



MCD
Metadata Capabilities
Directory

Contributor Benefits Statement

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Introduction

The BIC Metadata Capabilities Directory (MCD) is the first iteration of the BIC Metadata Map project, which seeks to collaboratively map the UK book industry's metadata supply chain from data creation, through to its end use by consumers. The project aims to catalogue the range and type of data used by all participants in the supply chain, to uncover current metadata processing and usage practices, to identify gaps (both in the supply and receipt of data) or grey areas needing clarification, and to identify opportunities for significant improvements.

As a result, it is expected that contributors may optimise their individual supply/collection arrangements to best suit their own circumstances.

Access to the information in the MCD is granted solely to organisations who have contributed a complete Primary response to MCD Survey and is subject to the [MCD Terms of Reference](#)

Why should I contribute?

You will join a growing group of contributors from across the UK book metadata supply chain who provide information about their supply and/or receipt of book metadata to the MCD. The net value of the MCD is expected to be determined by the level of active contributions made. As a Contributor – and ONLY as a contributor – you will have access to all other contributions, which will enable you to benchmark your own business processes and identify potential improvements in metadata use.

The MCD is expected to help identify:

- Best Practice in practice:
 - Contributors agree to detail what book metadata they actually supply/collect and use.
- Metadata gaps – data that could be supplied or accepted but is not sent/used
- Data-supply grey areas:
 - Data attributes under-used by partners.
 - Effects of known misuse of data fields (e.g., Sub-title).
 - Misinterpretation of data attributes by senders or recipients.
 - Transformation of data (including editing) by recipient from supplier.
 - Loss of data quality.
 - Effects of metadata use in the supply chain determined by data format, timing, record status and sender-authority.
 - Use of user-specific 'flavours' of ONIX or other data supply formats.
 - Variations in the metadata requirements for physical and digital products.
 - Variations in metadata used in different environments (e.g., mobile, PC, web service).

ONIX Best Practice Guidelines, EDI guidelines and BIC's Metadata Excellence Accreditation scheme recommendations define what metadata could and should be supplied and how best to use these standards to provide clarity and completeness in metadata. However, compliance by suppliers or recipients is not uniform, and is limited by their own knowledge and experience of the supply chain.

The MCD seeks to supplement these best practice guidelines by providing the means to extend this knowledge and experience across all participants in the MCD, to enable beneficial change to metadata practice.

How contributors may benefit from the MCD

- Increased intelligence of how other contributing organisations supply/use metadata.
- Ability to benchmark their own metadata activities against the Map.
- Opportunity to optimise their own metadata supplied/accepted.
- Opportunity to leverage improvements in metadata use by other supply chain partners.
- Increased efficiency of metadata supply chain resources.
- Reinforced effectiveness of most-used metadata attributes and supply policies.
- Improved visibility, discovery, and representation of products within the supply chain.
- Improved sales of product through improved discovery-to-purchase conversion.
- Reduced returns through improved purchasing/stock decisions.
- Improved efficiency of problem resolution through improved understanding of recipient requirements or sender capabilities.
- Reduced support required for data-related queries or problems.

Potential benefits for the wider trade

- Improved metadata scope and accuracy for search and discovery purposes.
- More precise searching leading to greater discovery potential.
- More appropriate search results and increased trust in results found.
- More reliable results – clearer understanding of what is being viewed.
- Greater consistency of discovery and selection experience of product data across different environments – PC/Mac, mobile, tablet.
- Greater confidence in purchasing appropriate product.
- Reduction in returned product through ‘mis-purchase’.
- Potential to improve BIC Metadata Excellence Accreditation award effectiveness.
- Potential to improve ONIX and EDI Best Practice documentation.

It is expected that the MCD will progressively increase the range of contributing organisations and the scope of the data collected, initially through the current MCD Survey and potentially subsequently through an appropriate, secure, online portal. Access to the collected repository of responses – the MCD – will be made available once contributions have been collected from sufficient contributors. As contributions grow, the level of authority and accuracy of the collective data is also expected to grow, increasing confidence in solutions derived from the MCD.