

## **BIC METADATA SUB-COMMITTEE MEETING – Minutes**

**Location:** Bowker, 5<sup>th</sup> Floor, 3 Dorset Rise, London EC4Y 8EN

**Date and time:** Thursday 22<sup>nd</sup> March 2018, 2pm

**Minutes taken by:** Alaina-Marie Bassett

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### **Present**

Alaina-Marie Bassett, BIC  
Graham Bell, EDItEUR  
John Bell, HarperCollins Publishers  
Catriona Brown, Canongate Books  
Kat Coveyduck, Virtusales  
Ingrid Harrold, Dorling Kindersley  
Azar Hussain, Faber & Faber  
Eleanor Jones, Pan Macmillan  
Karina Luke, BIC  
Peter Mathews, BIC Project Consultant  
Chris Saynor, EDItEUR

Jack Tipping, Bowker  
Gabrielle Wallington, Waterstones (Deputy Chair)  
Howard Willows, Nielsen  
Jon Windus, Nielsen (Chair)

### **Apologies**

Eric Green, BDS  
Andrew Henty, Virtusales  
Lada Kriz, Penguin Random House  
Fawzia Nazir, Ingenta (dialled in)  
Emma Watts, Hachette

### **1. Introductions and Apologies**

JW welcomed the Group to the meeting and the apologies were delivered. IH of Dorling Kindersley (DK) was welcomed as a new member to this Committee. PM noted that he will be attending the meetings of this Group in his capacity as the Project Consultant for the forthcoming BIC Metadata Map.

### **2. Competition Law – Conduct Reminder**

The Group was reminded about BIC's Competition Law Policy – please click on the following link for more information regarding this policy: <http://www.bic.org.uk/149/BIC-Competition-Law-Policy/>

### **3. Review minutes and actions from the last meeting and any matters arising**

The minutes from the previous meeting were approved with minor corrections from GB. The following action was discussed:

- ICC Colour Profiles

IH reported that the ICC colour profiles which DK uses for its cover images are being stripped out by at least one large, online retailer. Both IH and JB confirmed that their respective organisations have a workaround in place internally (i.e. using a sRGB profile instead) to resolve this issue.

### **4. Progress Report on the BIC Metadata Supply Chain Map**

PM reported that the BIC Metadata Steering Group last met on Wednesday 21<sup>st</sup> March 2018, where the draft Terms of Reference (ToR) and Benefits documents for contributing organisations were discussed. PM reported that the intention is to produce a 'club' of sorts which organisations can join in order to participate on the project and thus gain access to its output. PM confirmed that Cambridge University Press will participate on the project to make his involvement easier. The latest versions of both the ToR and Benefits documents will be circulated to the Steering Group in a week's

time and the BIC Metadata Map project will be launched at the BIC Building a Better Business (BBB) Seminar at London Book Fair 2018 (LBF18) on Thursday 12<sup>th</sup> April 2018. The Group agreed that a press release should be written to coincide with the launch / PM's presentation at the BIC BBB Seminar.

- **ACTION:** PM to write a draft press release regarding the BIC Metadata Map project, ASAP.
- **ACTION:** KL to ensure that both the BIC Metadata Map Steering Group and BIC Executive Board sign off on the press release prior to its dissemination.
- **ACTION:** KL and PM to invite the organisations represented on this Committee, as well as those on the BIC Operational Board, to be involved in the pilot of the Metadata Map.
- **ACTION:** AMB to add "piloting the Map" to the agenda for the next meeting of this Committee.

#### 5. Update on BIC's statement regarding the misuse of the Subtitle field in ONIX

This BIC statement was disseminated on Friday 9<sup>th</sup> March 2018 and was sent to BIC Members, Non-Members and press organisations including BookBrunch, The Bookseller and Print Weekly. The statement was reported on by some press organisations and BIC received engagement with the statement via Twitter also. JB informed the Group that the statement even reached his colleagues in Australia. A presentation on this topic by Martin Hearn of Waterstones – entitled "Why Receiving Good Metadata is Crucial for Booksellers" – will be made at the forthcoming BIC BBB Seminar at LBF18.

KL noted that BIC has received little criticism as a result of the statement with just one organisation claiming that it has proof that misusing the Subtitle field positively affects its sales; KL will liaise with this organisation at LBF18 to discuss this matter further. EJ and CB noted that the statement is a useful resource to refer colleagues to however GB noted his disappointment that only one of the press organisations that reported on the statement referenced retailers' responsibilities in relation to this issue. He suggested that a follow-up statement could be produced to address the industry's requirements for retailers. The Group agreed. JW and KL noted that the actions required by retailers' will also be addressed by the BIC Metadata Map project and the revised BIC Product Data Excellence Award (PDEA) Accreditation Scheme for retailers / data recipients going forwards.

- **ACTION:** AMB to add "Follow-up statement to address retailers' required actions" to the agenda for the next meeting of this Committee.

JW noted that this Group will need to gain an understanding of how organisations are now supplying marketing / promotional text. The Group agreed that organisations should be approached directly and individually regarding this matter as part of the BIC Metadata Map project. PM noted that he will begin interviewing organisations which are not members of the BIC Metadata Map Steering Group by August 2018. IH informed the Group that some organisations are misusing other ONIX fields in addition to the Subtitle field. She noted that one particular organisation works so far in advance that it will not be possible to see whether they have stopped misusing fields until 2019. The Group agreed to keep a watching brief on this topic.

- **ACTION:** AMB to amend this item on the agenda for the next meeting of this Group to read as follows: "Review use of Subtitle throughout the book industry supply chain".

## 6. Pooling / misuse of ISBNs

GW noted that pooling of ISBNs is a widespread issue across the book industry supply chain whereby large organisations in both the UK and the US have chunks of US ISBNs assigned to UK products and vice versa; this bad practice affects both Nielsen BookScan reports and retailers' internal reports as a result. GW reported that the International ISBN Agency is looking into this matter and will provide a presentation on ISBN prefixes at BIC's forthcoming BBB Seminar at LBF18. JW suggested that a BIC Bite on this topic should also be produced. The Group agreed. AMB noted that a BIC Breakfast on this topic will take place on Wednesday 24<sup>th</sup> October 2018.

- **ACTION:** KL to approach Stella Griffiths about writing a BIC Bite on pooling / the misuse of ISBNs.

GW explained that when an ISBN is assigned to a product, that product is in turn assigned to the country that the ISBN derives from (rather than the publisher or its region). JW noted that agencies are required by law to record whom the prefixes have been sold to. GB commented that there are legitimate reasons why the ISBN does not match the country or publisher. IH noted that very little documentation on this topic is available; she suggested that a compelling argument against pooling ISBNs is required for this reason. GB informed the Group that the latest ISBN documentation is now available online, free of charge: <https://www.isbn-international.org/content/isbn-users-manual>

- **ACTION:** AMB to remove this item from the agenda for the next meeting of this Committee.

## 7. The BIC Price & Availability (P&A) Task & Finish Working Group (T&FWG) and its forthcoming Industry Requirements for Pricing workshop

GW noted that, due to limited responses from this T&FWG, this workshop has now been rescheduled to take place on Thursday 19<sup>th</sup> April 2018. It will discuss existing standards for pricing within the book industry supply chain to ascertain whether any can be repurposed to fit the book industry's requirements or whether a new standard is needed. GW confirmed that at least 2 of the organisations that have previously suggested that a new standard is required will be in attendance at the workshop.

- **ACTION:** AMB to ensure that GB and JW have been invited to attend this workshop.

## 8. Updates from other BIC Committees

### - Digital Supply Chain (DSC) Committee

The most recent meeting of the BIC DSC Committee took place on Thursday 1<sup>st</sup> March 2018, where the 'Section D: Digital' of the revised BIC Supply Chain Excellence Award (SCEA) Accreditation Scheme's application form was discussed at length. KL noted that the BIC DSC Committee has now put forward its proposals for this section to the BIC SCEA T&FWG, including a question regarding any proprietary standards. KL noted that the BIC DSC Committee intends to write a Best Practice Guidelines document for audiobook metadata supply in due course.

### - Libraries Committee

The BIC Libraries Committee met most recently on Thursday 14<sup>th</sup> December 2017; its next meeting will take place in early April 2018. KL reported that this Committee is in the process of discussing the production of a mapping between UK Standard Library Categories (UKSLC) and *Thema* since many libraries currently use CollectionHQ which uses BIC codes from 2010. GB

suggested that BIC should update UKSLC (producing a new version) instead of a mapping, basing it on *Thema* rather than BIC codes. The Group agreed. JW noted that it would be useful to ascertain why the BIC Libraries Committee requires a mapping / revision of UKSLC and what issues they're experiencing as a result. He suggested that the volume of libraries using UKSLC should also be identified. It was noted that a sub-set of *Thema* codes could be used to update UKSLC to ensure that version 2 is not unnecessarily granular for libraries' purposes.

- **ACTION:** KL to inform the BIC Libraries Committee that this Group recommends creating UKSLC Version 2 – basing it on *Thema* rather than BIC codes – instead of a mapping.
- **ACTION:** KL to report back on the Libraries Committee's response to this Group's recommendation (above) via email after its forthcoming meeting on Wednesday 4<sup>th</sup> April 2018.
- **ACTION:** KL to ascertain, from the BIC Libraries Committee, the extent to which libraries use UKSLC and report back to this Group at the next meeting.

- BIC Technology Excellence in Libraries Award (TEiLA) Accreditation Scheme

KL reported that the BIC TEiLA T&FWG / Panel is now investigating software for building online application forms for this new Scheme as the use of SurveyMonkey is not viable. KL suggested that the chosen service may, in turn, be used for the revised BIC PDEA and SCEA Schemes also.

- BIC Library Suppliers (Government TaskForce) Liaison Group

KL reported that the Single Digital Presence project has now been assigned to the British Library. BIC is considering whether to be involved in the revision of the procurement process, for which funding is available.

- Physical Supply Chain (PSC) Committee

It was reported that the BIC PSC Committee is looking to recruit more bookseller representatives; KL is liaising with Fraser Tanner of The Booksellers Association regarding this matter. This Committee met most recently on Thursday 8<sup>th</sup> March 2018, where the BIC [Priority Paper #5](#) (regarding a BIC mapping of the PSC) was discussed. KL reported that the Project Brief for the forthcoming BIC PSC Map T&FWG will be published in April 2018. The Group suggested that a workshop to establish how BIC should approach this Map should take place in June / July 2018. It was noted that the work of both the BIC Metadata Map and BIC PSC Map will overlap to an extent.

*Post-Meeting Update: The Project Brief for the BIC PSC Map T&FWG can be found online, here: [www.bic.org.uk/files/pdfs/BIC%20Physical%20Supply%20Chain%20Map%20FINAL%20v1.0.pdf](http://www.bic.org.uk/files/pdfs/BIC%20Physical%20Supply%20Chain%20Map%20FINAL%20v1.0.pdf) The BIC PSC Map workshop has been scheduled to take place on Wednesday 18<sup>th</sup> July 2018: <https://www.eventbrite.co.uk/e/bic-workshop-physical-supply-chain-map-tickets-46187819010>*

**9. Update on progress for BIC Task & Finish Working Groups (T&FWGs)**

- Acquisitions & Divestments (A&C)

KL reported that Best Practice Guidelines document for digital products has now been published and is available on the BIC website, here: [www.bic.org.uk/189/Acquisitions-and-Divestments](http://www.bic.org.uk/189/Acquisitions-and-Divestments).

The next meeting of this T&FWG will take place on Friday 4<sup>th</sup> May 2018, where the Group will continue to discuss the draft acquisitions and divestments document for print / physical books.

- Industry Returns Initiative (IRI) Review

KL reported that the deadline for the revision of the IRI Rulebook is the end of June 2018. GW noted that any data elements that are required by this T&FWG can be considered by the BIC P&A T&FWG as part of its investigation into personal pricing.

- Library Web Services

KL noted that the deadline for the completion of the BIC Library Web Services project is December 2018. As such, the scope of this project has been revisited to ensure that the deliverables are achievable; the T&FWG will decide in December 2018 whether further library APIs should be produced, depending on the level of engagement and adoption from libraries and their suppliers.

*Post-Meeting Update: The addendum to this BIC project can be found online, here: [www.bic.org.uk/files/pdfs/Library%20Web%20Services%20Project%20Scope%20Addendum%20v.1.0.pdf](http://www.bic.org.uk/files/pdfs/Library%20Web%20Services%20Project%20Scope%20Addendum%20v.1.0.pdf)*

- Price & Availability (P&A)

See Item 7 (above).

- Print on Demand (POD) & Short Run Printing

KL informed the Group that this T&FWG is in the process of being reassembled; a representative from BISG may Chair the T&FWG providing a select number of items can be added into the Project Brief. GB noted that organisations in the US consider POD to be a method of manufacture.

- Product Data Excellence Award (PDEA) Accreditation Scheme Revision

KL reported that the ONIX Data Element Sets and Assessors Specification for this revised Scheme have now been signed off; the T&FWG's next meeting will take place in June 2018. KL noted that the launch date for the revised PDEA Scheme will need to be agreed shortly but is dependent on the assessors and their ability to measure for the Scheme; the announcement of the revised PDEA Scheme is likely to take place nearer to Frankfurt Book Fair 2018 as a result. GB noted that the PDEA Scheme has been thoroughly reviewed and simplified, with only a handful of extra fields being added. The key changes include: the mandatory use of ONIX 3.0 in order to obtain the highest tier of PDEA award (Gold); and all organisations, including those gaining the lowest tier of award (Bronze), must use ONIX vocabulary even when supplying metadata via a spreadsheet. KL noted that the use of *Thema* is mandatory in order to obtain a Gold award and will be phased in for Silver and Bronze awards in due course, following the launch of the Scheme. KL also informed the Group that the BIC PDEA Review T&FWG is looking into the possibility of assessing the quality of metadata (via spot checking) as part of this revised Scheme; EDItEUR's strict / advanced XSD tool may be used to carry out the proposed checks / validations, if possible.

- BIC Supply Chain Excellence Award (SCEA) Accreditation Scheme Revision

KL noted that the deadline for the revision of this Scheme is December 2018.

#### 10. Update on the current Product Data Excellence Award (PDEA) Accreditation Scheme

KL reported that 51 publishers are currently accredited on the PDEA Scheme – 26 of which have also obtained an ONIX 3.0 Badge to date. The next deadline for applications is Friday 6<sup>th</sup> April 2018.

#### 11. UK ONIX National Group

HW informed the Group that the most recent meeting of the UK ONIX National Group took place on Wednesday 7<sup>th</sup> March 2018, where Code List Issue 41 was discussed and the forthcoming BIC statement on the misuse of the Subtitle field (see Item 5, above). During the meeting, CS provided a presentation on EDItEUR's strict / advanced XSD V1.1 which approximately 500 rules have been added to, to date. HW reported that voice searching was raised at the meeting, with a view to the Group establishing whether extra consideration needs to be taken by organisations for this search method (which often provides only a single result to any one search). GB commented that the Knowledge Graph (used by Google) includes information from ONIX metadata and schema.org. GB informed the Group that Amazon representatives attended BISG's recent training sessions (which took place in the US). BIC's ONIX: Essentials and ONIX: Advanced Topics courses will take place next on Monday 30<sup>th</sup> April and Tuesday 1<sup>st</sup> May 2018.

#### 12. UK *Thema* National Group

HW reported that the most recent meeting of this National Group took place on Thursday 15<sup>th</sup> March 2018, where the proposals for *Thema* v1.3 were discussed; these proposals will be ratified at the forthcoming meeting of the *Thema* International Steering Committee (ISC) at LBF18. HW noted that Japanese national extensions have been added to v1.3, plus an array of Fiction and Educational codes. In addition, a UK national extension for Shakespeare will be put forward for the ISC's consideration. GB noted that EDItEUR is in the process of adding synonyms to the *Thema* browser and will speak at the forthcoming BIC Breakfast on creative classification on Wednesday 23<sup>rd</sup> May 2018. HW noted that BIC's Implementing *Thema* course will take place next on Tuesday 17<sup>th</sup> May 2018.

#### 13. Round-the-table feedback from each committee member on new areas that this Committee should be exploring / researching & A.O.B

- JT reported that Bowker is now in search of more ONIX 3.0 feeds to test.
- GB encouraged the Group to try out the strict / advanced XSD tool (using Oxygen and/or XMLSpy).
  - **ACTION:** ALL to inform GB and CS of any new rules / validations which should be considered as additions for the strict XSD V1.1, ASAP.
  - **ACTION:** ALL to provide any feedback on the strict XSD to GB and CS directly.
- JB reported that some organisations ignore rights restrictions which are supplied via ONIX 2.1 feeds, but less so for ONIX 3.0 feeds. GB and JB volunteered to write a BIC Bite on this topic.
  - **ACTION:** GB and JB to co-write a BIC Bite on rights restrictions in ONIX, ASAP.

#### 14. Actions for the BIC Training, Events and Communications (TEC) Committee to consider

KL reported that the BIC EDI in Libraries (half-day) training course has now been scheduled to take place on Thursday 7<sup>th</sup> June 2018. In addition, she noted that the BIC Metadata Power training course (which was produced in collaboration with the Publishing Training Centre) took place on Wednesday 7<sup>th</sup> February 2018; EDItEUR provided the training for this course, following feedback from past attendees. GB noted that this course is intended for beginners, i.e. those who know very little, if anything, about metadata. This course will run twice more in 2018; see the following page for more information: <http://www.bic.org.uk/179/Metadata-Power/>

**15. Date of next meeting**

Thursday 28<sup>th</sup> June 2018.