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
<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 <strong>CD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trailing Lead Article</td>
<td>Brief Guide - Global Warming, <strong>A</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translation as Subtitle</td>
<td>Mas Alla Del Escandalo <strong>(Beyond the Scandal)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtitle, Edition</td>
<td>This Heart Within Me Burns – From Bedlam to Benidorm <strong>(Revised &amp; Updated)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edition Number</td>
<td>Introduction to Documentary, <em>Second Edition</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Series, Subtitle</td>
<td><strong>Sherlock Holmes Investigates</strong></td>
<td><strong>The Lascar's Fate</strong></td>
<td>Sherlock Holmes Investigates</td>
</tr>
<tr>
<td>Series Number</td>
<td><strong>#06</strong> 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>

**Title/Inventory**

<table>
<thead>
<tr>
<th>#1</th>
<th>Good Omens</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Real-time Inventory</td>
</tr>
<tr>
<td></td>
<td>Pratchett, Terry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#2</th>
<th>Good Omens</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Real-time Inventory</td>
</tr>
<tr>
<td></td>
<td>Pratchett, Terry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#3</th>
<th>Good Omens</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Real-time Inventory</td>
</tr>
<tr>
<td></td>
<td>Gaiman, Neil</td>
</tr>
</tbody>
</table>

- **Same title, incomplete authors provided**
- **Last name only**
- **Improper formatting (no comma)**
- **Correctly formatted**
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
Where would title be more easily discovered?

Are subjects consistently applied across products?

What audience is this title most relevant to?
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?

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
Will the retailer be able to display all formats together?

How many search results will customer see?

Will our format be clearly identified?

Are both individual formats & sets clearly identifiable for customers?

Will the retailer be able to display all formats together?
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
Do trading partners have to research/guess to locate information that should be in ONIX?

Will the consumer have enough info to choose the product they want?
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
Various treatments for “Out of Print” status

1. Still selling copies
2. Listing the status
3. Express that it still may be available

Some may remove inactive titles from websites

Search Results
0 results found. Please modify your search criteria.

Available through our Marketplace sellers.

Other sellers (Hardcover)  All (13) from $1.99  New (1) from $58.77  Used (12) from $1.99

<table>
<thead>
<tr>
<th>WareHouse or Distribution Center</th>
<th>Retail Price</th>
<th>Discount</th>
<th>Status</th>
<th>On Hand</th>
<th>On Order</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 4.95</td>
<td></td>
<td>Out of print</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Get notified when this item becomes available
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 Corporate</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>
<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>
<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>
<tr>
<td>Price 1</td>
<td>List EX CA</td>
<td>9.95</td>
<td>USD</td>
<td></td>
<td></td>
<td></td>
<td></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>World</td>
<td></td>
<td>AD;AE;AF;AG;AI;AL;AM;AN;AO;AQ;AR;AS;AT;AW;AX;AZ;BA;BB;BD;BE;BF;BG;BH;BN;BL;BM;BO;BS;BT;</td>
</tr>
<tr>
<td>Conflict</td>
<td>ROW</td>
<td></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></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
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