Metadata Translation

• What is metadata translation?
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• When should you start?
What is Metadata Translation

• As access to information grows richer. The need to find what we want grows harder.

• It is partially about accessibility. It is partially about discoverability. It is partially about usability.

• We are all blind now – trying to see the world outside ourselves. Trying to find the information we need. Metadata Translation makes that easier in localized cultures.
Why is it useful and important?

Shocking news: The world’s most popular search engine is not Google – it is Baidu. Baidu prioritizes Chinese language keywords and metadata, as do the major Chinese retail sites Alibaba and Tencent.

This is also true in Japan, where Rakuten, not Amazon, controls the retail market, as well as many other countries around the world. If you want your books discovered everywhere, you need to translate their metadata.
How can it best be implemented?

The best and most inexpensive way to translate metadata is to translate your ONIX 3.0 records.

ONIX 2.1 can be made to work, but it is best to move the metadata to ONIX 3.0 as it is the international standard globally.

(See samples)
Where can you get this done?

Not just any translation program or house will do.

You need suppliers familiar with publishing, as well as with language translation.

They need to understand ONIX 3.0 protocols, preferably with some technological capabilities for handling repeated phrases efficiently.
When should you start?

You don’t need to do all of your books.

Focus on the key titles you want to sell overseas.

Add more if you see success.

Metadata translation is a great way to test overseas markets, as well as sell more content.
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