

Newsletter January 2012

The identification of digital publications

Book Industry Study Group (BISG) (www.bisg.org) released its “Policy Statement for identifying Digital Products” in December 2011. The policy statement was the result of a careful initial survey of the existing situation in North America followed by discussions in a working group of supply chain representatives that examined practical use cases with a view to developing recommended future practices. The BISG survey found that there was considerable inconsistency of approach with many workarounds in place and a lack of understanding of current standards, particularly with regard to the application of the main supplier chain identifier for publications, the ISBN.

The BISG Policy Statement supports key aspects of the ISBN Standard as well as of the International ISBN Agency Guidelines:

- Digital publications should not be identified with the same ISBN as a printed edition;
- If a digital publication is available in more than one format (e.g. EPUB, .pdf), then each format should be separately identified by its own ISBN;
- If a digital publication is available in the same format but with different usage rights then each of the different usage rights should be identified by a separate ISBN;
- In cases where intermediaries or other third parties create additional formats and versions on behalf of publishers they should assign ISBNs to each unique digital publication they produce, if the publisher chooses only to assign an ISBN to the initial version they provide;
- The only valid ISBNs are those assigned to a publisher or intermediary by the respective national ISBN Agency operating in the territory where the publisher or intermediary is based;
- A proprietary number should not be labelled “ISBN” even if it is in the same format as an ISBN. Only legitimate ISBNs issued by a national ISBN agency may be labelled as ISBN;
- All ISBNs should be labelled “ISBN”. There is no identifier called “e-ISBN”.

The International ISBN Agency issued a Press Release (<http://www.isbn-international.org/news/view/42>) in January 2012 welcoming the BISG Policy Statement as an important contribution to the recommendations for assignment and management of appropriate identifiers to digital publications. In addition, within the Press Release the International ISBN Agency has also issued some further guidance covering in particular the more complex use cases related to the distinction between “products” and “transactions” in order to help supply chain partners make the right decisions on a day to day basis.

For further details, see the International ISBN Agency Press Release (<http://www.isbn-international.org/news/view/42>) and the International ISBN Agency Guidelines (<http://www.isbn-international.org/news/view/31>.)

If you have specific questions about how to use ISBNs, please contact the International ISBN Agency at info@isbn-international.org or your national ISBN Agency.

ONIX for Books

ONIX for Books 3.0 revision 1

As reported in the November 2011 Newsletter, work began on a revision of ONIX 3.0 to incorporate some additions required for use of ONIX 3.0 in China and Japan. This work is complete, and the documentation is in the final stage of preparation.

Key changes in this ONIX 3.0 revision 1 are:

- Incorporation of glosses – also known as ruby text – into XHTML and plain text data elements;
- Addition of the *collationkey* and *textscript* attributes. The former allows names in non-alphabetic scripts like Chinese or Japanese to be sorted phonetically, and the latter allows transliterations of names to be included in the <AlternativeName> composite;
- Addition of a new <CollectionSequence> composite to specify the order of products in a collection. This can be used, for example to specify that a particular product is published third but is first in narrative order within the collection (just as a film might be termed a ‘prequel’);
- Addition of per-product contact details (e.g. for publicity and promotion purposes);
- Most text data elements are made repeatable in different languages, so the same product record can contain multilingual metadata with several languages ‘in parallel’;
- Deprecation of <Reissue> and <AudienceCode>;

The main *Specification* and the *Implementation and Best Practice Guide* will both be updated. This documentation plus the revised DTD, XSD and RNG schema files will be published on the EDItEUR website within a couple of weeks.

This update will not affect any existing ONIX data – any valid ONIX 3.0 message is a valid ONIX 3.0.1 message too, as all the new features are entirely optional.

ONIX for Books Codelists Issue 16

ONIX codelists Issue 16 is in the final stages of preparation, and will be published on the EDItEUR website alongside ONIX 3.0 revision 1. This relatively small update includes a couple of new codelists to support ONIX 3.0 revision 1, but there are also a handful of new codes for both ONIX 2.1 and 3.0.

Codelists Issue 17 will begin preparation shortly, and is intended to be released in late April.

All ONIX developers should note an **important warning about Codelists 26 and 27**. These lists are running out of room – 90% of the available numbers have been used. Codes in these lists currently contain two decimal digits. The data format of these codes will be changed to ‘two alphanumeric characters’. Codes containing letters (e.g. A0, A1, A2 and so on) will be required at some future date, but will not be issued earlier than July 2012.

Tagname Converters for ONIX 2.1 and for 3.0

Have you got ONIX with Reference names but want Short tags instead? The ONIX Tagname converters can help you out.

The converters are short XSLT scripts that can translate an ONIX message between Reference Names and Short tags, or *vice versa*. Francis Cave has updated the Tagname Converters, so that they work on *all* valid ONIX message files – the previous versions did not work on files that included any XHTML tags.

There are four Converters in all: you must choose the right one for the release of ONIX you use (2.1 or 3.0), and you must also match the converter to the version of XSLT that's supported by your XSLT processing software (1.1 or 2.0).

See <http://www.editeur.org/93/Release-3.0-Downloads/#Tag%203.0> for the converters for ONIX 3.0, and <http://www.editeur.org/15/Previous-Releases/#tagname> for ONIX 2.1.

ONIX for Books news in brief

- EDItEUR gave a presentation on using ONIX to describe e-books to the (UK) Publishers' Association E-book Working Group in December.
- This week, Graham Bell presented a wide-ranging and highly successful two-day training session on ONIX for Books to a group of more than 30 developers and metadata managers from the Swedish book trade.



The course was notable for the broad range of attendees – publishers, librarians, data specialists and retailers both online and offline – and it covered potential applications of new identifiers like ISTC and ISNI. The course was arranged by EDItEUR member Bokrondellen and by Publit.se, and was held in the offices of publisher Natur och Kultur in Stockholm.

- Contact info@editeur.org if you are interested in partnering with EDItEUR on other ONIX training.

- Bookings are now open for a repeat of BIC's highly successful series of training sessions that ran first in 2011, two of which are ONIX-related. Full details of the courses and registration forms are at <http://www.bic.org.uk/74/BIC-Training-Courses/>.
- Don't forget that if you've implemented ONIX in your business, you should add your details to the Users and Services directory (<http://www.editeur.org/111/Users-and-services-directory/>).

Licensing Terms and Rights Information

ONIX for Rights Information Services

Alongside its existing standards for licensing terms (<http://www.editeur.org/21/ONIX-PL/>) and rights (<http://www.editeur.org/23/ONIX-for-RROs/>), EDItEUR has recently published the first formal version of a new format, ONIX for Rights Information Services (ONIX-RS). ONIX-RS is designed specifically to support searches for rights information about books and the responses that these searches generate. Typically, early applications involve libraries engaged in digitization programmes, and support the efforts of these libraries to identify rights holders and start the process of obtaining the relevant permissions (where necessary) to digitize or make more widely available texts within their existing print holdings.

The development of ONIX-RS has drawn heavily upon the work of the ARROW Project (<http://www.arrow-net.eu/>) but the format has now been generalized so that it can support, in principle, any process of diligent search for rights information. More information on ONIX-RS is available from the EDItEUR website (<http://www.editeur.org/124/ONIX-RS/>) or you can email tim@editeur.org with any further questions.

Royalty Reporting

EDItEUR is working with the US Book Industry Study Group (BISG) - www.bisg.org/ - on the development and piloting of computer-to-computer message formats for royalty reporting from licensees to licensors or their agents. This work is part of a broader development programme of rights-related standards initiated by the BISG Rights Committee (www.bisg.org/about/committee-1-17-rights-committee.php.)

As a contribution to these developments, EDItEUR has compiled a "strawman" analysis of the data content and structure which may be required for future royalty reporting messages. The strawman was prepared in consultation with a sub-group of the BISG committee. As well as benefitting from the committee's advice, much of the work was based on an analysis of actual royalty reports made available in confidence by a number of publishers and agents in the US and the UK.

The aim of the strawman is to provide an underlying model for the development of royalty reporting message formats to meet different application requirements. BISG and EDItEUR intend to test the model through pilot exchanges using appropriate subsets of the strawman data content.

The latest draft of the strawman has been made publicly available on the EDItEUR website at <http://www.editeur.org/125/Royalty-Reporting/> for review and comment.

News from ICEDIS: serials and library supply

Charleston meeting a North American “first” for ICEDIS

Well, almost! At the beginning of November, ICEDIS held its first meeting in North America for very many years to coincide with the Charleston Conference. A well-attended and lively session provided an opportunity to brief a number of attendees not normally able to attend the regular ICEDIS meetings in Europe on the latest initiatives within ICEDIS and EDItEUR more widely.

Several established members of ICEDIS kindly took the lead in chairing the session and we were happy to welcome a number of organizations that sent delegates on a guest basis, to find out more about our work. The presentations were well received and the level of interest and engagement confirmed our plans to make a meeting in North America a regular fixture going forward.

ICEDIS meeting schedule for 2012

Following up on the success of the Charleston event, we recently finalized arrangements for this year’s North American meeting. We are very pleased to announce that we will meet again in North America, this time at the NASIG Conference in Nashville, TN on 7 June.

This completes the line-up of ICEDIS Meetings planned for 2012:

- At UKSG, Glasgow, Wednesday 28 March;
- At NASIG, Nashville, TN, Thursday 7 June;
- At the Frankfurt Book Fair, Frankfurt, Monday 8 October.

Further details of all three events will be publicized nearer the dates and they will also feature in the Forthcoming Events section of this Newsletter and the EDItEUR website.

Working Groups for priority initiatives

ICEDIS progresses its various initiatives through dedicated Working Groups, made up of EDItEUR members particularly interested in each topic and supported and led by EDItEUR consultants. As we go to press, we are in the process of assembling Working Groups to discuss four topics identified as ICEDIS’s highest current priorities.

Top of the list at present are the following:

- A message to convey New Orders for subscription products;
- A request and response mechanism, possibly involving web services, to support Quotations for products that are priced based on the type and size of the customer;
- Improving the processes surrounding Price/Payment Reconciliation – in simple terms, how to deal with or eliminate mismatches between prices expected and payments actually delivered;
- Completing work on a Structured Name & Address model.

If you or your organization would like to participate in one or more of these groups, you would be most welcome: just email tim@editeur.org for more information.

Wider implementation of standards

EDItEUR's member organizations, and indeed the wider community, realize the biggest benefits from their collaboration on standards when implementation and uptake are as wide as possible.

Alongside our work to deliver new formats as business needs dictate, we are therefore always keen to support and promulgate the wider adoption of the family of standards that we support.

Through 2012 we will continue these efforts in several ways. A recent survey of the membership has produced a significant list of other organizations – generally composed of mid-sized agencies or publishers – that we believe could profit from adoption of our established standards. One strand of our work will therefore be to contact this next tier of organizations, with the aim of helping them participate in automated exchanges and identifying any specific barriers to their involvement.

Increasing the uptake of emerging standards is another focus of attention. In this category we will be working during 2012 to encourage the wider adoption and rollout of three formats developed in recent years:

- For communicating prices and rich metadata on subscription products, the ONIX-PC (ONIX for Product Catalog) format, previously referred to as the ICEDIS Publishers Price List;
- For exchanging information about preserved e-resources, the ONIX-PH (ONIX for Preservation Holdings) format;
- For making and responding to claims, the ICEDIS Claim & Claim Response message pair is currently undergoing piloting and will, we hope, go on general release later this year.

Other Major projects

ARROWPlus

Progress in the ARROWPlus Project continues to be made. In November, the ARROW website (www.arrow-net.eu) was revamped and new information was added. We would encourage anybody with an interest in the ARROW Project to view the website. The other major recent news is that EDItEUR has recently published ONIX-RS, a standard which was stimulated by work in the ARROWPlus Project. Further information can be found in the *Licensing Terms and Rights Information* section of this newsletter and at: <http://www.editeur.org/124/ONIX-RS/>.

Linked Heritage

This project aims to enhance the metadata standards and controlled vocabularies used by cultural heritage institutions to make their digital collections discoverable and accessible through the Europeana portal (www.europeana.eu). EDItEUR's part in this is to enable commercial products to appear in Europeana search results with retail links alongside them to buy copies. Significant progress has been made with the submission of a best practice report describing metadata and identifier standards for the commercial book, music, photography and film sectors; it also includes examples of existing public sector-commercial partnerships for books and film discovery and purchase, as well as considering in detail how metadata from commercial suppliers can be integrated in a cultural heritage discovery context. The report has been peer-reviewed and published at www.linkedheritage.eu.

Work has now started on mapping ONIX for Books 3.0 to the Europeana Semantic Elements metadata schema, as well as the cultural heritage sector's LIDO standard for exchange of metadata between galleries, museums, archives and similar institutions. Anyone interested in contributing ideas and suggestions for these mappings (and equivalent mappings for EIDR, DDEX and IPTC data later in 2012) is encouraged to contact EDiTEUR's project lead, Michael Hopwood at Michael@editeur.org. There is already significant interest and involvement from other project networks and professional bodies in a mapping of the IPTC photography schema.

Forthcoming Events

Digital Book World 2012

23-25 January 2012

Sheraton Hotel and Towers, 811 7th Avenue, New York, NY

We are delighted to announce details of an EDiTEUR agreement with the forthcoming Digital Book World 2012 Conference and Expo.

Digital Book World 2012 offers trade publishers hard data on the state of the book business as well as actionable, proven strategies for taking immediate advantage of opportunities as they develop in today's publishing industry. The conference partners with some of the most respected service providers and manufacturers serving the publishing industry. A large and diverse list of exhibitors and speakers is confirmed for the conference and exhibition.

Full details are available on our website at <http://www.editeur.org/3/Events/Event-Details/120> and on the conference's own website at <http://digitalbookworldconference.com/>. EDiTEUR members are able to secure a \$200 discount from the full Conference rate (please e-mail info@editeur.org for a code.)

ASA Conference 2012: The Best Way to Predict the Future is to Invent it

27-28 February 2012

Cavendish Conference Centre, 22 Duchess Mews, London, W1G 9DT

The Association of Subscription Agents - the international trade association serving subscriptions agents, sales agents and other intermediaries - will be holding its 2012 Conference on 27 and 28 February. This Conference features 17 speakers organised around five session themes: *Context Not Containers*, *The Semantic Web*, *Libraries—What Next*, *eBooks—Onwards & Upwards* and *New Roles for the Modern Intermediary*.

Please visit <http://www.subscription-agents.org/latest-news/press-releases/asa-annual-conference-2012-best-way-predict-future-invent-it> for further details.

BNC Technology Forum 2012

7-8 March 2012

Main Conference: MaRS Centre, 101 College Street, Lower Concourse, Toronto

Technology Forum is a national Canadian technology conference for the book supply chain run by BookNet Canada. The 2012 Conference will be the sixth annual Tech Forum. The Conference will be attended by book industry professionals across Canada and the United States and is an event for every link in the book supply chain, from acquiring editors and publicists to sales reps and retailers.

There are confirmed speakers on topics as diverse as EPUB and Geolocation for the Book Industry and they include EDItEUR's Sarah Hilderley who will speak on Accessibility Best Practices. The conference's website is <http://events.booknetcanada.ca>

UKSG Annual Conference and Exhibition

26-28 March 2012

Scottish Exhibition and Conference Centre, Exhibition Way, Glasgow, G3 8YW, United Kingdom

The 2012 UKSG Annual Conference and Exhibition will take place from 26-28 March at the Scottish Exhibition and Conference Centre in Glasgow. The event now attracts in excess of 650 delegates and offers the perfect opportunity for all players in the serials information chain, both industry newcomers and seasoned campaigners, to exchange news, views and information on the rapidly changing and developing global serials scene, to find out about the latest product and service technologies, and to make new friends and business contacts. UKSG's website is www.uksg.org.

ICEDIS Meeting, UKSG Glasgow

28 March 2012, 14:00 to 17:00

Scottish Exhibition and Conference Centre, Exhibition Way, Glasgow, G3 8YW, United Kingdom

ICEDIS - The International Committee on EDI for Serials - will hold its next full meeting on Wednesday 28 March 2012 in Glasgow during the UKSG 35th Annual Conference and Exhibition. ICEDIS brings together business and technical representatives from the world's leading journal publishers, subscription agents, distributors and other intermediaries in the library supply chain. Together these trading partners develop and define industry standards for EDI and other e-commerce applications to facilitate journal subscription processing and the exchange of subscriptions related information. This event is free for members of ICEDIS and EDItEUR. Interested non-members may attend by invitation – please contact info@editeur.org.

London Book Fair 2012 – ONIX International Steering Committee Meeting

17 April 2012, 13:30 to 15:00

Marlborough Room, Earl's Court Exhibition Centre, Warwick Road, London

The International Steering Committee consists of representatives of each of the ONIX National Groups, and is responsible for the overall direction of ONIX development. Occasionally, observers attend by invitation only.

Note that the meeting is not in the same location as used in previous years. The Marlborough Room will be available from 1pm, and the meeting starts a little earlier than in previous years – the intention is to provide additional opportunity for informal discussion and to ease the transition between the Steering Committee and Open meetings.

London Book Fair 2012 – EDItEUR Open Meeting

17 April 2012, 15:30 to 17:00

Marlborough Room, Earl's Court Exhibition Centre, Warwick Road, London

The arrangements for London Book Fair are now being finalised and the details of the next EDItEUR Open Meeting have been confirmed. This will take place in the Marlborough Room at Earl's Court Exhibition Centre on Tuesday 17 April 2012 at 15:30. Any EDItEUR member is welcome and invited to join the Open Meeting. It will be a good opportunity to learn more about EDItEUR's current projects and progress as well as for members to provide feedback on new areas of work.

New Members

GiantChair

EDItEUR welcomes new member GiantChair Inc. (<http://www.giantchair.com>). GiantChair, which is based in New York, owns and hosts a cloud computing platform for the publishing industry, empowering its clients with a marriage of modern metadata, web and e-commerce tools and becomes a new member of EDItEUR for 2012.

For further details, contact

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