

BIC Discoverability & Conversion Project

Update: October 2025

Summary of current position:

- Launch project meeting (T&FWG1) held.
- Initial project deliverable agreed.
- Key areas for discussion and review at T&FWG2 identified. Relevant subject matter experts will contribute to this upcoming project meeting:
 - What influences the conversion of a product search into a sale?
 - What are the barriers to adopting metadata standards and best practice (including ONIX and *Thema*)?

Deliverables achieved to date:

- None.

Next steps:

- Draft initial deliverable will be submitted for review and feedback at T&FWG2.

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