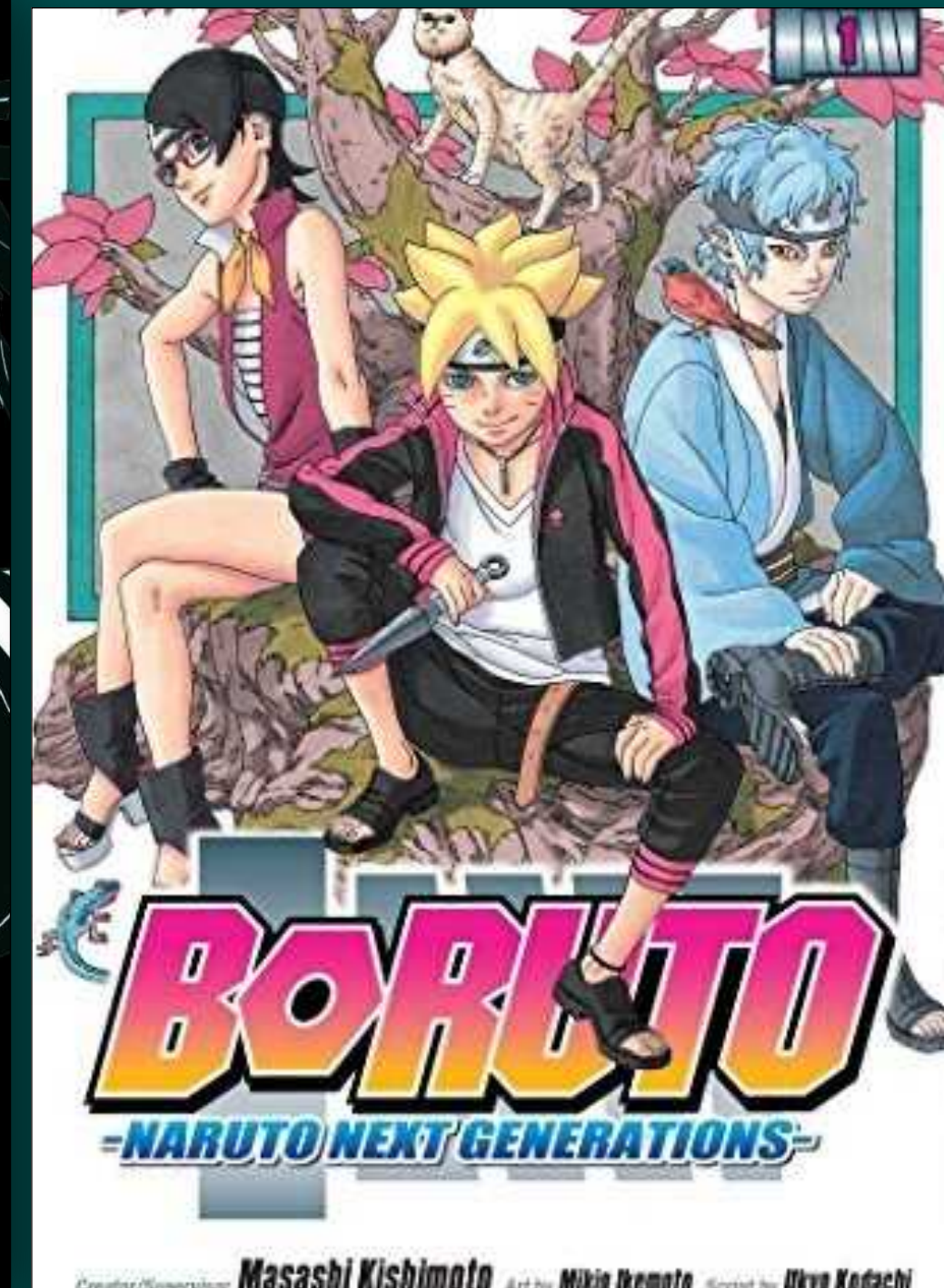
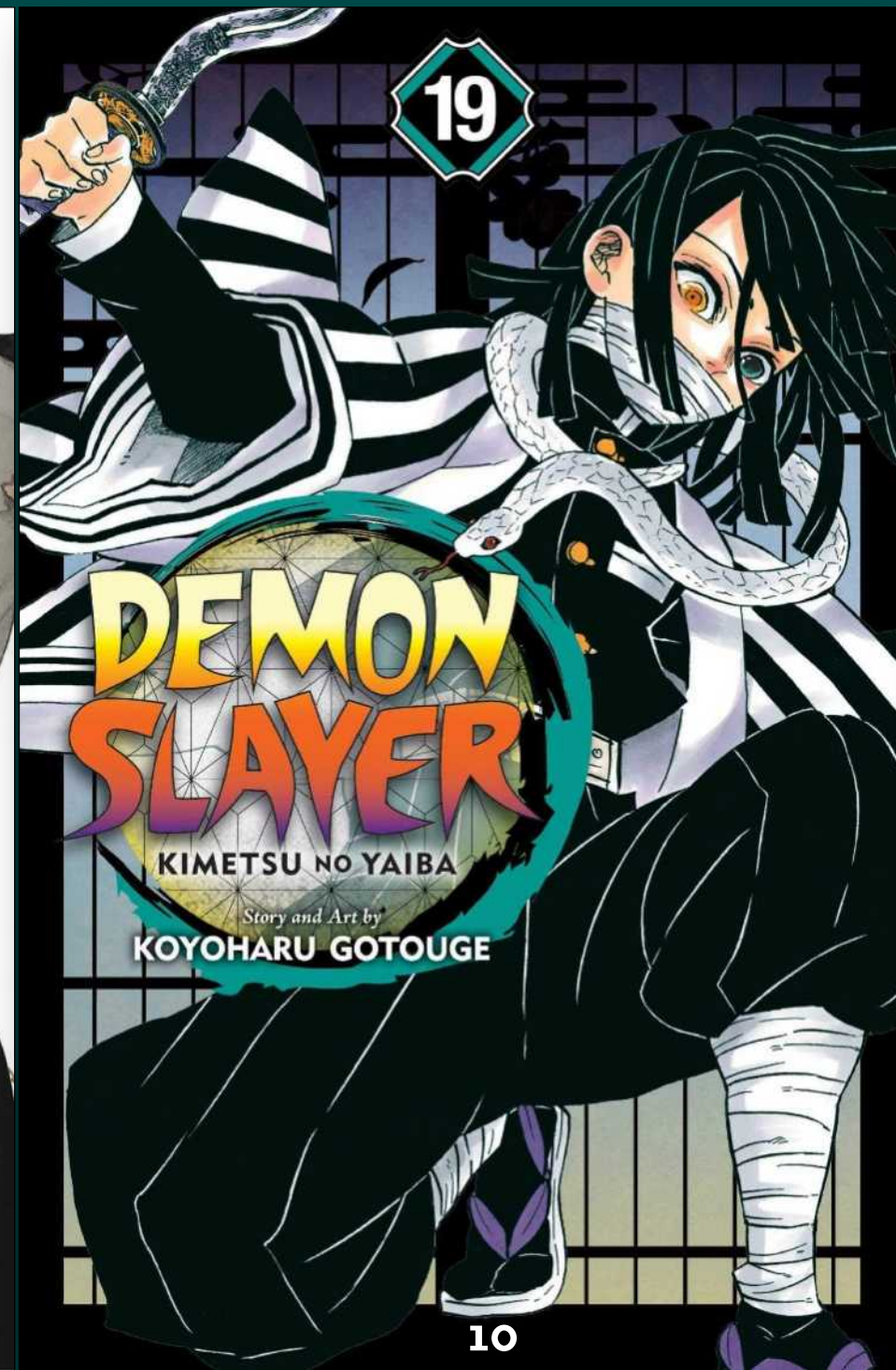
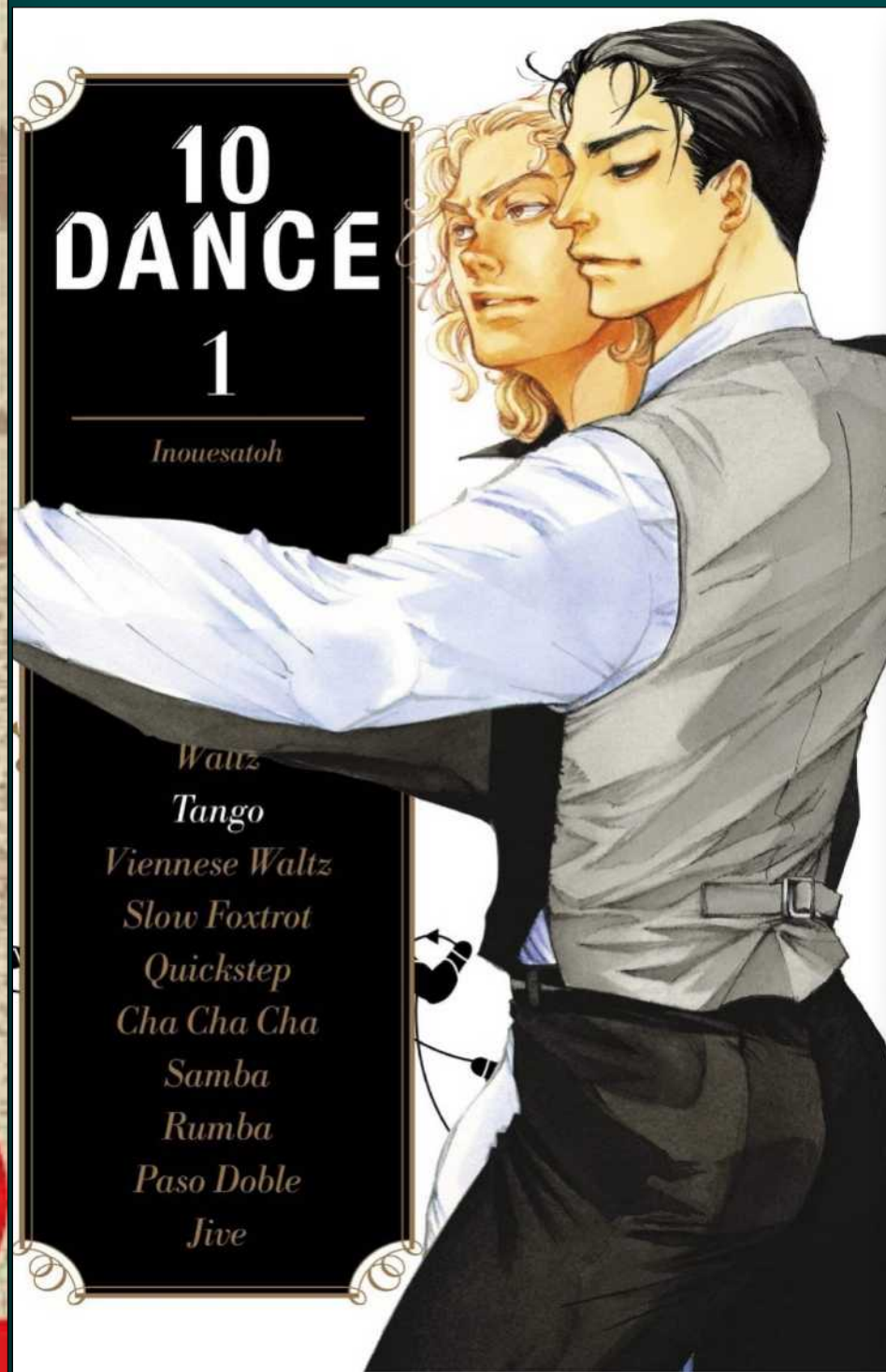
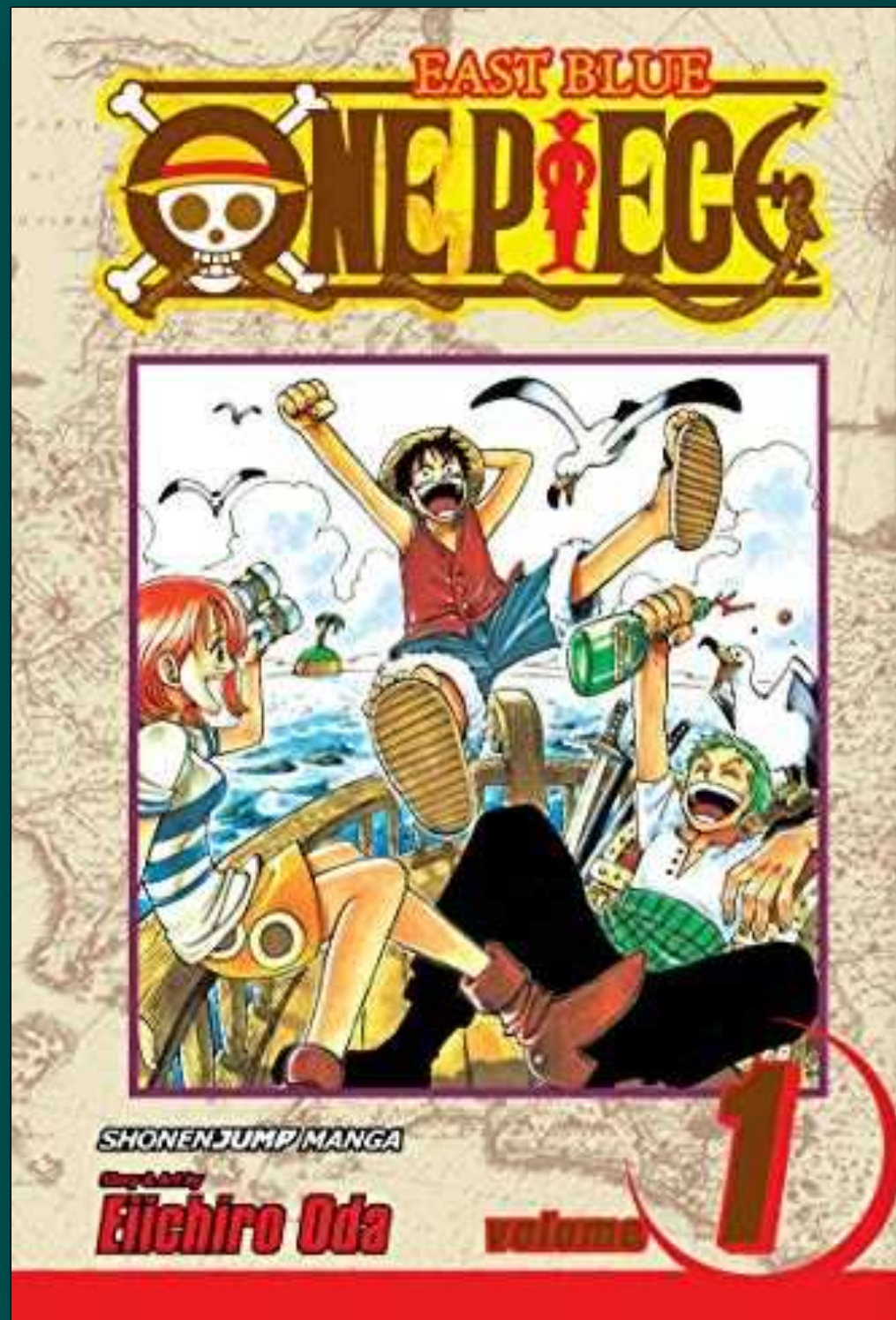
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XAMF	Manga: Shōjo	*
XAMG	Manga: Shōnen	*
XAML	Manga: Seinen	*
XAMR	Manga: Josei	*
XAMT	Manga: Yaoi	*
XAMV	Manga: Bara	*
XAMX	Manga: Adult (erotic, extreme violence)...	*
XAMY	Manga: Yuri	*

XAM	Manga and East Asian style / tradition comic books...	*	?
XAMC	Manga: Kodomo Use for: Manga for children, boys and girls, age around 6 to 10	*	*
XAMF	Manga: Shōjo Use for: Manga designed for young and teenage girls, age around 10 to 15	*	*
XAMG	Manga: Shōnen Use for: Manga designed primarily for young and teenage boys, age around 10 to 15	*	*
XAML	Manga: Seinen Use for: Manga designed for young adult men, from about 15 to 30 years old. Use with: Qualifier 5X as appropriate	*	*
XAMR	Manga: Josei Use for: Manga designed specifically for young adult women	*	*
XAMT	Manga: Yaoi Class here: boys' love (BL), danmei. Use for: Manga featuring young male same-sex relationships, created principally, but not exclusively, for a young female readership. Use with: 5PSG as appropriate. See also: FYQ Fiction: special features: Yaoi / BL novels	*	*
XAMV	Manga: Bara	*	
XAMX	Manga: Adult (erotic, extreme violence)...	*	
XAMY	Manga: Yuri Class here: girls' Love. Use for: Manga featuring young female same-sex relationships often (but not exclusively) for a young female readership. Use with: 5PSL as appropriate	*	

Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XQ	Graphic novel / Comic book / Manga: genres...	*
XQA	Graphic novel / Comic book / Manga: Memoirs, true stories and non-fiction...	*
XQB	Graphic novel / Comic book / Manga: Literary adaptations	*
XQC	Graphic novel / Comic book / Manga: Inspired by or adapted from other media	*
XQD	Graphic novel / Comic book / Manga: Crime, mystery and thrillers	*
XQE	Graphic novel / Comic book / Manga: Society / culture	*
XQF	Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature	*
XQG	Graphic novel / Comic book / Manga: Action and adventure...	*
XQH	Graphic novel / Comic book / Manga: Horror / supernatural	*
XQJ	Graphic novel / Comic book / Manga: Sports	*
XQK	Graphic novel / Comic book / Manga: Superheroes and super-villains	*
XQL	Graphic novel / Comic book / Manga: Science fiction	*
XQM	Graphic novel / Comic book / Manga: Fantasy, esoteric	*
XQN	Graphic novel / Comic book / Manga: Anthropomorphic / animal stories	*
XQP	Graphic novel / Comic book / Manga: Traditional stories, myths, legends	*
XQR	Graphic novel / Comic book / Manga: Romance	*
XQS	Graphic novel / Comic book / Manga: School / college life	*
XQT	Graphic novel / Comic book / Manga: Humorous	*
XQV	Graphic novel / Comic book / Manga: Historical	*
XQW	Graphic novel / Comic book / Manga: Religious, spiritual, inspirational	*
XQX	Graphic novel / Comic book / Manga: Adult...	*

Notation	Category heading	?
X	Graphic novels, Comic books, Manga, Cartoons...	*
XQ	Graphic novel / Comic book / Manga: genres...	*
XQA	Graphic novel / Comic book / Manga: Memoirs, true stories and non-fiction...	*
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XQC	Graphic novel / Comic book / Manga: Inspired by or adapted from other media	*
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XQH	Graphic novel / Comic book / Manga: Horror / supernatural	*
XQJ	Graphic novel / Comic book / Manga: Sports	*
XQK	Graphic novel / Comic book / Manga: Superheroes and super-villains	*
XQL	Graphic novel / Comic book / Manga: Science fiction	*
XQM	Graphic novel / Comic book / Manga: Fantasy, esoteric	*
XQN	Graphic novel / Comic book / Manga: Anthropomorphic / animal stories	*
XQP	Graphic novel / Comic book / Manga: Traditional stories, myths, legends	*
XQR	Graphic novel / Comic book / Manga: Romance	*
XQS	Graphic novel / Comic book / Manga: School / college life	*
XQT	Graphic novel / Comic book / Manga: Humorous	*
XQV	Graphic novel / Comic book / Manga: Historical	*
XQW	Graphic novel / Comic book / Manga: Religious, spiritual, inspirational	*
XQX	Graphic novel / Comic book / Manga: Adult...	*

Use XQ* with XA*

Choose one X* code to be the Main Subject

Use XQ* with F* codes for greater detail about the fiction genre for comic books aimed at adults

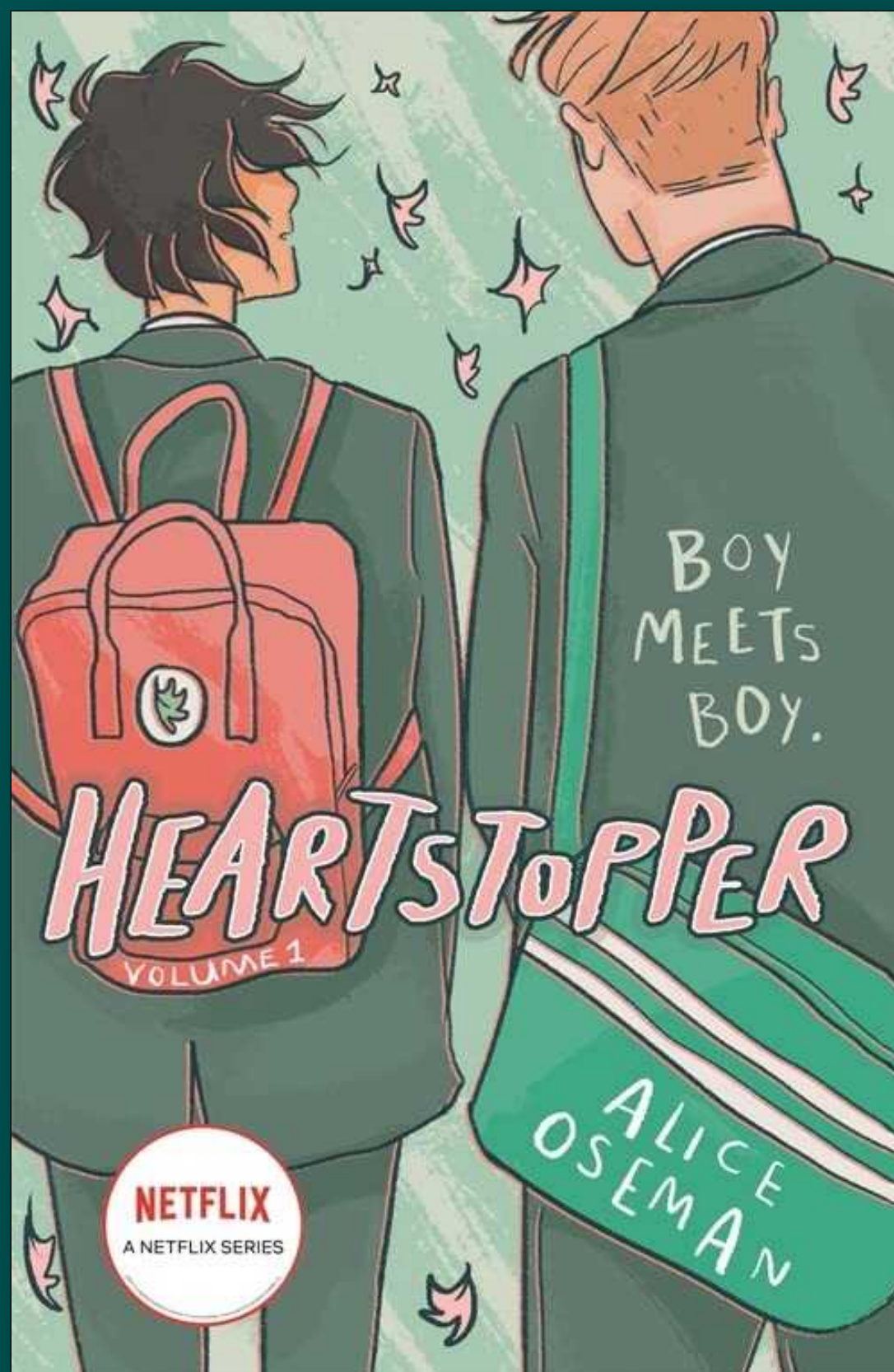
Use XQ* with A*-W* subject codes for greater detail about the non-fiction topic for comic books aimed at adults

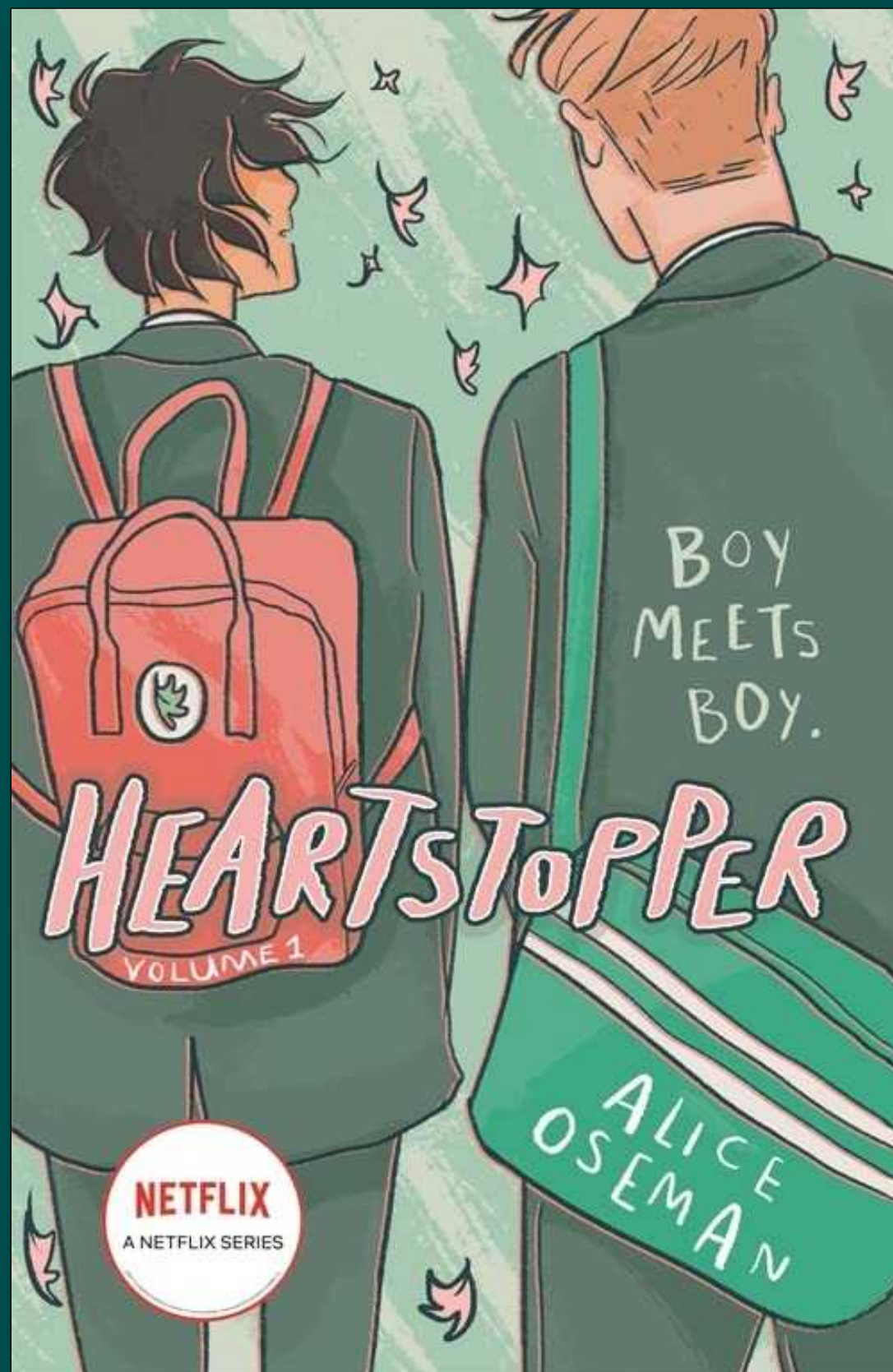
Use XQ* with YF* codes for greater detail about the fiction genre for comic books aimed at children or teenagers

Use XQ* with YN*, YP**, YX* codes for greater detail about the non-fiction genre for comic books aimed at children or teenagers

ALWAYS use X* with 5A* qualifiers for any comic book titles aimed at children or teenagers

DO NOT USE X* with both A*-W* subjects codes AND Y* codes -it should be one combination or the other



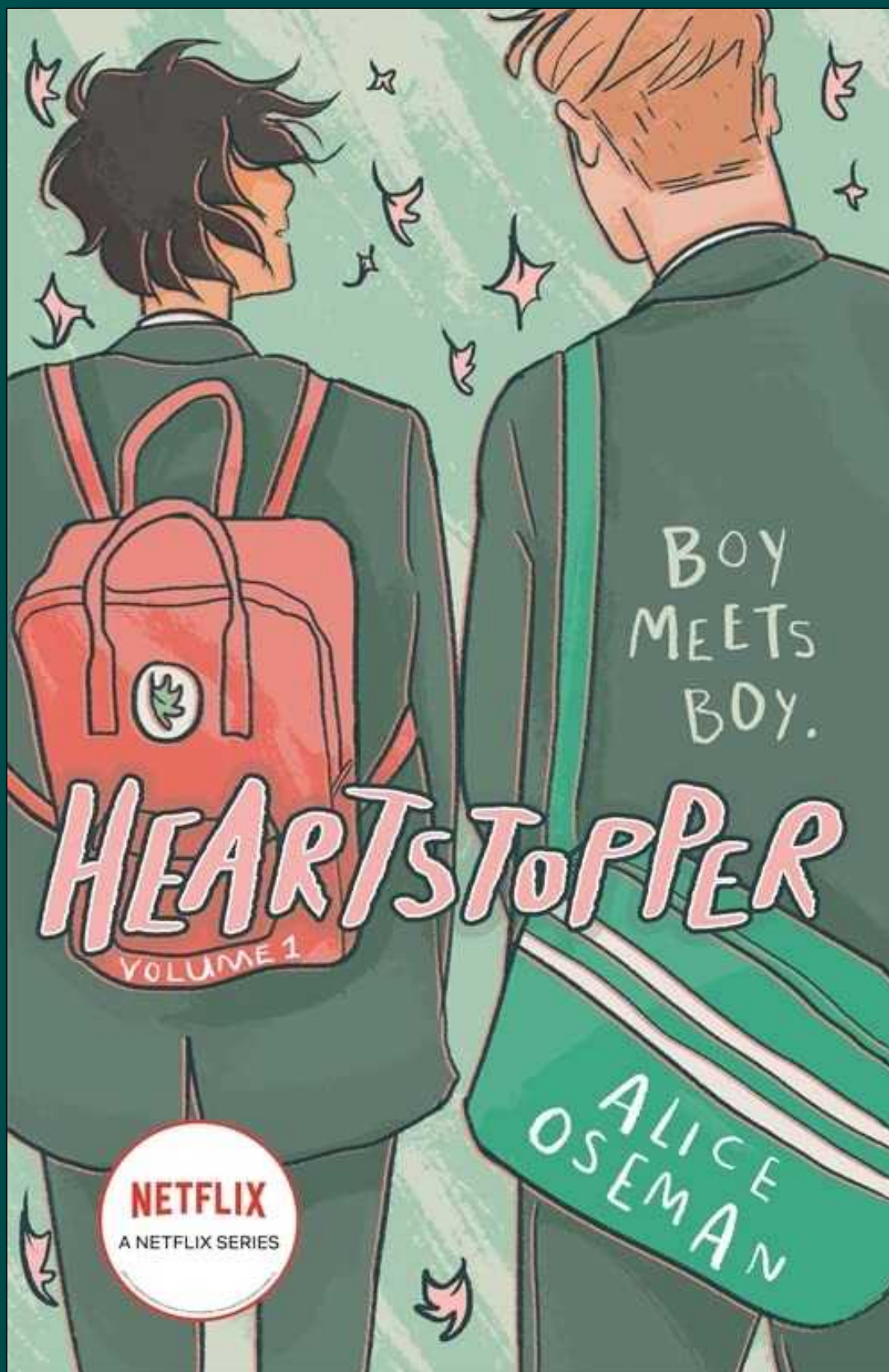


XQR – Graphic novel / Comic book / Manga: Romance

XQS – Graphic novel / Comic book / Manga: School / College life

XQF – Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature

XAB – Graphic novels



XQR – Graphic novel / Comic book / Manga: Romance

XQS – Graphic novel / Comic book / Manga: School / College life

XQF – Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature

XAB – Graphic novels

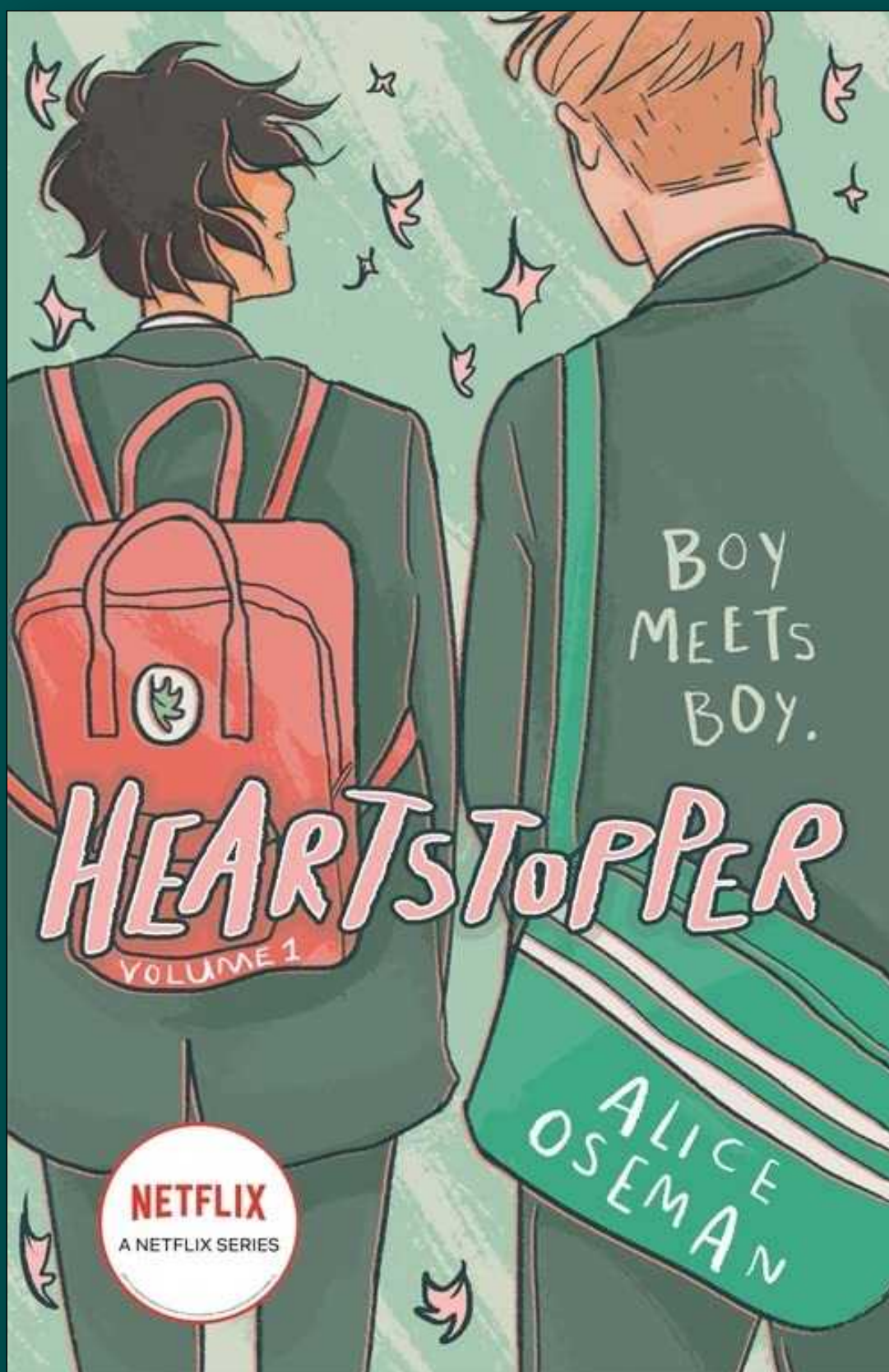
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YFM – Children's / Teenage fiction: Relationship stories

YNMH – Children's / Teenage: Boys and men

YXBD – Children's / Teenage: LGBTQ+: Coming out

YXD – Children's / Teenage personal and social topics: Self-awareness and self-esteem



XQR – Graphic novel / Comic book / Manga: Romance

XQS – Graphic novel / Comic book / Manga: School / College life

XQF – Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature

XAB – Graphic novels

YFMR – Children's / Teenage fiction: Romance and love stories

YFM – Children's / Teenage fiction: Relationship stories

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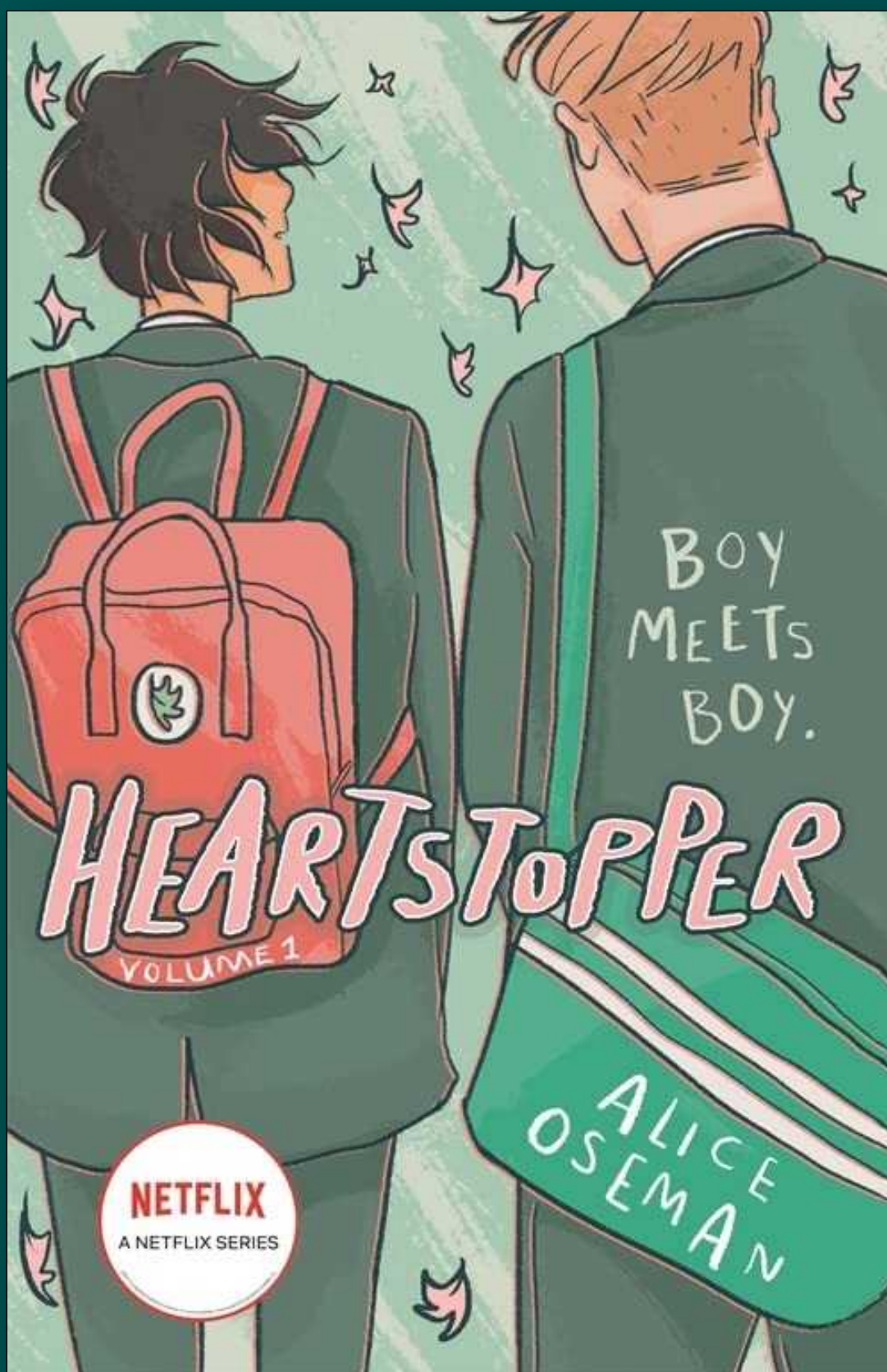
YXBD – Children's / Teenage: LGBTQ+: Coming out

YXD – Children's / Teenage personal and social topics: Self-awareness and self-esteem

5AP – Interest age: from c 13 years

5LF – Relating to adolescence / teenage years

5PS – Relating to LGBTQ+ people



XQR – Graphic novel / Comic book / Manga: Romance

XQS – Graphic novel / Comic book / Manga: School / College life

XQF – Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature

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XAB – Graphic novels

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YFM – Children's / Teenage fiction: Relationship stories

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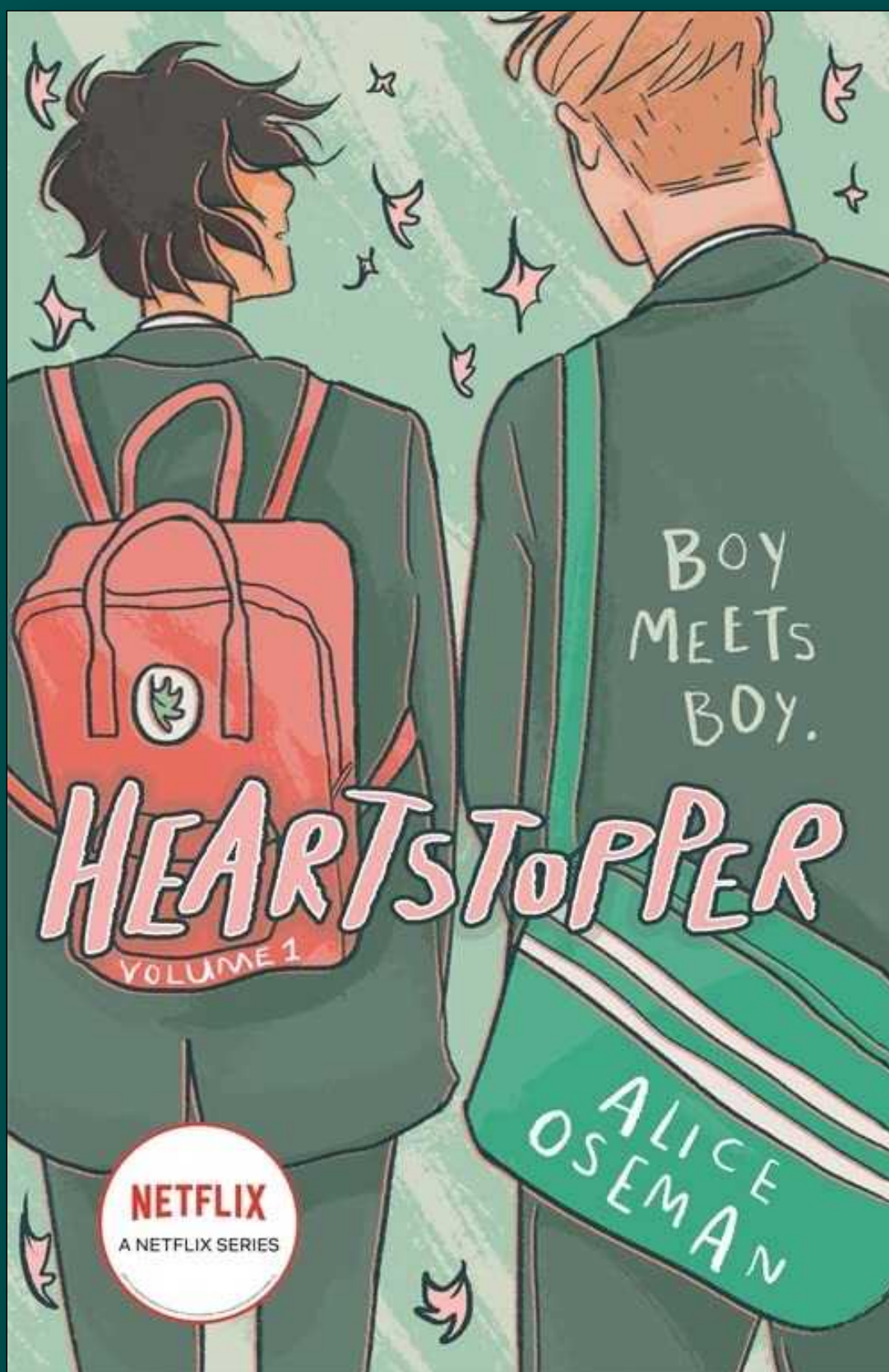
YXBD – Children's / Teenage: LGBTQ+: Coming out

YXD – Children's / Teenage personal and social topics: Self-awareness and self-esteem

5AP – Interest age: from c 13 years

5LF – Relating to adolescence / teenage years

5PS – Relating to LGBTQ+ people



XQR – Graphic novel / Comic book / Manga: Romance

XQS – Graphic novel / Comic book / Manga: School / College life

XQF – Graphic novel / Comic book / Manga: Modern and contemporary fiction / literature

XAB – Graphic novels

YFMR – Children's / Teenage fiction: Romance and love stories

YFM – Children's / Teenage fiction: Relationship stories

YNMH – Children's / Teenage: Boys and men

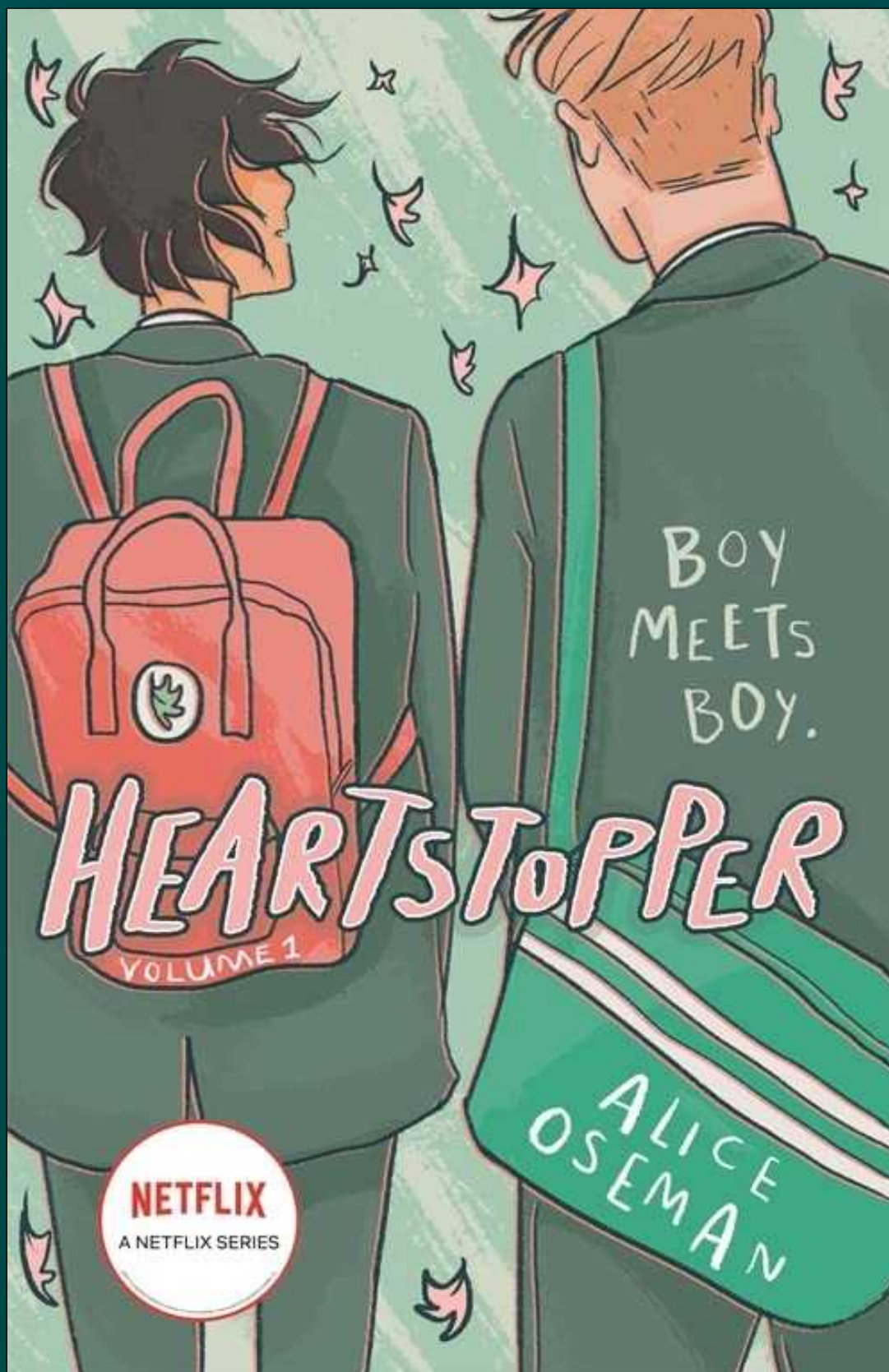
YXBD – Children's / Teenage: LGBTQ+: Coming out

YXD – Children's / Teenage personal and social topics: Self-awareness and self-esteem

5AP – Interest age: from c 13 years

5LF – Relating to adolescence / teenage years

5PS – Relating to LGBTQ+ people



XQR – Graphic novel / Comic book / Manga: Romance <MainSubject/>

XQS – Graphic novel / Comic book / Manga: School / College life

XAB – Graphic novels

YFM – Children's / Teenage fiction: Relationship stories

YXBD – Children's / Teenage: LGBTQ+: Coming out

5AP – Interest age: from c 13 years

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5PS – Relating to LGBTQ+ people

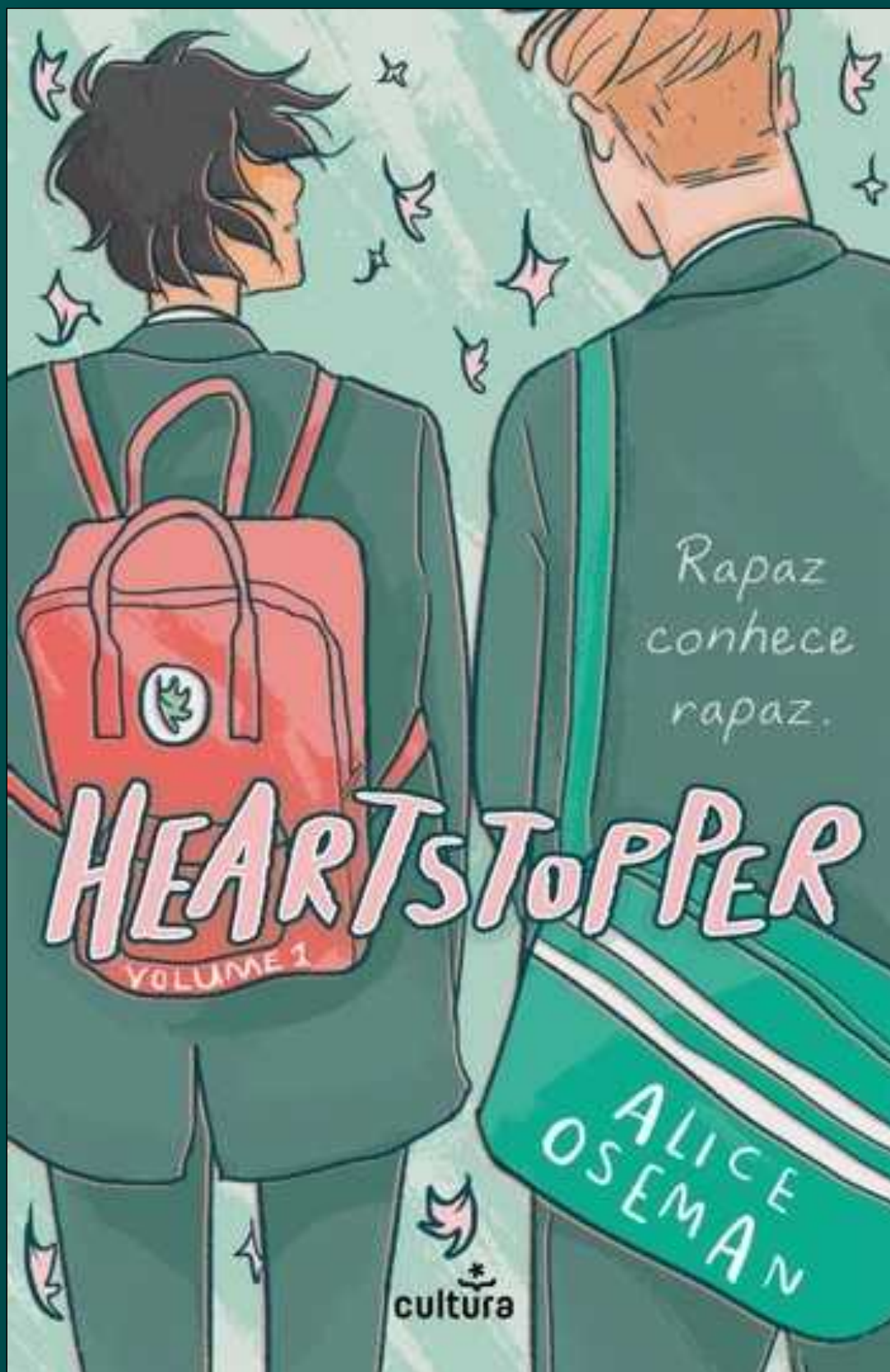
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<!-- 93 = Thema category -->

<!-- 98 = interest qualifier -->



XQR – Graphic novel / Quadrinhos / Mangás: romance <MainSubject/>

XQS – Graphic novel / Quadrinhos / Mangás: vida escolar / universitária

XAB – Graphic novel

YFM – Ficção infantil / para adolescentes: histórias de relacionamento

YXBD – Infantil/Adolescentes: LGBTQ+: Saindo do armário

5AP – Idade de interesse: c. 13 anos

5LF – Relacionado à adolescência / período da adolescência

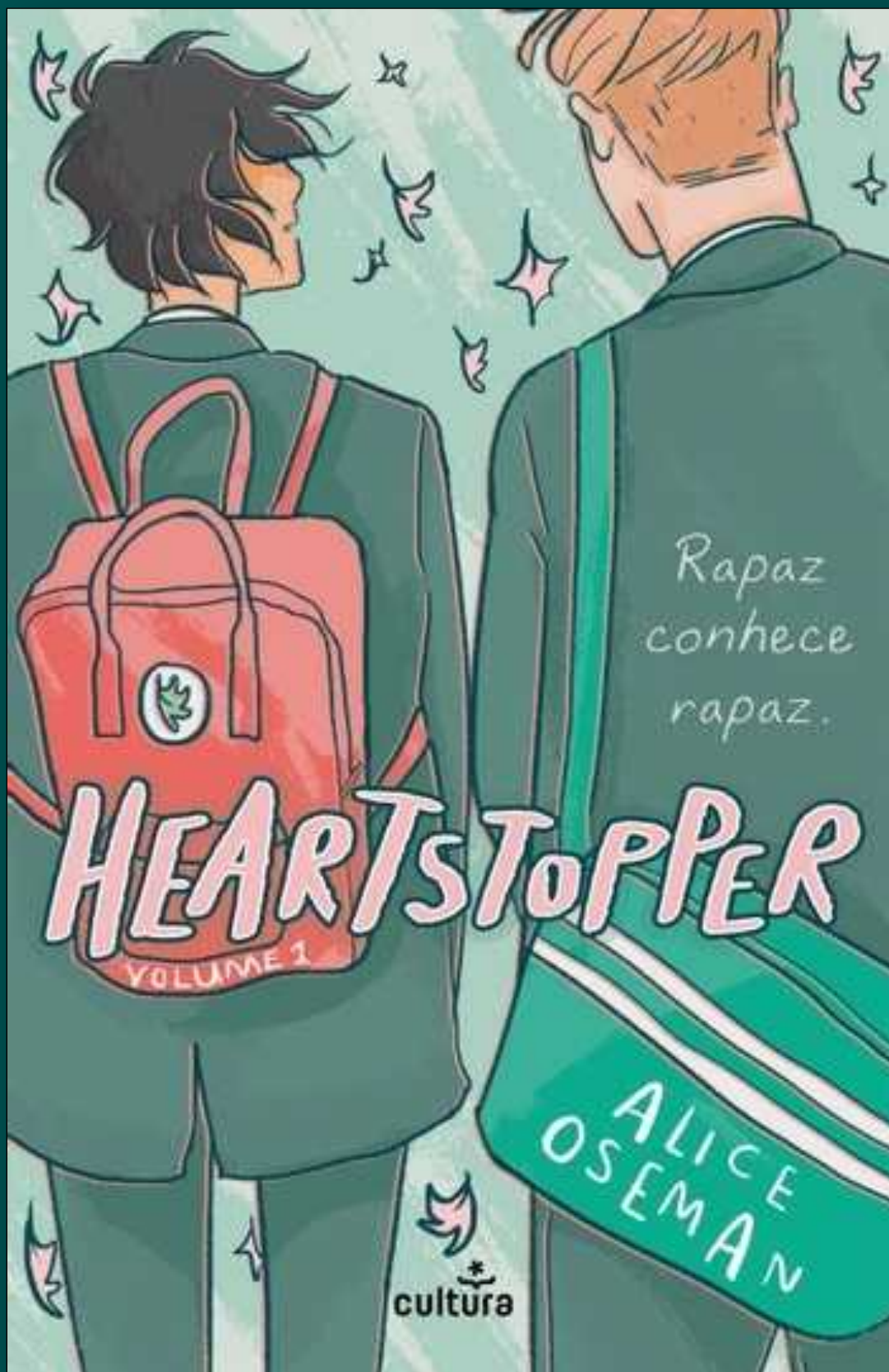
5PS – Relacionado a pessoas LGBTQ +

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XQR – Romans graphiques, livres de bande dessinée, mangas : histoire sentimentale <MainSubject/>

XQS – Romans graphiques, livres de bande dessinée, mangas : vie à l'école / vie étudiante

XAB – Romans graphiques

YFM – Fiction jeunesse : histoires de relations – romance, amour ou amitié

YXBD – Jeunesse : questions personnelles et de société : LGBT : coming out

5AP – Age : à partir de 13 ans

5LF – Relatif à l'adolescence

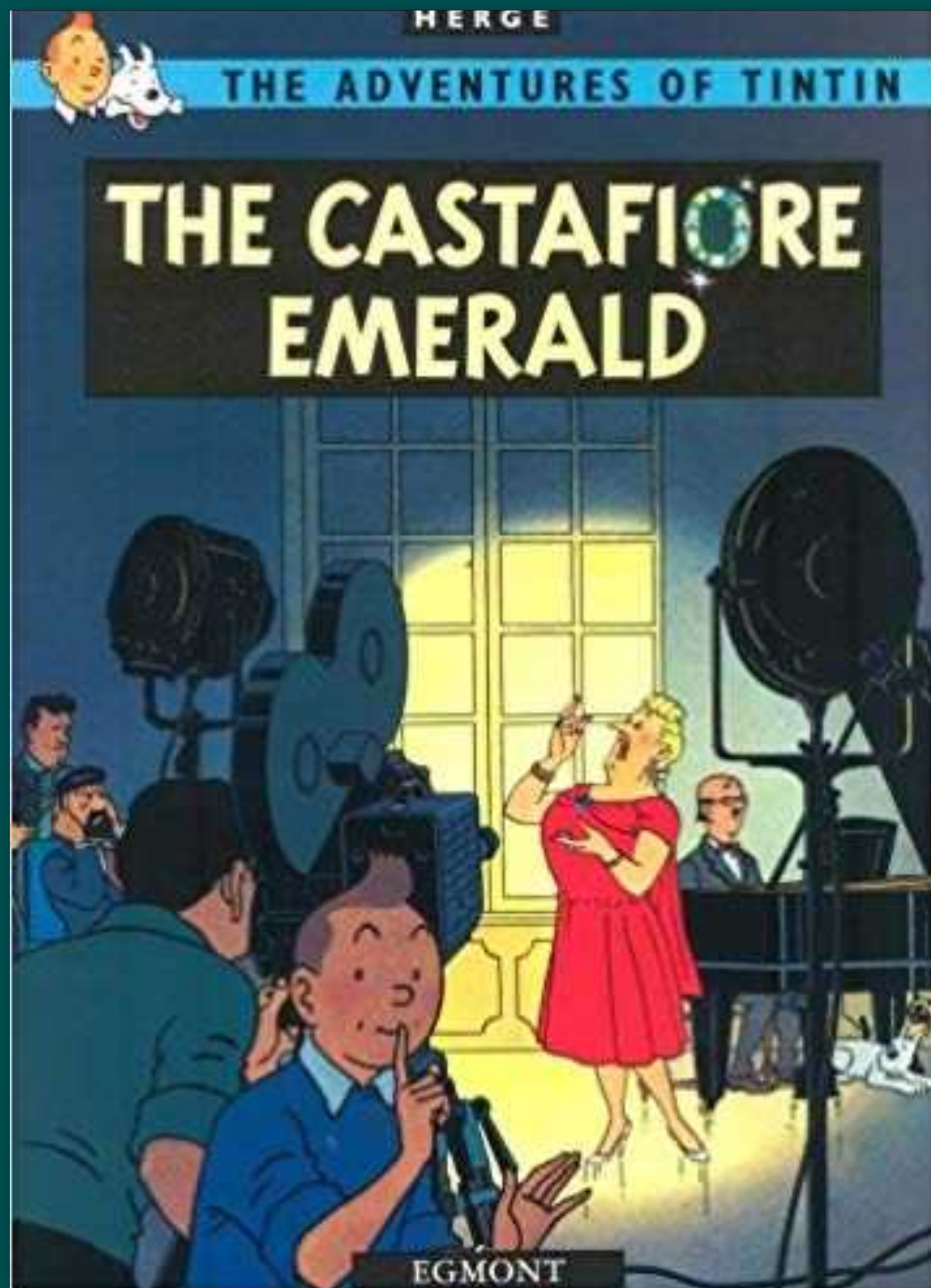
5PS – Relatif aux personnes LGBTQ+

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XADC – Classic European style / tradition comic books

XQD – Graphic novel / Comic book / Manga: Crime, mystery and thrillers <MainSubject/>

1DDB – Belgium

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XQK – Graphic novel / Comic book: super-heroes and super-villains <MainSubject/>

FDM – Afrofuturism / Black Speculative fiction

XAK – American style / tradition comic books

1H– Africa

5PBD – Relating to people of the African diasporas / heritage

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<PersonName>**T'Challa**</PersonName>

</AlternativeName>

</NameAsSubject>



chris@editeur.org

<https://www.editeur.org/151/thema>

<https://ns.editeur.org/thema>

Over to our second speaker...



**Nazeli Kyuregyan-Baron, Editorial & Marketing Manager,
Europe Comics**

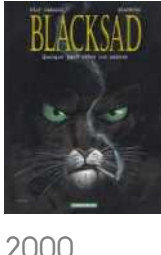
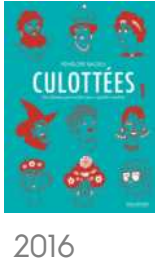
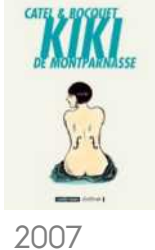
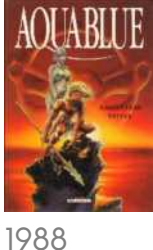
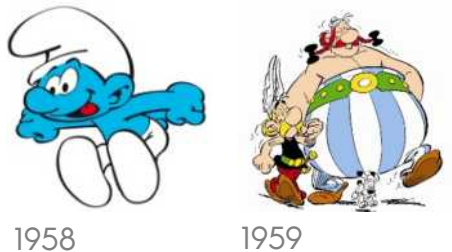
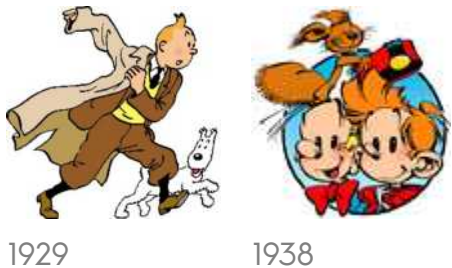
#bicbrunch
@bic1uk

BIC Brunch: Using THEMA for COMICS, GNs & MANGA

JAN 26, 2023
Nazeli Kyuregyan-Baron
Europe Comics/Média-Participations

THE FRANCO-BELGIAN COMICS MARKET

THE FRANCO-BELGIAN COMICS EVOLUTION



VARIETY OF STYLES

Ligne claire



Humour



Realistic

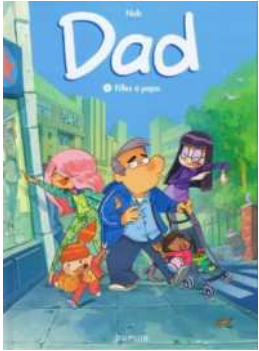


New styles

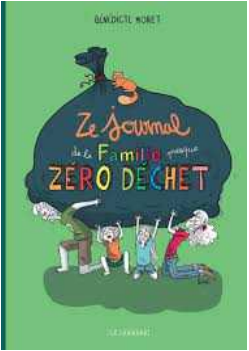
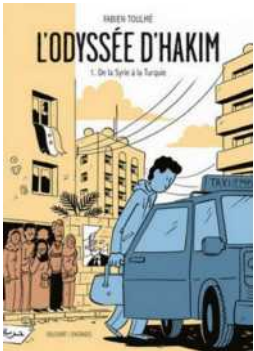
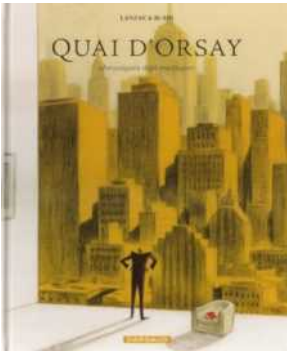


VARIETY OF GENRES: FICTION & NON-FICTION

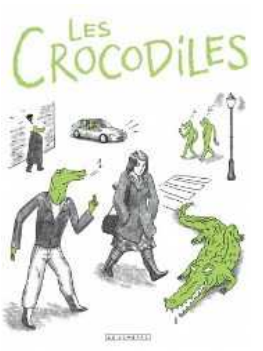
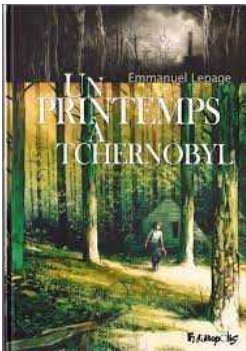
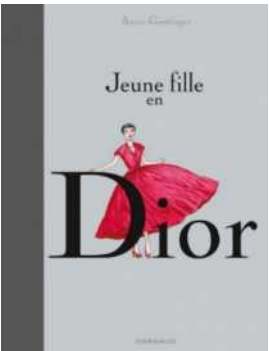
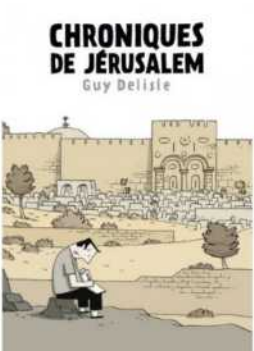
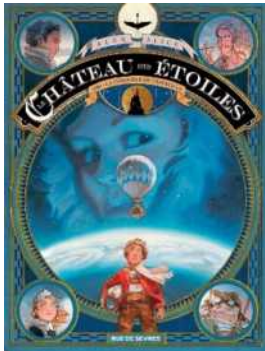
Children's Adventure, Fantasy, Humour...



Politics, Current affairs, Popular science, Ecology



Genre Fiction



Memoirs, Biographies, Documentary, Social issues

THE FRENCH BOOK MARKET

Comics market share in value (print) = +83% growth over 10 years
 1 out of 5 books bought is a comic book

	2012 *	2021 *	Evolution
1	General Fiction (28%)	General Fiction (26%)	-7%
2	Children’s books (17%)	Comics & Manga (22%)	+83%
3	Practical & Hobby (12%)	Children’s books (17%)	0%
4	Comics & Manga (12%)	Practical & Hobby (12%)	0%

2021 Bestsellers (volume)

1


1 548K

2


492K

3


433K

...

9



275K

Belgium

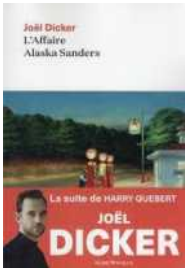
Comics are the n. 1 segment in 2021!

	2021 **
1	Comics & Manga (23%)
2	General Fiction (20%)
3	Children’s books (15%)

2022 Bestsellers (volume)

1


525K

2


432K

* Source: GfK **Source: ADEB

THE FRENCH COMICS MARKET IN 2021: KEY FIGURES

VOLUME (unit sales)	TURNOVER (€)	AVERAGE PRICE (€)	N. OF NEW RELEASES
85 MLN	890 MLN	10,44€	6 120
3 MAIN SEGMENTS (volume)	RISE OF MANGA	DEMOGRAPHICS	
FR-BE comics 41%	55% (volume)	<30 year-olds (75%)	
Manga 55%	41% (value)	buying comics as gift for	
US Comics 4%	+107% vs 2020	>30 year-olds (67%)	

PUBLISHING COMPANIES – 2021

More than **350** publishers release at least one comic book/year. **Five** publishing groups make more than **60%** of sales:

MÉDIA-PARTICIPATIONS (Dargaud, Le Lombard, Dupuis, Kana, Urban): **21%** 

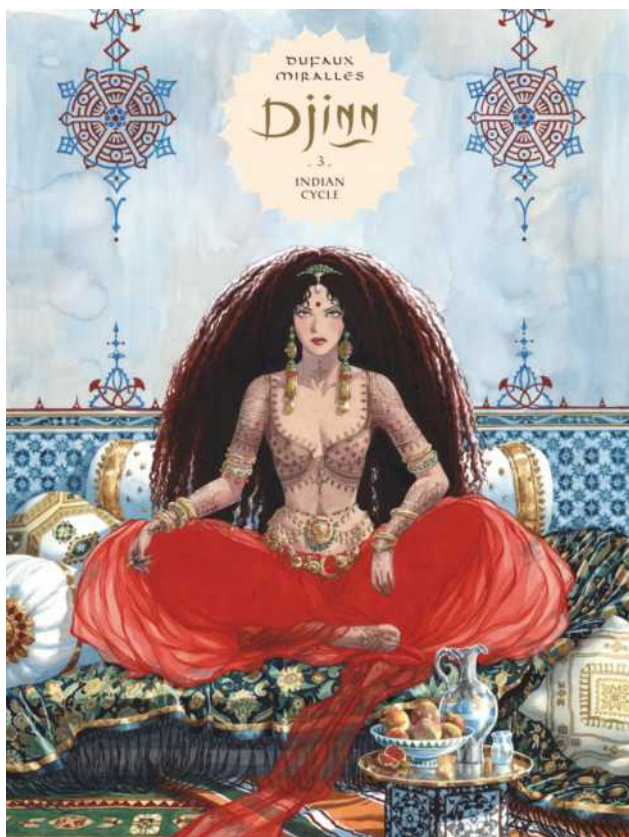
GLÉNAT (Glénat, Vents d'Ouest): **14%** 

DELCOURT (Delcourt, Soleil): **12%** 

HACHETTE (Albert René - Asterix): **10%** 

MADRIGALL (Gallimard, Flammarion, Casterman, Futuropolis, Fluide Glacial): **6%** 

USING THEMA TO DESCRIBE FRANCO-BELGIAN COMICS



THEMA

XAD - European style / tradition comic books

XQV - Graphic novel / Comic book / Manga: Historical

XQXE - Graphic novel / Comic book / Manga: Adult - erotic

XQG - Graphic novel / Comic book / Manga: Action and adventure

FV - Historical fiction

1FKA - India

1QBCU - British Empire

3MPB - Early 20th century c 1900 to c 1950

5X - Contains explicit or offensive material or content

BISAC

CGN018000 Action and adventure

CGN020000 International

CGN004020 Erotica

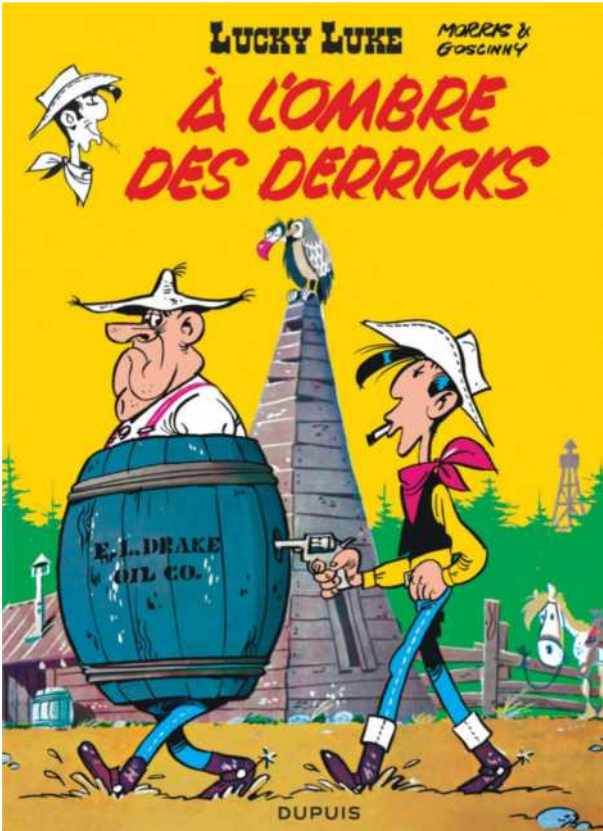
CGN010000 Historical Fiction

CLIL

Action et aventures (3781)

Histoire (3780)

Public averti (érotique, hyper violence...)
(3785)



THEMA

XADC Classic European style / tradition comic books

XQG Graphic novel / Comic book / Manga: Action and adventure

XQT Graphic novel / Comic book / Manga: Humorous

FJW Adventure fiction: Westerns

3MNQ-US-E 1861-1877 (American Civil War period and the era of Reconstruction) (?)

3MNQ Later 19th century c 1850 to c 1899 (?)

1KBB-US-W US West

BISAC

JUV008040 Action & Adventure

JUV008110 Humorous

CLIL

Humour (3783)

Western (3782)

Classique (3787)

Bandes dessinées tout public (3773)



THEMA

XAD European style / tradition comic books

XQG Graphic novel / Comic book / Manga: Action and adventure

XQH Graphic novel / Comic book / Manga: Horror / supernatural

XQM Graphic novel / Comic book / Manga: Fantasy, esoteric

XQX Graphic novel / Comic book / Manga: Adult

1FPJ Japan

3KLN-JP-K 1185-1333 (Japanese Kamakura period)

5X - Contains explicit or offensive material or content (?)

BISAC

CGN004030 Fantasy

CGN018000 Action & Adventure

CGN020000 International

CLIL

Action et aventures (3781)

Fantasy (3777)

Public averti (érotique, hyper violence...) (3785)



BISAC

CGN008000 Contemporary Women
CGN009000 LGBTQ+
CGN020000 International

THEMA V1

XAB - Graphic novels (?)

XAD - European style / tradition comic books (?)

XQA - Graphic novel / Comic book / Manga: Memoirs, true stories and non-fiction

FC - Biographical fiction / autobiographical fiction

JBSP - Age groups and generations

JBSJ2 - LGBTQ+ topics: coming out

JBFN - Health, illness and addiction: social aspects

MKJD - Alzheimer's and dementia (?)

5LKS - Relating to late adulthood / old age

5PMN - Relating to people with degenerative conditions

5PS - Relating to LGBTQ+ people

CLIL

Bandes dessinées d'auteur (4076)
Graphic Novel (3791)



THEMA V2

XAB - Graphic novels

XQA - Graphic novel / Comic book / Manga: Memoirs, true stories and non-fiction

FC - Biographical fiction / autobiographical fiction

JBSP - Age groups and generations

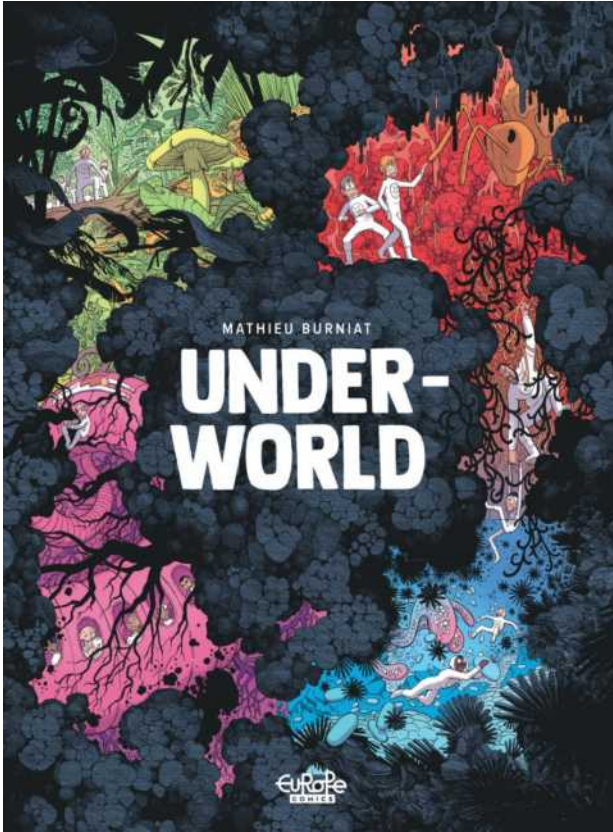
JBSJ2 - LGBTQ+ topics: coming out

FXK - Narrative theme: Health and illness

5LKS - Relating to late adulthood / old age

5PMN - Relating to people with degenerative conditions

5PS - Relating to LGBTQ+ people



THEMA

XAB - Graphic novels

XQP Graphic novel / Comic book / Manga: Traditional stories, myths, legends

XQM Graphic novel / Comic book / Manga: Fantasy, esoteric

YFHG Children's / Teenage fiction: Mythic fantasy / Mythic fiction

YNN Children's / Teenage general interest: Nature, animals, the natural world

5AN Interest age: from c 12 years

BISAC

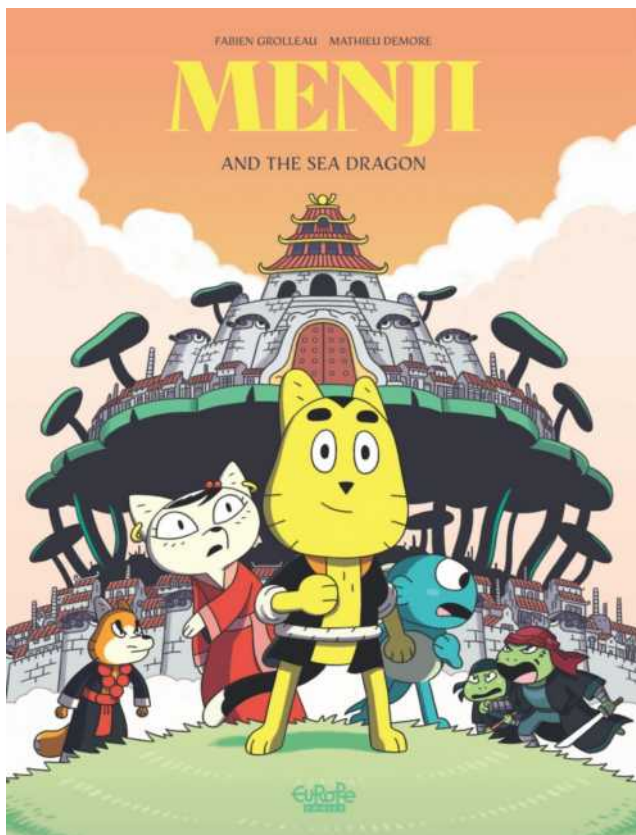
YAN012030 Science & Nature

CLIL

Documentaire (3775)

Action et aventures (3781)

Humour (3783)



THEMA

XAD European style / tradition comic books

XAMC Manga: Kodomo

XQG Graphic novel / Comic book / Manga: Action and adventure

XQN Graphic novel / Comic book / Manga: Anthropomorphic / animal stories

YFHB Children's / Teenage fiction: Epic fantasy / heroic fantasy

YNXB1 Children's / Teenage general interest: Dragons

1FPJ Japan (?)

5AK Interest age: from c 9 years

BISAC

JUV008040 Action & Adventure

JUV008110 Humorous

JUV008010 Manga (?)

CLIL

Action et aventures (3781)

Humour (3783)

THANK YOU!

Over to our final speaker...

 **Stefano Tura, Senior Manager Content Sales,
Rakuten Kobo**

#bicbrunch
@bic1uk

Thema's opportunities for comics and mangas: a bookseller's view

January 26th, 2023

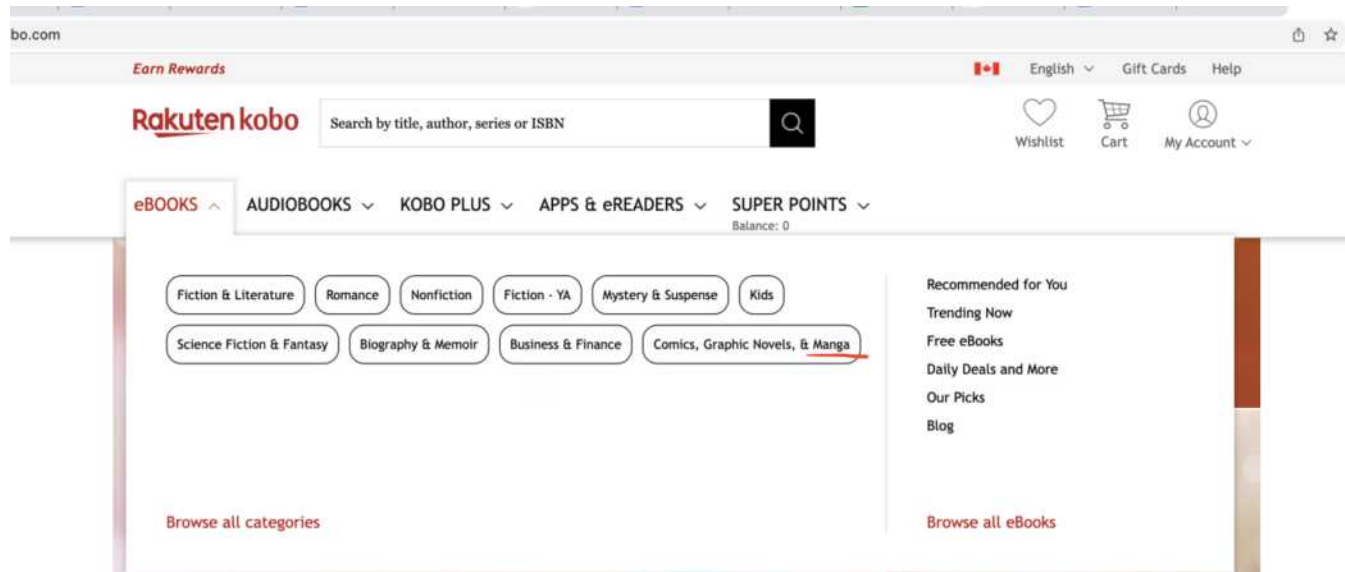
Agenda

1. Manga & Comics opportunities
2. Mapping, BISAC's limitations and simplified categories
3. Merchandising opportunities
4. Being globally local
5. Diversity & Inclusion

Manga & Comics opportunities

Manga and comics still bring low sales but have been growing over time, particularly in 2020, with a growth rate that outpaces all other genres.

- The French market is very important for us, and of course France and Belgium have a very strong tradition in the genre
- Manga growth rate is strong also in countries where impact was more limited until recent years, such as Italy
- We are owned by Rakuten, and the Eastern countries markets are important to us
- It's a customer that is more interested in subscription
- In general, all improvements brought to the category tree and categorization have a positive effect on all categories



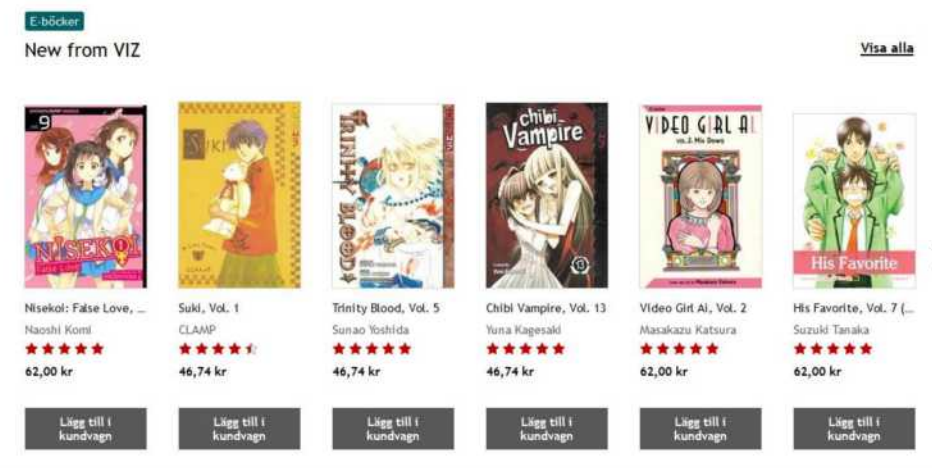
Simplified categories negatively impact discoverability

- BISAC brings an inherently North American perspective.
- Because of BISAC's limitations, certain publishers and authors include nonfiction BISACs on fiction books to capture potential audience.
- On top of that, Kobo maps categories from publisher provided metadata to our own category tree. This process overly simplifies the classification of all titles, often burying subject matter.
- It creates duplicates, as two or more BISACS will often be mapped to the same category due to a limitation in the number of available categories.
- We map CLIL (still used in France) to BISAC to Kobo Categories - this create issues with publishers sending fiction BISACS and getting erroneously mapped into a nonfiction category (or vice versa)

Our goal is to leave mapping behind: the category tree should be a 1:1 representation of the Thema tree with minor adjustments.

Merchandising & Personalization opportunities

- The depths of categorization granted by Thema will make any work to surface themes, subgenres, specific interests both faster and more encompassing, with positive effects on discoverability.
- Thema will improve efficiency of merchandising in countries with no local merchandiser, ultimately creating a more personalized shopping experience and improving CVR and web revenue.
- All metadata information contributes to our triggered CRM programs, allowing the right book to reach the right customer.



Globally Local or Globally Global?

Top-level categories and subcategories are the same across all geos, favouring a North American application. **Hence, our categories, both top-nav and subcategories, do not correctly represent content read or shopped in many countries.**

Subcategories present similar problems:

- some of them are not relevant in many geos (eg. Inspired romance is not a used category in Europe or, for comics, the Religion subcategory is not relevant in Italy);
- some of them are very broad;
- due to BISAC limitations, we're not showing important subcategories for some genres or countries, such as Shōnen, Shōjo or Seinen.

Comics, Graphic Novels, & Manga <

Manga (45085)

Crime & Mystery (1267)

Erotica (2346)

Fantasy (6657)

Gay & Lesbian (1218)

Historical Fiction (698)

Horror (1107)

Media Tie-In (2295)

Non-Fiction (207)

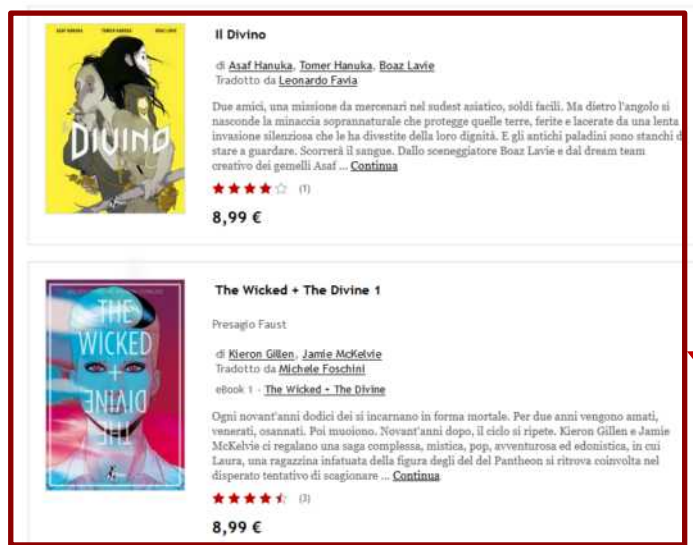
Romance (17871)

Science Fiction (1806)

Sports (903)

Yaoi (1939)

Important manga subgenres are missing



In Italy, even the first results of the religion subcategory under comics are not actually about religion

Thema categories as a D&I opportunity

The implementation of Thema would do more to support D&I on our store than anything we can do in generalized merchandising.



↓ Save Preview

★★★★☆ (32)

#1 in Comics, Graphic Novels, & Manga

Rakuten kobo



↓ Save Preview

☆☆☆☆☆ (0)

#2 in Comics, Graphic Novels, & Manga, Horror
#72 in Fiction & Literature, Horror
#87 in Science Fiction & Fantasy, Horror

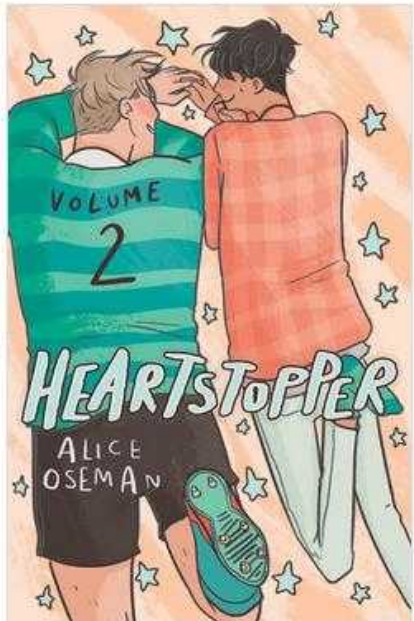
Currently, we only surface the top 3 categories on item detail pages. In the first example, the book is not sorted into any categories specific to inclusion or diversity. Even when books are, interests and details coming from BISAC tend to be broad and vague: "social issues", "african american literature".

There's repetition due to mapping (eg. in the second example horror is repeated three times because it falls under three different categories).

Comparing BISAC and Thema categorization

Thema allows way more nuance and more details and increases browsability and retrievability of ebooks with topics related to diversity & inclusion.

While Qualifiers help indicate places, time periods, age groups and more, they also help include social topics and issues related to identity. This allows **better, more effective and more inclusive merchandising**.



BISAC

Juvenile Fiction / Comics & Graphic Novels / General
Juvenile Fiction / Love & Romance
Young Adult Fiction / Comics & Graphic Novels / Romance
Young Adult Fiction / Romance / LGBTQ+
Young Adult Fiction / Boys & Men

THEMA

Children's / Teenage fiction: Relationship stories
Children's / Teenage general interest: Boys and men
Graphic novel / Comic book / Manga: Romance
Graphic novel / Comic book / Manga: School / college life
Interest age: from c 13 years
Relating to LGBTQ+ people
Relating to adolescence / teenage years



Thank you

Q & A Session

Over to you, our attendees.

**Please put any questions you may have in the
“Question” box**

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Thank you for attending

Stay in touch via our [mailing list](#)

2 x BIC Bites on *Thema* (14 & 15)
<https://bic.org.uk/>

*Book Industry Communication - making the book supply chain more efficient
& sustainable*

www.bic.org.uk