

UK THEMA NATIONAL GROUP – Minutes**Location:** Elsevier, Da Vinci Room, 10th Floor, 125 London Wall, London, EC2Y 5AS**Date and time:** Wednesday 5th September 2018, 2pm**Minutes taken by:** Sophia Sophocleous**Present**

John Bell, HarperCollins Publishers
 Paul Fox, Waterstones (delegate)
 Fiona Green, Bloomsbury Publishing
 Ingrid Harrold, DK
 Andrew Henty, Virtusales
 Azar Hussain, Faber & Faber (AHU)
 Chris Saynor, EDItEUR
 Sophia Sophocleous, BIC
 Chris Thwaite, Penguin Random House
 Karina Urquhart, BIC
 Howard Willows, Nielsen (Chair)

Apologies

Alaina-Marie Bassett, BIC
 Graham Bell, EDItEUR
 Kat Coveyduck, Virtusales
 Richard Davies, Elsevier
 Isabel Gouveia, Amazon
 Euan Hirst, Blackwell's
 Alan Trewartha, HarperCollins Publishers
 Gabrielle Wallington, Waterstones

Resigned from Group

Lada Kriz, Penguin Random House

1. Introductions and apologies

HW welcomed the Group to the meeting and delivered the apologies. The Group welcomed Chris Thwaite (CT) of Penguin Random House to the membership of this Group.

2. Competition Law – Conduct Reminder

The Group were reminded about BIC's Competition Law Policy – for further information regarding this policy, click here: <http://www.bic.org.uk/149/BIC-Competition-Law-Policy/>

3. Review minutes and follow up on actions from the last meeting

The minutes were approved with no amendments and the actions were discussed as follows:

- Update on *Thema 1.3*

HW noted that he has not yet investigated the possibility of making Nielsen's *Thema 1.3* to BISAC 2017 mapping available externally. JB confirmed that HarperCollins is interested and CS added that organisations in the German market have also expressed interest. CS noted that BISG has just published an update to BISAC.

➤ **ACTION:** (ongoing) HW to investigate the possibility of making Nielsen's *Thema 1.3* to BISAC 2017 mapping available externally, and on what terms.

Post-meeting update: Nielsen have approved in principle the proposal to make internal mapping docs available externally under licence. Details to be agreed on case-by-case basis.

- *Thema v1.4*

The Group agreed that the following action should be carried over to the next meeting:

➤ **ONGOING ACTION:** ALL to provide CS / GB with any suggestions they may have in advance for *Thema 1.4*.

- Potential BIC in-house training courses
 KU noted that in-house training is offered in BIC's Training Brochure 2018/19. She confirmed that BIC offer training outside of London.

- Potential endorsement of *Thema* from Amazon
 KU reported that IG had asked what type of endorsement Amazon should provide. The Group agreed that a simple statement that BIC could use on promotional materials would be appropriate. JB suggested that KU approach Kobo for an endorsement, and HW suggested Waterstones, Blackwell's and any other retailers.
 - **ACTION:** KU to continue liaising with IG regarding a potential endorsement for *Thema*, which may take the form of a simple statement.
 - **ACTION:** KU to approach retailers such as Waterstones, Blackwell's, Apple and Kobo regarding potential endorsements for *Thema*.

4. Update on *Thema* v1.3

- Core English documentation and data tables
 CS informed the Group that the Core English documentation and data tables are now up-to-date.

- "Using *Thema* and ONIX together" Q&A document
 CS asked the Group if they had any feedback relating to this document. IH noted that she had shared this document, along with the "Diversity and Inclusivity in *Thema* v1.3" document, and Worked Examples document, with all DK departments.

- Worked Examples document
 IH noted that the volume of fiction titles used in the Worked Examples document will discourage DK staff from using it. CS noted that he would like to create separate documents eventually, but the fiction titles do effectively demonstrate proper use of *Thema* and that the document has an index to help users find areas of interest. HW suggested that, as well as for Fiction, the document could be divided into smaller discrete sections on specific key areas, e.g. language, children's, educational etc. AH noted that he found the Worked Examples document very helpful and agreed with IH's comment, especially as the document is very large as it is. CT noted that having a narrative running through the document would be helpful. HW suggested that the *Thema* basic user guide could provide the narrative, if the two documents were combined. CS noted that he could use some worked examples in the basic user guide and include more examples in separate documents, as previously suggested. AH reported that the "Diversity and Inclusivity" document is also very useful.

- 'Reverse' Mapping *Thema* 1.3 to BIC2.1
 HW reported he had submitted the *Thema* to BIC mapping to EDItEUR, and that it was currently being checked prior to posting on the site.

CS encouraged the Group to join the *Thema* Implementation mailing list, as well as the ONIX Implementation mailing list.

- **ACTION:** ALL to sign up to the *Thema* Implementation mailing list, if appropriate: <https://www.editeur.org/153/Maintenance-and-Support/>
- **ACTION:** ALL to sign up to the ONIX Implementation mailing list, if appropriate: <https://www.editeur.org/16/Maintenance-and-support/#Implementation%20listserv>
- **ACTION:** ALL to provide CS / GB with any feedback or suggestions they may have regarding *Thema* documentation.

CS informed the Group that he has not completed his action to add worked examples for books suitable for both adults and children, as he requires input from retailers as well as publishers. He noted that possible conflicting metadata must be avoided and that it must be ensured that this need is related to using subject codes and is not just a marketing issue. IH noted that this is probably most important for DK for online discoverability, particularly browsing. PF noted that this would not cause any issue for Waterstones. CT speculated whether a qualifier could be used to classify a book as suitable for both adults and children.

- **ACTION:** HW and CS to liaise regarding books suitable for both adults and children.
- **ACTION:** IH to provide more examples of books suitable for both adults and children.

CS noted that he will include more examples of graphic novels / comics in the worked examples document. The handling of books suitable for specific or multiple dietary requirements was identified as a useful issue for inclusion.

- **ACTION:** ALL to provide CS with examples of books suitable for dietary requirements, with a view to including these in EDItEUR's worked examples document.

5. *Thema* promotion in the UK

KU informed the Group that the BIC Bite on *Thema* has now been updated.

6. *Thema* adoption / review training materials

- Producing a survey for this purpose
 KU asked the Group what they would want from a *Thema* survey. The Group discussed that BIC's Metadata Map project will be asking many of the same questions that BIC would want to ask in the survey. FG noted that the response from a *Thema* survey could inform training. AH noted that results from a survey will be received quicker than those from the Metadata Map, which would be beneficial, and that the survey will reveal which organisations are using *Thema*. The Group agreed that a survey **targeted at retailers** would be the most useful in the first instance; publishers are assigning *Thema* codes but need an understanding of retailers' uptake and use and of any perceived obstacles. FG noted that referencing the retailers' survey may be a good way of framing a later survey targeted at publishers.

- **ACTION:** KU to write draft questions for a *Thema* survey aimed at retailers, and circulate to this Group to review.
- **ACTION:** KU to liaise with the Booksellers Association regarding the *Thema* survey.
- Review of BIC Implementing *Thema* training course
HW noted that he and KU had agreed that it is unnecessary to split this training course into two, and that the content will be adjusted to allow more time and focus on hands-on allocation of *Thema* codes rather than on background and benefits.. FG suggested that BIC may want to consider offering in-house training in collaboration with other organisations (e.g. Bloomsbury). KU agreed to consider this. KU noted that AMB will circulate the updated training course description in due course.

7. Reports of *Thema* progress from members

- CS – CS reported that Metabooks in Brazil is now encouraging the use of *Thema* and MVB are looking at a similar initiative in Mexico.
- AH – Faber is testing with *Thema* v1.3 and continues to receive questions regarding implementation.
- JB – HarperCollins continues to receive questions regarding implementation, as well as issues relating to the incorrect positioning of books on Amazon.
- PF – Waterstones hopes to move over to *Thema* soon.
- IH – IH suggested adding a *Thema* code for picture books for older children. CS noted that there is already a code for this. IH speculated whether this code is misinterpreted by other publishers.
 - **ACTION:** CS to include a worked example of a picture book for older children in EDItEUR's document.

IH suggested adding a code for activity / novelty books which includes a toy element. CS noted that a new code is not necessary and that this would be a perfect example of how *Thema* and ONIX can be used together.

 - **ACTION:** CS to include a worked example, using *Thema* and ONIX, of a children's activity / novelty book which includes a toy element.

IH suggested adding a code for film companion guides (that are neither fiction nor reference books, but are guides contained within the respective film's universe).

 - **ACTION:** IH and CT to provide CS with examples of companion books to films.
- FG – Virtuales are dealing with Biblio developments.
 - **ACTION:** CS and FG to discuss the feedback received from FG's proposed codes for linguistics.
- CT – Penguin Random House have created a diversity working group to work on *Thema*, noting that the group would like to present to the UK *Thema* National Group.
 - **ACTION:** KU to invite Penguin Random House's diversity working group to present at the next meeting of this Group.
 - **ACTION:** CT to check whether the work of Penguin Random House's diversity working group can be shared with the *Thema* International Steering Committee.

Post-meeting update: CT has confirmed that this statement can be shared with the Thema ISC meeting in Frankfurt.

8. A.O.B.

There was no other business to discuss.

9. Date of next meeting

Thursday 13th December 2018.