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UK ONIX NATIONAL GROUP MEETING – Minutes
Location: CILIP Building, 7 Ridgmount Street, London WC1E 7AE
Date and time: Wednesday 6th December 2017, 2pm
Minutes taken by: Alaina-Marie Bassett

Present

Alaina-Marie Bassett, BIC
Graham Bell, EDItEUR
Elizabeth Campbell, Pan Macmillan
Anu Chaturvedi, Taylor & Francis (delegate)
Toby Gill, Virtusales
Eric Green, Bibliographic Data Services (EGR)
Ingrid Harrold, Dorling Kindersley
Karina Luke, BIC
Alistair Mann, Hachette
Fawzia Nazir, Ingenta (dialled in)
Karen Osterley, Pearson
Jessica Patient, Nielsen
Chris Saynor, EDItEUR

Jack Tipping, Bowker
Gabrielle Wallington, Waterstones
Laura Williams, Penguin Random House
Howard Willows, Nielsen (Chair)

Apologies

Kat Coveyduck, Virtusales
Emma Gibson, Pearson (EGI)
Azar Hussain, Faber & Faber
Martin Klopstock, Kogan Page
Peter Mathews, Cambridge University Press
David Seymour, Taylor & Francis Group
Emma Whiting, Ingenta
Tim Wilson, Hachette

1. **Introductions & Apologies**
   HW welcomed the Group to the meeting and the apologies were delivered. The Group introduced themselves for the purpose of the minutes.

2. **Competition Law – Conduct reminder**
   The Group was reminded about BIC's Competition Law Policy – please click on the following link for more information: http://www.bic.org.uk/149/BIC-Competition-Law-Policy/

3. **Review of minutes and follow up on actions from the last meeting**
   The Group approved the minutes from the last meeting. The following actions were discussed:
   - Promotion and uptake of ONIX 3.0
     KL confirmed that she will liaise with Amazon shortly regarding its policy for accepting ONIX 3.0 feeds.
     ➢ **ACTION:** KL to liaise with Amazon (as above) and report back to this Group, ASAP.

   - Making <Subtitle> repeatable within <TitleDetail>
     This proposal for ONIX 3.0.4 was not approved by the ONIX International Steering Committee (ISC) at Frankfurt Book fair 2017 (FBF17). GB advised that the examples provided by LW since the last meeting demonstrate that there are valid instances where a book can have more than a single subtitle, but there is also a general view that this could exacerbate the problem of inappropriate subtitles (see below). LW requested that, in the absence of repeatable tags, guidance on the expression of complex/multiple subtitles in ONIX (using colons or other punctuation) would be appreciated. GB agreed to produce a best practice guidelines document.

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> ➤ **ACTION**: GB to produce a document which explains best practice for expressing complex/multiple subtitle data in ONIX.

4. **Code Lists**

- Review of Issue 39

   GB reported that Issue 39 was ratified by the ONIX International Steering Committee (ISC) at Frankfurt Book Fair 2017 (FBF17). He noted that there were no significant late changes to the proposals document (which was discussed by this Group previously). CS noted that the most significant additions to Issue 39 were 2 codes in List 150, which allow organisations to differentiate between audiobook downloads and streaming.

- Proposals for Issue 40

   The proposals for Issue 40 were reviewed by the Group during the meeting. Where the proposals provoked comments / discussion, they are listed below. All other proposals were approved by the Group. GB noted that Issue 40 will be published in January 2018.

   - List 81 – Product Content Type
      GB noted that Code 42 usage will help to indicate when a product is single-use.

   - List 163 – Publishing Date Role
      GB noted that the clarifications / amendments to Codes 01, 02, 09 and 10 in List 163 and Code 02 in List 166 will be translated for use on the ONIX online browser.

      EG informed the Group that some BDS clients have been penalised by retailers and libraries for date of supply in relation to List 163, Code 01 (Publication Date). GB noted that if publishers miss their advertised publication date, then retailer's or librarian's merchandising and stock purchase plans are affected – in egregious cases, it is understandable that some penalties might be applied. Publishers should avoid this by updating the metadata with a correct pub date (i.e. the postponed date) as soon as they believe they will miss the original schedule.

      The question of sales embargo dates (on sale dates in ONIX 2.1) was also raised. Such embargos are the exception in the print world, and should not be applied unnecessarily or routinely to print books, as this raises the risk that *genuine* embargo dates are ignored or lost. GB noted that in the digital supply chain, embargos are more common and that this does not appear to cause issues.

   - List 196 – e-Publication Accessibility Detail
      GB noted that Code 90 (inaccessible) should be used for old publications which will not be made accessible in future and do not currently meet accessibility criteria.

> ➤ **ACTION**: ALL to provide feedback on the proposals for ONIX Code List, Issue 40 to GB and CS by Friday 12th January 2018.

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5. **ONIX activity**

- <u>Update on ONIX 3.0.4</u>

GB reported that most of the proposals that were discussed by this Group at its last meeting have now been ratified by the ONIX ISC at FBF17. As such, ONIX 3.0.4 has been published. EDItEUR's ONIX 3.0.4 specification and Implementation and Best Practice Guide documents can be found online, here: http://www.editeur.org/93/Release-3.0-Downloads/#Specification

GB informed the Group that the addition of <SupplyContact> within the <SupplyDetail> composite now allows organisations to add contact details for suppliers. In addition, EPUB License (using the <EpubLicense> composite) and reserved stock (stock on hand but not available to fulfil new orders) can now be specified, and <CollectionSequenceNumber> has been extended. GB noted that the proposal for making product packaging repeatable was not approved by the ONIX ISC as it is already possible to express 3 different packaging 'layers'.

GB reported that EDItEUR has now begun to consider proposals for ONIX 3.0.5. He noted that it will take time for organisations to implement / migrate to ONIX 3.0.4 however.

6. **Misuse of the Subtitle field in ONIX**

Hard copies of the latest BIC statement on this topic were circulated during the meeting. GB informed the Group that a presentation at the IPG's most recent quarterly meeting had focussed on how to use promotional text in the subtitle field. He noted that the small publisher which provided the presentation had known that using the subtitle field was incorrect but did not know the proper way to supply promotional text in ONIX feeds. GB confirmed that he wrote a statement following the quarterly meeting which has since been circulated to the IPG's members. GW commented that this practice is a growing trend which needs to be addressed. She noted that, in some instances, stakeholders are forcing organisations to carry out this bad practice because they believe it has a positive effect on sales.

GW informed the Group that it is Waterstones' practice to manually amend any record which contains promotional text in the Title / Subtitle field, and once done, the record is locked – meaning that publishers cannot amend or update the record in future. She commented that if the issue persists, Waterstones may choose not to display subtitles going forwards. EG suggested that this topic could be incorporated into the revision of BIC Product Data Excellence Award (PDEA) Accreditation scheme (whereby organisations could be penalised for their misuse).

The Group agreed that the BIC statement should explain why the practice is ill-advised and inappropriate, and (if supported by evidence) that it does not affect sales positively. KL suggested that statements of support from data aggregators, retailers and industry bodies should be included in the BIC statement, explaining that misuse of the Subtitle field will cause delays in the dissemination of organisation's metadata. It was noted that definitions for both "promotional text" and "subtitle" should be included in the BIC statement alongside some examples of each.

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- ➢ **ACTION**: HW, JT and EG to liaise with their respective organisations regarding a statement of support for the BIC statement and report back to KL, ASAP.
- ➢ **ACTION**: IH to provide examples of subtitles to facilitate the definition of subtitle, ASAP.

- <u>Feedback on the latest version of the BIC statement</u>
  KL noted that this statement will need to be reviewed and subsequently signed off by the BIC Metadata Sub-Committee at its next meeting on Wednesday 13ᵗʰ December 2017. The Group suggested that the statement is currently worded too strongly, that it should be more positive (explaining the value of subtitles when they are supplied correctly), and that "misuse" should be used rather than "abuse". KL informed the Group that she is in the process of liaising with Amazon regarding a general statement and GB suggested that Amazon's ONIX Submission Guidelines document could be quoted for this purpose.
  - ➢ **ACTION**: KL to revise the BIC statement (v0.9.3) according to the feedback received during this meeting and circulate to the BIC Metadata Sub-Committee ASAP.
  - ➢ **ACTION**: KL to approach Amazon to enquire whether the BIC statement could quote Amazon's ONIX Submission Guidelines document, as proposed during the meeting.

  IH noted that publishers do not have sight of how / how much their product records are used. GW suggested that retailers would be happy to hold a conversation with publishers about this, if approached, however AM noted that it may not be possible to gain this feedback from large online retailers. EC informed the Group that Pan Macmillan has experienced an additional issue with subtitles whereby its metadata (for the same title) is being amalgamated by aggregators / retailers so that a digital edition's subtitle is used for the print edition also (when it does not apply to the print edition).

- <u>BIC event(s) on the misuse of the Subtitle field</u>
  HW and CS suggested that a workshop could be held on this topic, specifically for marketing professionals; however, the Group raised concerns about reaching the right audience. The Group agreed that a BIC Breakfast should be held for marketing professionals and a workshop for metadata professionals. They also agreed that a presentation on this topic should be held at the BIC Building a Better Business Seminar (BBB) at London Book Fair 2018. HW suggested that BIC should liaise with other organisations to ask for their help in disseminating information about this topic.
  - ➢ **ACTION**: AMB to ensure that a BIC Breakfast for marketing professionals (concerning the importance of best practice and myth-busting) takes place in early 2018.
  - ➢ **ACTION**: AMB to liaise with GB regarding a workshop for metadata professionals, with a view to this event taking place in 2018.
  - ➢ **ACTION**: KL to ensure that a presentation takes place at the BIC BBB Seminar 2018.
  - ➢ **ACTION**: KL to liaise with The Bookseller, Bookbrunch, The BA, The PA, CILIP, etc. regarding the dissemination of the BIC statement.

7. **Promotion and Uptake of ONIX 3.0**
   - <u>JT</u> – Bowker is currently promoting more ONIX 3.0 files however it has not received any new 3.0 feeds in recent months.

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- <u>KO</u> – Pearson has experienced an increase in users of its Information Centre and KO reported that 26 organisations are now accepting ONIX 3.0 feeds.
- <u>TG</u> – Virtusales Publishing Solutions now uses ONIX 3.0 as its default standard.
- <u>AM</u> **–** Hachette is mostly supplying ONIX 3.0 feeds now.
- <u>JP</u> – Consistently, 50% of Nielsen's feeds are now ONIX 3.0.
- <u>EC</u> – Pan Macmillan now has 2 live ONIX 3.0 feeds and more will be moved across soon.
- <u>GW</u> – Waterstones is looking to implement ONIX 3.0 in 2018.
- <u>IH & LW </u> – Dorling Kindserley (DK) and Penguin Random House are not yet in a position to contact their customers about accepting ONIX 3.0 feeds but will do so in future.
- <u>HW</u> – Nielsen is now in the final stages of testing its ONIX 3.0 output – this process will be completed in early 2018.
- <u>GB</u> – EDItEUR attended a BISG event in May 2016 regarding the US's migration to ONIX 3.0. GB reported that BISG is now making its case for the use of ONIX 3.0 in the US but has requested further support for ONIX 2.1 in the meantime. He noted that the ONIX ISC will only agree to provide further support if BISG can formulate a realistic plan for the US's migration. GB commented that this sudden activity / intention is likely to have been a result of freezing ONIX code lists for 2.1.
- <u>FN</u> – Ingenta is able to ingest ONIX 3.0 but is not receiving any 3.0 feeds at this time.

8. **Proposed topics for ONIX Workshops**
   GB noted that a list of proposed topics for ONIX workshops was collated previously. He reported that the BIC Communicating Price Details in ONIX workshop has now taken place twice; in July and November 2017. HW suggested that a workshop could be held on sales rights and restrictions.
   ➢ **ACTION**: ALL to inform GB and AMB about any potential topics for forthcoming workshops.

9. **A.O.B.**
   The Group did not have any other business to report.

10. **Date of the next meeting**
    Wednesday 7th March 2018.