I’m convinced, now what?
Practical next steps to implementing the ISTC

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Presentation overview

- When should we expect some ROI?
- Who should be doing what
- Minimise the cost of applying ISTCs
- Checklist for new registrants
- Addressing the backlist
- Resources
- ISTC search facility
- Future developments
- Summary
When should we expect some ROI?

• The point at which benefits arise will depend on:
  – Who you are:
    – Literary agent, publisher, retailer, library, collecting society
  – What kinds of works are involved:
    – Trade or specialist, sole- or restricted-rights
  – The status of manifestations:
    – In- or out-of-print, many or few formats
  – How you measure ROI:
    – Increased efficiencies, protected revenues, or increased revenues

• But first we need to start registering works, apply these to product records, and make these linkages available in bibliographic data!
Who should be doing what

- Works can only be registered (“assigned an ISTC”) via an ISTC Registration Agency
- We expect that most registrants will be publishers
- But any authoritative source may be a registrant, e.g.:
  - Authors
  - Literary Agents
  - Publishers
  - Librarians
  - Data aggregators
- Applying ISTCs to product records (“creating linkages”) will mainly be the responsibility of publishers
Minimise the cost of applying ISTCs

• It’s easier to carry data along from the start of a workflow than it is to go backwards adding it afterwards

• Obtain an ISTC as soon as you obtain publishing rights or commission a new work:
  – Encourage literary agents to register works prior to making the rights deal
  – Integrate ISTC registration process in to the publishing work-flow

• Regard ISTCs as an essential attribute of each product:
  – Apply the ISTC to each new product as soon as it is defined

• This ensures that applying an ISTC to the relevant products will be accurate and involves minimal effort
A vision of the future - ISTCs should simply flow along with other product data
Checklist for new registrants

1. Means to store ISTCs against works and products:
   – Enhanced publishing management system, or
   – Manually operated register of works/ISTCs/ISBNs

2. Process for registering works on ISTC system:
   – Enhanced publishing management system using ONIX-ISTC, or
   – Manual process to request ISTCs & handle responses

3. Means to communicate ISTCs as product attributes:
   – ONIX-for-Books 3.0 is specifically designed for this, or
   – ONIX-for-Books 2.1 can be used (with proprietary ID), or
   – Flat file of ISBNs & associated ISTCs
But what about the backlist?
Addressing the backlist with Nielsen

For publishers who have made their systems “ISTC-ready” and are engaging in registering their frontlist titles, Nielsen will provide a free service to analyse backlist fiction titles based on product metadata. We will:

1. Identify “groups” of ISBNs with apparently identical content
2. Ask the publisher for review & approval of these groups
3. Create the request and register an ISTC for each group (work)
4. Provide a listing of ISTC-to-ISBN links to the publisher
5. Ingest these links on the Nielsen BookData database
6. Utilise these links in certain BookScan sales analyses
Resources

- Visit the International ISTC Agency website for the following resources & links at: www.istc-international.org
  - Overview of benefits
  - ISTC User Manual – explains the precise rules for ISTC metadata
  - ONIX-for-ISTC registration request schema
  - Contact details for ISTC registration agencies:
    - UK – Nielsen
    - US – Bowker
    - Germany – MVB
    - France – (imminent)
  - ISTC search facility…
What is the ISTC?
The International Standard Text Code (ISTC) is a numbering system developed to enable the unique identification of textual works.

Who can apply for an ISTC?
An ISTC can be applied to any textual work by any authorized representative of the author of a textual work.

Is the ISTC an official international standard?
Yes, the ISTC standard is published by the International Standards Organization as ISO 21047.

Learn more about the ISTC
Next steps to implementing the ISTC

Search Facility (Parameter screen)

ISTC Search

Search Database:

ISTC identifier:
Title:
Contributor:

Search
### Next steps to implementing the ISTC

**July 2nd 2010**

#### Search Facility (Results screen)

**ISTC Search**

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Future developments

• ISBN-to-ISTC converter developed by MVB soon to be made available via International Agency

• Enhancements to existing ISTC search facility

• Computer interface to ISTC search facility

• Online ISTC registration for low-volume users

• Computer interface to registration system for use by authorised users/systems
Summary of next steps for registrants

• The sooner you start, the less work there will be
• Contact Nielsen if you would like detailed advice
• Prepare your pub-management system to hold ISTCs
• Implement a process for registering forthcoming titles
• Register works from your backlist as a background task – Nielsen will help with fiction titles
• Integrate the registration process as part of the overall publishing workflow
• Implement a means to communicate ISTC/ISBN links to data aggregators
Thank you!

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www.istc-international.org