



ONIX for Books

Product Information Message

How to describe digital products in ONIX 3

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EDItEUR (www.editeur.org) is the international group which coordinates the development and promotion of standards for electronic commerce in the book and serials sectors. EDItEUR has developed the ONIX for Books standard jointly with Book Industry Study Group (BISG), New York, and Book Industry Communication (BIC), London.

Contact EDItEUR by [email](#).

At the time of writing there are ONIX for Books national groups in some fifteen countries. More information and contact details for many of the national groups (including BIC and BISG) will be found on the [Maintenance and Support page](#) on the EDItEUR website.

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Changes made 8 April 2010, for consistency with Code Lists Issue 11

Page 8	New codes for <i>Vook</i> and <i>Google Edition</i> have been added to Code List 175.
Page 10	Three new values have been added to Code List 147.
Page 12	Section 5.4 has been revised to take account of the fact that the provisional recommendation on the handling of direct links to a product was confirmed during consultations on Code Lists Issue 11.

How to describe digital products in ONIX 3

1. Introduction

In ONIX 3.0, a *digital product* is a product which is delivered electronically, by online access or by download over terrestrial or broadcast networks. A product which delivers digitally-encoded content on a physical carrier, such as a CD-ROM, is not considered to be a digital product. Its handling is no different from that of any other physical product which is distributed through a book trade supply chain.

It should be noted that an ebook is not recognised as a specific product type in ONIX description. This is because there is no satisfactory way of defining what is and what is not an ebook. An ebook cannot be defined by content and/or presentation, since digital products listed as “ebooks” in publisher catalogues may, and increasingly do, carry a mixture of content and media which goes far beyond text and static illustrations. And it cannot be defined by reading device, since the same “ebook” may be delivered by download to personal computers, specialised handheld readers, mobile phones and PDAs; or by access to an online “library” of such content.

There are four areas in which the description of digital products differs from the description of other product types in ONIX 3.0: product form encoding; technical protection and usage constraints; extent; and supply detail. Each of these is addressed in sections 3 to 6 below. Finally, there are four examples showing how different types of digital product are handled.

2. Identification of digital products

ONIX 3.0 expects that, in accordance with the ISBN standard, each different traded product, whether physical or digital, will carry its own ISBN. These Guidelines assume that the ISBN standard is being applied in this way to digital as well as physical products.

At the time of writing, there is a continuing uncertainty about how ISBNs will be assigned to digital products. In principle, each digital product which has distinctive characteristics at the point of sale to an end-customer is a different traded product, and is eligible to be identified with a distinctive ISBN. Some publishers, however, prefer to assign a single ISBN to all the digital products which are derived from a single “package” of digital content, irrespective of the fact that the products may ultimately be delivered to the consumer in different file formats, through different supply channels, and with different DRM rules enforced.

In view of the uncertainty, the International ISBN Agency has been conducting a survey to gather user requirements in order to consider how they can best be met. This investigation, together with other discussions within the ONIX community, seems likely to lead to the conclusion that extensions to ONIX 3.0, and corresponding updates to these Guidelines, will be needed in order to accommodate the reality of the approach to product identification in the digital supply chain. A different approach to the assignment of identifiers implies that additional elements of metadata may need to be associated with an individual ISBN.

Depending on the outcome of these discussions, we expect to be able to publish any necessary revisions to the ONIX 3.0 specification and to these Guidelines during the first half of 2010. However, these will extend rather than invalidate existing practice.

3. Product form encoding for digital products

In ONIX 3.0, the description of digital product form uses the same coded elements as are used for physical products: <ProductForm> (P.3.2 in the ONIX Product Information Message Specification) and <ProductFormDetail> (P.3.3).

These elements are common to both ONIX 2.1 and ONIX 3.0. However, in ONIX 3.0, Code List 7 for <ProductForm> is replaced by a partly revised Code List 150; and Code List 78 for <ProductForm Detail> is similarly replaced by Code List 175. New Lists 150 and 175 are identical to Lists 7 and 78 respectively as regards the values used for describing physical products (except that the opportunity has been taken to delete values already “deprecated”), but they have new values which are specific to digital products. In this way, new codes have been introduced for digital products without changing the treatment of physical products, and without affecting the use of ONIX 2.1.

In addition, two elements, <PrimaryContentType> and <ProductContentType>, are used to specify the nature of the content carried in a digital product. The second is repeatable to cover multiple content types in a single product.

3.1 New product form codes for digital products (List 150)

Two new groups of codes have been assigned for the “top level” product form encoding of digital products. For the products themselves, codes starting with letter “E” are used to indicate a digital product and where possible to specify the delivery or access method. To cover cases where licenses are supplied separately from the product itself, codes starting with letter “L” are used.

These codes are listed in the table below.

EA	Digital (delivered electronically)	Digital content delivered electronically (delivery method unspecified)
EB	Digital download and online	Digital content available both by download and by online access
EC	Digital online	Digital content accessed online only
ED	Digital download	Digital content delivered by download only
LA	Digital product license	Digital product license (delivery method not encoded)
LB	Digital product license key	Digital product license delivered through the retail supply chain as a physical “key”, typically a card or booklet containing a code enabling the purchaser to download the associated product
LC	Digital product license code	Digital product license delivered by email or other electronic distribution, typically providing a code enabling the purchaser to upgrade or extend the license supplied with a product

3.2 New product form detail codes for digital products (List 175)

A substantial group of code values of the form “E1nn” has been added to Code List 175 to provide detail of the format in which a digital product is supplied. Some of these values represent generic formats which may be usable on a variety of platforms and distributed through a variety of channels. Some of them represent proprietary formats which are specific to a single platform and/or distribution channel.

E101	EPUB	The Open Publication Structure / OPS Container Format standard of the International Digital Publishing Forum (IDPF) [File extension .epub]
E102	OEB	The Open eBook format of the IDPF, a predecessor of the full EPUB format, still (2008) supported as part of the latter [File extension .opf]
E103	DOC	Microsoft Word binary document format [File extension .doc]
E104	DOCX	Office Open XML / Microsoft Word XML document format (ISO/IEC 29500:2008) [File extension .docx]
E105	HTML	HyperText Mark-up Language [File extension .html, .htm]
E106	ODF	Open Document Format [File extension .odt]
E107	PDF	Portable Document Format (ISO 32000-1:2008) [File extension .pdf]
E108	PDF/A	PDF archiving format defined by ISO 19005-1:2005 [File extension .pdf]
E109	RTF	Rich Text Format [File extension .rtf]
E110	SGML	Standard Generalized Mark-up Language
E111	TCR	A compressed text format mainly used on Psion handheld devices [File extension .tcr]
E112	TXT	Text file format [File extension .txt]
E113	XHTML	Extensible Hypertext Markup Language [File extension .xhtml, .xht, .xml, .html, .htm]
E114	zTXT	A compressed text format mainly used on Palm handheld devices [File extension .pdb – see also E121, E125, E130]
E115	XPS	XML Paper Specification format [File extension .xps]
E116	Amazon Kindle	A format proprietary to Amazon for use with its Kindle reading device [File extension .azw]
E117	BBeB	A Sony proprietary format for use with the Sony Reader and LIBRIé reading devices [File extension .lrf]
E118	DXReader	A proprietary format for use with DXReader software
E119	EBL	A format proprietary to the Ebook Library service
E120	Ebrary	A format proprietary to the Ebrary service
E121	eReader	A proprietary format for use with eReader (aka ‘Palm Reader’) software on various hardware platforms [File extension .pdb – see also E114, E125, E130]
E122	Exebook	A proprietary format with its own reading system for Windows platforms [File extension .exe]
E123	Franklin eBookman	A proprietary format for use with the Franklin eBookman reader
E124	Gemstar Rocketbook	A proprietary format for use with the Gemstar Rocketbook reader [File extension .rb]
E125	iSilo	A proprietary format for use with iSilo software on various hardware platforms [File extension .pdb – see also E114, E121, E130]

New product form detail codes for digital products (continued)

E126	Microsoft Reader	A proprietary format for use with Microsoft Reader software on Windows and Pocket PC platforms [File extension .lit]
E127	Mobipocket	A proprietary format for use with Mobipocket software on various hardware platforms [File extension .prc]
E128	MyiLibrary	A format proprietary to the MyiLibrary service
E129	NetLibrary	A format proprietary to the NetLibrary service
E130	Plucker	A proprietary format for use with Plucker reader software on Palm and other handheld devices [File extension .pdb – see also E114, E121, E125]
E131	VitalBook	A format proprietary to the VitalSource service
E132	Vook	A proprietary digital product combining text and video content and available to be used online or as a downloadable application for a mobile device – see www.vook.com
E133	Google Edition	An epublication made available by Google in association with a publisher; readable online on a browser-enabled device and offline on designated ebook readers

3.3 Product form detail codes for digital audio products (List 175)

Existing product form detail codes for audio formats, of the form “Annn”, have been extended. These are used to specify the format for digital products whose primary content is recorded sound.

A103	MP3 format	
A104	WAV format	
A105	Real Audio format	
A106	WMA	Windows Media Audio format
A107	AAC	Advanced Audio Coding format
A108	Ogg/Vorbis	Vorbis audio format in the Ogg container
A109	Audible	Audio format, proprietary to Audible.com
A110	FLAC	Free lossless audio codec
A111	AIFF	Audio Interchangeable File Format
A112	ALAC	Apple Lossless Audio Codec

3.4 Product content type codes for digital products (List 81)

An existing Code List 81, with some new values, is used to specify the primary content and any other significant content types carried in a digital product. The primary (or only) content type is stated in the <PrimaryContentType> element. Any other (subsidiary) content types are stated in a repeatable element <ProductContentType>. This approach requires that a primary content type must always be specified, so that a mixed-content product is placed in the category (eg audiobook, text) which the publisher considers most appropriate.

List 81 is shown in full in the table on the next page.

Product content type codes (List 81)

01	Audiobook	Audio recording of a reading of a book or other text
02	Performance - spoken word	Audio recording of a drama or other spoken word performance
03	Music recording	Audio recording of a music performance, including musical drama and opera
04	Other audio	Audio recording of other sound, eg birdsong
05	Game(s)	
06	Video	Moving images, usually but not necessarily with sound
07	Still images	Photographs, graphics, etc
08	Software	
09	Data	Data files
10	Readable text	Eye-readable text: in ONIX 3.0, this value is required, together with applicable <ProductForm> and <ProductFormDetail> values, to designate an ebook or other digital product whose primary content is readable text
11	Musical notation	

3.5 Using product form and content type codes

It is expected that the ONIX 3.0 record for a digital product will carry a <ProductForm> value from List 150, a <ProductFormDetail> value from List 175, and one or more content type codes from List 81. For example, a “conventional” ebook supplied in Epub format would be represented as follows:

```
<ProductForm>ED</ProductForm>           Digital download
<ProductFormDetail>E101</ProductFormDetail> Epub format
<PrimaryContentType>10</PrimaryContentType> Readable text
```

An audiobook supplied through Audible.com would be represented as follows:

```
<ProductForm>ED</ProductForm>           Digital download
<ProductFormDetail>A109</ProductFormDetail> Audible.com format
<PrimaryContentType>01</PrimaryContentType> Audiobook
```

4. Digital product technical protection and usage constraints

ONIX 3.0 includes a small group of new elements which enable technical protection and usage constraints to be specified. Usage constraints may be inherent in the reader platform (hardware and software) or they may be applied by DRM technology.

4.1 Epub Technical Protection element

A new element in ONIX 3.0, <EpubTechnicalProtection> (P.3.16) carries a code value from List 144, indicating whether a product has technical protection. Currently there are only four values assigned, but more can be added to meet new requirements. The element is

optional and repeatable, so that it would be possible to specify two or more types of protection. Note that the absence of this element should not be interpreted as a statement that there is no technical protection. This can only be assumed if the element is present, with the code value 00.

The initial values in **Code List 144** are:

00	None	Has no technical protection
01	DRM	Has DRM protection
02	Digital watermarking	Has digital watermarking
03	Adobe DRM	Has DRM protection applied by the Adobe CS4 Content Server Package or by the Adobe ADEPT hosted service

4.2 Usage Constraint composite

A new composite element in ONIX 3.0, <EpubUsageConstraint> (P.3.17 to P.3.20) enables a usage type to be specified as *permitted unlimited*, *permitted subject to limit*, or *prohibited*. A quantitative limit can also be specified when applicable.

Code List 145 is used for usage types, with the following initial set of values:

01	Preview	Preview before purchase
02	Print	Print paper copy of extract
03	Copy / paste	Make digital copy of extract
04	Share / use on multiple devices	Use product on multiple concurrent devices
05	Text to speech	'Read aloud' with text to speech functionality

Code List 146 is used for usage status, with these values:

01	Permitted unlimited	
02	Permitted subject to limit	Limit should be specified in <EpubUsageLimit>
03	Prohibited	

A quantitative limit can be expressed in terms of the following units, specified as values in

Code List 147:

01	Copies	Maximum number of copies that may be made of a permitted extract
02	Characters	Maximum number of characters in a permitted extract for a specified usage
03	Words	Maximum number of words in a permitted extract for a specified usage
04	Pages	Maximum number of pages in a permitted extract for a specified usage
05	Percentage	Maximum percentage of total content in a permitted extract for a specified usage
06	Devices	Maximum number of devices on which product may simultaneously be used

Code List 147 (continued)

07	Concurrent users	Maximum number of concurrent users
08	Percentage per time period	Maximum percentage of total content which may be used in a specified usage per time period; the time period being specified as another EpubUsageQuantity
09	Days	Maximum time period in days
10	Times	Maximum number of times a specified usage may occur

A typical example of the use of the <EpubUsageConstraint> composite might be as follows:

```

<EpubUsageConstraint>
  <EpubUsageType>01</EpubUsageType>      Preview
  <EpubUsageStatus>02</EpubUsageStatus>  Permitted subject to limit
  <EpubUsageLimit>
    <Quantity>5</Quantity>                5% of content
    <EpubUsageUnit>05</EpubUsageUnit>
  </EpubUsageLimit>
</EpubUsageConstraint>

```

The composite is repeatable so that more than one type of restraint can be specified in a digital product record.

The inclusion of information about usage constraints is optional. It should *not* be assumed that absence of information means that there is no constraint. To indicate that a specific usage type is permitted without limit, an explicit statement is required, using Epub Usage Status code 01.

5. Extents

There are various ways in which the extent of a digital product may be stated, and no clear common practice has so far emerged. For ebooks whose main content is text, and which preserve a paginated format, the extent can be stated as a number of pages, as for a printed book. For ebooks which are reflowable or are not presented as pages, and which have a printed counterpart, it may be helpful to specify the number of pages in the print edition, but at the time of writing this cannot be explicitly encoded in an <Extent> composite.

The extent of a piece of audio or audiovisual content can be specified in terms of its running time. The size of a downloadable file can also be specified in an instance of <Extent>.

However, if a digital product packages together a number of content items in different media, such as text and audio, there is as yet no way to describe their individual extents.

6. Digital product supply detail

Physical products described in ONIX are mostly distributed through a rather consistent supply chain, from a publisher's warehouse, possibly via a wholesaler, to a retailer or library bookseller. The end customer acquires them by outright purchase.

Digital products are distributed through a variety of channels. The publisher / wholesaler / retailer model continues to be used. Some products are distributed exclusively by the publisher, direct to the consumer. Some are distributed exclusively in a proprietary format by an intermediary which has licensed the content from the publisher for use on its own platform, although the same or similar content may also be available in different formats through other channels. Intermediaries specialising in the library market may offer online access to "collections" of products from different publishers, either by one-time purchase, possibly accompanied by continuing service fees, or on subscription.

Supply channel, availability and pricing of digital products are handled in ONIX 3.0 by using existing elements with added coding where necessary.

6.1 Supply channel

The supply channel for any product described in an ONIX record is specified by using the <Supplier> composite in data element group P.26. In earlier releases, it was explicitly assumed that the entity identified as "supplier" was a supplier from whom a retailer could order physical stock for resale. This is no longer the case, and <SupplierRole> code values (List 93) have been extended to cover the variety of channels that may exist for digital products. The complete code list is shown in the table below.

Code List 93: Supplier Role

01	Publisher to retailers	Publisher as supplier to retail trade outlets
02	Publisher's exclusive distributor to retailers	
03	Publisher's non-exclusive distributor to retailers	
04	Wholesaler	Wholesaler supplying retail trade outlets
06	Publisher's distributor to retailers	Use only where exclusive/non-exclusive status is not known. Prefer 02 or 03 as appropriate, where possible.
07	POD supplier	Where a POD product is supplied to retailers and/or consumers direct from a POD source.
08	Retailer	
09	Publisher to end-customers	Publisher as supplier direct to consumers and/or institutional customers
10	Exclusive distributor to end-customers	Intermediary as exclusive distributor direct to consumers and/or institutional customers

Code List 93 (continued)

11	Non-exclusive distributor to end-customers	Intermediary as non-exclusive distributor direct to consumers and/or institutional customers
12	Distributor to end-customers	Use only where exclusive/non-exclusive status is not known. Prefer 10 or 11 as appropriate, where possible.

An important point in this context is that “supplier” does not necessarily mean the entity that actually delivers a product (physical or digital). It means the entity to which an order or other supply-related enquiry must be sent. If orders must be sent to a publisher, who then authorises a third party to deliver the product, the publisher is to be regarded as the supplier.

6.2 Availability

The publishing status and availability of a digital product are handled in exactly the same way as for a physical product, by coding in <Publishing Status> (P.20.1) or <MarketPublishingStatus> (P.25.12), and in <ProductAvailability> (P.26.17). Clearly, many of the code values used in these elements are relevant only to physical products; but it has not been found necessary to add new values. The definition of code 99 in List 65 (“Contact supplier” – covering cases where product availability is complex or uncertain – has been reworded to make it more suitable to apply to both physical and digital products. This is so that it can be used in cases where availability is too complex to state in an ONIX record, such as when the product is offered as part of one or more online collections.

6.3 Pricing

For digital products which are offered for outright sale as individual traded items, pricing is handled in exactly the same way as for physical products. However, there are some cases where the pricing of a digital product cannot be stated in the ONIX record, for example where products are offered on subscription or with several pricing options for different customer types. In such cases, the ONIX record must be sent without price detail, using the <UnpricedItemType> element. The definition of code 04 in List 57 (“Contact supplier”) has been reworded to cover digital as well as physical products.

6.4 Product access or download links

ONIX senders may want to include a web link direct to the product itself (not to be confused with links to a publisher or supplier home page, or to resources intended to support the promotion and sale of the product). If the same digital product is available from two or more suppliers, each may require its own web link. For this reason, a direct link to a product should be sent in the <Website> composite in <SupplyDetail>, in P.26.9 to P.26.11, using code 29 (webpage for full content).

In Code Lists Issue 11, the wording of the notes for code 29 has been revised as shown below, to clarify its intended usage for a direct link to a product download page.

29	Web page for full content	Use this value in the <Website> composite in <SupplyDetail> when sending a link to a webpage at which a digital product is available for download and/or online access
----	---------------------------	--

Example 1: downloadable ebook, available through retailers

The four examples in this document have been constructed to illustrate different characteristics and supply channels. They are not real examples. For simplicity, they all have the same simulated bibliographic details. All are shown as having worldwide exclusive sales rights. In all cases except Example 4 the price is shown as a suggested retail price excluding tax, and tax which might apply in some markets is ignored.

In each example, certain groups of data elements have been shaded light grey. These are the elements whose content is specifically related to the fact that the product is digital rather than physical.

Example 1 shows an ebook which is delivered by download (line 11) and which is distributed through retailers. The ebook is in .epub format (line 12) with DRM (line 14), and its primary content is text (line 13). A comprehensive set of usage constraints is specified, by way of illustration (lines 15 to 42). The extent is expressed in pages as an “absolute page count” (line 57), which is an Extent Type defined specifically for ebooks. The supplier named in Supply Detail is the publisher, with Supplier Role “publisher supplying to retailers” (line 112).

	Using reference names	Using short tags	Notes
1	<Product>	<product>	Start of Product record
2	<RecordReference>xyzpublishers.com-01734530</RecordReference>	<a001>xyzpublishers.com-01734530</a001>	
3	<NotificationType>03</NotificationType>	<a002>03</a002>	Confirmed record post-publication
4	<RecordSourceType>01</RecordSourceType>	<a194>01</a194>	Publisher
5	<ProductIdentifier>	<productidentifier>	
6	<ProductIDType>03</ProductIDType>	<b221>03</b221>	GTIN-13 (ISBN-13 as GTIN)
7	<IDValue>9780123456789</IDValue>	<b244>9780123456789</b244>	
8	</ProductIdentifier>	</productidentifier>	
9	<DescriptiveDetail>	<descriptivedetail>	Start of Block 1: descriptive detail
10	<ProductComposition>00</ProductComposition>	<x314>00</x314>	Single-item retail product
11	<ProductForm>ED</ProductForm>	<b012>ED</b012>	Digital download
12	<ProductFormDetail>E101</ProductFormDetail>	<b333>E101</b333>	.epub format
13	<PrimaryContentType>10</PrimaryContentType>	<x416>10</x416>	Primary content: text
14	<EpubTechnicalProtection>01</EpubTechnicalProtection>	<x317>01</x317>	Has DRM protection
15	<EpubUsageConstraint>	<epubusageconstraint>	
16	<EpubUsageType>01</EpubUsageType>	<x318>01</x318>	Preview
17	<EpubUsageStatus>02</EpubUsageStatus>	<x319>02</x319>	Permitted subject to limit
18	<EpubUsageLimit>	<epubusagelimit>	

	Using reference names	Using short tags	Notes
19	<Quantity>20</Quantity>	<x320>20</x320>	Not more than 20
20	<EpubUsageUnit>04</EpubUsageUnit>	<x321>04</x321>	Pages
21	</EpubUsageLimit>	</epubusagelimit>	
22	</EpubUsageConstraint>	</epubusageconstraint>	
23	<EpubUsageConstraint>	<epubusageconstraint>	
24	<EpubUsageType>02</EpubUsageType>	<x318>02</x318>	Print an extract
25	<EpubUsageStatus>03</EpubUsageStatus>	<x319>03</x319>	Prohibited
26	</EpubUsageConstraint>	</epubusageconstraint>	
27	<EpubUsageConstraint>	<epubusageconstraint>	
28	<EpubUsageType>03</EpubUsageType>	<x318>03</x318>	Copy and paste an extract
29	<EpubUsageStatus>03</EpubUsageStatus>	<x319>03</x319>	Prohibited
30	</EpubUsageConstraint>	</epubusageconstraint>	
31	<EpubUsageConstraint>	<epubusageconstraint>	
32	<EpubUsageType>04</EpubUsageType>	<x318>04</x318>	Use on multiple devices
33	<EpubUsageStatus>02</EpubUsageStatus>	<x319>02</x319>	Permitted subject to limit
34	<EpubUsageLimit>	<epubusagelimit>	
35	<Quantity>5</Quantity>	<x320>5</x320>	Not more than 5
36	<EpubUsageUnit>06</EpubUsageUnit>	<x321>06</x321>	Simultaneous devices
37	</EpubUsageLimit>	</epubusagelimit>	
38	</EpubUsageConstraint>	</epubusageconstraint>	
39	<EpubUsageConstraint>	<epubusageconstraint>	
40	<EpubUsageType>05</EpubUsageType>	<x318>05</x318>	Apply text-to-speech technology
41	<EpubUsageStatus>03</EpubUsageStatus>	<x319>03</x319>	Prohibited
42	</EpubUsageConstraint>	</epubusageconstraint>	
43	<TitleDetail>	<titledetail>	
44	<TitleType>01</TitleType>	<b202>01</b202>	
45	<TitleElement>	<titleelement>	
46	<TitleElementLevel>01</TitleElementLevel>	<x409>01</x409>	Product level
47	<TitleText>Lorem ipsum an mentitum forensibus eum</TitleText>	<b203>Lorem ipsum an mentitum forensibus eum</b203>	
48	</TitleElement>	</titleelement>	
49	</TitleDetail>	</titledetail>	

	Using reference names	Using short tags	Notes
50	<Contributor>	<contributor>	
51	<SequenceNumber>1</SequenceNumber>	<b034>1</b034>	Contributor 1
52	<ContributorRole>A01</ContributorRole>	<b035>A01</b035>	Author
53	<NamesBeforeKey>Polly</NamesBeforeKey>	<b039>Polly</b039>	
54	<KeyNames>Toodle</KeyNames>	<b040>Toodle</b040>	
55	</Contributor>	</contributor>	
56	<Extent>	<extent>	
57	<ExtentType>07</ExtentType>	<b218>07</b218>	Absolute page count
58	<ExtentValue>245</ExtentValue>	<b219>245</b219>	
59	<ExtentUnit>03</ExtentUnit>	<b220>03</b220>	Pages
60	</Extent>	</extent>	
61	<Subject>	<subject>	
62	<MainSubject/>	<x425/>	
63	<SubjectSchemeIdentifier>12</SubjectSchemeIdentifier>	<b067>12</b067>	BIC subject category code
64	<SubjectSchemeVersion>2</SubjectSchemeVersion>	<b068>2</b068>	Version 2
65	<SubjectCode>FM</SubjectCode>	<b069>FM</b069>	Fiction – fantasy
66	</Subject>	</subject>	
67	<AudienceCode>01</AudienceCode>	<b073>01</b073>	General / trade
68	</DescriptiveDetail>	</descriptivedetail>	End of Block 1
69	<CollateralDetail>	<collateraldetail>	Start of Block 2: collateral detail
70	<TextContent>	<textcontent>	
71	<TextType>02</TextType>	<x426>02</x426>	Short description
72	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
73	<Text>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</Text>	<d104>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</d104>	
74	</TextContent>	</textcontent>	
75	<TextContent>	<textcontent>	
76	<TextType>03</TextType>	<x426>03</x426>	Description
77	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience

	Using reference names	Using short tags	Notes
78	<p><Text>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albucius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</Text></p>	<p><d104>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albucius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</d104></p>	
79	</TextContent>	</textcontent>	
80	</CollateralDetail>	</collateraldetail>	End of Block 2
81	<PublishingDetail>	<publishingdetail>	Start of Block 4: publishing detail
82	<Imprint>	<imprint>	
83	<ImprintName>XYZ Digital</ImprintName>	<b079>XYZ Digital</b079>	
84	</Imprint>	</imprint>	
85	<Publisher>	<publisher>	
86	<PublishingRole>01</PublishingRole>	<b291>01</b291>	Publisher
87	<PublisherName>XYZ Publishers</PublisherName>	<b081>XYZ Publishers</b081>	
88	</Publisher>	</publisher>	
89	<SalesRights>	<salesrights>	
90	<SalesRightsType>01</SalesRightsType>	<b089>01</b089>	Exclusive rights
91	<Territory>	<territory>	
92	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	Worldwide
93	</Territory>	</territory>	
94	</SalesRights>	</salesrights>	
95	</PublishingDetail>	</publishingdetail>	End of Block 4
96	<ProductSupply>	<productsupply>	Start of Block 6: product supply

	Using reference names	Using short tags	Notes
97	<Market>	<market>	
98	<Territory>	<territory>	
99	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	World
100	</Territory>	</territory>	
101	</Market>	</market>	
102	<MarketPublishingDetail>	<marketpublishingdetail>	
103	<MarketPublishingStatus>04</MarketPublishingStatus>	<j407>04</j407>	Active
104	<MarketDate>	<marketdate>	
105	<MarketDateRole>01</MarketDateRole>	<j408>01</j408>	Publication date in this market
106	<DateFormat>00</DateFormat>	<j260>00</j260>	YYYYMMDD
107	<Date>20100410</Date>	<b306>20100410</b306>	
108	</MarketDate>	</marketdate>	
109	</MarketPublishingDetail>	</marketpublishingdetail>	
110	<SupplyDetail>	<supplydetail>	
111	<Supplier>	<supplier>	
112	<SupplierRole>01</SupplierRole>	<j292>01</j292>	Publisher supplying to retailers
113	<SupplierName>XYZ Publishers</SupplierName>	<j137>XYZ Publishers</j137>	
114	</Supplier>	</supplier>	
115	<ProductAvailability>21</ProductAvailability>	<j396>21</j396>	Available
116	<Price>	<price>	
117	<PriceType>01</PriceType>	<x462>01</x462>	RRP excluding tax
118	<PriceAmount>12.99</PriceAmount>	<j151>12.99</j151>	
119	<CurrencyCode>USD</CurrencyCode>	<j152>USD</j152>	US dollars
120	</Price>	</price>	
121	</SupplyDetail>	</supplydetail>	
122	</ProductSupply>	</productsupply>	End of Block 6
123	</Product>	</product>	

Example 2: ebook accessible online, on publisher website only

Example 2 shows an ebook which is accessible online only (line 11), from the publisher's own website. The primary content is text (line 12). Since the ebook is not downloadable, no file format is specified. The extent is expressed in pages as an "absolute page count" (line 27), which is an Extent Type defined specifically for ebooks. The supplier named in Supply Detail is the publisher, with Supplier Role "publisher to end-customers" (line 82). There is a direct link to the page at which the product is accessible (line 86).

	Using reference names	Using short tags	Notes
1	<Product>	<product>	Start of Product record
2	<RecordReference>xyzpublishers.com-01734531</RecordReference>	<a001>xyzpublishers.com-01734531</a001>	
3	<NotificationType>03</NotificationType>	<a002>03</a002>	Confirmed record post-publication
4	<RecordSourceType>01</RecordSourceType>	<a194>01</a194>	Publisher
5	<ProductIdentifier>	<productidentifier>	
6	<ProductIDType>03</ProductIDType>	<b221>03</b221>	GTIN-13 (ISBN-13 as GTIN)
7	<IDValue>9780123456793</IDValue>	<b244>9780123456793</b244>	
8	</ProductIdentifier>	</productidentifier>	
9	<DescriptiveDetail>	<descriptivedetail>	Start of Block 1: descriptive detail
10	<ProductComposition>00</ProductComposition>	<x314>00</x314>	Single-item product
11	<ProductForm>EC</ProductForm>	<b012>EC</b012>	Digital online
12	<PrimaryContentType>10</PrimaryContentType>	<x416>10</x416>	Primary content: text
13	<TitleDetail>	<titledetail>	
14	<TitleType>01</TitleType>	<b202>01</b202>	
15	<TitleElement>	<titleelement>	
16	<TitleElementLevel>01</TitleElementLevel>	<x409>01</x409>	Product level
17	<TitleText>Lorem ipsum an mentitum forensibus eum</TitleText>	<b203>Lorem ipsum an mentitum forensibus eum</b203>	
18	</TitleElement>	</titleelement>	
19	</TitleDetail>	</titledetail>	
20	<Contributor>	<contributor>	
21	<SequenceNumber>1</SequenceNumber>	<b034>1</b034>	Contributor 1
22	<ContributorRole>A01</ContributorRole>	<b035>A01</b035>	Author
23	<NamesBeforeKey>Polly</NamesBeforeKey>	<b039>Polly</b039>	
24	<KeyNames>Toodle</KeyNames>	<b040>Toodle</b040>	

	Using reference names	Using short tags	Notes
25	</Contributor>	</contributor>	
26	<Extent>	<extent>	
27	<ExtentType>07</ExtentType>	<b218>07</b218>	Absolute page count
28	<ExtentValue>245</ExtentValue>	<b219>245</b219>	
29	<ExtentUnit>03</ExtentUnit>	<b220>03</b220>	Pages
30	</Extent>	</extent>	
31	<Subject>	<subject>	
32	<MainSubject/>	<x425/>	
33	<SubjectSchemeIdentifier>12</SubjectSchemeIdentifier>	<b067>12</b067>	BIC subject category code
34	<SubjectSchemeVersion>2</SubjectSchemeVersion>	<b068>2</b068>	Version 2
35	<SubjectCode>FM</SubjectCode>	<b069>FM</b069>	Fiction – fantasy
36	</Subject>	</subject>	
37	<AudienceCode>01</AudienceCode>	<b073>01</b073>	General / trade
38	</DescriptiveDetail>	</descriptivedetail>	End of Block 1
39	<CollateralDetail>	<collateraldetail>	Start of Block 2: collateral detail
40	<TextContent>	<textcontent>	
41	<TextType>02</TextType>	<x426>02</x426>	Short description
42	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
43	<Text>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</Text>	<d104>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</d104>	
44	</TextContent>	</textcontent>	
45	<TextContent>	<textcontent>	
46	<TextType>03</TextType>	<x426>03</x426>	Description
47	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
48	<Text>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuscuus patrioque mel ad.</Text>	<d104>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuscuus patrioque mel ad.</d104>	

	Using reference names	Using short tags	Notes
	Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</Text>	rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albucius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</d104>	
49	</TextContent>	</textcontent>	
50	</CollateralDetail>	</collateraldetail>	End of Block 2
51	<PublishingDetail>	<publishingdetail>	Start of Block 4: publishing detail
52	<Imprint>	<imprint>	
53	<ImprintName>XYZ Digital</ImprintName>	<b079>XYZ Digital</b079>	
54	</Imprint>	</imprint>	
55	<Publisher>	<publisher>	
56	<PublishingRole>01</PublishingRole>	<b291>01</b291>	Publisher
57	<PublisherName>XYZ Publishers</PublisherName>	<b081>XYZ Publishers</b081>	
58	</Publisher>	</publisher>	
59	<SalesRights>	<salesrights>	
60	<SalesRightsType>01</SalesRightsType>	<b089>01</b089>	Exclusive rights
61	<Territory>	<territory>	
62	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	Worldwide
63	</Territory>	</territory>	
64	</SalesRights>	</salesrights>	
65	</PublishingDetail>	</publishingdetail>	End of Block 4
66	<ProductSupply>	<productsupply>	Start of Block 6: product supply
67	<Market>	<market>	
68	<Territory>	<territory>	
69	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	World
70	</Territory>	</territory>	
71	</Market>	</market>	
72	<MarketPublishingDetail>	<marketpublishingdetail>	

	Using reference names	Using short tags	Notes
73	<MarketPublishingStatus>04</MarketPublishingStatus>	<j407>04</j407>	Active
74	<MarketDate>	<marketdate>	
75	<MarketDateRole>01</MarketDateRole>	<j408>01</j408>	Publication date in this market
76	<DateFormat>00</DateFormat>	<j260>00</j260>	YYYYMMDD
77	<Date>20100410</Date>	<b306>20100410</b306>	
78	</MarketDate>	</marketdate>	
79	</MarketPublishingDetail>	</marketpublishingdetail>	
80	<SupplyDetail>	<supplydetail>	
81	<Supplier>	<supplier>	
82	<SupplierRole>09</SupplierRole>	<j292>09</j292>	Publisher to end-customers
83	<SupplierName>XYZ Publishers</SupplierName>	<j137>XYZ Publishers</j137>	
84	<Website>	<website>	
85	<WebsiteRole>29</WebsiteRole>	<b367>29</b367>	Webpage for full content
86	<WebsiteLink> http://www.xyzpublishers.com/9780123456793 </WebsiteLink>	<b295> http://www.xyzpublishers.com/9780123456793 </b295>	
87	</Website>	</website>	
88	</Supplier>	</supplier>	
89	<ProductAvailability>21</ProductAvailability>	<j396>21</j396>	Available
90	<Price>	<price>	
91	<PriceType>01</PriceType>	<x462>01</x462>	RRP excluding tax
92	<PriceAmount>12.99</PriceAmount>	<j151>12.99</j151>	
93	<CurrencyCode>USD</CurrencyCode>	<j152>USD</j152>	US dollars
94	</Price>	</price>	
95	</SupplyDetail>	</supplydetail>	
96	</ProductSupply>	</productsupply>	End of Block 6
97	</Product>	</product>	

Example 3: downloadable audiobook, available from exclusive supplier

Example 3 shows an audiobook which is accessible by download (line 11), from an exclusive supplier (audible.com) who is not the publisher of the book. The primary content is “audiobook” (line 13). The file format is specified as audible.com’s proprietary format (line 12), and DRM protection is also noted (line 14). The extent is expressed in hours and minutes as the duration of the recording (line 28). The supplier named in Supply Detail is audible.com, with Supplier Role “exclusive distributor to end-customers” (line 84).

	Using reference names	Using short tags	Notes
1	<Product>	<product>	Start of Product record
2	<RecordReference>xyzpublishers.com-01734532</RecordReference>	<a001>xyzpublishers.com-01734532</a001>	
3	<NotificationType>03</NotificationType>	<a002>03</a002>	Confirmed record post-publication
4	<RecordSourceType>01</RecordSourceType>	<a194>01</a194>	Publisher
5	<ProductIdentifier>	<productidentifier>	
6	<ProductIDType>03</ProductIDType>	<b221>03</b221>	GTIN-13 (ISBN-13 as GTIN)
7	<IDValue>9780123456789</IDValue>	<b244>9780123456789</b244>	
8	</ProductIdentifier>	</productidentifier>	
9	<DescriptiveDetail>	<descriptivedetail>	Start of Block 1: descriptive detail
10	<ProductComposition>00</ProductComposition>	<x314>00</x314>	Single-item retail product
11	<ProductForm>ED</ProductForm>	<b012>ED</b012>	Digital download
12	<ProductFormDetail>A109</ProductFormDetail>	<b333>A109</b333>	audible.com format
13	<PrimaryContentType>01</PrimaryContentType>	<x416>01</x416>	Primary content: audiobook
14	<EpubTechnicalProtection>01</EpubTechnicalProtection>	<x317>01</x317>	Has DRM protection (unspecified)
15	<TitleDetail>	<titledetail>	
16	<TitleType>01</TitleType>	<b202>01</b202>	
17	<TitleElement>	<titleelement>	
18	<TitleElementLevel>01</TitleElementLevel>	<x409>01</x409>	Product level
19	<TitleText>Lorem ipsum an mentitum forensibus eum</TitleText>	<b203>Lorem ipsum an mentitum forensibus eum</b203>	
20	</TitleElement>	</titleelement>	
21	</TitleDetail>	</titledetail>	
22	<Contributor>	<contributor>	
23	<SequenceNumber>1</SequenceNumber>	<b034>1</b034>	Contributor 1
24	<ContributorRole>A01</ContributorRole>	<b035>A01</b035>	Author

	Using reference names	Using short tags	Notes
25	<NamesBeforeKey>Polly</NamesBeforeKey>	<b039>Polly</b039>	
26	<KeyNames>Toodle</KeyNames>	<b040>Toodle</b040>	
27	</Contributor>	</contributor>	
28	<Extent>	<extent>	
29	<ExtentType>09</ExtentType>	<b218>09</b218>	Duration
30	<ExtentValue>01812</ExtentValue>	<b219>01812</b219>	18 hours 12 minutes
31	<ExtentUnit>15</ExtentUnit>	<b220>15</b220>	HHHMM
32	</Extent>	</extent>	
33	<Subject>	<subject>	
34	<MainSubject/>	<x425/>	
35	<SubjectSchemeIdentifier>12</SubjectSchemeIdentifier>	<b067>12</b067>	BIC subject category code
36	<SubjectSchemeVersion>2</SubjectSchemeVersion>	<b068>2</b068>	Version 2
37	<SubjectCode>FM</SubjectCode>	<b069>FM</b069>	Fiction – fantasy
38	</Subject>	</subject>	
39	<AudienceCode>01</AudienceCode>	<b073>01</b073>	General / trade
40	</DescriptiveDetail>	</descriptivedetail>	End of Block 1
41	<CollateralDetail>	<collateraldetail>	Start of Block 2: collateral detail
42	<TextContent>	<textcontent>	
43	<TextType>02</TextType>	<x426>02</x426>	Short description
44	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
45	<Text>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</Text>	<d104>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</d104>	
46	</TextContent>	</textcontent>	
47	<TextContent>	<textcontent>	
48	<TextType>03</TextType>	<x426>03</x426>	Description
49	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
50	<Text>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetur ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue	<d104>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetur ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper	

	Using reference names	Using short tags	Notes
	dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuscius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</Text>	adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuscius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</d104>	
51	</TextContent>	</textcontent>	
52	</CollateralDetail>	</collateraldetail>	End of Block 2
53	<PublishingDetail>	<publishingdetail>	Start of Block 4: publishing detail
54	<Imprint>	<imprint>	
55	<ImprintName>XYZ Digital</ImprintName>	<b079>XYZ Digital</b079>	
56	</Imprint>	</imprint>	
57	<Publisher>	<publisher>	
58	<PublishingRole>01</PublishingRole>	<b291>01</b291>	Publisher
59	<PublisherName>XYZ Publishers</PublisherName>	<b081>XYZ Publishers</b081>	
60	</Publisher>	</publisher>	
61	<SalesRights>	<salesrights>	
62	<SalesRightsType>01</SalesRightsType>	<b089>01</b089>	Exclusive rights
63	<Territory>	<territory>	
64	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	Worldwide
65	</Territory>	</territory>	
66	</SalesRights>	</salesrights>	
67	</PublishingDetail>	</publishingdetail>	End of Block 4
68	<ProductSupply>	<productsupply>	Start of Block 6: product supply
69	<Market>	<market>	
70	<Territory>	<territory>	
71	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	World

	Using reference names	Using short tags	Notes
72	</Territory>	</territory>	
73	</Market>	</market>	
74	<MarketPublishingDetail>	<marketpublishingdetail>	
75	<MarketPublishingStatus>04</MarketPublishingStatus>	<j407>04</j407>	Active
76	<MarketDate>	<marketdate>	
77	<MarketDateRole>01</MarketDateRole>	<j408>01</j408>	Publication date in this market
78	<DateFormat>00</DateFormat>	<j260>00</j260>	YYYYMMDD
79	<Date>20100410</Date>	<b306>20100410</b306>	
80	</MarketDate>	</marketdate>	
81	</MarketPublishingDetail>	</marketpublishingdetail>	
82	<SupplyDetail>	<supplydetail>	
83	<Supplier>	<supplier>	
84	<SupplierRole>10</SupplierRole>	<j292>10</j292>	Exclusive distributor to end-customers
85	<SupplierName>audible.com</SupplierName>	<j137>audible.com</j137>	
86	</Supplier>	</supplier>	
87	<ProductAvailability>21</ProductAvailability>	<j396>21</j396>	Available
88	<Price>	<price>	
89	<PriceType>01</PriceType>	<x462>01</x462>	RRP excluding tax
90	<PriceAmount>12.99</PriceAmount>	<j151>12.99</j151>	
91	<CurrencyCode>USD</CurrencyCode>	<j152>USD</j152>	US dollars
92	</Price>	</price>	
93	</SupplyDetail>	</supplydetail>	
94	</ProductSupply>	</productsupply>	End of Block 6
95	</Product>	</product>	

Example 4: ebook accessible online, available from exclusive supplier

Example 4 shows an ebook which is accessible online (line 11), from an exclusive supplier (ebrary has been used by way of illustration only) who is not the publisher of the book. The primary content is text (line 13). The file format is specified as ebrary's proprietary format (line 12). The extent is expressed in pages as an "absolute page count" (line 27), which is an Extent Type defined specifically for ebooks. The supplier named in Supply Detail is ebrary, with Supplier Role "exclusive distributor to end-customers" (line 83). The availability and price are not specified, but both are coded "contact supplier" (lines 86 and 87), since with this type of intermediary, supply terms may be more complex than in retail supply to individual customers.

	Using reference names	Using short tags	Notes
1	<Product>	<product>	Start of Product record
2	<RecordReference>xyzpublishers.com-01734533</RecordReference>	<a001>xyzpublishers.com-01734533</a001>	
3	<NotificationType>03</NotificationType>	<a002>03</a002>	Confirmed record post-publication
4	<RecordSourceType>01</RecordSourceType>	<a194>01</a194>	Publisher
5	<ProductIdentifier>	<productidentifier>	
6	<ProductIDType>03</ProductIDType>	<b221>03</b221>	GTIN-13 (ISBN-13 as GTIN)
7	<IDValue>9780123456789</IDValue>	<b244>9780123456789</b244>	
8	</ProductIdentifier>	</productidentifier>	
9	<DescriptiveDetail>	<descriptivedetail>	Start of Block 1: descriptive detail
10	<ProductComposition>00</ProductComposition>	<x314>00</x314>	Single-item retail product
11	<ProductForm>EC</ProductForm>	<b012>EC</b012>	Digital online
12	<ProductFormDetail>E120</ProductFormDetail>	<b333>E120</b333>	ebrary format
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14	<TitleDetail>	<titledetail>	
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17	<TitleElementLevel>01</TitleElementLevel>	<x409>01</x409>	Product level
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19	</TitleElement>	</titleelement>	
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22	<SequenceNumber>1</SequenceNumber>	<b034>1</b034>	Contributor 1

	Using reference names	Using short tags	Notes
23	<ContributorRole>A01</ContributorRole>	<b035>A01</b035>	Author
24	<NamesBeforeKey>Polly</NamesBeforeKey>	<b039>Polly</b039>	
25	<KeyNames>Toodle</KeyNames>	<b040>Toodle</b040>	
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33	<MainSubject/>	<x425/>	
34	<SubjectSchemeIdentifier>12</SubjectSchemeIdentifier>	<b067>12</b067>	BIC subject category code
35	<SubjectSchemeVersion>2</SubjectSchemeVersion>	<b068>2</b068>	Version 2
36	<SubjectCode>FM</SubjectCode>	<b069>FM</b069>	Fiction – fantasy
37	</Subject>	</subject>	
38	<AudienceCode>01</AudienceCode>	<b073>01</b073>	General / trade
39	</DescriptiveDetail>	</descriptivedetail>	End of Block 1
40	<CollateralDetail>	<collateraldetail>	Start of Block 2: collateral detail
41	<TextContent>	<textcontent>	
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43	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
44	<Text>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</Text>	<d104>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</d104>	
45	</TextContent>	</textcontent>	
46	<TextContent>	<textcontent>	
47	<TextType>03</TextType>	<x426>03</x426>	Description
48	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
49	<Text>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel	<d104>Lorem ipsum an mentitum forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscing ut mea, cu nec illud vivendo	

	Using reference names	Using short tags	Notes
	iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albucius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</Text>	salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albucius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zzril salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</d104>	
50	</TextContent>	</textcontent>	
51	</CollateralDetail>	</collateraldetail>	End of Block 2
52	<PublishingDetail>	<publishingdetail>	Start of Block 4: publishing detail
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55	</Imprint>	</imprint>	
56	<Publisher>	<publisher>	
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58	<PublisherName>XYZ Publishers</PublisherName>	<b081>XYZ Publishers</b081>	
59	</Publisher>	</publisher>	
60	<SalesRights>	<salesrights>	
61	<SalesRightsType>01</SalesRightsType>	<b089>01</b089>	Exclusive rights
62	<Territory>	<territory>	
63	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	Worldwide
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67	<ProductSupply>	<productsupply>	Start of Block 6: product supply
68	<Market>	<market>	
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70	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	World

	Using reference names	Using short tags	Notes
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75	<MarketDate>	<marketdate>	
76	<MarketDateRole>01</MarketDateRole>	<j408>01</j408>	Publication date in this market
77	<DateFormat>00</DateFormat>	<j260>00</j260>	YYYYMMDD
78	<Date>20100410</Date>	<b306>20100410</b306>	
79	</MarketDate>	</marketdate>	
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81	<SupplyDetail>	<supplydetail>	
82	<Supplier>	<supplier>	
83	<SupplierRole>10</SupplierRole>	<j292>10</j292>	Exclusive distributor to end-customers
84	<SupplierName>ebrary</SupplierName>	<j137>ebrary</j137>	
85	</Supplier>	</supplier>	
86	<ProductAvailability>99</ProductAvailability>	<j396>99</j396>	Contact supplier
87	<UnpricedItemType>04</UnpricedItemType>	<j192>04</j192>	Contact supplier
88	</SupplyDetail>	</supplydetail>	
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90	</Product>	</product>	