42nd International Supply Chain Seminar
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presented by EDItEUR

online – 13th October 2020
EDItEUR update

Graham Bell, EDItEUR
ISNI in 2020 - a helicopter view

13 October 2020, EDItEUR Supply Chain Seminar

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Scope of ISNI

International Standard Name Identifier: an ISO standard 27729

An organization funded and inspired by its membership. At the time of writing:
- 32 Registration Agencies and
- 32 Regular Member organizations

Membership is spread over 25 countries

11.5 million ISNIs have been assigned to date:
- 10.5 million - relate to persons or their public personas
- 1 million - identify organizations of various kinds (commercial, academic, nonprofit), and include bands from ABBA to ZZ Top

Areas of adoption include:
- National and regional libraries & archives
- Music and publishing industries
- Emerging interest - film & TV, patents, collections & rights
ISNI themes in 2020 - operations

- Maintaining and improving the ISNI assignment service
  Core purpose - keeping the lights on!
  ISNI in a Time of COVID - home-working successfully navigated in all key areas of ISNI operations

- Rebuilding our website and migrating to a new hosting supplier
  An overdue refresh and update! Addressing software obsolescence, improving website security. Offering responsive display and improved facilities for accessibility

- Revising and updating our library of documentation
  A continuing process - not there yet but significant progress already made

- Enabling real-time ISNI assignment and added value services
  Working with existing and new Registration Agencies to support API access, real-time user interaction for ISNI search, assignment and metadata enhancement
ISNI themes in 2020 - new areas

- Strengthening regional and sector consultation
  - Active Nordic and Dutch ISNI interest groups have been formed
  - Regular meetings of a Music Sector consultation group

- Preparing for the launch of ISNI as open Linked Data
  - Q4 delivery of both single-record and data dump extracts
  - Initially in RDF/XML and JSON-LD linked data formats

- Supporting the pilot venture ISNI in Trade Publishing
  - As described by British Library speakers, active trade involvement
  - A pump-priming exercise and demonstration of feasibility
  - Significant potential overlap with legal deposit workflows
To learn more ...

- The ISNI website ([https://isni.org](https://isni.org))
- and our Newsletter ([https://isni.org/page/isni-newsletter](https://isni.org/page/isni-newsletter))
- Drop me a line - tim@editeur.org
Thema update

Chris Saynor, EDItEUR
Thema

- an international, multi-lingual subject categorisation scheme for the global book trade
- to categorise books by subject for discoverability, merchandising, market analysis
- to simplify international exchange of book metadata by acting as an adjunct to – or even replacing – numerous *national* subject schemes
- originally released in 2013, now in version 1.4
**Themea update**

- *Themea* version 1.4 published in April 2020
  - revision of notes and guidance – major update from v1.3
  - remains fully backward compatible (as with all versions)
  - version 1.5 planned for release October 2021, and will be additions-only

- *Themea* version 1.4 documents
  - all existing documentation has been revised for version 1.4 – including a revision of EDItEUR’s *Diversity and Inclusion* paper
  - new *Themea for Booksellers*, new worked examples supplement for *Diversity and Inclusion*

- *Themea* training now being delivered online
Thema update

Diversity and inclusion – using Thema and ONIX to improve discoverability

With the huge range of published books available to the reading and listening public, good metadata is vital to help guide searches, allowing booksellers, librarians and educators to discover titles and make informed choices, as well as improving the discoverability of titles by readers themselves. Subject classification schemes are one of the key areas of metadata to aid improved discoverability and thereby drive improvements in sales.

Two aspects of book discoverability are particularly relevant: a desire to find books that increase awareness of the importance of diversity and inclusivity, and books which themselves are exemplars of diversity and inclusion. In book publishing for children and teenagers in particular, one important aim is to help young people understand the world around them, as well as their own situation and life. And for child and adult readers alike, it may reflect a desire to find books that they can identify with, or that help them expand their own horizons.

Diversity is the range of human differences including, but not limited to, culture, ethnicity, gender and gender identity, sexual orientation, age, socio-economic status, physical ability or attributes, disability, religious or ethical value system, national or regional origin, political beliefs, family structure, etc. Inclusion is the deliberate act of welcoming diversity and creating an environment where all kinds of people can thrive and succeed. An inclusive culture makes people feel respected and valued for who they are as an individual or group and lessens feelings of being marginalised or excluded by society.

Booksellers, educators and librarians spend time and effort searching for titles that are suitable for the communities they serve, and it’s often hard to find all the relevant information – so the better the quality of the book metadata, and the better its availability, the greater the potential sales. It can be frustrating for a bookseller who has to wade through hundreds or thousands...
Thema for booksellers

1. What is Thema?

Thema is a global subject categorisation scheme for use in the book trade. It can be used to categorise and arrange books and related products by their subject, regardless of their digital or physical format, right across the supply chain, including in bookshops. The main aim of the scheme is to ensure that booksellers, buyers and readers can use the categories to discover the books they want. It’s also intended to power sales analysis and industry-wide statistics.

The scheme is designed by and for publishers and booksellers, and it’s built on the expertise and knowledge acquired from previous national subject category schemes. Unlike those older schemes, Thema is designed to be used both globally and locally. It’s managed by EDITEUR and revised and updated roughly every two years, with all updates validated by an International Steering Committee to ensure the changes benefit all the stakeholders.

Did you know that Thema has active users on every continent except Antarctica? However, it does have a place qualifier code for Antarctica (1MTS) if you do need to find all the titles written about or set there.

2. Why is Thema so important for booksellers?
Current language availability

- العربية
- Čeština
- Dansk
- Deutsch
- English
- Español
- Français (+ CA)
- Italiano
- 日本語
- Lietuvių
- Magyar
- Nederlands (+ BE)
- Norsk (nb & nn)
- Polski
- Português (+ BR)
- Русский
- Slovenčina
- Suomi
- Svenska
- Türkçe
# Thema (シーマ) サブジェクト カテゴリー 1.4

シーマの以前のバージョンはまだ利用可能です [1.3.2]。

シーマの階層化された件名分類を閲覧または検索できます。

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画面下の検索のヒントもご覧ください。
ONIX for Books in 2020

Graham Bell, EDItEUR
ONIX for Books

- a comprehensive XML-based metadata framework for books and related products, including e-books, physical and digital audio
- covers bibliographic metadata, marketing and promotional material, supply chain information including distribution and pricing details
- implemented in many off-the-shelf software solutions and widely used by publishers, data aggregators, book distributors and retailers in the Americas, Europe and the Asia-Pacific region
- initial versions released 20 years ago, now in version 3.0.7
  - this past 8 months has highlighted the vital role of high quality metadata as more and more bookstores, and book sales, are online
ONIX 3.0 to the fore

- EDItEUR reduced support for version 2.1 from 2014, and advised all ONIX users to move to version 3.0 to avoid business disruption.

- In many countries, version 3.0 is now ubiquitous.

- But in a few countries – particularly US, UK, DE – ONIX versions 2.1 and 3.0 have been used in parallel for several years.

- Acceleration of migration to 3.0 in 2020.

- Amazon announced it will cease accepting ONIX 2.1 data for all physical products, globally, at the end of 2020.

  - And we expect a similar deadline for digital products to follow.

- Almost all solution providers are able to help customers with 3.0.
ONIX 3.0 revisions

- revision 3.0.7 released November 2019 – allows listing of promotional events such as book signings, author readings, festival appearances
  - Covid-19 has certainly reduced the need for this particular data this year...
- revision 3.0.8 in preparation – enables production data such as file manifests, manufacturing specifications to be carried in the ONIX file, eliminates need for ‘sidecar files’ supplied in parallel
  - aimed in particular at POD, digital audio and e-book production workflows
  - if approved, will be released before end of 2020
- controlled vocabularies – ongoing additions and clarifications
  - enhanced support for toys and games traded through the book supply chain
Other ONIX initiatives

- online training
- pre-recorded video application notes
- controlled vocabularies: https://www.editeur.org/14/code-lists and https://ns.editeur.org/onix
ONIX codelists Issue 50

È ancora disponibile l'ultima versione delle liste di codici ONIX compatibile con ONIX 2.1: Versione 36.

Sfoglia le liste di codici ONIX o cerca un termine specifico nei vocabolari.

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for more information see http://www.aediteur.org/it/150 and http://www.aediteur.org/nt/150
and finally, for those new to this seminar...

- EDItEUR is a not-for-profit organisation based in London
- develops, supports and promotes standards for the book, audio and serials supply chain
  - 3.5 staff, who also provide support to ISNI and DOI registration authorities
- EDItEUR standards – like ONIX and Thema – are free to use
- our membership is crucial to our work: members provide financial support, and have a strong voice in the direction of development of our standards. Considering membership? contact info@editeur.org