

ONIX for Books release 3.0.7

This document summarises the updates incorporated into ONIX 3.0 revision 7. These changes were ratified by the ONIX International Steering Committee at its meeting during the Frankfurt Book Fair (October 2019). The changes comprise a major new ONIX data block to carry information about promotional events such as author tours, plus a range of minor additions.

For clarity, these updates are all optional and fully backwards compatible, and there have been no new deprecations. All ONIX messages that were valid under previous revisions of ONIX 3.0 remain valid according to the latest Specification and the latest XML validation tools. Full use of this release requires Codelists Issue 47 or later, and the necessary codelist files are available from the EDITEUR website (<https://www.editeur.org/14/code-lists>) and via the online multilingual ONIX codelist browser (<https://ns.editeur.org/onix>) .

1. Promotional events

This addition to ONIX 3.0.7 fulfills a requirement for communicating details of promotional events such as author tour stops, media appearances, *etc* to be carried in ONIX. Typically, information about an event includes:

- Name and nature of event
- Participants at the event
- Organiser(s) of event
- Venue, date and time
- Ticketing arrangements (if any) often via a website

There are many thousands of such events organised by publishers and others each year, in order to promote sales of their products, increase the exposure of new work, and allow readers to meet authors and other contributors. Yet the visibility of these events is low: often, unless they visit the bookstore regularly, readers are unaware of the events.

A new structure like that illustrated below is incorporated in ONIX 3.0.7 to carry this information. This is intended to raise the profile of the promotional events, and enable the creation of services that aggregate event data, allow readers to subscribe to alerts about events in their city or involving their favourite authors etc.

National group members and delegates to the International Steering Committee may recognise that this proposal has been put forward before, in late 2018 and early 2019, when it was not fully developed. As a result of comments made at subsequent meetings of the ONIX International Steering Committee, the proposal has been further developed, and simplified with the removal of a number of data elements, but without greatly compromising the functionality.

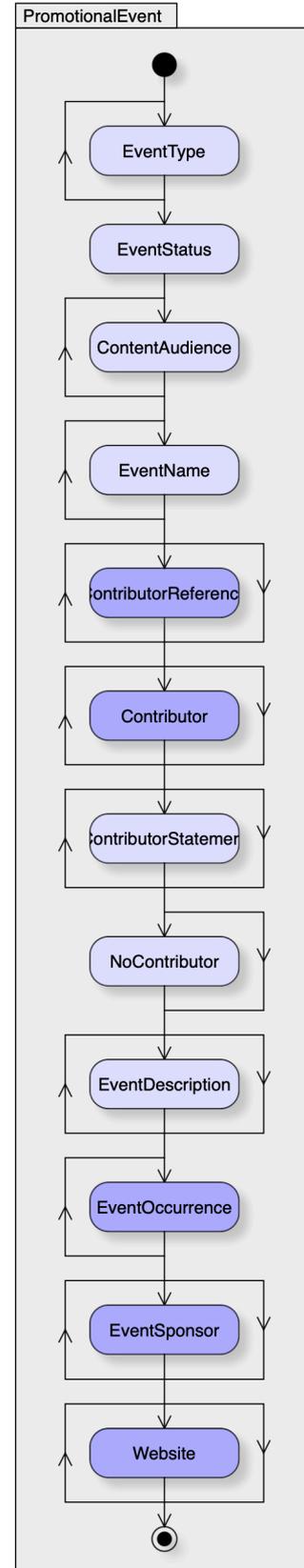
The new structure is encapsulated in a new ONIX Block 7. This is to emphasise that it is optional: ONIX data senders and recipients may choose to ignore the <PromotionalEvent> composite if promotional event information is not a part of their business requirements, but building events into the existing ONIX message leverages the success of the format and extends its use to a new range of organisations and use cases.

This newly-simplified <PromotionalEvent> composite reuses several data elements from other parts of the message – particularly the existing <Event> section (formerly the <Conference> section). However, <Event> and <PromotionalEvent> are completely different. The former is the *subject* of the book – for example, the book may be the proceedings of a conference, or describe an event such as an artistic exhibition. The latter are events held to *promote* the book. Promotional events might include author tours, books signings and readings, media and festival appearances and so on – they are *marketing* and thus they belong close to Block 2 of ONIX 3.0. Block 7 occurs between Blocks 2 and 3.

The repeatable <PromotionalEvent> composite is the only composite in the new (and optional) Block 7 named <PromotionDetail>. This allows for the possibility of using block updates to keep rapidly-changing information about promotional events up to date, without having to re-send all other marketing metadata – or even all the metadata for the book – each time.

In the new structure:

- <PromotionDetail> is the new and optional Block between Blocks 2 and 3, containing only a repeatable <PromotionalEvent> composite;
- <PromotionalEvent> describes one event such as an author signing tour (which may have several occurrences such as a stop at a single venue);
- <EventType> would be a new codelist, including entries like ‘Book signing’, ‘Book reading’ and so on, indicating the type of event;
- <EventStatus> would indicate the event is going ahead or has been cancelled;
- <ContentAudience> would indicate the intended audience for the event, in exactly the same way as it does for other marketing collateral. Options include Public, Librarians, Teachers, Press *etc*;
- <EventName> provides a title for the event as a whole;
- The <ContributorReference> composite is intended to give clarity on which (if any) contributors to the book will appear at the event, and it contains only a sequence number and role code (both in the context of the event), plus a contributor identifier that must also be included in the *product’s* <Contributor> (or in a few cases, in the product’s <NameAsSubject>). This limited reference to an existing contributor eliminates unnecessary repetition of data and helps ensure data integrity within a record;
- <Contributor> is intended to list *additional* contributors to the event who are *not* contributors to the book – for example, an event may consist of an author being interviewed on stage in front of an audience. The promotional event metadata would put the author in <ContributorReference> and use a full <Contributor> composite for the interviewer;

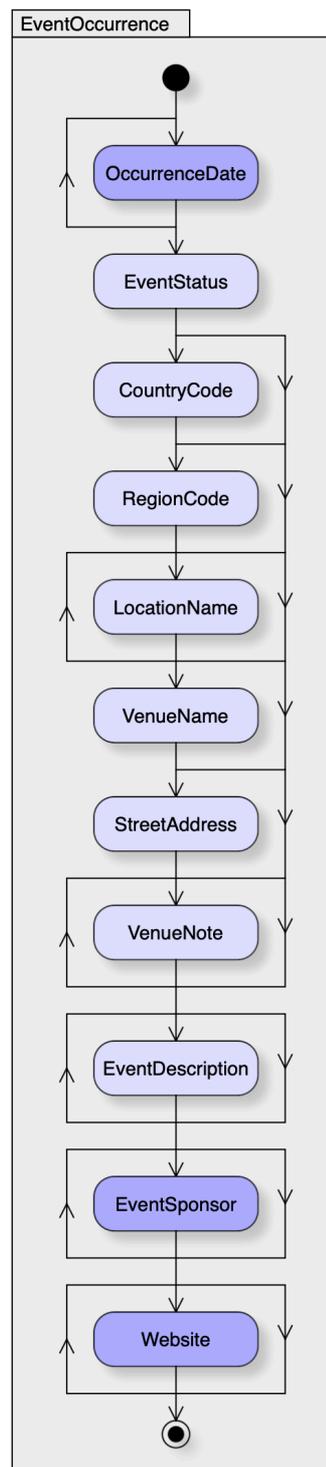


- for consistency with other contributor metadata, it is also possible to send <ContributorStatement>, where concatenation of <ContributorReference> and <Contributor> names is difficult, or a <NoContributor/> flag to allow positive indication that the event has no named participants;
- <EventDescription> provides a description for the event. This is repeatable in multiple languages for consistency with existing ONIX 3.0 fields;
- <EventOccurrence> is a repeatable composite that allows one 'promotional event' to consist of a number of similar occurrences (eg stops on an author tour might all be the same, with readings and signings in many different bookshops over several days. The 'tour' would be a single promotional event, and each stop would be an occurrence);
- <EventSponsor> is the existing composite currently used within <Event>, and carries the name of the organiser, joint-organiser or supporter of the event. It can be a personal or corporate name, with an optional identifier. Note that 'sponsor' does not (in this instance) necessarily imply a *financial contribution*. The composite is intended to list all parties that 'have their name attached' to the event as a whole;
- <Website> is an existing structure. It may require new entries in the list for <WebsiteRole> to allow a link to a website covering the event as a whole.

The entire <PromotionDetail> structure is optional to maintain full backwards compatibility, and <PromotionalEvent> is repeatable for multiple different events (eg a tour of bookshops to sign copies for purchasers, *and* a series of media interviews on local radio).

Each promotional event requires at least one occurrence.

- <EventOccurrence> describes a single instance of an event, such as a single stop on a tour;
- the <OccurrenceDate> composite within <EventOccurrence> carries the date and time of a particular occurrence, within a structure similar to <PublishingDate> and other date composites. The usual date formats would apply (with the *dateformat* attribute), but the default is a specific YYYYMMDDThmm format including the time. In general, local times would be most useful, and can omit any timezone offset., but where there is any doubt or where the event has any online component, the timezone offset should be included;
- <EventStatus> is the status (going ahead, cancelled *etc*) of the occurrence. The status of the event (as a whole) is separate from the status of a particular occurrence of the event (eg the event is an author tour, the occurrence is one stop on that tour, or the event is a festival and the occurrence is the author's appearance at that festival);
- <CountryCode>, <RegionCode>, <LocationName> and <VenueName> record where the event will be held. The Location name is usually a city (as it is when used in other composites). These fields



make it possible to select ‘all events in a particular region’, or ‘in a particular city’. They should be omitted for purely virtual online events, and the ‘online location’ could be indicated in the <Website> composite;

- <StreetAddress> would be the street address of the venue.;
- <VenueNote> allows for short notices such as ‘the venue is fully wheelchair-accessible’ or ‘tickets must be obtained in advance’;
- <EventSponsor> allows for naming of a sponsor for a particular occurrence which is not a sponsor of the whole event;
- the <Website> composite allows a link to a URL where details of the event – including for example any ticketing requirements and admission prices – are posted.

2. Other minor additions

2.1 HTML markup is allowed in <PrizeStatement>. This is one of the few ‘statement’ tags that did not previously allow this option.

2.2 The <CopyrightYear> data element has been made optional (rather than mandatory) as an unknown year should not preclude addition of other copyright information.

2.3 The *collationkey* attribute – which is generally only used in Chinese and Japanese metadata, where phonetic sorting requires ruby annotations (pinyin, hiragana *etc*) – can now be added to the publisher and imprint name elements.

2.4 A <ProductClassificationTypeName> data element has been added within <ProductClassification> for use when a proprietary classification scheme is in use (code 07 in <ProductClassificationType>).

2.5 A <TextSourceDescription> has been added to the <TextContent> composite, to allow a brief note providing context for a reviewer writing a review – so the reviewer’s name and their ‘qualification’ for the review (“Ilan Gilmour” and “former editor of *The Spectator*”) can be communicated separately.

2.6 A <PrizeRegion> element has been added to the <Prize> composite and a similar <RegionCode> to the <Language> composite, in order to allow specification of *regional* literary prizes and languages.

3. New documentation

The updated *Specification* for ONIX 3.0 revision 7 is now available from the EDItEUR website, together with an updated *ONIX 3.0 Implementation and Best Practice Guide*, the necessary XML schemas (including an updated ‘strict’ schema) and Issue 47 of the ONIX Codelists.

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31st October 2019