9-7-8 ACTION

FROM ISBN TO THE WEB OF DATA

PAOLA MAZZUCCHI – ASSOCIAZIONE ITALIANA EDITORI
Supply Chain Track @CONTEC 2013: Trending topics
What do these have in common?

The four Gospels

Columbo (aka Peter Falk)

Einstürzende Neubauten

Harry Potter and the Deathly Hallows Part 1

What else?
The identifier network

• So there is an «identifier network»
• There is also an increasing expectation that identifiers can be immediately used online, for example that they are clickable, and when clicked, that they provide access to some information
• Identifier resolution is the process of going from an identifier to information about the identified entity and in some cases the entity itself
• Identifiers that can be resolved over the Internet are sometimes described as ‘actionable’
Actionable ISBN

- ISBN-A ("the actionable ISBN") is a first attempt to express a “traditional” identifier in a way that can be used online, for example clickable on the web.
- This is achieved by combining a non-Internet identifier (ISBN) with an Internet identifier (DOI)
  - DOIs can be associated with defined services and is immediately actionable on a network
  - DOI is a registered URI within the info-URI namespace
  - http://dx.doi.org/10.978.8889637/555
  - doi:10.978.8889637/555
Current implementations

• ISBN-A has been implemented on the Italian and German ISBNs in order to turn ISBNs to a one-click gateway to enhance the "book experience" linking to:
  – a managed web page service providing access to descriptive detail about the book. Publishers could further customize their pages with hyperlinks they control.
  – an ad hoc set of relevant information and services, and provide some automated data expressing the link to be displayed to the final user whenever a title assigned with an ISBN-A is cited and referenced over the Internet. The set of link can be dynamically modified by the publisher at any time.
Beyond marketing

• ISBN-A could go beyond being a marketing tool for publishers and be used according to the context of use:
  – to make ISBNs into identifiers that can be used with linked data
  – to connect to users to rights information or rights management services
  – To activate the “identifier network”, for example linking related ISTC data about the work

• The ISBN-A model could be the basis to further research and develop solutions to make existing standard identifiers and metadata registries immediately usable as the web evolves.
Next steps

• So are our standard identifiers fit for the Web?
• They are in a good position as they can provide a powerful hook to link and access to content, objects, resources and services in the web
• What they need is more «resolution»

As we all go online, so must our identifiers
THANK YOU

TO CONTACT ME:
E-MAIL: PAOLA.MAZZUCCHI@AIE.IT
SKYPE: AIE_PAOLAM