

Nielsen Book

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Order, chaos and the ISTC



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Order, chaos and the ISTC





Agenda

- What is the ISTC
- Measurement & Discovery
- Order out of Chaos

What is it?

ISTC 0A9-2008-00000007-C

- International **S**tandard **T**ext **C**ode - ISO standard for identifying textual works independently of any specific publication
- “Textual work” may refer to a piece of prose, lyrics, poetry, script or other text-based creative/intellectual work
- “Textual work” = the *significant* content (or pieces of content) in a publication
- May be assigned to a whole work or a part of a work, according to what needs identifying
- Only basic metadata is captured, solely to distinguish one work from another

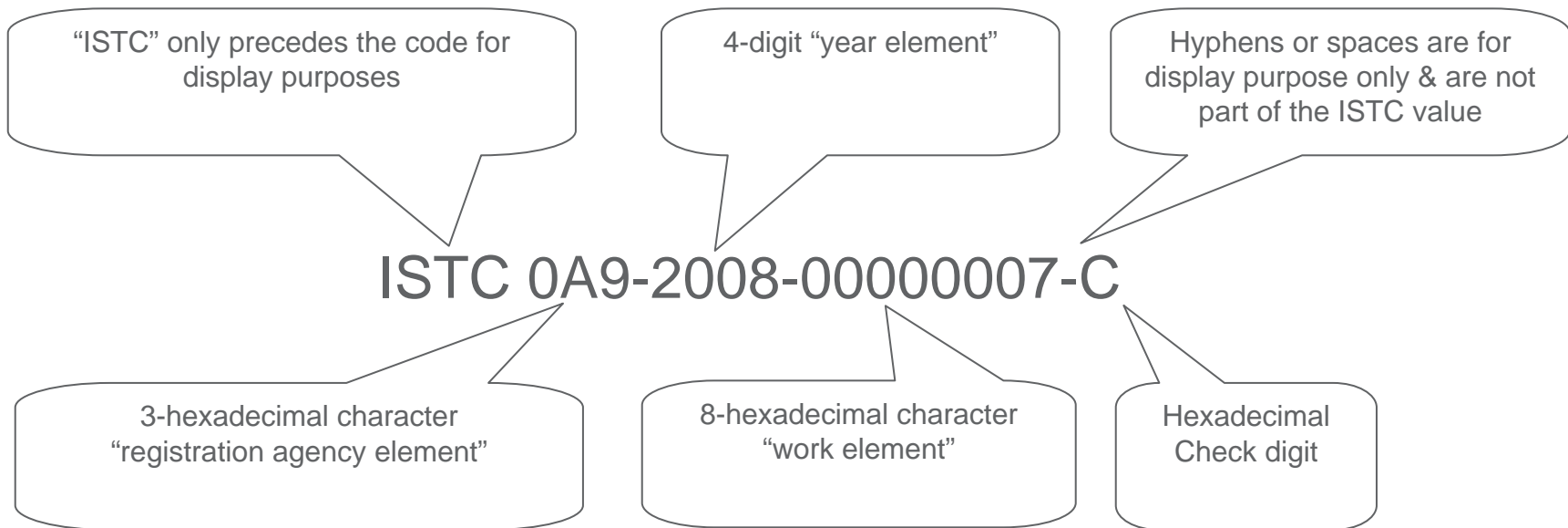
Why do we need to identify “the content”?

- Agents, publishers and rights agencies:
 - Need to accurately administer copyrights and publishing licences
- Retailers and consumers:
 - Want to discover works ... as opposed to manifestations of the work
- Measurement:
 - Need to aggregate sales data to measure the value of a work or multiple manifestations
- Libraries:
 - Need to collocate multiple publications of the same work and/or avoid acquiring duplicates in the first place
- Identifying the content is **important** in the print world ... but it is an **essential** force for order to the digital world

Identifying content is not easy

- The *same work* is often published under *different titles*
- *Different works* are often published under the *same title*
- Even specifying the title *and* the author may be imprecise:
 - Search for “Great Expectations” on Amazon = 778 hits...
 - Search for “Great Expectations” + “Dickens” = 378 hits (including critical essays, adaptations, scripts, performances, collections, abridged, revised, retold, illustrated)
- Titles *and/or* content may be “localized”: e.g., “Harry Potter and the Philosopher’s Stone” ≈ “Harry Potter and the Sorcerer’s Stone”
- Works that are “almost identical” may need collating or differentiating, depending on the situation

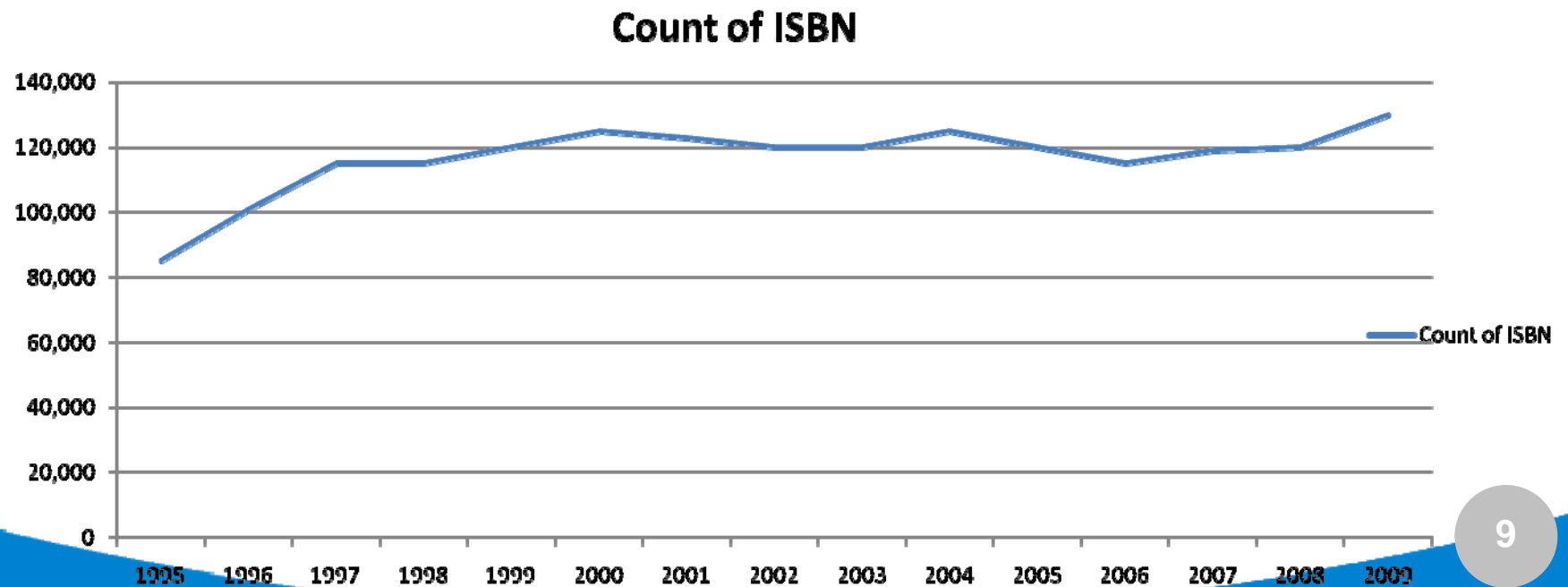
ISTC structure & capacity



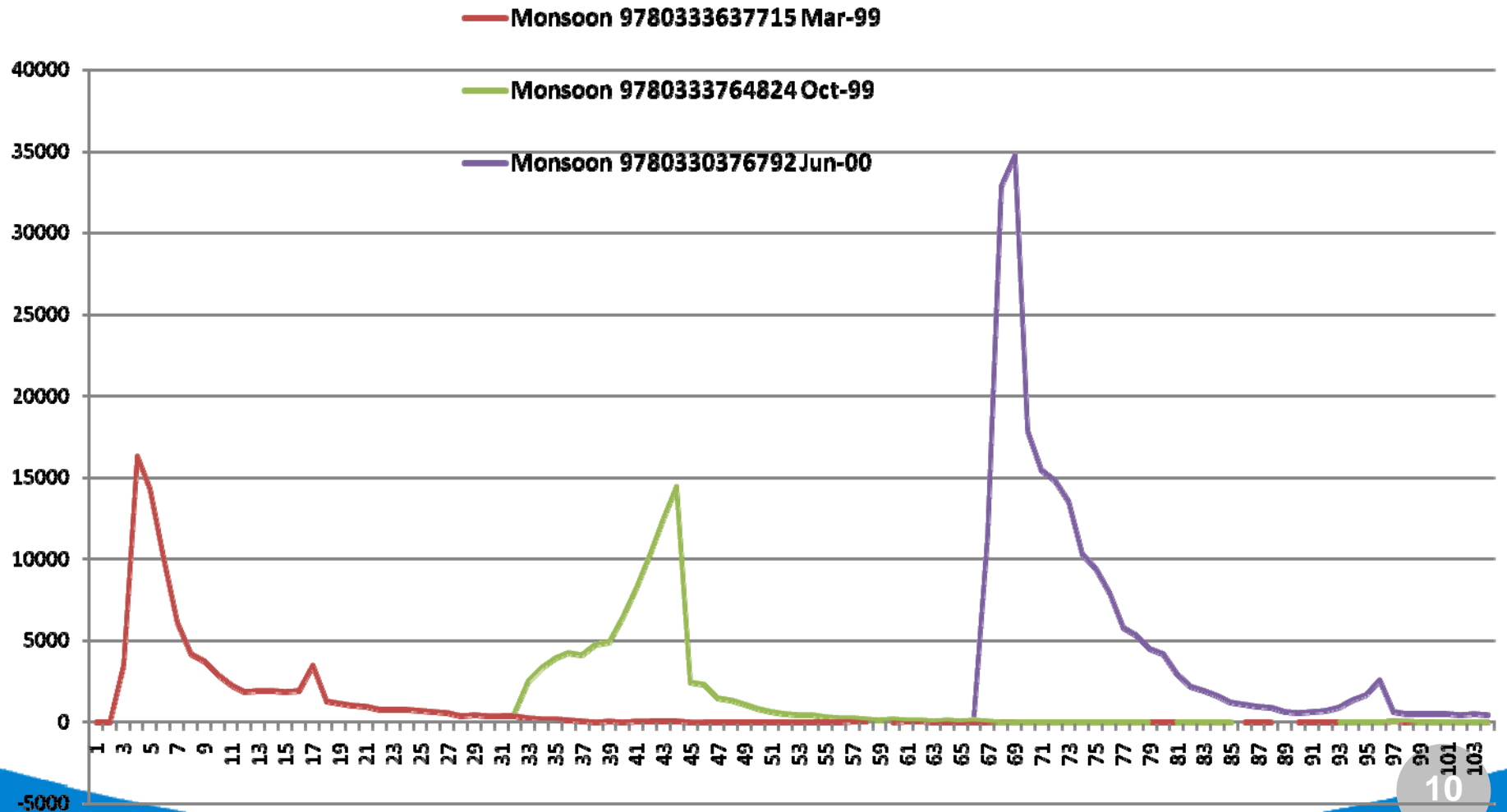
- Structure of the code allows over 4,000 registration agencies
- Each agency could register over 4 billion ISTCs annually
- Theoretical capacity to register over **17 trillion ISTCs per annum**

Once upon a time in 1968 there was one little ISBN ...

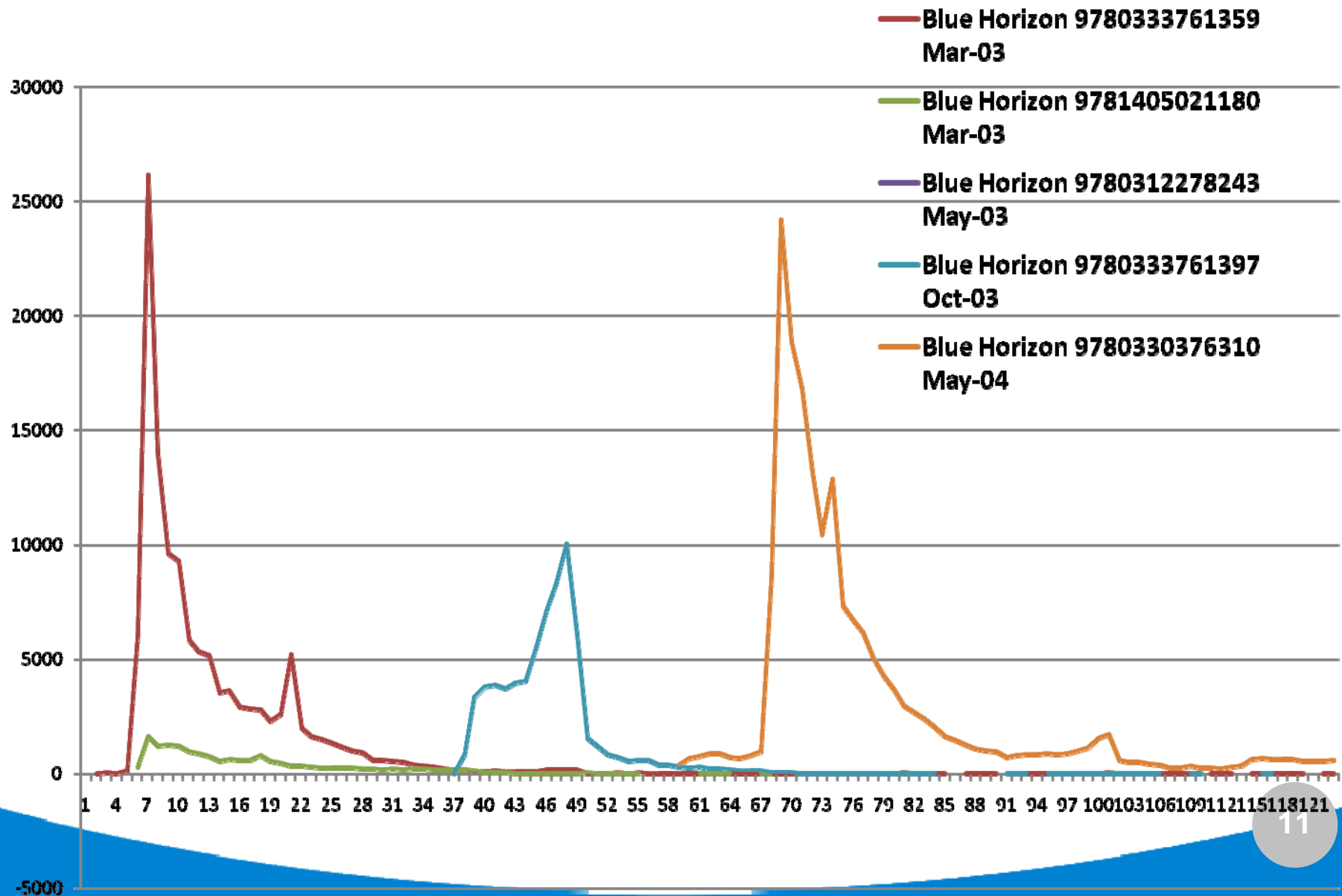
- ISBN coding led to Barcodes on books led to EPoS led to BookScan sales tracking
- UK ISBN Counts



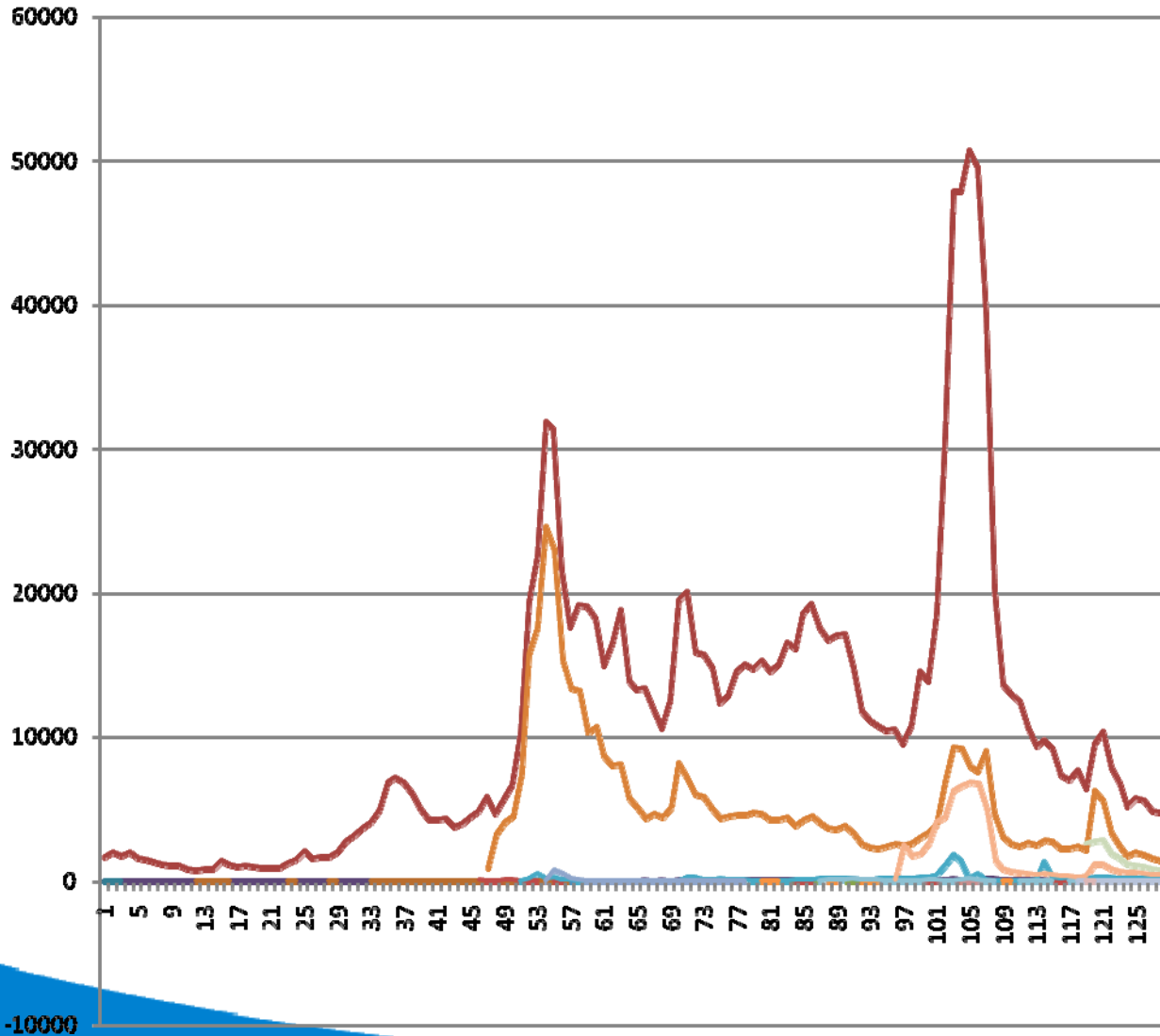
As it was – Wilbur Smith Monsoon



The beginning of change - 2003

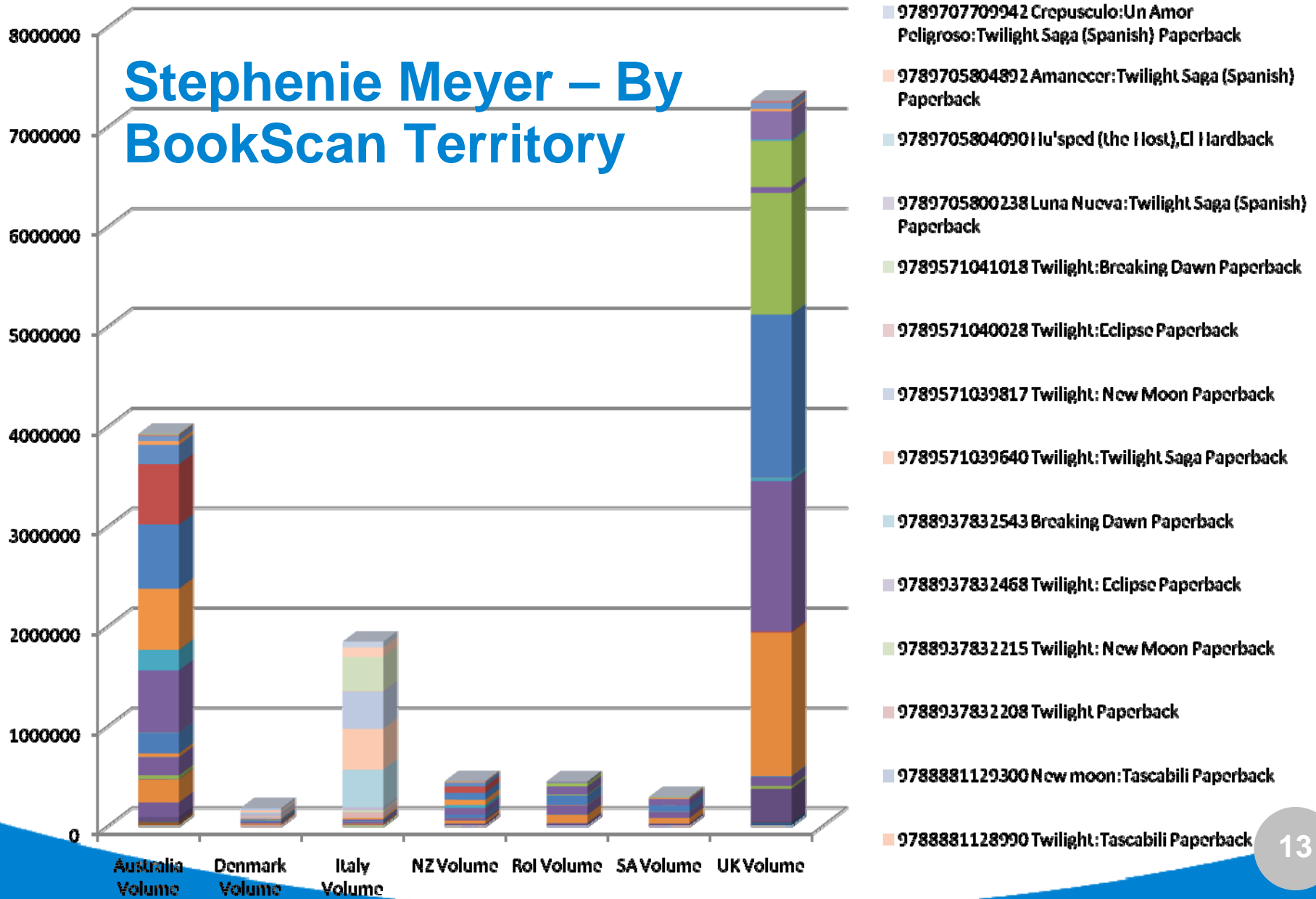


Fast Forward to Twilight



- Twilight 9780316160179 Oct-04
- Twilight 9788876250484 Jan-06
- Twilight 9781904233640 Jan-06
- Twilight 9781904233800 Jan-06
- Twilight 9780316015844 Sep-06
- Twilight 9781417755912 Sep-06
- Twilight 9781904233657 Mar-07
- Twilight 9781905654406 May-07
- Twilight 9784863320147 Apr-08
- Twilight 9780316038386 Oct-08
- Twilight 9781905654376 Oct-08
- Twilight 9780316033411 Oct-08
- Twilight 9780316031844 Oct-08
- Twilight 9780316038379 Nov-08
- Twilight 9781905654413 Nov-08
- Twilight 9781905654390 Nov-08
- Twilight (Lrg Prt 9781594133299 Dec-08
- Twilight 9781905654383 Dec-08
- Twilight 9781410413567 Mar-09
- Twilight 9781405663564 May-09
- Twilight 9780316070362 Jun-09
- Twilight 9781905654697 Aug-09
- Twilight 9781905654659 Oct-09
- Twilight 9781907410253 Mar-10

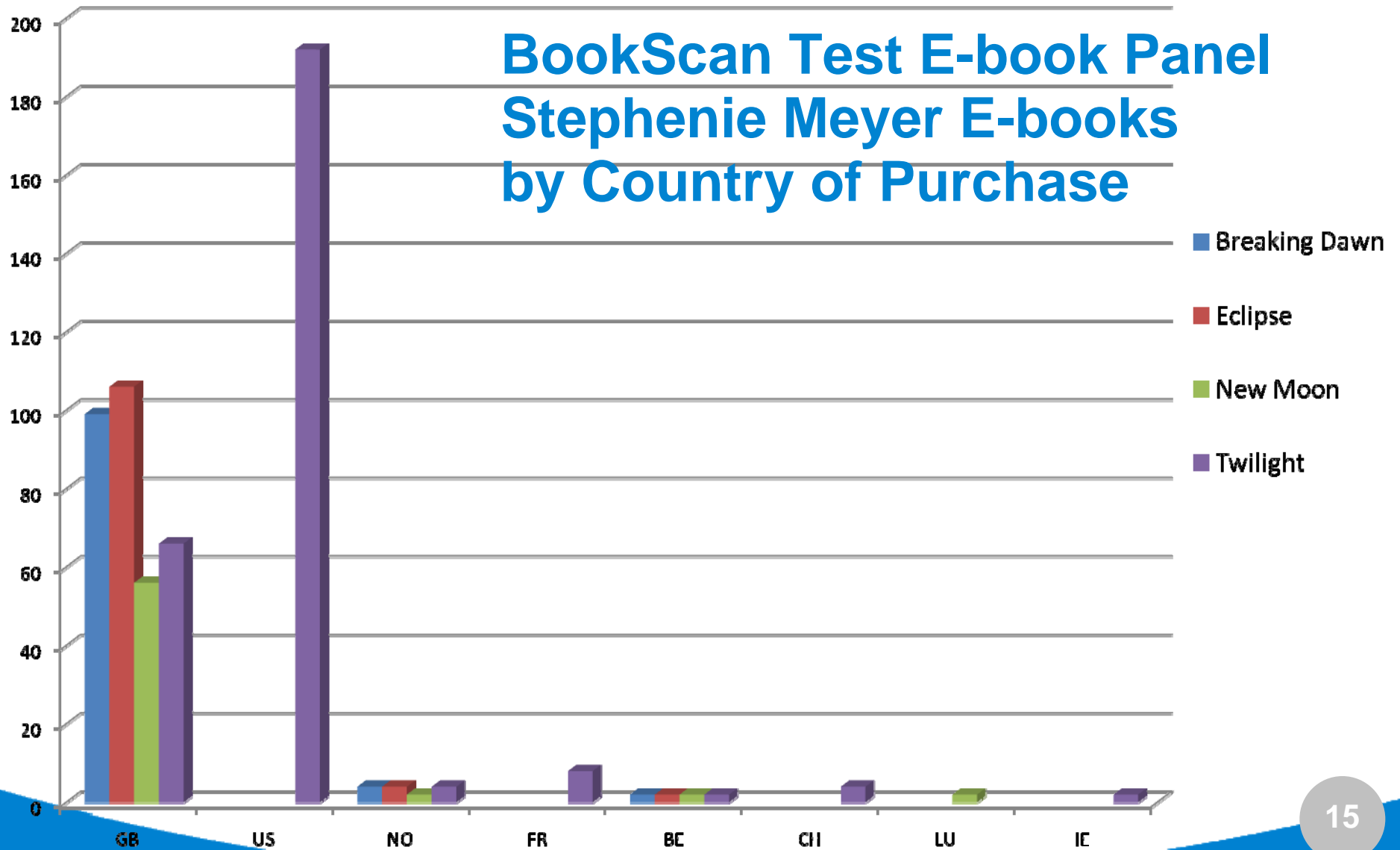
Stephenie Meyer – By BookScan Territory



E-books – The future is now

ISBN/EAN	Title	Author/Contributor	Imprint	Date	Format	Price	Availability
9780748112517	Twilight	Meyer, Stephenie	Hachette Digital	26 Feb 2009	EB	£6.84	Available
9780316007412	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007429	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007436	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007443	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007450	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007467	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316023597	Twilight	Meyer, Stephenie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316089500	The Twilight Saga Collection	Meyer, Stephenie	Little, Brown Books for Young Readers	27 Oct 2009	EB	USD 57.96	Active

BookScan Test E-book Panel Stephenie Meyer E-books by Country of Purchase



In Summary

3 format 'Wilbur Smith' to a 24 (plus) with Twilight (UK only)

Cross territory complexity

E-book development

Like the ISBN was so the ISTC is all about

DISCOVERY

The Nielsen logo is positioned in the bottom right corner of the slide. It consists of the word "nielsen" in a lowercase, blue, serif font, with a horizontal line of seven dots underneath it. The logo is contained within a white circular shape that overlaps the blue background and the grey footer area.

nielsen
.....

Discovery means sales (or loans) ... If you can't find it you can't buy it (or borrow it)

But discovery can only be effective if we find ways of discovering more of what we want ...and less of what we don't want

This is getting harder ... there is more stuff out there

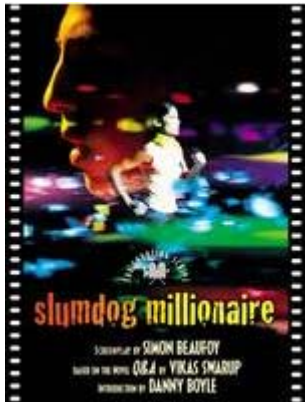


When does discovery happen?

- When a bibliographic database is being searched for the metadata record that represents your title, for example:
 - At an online book retailer
 - In the catalogue within a library management system
 - In the database of a bibliographic data aggregator

Author Title Search

ISBN: 9781848420397



Author:
Vikas Swarup

Title:
Slumdog Millionaire

With the whole nation watching Jamal Malik is just one question away from winning...

Format:
Paperback

ISBN: 9780552775359



Author:
Vikas Swarup

Title:
Slumdog Millionaire

Former tiffinboy Ram Mohammad Thomas has just correctly answered twelve questions in a TV quiz-show...

Format:
Paperback

ISBN: 9780007206476



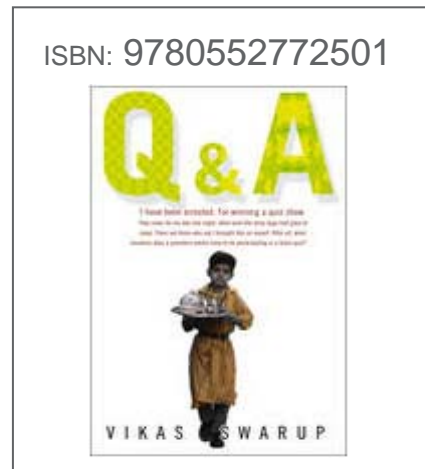
Author:
Vikas Swarup

Title:
Slumdog Millionaire

Read by Kerry Shale, this beautiful award winning audio communicates Vikas' words and narrative to life...

Format:
Audio-CD

Author Title Search



Author:
Vikas Swarup

Title:
Q & A

Former tiffinboy Ram
Mohammad Thomas has
just correctly answered
twelve questions in a TV
quiz-show...

How will the ISTC world look in...

- **The near future: phase I**

- Publishers supply ISTC in their ONIX for books records
- The majority of ISBN records have an ISTC field
- Databases are still organised by product, each represented with an ISBN, but accurately linking editions and formats is possible

What benefits in phase I?

Slumdog Millionaire
 Vikas Swarup (Author)

Series:

Imprint: Black Swan

Pub Date: 2 Jan 2009



Find all versions of this work

Paperback 400pp h195mm x w129mm x s26mm 268g

ISBN13: 9780552775359 ISBN13: 978-0-552-77535-9 ISBN10: 0552775355

Edition:

Publisher: Transworld Publishers Ltd

Publishing Status: Active

BookScan UK Chart Position: 10462



	Price	Last Changed	Availability	Expected Date	Last Changed
GB	GBP 7.99	4 May 2010	Available		9 Apr 2010
AU	AUD 24.95	20 Mar 2010	Uncertain		20 Mar 2010
NZ	NZD 28.99	9 Jan 2010	Uncertain		9 Jan 2010

Click for Real Time Supplier Data

Main UK Distributor: TBS The Book Service Ltd



Title: Slumdog Millionaire

Main Contributor: Vikas Swarup
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD
Not for sale in: Canada, United States

ISBN13: 9780552775359
Date Published: 2 Jan 2009
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 10462



Title: Q and A

Main Contributor: Vikas Swarup
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD
Not for sale in: Canada, United States

ISBN13: 9780552772501
Date Published: 1 Feb 2006
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 32707



Title: Q and A

Main Contributor: Vikas Swarup
Imprint: Transworld Digital
Format: Ebook
Distributor:
Not for sale in: Canada, United States

ISBN13: 9781407012315
Date Published: 4 Sep 2008
Price: £ 7.99
Availability: Available



Title: Q and A

Main Contributor: Vikas Swarup
Imprint: Doubleday
Format: Hardback
Distributor: TBS The Book Service Ltd

ISBN13: 9780385608138
Date Published: 1 Apr 2005
Price: £ 12.99
Availability: Not available

How will the ISTC world look in...

- **The slightly further away future: phase II**

- Publishers still supply ISTC in their ONIX for books records
- Sites have been reorganised with the ISTC as the key so the work is the main item
- Derived works have the original work ISTC on the ONIX for books record

Slumdog Millionaire
Vikas Swarup (Author)

ISTC 0A9-2010-14H3K211-3

Description: Former tiffinboy Ram Mohammad Thomas has just got twelve questions correct on a TV quiz-show to win a cool one billion rupees. But he is brutally slung in prison on suspicion of cheating. Because how can a kid from the slums know who Shakespeare was, unless he is pulling a fast one. In the order of the questions on the show, Ram tells us which amazing adventures in his street-kid life gave him the answers. From orphanages to brothels, gangsters to beggar-masters, and into the homes of Bollywood's rich and famous, Ram's story is brimming with the chaotic comedy, heart-stopping tragedy and tear-inducing joyousness of modern India.

BIC Subject & Qualifiers: Modern & contemporary fiction (post c 1945) (FA)
E4Libraries Subject: General (GEN)
Dewey: 823.92 (DC22)
BISAC Subject: FICTION / General (FIC000000)
Readership Level: General (US: Trade)

[ISBN](#) | [Format](#) | [Imprint](#)



ISBN13: 9780552775359
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD

Date Published: 2 Jan 2009
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 10462



ISBN13: 9780552772501
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD

Date Published: 1 Feb 2006
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 32707

Why should every developer who puts together a site or a system have to re-invent the wheel when it comes managing sameness, with varying results?

The ISTC is a standard and unambiguous field that discovery professionals will use to link and group editions and help to avoid any duplication in results.

This work must be populated by the people who know best – the publishers!



Registration Agency Status

- RAs already active in:
 - UK
 - US
 - Germany
 - France (appointed October 2010)
- Formal applications to operate an RA received from:
 - China
 - Russia
- Interest in operating an RA in:
 - Australia, Denmark, Finland, Flanders, Italy, Netherlands, Norway
- International Agency corporate structure is currently under review – may lead to inviting additional members

International Agency Developments

- Online search facility launched April 2010
 - Search by title, contributor or ISTC
 - Free to use, no user-registration required
 - Manual GUI and “API” computer interfaces
- Currently developing a “recursive search” API
 - Input an ISTC & receive the ISTC of the source/original work
 - Input an ISTC & receive the ISTC(s) of works derived from it
- Next:
 - Designing a web-based ISTC registration facility for low-volume registrants e.g., literary agents and small publishers

Order out of chaos

ISTCs are as revolutionary for the book trade as the ISBN was

ISTC is the natural evolution of the ISBN in a more complex Book Industry

Be an agent of Order (or an Edgar or an Escher!)

- Got to: www.istc-international.org
- Contact: Julian.Sowa@nielsen.com International ISTC agency or your local registration agency