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UK ONIX NATIONAL GROUP MEETING – Minutes
Location: Bowker, 5th Floor, 3 Dorset Rise, London EC4Y 8EN
Date and time: Wednesday 7th March 2018, 2pm
Minutes taken by: Alaina-Marie Bassett

Present
Alaina-Marie Bassett, BIC
Elizabeth Campbell, Pan Macmillan
Toby Gill, Virtusales
Ingrid Harrold, Dorling Kindersley
Azar Hussain, Faber & Faber
Lada Kriz, Penguin Random House (delegate)
Karina Luke, BIC
Alistair Mann, Hachette
Karen Osterley, Pearson (dialled in)
Jessica Patient, Nielsen
Chris Saynor, EDItEUR
David Seymour, Taylor & Francis Group
Jack Tipping, Bowker

Gabrielle Wallington, Waterstones
Emma Whiting, Ingenta
Howard Willows, Nielsen (Chair)

Apologies
Graham Bell, EDItEUR
Kat Coveyduck, Virtusales
Emma Gibson, Pearson (EGI)
Eric Green, Bibliographic Data Services
Martin Klopstock, Kogan Page
Peter Mathews, Cambridge University Press
Fawzia Nazir, Ingenta
Laura Williams, Penguin Random House
Tim Wilson, Hachette

1. **Introductions & Apologies**
   HW welcomed the Group to the meeting and the apologies were delivered.

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
     EG informed the Group that Amazon does not accept ONIX 3.0 feeds for digital products at present, although its reasons for this are unknown.
     ➤ **ACTION CARRIED OVER:** KL to liaise with Amazon regarding its policy for accepting ONIX 3.0 feeds and report back to this Group, ASAP.
     ➤ **ACTION**: ALL to send prospective contacts for Amazon and/or insight into Amazon's policy on accepting ONIX 3.0 feeds to KL and AMB, ASAP.

   - Making <Subtitle> repeatable within <TitleDetail>
     CS confirmed that EDItEUR will provide guidance on this topic, plus disseminating marketing / promotional materials in ONIX, after London Book Fair 2018 (LBF18).
     ➤ **ONGOING ACTION**: GB to produce a document / application note which explains best practice for expressing complex/multiple subtitle data in ONIX.

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4. **Code Lists**
   - Review of Issue 40
     CS confirmed that this code list was published in January 2018. The additions to Issue 40 included 3 new region codes for Belgium (pertaining to its differing price laws) plus the deprecation of the code for England, Scotland and Wales, as each have their own code in List 49; modification of List 51 to include Code 13 - ePublication based on a print product; a new language code (qlk) in List 74 for Lemko; the addition of a currency code for Ouguiya (MRU) in List 96; a new Unit of Usage code (15) in List 147 which can be used by libraries and academic publishers to specify a fixed number of licenses for digital products; a new Text Type code (26) for Introduction in List 153; three additional Product Form Detail codes (V205, V206 and V207) for HD, UHD and 3D videos; and a new ePublication Version Number (Code 116C) for Kindle KFX.

   - Proposals for Issue 41
     CS provided an overview of the proposals for Issue 41, noting that their number is relatively small at present. This issue will be ratified by the ONIX International Steering Committee (ISC) at LBF18. The prospective additions include clarifications to the codes SA and SB for multiple-component retail products (unboxed and boxed) in List 150; a revision of code (38) in List 29 for the Common European Framework of Reference for Languages (CEFR); clarifications for date format Codes 00 and 12 in List 55; a new code for Bolinda (BLD) – a ONIX retail sales outlet – in List 139; a new code (34) for expected warehouse date in List 166, i.e. the date when a distributor should expect a delivery to arrive from a printer; and a new Product Form Detail code (E147) for Erudit in List 175.
     - ➢ **ACTION**: ALL to provide feedback on the proposals for ONIX Code List, Issue 41 to GB and CS, ASAP.

5. **Demonstration of the 'strict' or advanced ONIX 3 schema**
   CS informed the Group that EDItEUR is undertaking a new project to develop a strict / advanced XSD for ONIX 3. The current XSD tool (v1.0) validates ONIX's structure only whereas the strict XSD (v1.1) will be able to check the validity of a feed and measure against constraints developed by EDItEUR. CS noted that the new tool is a work-in-progress however both are available on the EDItEUR website: http://www.editeur.org/93/Release-3.0-Downloads/ #Schema%20defs

   CS provided an overview of the rules / constraints that the strict XSD can validate which include: check digits, exact dates and formats, tax calculation and price types, affinities between product form details and product form, contributor sequence numbers, missing country codes or ROW sales rights type, warnings about deprecated codes or data elements, etc. There are 300-800 rules in total (depending on how you count). He noted that every rule developed for the strict XSD is explicit or clearly implicit in the ONIX specification however there are limitations to the rules that can be created, e.g. it would not be possible for the strict XSD to validate the **content** of a textual field. KL noted that the strict XSD could be used by assessors of the revised BIC Product Data Excellence Award (PDEA) Accreditation Scheme in future. CS agreed, noting that the XSD is free to use and so could be easily integrated into organisations' systems.

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CS provided a demonstration of the strict XSD during the meeting using Oxygen, showing how and where errors are flagged on screen. TG confirmed that Virtusales Publishing Solutions uses V1.1 presently and LK confirmed that Penguin Random House will do so shortly. CS requested that any ideas for new rules / constraints / validations should be send to EDItEUR directly.

➢ **ACTION**: AMB to circulate a copy of the 'Changes for XSD 1.1 strict schema' PDF, ASAP.
  Post-Meeting Update: This PDF was circulated to the Group on Thursday 8th March 2018.
➢ **ACTION**: ALL to provide feedback back on the strict ONIX 3 schema and/or put forward suggestions for additional validations to GB and CS, ASAP.

6. **Misuse of the Subtitle field in ONIX**
KL noted that the final BIC statement on this topic will be published on Friday 9th March 2018. She informed the Group about the minor changes that have been made to the statement since the last meeting, including the rearrangement of the industry support quotations. It was noted that this statement will be disseminated to BIC Members and non-members alike, plus marketing contacts / press. GW commented that it would have been beneficial to publish the statement prior to the IPG's Annual Spring Conference 2018 (Wednesday 7th – Friday 9th March 2018) however CS informed the Group that GB will be presenting at the IPG conference , and will therefore refer to the forthcoming statement.

➢ **ACTION CARRIED OVER**: KL to liaise with Bookbrunch, The Bookseller, The BA, CILIP, The PA, etc. regarding their prospective dissemination of the BIC statement.

JT informed the Group that Bowker is looking to produce an email campaign (detailing tips for publishers) in March 2018, which will refer readers to the BIC statement. GW confirmed that Waterstones will refer organisations to the statement also, if they continue to misuse the subtitle field. EC suggested that a request should be incorporated into the statement, encouraging individuals to circulate it to their colleagues (including editorial and marketing teams). KL agreed.

- BIC event(s) on the misuse of the Subtitle field
  AMB noted that this topic will be addressed by Martin Hearn of Waterstones at the forthcoming BIC Building a Better Business (BBB) Seminar on Thursday 12thApril 2018. Find out more, here: www.bic.org.uk/187/Building-a-Better-Business-Seminar-LBF-2018/. The Group discussed whether a BIC Breakfast on this topic should also take place. AM noted that organisations that are wrongly using the ONIX Subtitle field for search discoverability purposes should be told to use keywords instead. The Group agreed that holding a BIC Breakfast on discoverability would be seen in a more positive light. CS noted that some individuals may not know how to provide promotional materials and implement keywords so this event could address those gaps in knowledge. He also suggested that it would be useful to use the event to inform organisations about what metadata retailers can receive and which fields they use to populate their websites.
  ➢ **ACTION**: AMB to ensure that a BIC Breakfast on discoverability takes place in 2018/19.

- BIC Bite this topic
  IH suggested that a BIC Bite on how to supply / best practice when supplying promotional

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text should be written. The Group agreed. CS noted that EDItEUR will consider producing an ONIX Application Note on this topic too in due course.

➢ **ACTION**: AMB to identify an author for the forthcoming BIC Bite on this topic, ASAP.

7. **Promotion and Uptake of ONIX 3.0**
   - GW – Waterstones will implement ONIX 3.0 in 2018.
   - JP – 53% of Nielsen's ONIX feeds are now version 3.0. JP confirmed that Nielsen will be able to send / disseminated ONIX 3.0 feeds soon.
   - KL – BIC's Strategy and Implementation Plan 2018 documents are now available on the BIC website, here: www.bic.org.uk/186/BIC-Strategy/. KL noted that by the end of May 2018, BIC will have produced a promotional plan for ONIX 3.0. By the end of June 2018, BIC will have reviewed ONIX 3.0 training materials on its website and published the UK's take-up metrics. KL noted that BIC may collaborate with BISG when carrying out this work.
   - EC – Pan Macmillan continues to test its ONIX 3.0 feed.
   - AM – The majority of Hachette's business partners are now accepting ONIX 3.0 feeds.
   - JT – Bowker is now up-to-date with its ONIX 3.0 testing and is therefore able to accept test files from new organisations.
   - AH – Faber & Faber has recently sent an ONIX 3.0 test file to Bertram's. In addition, Faber & Faber is testing 2 new incoming feeds also.
   - DS – Taylor & Francis will launch a survey over the coming 2-3 months to ascertain what version of ONIX feeds its customers are able to accept and, if relevant, what their plans are for implementing ONIX 3.0 in future. DS agreed to send anonymised feedback from the survey to this Group, if possible, in due course. The Group suggested that it would be advantageous for this work to be completed by the end of June 2018. CS noted that BISG is also in the process of revising its ONIX 3.0 survey with the intention of driving further implementations in the US and Canada.
     ➢ **ACTION**: DS to provide this Group with anonymised feedback from Taylor & Francis' ONIX 3.0 survey ideally before June 2018, in order to inform BIC's reporting on the take-up metrics of ONIX 3.0 (part of the BIC Implementation Plan 2018).
     ➢ **ACTION**: CS to send a copy of BISG's ONIX 3.0 survey to DS for his review, ASAP.
   - KO – KO confirmed that she is actively encouraging the use of ONIX 3.0 to her colleagues at Pearson. KO noted her intention to include information about the forthcoming BIC statement to her communications since some Pearson customers have access to Pearson's intranet / portal as well as her colleagues.

8. **Proposed topics for ONIX Workshops**
   The Group did not have anything to report.
   ➢ **ONGOING ACTION**: ALL to inform AMB about any potential topics for BIC workshops.

9. **A.O.B.**
   - Voice Search
     IH informed the Group that Dorling Kindersley has been looking into voice searches in relation to its product discoverability. She suggested that this Group should consider the topic too going forwards, questioning whether organisations' metadata is sufficient to

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support this new search format since customers are provided with just one result for their search. KL suggested that this could be a prospective topic for the BIC New Trends in Publishing Seminar which will be held on Tuesday 4th September 2018.

KL noted that this Group will need to consider its requirements for voice search in due course. HW suggested that the Group should look at other industries' use of voice search to inform its next steps. IH also suggested liaising with larger organisations, such as Amazon, which have their own virtual assistants to find out more. She noted that 20% of online searches are now made via voice search on mobiles so more insight into this area would be advantageous for the book industry.

➢ **ACTION**: KL to add voice recognition to her list of potential topics for the BIC New Trends in Publishing Seminar 2018.

➢ **ACTION**: AMB to add "voice recognition / voice search" to the agenda for the forthcoming meeting of the BIC Metadata Sub-Committee.

- *Thema*
CS informed the Group that the proposals for *Thema* v1.3 have now been disseminated to all *Thema* National Groups for review. The proposals will be ratified at the *Thema* International Steering Committee meeting at LBF18. HW noted that a code for Shakespeare is amongst those proposed for v1.3.

- ISNI
The Group was informed that YouTube is now an ISNI registration agency. CS noted that the British Library has done considerable work in assigning ISNIs to existing authors and will also offer a registration service for new ISNIs in future.

10. **Date of the next meeting**
Thursday 14th June 2018.