

## Newsletter May 2011

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### ONIX for Books

#### Best Practice Guidelines

Our major announcement in this sector in the last few months has been the completion of the working draft of our *Implementation and Best Practice Guidelines for ONIX for Books 3.0*. These guidelines set expectations for all ONIX 3.0 implementers – crucially, on a global basis.

As the book market, and particularly the ebook market, becomes more global, differences between national implementations of ONIX 2.1 become less and less sustainable. In ONIX 3.0 we should seek to minimise the variations in national practice that complicate the exchange of metadata, whilst acknowledging that localisation may still take place if there are specific local circumstances that demand it.

With that in mind, the Guidelines have now been published as a working draft and can be accessed at <http://www.editeur.org/93/Release-3.0-Downloads/#Best%20practice>. This document is available for public comment until 27 May 2011; any comments should be sent to [graham@editeur.org](mailto:graham@editeur.org). Following the end of the consultation period the guidelines will be revised to take account of the comments and we anticipate that the publication of the first edition on the website will follow by the end of June 2011. The intention is for these Best Practice Guidelines to be updated regularly so that they evolve with changing business requirements.

#### ONIX for Books Users and Services Directory

You may remember that our January newsletter included a request for information to help us create an ONIX for Books Users and Services Directory. We would like to extend our thanks to those of you who responded. As a result, we are pleased to announce that this directory has now been published on our website at <http://www.editeur.org/111/users-and-services-directory.html>.

This Directory is essentially a list of organisations (whether EDITEUR members or not) that have implemented ONIX for Books within their line of business, or which provide ONIX-related services. It currently contains about 65 entries, though as yet this reflects only a small proportion of known ONIX users. So if your organisation has implemented ONIX for Books, take a look and add your details; this can be done at: <http://www.surveymonkey.com/s/ONIX-for-books-directory>. To update your existing entry, email [info@editeur.org](mailto:info@editeur.org). This directory information is useful to EDITEUR: organisations who do not wish to have their details made public can still fill in the survey and opt out of the public directory.

#### Code List Development

The latest issue of the Code List – issue 13 – was published in March. This can be found on the website at <http://www.editeur.org/ONIX/book/codelists/current.html>.

There were several revisions in this issue, the largest of which was to list 81, with the additions mainly intended for description of ‘enhanced ebooks’ drawn from work with the BISG Metadata Committee (the US ONIX National Group.) Any suggestions for the next issue of the Code lists should be sent to [graham@editeur.org](mailto:graham@editeur.org) by 27 May 2011.

## Other ONIX News

The IDPF's EPUB 3 draft standard is currently in a consultation period before publication in the summer. There is now a standard option to embed a full set of ONIX metadata within the delivery package itself.

Elsewhere, EDItEUR presented a session on ONIX for Books at the recent CERLALC conference of Ibero-American ISBN Agencies and we anticipate increased interest in ONIX in Latin America.

## EDItX

### EDItX Sales Reporting Message

We anticipate that the final version of the sales reporting message (developed in close collaboration with BISG) will be published in June. A first major implementation – by Ingram – has already been reported.

EDItX has also been used to develop ICEDIS Claims Messages (see page 4 below.)

## ICEDIS (the International Committee on EDI for Serials)

### ICEDIS Meeting at UKSG

The ICEDIS Committee held a lively and well-attended meeting on 6 April, the final day of the UKSG Conference in Harrogate, UK. Participants reported back on recent progress in the various ICEDIS Working Groups, including the Publisher's Price List, the Print Claims & Claims Response message and the work on Structured Addresses & Institutional Identifiers. There was also discussion and agreement on priorities for ICEDIS work for the remainder of 2011 (see below), as well as updates on related standards initiatives, cooperation with NISO, and several projects such as ONIX-PH (see next) that had originated outside the ICEDIS committee itself. The next ICEDIS Committee Meeting will be held in Frankfurt, Germany, on Monday 10 October 2011, just ahead of the Frankfurt Book Fair, followed by an additional meeting at the Charleston Conference.

### ONIX-PH (ONIX for Preservation Holdings)

A new message format, provisionally entitled ONIX-PH, has been derived from ONIX SOH (Serials Online Holdings) to support the exchange of information about preservation holdings – in the first instance, preserved e-journals. This work had its genesis in an approach from new EDItEUR member EDINA, which is co-managing the PEPRS project [www.peprs.org](http://www.peprs.org) and looking to establish a pilot registry of preserved e-journals. This in turn led to the establishment of a very active working group (including EDINA, the British Library, CLOCKSS, Stanford University Libraries, Serials Solutions, Portico, Taylor & Francis, Harrassowitz, and the Royal Dutch Library). Several members of this group are now preparing to pilot and "road test" the new format.

The PEPRS beta service has just been announced and is now available; for more information see <http://edina.ac.uk/cgi-bin/news.cgi?filename=28-04-2011-peprs.txt>

## Contacts with KBART

KBART (Knowledge Bases And Related Tools) is a joint UKSG/NISO project exploring data issues in the Open URL supply chain and seeking to recommend improvements and best practices to alleviate difficulties. Having delivered a series of phase 1 recommendations (see [www.uksg.org/kbart/s1/summary](http://www.uksg.org/kbart/s1/summary)) the project is now embarking on a second phase, encompassing mixed product offerings, consortia holdings and other facets. A key part of the work involves the structured communication of online holdings information. Since this area is comprehensively addressed in the ONIX for Serials SOH format (for Serial Online Holdings), EDItEUR has had exploratory talks with the KBART team to see whether we might usefully collaborate in supplying alternative mechanisms for exchanging holdings information.

## Extending the uptake of serials standards

ICEDIS standards are already in intensive use among ICEDIS member organizations, where they provide considerable benefits in terms of process automation, speed and accuracy. However, we have long seen an opportunity in extending message uptake further and beyond the established membership. To see how best we might “spread the word” more widely, so as to encompass new entrants and also publishers and agencies smaller than the players directly participating in the ICEDIS Committee, we intend to contact a representative set of this next tier of organizations. This research will aim to identify the mutual benefits that could result, the readiness of such organizations to participate and, crucially, any perceived barriers to these players becoming involved.

## Priorities during 2011

At the Harrogate meeting, ICEDIS members reviewed and/or confirmed the line-up of priorities for the remainder of 2011. Top of the list for rollout is the Publisher’s Price List, where we are encouraging wide adoption during the exchange of 2012 prices (and thus, use of the message over summer 2011). Work has recently completed on validation of the files produced by early implementers Wiley, Elsevier and Taylor & Francis. It was also decided that we should rapidly introduce an enhancement to better support the communication of “tiered pricing”, which is increasingly prevalent for large institutional and consortia sales. Next in line after prices will be pilot exchanges using the new EDItX format for claims and responses relating to print resources.

Looking further ahead, ICEDIS will be progressing work to introduce a structured name & address standard – probably in tandem with a format for communicating new, as opposed to renewal, orders. An initial brainstorm will be convened to examine ways of improving the handling of claims for online resources. And we will also carry out a preliminary investigation to identify “pain points” and possible solutions in the process loop of obtaining quotations, making payments, and completing the reconciliation of payments with amounts expected: a perhaps prosaic but nevertheless vital part of the overall sales process.

## Cooperation between EDItEUR/ICEDIS and NISO

NISO (the U.S. National Information Standards Organization) and EDItEUR frequently operate in closely related or overlapping areas of the library supply chain. Early this year, the two organizations signed a Memorandum of Understanding to strengthen cooperation and to facilitate a greater exchange of ideas and expertise. Among other mechanisms, this will allow both organizations to receive early information about initiatives that may be of shared interest, and to participate in or contribute to each other's working parties if they so choose. Helen Henderson (of Ringgold) will act as a focal point for NISO, whilst Tim Devenport will do the same for EDItEUR and ICEDIS. This arrangement should be particularly useful for various ICEDIS projects, providing inputs from the library and library systems communities and the North American publishing sector more generally, as well as promoting ICEDIS initiatives to an even wider audience.

## ICEDIS Meeting at Charleston

ICEDIS will this year be holding an additional Committee Meeting during the Charleston Conference, 2-5 November 2011, in Charleston, SC. This is part of a planned initiative to make its work more accessible to North American players in the publishing and library supply chain and will be the first in what we hope will become an annual series of meetings at various North American locations. More details of venue and agenda will be circulated in due course, but please do contact us at [info@editeur.org](mailto:info@editeur.org) if you would like to come along to the Charleston meeting and find out more about our work. Note that this and subsequent sessions will be in addition to the two regular annual ICEDIS meetings in Europe – held to coincide with the Frankfurt Book Fair and with UKSG.

## ICEDIS Claims Messages

The ICEDIS Claims messages have been developed with structures derived from EDItX: previous XML messaging work for ICEDIS has been largely “informational” – and thus produced in ONIX style, whereas the Claims suite represent the first of the current generation of ICEDIS “transactional” standards. We plan to adopt a similar, EDItX-style approach as legacy ICEDIS transactional standards are re-engineered over the coming years.

## Other Major projects

### Enabling Technologies Framework

The London Book Fair saw the launch of “Accessible Publishing”, a set of Best Practice Guidelines and advice to support publishers around the world in their endeavours to make their books accessible to people with print impairment.

It is estimated that at least 10% of people in the developed world and 15% in the developing world have some degree of print impairment. Ensuring published content is accessible by **all** potential readers is more and more important. Today’s readership needs to be able to consume content using a variety of different technologies and these Guidelines encourage publishers to make their mainstream publications as accessible as possible.

This straightforward document explains how publishers can tackle both the organisational and technical aspects of accessibility. Already, ebook reading devices are making a much wider variety of titles available in “large print” than have ever been available in the past. We can use the flexibility of interface that digital publishing offers us to make mainstream content much more widely accessible than it could ever be in print.

The guidelines form part of a joint project, the Enabling Technologies Framework, which EDItEUR is delivering in collaboration with the DAISY Consortium. The Framework project is funded by the World Intellectual Property Organization (WIPO) under its visually impaired persons (VIP) initiative to facilitate access to copyrighted works for people with print disabilities. The Guidelines have been endorsed by the International Publishers Association, the Federation of European Publishers and the International Association of Scientific, Technical and Medical Publishers (STM).

To read the guidelines please visit <http://www.editeur.org/109/Enabling-Technologies-Framework/> and for further information on these and the Enabling Technologies Framework project please contact Sarah Hilderley at [sarah@editeur.org](mailto:sarah@editeur.org) or Andrew Tu at [andrew.tu@wipo.int](mailto:andrew.tu@wipo.int)

For more information about the WIPO VIP Initiative please visit <http://www.visionip.org>

### ARROW Plus

ARROW PLUS is a continuation of the ARROW project, with extensions into countries which have a less sophisticated data infrastructure than those involved in piloting ARROW in the first round. It began on 1 April 2011 and will be headed by Brian Green on behalf of EDItEUR. Brian’s primary role in the project is to develop business requirements documentation for Books in Print databases in 6 or 7 European countries; he started that work before the London Book Fair with an initial meeting in Ljubljana.

### Linked Heritage

This project, which also started on 1 April, is aimed at improving the metadata and content resources of Europeana (the European Digital Library). EDItEUR’s role is to lead work on bridging the gap between Europeana and commercial publishing, specifically in getting more and higher quality publishers’ metadata into Europeana. This will involve (inter alia) mapping ONIX to the Europeana metadata standard, and possibly also making alternative ONIX formats available to European publishers with less sophisticated technical capabilities.

## New Members

We are delighted to be able to report a successful recruitment year, during which we have welcomed a number of new members. Since January, we have extended a warm welcome to the following new full members of EDItEUR:

- BPM Consult (Switzerland)
- Copyright Clearance Center (US)
- EDINA (UK)
- HarperCollins Publishers (UK)
- Kinokuniya (Japan)
- Kualifoundation Inc. (US)
- Trust Media Distribution, formerly STL Distribution (UK)
- Virtuales Publishing Solutions (UK)

## Forthcoming events

### Featured Event

#### **Publishers Launch: A Global Perspective on Digital Change**

21 June 2011

Congress Centre, Great Russell Street, London

In partnership with The Publishers Association, Publishers Launch Conferences will present a full-day programme of events in central London on June 21, offering a high-level examination of the publishing sector's digital evolution.

Publishers Launch London pairs insights from Michael Cader of Publishers Lunch and Mike Shatzkin of The Idea Logical Company and The Shatzkin Files blog with thought leaders and representatives from UK publishing for a focused, practical and provocative day of learning.

This is the first major trade ebook show to offer a combined view of the digital progress and opportunities from both the fast-growing UK market and the already robust US market. This is not a speculative show about what the world might be like in a few years and it is not a celebration of "cool" projects; it is a practical show about near-term strategies for successful digital transition by publishers and agents.

Cader and Shatzkin have been responsible for many digital change event programs, including the very popular Digital Book World show in New York each January. For their first London event, they have a full programme of critical topics:

- How the UK market fits into the global ebook landscape, the terms and structure of which are being set primarily by American companies
- How publishers start adjusting their infrastructure and overheads now for a world in which ebooks comprise half of sales
- How (and whether) territorial English rights survive the digital transition
- Which new in-house skill-sets do publishers need to create, produce and market in a digital world
- How to improve data to make books stand out on virtual shelves
- What publishers can learn from experimentation within the digital marketplace

The [programme](#), now available on the *Publishers Launch* website, features a robust line-up of leading publishers, agents, and industry associations, including: Bloomsbury; EDiTEUR; Faber; Hachette, HarperCollins; Nielsen; Osprey; Pan Macmillan; Penguin; Perseus; Publishers Association; Publishers Licensing Society; Random House; Rogers, Coleridge and White; and more.

**EDiTEUR members are able to receive a special rate of £340+VAT, a £35 discount off the standard ticket price.**

(\*PA members receive the deepest discount. If you are also a member of the PA, you should register under the PA banner)

## BookExpo America

23 May 2011 to 26 May 2011

Javits Center, 655 West 34th Street, New York, N.Y. 10001., U.S.A.

BookExpo America (BEA) is the largest publishing event in North America. It attracts an international audience and is organized with the support of association partners including the Association of American Publishers (AAP) and the American Booksellers Association (ABA). BEA is recognised for the media attention it brings to upcoming books as well as for the notable authors it attracts to the convention itself.

## ALA Annual Conference & Exhibition

23 June 2011 to 28 June 2011

Ernest N. Morial Convention Center, New Orleans, Louisiana, U.S.A.

Scheduled for June 23-28, 2011 in New Orleans, the Annual Conference of the American Library Association is the world's largest event for the library community. The conference will bring together more than 25,000 librarians, educators, authors, publishers, literacy experts, illustrators and the leading suppliers to the market

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