UK ONIX NATIONAL GROUP MEETING – Minutes
CILIP Building, 7 Ridgmount St, London WC1E 7AE
Tuesday 17th March 2015, 2pm

Present
Alaina-Marie Bassett, BIC
Katy Gibson, BIC
Toby Gill, Virtusales
Eric Green, Bibliographic Data Services
Ingrid Harrold, Dorling Kindersley
Azar Hussain, Faber
Alex Ingram, EDItEUR
Lada Kriz, Penguin Random House
Samantha Lovett, Nielsen
Peter Mathews, Cambridge University Press
Karen Osterley, Pearson
Laura Payne, Penguin Random House
David Seymour, Taylor & Francis Group
Jack Tipping, Bowker
Howard Willows, Nielsen (Chair)

Apologies
Graham Bell, EDItEUR
David Bugler, Macmillan
Kat Coveyduck, Virtusales
Sarah Crossley, Wiley
Dan Edwards, Penguin Random House
Andrew Henty, Virtusales
Martin Klopstock, Kogan Page
Karina Luke, BIC
Fawzia Nazir, Publishing Technology
Gabrielle Wallington, Waterstones
Alfred Willmann, Penguin Random House
Tim Wilson, Hachette

1. Introductions & Apologies
HW welcomed the Group to the meeting and delivered the apologies. HW welcomed Azar Hussain from Faber & Faber, as a new member of the UK ONIX National Group. The Group introduced themselves for the purpose of the minutes.

AB noted that emails sent to David Bugler of Macmillan, are bouncing back and asked the Group if they have any suggestions for an alternative Macmillan representative who can attend this meeting henceforth. HW noted that he may have contact information for a suitable candidate.

ACTION: HW to email AB the contact information for a new Macmillan representative.

2. Minutes and Actions from previous meeting
The Group approved the minutes from the last meeting with minor corrections from GB.
ACTION: AB to amend the minutes accordingly.

- ISTC Activity
HW noted that there is nothing definitive to report regarding any further developments on ISTC activity.

- Cover Images
AI informed the Group that GB had provided his proposal for the handling of cover images but noted that this will be discussed under “ONIX Activity” (see point 4 below).
- **US ONIX Group**
  The Group were informed that BISG have now released their survey on ONIX 3.0 implementation; an email was circulated about this on Tuesday 17th March 2015. The Group noted that the deadline for participation on this survey is Friday 27th March 2015, and that an update of the results should be provided at the next meeting of this Group.

3. **Codelists**

- **Review of Issue 28**
  It was noted that the publication of Issue 28 took place on Tuesday 24th February 2015; the codelist was circulated to this Group before this meeting. Issue 28 includes a new code to express “digital exclusivity” (Code 48 on List 33), and a number of new codes pertinent to acknowledgement messages (Lists 221-226 inclusive). The total number of codelists now totals 226.

- **Proposals for Issue 29**
  AI informed the Group that among the proposals for the new editions are a number of codes relevant for the genre of graphic novels and comics. Some notable proposals are:

  - **List 7 / 150 – Product Form**
    AI informed the Group that there was a modification to Code BF (pamphlet) in List 7 to clarify its use with comic books or any low extent publication, without a distinct spine.

  - **List 17 – Contributor Role**
    Contributor roles have also been amended to express the various and specialist roles involved in the production of comic books and graphic novels.

  - **List 59 – Price TypeQualifier**
    AI noted that the additions of Codes 10 (Library Price), 11 (Education Price) and 12 (Corporate Price) to List 59 will not change the usage of Code 06 (Corporate / Library / Education Price) but will instead provide more granular options for users of this code. PM asked whether Code 06 may be deprecated in future due to the addition of the extra codes to which AI replied that this would only happen in the event that Code 06 was causing problems. IH commented that it would be preferable for Code 06 not to be deprecated to avoid having to send multiple codes simultaneously which all address pricing, especially where publishers have a mix of customers and some require more detail than others. AI noted that these new codes will act as a hierarchy. LK asked whether there would be any further clarification provided with these qualifiers but AI reassured the Group that no meanings were being changed. He suggested that organisations that do not require a more granular approach should continue to use Code 06 as they have done previously. HW commented that guidance here could be included in best practice.
guidelines that accompany the codes and as they are critical to the evolving digital market and focus on price.

- **List 73 – Website Role**
  AI noted that the addition to List 73 of Code 45 covers publisher’s or third party websites for permissions requests. This code will facilitate social media sites.

- **List 78 / 175 – Product Form Detail**
  The proposals for List 78 include codes for a range of formats for audio-visual products; namely audio books. Code B514 (with perforated pages) is now a necessary requirement for instruction manuals and products with tear-out forms.

AI noted that the deadline for feedback on the proposals for Issue 29 of the Codelist will be Friday 10th April 2015. He also noted that GB is in the process of speaking with Chris Wright of the Bible Division at CUP about further additions beyond those already implemented in Codelist 28.

**ACTION:** GB to report back to the Group about any further additions to Issue 29.

**ACTION:** ALL to look through the circulated proposals for Issue 29 to provide GB / AI with any feedback before Friday 10th April 2015.

4. **ONIX Activity**

- **Sunset of ONIX 2.1**
  AI informed the Group that the sunset for ONIX 2.1 went ahead on 31st December 2014, initiating the proposed twilight period until the end of December 2015. AI noted that in total there have been approximately 1.2 million failed downloads of DTDs and XSDs to date (though some of these failures will be repeated attempts). There had been around 0.6 million failed downloads in February and 400,000 so far in March which may be due to organisations not realising that their downloads are not validating. Overall, however, there were fewer issues than EDItEUR had anticipated.

AI informed the Group that the guidelines document – mentioned at the previous meeting of this Group – which describes a workaround to avoid download failures was produced in December 2014 and can be found at the address: [http://www.editeur.org/files/ONIX_2.1/ONIX_2.1_local_DTD_and_XSD_instructions.pdf](http://www.editeur.org/files/ONIX_2.1/ONIX_2.1_local_DTD_and_XSD_instructions.pdf)

He noted that there have been around 1500 downloads of this advisory document to date and the feedback from organisations who have used the document has been positive.

- **Cover Images**
  AI informed the Group that GB is formally recommending no action regarding the proposed changes to the use of cover images. He has suggested that all images are provisional and, as such, are subject to change so a new code / field is not required. However, he suggested that the proper use of cover images may need to be defined in a
best practice guideline in the near future and this practice may prove to be a subject for
discussion in relation to BIC’s accreditation schemes, particularly the Product Data
Excellence Award (PDEA) Accreditation Scheme. The Group were not enthusiastic about
this decision and noted that retailers often do not adhere to automatic updates for
cover images; as such, the image shown on various websites can be inconsistent /
correct from one site to another and they cannot control this process. IH noted that
this is the case with Amazon, meaning that organisations have to manually update their
cover images themselves on Amazon’s website. AI suggested that a best practice
guideline needs to be produced to try to enforce the use of automatic updates and
ensure that the latest feed is used. IH agreed but also noted that further ONIX codes are
needed in addition to provide more granular ways of expressing cover image usage, e.g.
for embargoed cover images, “jacket under final check”, “awaiting jacket image”, etc.

EG noted that the use of place holder images continues to cause problems for BDS. LP
agreed, commenting that organisations should have the choice whether to use these
images or not and, if they were labelled as place holder images, this would facilitate the
ability to choose. The Group agreed that further discussion on this topic is necessary. DS
noted that Taylor & Francis Group (T&F) have previously had a particular cover image
that needed to be removed from their feeds due to legal reasons; he noted that the
absence of a code to express this made it even less likely for T&F to be able to recall the
image from those who received it. IH and LP agreed that publishers currently don’t have
a way to say anything about their image or its particulars but they should have the
ability to control this. The Group went on to suggest that the expectations of customers
may not be met if the status of a jacket is not adequately expressed. They also noted
that, where there is uncertainty, publishers are reticent to send retailers jacket cover
images which can have a negative impact on both the consumer’s experience and the
publisher’s sales figures.

AI noted that – if changes to ONIX are agreed – these changes should cover all
supporting materials, not just cover images. HW agreed, noting that there is a strong
case for further codes to be added.

HW noted that cover images are vital for the purposes of accreditation and product
visibility. The Group agreed that the inclusion of a dummy image is not an appropriate
solution since this could be open to abuse as organisations may include them just to
pass their accreditation. AB reassured the Group that spot checks are carried out to
monitor any organisations seeking accreditation that are not following the accreditation
guidelines on cover images.

AI noted that GB’s main concern is that the use of provisional images could be abused,
with senders setting a generic / logo image as a default; though he did acknowledge that
this would be more likely in academic rather than trade backgrounds. EG noted that
currently there isn’t a way to express that a book categorically doesn’t have a cover
image, so other organisations chase around trying to find the image when it doesn’t
exist. PM informed the Group that Cambridge University Press provide a URL link to aggregators so that the most up-to-date image is always used.

It was noted that this issue had provoked more discussion at UK ONIX Group meetings than almost any other and that it clearly reflected a real need and required attention. AI noted that he would take feedback back to GB for a further discussion. HW thanked the Group for their feedback and noted that he was prepared to raise this matter at the forthcoming meeting of the ONIX International Steering Committee so see what the international response is. This meeting will take place on Wednesday 15th April 2015 at London Book Fair.

**ACTION**: ALL to read minutes from previous meetings to facilitate the discussion about this topic at the next meeting.

**ACTION**: HW to take this discussion to the ONIX International Steering Committee’s meeting at the London Book Fair 2015.

- **Acknowledgement Messages**
  AI informed the Group that ONIX acknowledgement message codes were included in Issue 28 of the Codelists (Lists 221-226 inclusive). This system of codes was originally trialled as a Pilot Project by both Hachette (in France) and the National Library of France. AI noted that this standard was formulated to provide a way for organisations to show that a file has been received and interpreted; there can now be an acknowledgement of receipt and also an acknowledgment of any errors in the processes involved in interpreting the file. AI informed the Group that documentation about acknowledgment messages can be found on the EDItEUR website, here: [http://www.editeur.org/93/release-3.0-downloads/](http://www.editeur.org/93/release-3.0-downloads/) He noted that EDItEUR are not expecting a rapid adoption since there are other, less structured, ways of providing responses to feeds. He welcomed any feedback on the use of these messages.

- **US National ONIX Group**
  AI informed the Group that Bowker US can now accept ONIX 3.0. He noted that the new US Best Practice Guidelines have an emphasis on ONIX 3.0 and – despite the uptake of ONIX 3.0 in the US being slow – he noted that organisations are showing dedication to implementing the system. He also noted that GB is continuing to deliver ONIX training in the US.

- **Thema**
  AI noted that there was now a Thema_Implement listserv subscription service, similar to that of the ONIX_Implement listserv. The details about this listserv can be found here: [http://groups.yahoo.com/group/thema_implement/join](http://groups.yahoo.com/group/thema_implement/join) [http://www.editeur.org/153/Maintenance-and-Support/#general](http://www.editeur.org/153/Maintenance-and-Support/#general)

- **ONIX Training Courses**
  AB informed the Group that BIC will be running two training courses for ONIX in April: Bibliographic Metadata & ONIX on the Wednesday 29th April 2015 and Advanced ONIX
for Books on the Thursday 30th April 2015; both courses will be held at Faber Creative Spaces in London.

- **ONIX 3.0.3**
  AI noted that requests for ideas for ONIX 3.0.3 are currently being accepted. He encouraged the Group to provide any feedback that they may have on ONIX 3.0 as version 3.0.3 will include modifications and solutions to any problems encountered in the implementation of ONIX 3.0.
  **ACTION:** ALL to contact GB with requests / suggestions for ONIX 3.0.3.

5. **Promotion and Uptake of ONIX 3.0**

- **AH –** Faber & Faber now have a live ONIX 3.0 feed that is sent to Nielsen. AH also noted that ONIX 3.0 is used internally on Faber & Faber’s new website; Bowker are currently in the process of testing this.

- **EG –** BDS are capable of ingesting ONIX 3.0 and will be able to supply ONIX 3.0 feeds from April 2015. He noted that BDS are encouraging their customers to use ONIX 3.0 wherever possible.

- **DS –** Taylor & Francis Group can test any ONIX 3.0 feeds currently, and will take any that they can get. He noted that it has been challenging for T&F to get organisations to use ONIX 3.0.

- **JT –** Bowker can both input and output ONIX 3.0 as of February 2015. He noted that they have not received many files as of yet, but some of those received haven’t been validating. Bowker has produced a validation tool to address this problem.

- **PM –** Cambridge University Press cannot output ONIX 3.0 yet due to the dependencies of SAP implementation. They were working towards outputting 3.0 by the end of 2015.

- **KO –** Pearson are approximately a third of the way through their ONIX development project and are currently awaiting feedback from their developer on recent progress. KO noted that this project will involve nine months of developing.

- **IH –** Dorling Kindersley have received feedback on their ONIX 3.0 feeds from Nielsen. Some concerns were raised about developments that have been carried out and further testing is required to iron out the issues. She expressed her hope that the use of ONIX 3.0 will be coming very soon and noted that Dorling Kindersley are currently able to use ONIX 3.0 internally.

- **LP –** Penguin Random House are able to use ONIX 3.0 internally.
- LK – Penguin Random House had tested ONIX 3.0 with Nielsen and they are currently awaiting feedback in order to resolve any issues found. He noted that this work had been put on hold but that testing should begin again in April 2015.

- TG – A few of Virtusales Publishing Solutions’ European customers are now using ONIX 3.0. TG noted that requests for systems that use ONIX 2.1 and ONIX 3.0 are currently 50/50, though Virtusales have witnessed a rise in interest in ONIX 3.0 since 2014.

- SL – Nielsen has, rather disappointingly, received new ONIX 2.1 feeds from Australian organisations. SL expressed surprise at the amount of ONIX 2.1 feeds still in use but suggested that around 17 out of 40 feeds are currently in testing with ONIX 3.0.

6. **Proposed topics for ONIX Workshops and clinics**
   AB informed the Group there is the potential for a follow-up BIC Breakfast in the near future that will focus on the migration from ONIX 2.1 to 3.0; this is likely to take place in June or July 2015. The Group agreed that this would be a good event and suggested that it will act as both a “health-check” on any progress and will raise awareness of ONIX 3.0 simultaneously.

7. **A.O.B**
   None.

8. **Date of next meeting**
   Thursday 25<sup>th</sup> June 2015.