



BIC Brunch: How Better Metadata Drives Book Discovery - The Power of Thema

11th December 2025
[@bic1uk.bsky.social](https://bsky.app/profile/bic1uk.bsky.social)
[#bicbrunch](https://twitter.com/bicbrunch)

Housekeeping

Questions for speakers - Questions will be taken after the presentations have finished. Please use the “Questions/Q&A” box to submit your question to the organisers at any time. Or the Chat box.

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.

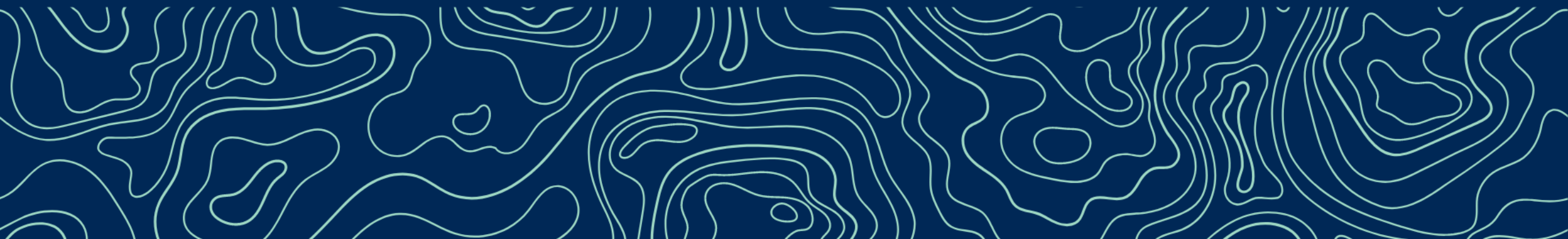
#bicbrunch @bic1uk.bsky.social

Agenda

- 12 noon **Welcome and Introductions**
Karina Urquhart, Executive Director, BIC
- 12.05pm **Speakers**
Jeremy Neate, Head of Research and International Development at NielsenIQ BookScan
Kieron Smith, Ecommerce Director, Waterstones
- 12.50 pm **Question & Answer Session**
- 1.30 pm **Wrap up and Close**



A bit about us



About BIC

BIC (Book Industry Communication Ltd) is at the heart of the book industry, creating standards, delivering best practice and improving margin.

Our Vision

We make the UK book supply chain more efficient and sustainable by developing standards and encouraging their adoption. We define best practice and connect experts and stakeholders to enable measurable innovation.

If you are in the book industry supply chain, you need to be a member of BIC.

www.bic.org.uk

The benefits of using *Thema* Qualifiers

What they are and where to find them and why to use them.

Jeremy Neate

Head of Research and International Development

Carlos Marfil

Post Graduate Intern for Nielsen Book

NielsenIQ BookData 



Agenda

Intro – 6 Bite sized chunks for easier digestion

1 – Bibs - A Potted History

2 – What is *Thema*

3 – Regional Travel Guides

4 – Regional Cuisine

5 – Regional History

6 – Galapagos or Gibraltar

A Final Summary – hopefully in 30 minutes or less

PART I

A Bit of Metadata history

From compiled publisher catalogues in 1858 to the current online access of over 50 million ISBNs and growing.



From Joseph Whitaker to Nielsen BookData

Two pioneers in the book industry, **Joseph** by launching the Trade Magazine, **The Bookseller** in **1858**. **Charles Dickens** 'Reading Tours'

David a 4th generation Editor of **The Bookseller** for driving through Industry Initiatives, not least the **ISBN**. And a fine judge of character!



Charles Dickens
1812 - 1870

Joseph Whitaker
1820 - 1895

**Today's Book
Industry**

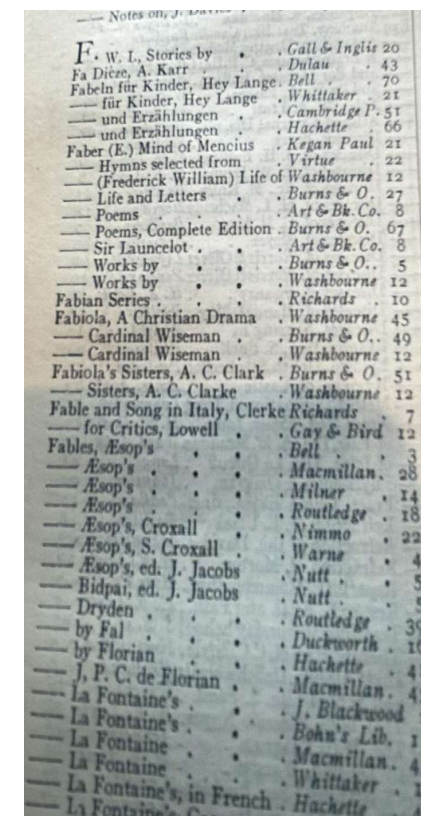
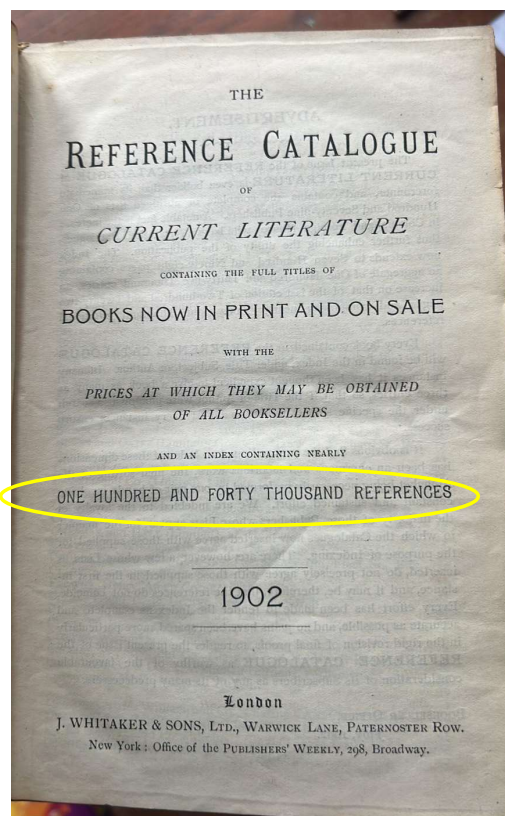
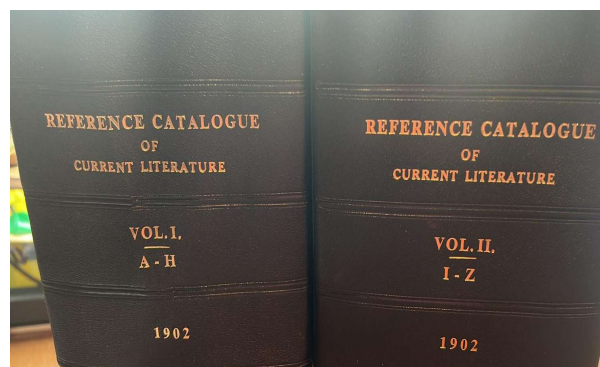
THE BOOKSELLER
At the heart of the book trade since 1858

David Whitaker
1931 - 2021



1902 The Reference Catalogue of Current Literature

With **140k** references across **183** Publishers Catalogues and running to 2 sizeable Volumes **A – H** and **I to Z**
Charles Dickens titles appear as does **Aesop's Fables**

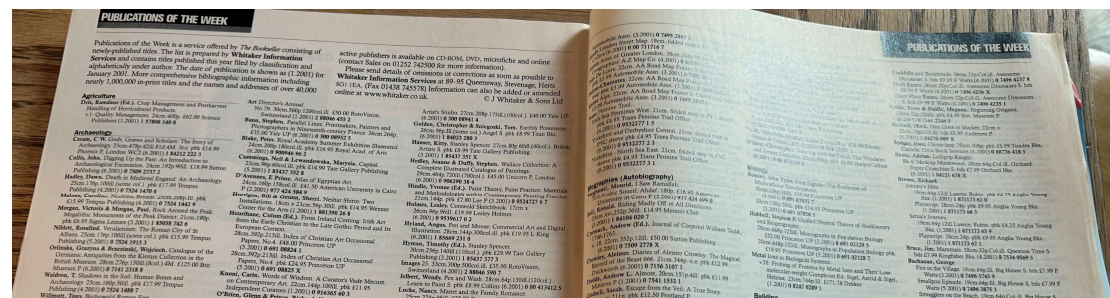
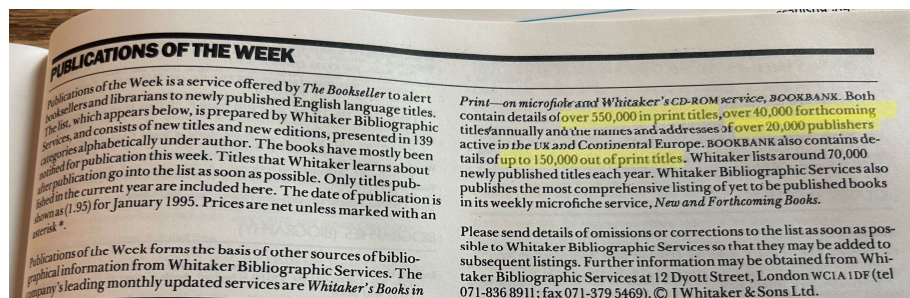


Self Appointed Archivist

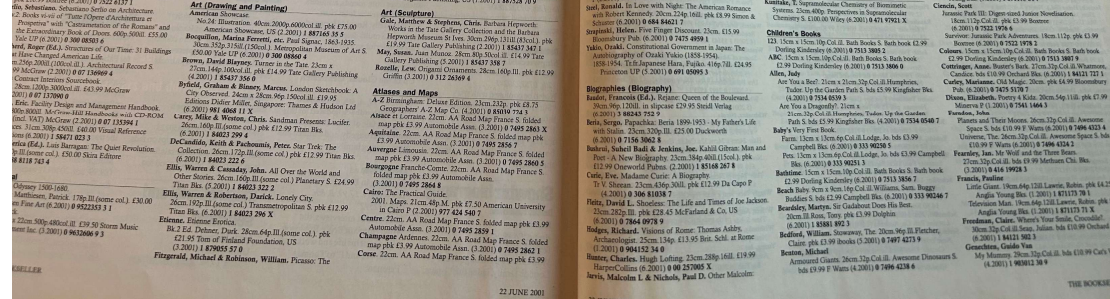
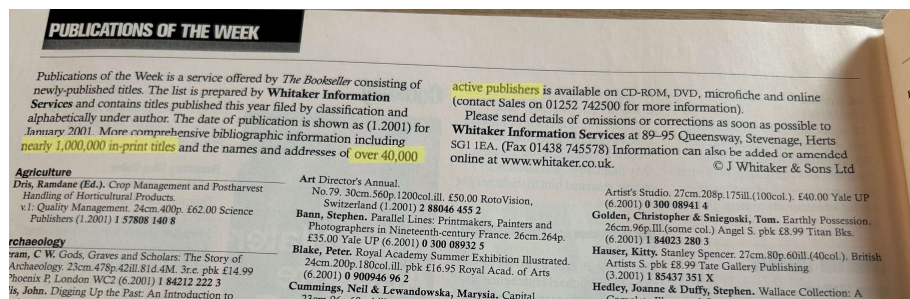
20th Century Publications

The weekly trade magazine, **The Bookseller**, had a section called Publications of the Week – often running at 20 pages and listing the newly released titles, sorted alphabetically by **Author** within one of **139** 'Whitaker Categories'.

1995 - 550k titles – 20k Publishers

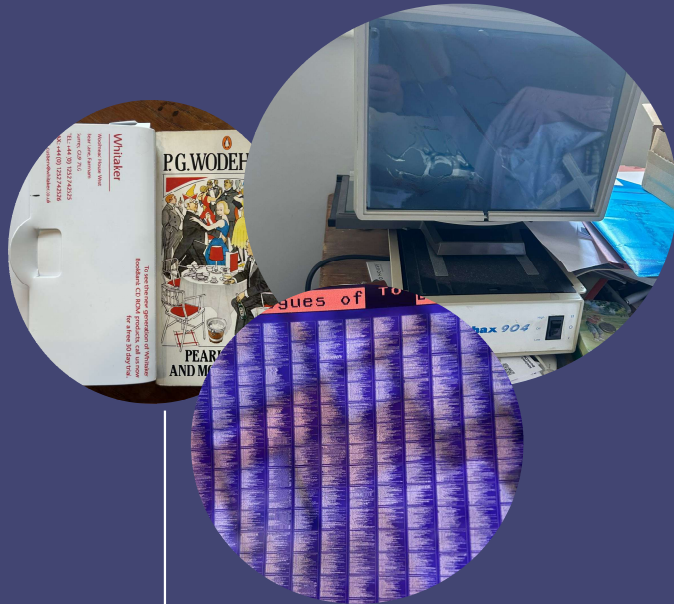


2001 – 1m titles – 40k Publishers



Book Data Evolution 1970s - Now

Global books in print sourced bibliographic data from the UK, the US, Canada, Australia, South Africa , etc.



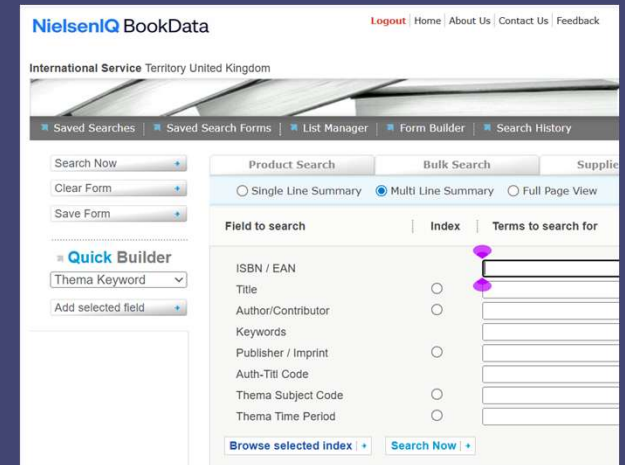
Microfiche 1970s – 100k ‘pages’

As more and more books were published paper turned into microfiche.



CD-Roms 1980s - Global

After few years, at the start of the '80s Microfiche was replaced by CD-ROM

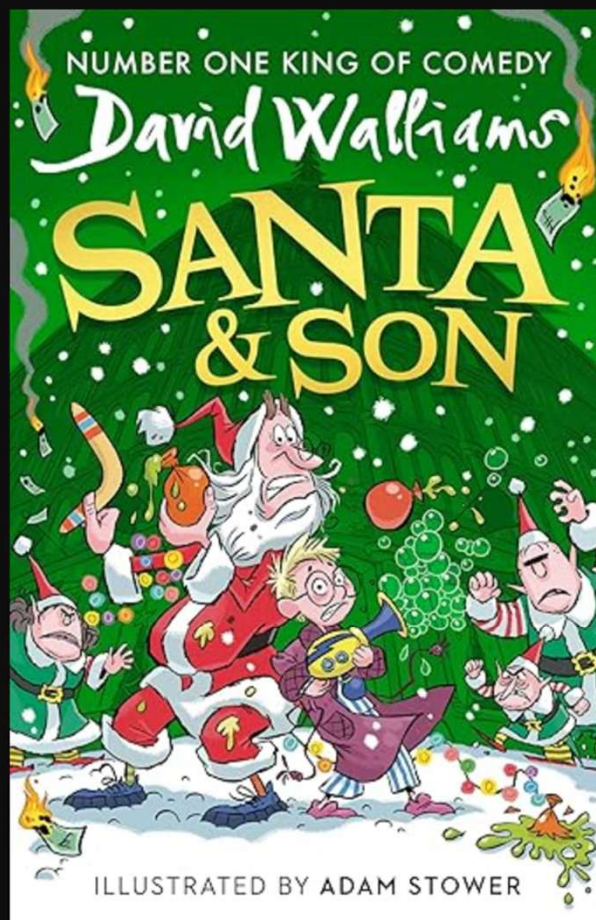


TODAY

Online Access 2000s – 50m + images

And in turn, the CD-ROM/DVD was replaced by Online access.

BDOL – Using *Thema* to find a specific Christmas Book



The more complete the record on the database, the more sales of the book are made.

4 Subject Groups

37 Product Groups
broken down into

247 Product Classes

Books can only have **one** Product Class

Introduced in early 2000's to replace
139 Whitaker Categories

NIQ BookData



NielsenIQ BookScan Product Classes

Product Class: Authority List of Codes & Definitions: Version 4

The NielsenIQ BookScan Product Class Scheme provides a means to analyse the book market simply and effectively by broad subject area, in conjunction with purpose or intended audience.

Under the scheme, the total market breaks down into four Broad Sectors:

- Adult Fiction
- Adult Non Fiction: Trade
- Adult Non Fiction: Specialist
- Children's, Young Adult & Educational.

NielsenIQ Product Classes in Detail

How and Why do we use them:

BROAD SUBJECT GROUPS

Under the scheme, the total market breaks down into four Broad Sectors:

- Adult Fiction
- Adult Non Fiction: Trade
- Adult Non Fiction: Specialist
- Children's, Young Adult & Educational.

3 of the 37 PRODUCT GROUPS

<i>T16</i>	<i>Food & Drink</i>
T16.0	Food & Drink: General
T16.1	National & Regional Cuisine
T16.2	Health, Dieting & Wholefood Cookery
T16.3	Vegetarian Cookery
T16.4	Wines
T16.5	Other Beverages
T16.6	Entertainment & Etiquette

<i>T5</i>	<i>History & Military</i>
T5.0	History: World & General
T5.1	Ancient History
T5.2	Regional History
T5.3	History: Specific Subjects
T5.4	Military History
T5.5	Archaeology
T5.6	Local History, Names & Genealogy
T5.7T	History: Textbooks & Study Guides

<i>T14</i>	<i>Atlases, Maps & Travel</i>
T14.0	General Atlases & Maps (not folded)
T14.1	Road Atlases & Maps
T14.2	General Folded Maps & Walking Guides
T14.3	Travel & Holiday Guides: General
T14.4	Phrasebooks
T14.5	Where to Stay / Where to Eat & Drink
T14.7	Cycling Maps & Guides
T14.8	Street Maps & City Plans

PART II

What is *Thema*

'*Thema* is the single unified standard for the **Global Book Trade** and is the primary subject classification scheme preferred and used by BookData. Updated every two years, *Thema* provides the richest and most flexible means of book subject categorisation and is specifically designed to replace legacy national schemes such as BIC for every purpose and application.'

Thema is Latin for Topic which in turn has Ancient Greek origins.



Birth of *Thema* – some early press releases

A few of early press releases introducing Thema



NEWS

FOR IMMEDIATE RELEASE
Contact: Karina Luke, 020 7255 0516, karina@bic.org

New Global Subject Codes Standard Launches at Frankfurt BookFair

Collaborative effort is underway to internationalize book classification

Frankfurt, Germany (October 10, 2012) — Book industry representatives from 16 countries announced today the formation of a new, global standard to categorize and classify book content by subject. The project, initially known as “Thema,” was first announced during the Tools of Change Supply Chain Conference taking place during the Frankfurt International Book Fair.

In the UK and North America, where well-regarded national schemes are more firmly established, change has been less dramatic, but awareness is growing. Nielsen reports that it has **over 10 million records on its database** classified with Thema; and the scheme is also provided by Bowker, BDS and Booknet Canada. Online retailers are expressing an interest, and BIC (the organisation) has announced that there will be no further updates of the BIC scheme - **so in effect Thema can be regarded as the new version of BIC.**

Other countries round the world are at various stages of adoption. As well as the English, German, Norwegian and Swedish versions, Thema has been translated (to various extents) into Arabic, Danish, Spanish, French, Italian, Japanese, Polish and Russian; and Greek, Turkish and Chinese translations await approval from the relevant authorities.

EDItEUR releases *Thema* subject category scheme

1st November 2013 – EDItEUR has published *Thema* 1.0, a new subject classification system intended for use throughout the global book and e-book trade.

Thema is a book subject classification scheme that meets the needs of the global book trade and can be used alongside or in place of the many national classification schemes – for example, BIC is used in the UK, BISAC in North America, CLIL in France, WGS in the German market, and prior to *Thema*, each country has had unique requirements. Using a single, globally-relevant scheme reduces costs and duplication of effort, increases metadata quality, streamlines the international exchange of metadata, and eliminates the need for complex and difficult to manage scheme-to-scheme mapping.

NielsenIQ BookData

30/10/25

The benefits of using *Thema* Qualifiers

What they are and where to find them and why to use them.

Jeremy Neale
Head of Research and International Development
Carlos Martí
Post Graduate Intern for Nielsen Book
© 2015 Nielsen Consumer LLC. All Rights Reserved.

Global Standard
Announcement
2012

Structure 1.0 design in
place
2013

Being adopted in many
countries but UK and US
2015

Today's
Webinar
2025

THEMA System Sneak-Peak

Click here to roll the video →

Thema Subject Categories version 1.6

Previous versions of *Thema* are still available: [1.5](#) [1.4](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

Search See the [search hints](#) below.

Notation	Category heading	?
A	The Arts...	*
C	Language and Linguistics...	*
D	Biography, Literature and Literary studies...	*
F	Fiction...	*
G	Reference, Information and Interdisciplinary subjects...	*
J	Society and Social Sciences...	*
K	Economics, Finance, Business and Management...	*

Thema Subject Categories: <https://ns.editeur.org/thema/en>

Thema Qualifiers

1 - Place and 2 - Language Qualifiers

1	Place qualifiers...
2	Language qualifiers...
3	Time period qualifiers...
4	Educational purpose qualifiers...
5	Interest qualifiers...
6	Style qualifiers...

1 – Travel Guides, Regional Cuisine, Sci Fi

2 - Linguistics, phrase books and sign

1	Place qualifiers...
1A	World
1D	Europe...
1F	Asia...
1H	Africa...
1K	The Americas...
1M	Australasia, Oceania, Pacific Islands, Atlantic Islands...
1Q	Other geographical groupings: Oceans and seas, historical, political etc...
1Z	Space, planets and extraterrestrial locations...

2	Language qualifiers...
2A	Indo-European languages...
2AH	Hellenic languages...
2AHA	Ancient (Classical) Greek
2AHB	Biblical Greek / Koine Greek
2AHM	Modern Greek
2AHT	Tsakonian

Thema Qualifiers:

3 - Time and 4 - Educational Purpose Qualifiers

1	Place qualifiers...
2	Language qualifiers...
3	Time period qualifiers...
4	Educational purpose qualifiers...
5	Interest qualifiers...
6	Style qualifiers...

3- History, Fantasy etc.

4 – Pre school, textbooks, key stage, Study & home learning

3	Time period qualifiers...
3A	Geological time...
3B	Prehistory...
3C	BCE period – Protohistory...
3K	CE period up to c 1500...
3M	c 1500 onwards to present day...
3P	c 2100 onwards...

4	Educational purpose qualifiers...
4C	For all educational levels...
4G	For international curricula and examinations...
4L	For language learning courses and examinations...
4T	For specific educational purposes...
4Z	For specific national or regional educational curricula...

Thema Qualifiers:

5 - Interest and 6 - Style Qualifiers

1	Place qualifiers...
2	Language qualifiers...
3	Time period qualifiers...
4	Educational purpose qualifiers...
5	Interest qualifiers...
6	Style qualifiers...

5 – Festive events Christmas & Ramadan

Graphic novels with explicit material

6 – Art, Antiques, Music

5	Interest qualifiers...
5A	Interest age / level (Content adapted or suitable for this age and above)...
5H	Holidays, events and seasonal interest...
5J	Subject matter intended exclusively for specific groups...
5L	Relating to the stages of life...
5P	Relating to specific groups and cultures or social and cultural interests...
5T	Literature of a country, territory or region (NOT used for setting)...
5X	Contains explicit or offensive material or content
5Y	Relating to special / particular aspects of the content...

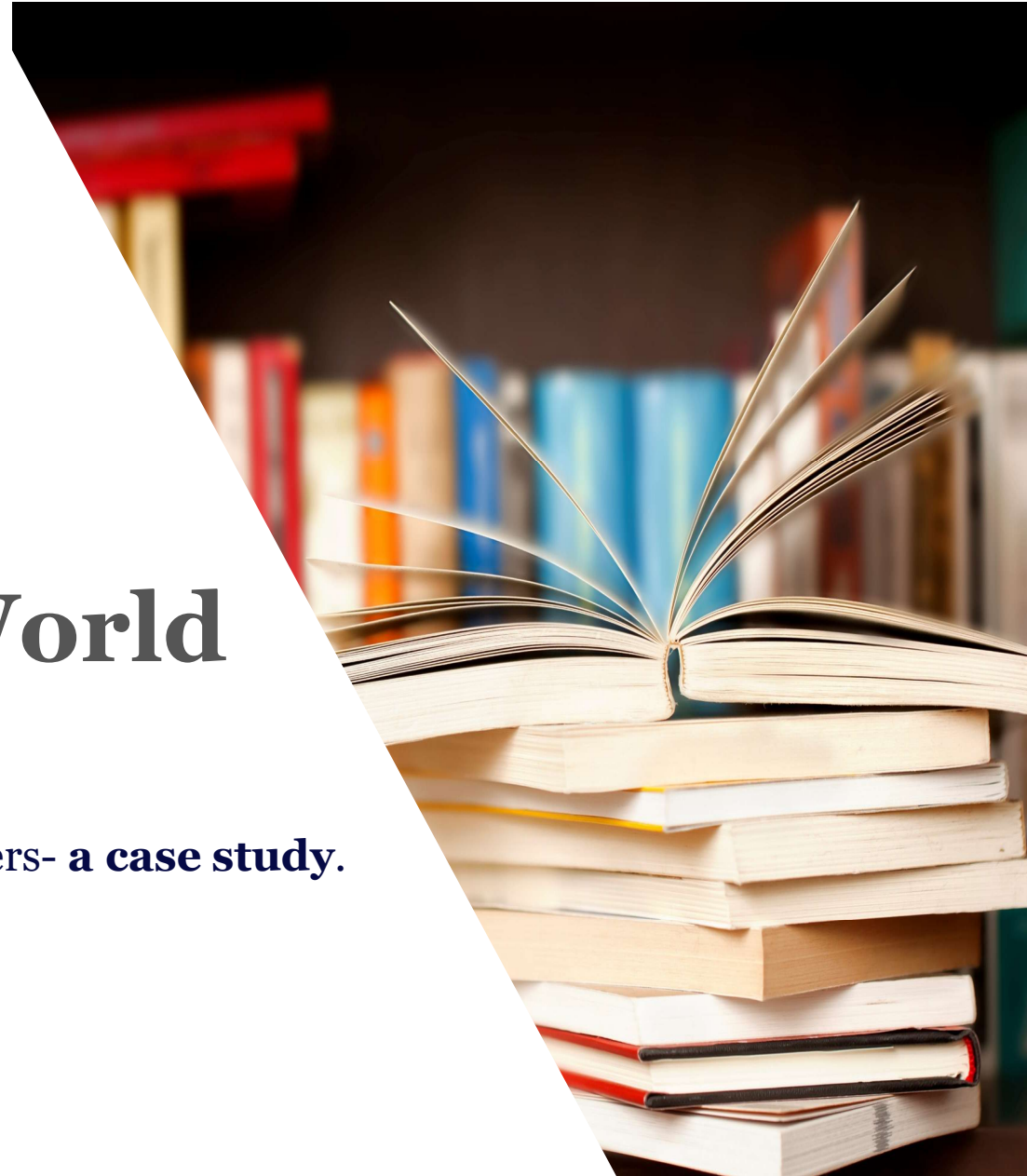
6	Style qualifiers...
6A	Styles (A)...
6AA	Abstractism
6AB	Abstract Expressionism
6AC	Art Deco
6AD	Art Nouveau
6AF	Arts and Crafts
6AG	Academic style, Academism, Academicism
6AH	Aestheticism
6AJ	Altermodernism
6AK	Analytic Cubism
6AL	Arbeitsrat für Kunst
6AM	Art Informel
6AN	Arte Povera

Thema Subject Categories: <https://ns.editeur.org/thema/en>

PART III

A Trip around the World

with
Travel Guides coded to *Thema 1* - Place qualifiers- a case study.



The Full Journey

How to get from 581k active ISBNs in October to the Top 5 Travel Guides in London

(using NielsenIQ Product Classes + *Thema* Qualifiers)

NIQ BookData

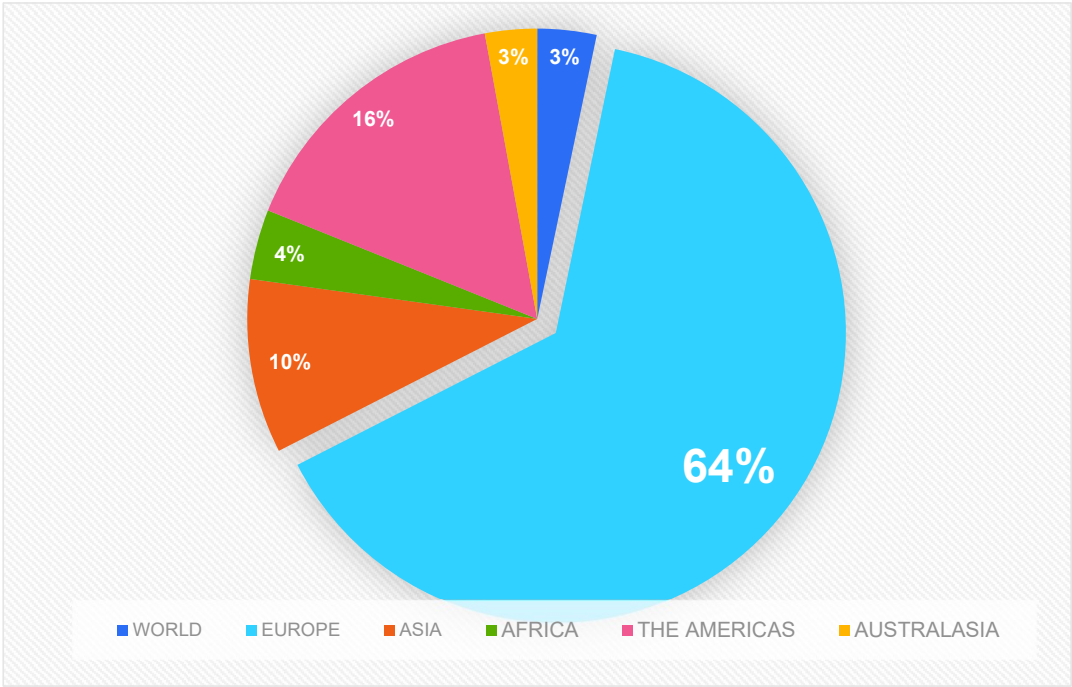


Thema Qualifiers: Travel Guides

14.3 Travel & Holiday Guides: TCM YTD 2025 1-40
ISBN Counts per Thema Place Qualifier 1. Almost 13k active ISBNs, of which 3k had no Qualifiers.

Title	THEMA Subject 1	THEMA Subject 2	THEMA Qualifier
2025 Philip's Easy to Read Multiscale Road Atlas Europe:(A4 Spiral bin	WTRD - Road atlases and maps	WTR - Travel maps and atlases	1D - Europe
Collins 2026 Big Road Atlas Europe:Clear and Detailed Map of Europe in	RGXB - World / regional atlases or maps	WTR - Travel maps and atlases	1D - Europe
Lonely Planet Epic Van Trips of Europe:Explore Europe's Most Beautiful	WTHY - Travel guides: road travel / road trips	WGCQ - Road and motor vehicles: Camper vans, Recreational vehicles	1D - Europe
Collins Rail Map of Europe:Plan Your Flight-Free European Adventure	WTHV - Travel guides: rail travel / railway journeys	WGF - Trains and railways: general interest	1D - Europe

Notation	Category heading	?
1	Place qualifiers...	*
1A	World	*
1D	Europe...	
1F	Asia...	
1H	Africa...	
1K	The Americas...	
1M	Australasia, Oceania, Pacific Islands, Atlantic Islands...	
1Q	Other geographical groupings: Oceans and seas, historical, political etc...	*
1Z	Space, planets and extraterrestrial locations...	*



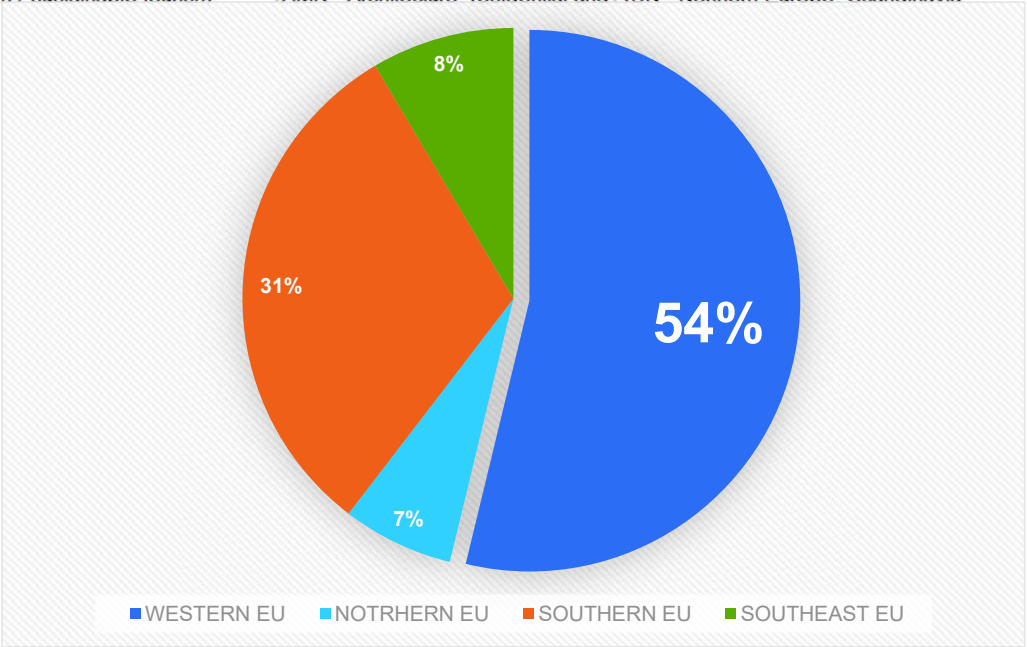
Thema Qualifiers: Travel Guides

Due to the Thema coding you can now drill down to see where specifically in Europe the guides are aimed at.

Title	THEMA Subject 1	THEMA Subject 2	THEMA Qualifier
DK Top 10 Copenhagen:Pocket Travel Guide	WT - Travel and holiday	WTHM - Travel guides: museums, h	1DN - Northern Europe, Scandinavia
500 Hidden Secrets of Stockholm,The:500 Hidden Secrets	WT - Travel and holiday	WTH - Travel and holiday guides	1DN - Northern Europe, Scandinavia
Norway South 53T:Walking guide	WT - Travel and holiday	S - Sports and Active outdoor recre	1DN - Northern Europe, Scandinavia
Going Native In Murcia 4th Edition:All You Need To Know About Visiting	WT - Travel and holiday	WTH - Travel and holiday guides	1DS - Southern Europe
Cabin Fever:Enchanting Cabins, Shacks, and Hideaways	WTHC - Travel guides: eco-tourism / sustainable tourism	AMK - Architecture: residential and	1DN - Northern Europe, Scandinavia

Drilling into 1D - Europe

1	Place qualifiers...	*
1D	Europe...	
1DD	Western Europe...	
1DF	Central Europe...	
1DN	Northern Europe, Scandinavia...	
1DS	Southern Europe...	
1DT	Eastern Europe...	
1DX	Southeast Europe...	
1DZ	Europe: physical features...	



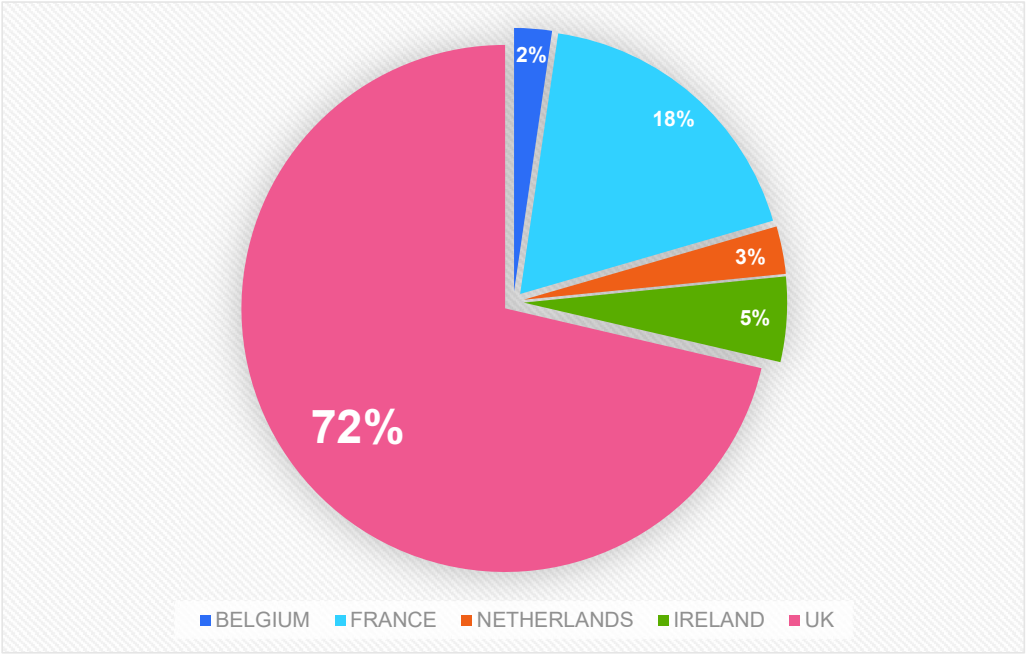
Thema Qualifiers: Travel Guides

Dividing **Western Europe** by Country

Title	THEMA Subject 1	THEMA Subject 2	THEMA Qualifier
DK Road Trips France:Travel Guide	WTH - Travel and holiday guides	WTRD - Road atlases and maps	1DDF - France
DK Loire Valley:Travel Guide	WT - Travel and holiday	WTHM - Travel guides: museums, h	1DDF - France
Independent Guide to Disneyland Paris 2025,The	WTHT - Travel guides: theme parks and funfairs	WTH - Travel and holiday guides	1DDF - France
Wild Swimming France:1000 most beautiful rivers, lakes, waterfalls, ho	WTHA - Travel guides: adventure holidays	SPCS - Swimming	1DDF - France
Kids' Travel Guide - Paris:The Fun Way to Discover Paris-Especially fo	WTHF - Travel guides: holidays with children / family holidays	YNM - Children's / Teenage genera	1DDF - France

Drilling into 1DD – Western Europe

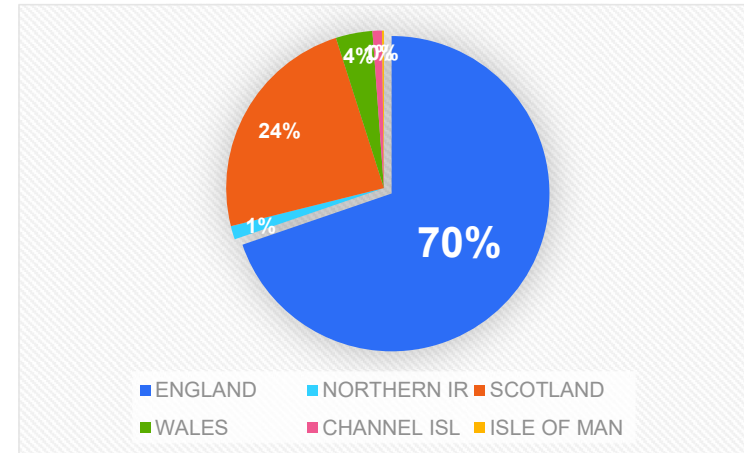
1D	Europe...
1DD	Western Europe...
1DDB	Belgium...
1DDF	France...
1DDL	Luxembourg
1DDM	Monaco *
1DDN	Netherlands...
1DDR	Ireland...
1DDU	United Kingdom, Great Britain...



Thema Qualifiers: Travel Guides

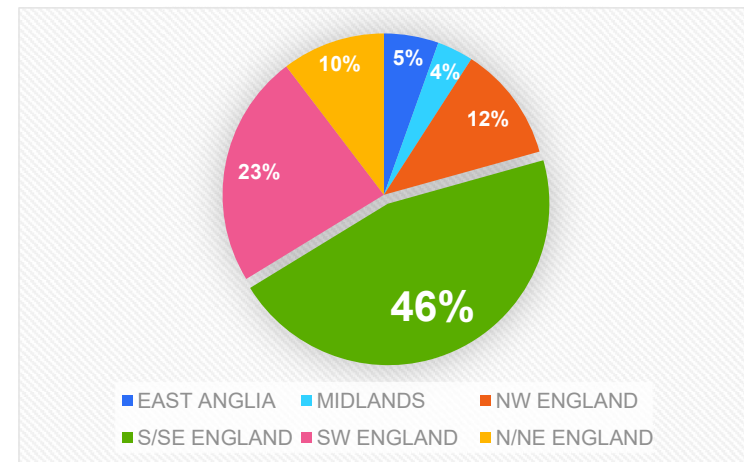
Drilling into 1DDU – United Kingdom, Great Britain

1DDU	United Kingdom, Great Britain...
1DDU-GB-E	England...
1DDU-GB-N	Northern Ireland...
1DDU-GB-S	Scotland...
1DDU-GB-W	Wales / Cymru...
1DDU-GB-X	Channel Islands...
1DDU-GB-Z	Isle of Man



Drilling into 1DDU-GB-E - England

1DDU-GB-E	England...
1DDU-GB-EA	East Anglia...
1DDU-GB-EM	Midlands...
1DDU-GB-EN	North West England...
1DDU-GB-ES	South and South East England...
1DDU-GB-EW	South West England...
1DDU-GB-EY	North and North East England...



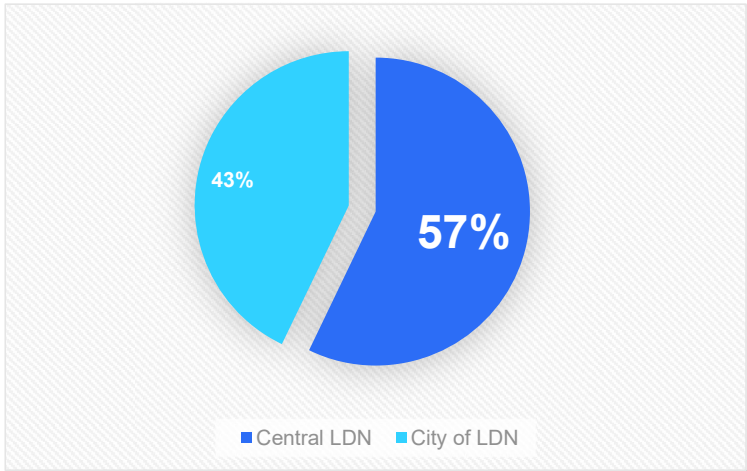
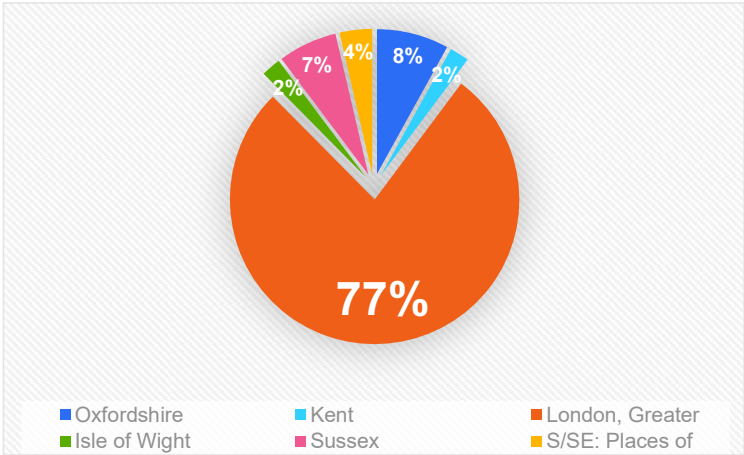
Thema Qualifiers: Travel Guides

Drilling into 1DDU-GB-ES – South and South East England

1DDU-GB-ES	South and South East England...	*
1DDU-GB-ESB	Berkshire...	*
1DDU-GB-ESD	Bedfordshire	*
1DDU-GB-ESF	Oxfordshire...	*
1DDU-GB-ESH	Hampshire...	*
1DDU-GB-ESK	Kent...	*
1DDU-GB-ESL	London, Greater London...	*
1DDU-GB-ESR	Surrey	*
1DDU-GB-EST	Hertfordshire	*
1DDU-GB-ESU	Buckinghamshire...	*
1DDU-GB-ESW	Isle of Wight	*
1DDU-GB-ESX	Sussex...	*
1DDU-GB-ESZ	South and South East England: Places of interest...	*

Drilling into 1DDU-GB-ESL – London, Greater London

1DDU-GB-ESL	London, Greater London...	*
1DDU-GB-ESLC	Central London...	*
1DDU-GB-ESLF	City of London	*

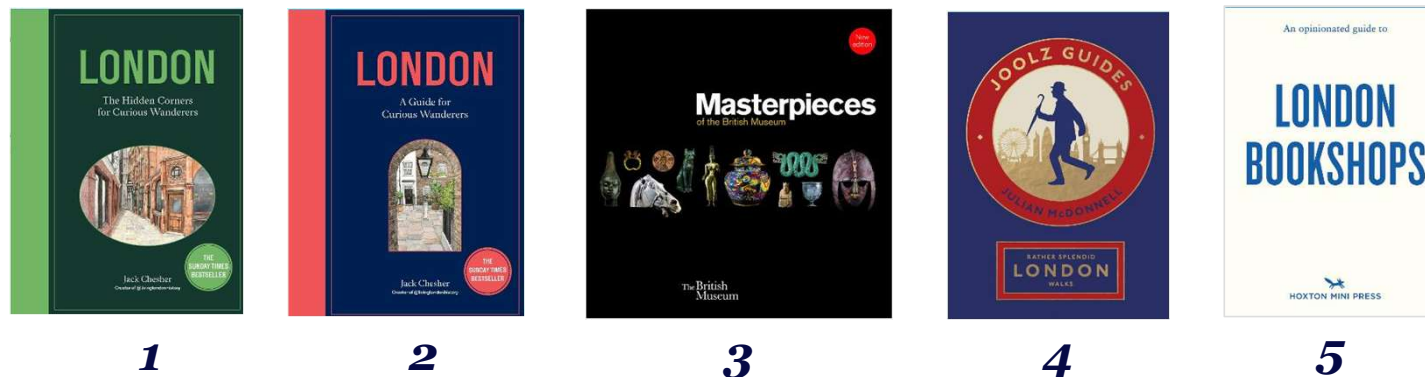


Thema Qualifiers: Travel Guides

Product Class T14.3 - Travel
Guides in London

THEMA QUALIFIERS CENTRAL
LONDON/GREATER LONDON

NIQ BookData

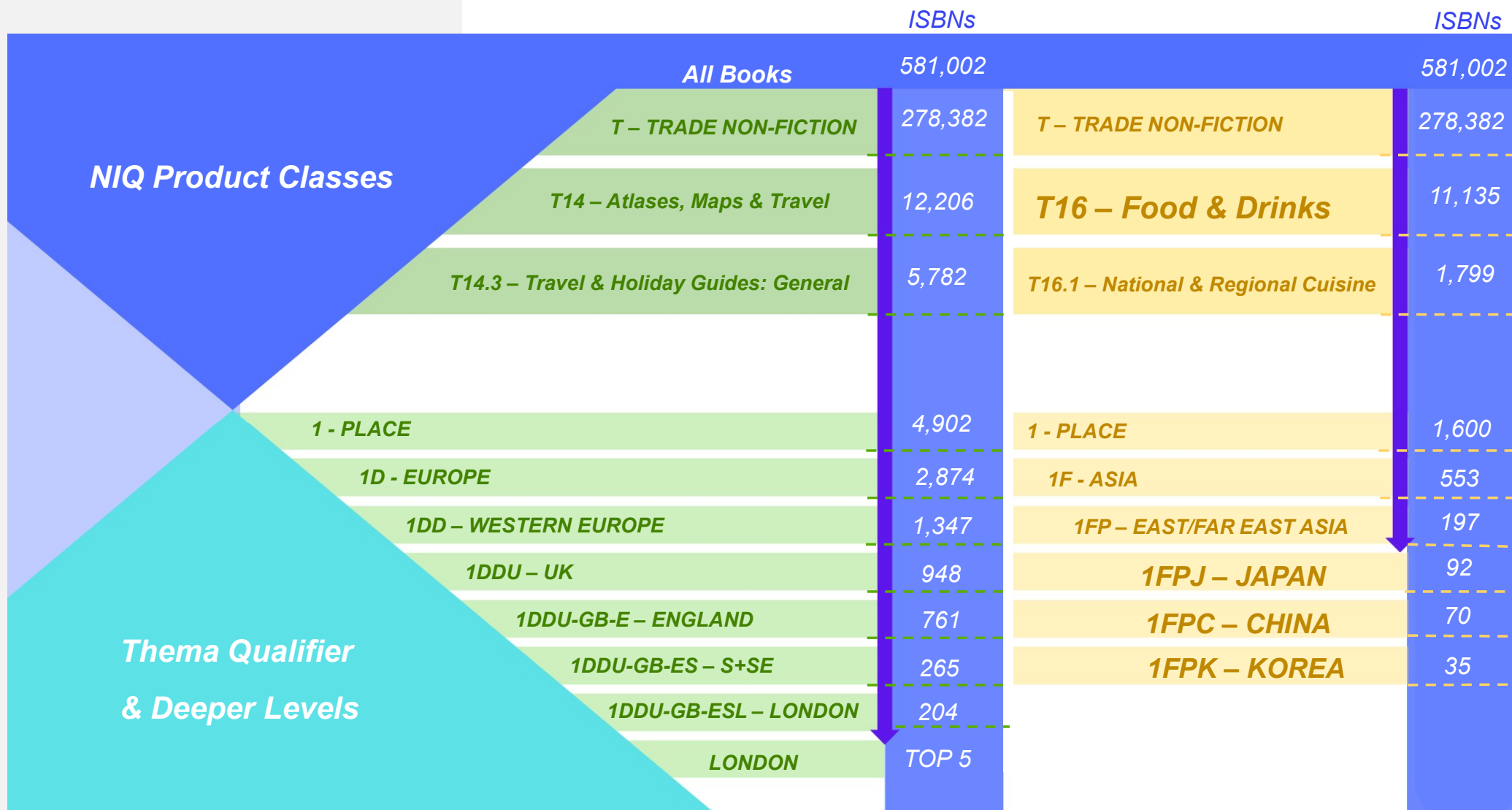


Bestsellers YTD 2025 in 1DDU-GB-ESL, 1DDU-GB-ESLC

ISBN	Title	Author	Imprint	Volume
9780711294981	London: The Hidden Corners For Curious Wanderers:The Sunday Times Bestseller	Chesher, Jack	Frances Lincoln	2,410
9780711277557	London: A Guide for Curious Wanderers:The Sunday Times Bestseller	Chesher, Jack	Frances Lincoln	1,927
9780714151052	Masterpieces of the British Museum		British Museum Press	923
9781837832798	Joolz Guides: Rather Splendid London Pub Walks:A Charming Trundle through London's N	McDonnell, Julian	Quadrille Publishing	816
9781914314567	Opinionated Guide to London Bookshops,An	Barber, Sonya & I	Hoxton Mini Press	598
9781787139602	Rather Splendid London Walks:Joolz Guides' Quirky and Informative Walks Through the Wo	McDonnell, Julian	Quadrille Publishing	507
9781914314803	Opinionated Guide to Swim London,An	Minihane, Joe	Hoxton Mini Press	473



(An opiniated Guide to) **London Bookshops** by **Hoxton Mini Press** is a better example of the size of the **MicroFiche Wallet** (containing 100k pages) than my earlier comparison using **Pearls, Girls & Monty Bodkin** by PG Wodehouse! And they have **London Pubs** in the 'opinionated' series!



PART IV

Sushi, Kimchi or Chow Mein

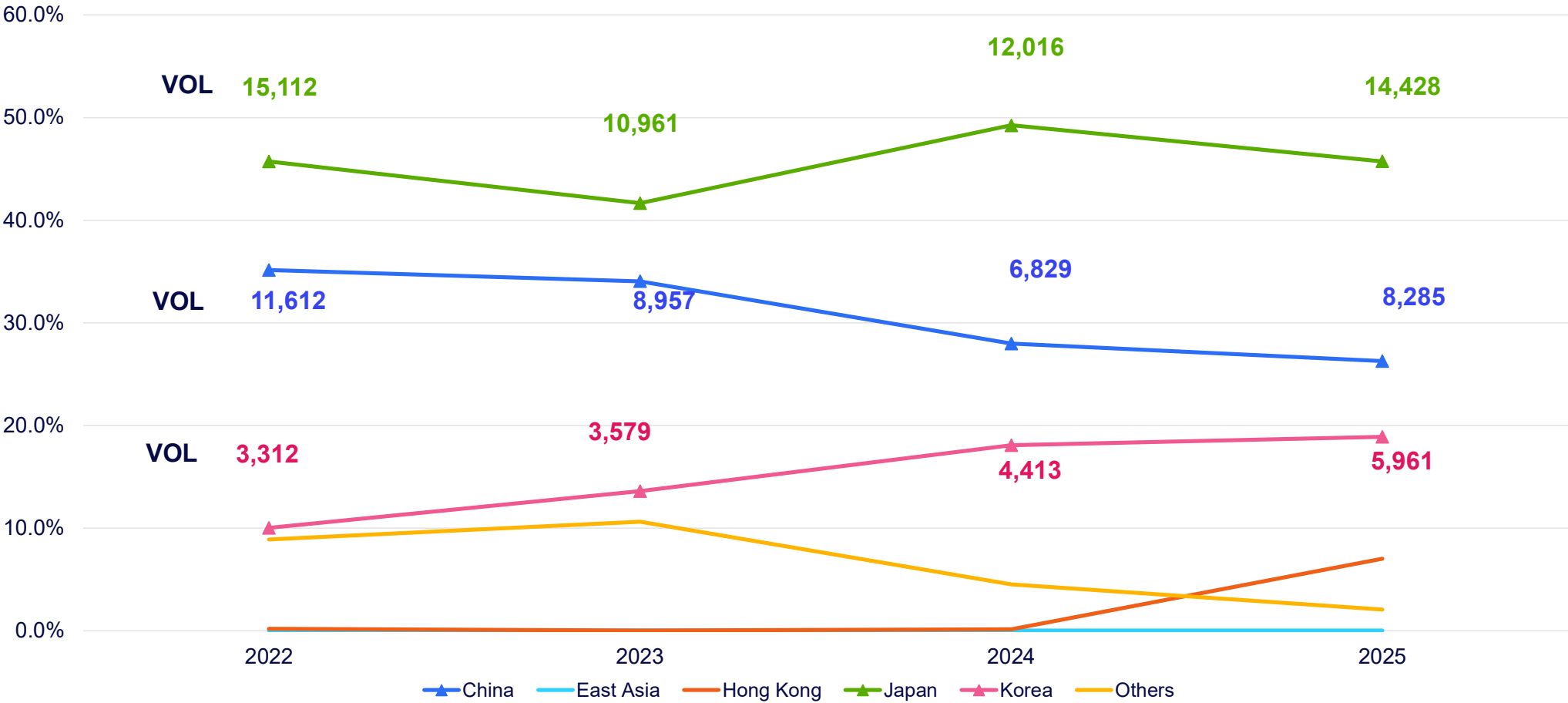
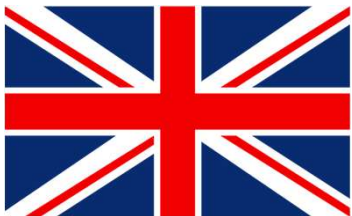
using *Thema* to measure the appetite for Far Eastern Recipe Books.



Thema Qualifiers: Regional Cuisine

T16.1 National & Regional Cuisine

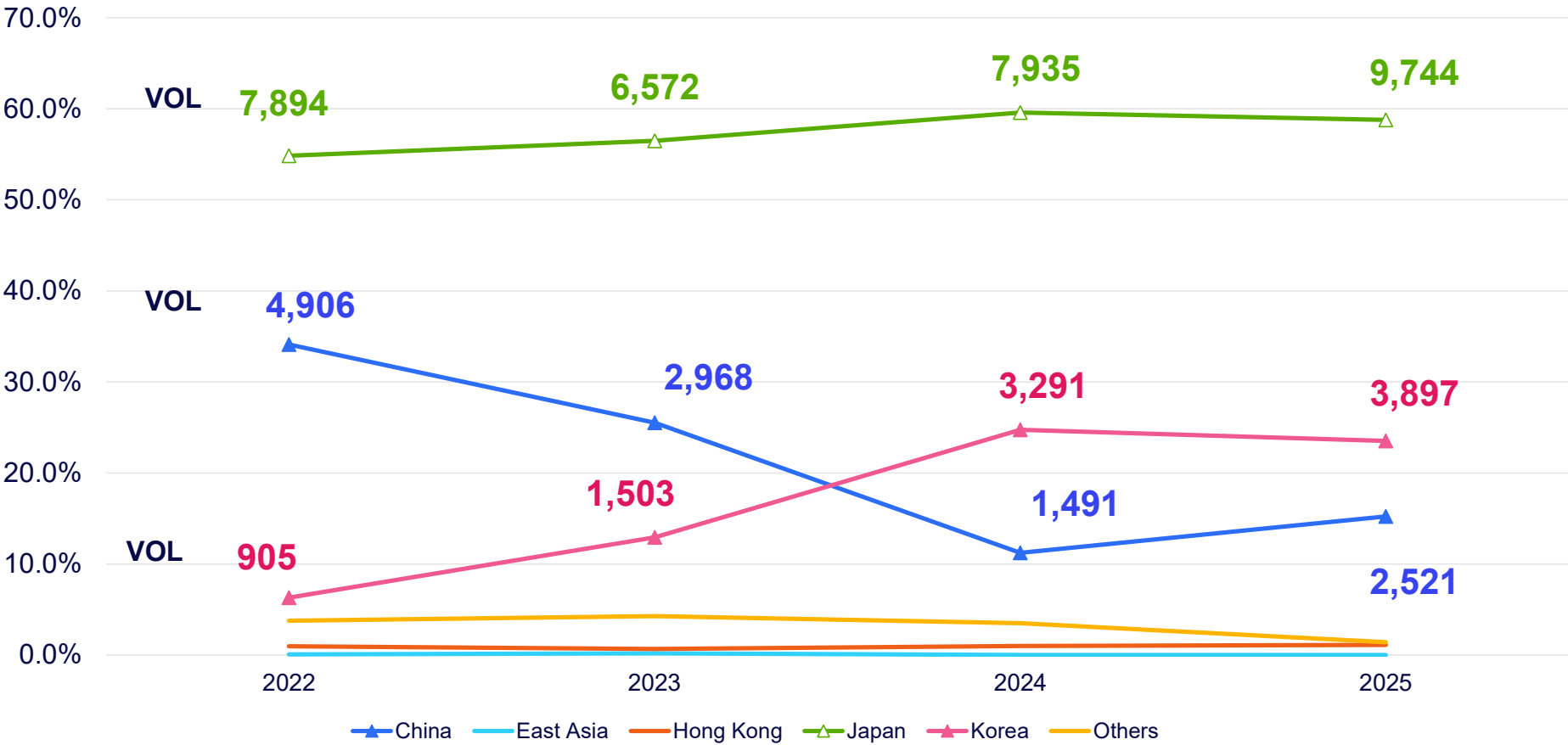
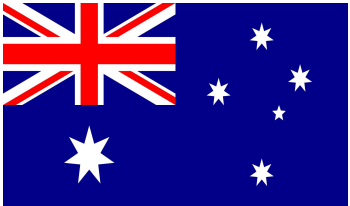
UK year to year of Asian Regional cuisine books



Thema Qualifiers: Regional Cuisine

T16.1 National & Regional Cuisine

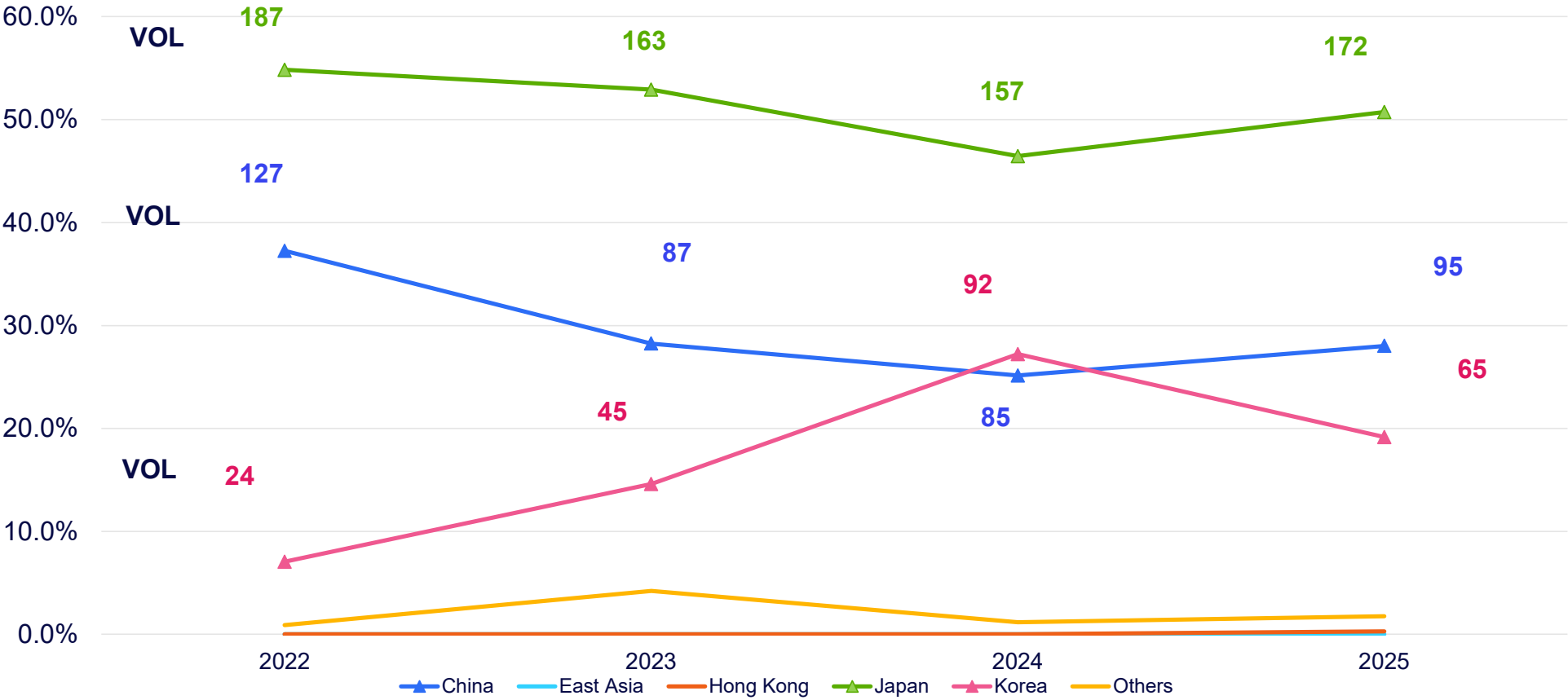
Australia year to year of Asian Regional cuisine books



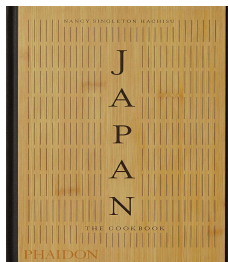
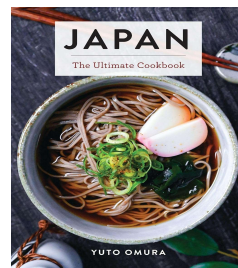
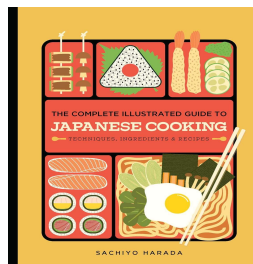
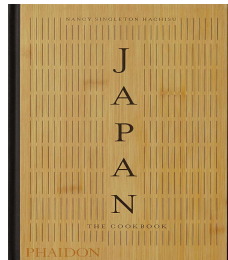
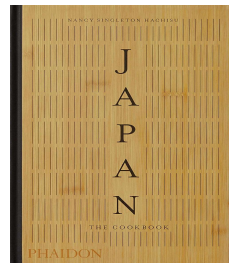
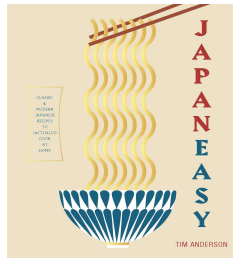
Thema Qualifiers: Regional Cuisine

T16.1 National & Regional Cuisine

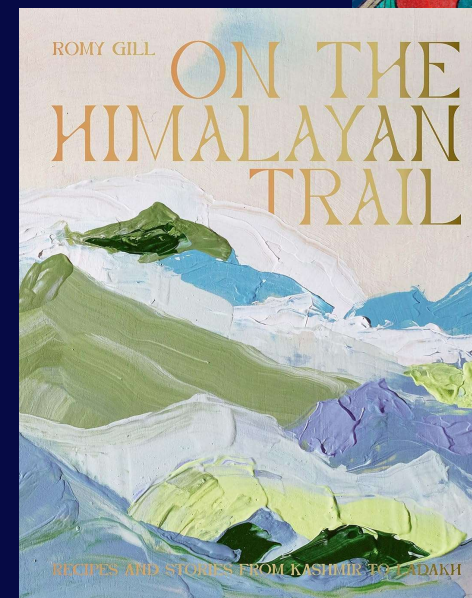
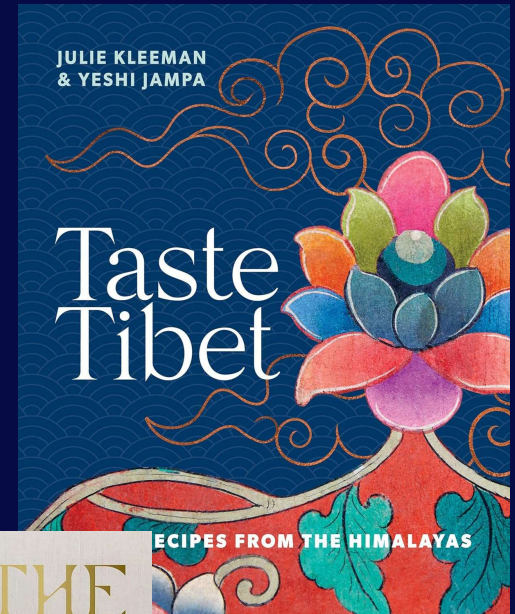
South Africa year to year of Asian Regional cuisine books



Best selling Japanese Cookbooks



2022 was a great year for Himalayan cookbooks. They haven't been back in the top 10's since then



PART V

There's a time and place for everything

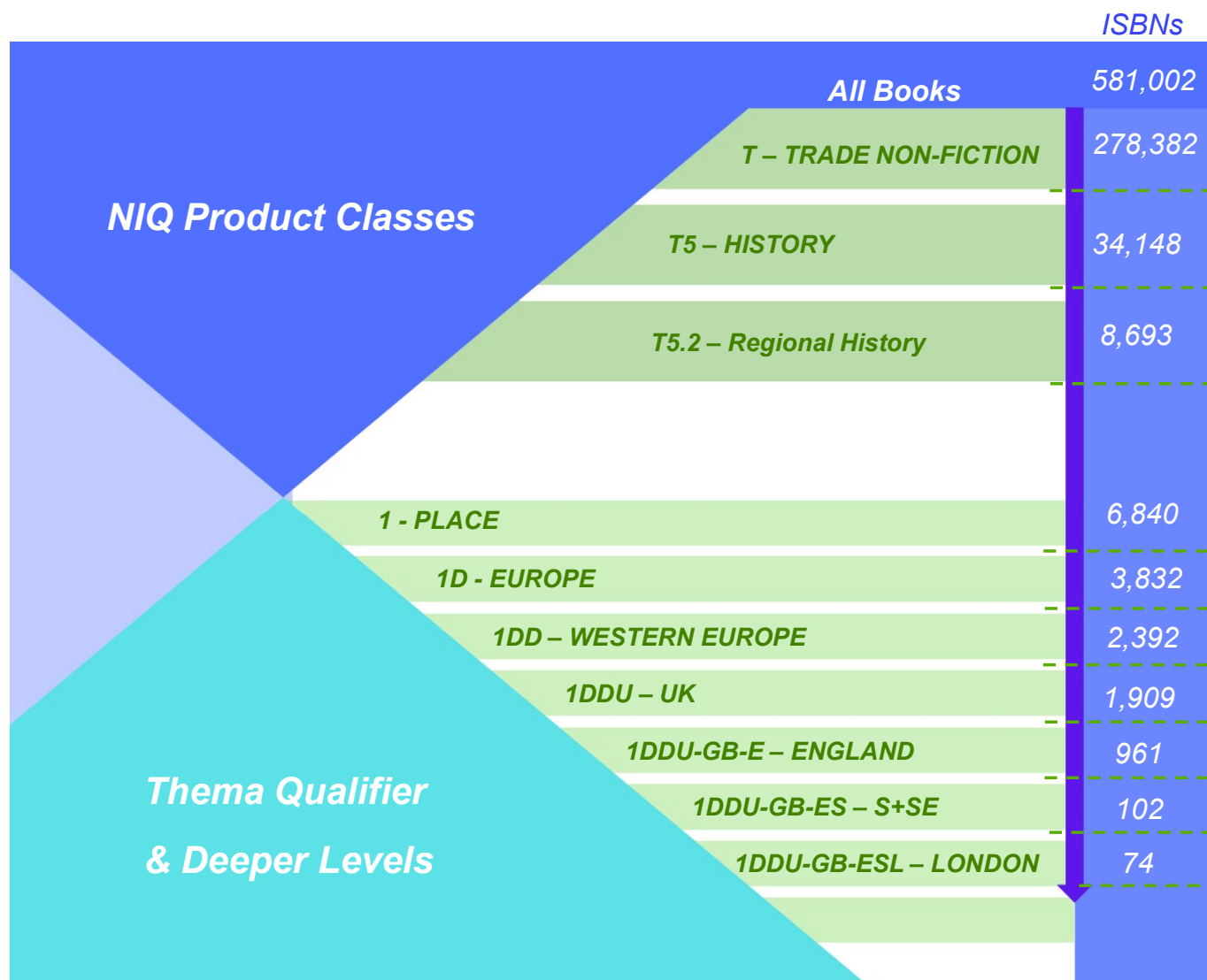
Regional History titles with **MULTIPLE** *Thema* Qualifiers.



The Full Journey

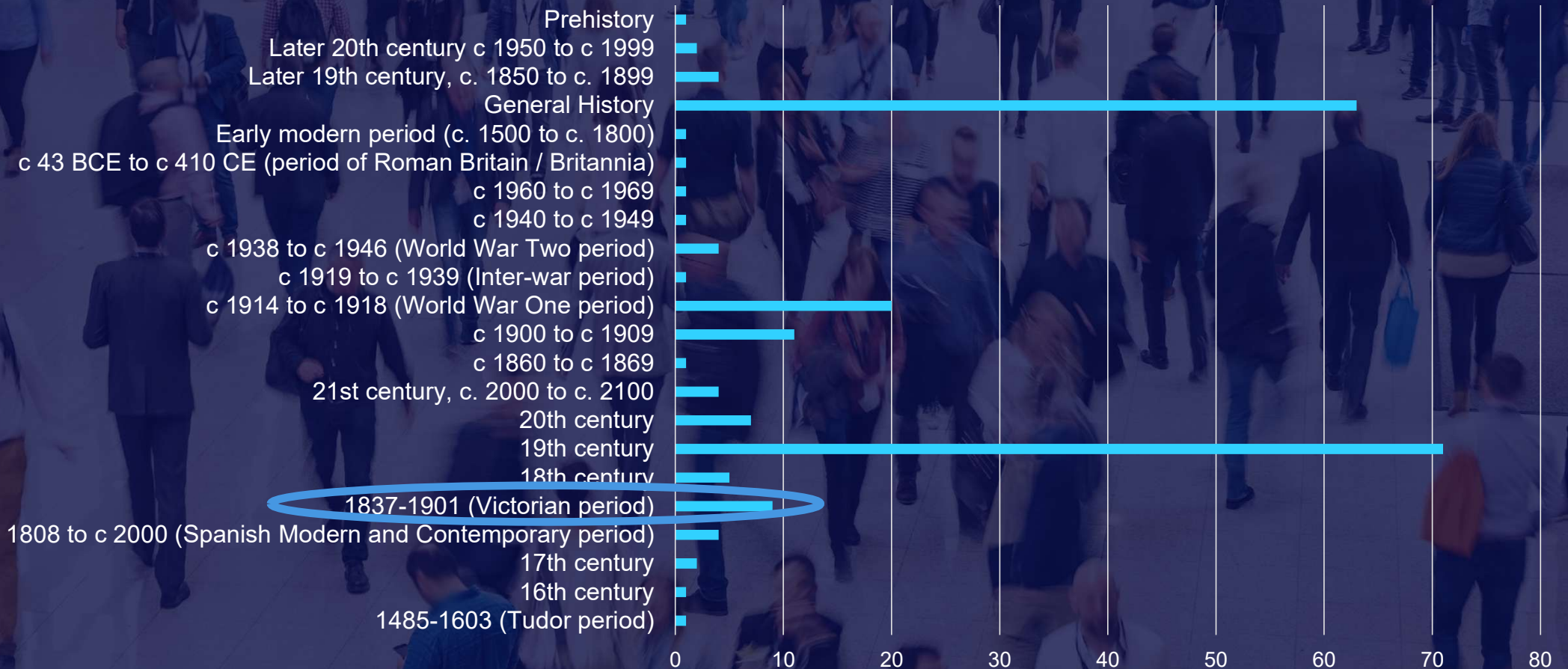
Regional History

NIQ BookData



T5.2 - Regional History – PLACE - LONDON – 1DDU-GB-ESL TIME –VICTORIAN PERIOD – 3MNQ-GB-V

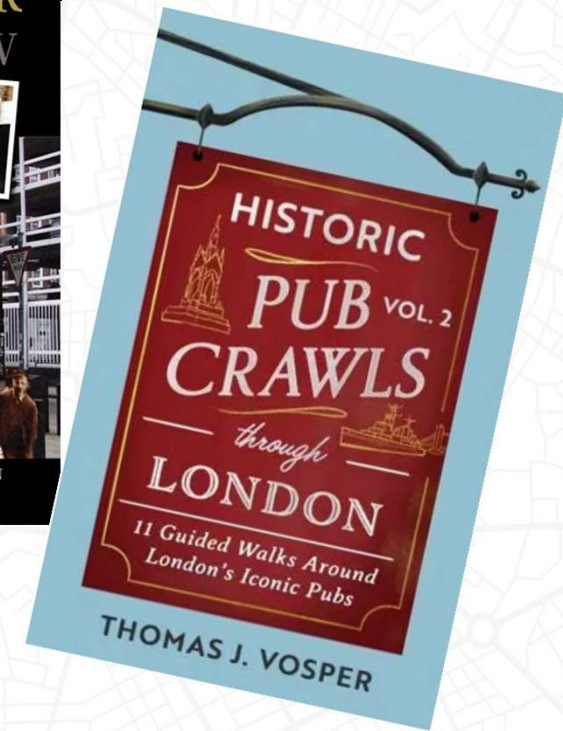
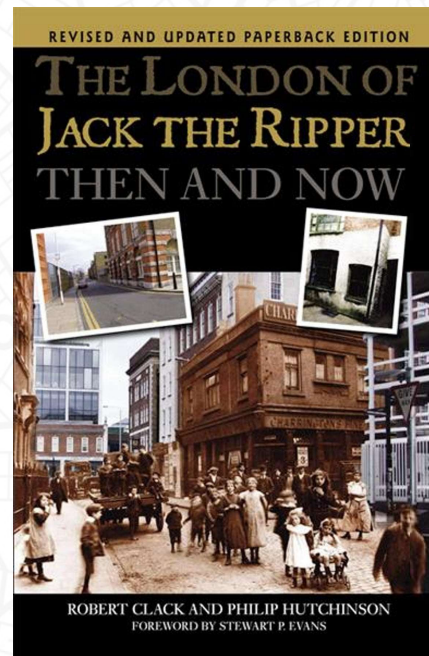
Count of ISBN per Thema TIME Qualifier
in London



T5.2 - Regional History – 1 - Place Qualifier London 3 - Time Qualifier Victorian



CHARLES DICKENS at his writing desk



PART VI

If you have any trips coming up...

examples with our readers in mind, especially if they are travelling to

The Galapagos or **Gibraltar**.

Reverse engineering – an alternative case study



Starting a search from *Thema*



Looking at *Galapagos...*

galap Search See the [search hints](#) below.

Notation	Category heading
1KLZTG	Galapagos Islands

ISBN	Title	Product Class
9780008156732	Wildlife of the Galapagos:Traveller's Guide	T8.2 Natural History: Animal & Wildlife
9780008729745	Eden Undone:A True Story of Sex, Murder and Utopia at the Dawn	T18.3 True Stories
9780228100195	Galapagos: A Traveler's Introduction	T8.2 Natural History: Animal & Wildlife
9780451533876	Where Are the Galapagos Islands?:Where Is?	Y4.0 Children's General Non-Fiction
9780691170428	Wildlife of the Galápagos:Second Edition:Princeton Pocket Guide	T8.2 Natural History: Animal & Wildlife
9780691217246	Galápagos:A Natural History Second Edition	T8.1 Natural History: General
9780691233635	Pocket Guide to Birds of Galápagos,A	T8.2 Natural History: Animal & Wildlife
9780951371777	Galapagos Islands Explorer Visitor's Map of the Galapagos Islan	T14.2 General Folded Maps & Walking Guides
9781471928066	Shipped:If you're looking for a witty, escapist, enemies-to-lovers	F2.5 Romance & Sagas
9781471993373	Birds of Ecuador and the Galapagos Islands: Helm Wildlife Guide	T8.2 Natural History: Animal & Wildlife
9781561955478	Ecuador And Galapagos Islands:1:750000:Travel Maps Internatio	T14.2 General Folded Maps & Walking Guides
9781641494954	Moon Galápagos Islands (Fourth Edition):Wildlife, Snorkeling &	DT14.3 Travel & Holiday Guides: General
9781721128423	Greater Than a Tourist- Amazon Rainforest Brazil:50 Travel Tips	T14.3 Travel & Holiday Guides: General
9781781250549	Galapagos,The	T8.1 Natural History: General
9781784777470	Galapagos Wildlife	T14.3 Travel & Holiday Guides: General
9781784778859	Galapagos Crusoes:A year alone with the birds	T8.5 Travel Writing

gibr Search See the [search hints](#) below.

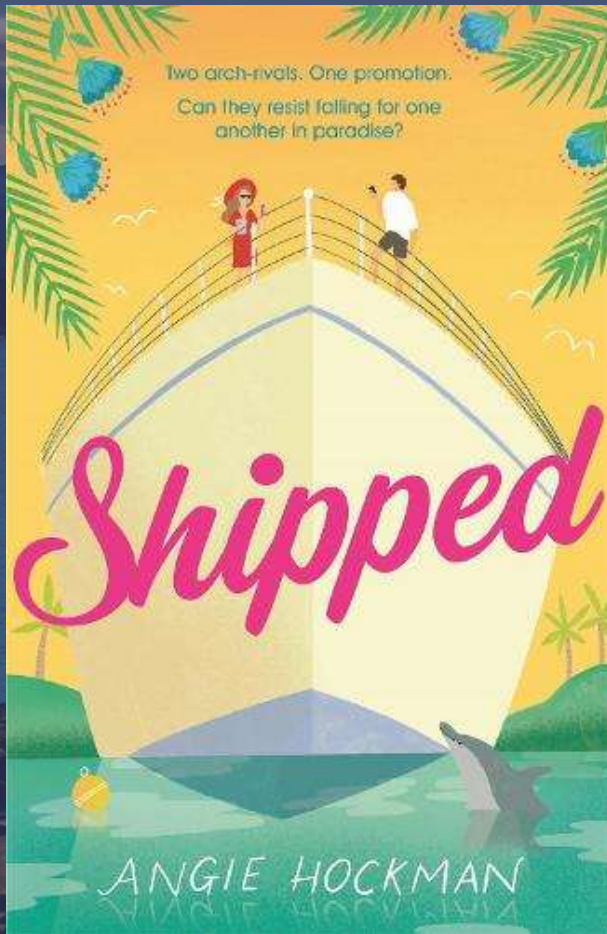
Notation	Category heading
1DSG	Gibraltar

...and *Gibraltar*

ISBN	Title	Author	Product Class
9780241396360	A Delicate Truth:The Penguin John le Carré Hardback Collection	le Carré, John	F1.1 General & Literary Fiction
9781801108522	Dead Ground:Spoils of War	Hurley, Graham	F2.7 War Fiction
9781801108546	Dead Ground:Spoils of War	Hurley, Graham	F2.7 War Fiction
9781913793005	Killing Rock:A Sullivan and Broderick Murder Mystery	Daws, Robert	F2.1 Crime, Thriller & Adventure

Galapagos

Shipped & Darwin's Dragons



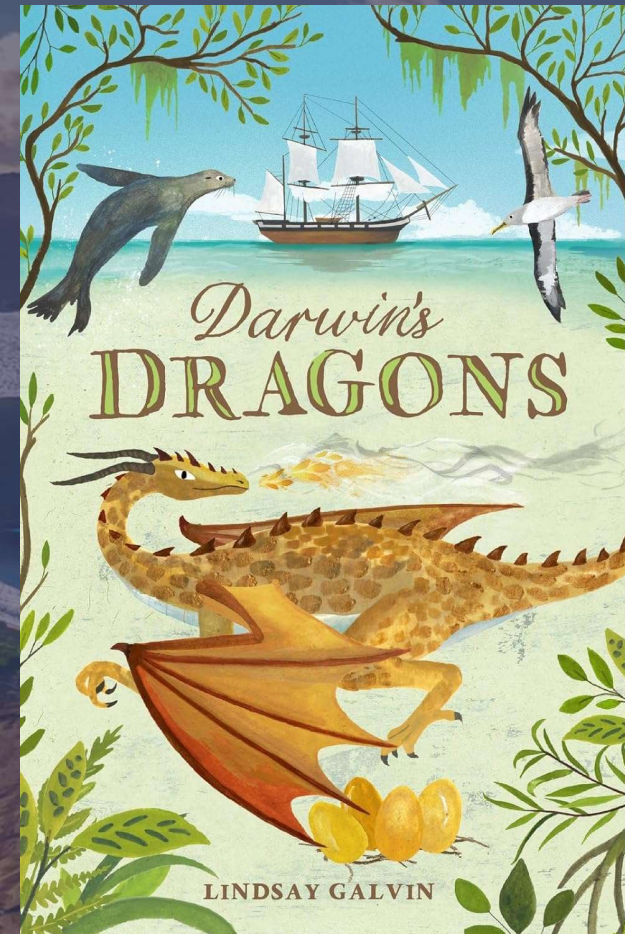
**Two arch-rivals.
One promotion.
Can they resist falling for one another in paradise?**

**The task: draft a proposal on how to boost bookings in the Galápagos.
The catch? They have to go on a company cruise . . . together.**

Shipwrecked on a Galapagos island, he makes a discovery that could change the world - and make his fortune. But should he share his find, or will it lead to the extinction of a legendary species?

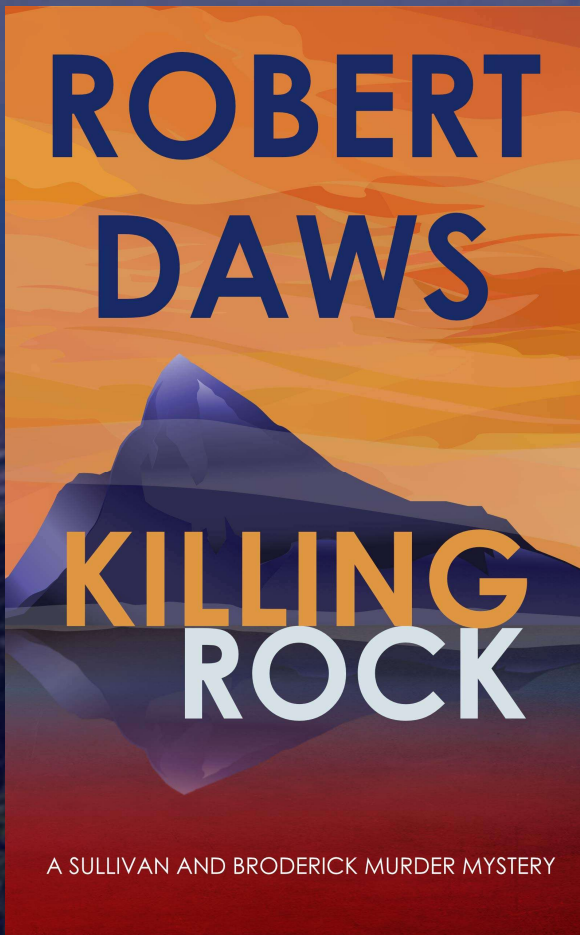
There's one person who could help, but he's busy writing a book ...

- Based on a true story and Charles Darwin's real journal!



Gibraltar

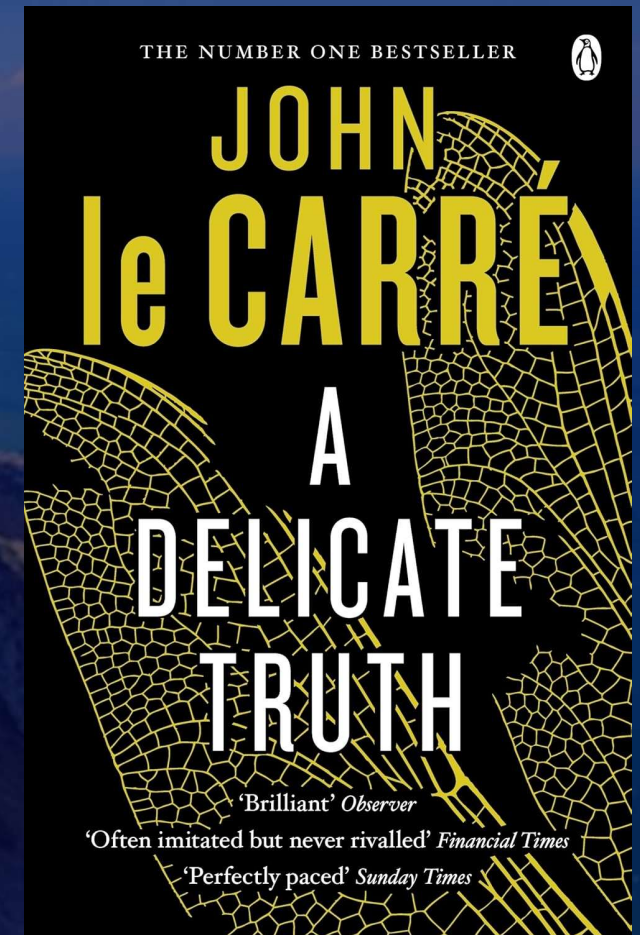
Killing Rock and A Delicate Truth



Plot [\[edit\]](#)

In 2008, Toby Bell, the [Private Secretary](#) to junior [Foreign Office](#) minister Fergus Quinn, becomes suspicious of his superior's behavior following a meeting with businessman Jay Crispin—founder of the [private security](#) firm Ethical Outcomes—and the company's financier, Miss Maisie, an independently wealthy, [Islamophobic](#) American [evangelical](#). Digging into Quinn's history, Bell learns that Quinn had previously been involved in a minor scandal related to Ethical Outcomes at his previous posting. Under the guidance of his mentor, Giles Oakley, Bell secretly records a conversation between Quinn, Crispin, and an intelligence liaison code named "Paul" about a planned [covert operation](#) codenamed *Wildlife*. When Bell attempts to turn the recording over to Oakley, who has been researching Ethical Outcomes himself, he tells him to forget everything he has learned and drop the matter.

Without Bell's knowledge, *Wildlife* takes place in Gibraltar, where a company of British Special Forces under the command of a man named Jeb are tasked with helping an Ethical Outcomes team of American [mercenaries](#) with extracting a high-ranking [jihadist](#) arms dealer allegedly squatting in an abandoned vacation home. As Paul—acting as a neutral liaison between English and American intelligence—observes from a [blind](#), a strike team lays siege to the house. He is assured that the operation is a complete success and that the jihadist has been taken alive for questioning.



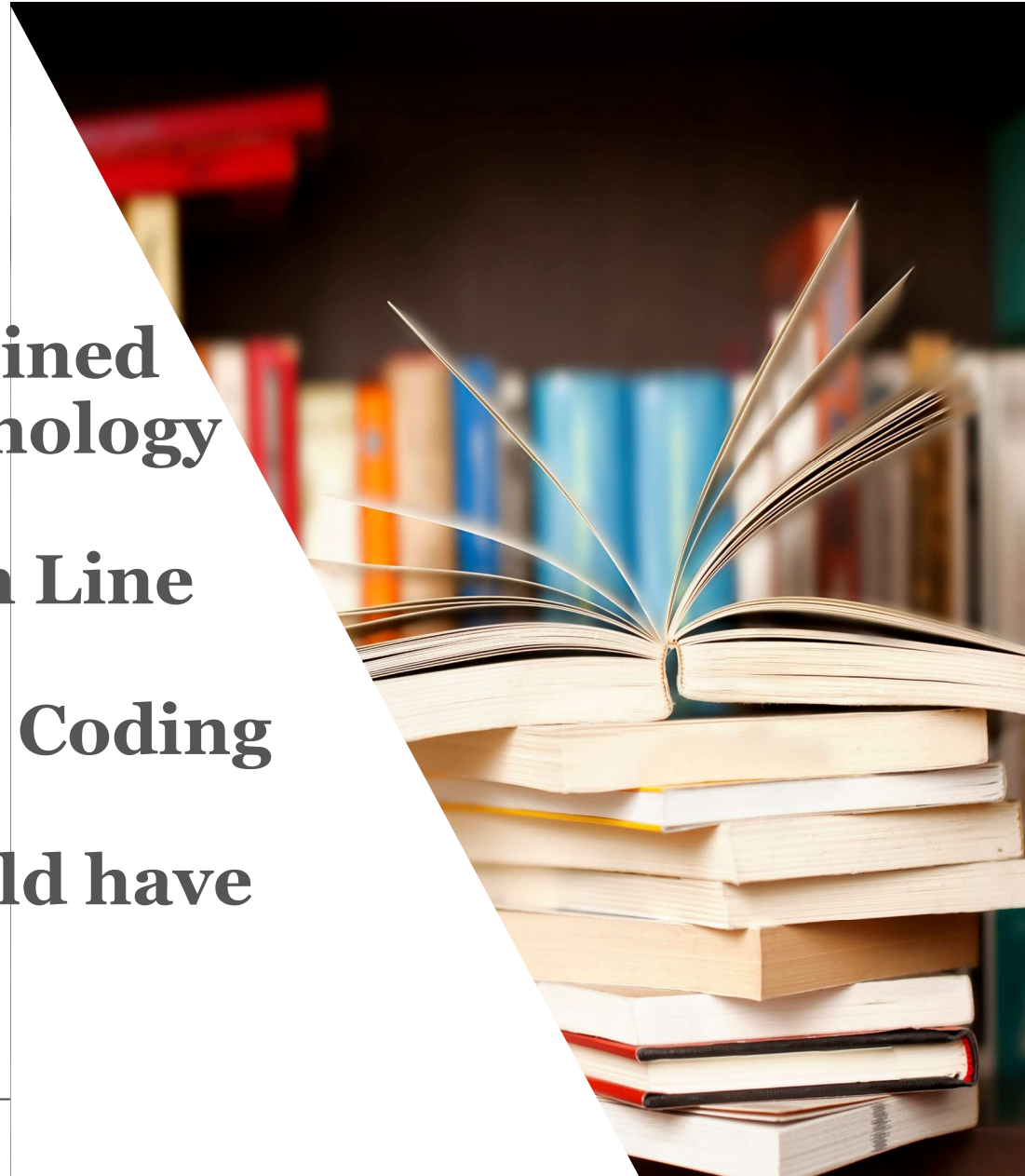
Final Summary

**The Book Trade have remained
at the Cutting Edge of technology**

Paper, Fiche, CD Rom – On Line

ISBN - Prod Class - *Thema* Coding

**2 Hrs more to present would have
worked**



How Better Metadata Drives Book Discovery – The Power of Thema

December 2025

Kieron Smith

Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES *FIGGIS*
BOOKSELLERS SINCE 1768

Agenda

- What are we working on?
- How do these data look now?
- What works best?
- Why this will become even more important

Your power to merchandise



Waterstones

BLACKWELL'S

wordery

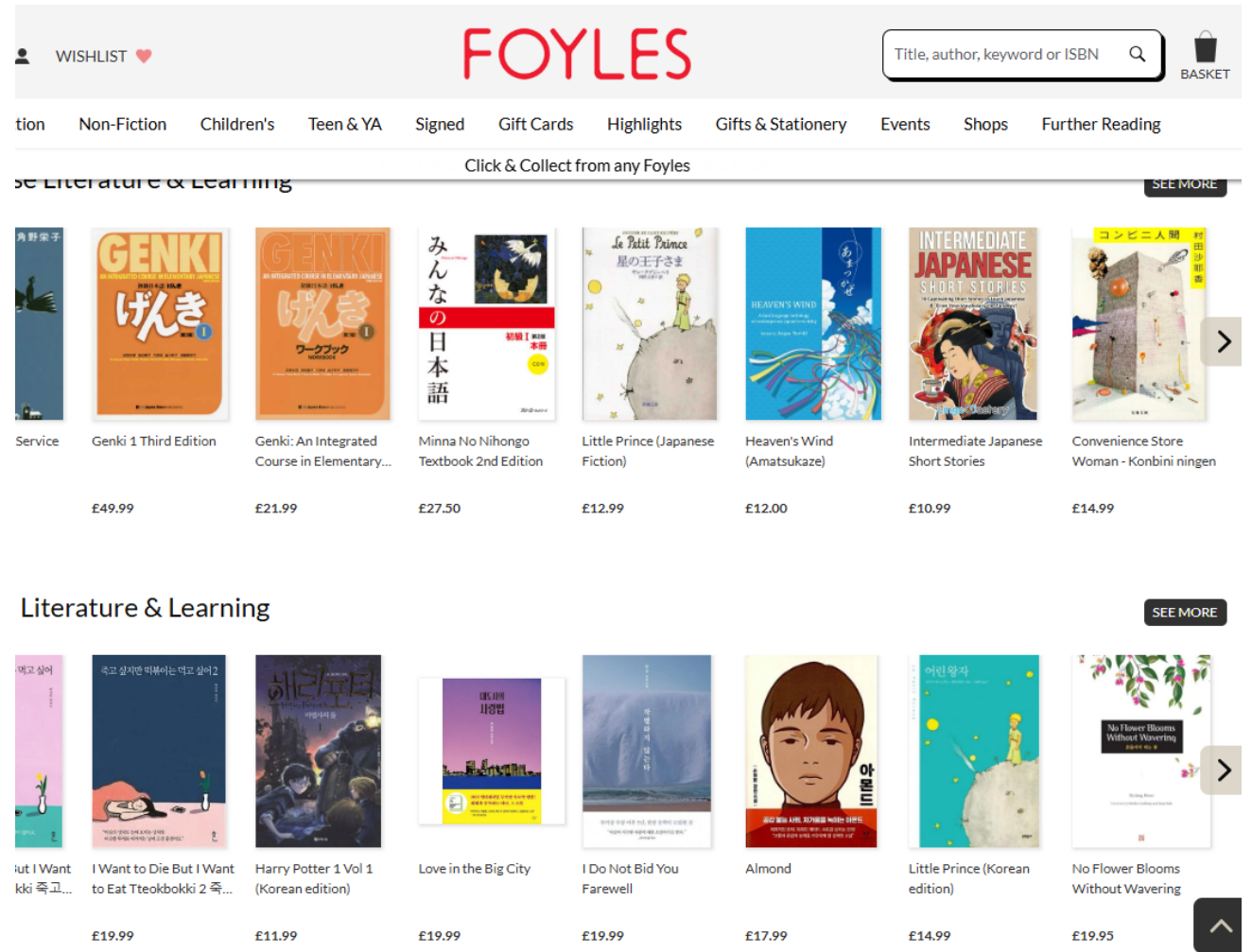
FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

Brands & Customers

- The more data we have access to, the greater we can tailor the experience across brands
- We're working on new browse hierarchies, hand in hand with the planned use of qualifiers within search filtering
- Examples include different use of category entry points
- Getting the balance right – browsing a bookshop that makes sense
- Getting the balance between offering granularity and maintaining authority



Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

Data scorecard

- Expanding the top-level category mapping significantly – (here taking inspiration from the Broad Street shop directory for example).
- Focusing on Thema today – but always worth a reminder that dimension data, jackets, country of manufacture, format etc are all equally important.

The screenshot shows the Blackwell's website interface. At the top, there is a navigation bar with links for Login, Register, and Help. A banner indicates 'UK delivery included · Free click & collect to shops'. On the right, there is a currency selector set to '£ GBP' and a shopping basket icon showing '1' item and a total of '£16.40'. Below the navigation bar, the 'BLACKWELL'S' logo is prominent, followed by a search bar with a dropdown menu set to 'All books' and a 'Find a book' button. A link for 'Advanced search' is also present. The main content area is a dark blue grid with category headers: 'General Fiction', 'Non-Fiction', and 'Children's'. Each header is followed by a list of sub-categories. The 'General Fiction' list includes All Fiction, Anthologies, Classic Fiction, Crime & Thrillers, Drama & Theatre Studies, Fantasy, Graphic Novels & Manga, Historical Fiction, Horror, Modern & Contemporary, Myths & Legends, Poetry, Romance, Science Fiction, and Translated Fiction. The 'Non-Fiction' list includes Art, Fashion & Photography, Astronomy & Space, Biography & True Stories, Biology & Life Sciences, Business & Finance, Chemistry, Computing, Dictionaries & Reference, Disability Studies, Earth Sciences, Geography & Environment, Economics, Education, Film, TV, and Theatre, and Food & Drink. The 'Children's' list includes Ages 5-8, Ages 9-12, Baby, Toddler & Pre-School, Dyslexic & Reluctant Readers, Education & Study Guides, Gift Books, Hobbies & Interests, Reference, and Teenage and Young Adult. Other category headers like Signed, Trending, Rare, Gifts, Games, Businesses, Our Shops, and Events are visible in the top navigation area.

General Fiction	Non-Fiction	Children's
All Fiction	Art, Fashion & Photography	Ages 5-8
Anthologies	Astronomy & Space	Ages 9-12
Classic Fiction	Biography & True Stories	Baby, Toddler & Pre-School
Crime & Thrillers	Biology & Life Sciences	Dyslexic & Reluctant Readers
Drama & Theatre Studies	Business & Finance	Education & Study Guides
Fantasy	Chemistry	Gift Books
Graphic Novels & Manga	Computing	Hobbies & Interests
Historical Fiction	Dictionaries & Reference	Reference
Horror	Disability Studies	Teenage and Young Adult
Modern & Contemporary	Earth Sciences, Geography & Environment	
Myths & Legends	Economics	
Poetry	Education	
Romance	Film, TV, and Theatre	
Science Fiction	Food & Drink	
Translated Fiction		

Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768



Top Pages

Christmas
All Non-Fiction
New Books
Coming Soon
Paperbacks of the Year
Special Editions
Gift Books
Women's Prize for Non-Fiction
Baillie Gifford Prize

Art & Entertainment

Art, Fashion & Photography
Entertainment
Film & TV
Humour
Music
Vinyl

Biography & True Stories

Art & Entertainment Biographies
Historical & Political Biographies
Literary Biographies
Sports Biographies
True Crime

History & Politics

History
Politics

Home & Lifestyle

Food & Drink
Health & Lifestyle
Home & Garden
Parenting

Nature

Environment
Nature Writing
Outdoor Pursuits
Pets

Smart Thinking

Astronomy & Space
Business, Finance & Law
Computing & Internet
Language & Reference
Personal Development
Popular Science
Science, Technology & Medicine

Spirituality & Beliefs

Faith & Religion
Mindfulness
Philosophy

Sport & Hobbies

Hobbies, Quizzes & Games
Sport
Transport

Travel & Maps

British Travel
Maps & Atlases
Outdoor Pursuits
Travel & Holiday Guides
Travel Writing

Data scorecard

- We won't show a filter if it has fewer than 200 titles
- History, Travel and Children's have the most use of qualifiers – we've had to clean up and not use age qualifiers for adult categories
- Interest qualifiers are very lumpy some with significant use – others none or very little. This must be logical to book browsers.

c 1938 to c 1946 (World War Two period) - 708 Copies
c 500 to c 1000 CE - 271 Copies
c 1000 CE to c 1500 - 475 Copies
20th century, c 1900 to c 1999 - 1418 Copies
c 1811 to c 1820 (Regency period) - 445 Copies

Refine by Interest:

Relating to lesbians - 5278 Copies
Holidays, events and seasonal interest - 6326 Copies
Christmas - 543 Copies

Price:


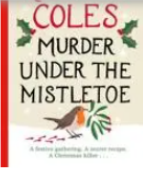

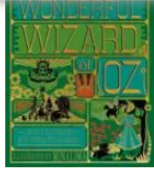
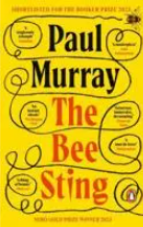
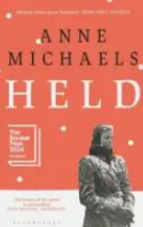

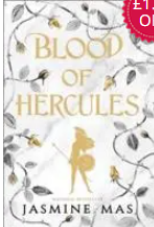
< £0 £500 >

Publication year:

From: YYYY: 1785

To: YYYY: 1812

hw-Paul-Lynch/9780861545896

 <p>Prophet Song Paul Lynch Paperback Published 02 May 2024 £9.99</p> <p>Add to basket</p>	 <p>Murder Under the Mistletoe Richard Coles Hardback Published 24 Oct 2024 £12.99</p> <p>Add to basket</p>	 <p>The Night Before Christmas at D... Brian Baumgartner (a... Hardback Published 21 Nov 2024 Save £5.00 RRP £18.99 £13.99</p> <p>Add to basket</p>	 <p>The Wonderful Wizard of Oz L. Frank Baum (autho... Hardback Published 14 Oct 2021 Save £5.00 RRP £25.00 £20.00</p> <p>Add to basket</p>
 <p>The Bee Sting Paul Murray Paperback Published 02 May 2024 £9.99</p> <p>Add to basket</p>	 <p>Held Anne Michaels Paperback Published 26 Sep 2024 £9.99</p> <p>Add to basket</p>	 <p>Small Things Like These Claire Keegan Hardback Published 10 Oct 2024 £12.99</p> <p>Add to basket</p>	 <p>Blood of Hercules Jasmine Mas Paperback Published 26 Nov 2024 Save £1.39 RRP £15.79 £14.40</p> <p>Add to basket</p>

Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard

HODGES FIGGIS
BOOKSELLERS SINCE 1768

Qualifiers



[Image by freepik](#)

Waterstones BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

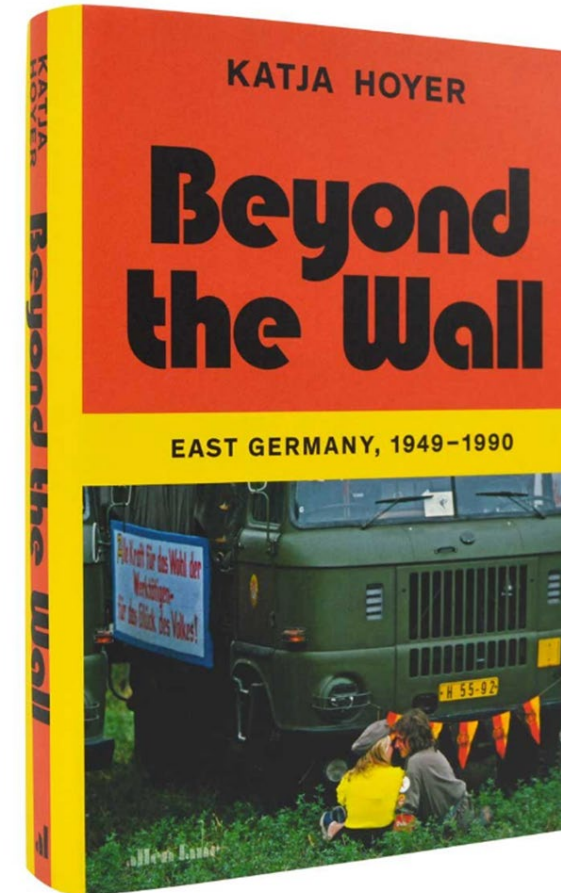
The underused power of interest qualifiers (5*)

- The cultural context has changed, we're now in a world where purely hierarchical product classifications are not sufficient to meet the demands of the audience – themes, niches and identities are core to how we experience content and how we engage in discovery.



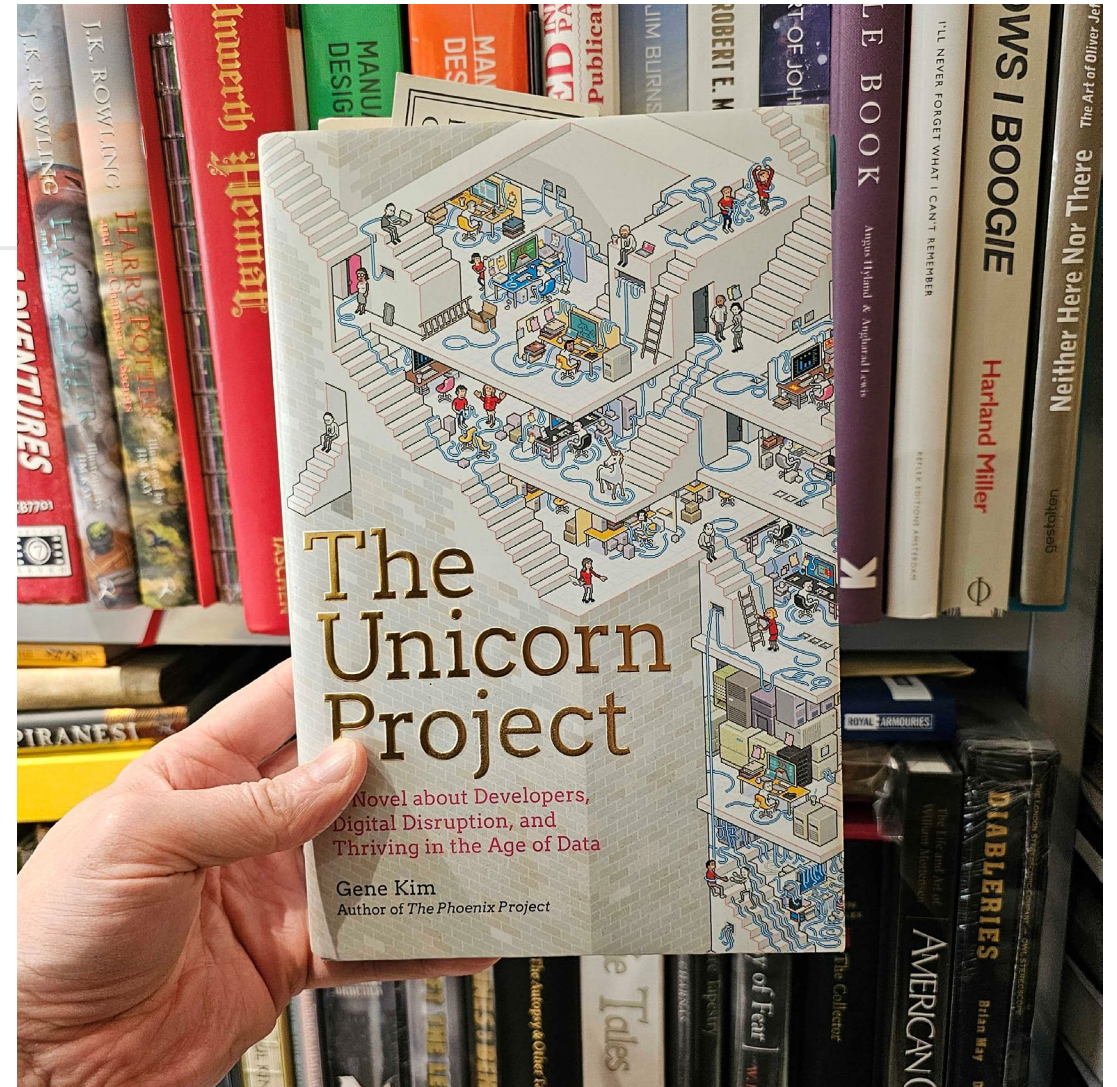
Example of progress

- "thema_qual": "East Germany, DDR|Later 20th century c 1950 to c 1999",
- "thema_qual_code": "1QBDL|3MPQ",
- "thema_subject": "European history|The Cold War|Marxism & Communism",
- "thema_subject_code": "NHD|NHTW|JPFC",



Problems & exceptions

- FHD: Espionage and spy thriller
NHTW: Cold wars and proxy conflicts
FF: Crime and / or mystery fiction
- KJM: Management and management techniques
KJMB: Management: leadership and motivation
KNTX: Information technology industries
FB: Fiction: literary and general non-genre





Victoria Scott

@Toryscott

...

.@penny_author and I think it's high time @amazonbooks created a #disabilityfiction category for adult fiction. Here's our open letter explaining why. @philipdsjones @Soc_of_Authors @AmazonUK #WritingCommunity #AuthorsOfTwitter

To whom it may concern,
We are two British authors whose novels include characters with disabilities, and we're writing to request that Amazon Books introduce a new disability fiction category for adults to help readers find novels like ours.
It's estimated that around ten per cent of the world's population are disabled, and yet this is a group which is severely under-represented in fiction. We believe that introducing a chart for disability fiction within Amazon books could bring positive change in this area, and certainly increase the visibility of novels which feature the joys and challenges of living with a disability.
The absence of a disability chart for adult fiction seems to us to be a serious omission, given that you have several categories for child and YA disability fiction, and hundreds of other categories which focus on many niche subjects.
Disability is neither niche nor rare, and we believe that books which feature it positively help raise awareness and bring conversations about it into the mainstream, which can only be a good thing.
We are copying in The Bookseller magazine and The Society of Authors into this email.
With very best wishes,

Victoria Scott (author of *Patience*) and Penny Batchelor (author of *My Perfect Sister* and *Her New Best Friend*.)

👤 Amazon.co.uk and 2 others

1:37 PM · Jan 12, 2022

Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

BLACKWELL'S

All books ▾

Find a book



Advanced search

[Bestsellers](#)

[Books ▾](#)

[Signed](#)

[Trending](#)

[Rare ▾](#)

[Gifts](#)

[Games](#)

[Businesses](#)

[Our Shops](#)

[Events](#)

BOOKS FOR Christmas

[Shop now](#)

Relating to people with Down syndrome

[Home](#) > [Books](#) > [Interest qualifiers](#) > [Relating to specific groups and cultures or social and cultural interests](#) >

[Relating to people with visible or hidden disabilities, impairments or conditions](#) > [Relating to people with Down syndrome](#)

Sort by: ▾

⚙️ Hide filters

Price



Publication year

From: 1879 To: 2025

Format

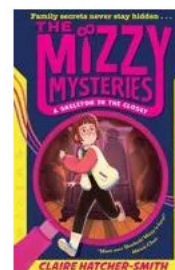
- ☐ Paperback
☐ Hardback
☐ Audio



George and the Mini Dragon

George Webster (auth...)
Paperback
Published 13 Feb 2025

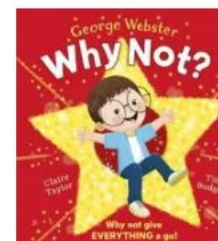
£6.99



A Skeleton in the Closet

Claire Hatcher-Smith...
Paperback
Published 27 Feb 2025

£7.99



Why Not?

George Webster (auth...)
Board Book
Published 13 Feb 2025

£7.99



Marcel With a Splash

Julia Sørensen (auth...)
Hardback
Published 20 Mar 2025

£14.99

Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

What's your lens?

AK: Design, Industrial and commercial arts, illustration

TNK: Building construction and materials

UGB: Web graphics and design

UYZG: User interface design and usability

5PM anyone?



Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

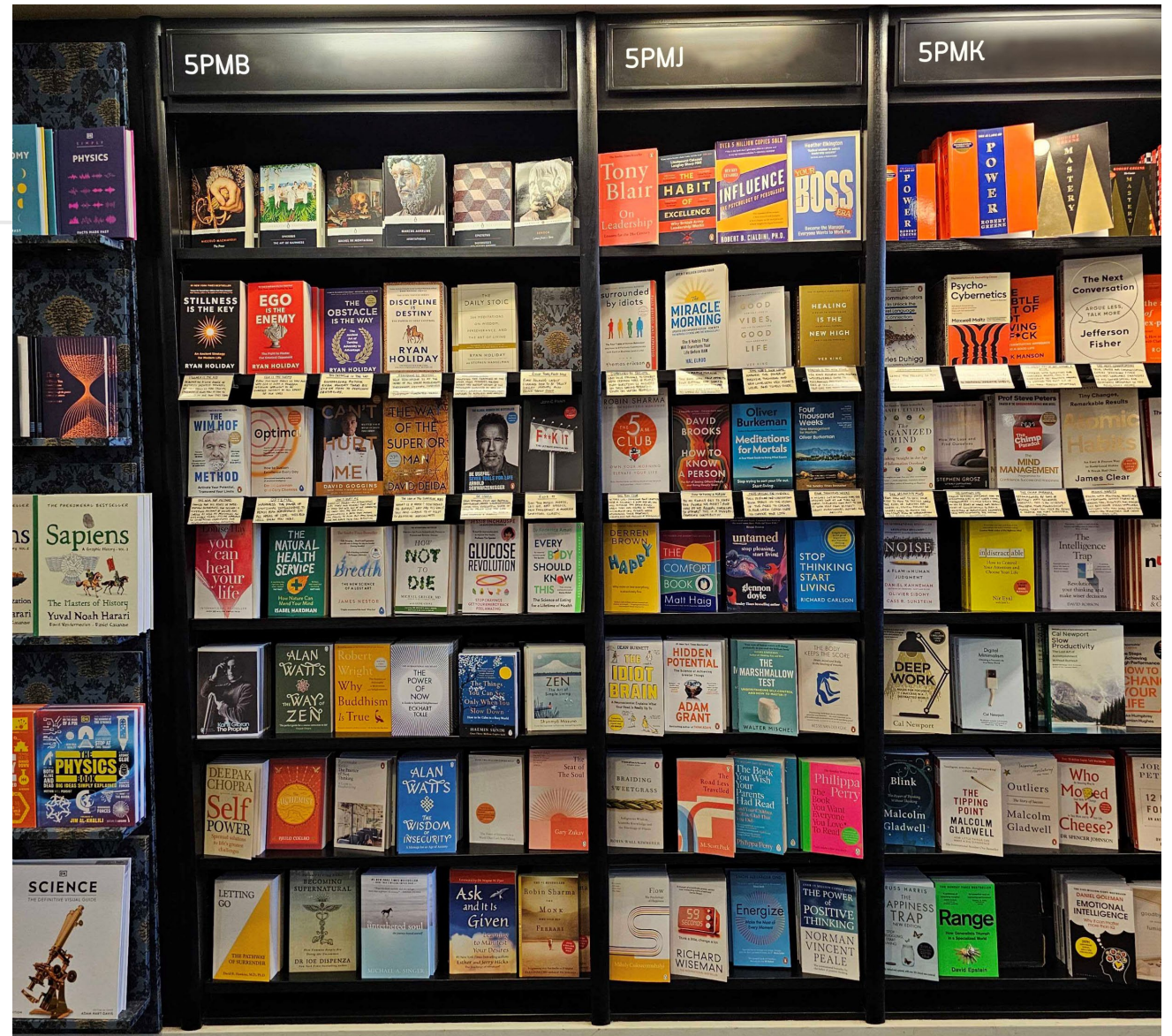
HODGES FIGGIS
BOOKSELLERS SINCE 1768

How many?

Find the right balance for the number of subject codes you include for each title.

One subject code may be appropriate for some titles. Try to aim for a maximum of four subject codes per title and use excess choice of codes to improve descriptive texts or keywords.

Aim to add qualifiers whenever appropriate. Think about the target audience.



This will become (even more) important

Move from browsers to agents.

Important role of facets in answering questions, moving from literal search keywords to semantic+natural language / conversational conversion.

Fight AI slop with detail.



Waterstones

BLACKWELL'S

wordery

FOYLES

Hatchard's

HODGES FIGGIS
BOOKSELLERS SINCE 1768

Much more to come... thank you

Waterstones

BLACKWELL'S

wordery

FOYLES

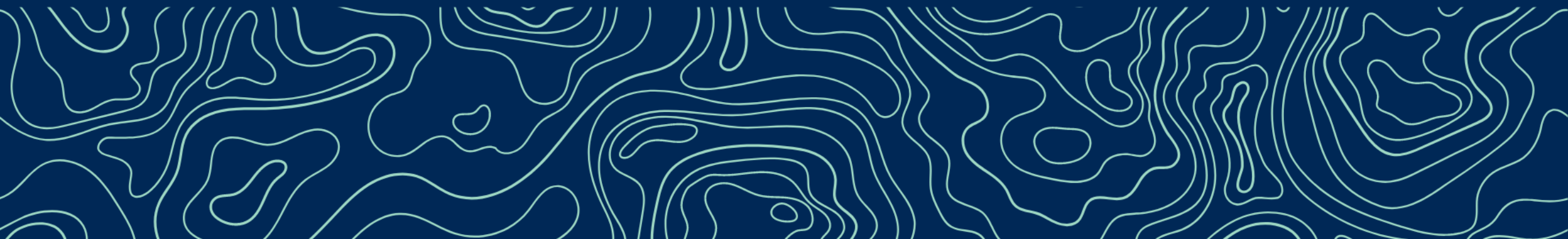
Hatchard's

HODGES *FIGGIS*
BOOKSELLERS SINCE 1768



Q & A Session

(Please put any questions you may have
in the “Questions” box)



BIC Thema Webinars on YouTube

BIC's YouTube channel:

www.youtube.com/@bookindustrycommunicationl7842

has a dedicated **Thema Playlist** featuring sessions on the following:

Adult Fiction
Diversity, Equity & Inclusion
Children, Teenage and Educational Material
Popular Non-Fiction
Academic Titles
Comics and Manga

and more...



Thank you for attending today

Stay in touch via our mailing list:

www.bic.org.uk/mailling-lists/

www.bic.org.uk

@bic1uk.bsky.social #bicbrunch