Introducing the BIC MCD

Peter Mathews

BIC Metadata Map Project Consultant
Origins

• The BIC Metadata Sub-Committee identified inconsistencies in the metadata supply chain

• Lack of knowledge on
  • The scope of metadata supplied in total
  • Who supplies what metadata attributes and how?
  • Who receives what metadata attributes and how?
  • What additional metadata attributes could be usefully supplied?
  • What attributes are supplied but are ignored or transformed?
  • What custom requirements are in use?

• Could all metadata supply chain participants benefit from a collaborative approach to finding the answers to these problems?
Objectives

Launched at LBF 2018 the project aimed to

“Build a sustainable Metadata Map
of the UK metadata supply chain and
share the aggregated results with all participants
to provoke positive change in data behaviours.”

Key Questions

• Scope and detail of data collection
• Sophistication of ‘Map’ presentation and interactivity
• Uncertain demand from across whole metadata supply chain
Ambition vs Pragmatism

• Development and testing of draft question set
• Feedback from ‘Pioneer Group’ participants
• Balancing brevity with usefulness
• The development cost of sophistication
• Establish trust amongst participants
Lessons Learnt

• BIC members only
• One level of contribution and access
• Structured responses to survey questions
• ‘Proof of concept’ solution needed
• No compromise on data integrity or security
• Expectation management
• Establish community of participants first
• Build foundations for possible future development
Creating the MCD

• System build
• UAT testing
• Live system testing

• Soft launch with Pioneer Group

• Live launch to whole BIC Membership
System Architecture

- Weekly Collection
- Aggregated database
- Weekly updated secure MCD
- Formstack Surveys
System Architecture

Weekly updated MCD webpage

Formstack Surveys

Weekly Collection

Aggregated database
Metadata Capabilities Directory

POWERED BY BIC MEMBERS

DISCOVER THE DIRECTORY
Key information from MCD contributions.

Data is generated directly from the MCD and updated on a weekly basis.

Primary Activity of Organisations

Use of Keywords

Use of ONIX 3

Use of Thema

Use of Keywords
How could the MCD be used?

Example:

• Publisher currently provides only limited format detail for their products which contain multiple components:

• By using the MCD, is able to identify that:
  - 65%* of all suppliers provide ‘Product Part’ composite using ONIX 3 and additional component detail
    - Including 3 other, similar, competitor publishers
  - 42% of all recipients accept ‘Product Part’ composite ONIX 3.0 and a further 37% accept ‘Contained Item’ composite in ONIX 2.1
    - Including 2 customers who are showing significant sales growth of multi-component ‘blended’ products

• Result: Publisher invests in system development to provide more appropriate, structured detail in output data files

* Note percentages quoted are speculative!
Potential for future development

• Increase scope and detail of questions and responses
  • Drill down into particular areas of activity
  • Accommodate outlier responses to current survey
• Enable direct updating of database
  • increase contextuality and immediacy of updates
• Improve access to and presentation of the MCD
• Introduce ‘Map’ characteristics
  • e.g. Metadata route planning
  • e.g. Publisher ➔ Data Aggregator ➔ Bookseller
• Best practice in practice recommendations
What does it mean for me?

**BIC Members:**
- Join the MCD at the earliest opportunity
- Provide your survey and view everyone else’s
- Benchmark your own capabilities against
  - The whole supply chain
  - Similar organisations
  - Your data partners’ abilities/expectations

**Non-BIC members:** Join BIC!
What does it mean for us?

• Visit the BIC website when the MCD has launched
• Review the publicly available stats collected from the MCD
• Consider whether your own local metadata supply chain could benefit from the same collaborative approach
• Potential for wider, licensed, use of question set
Questions?

Peter Mathews
BIC Metadata Map Project Consultant
metadatamap@bic.org.uk