

Book Industry Communication

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PRESS RELEASE

BIC Basic upgraded for the digital era

BIC Basic, the original product information standards which were largely responsible for transforming the quality of title data available to the trade nearly ten years ago, has now been fully revised and upgraded to accommodate digital products.

The standards, which include a minimum set of core data elements for a title record, a statement of good practice for publishers and data aggregators, and a timetable for the supply of data by publishers, will continue to be the basis for Bronze accreditation in BIC's Product Data Excellence Awards. Higher levels of accreditation require the use of ONIX as the transmission mechanism.

The revision includes one new required element – the existence of a cover image – and a more stringent requirement for the communication of territorial rights. 'In other respects,' says Peter Kilborn, Executive Director of BIC, 'BIC Basic has shown itself astonishingly robust, despite all the changes we have seen in the past ten years: the original principles – that responsibility for accurate and timely product data lies with publishers, and that top quality product information drives sales – continue to be endorsed in the new version. But it is only a basic record, and publishers are encouraged to maintain and provide as rich product data as they can – preferably using ONIX. Fortunately, there are now many ways of doing so without the need for a huge investment.'

Peter Mathews, Publishing and Editorial Services Manager at Nielsen Book, commented: 'The BIC Basic standard is integral to Nielsen Book's data collection processes. It provides a clear and measurable definition of the minimum information and timeliness needed for product records to enable them to be used effectively in the book supply chain. Publishers are, of course, encouraged to exceed this minimum expectation, but should strive to meet the standard for all the products they publish, digital as well as physical, to ensure that retailers, libraries and other users of bibliographic data are reliably informed about all their publications.'

Full details of the new version can be found at <http://www.bic.org.uk/17/BIC-Basic/>; and of the Product Data Excellence Awards scheme at <http://www.bic.org.uk/9/Product-Data-Accreditation/>.

More information from Peter Kilborn (peter@bic.org.uk).