Key Data & Common Problems
Product Metadata Best Practices

• Improve accuracy of product data
• Increase efficiency between trading partners
• Make content more discoverable
Best Practices:

- From the Title page; do not include format, edition, other values
- Properly field lead articles
- Series/Sets & volume numbers in their specifically defined fields

Why: Critical for discovery, marketing

What we see:

- Inappropriate fielding of subtitle, series, formats, vol. numbers, etc.
- Improper formatting: lead articles, abbreviations, truncations, translations

180 days
<table>
<thead>
<tr>
<th>Issue</th>
<th>Title</th>
<th>Subtitle</th>
<th>Series/Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>The First Phone Call From Heaven CD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trailing Lead Article</td>
<td>Brief Guide - Global Warming, A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translation as Subtitle</td>
<td>Mas Alla Del Escandalo</td>
<td>(Beyond the Scandal)</td>
<td></td>
</tr>
<tr>
<td>Subtitle, Edition</td>
<td>This Heart Within Me Burns – From Bedlam to Benidorm (Revised &amp; Updated)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edition Number</td>
<td>Introduction to Documentary, Second Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Series, Subtitle</td>
<td>Sherlock Holmes Investigates</td>
<td>The Lascar's Fate</td>
<td>Sherlock Holmes Investigates</td>
</tr>
<tr>
<td>Series Number</td>
<td>#06 Sherlock Holmes and the Adventure of the Sussex Vampire</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Best Practices:

• Use specific name components: Key Name, Name Before Key, Suffix, Prefix, Title, etc.
• Specify if contributors are not named

Why: Critical for discovery, marketing

What we see:

• Inconsistent names between titles, formats, editions
• Improper fielding of names
• Unnamed, Anonymous, Various used incorrectly
<table>
<thead>
<tr>
<th>Select</th>
<th>Hits</th>
<th>Index Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>Gaiman</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Gaiman Neil</td>
</tr>
<tr>
<td></td>
<td>608</td>
<td>Gaiman, Neil</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title/Inventory</th>
<th>Author/Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Good Omens</td>
<td>Pratchett, Terry</td>
</tr>
<tr>
<td>#2 Good Omens</td>
<td>Pratchett, Terry</td>
</tr>
<tr>
<td>#3 Good Omens</td>
<td>Gaiman, Neil</td>
</tr>
</tbody>
</table>

- **Last name only**
- **Improper formatting (no comma)**
- **Correctly formatted**

**Same title, incomplete authors provided**
Best Practices:
• Audience Range (age, grade, reading, interest) mandatory for children’s & young adults
• Be precise!
  – Narrower ranges for younger readers, ages 6-7
  – Broader ranges for older readers, ages 14-18
• Audience values should be consistent with subject classifications

Why: Critical for purchasing decisions

What we see:
• Not provided, especially for children’s & YA
• Ranges too broad: “Grades K-8,” “Ages 0-5” not useful
• Inconsistent between formats (especially ebooks), editions, series
Specific audience range

Adult BISAC Subject

Specific audience range

BISAC Subjects:

- BIOGRAPHY & AUTOBIOGRAPHY / Religious
- BIOGRAPHY & AUTOBIOGRAPHY / Composers & Musicians

Juvenile audience + Adult BISAC =
- Missed searches for Juvenile Biography
- Omission from automated profiles
- Reduced sales
Best Practices:
• Send subjects in the order of importance
• Supply at least 3 BISAC codes per title
• Maintain the latest version of any given subject scheme
• Digital & physical products should have same subjects

Why:
• Critical for retailer budgeting, merchandising, & marketing plans
• Drives consumer discovery of content
• Crucial for library approval plans

What we see:
• General subject codes
• Conflicting or incorrect subjects
• Assigning ISBNs within a series or new editions with different codes
• Inconsistent with age/audience
Sample Search Results

<table>
<thead>
<tr>
<th>Titles</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>general fiction</td>
<td>63126</td>
</tr>
<tr>
<td>Asian American fiction</td>
<td>412</td>
</tr>
</tbody>
</table>

**Where would title be more easily discovered?**

**Are subjects consistently applied across products?**

**What audience is this title most relevant to?**

**Creativity**

*The Ultimate Teen Guide*

ARYNA RYAN

While many teens find it easy to express themselves through any number of creative outlets—singing, drawing, writing, or playing a musical instrument—not all young adults are able to readily access their talents. Even worse, some teens are convinced—either by themselves or others—that they don’t have any creative ability at all. They never think to challenge this assumption and as a result, miss out on the pleasures and rewards that tapping into their creative reserves might generate.

**Related Subjects**

Foreign Language Study Aids & Dictionaries

**Related Subjects**

Travel - General & Miscellaneous, Africa - Travel

**Related Subjects**

Travel - General & Miscellaneous, Juvenile NonFiction / General
Best Practices:
• Receivers to utilize simple XHTML when it is supplied
• Recipients update within 5 business days

Why:
• Critical for consumers, librarians, & retail buyers
• Who will buy a book without reading the description?

What we see:
• Missing description/author bio or a single sentence
• Descriptions on print but not on ebook
• Overlapping descriptions to all of the books in a series
• Encoding not valid
Do we show the same description on all formats of the book?

Will customers know this book fits their needs if there is no description?

Is encoding valid & will partners accept it?

Earth Science Experiments
by Aviva Ebner

Annotations
When Calls the Heart

Back Cover Copy
Biographical Note
Long Description
Short Description

Back Cover Copy

When Calls the Heart
Hallmark Channel Special Movie Edition

Author: Oke, Janette
Publication Date: Oct 2013
Publisher: Bethany House Publishers
Book Format: E-book
List Price: $14.99

Book Description:
Janette Oke’s beloved story of a young teacher moving west has captured the hearts of millions.

Do we show the same description on all formats of the book?
Best Practices:
• Include technical requirements (hardware or software)
• Include every item supplied with ISBN

Why: Primary means of distinguishing between different versions of the same intellectual work

What we see:
• Unclear product form details
• Unclear or missing contained item details
Best Practices:
- Supply for revisions of previously released products
- Supply print book info for ebooks
- Data recipients encouraged to “cluster” ISBNs

Why:
- Allows websites to display full range of product options
- Suggesting alternative formats when one product is unavailable

What we see:
- Function not utilized
- Citation only, no additional record for the cited ISBN
Best Practices:
- Supply for every product—active, forthcoming, not available
- Continue to send throughout the product’s life cycle

Why:
- Retailers use status to know what & when to order
- Consumers need status to understand what is available

What we see:
- Including exclusive ISBNs in ONIX or CIP
- Excluding OP titles in your feed (& even sending them via email)
- Distributors sending data for ex-clients
- Distributors not sending data for new clients in a timely manner
Best Practices:

• Be comprehensive & accurate
• Provide Territory/Country as applicable
• Provide effective dates for changes

Why: It’s price!

What we see:

• Transaction confirmation & invoice disagreeing with ONIX
• Promotion pricing being overlaid by old prices in ONIX
• Territories/Countries not clear, incompatible with Sales Rights
• Ebooks with inconsistent Price Qualifiers
• Multiple prices without differentiation
**Price Qualifier inconsistent; infer Retail?**

<table>
<thead>
<tr>
<th>Price Type</th>
<th>Price Qualifier</th>
<th>Price</th>
<th>Currency</th>
<th>Price Territory / Country</th>
<th>Price Territory / Country Excluded</th>
<th>Sales Rights Permitted</th>
<th>Sales Rights Not For Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price 1</td>
<td>List</td>
<td>6.99</td>
<td>USD</td>
<td>ROW</td>
<td>US</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price 2</td>
<td>List</td>
<td>7.99</td>
<td>USD</td>
<td>ROW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price 3</td>
<td>Agency</td>
<td>6.99</td>
<td>USD</td>
<td>US</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price Type</th>
<th>Price Qualifier</th>
<th>Price</th>
<th>Currency</th>
<th>Price Territory / Country</th>
<th>Price Territory / Country Excluded</th>
<th>Sales Rights Permitted</th>
<th>Sales Rights Not For Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price 1</td>
<td>List</td>
<td>13.99</td>
<td>USD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price 2</td>
<td>List</td>
<td>10.99</td>
<td>USD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price Type</th>
<th>Price Qualifier</th>
<th>Price</th>
<th>Currency</th>
<th>Price Territory / Country</th>
<th>Price Territory / Country Excluded</th>
<th>Sales Rights Permitted</th>
<th>Sales Rights Not For Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price 1</td>
<td>List</td>
<td>9.95</td>
<td>USD</td>
<td>CA</td>
<td>ROW</td>
<td>US</td>
<td>ROW</td>
</tr>
</tbody>
</table>

**Prices not differentiated**

**Price Country incompatible with Sales Rights. Where can we sell?**

**Currency does not imply sales rights; where can we sell?**
Best Practices:
• Update as necessary
• Be concise, using territory values World, ROW as appropriate
• Be explicit, do not expect correct assumptions

Why: Communicates where products can be permissibly sold

What we see:
• Sales rights that are contradictory
• Incomplete or truncated
• Key territories omitted, i.e. US, or are otherwise incomplete
• Incompatible with Price Countries/Territories
<table>
<thead>
<tr>
<th>Issue</th>
<th>SalesPermitted</th>
<th>SalesExclusive</th>
<th>NotForSale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not specific</td>
<td>ROW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conflict</td>
<td></td>
<td>World</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conflict</td>
<td>AE;AF;AG;AI;AL;AM;AO;AQ;AR;AW;AZ;BA;BB;BC;BE;BL;BT;</td>
<td>ROW</td>
<td>AE;AF;AG;AI;AL;AM;AO;AQ;AR;AW;AZ;BA;BB;BC;BE;BL;BT;</td>
</tr>
<tr>
<td>Truncated</td>
<td>AD;AE;AF;AI;</td>
<td>AS;CA;GU;MP;PH;PR;US</td>
<td>ROW</td>
</tr>
<tr>
<td>What about US?</td>
<td>CA;MX</td>
<td></td>
<td>DE;FR;GB</td>
</tr>
</tbody>
</table>
Best Practices:
• Digital Image
• Publication Date/On Sale Date
• Physical Dimensions & Weight
• Author Country Code
• Identifier
• Edition
• Text Complexity