AGENDA

- Context – tradeability and discoverability
- Methodology
- UK Metadata Study
  - Basic and Descriptive Data
  - Data Timeliness ★
  - Metadata and Library Borrowings ★
- US Metadata Study ★
  - Basic and Descriptive Data
  - Keywords ★
METADATA STUDY SPONSORS

UK

THE BOOK INDUSTRY’S SUPPLY CHAIN ORGANISATION

US

Bowker

a ProQuest. affiliate

BOOKSONIX
THE HEAVY METAL / METADATA VENN DIAGRAM

People who enjoy heavy metal

People who enjoy bibliographic metadata
CONTEXT – TRADEABILITY AND DISCOVERABILITY

• Millions of active products – few books truly go ‘out of print’ anymore; booksellers and libraries need comprehensive and historical data
• Thousands of suppliers
• Retailers stock a very large selection of products – little and often ordering and replenishment
• Sale or return model – product moving to and from supplier and retailer

Results in a complex book supply chain ...

...and potential barriers to tradeability and discoverability in a sea of data
AND NOT WAVING, BUT DROWNING
CONTEXT – TRADEABILITY AND DISCOVERABILITY

• Tradeability
  • Data attached to product record helps it move smoothly through the supply chain
  • Physical attributes, supplier information, price, publication date
  • Helps booksellers in planning their range, ordering, shelf space, inventory

• Discoverability
  • Searching for the particular book/item you need
  • Browsing for something that suits your tastes, meets your needs, or would make the perfect gift
  • Booksellers need to discover titles for their range, or to meet a customer need
  • Consumers need to find relevant titles when browsing or searching online

The premise: lack of the appropriate data needed for consumers and booksellers to discover and trade titles will have a negative impact on sales
METHODOLOGY

Our approach and data

• Use a large sample of active titles – 100,000 best selling print titles over a 12 month period
• Combine BookScan sales data with metadata records for those 100,000 titles
• Analyze extent to which metadata elements are present – a quantitative analysis
• Use average sales per ISBN as our measure of the correlation between metadata and sales
DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs
1.5mn

TOTAL MARKET VOLUME
195mn

TOTAL MARKET VALUE
£1.6bn

TOP 100,000
100,000

TOP 100K VOLUME
181mn

TOP 100K VALUE
£1.4bn

BEST-SELLING TITLE
“Lean in 15:15 Minute Meals and Workout”
819,807 COPIES SOLD

LOWEST-SELLING TITLE
171 COPIES SOLD
BIC BASIC REQUIREMENTS

- ISBN
- Title
- Product form/binding
- Main BIC subject category
- Publisher/Imprint/Supplier
- Publication date
- Availability status
- GBP retail price including appropriate VAT statement
- Cover image
- Statement of Publishing Rights relating to UK

**Minimum** information required by UK book trade
BIC BASIC

Average number of copies sold per ISBN
BIC TIMELINESS

- All BIC Basic data elements including the cover image supplied
  - 16 weeks ahead of publication
  - 112 days
- Provides a one-time measurement of the timeliness of the data
BIC TIMELINESS

Average number of copies sold per ISBN

Incomplete BIC, no Image  Incomplete BIC, with Image  Complete BIC, no Image  Complete BIC, with Image

All records  BIC Timeliness
BIC WITH TIMELINESS

Average number of copies sold per ISBN

- Fiction
- Specialist Non-Fiction
- Trade Non-Fiction
- Children's

Incomplete BIC or Image
Complete BIC, with Image
Complete BIC, with Image and Timely
ONIX COMPLIANCE AND TIMELINESS

- Data supplied in ONIX 2.1 or above
- Additional data elements required to be valid ONIX
- At least one descriptive metadata element
- Timeliness requirement - 16 weeks / 112 days in advance of publication
ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN

- Not ONIX Compliant
- ONIX Compliant

Comparison of average number of copies sold for records that are not ONIX compliant and those that are ONIX compliant.
ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN

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<td>Children's</td>
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DESCRIPTIVE METADATA

• Long description
• Short description
• Author biography
• Review
DESCRIPTIVE METADATA

Average number of copies sold per ISBN

Number of descriptive metadata elements
ADDING DESCRIPTIVE DATA

Newly Subscribing Publishers providing descriptive data

- All Newly Subscribing Publishers
- Newly Subscribing Publishers previously selling over 100 copies

Sales Comparison:
- July 2014 to June 2015 Total Sales
- July 2015 to June 2016 Total Sales
LIBRARY BORROWINGS
LIBRARY BORROWINGS

Average number of library borrowings per ISBN

- Incomplete BIC, no Image
- Incomplete BIC, with Image
- Complete BIC, no Image
- Complete BIC, with Image

- All records
- BIC Timeliness
DESCRIPTIVE DATA ELEMENTS

Average number of library borrowings per ISBN
US METADATA STUDY
DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs
2.5mn

TOTAL MARKET VOLUME
681mn

TOP 100,000
100,000

TOP 100K VOLUME
585mn

BEST-SELLING TITLE
“Old School (Diary of a Wimpy Kid #10)”
1,829,109 COPIES SOLD

LOWEST-SELLING TITLE
783 COPIES SOLD
BASIC DATA ELEMENTS

- ISBN
- Title
- Format/Binding
- Publication date
- BISAC
- Retail Price
- Sales Rights
- Contributor
- Cover Image
BASIC DATA AND COVER IMAGE

Average number of copies sold per ISBN

- Incomplete Basic Data and Image
- Complete Basic Data and Image
BASIC DATA AND COVER IMAGE - GENRES

Average number of copies sold per ISBN

- Fiction
- Non-Fiction
- Juvenile

Incomplete Basic Data and Image
Complete Basic Data and Image
THE IMPORTANCE OF COVER IMAGES

Average number of copies sold per ISBN

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</table>
THE IMPORTANCE OF COVER IMAGES - GENRES

Average number of copies sold per ISBN

- Fiction
- Non-Fiction
- Juvenile

No Image | Image
---|---
- | -
- | -
- | -
- | -
- | -
- | -
- | -
- | -
- | -
- | -
- | -
DESCRIPTIVE DATA

- Description
- Author Biography
- Review
DESCRIPTIVE DATA

Average number of copies sold per ISBN

No Descriptive Elements  |  1 Descriptive Element  |  2 Descriptive Elements  |  3 Descriptive Elements

-  |  1,000  |  5,000  |  6,000

1,000  |  4,000  |  5,000  |  6,000

3,000  |  5,000  |  6,000  |  7,000

4,000  |  6,000  |  7,000

5,000  |  7,000

6,000

7,000
DESCRIPTIVE DATA - GENRES

Average number of copies sold per ISBN
KEYWORDS

• Additional words added to a record to increase its likelihood of discovery when searched for
• Supplements the title description
• Can include elements such as:
  • Character names, locations, associated organizations
  • Broader descriptive terms where the title may straddle more than one classification
  • Additional information on themes
  • Related titles or authors
KEYWORDS

Average number of copies sold per ISBN

[Bar chart showing comparison between 'No Keywords' and 'Keywords' with higher sales for books with keywords.]
KEYWORDS - GENRES
Average number of copies sold per ISBN

- Fiction
- Non-Fiction
- Juvenile

No Keywords | Keywords
---|---

1,000 | 2,000 | 3,000 | 4,000 | 5,000 | 6,000 | 7,000 | 8,000 | 9,000 | 10,000
DESCRIPTIVE DATA AND KEYWORDS

Average number of copies sold per ISBN

- Fiction
- Non-Fiction
- Juvenile

- No Descriptive Elements
- 1 Descriptive Element
- 2 Descriptive Elements
- 3 Descriptive Elements
- 3 Descriptive Elements Plus Keywords
REPORT PUBLICATION

• UK Study – End of October

• US Study – End of November
THANK YOU

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