BIC Discoverability & Conversion Project

Update: November 2025

Summary of current position:

- Second project meeting (T&FWG2) held. Key agenda items included:
    - A publisher's experience of migrating to ONIX.
    - Those metadata elements that drive the conversion of searches into sales.
    - The Six Golden Rules of *Thema*.
- Initial project deliverable now in draft - the grid of Key ONIX Data Elements informing best practice basics and metadata quality impacts.

Deliverables achieved to date:

- Initial draft of the grid of Key ONIX Data Elements.

Next steps:

- Share the draft deliverable with the project team for review.
- Review the feedback on the initial draft deliverable.
- Schedule and hold the next project meeting (T&FWG3).

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2 December 2025