AGENDA

• The Good
• The Bad
• The Counterfactual
ISBN
DISCOVERY
White Paper: The Link Between Metadata and Sales

By Andre Breedt, Head of Publisher Account Management

David Walter, Research and Development Analyst

25 January 2012
THE VALUE OF MEETING BIC BASIC REQUIREMENTS

- Incomplete BIC or image: 1,113
- Complete BIC, with image: 2,205

Sales per ISBN: 98% increase
THE EFFECT OF BIC BASIC ON OFFLINE AND ONLINE SALES

Incomplete BIC or image | Complete BIC, with image
---|---
 offline sales per ISBN

124%

Incomplete BIC or image | Complete BIC, with image
---|---
online sales per ISBN

48%
THE EFFECT OF BIC BASIC ACROSS BROAD GENRES

- Fiction: +173%
- Specialist Non-Fiction: +33%
- Trade Non-Fiction: +97%
- Children's: +52%

Legend:
- Incomplete BIC or image
- Complete BIC, with image
ENHANCED METADATA FIELDS USED

- Short Description
- Long Description
- Review
- Author Biography
THE EFFECT OF ENHANCED METADATA ON SALES

Sales per ISBN

No enhanced metadata elements  |  1 enhanced metadata element  |  2 enhanced metadata elements  |  3 enhanced metadata elements  |  4 enhanced metadata elements

- 55% increase in sales per ISBN with 4 enhanced metadata elements compared to no enhanced metadata elements.
THE EFFECT OF ENHANCED METADATA ON OFFLINE AND ONLINE SALES

- **Offline sales per ISBN:**
  - No enhanced metadata elements: 35%
  - 1 enhanced metadata element: 178%

- **Online sales per ISBN:**
  - No enhanced metadata elements: 35%
  - 1 enhanced metadata element: 178%
THE INTERN
DISCOVERY: INCLUDING METADATA
MEASUREMENT
SALES
DOI
DIGITAL
COLLABORATION
COLLABORATION
THE AGGREGATORS
AVERAGE 8% MORE NEW TITLES PA

Total No of Titles Published in the UK

- 2004: 120,000
- 2005: 110,000
- 2006: 100,000
- 2007: 110,000
- 2008: 120,000
- 2009: 130,000
- 2010: 140,000
- 2011: 150,000
- 2012: 160,000
- 2013: 170,000
- 2014: 180,000
UPDATES INCREASED 3X IN 8 YEARS
THE AGGREGATORS
THEMA
CAUTION

CHAOS

ESTIMATED STRENGTH:
CPU - 2@2.00GHz
RAM - 4GB

LIMIT EXPOSURE TO THIS AREA
AND REPORT ABNORMALITIES
HEROES OF STANDARDS

Henriette Avram (1919 – 2006)
SUMMARY

- Metadata and associated standards are all about discovery
- Build on existing collaboration, and question the proprietary
- Standards should be built from bottom up not top down
- Let’s skill up ... managing metadata is not job for the intern
- Metadata managed services will extend collaboration to new level over the next few years
Thank you

jonathan.nowell@nielsen.com