ONIX for Books
Product Information Message
How to specify markets and suppliers in ONIX 3

Release 3.0
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Contents

How to specify markets and suppliers in ONIX 3.0

1. Introduction

One of the most significant changes between the well-established ONIX 2.1 and newer ONIX 3 is the revised treatment of product supply chain information (Block 6 in ONIX 3).

ONIX Release 3.0 brings a much more flexible approach to the specification of supply chain details, by introducing the concept of a 'market' within which a particular supply chain operates. A particular product may be available in more than one market, with essentially independent supply chains, and particular markets may also be characterised by differing local availability and different suppliers. However, this added flexibility also adds complexity. This paper seeks to clarify how the new approach should be applied in a number of common scenarios.

The examples at the end of this paper show how some typical business cases are handled in ONIX 3.0. These cases extend (and in two cases revise) the examples presented in the paper on specifying Territories and Markets in ONIX 2.1 and ONIX 3 published in March 2010, and the case numbering reflects this. The examples should be treated as normative.

2. Provision of 'global' publishing status and dates in P.20 and P.21

ONIX 3's more sophisticated view of the way that products are published into (potentially) multiple markets means that as a general rule, the Block 6 market-specific information related to product availability, publication dates and so on is likely to be more relevant to downstream data consumers than any information related to the global status of a product in P.20 and P.21.

There is an exception: by agreement within a discrete trading community operating within a simple, essentially national, geographical market, the publishing status and date information may be included solely in P.20, and not in Block 6. This agreement would be market-wide, and not a decision made on a product-by-product basis.

Where full market-specific information is provided in Block 6, it may be useful for a publisher to provide a 'global' publication date and other information in P.20 and P.21 *in addition to* market-specific equivalents in Block 6. The global pub date should be the earliest of any pub dates in Block 6. (NB this implies that the phrase 'early release to x' should be viewed as 'delayed release to everything except x'.)

Note that prior to Codelists Issue 12, there are some types of date that can only be supplied globally in P.20 – consumer announcement dates for example. Codelists Issue 12 ensures that all types of date can be carried in either the global or market-specific (P.25) context.

3. The <Territory> composite

The <Territory> composite can occur in several places in an ONIX 3.0 product record – it's used to specify a geographical extent within <SalesRights>, within <Market> and within <Price>.

The <Territory> composite defines a geographical extent using a combination of four data elements:

```
<CountriesIncluded>
<RegionsIncluded>
<CountriesExcluded>
<RegionsExcluded>
```

So for example, the contiguous 48 states of the USA could be specified like this:

```
<Territory>
   <CountriesIncluded>US</CountriesIncluded>
   <RegionsExcluded>US-HI US-AK</RegionsExcluded>
</Territory>
```

Within any one <Territory>, countries and regions that are not *included* should not be excluded *explicitly*: you should not, say, include the 27 countries of the EU *and* exclude every other country in the world, if the area you want to specify is the EU. Excluded areas should always be a subset of areas that have been included.

4. The <SalesRights> composite

The simplest <Territory> usage is <Territory> within <SalesRights>. This indicates where a publisher chooses to publish and sell a product. While a publisher's rights to publish may extend over a particular geographical extent, those 'publishing rights' are not expressed in an ONIX record, since ONIX is concerned primarily with *products*. <SalesRights> express where the publisher *chooses to exercise* those publishing rights. So a publisher with world rights (perhaps in a particular language) may choose to publish a particular product in only some countries – while perhaps making a different product (with the same content, and thus deriving from the same publishing rights) available, in parallel, elsewhere. The <SalesRights> composite indicates the list of countries and regions where the publisher chooses to make a particular product available (or unavailable, as indicated by the <SalesRightsType>).

For any product record, there can only be one set of sales rights, though these are expressed through several <SalesRights> composites, indicating lists of countries and territories where the product is for sale (and the publisher holds exclusive rights), for sale (but the publisher holds only non-exclusive rights) and not for sale. The <ROWSalesRightsType>[1] element then indicates the sales rights applicable in any territories that are not otherwise specified.

The two other places <Territory> composites may occur lie within <ProductSupply> – within <Market> and within <Price>. <ProductSupply> is concerned with supply chain information

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[1] Introduced in ONIX Release 3.0 Rev. 01. This replaces the use of ROW (Rest of World) from codelist 49 in lists of regions. ROW is not a valid region in ONIX 3.

and is repeatable as a whole if a single product is available through separate supply chains in different markets. So <Territory> within <Market> is used to define the extent of that market. In fact, <Market> is repeatable, so that a complex market within which a particular product supply arrangement applies can be defined precisely.

Finally, a single market would often be international, and so may involve a variety of prices, currencies and tax regimes. <Price> is repeatable, so within each <Price>, a third <Territory> composite may be used to indicate the applicability of a particular price within a part of a market.

Clearly the three <Territory> composites are related: the territories listed in <Territory> within <Price> are a subset of the territories listed in <Territory> within <Market>, and <Territory> within <Market> is similarly a subset of those territories within <SalesRights> where the product is for sale (*ie* those territories that have type 01 or 02).

5. The <ProductSupply> and <Market> composites

A 'market' is described within a <ProductSupply> composite. <ProductSupply> comprises <Market> (which describes the extent of that market), <MarketPublishingDetail> (which describes market-specific details such as publication or availability date of the product within that market), and <SupplyDetail> (which describes a supplier and price for the product in that market).

By agreement within a trading community operating within a simple, essentially national, geographical market, ONIX records may use a single <ProductSupply> composite, and <Market> and <MarketPublishingDetail> may both be omitted. The nature of <Market> is implicit within the agreement, and publishing dates and status information would be drawn from P.20.

But most publishers operate within a wider and more complex context beyond the scope of such an agreement, and will provide at least some market-specific information. In this case, in any <Product> record, there may be one or many <ProductSupply> composites. If there is just one <ProductSupply> composite *and* 'global' details are provided in P.20 and P.21, then <Market> and/or <MarketPublishingDetail> may be omitted, and the market should be understood to comprise all areas covered by <SalesRights> types 01 and 02 (for sale exclusively and non-exclusively) provided in P.21, and other details drawn from the global details in P.20. If there is more than one <ProductSupply>, they should *all* include explicit definitions of the geographical extent of the market via <Territory> within <Market>, and explicit <MarketPublishingDetail> composites.

6. The <Price> composite

Within a single market and within a single <SupplyDetail>, there may be a single price defined or there may be multiple <Price> composites. Prices will apply to specific geographical areas defined either via <Territory> or <CurrencyZone> within <Price>.

As with the definition of the geographical extent of the market, if there is only one <Price> in a <SupplyDetail> then the geographical extent may be omitted and the price would be

understood to be applicable throughout the market. If there is more than one <Price>, then *all* <Price> composites in that <SupplyDetail> must include an explicit definition of the geographical applicability of the price.

These rules of interpretation show that territories may 'cascade down' from <SalesRights> to <Market> and from <Market> to <Price>, but *only* in limited circumstances where there is just a single <Market> described in the <Product> record, or only a single <Price> provided for the supplier. This prevents unnecessary repetition of country code lists in simple circumstances, without making the data unduly difficult to parse for ONIX recipients.

7. The <MarketPublishingStatus> composite

The same rules of interpretation should be applied to <MarketPublishingStatus>. That is, if there is one market, publishing status informatin may cascade down from P.20, and need not be stated explicitly in Block 6. If there is more than one market, then the market status *must* be carried within each <ProductSupply> composite, and shared 'global' details (particularly the publication date) *may* be given in P.20.

8. Summary of cardinality of selected elements from Block 6

The cardinality of an element in the message schema controls whether the element is optional or mandatory, and whether it is repeatable. Cardinality of 1 indicates a mandatory and non-repeatable element, 1…n indicates mandatory and repeatable. Optional elements have cardinality of 0…1 or 0…n, depending on their repeatability.

Cardinality as defined in the message schema can be modified by business rules that cannot be expressed in the schema – for example <CurrencyCode> is optional because it can potentially be supplied via a default described in the ONIX message <Header>, but it's strongly recommended in the ONIX 3.0 documentation to treat it as if it were mandatory.

Summary of the repeatability of key elements from Block 6, as defined in the 3.0 schema:

<ProductSupply>	0^1…n
<Market>	0^2…n
<Territory>	1
<SalesRestriction>	0…n
</Market>	
<MarketPublishingDetail>	0^2…1
<PublisherRepresentative>	0…n
<MarketPublishingStatus>	1
<MarketDate>[7]	0…n
</MarketPublishingDetail>	
<SupplyDetail>[6]	1…n
<Supplier>[6]	1
<ProductAvailability>	1
<SupplyDate>	0…n
<Price>	0^3…n
<PriceType>	0…1
<DiscountCoded>	0…n
<PriceAmount>	1
<Tax>	0…n
<CurrencyCode>	0^4…1
<Territory>	0…1
<CurrencyZone>	0^5…1
</Price>	

</SupplyDetail>	
</ProductSupply>	

1. <ProductSupply> is expected except in cases where only certain blocks are being updated. For a full record, cardinality is effectively 1…n

2. <Market> and <MarketPublishingDetail> can be omitted by agreement within a trading community operating in single geographicalmarket. But for ONIX products traded internationally, cardinality is 1…n

3. <Price> can be omitted only if <UnpricedItemType> is supplied instead, otherwise cardinality is 1…n

4. <CurrencyCode> is required unless it is defined in the header as the default currency. It is in any case strongly recommended to treat cardinality as 1

5. Ensure if <CurrencyZone> is used that it does not introduce inconsistency that can arise if the currency zone extends beyond the defined market. Note that the only currency zone defined so far (the Eurozone) might be understood loosely to include non-EU countries such as Montenegro, plus various microstates such as San Marino. A clarified definition will be included in Codelist issue 12

6. In earlier documentation, there is some confusion over the cardinality of <SupplyDetail> and <Supplier>. From ONIX Release 3.0 Rev. 01, <SupplyDetail> is repeatable and <Supplier> is not.

7. <MarketDate> was originally specified as mandatory, but is defined as optional from ONIX Release 3.0 Rev. 01 as it is not applicable for all values of <MarketPublishingStatus>

8. Examples

The major part of this document comprises a set of examples illustrating how common business scenarios should be described within an ONIX 3.0 product record, using the <Territory>, <Market> and <ProductSupply> composites.

Some of these cases illustrate how territories and publishing details can cascade down from 'global' level (P.20 and P.21) to a single market. In others, multiple markets require specific market territories and publishing details. In the latter case, any 'global' publication date in P.20 is best viewed as merely confirmation of the earliest of the various per-market dates. The requirement to provide market-specific dates when there is more than one market applies equally to other dates that might occur either at global or at market level, for example public announcement dates.

The examples are only expressed in ONIX 3.0 with reference tags, though of course, equivalent messages could use short tags. Note that red data values are controlled by code lists (whether directly within the Onix standard, or by reference to external code lists provided by bodies such as ISO. Data not specified within the ONIX standard (though its format might be) is blue.

Example 1: pricing under an agency model

Example 1 shows how agency price terms are specified in ONIX 3.0. Only the <Price> composite itself is illustrated: the rest of the ONIX record is unaffected by the different supply model and should follow the pattern of other examples.

In this and all the other examples, prices, publishers, commission and discount rate codes are fictitious.

	Example 1: ONIX 3.0	
1	<Price>	
2	<PriceTypeCode>41</PriceTypeCode>	Publisher's retail price excluding tax
3	<DiscountCoded>	
4	<DiscountCodeType>05</DiscountCodeType>	Proprietary commission code
5	<DiscountCodeTypeName>XYZ Terms List</DiscountCodeTypeName>	Name of list from which proprietary code is taken
6	<DiscountCode>A5</DiscountCode>	Publisher's commission rate code
7	</DiscountCoded>	
8	<PriceAmount>12.99</PriceAmount>	Price 12.99
9	<CurrencyCode>USD</CurrencyCode>	US Dollars
		No <Territory> specified, and only one price, so price applies to whole market
10	</Price>	

Example 2: price changes during a product life cycle (revised)

Example 2 shows a product sold in the US on the agency model whose initial price is reduced at a specified date. [In this case, the commission rate also changes at the same time, though of course the two may vary independently.] This can be indicated by sending multiple <Price> composites within a single <SupplyDetail> composite. Only the <Price> composites are shown: the rest of the ONIX record is should follow the pattern of other examples. Note that the new price effective date should be set to be the day after the last effective date for the previous price. Multiple <Price> composites requires each one has an explicit <Territory>, even though in this case, they are identical.

	Example 2: ONIX 3.0	
1	<Price>	ksjhdf
2	<PriceType>41</PriceType>	Publisher's retail price excluding tax
3	<DiscountCoded>	
4	<DiscountCodeType>05</DiscountCodeType>	Proprietary commission code
5	<DiscountCodeTypeName>XYZ Terms List</DiscountCodeTypeName>	Name of list from which proprietary code is taken
6	<DiscountCode>A5</DiscountCode>	Pubisher's commission rate code
7	</DiscountCoded>	
8	<PriceAmount>12.99</PriceAmount>	Initial price 12.99
9	<CurrencyCode>USD</CurrencyCode>	US Dollars
10	<Territory>	Multiple <Price> composites, so need to specify the <Territory> for each
11	<CountriesIncluded>US</CountriesIncluded>	Price applies in US only
12	</Territory>	
13	<PriceDate>	
14	<PriceDateRole>15</PriceDateRole>	Effective until…
15	<DateFormat>00</DateFormat>	
16	<Date>20110305</Date>	5th March 2011
17	</PriceDate>	
18	</Price>	
19	<Price>	
20	<PriceType>41</PriceType>	
21	<DiscountCoded>	
22	<DiscountCodeType>05</DiscountCodeType>	
23	<DiscountCodeTypeName>XYZ Terms List</DiscountCodeTypeName>	
24	<DiscountCode>A7</DiscountCode>	
25	</DiscountCoded>	
26	<PriceAmount>8.99</PriceAmount>	New price 8.99
27	<CurrencyCode>USD</CurrencyCode>	US Dollars
28	<Territory>	Multiple <Price> composites, so need to specify the <Territory> for each
29	<CountriesIncluded>US</CountriesIncluded>	Price applies in US only
30	</Territory>	

31	<PriceDate>	
32	<PriceDateRole>14</PriceDateRole>	Effective from…
33	<DateFormat>00</DateFormat>	
34	<Date>20110306</Date>	6th March 2011
35	</PriceDate>	
36	</Price>	

Example 3: different terms, availability dates in different territories, markets (revised)

Example 3 shows advance information about a new product from a US publisher who holds and exercises global rights. It will be sold on the agency model through US retailers, and on regular trade terms in the rest of the world. The Indian market is treated as a special case, with a lower suggested retail price (RRP). The example ONIX below shows how the book would have been described in say, March 2010.

The release date in the USA is two weeks ahead of that for the rest of the world. In this case, the nominal publication date is 14st April 2010, allowing up to two weeks for product to be distributed from the distributor to retailers across the US. There is also an embargo date (or strict on-sale date) specified to make it clear there should be no retail sales prior to the nominal publication date, even if stock reaches the retailer early. Shipment to the rest of the world is expected to begin on 15th April.

	Example 3: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	There are two markets, so each needs a specific geographic definition
3	<Territory>	
4	<CountriesIncluded>US</CountriesIncluded>	US Market
5	</Territory>	
6	</Market>	
7	<MarketPublishingDetail>	In general, for a product traded in an international market, publication date and other dates should always be provided within <ProductSupply>, rather than relying on the date provided 'globally' in P.20
8	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
9	<MarketDate>	
10	<MarketDateRole>01</MarketDateRole>	Publication date in this market
11	<DateFormat>00</DateFormat>	
12	<Date>20100414</Date>	
13	</MarketDate>	
14	<MarketDate>	
15	<MarketDateRole>02</MarketDateRole>	Sales embargo (strict on-sale date) in this market
16	<DateFormat>00</DateFormat>	
17	<Date>20100414</Date>	
18	</MarketDate>	
19	</MarketPublishingDetail>	
20	<SupplyDetail>	
21	<Supplier>	
22	<SupplierRole>01</SupplierRole>	Publisher
23	<SupplierName>XYZ Publishers</SupplierName>	
24	</Supplier>	
25	<ProductAvailability>10</ProductAvailability>	Not yet available

26	<SupplyDate>	
27	<SupplyDateRole>08</SupplyDateRole>	Release date
28	<DateFormat>00</DateFormat>	
29	<Date>20100401</Date>	Books expected to be shipped from supplier to retailers 1st April
30	</SupplyDate>	
31	<Price>	
32	<PriceType>41</PriceType>	Agency price exclusive of sales taxes
33	<DiscountCoded>	
34	<DiscountCodeType>05</DiscountCodeType>	Proprietary commission code
35	<DiscountCodeTypeName>XYZ Terms List</DiscountCodeTypeName>	Name of list from which proprietary code is taken
36	<DiscountCode>A5</DiscountCode>	Pubisher's commission rate code
37	</DiscountCoded>	
38	<PriceAmount>12.99</PriceAmount>	
39	<CurrencyCode>USD</CurrencyCode>	
		<Territory> composite is optional as there is only one <Price> in <SupplyDetail>
40	</Price>	
41	</SupplyDetail>	
42	</ProductSupply>	
43	<ProductSupply>	Repeating <ProductSupply> for second market
44	<Market>	Rest of world market
45	<Territory>	<Territory> comprises all of the territories covered by the <SalesRights> (which in this case is WORLD), except those territories that are covered by the US market above
46	<RegionsIncluded>WORLD</RegionsIncluded>	Everywhere…
47	<CountriesExcluded>US</CountriesExcluded>	…except USA
48	</Territory>	
49	</Market>	
50	<MarketPublishingDetail>	
51	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
52	<MarketDate>	
53	<MarketDateRole>01</MarketDateRole>	Nominal publication date in this market
54	<DateFormat>00</DateFormat>	
55	<Date>20100414</Date>	Publisher does not maintain a separate pub date, even though product will not be relased from the distributor to retailers until a little after publication
56	</MarketDate>	
57	<MarketDate>	
58	<MarketDateRole>02</MarketDateRole>	Sales embargo
59	<DateFormat>00</DateFormat>	
60	<Date>20100414</Date>	
61	</MarketDate>	
62	</MarketPublishingDetail>	
63	<SupplyDetail>	

64	`<Supplier>`	
65	`<SupplierRole>01</SupplierRole>`	
66	`<SupplierName>XYZ Publishers</SupplierName>`	
67	`</Supplier>`	
68	`<ProductAvailability>10</ProductAvailability>`	Not yet available
69	`<SupplyDate>`	
70	`<SupplyDateRole>08</SupplyDateRole>`	
71	`<DateFormat>00</DateFormat>`	
72	`<Date>20100415</Date>`	Books expected to be released 15th April. It is this differing release date that requires US and 'rest of world' to be treated as two different markets
73	`</SupplyDate>`	
74	`<Price>`	Special price for India
75	`<PriceType>01</PriceType>`	RRP ex taxes
76	`<DiscountCoded>`	
77	`<DiscountCodeType>02</DiscountCodeType>`	Proprietary discount code
78	`<DiscountCodeTypeName>XYZ Terms List</DiscountCodeTypeName>`	Name of list from which proprietary code is drawn
79	`<DiscountCode>D3</DiscountCode>`	Publisher's discount rate code
80	`</DiscountCoded>`	
81	`<PriceAmount>7.50</PriceAmount>`	
82	`<CurrencyCode>USD</CurrencyCode>`	
83	`<Territory>`	`<Territory>` required as price applies to only part of market
84	`<CountriesIncluded>IN</CountriesIncluded>`	
85	`</Territory>`	
86	`</Price>`	
87	`<Price>`	Standard price for remainder of market
88	`<PriceType>01</PriceType>`	RRP ex taxes
89	`<DiscountCoded>`	
90	`<DiscountCodeType>02</DiscountCodeType>`	Proprietary discount code
91	`<DiscountCode>D3</DiscountCode>`	
92	`</DiscountCoded>`	
93	`<PriceAmount>12.99</PriceAmount>`	
94	`<CurrencyCode>USD</CurrencyCode>`	
95	`<Territory>`	`<Territory>` required as price applies to only part of market
96	`<RegionsIncluded>WORLD</RegionsIncluded>`	Everywhere…
97	`<CountriesExcluded>US IN</CountriesExcluded>`	…except USA and India. Must exclude US to avoid internal inconsistency, even though it it not part of the market
98	`</Territory>`	
99	`</Price>`	
100	`</SupplyDetail>`	
101	`</ProductSupply>`	

Example 4: Different terms in different territories within a single market (revised)

Example 4 shows information about an already-published product from a UK publisher which is sold on the agency model through US and UK retailers, and on regular trade terms in the rest of the world, with prices set in US dollars for the USA, in Euros for Eurozone countries, and in GBP elsewhere. The product is subject to standard-rate VAT in the UK. In contrast to the ONIX 2.1 example in the earlier paper, in ONIX 3.0 there is no need for any repetition of the <ProductSupply> composite, since there is only a single market.

	Example 4: ONIX 3.0	
1	<ProductSupply>	
2		There is only a single market here, so defining the market's geographical extent and the market publishing details is optional. If omitted, the market comprises everything included in P.21 <SalesRights>, which in this case would be WORLD. The territories and market publishing details 'cascade down' from P.20 and P.21
3	<SupplyDetail>	
4	<Supplier>	
5	<SupplierRole>01</SupplierRole>	Publisher supplying to retailers
6	<SupplierName>ABC Publishers</SupplierName>	
7	</Supplier>	
8	<ProductAvailability>20</ProductAvailability>	Available
9	<Price>	Price for UK
10	<PriceType>42</PriceType>	Publisher's agency price including tax
11	<DiscountCoded>	
12	<DiscountCodeType>05</DiscountCodeType>	Proprietary commission code
13	<DiscountCodeTypeName>ABC Terms List</DiscountCodeTypeName>	Name of list from which proprietary code is drawn
14	<DiscountCode>DD</DiscountCode>	Publisher's commission rate code
15	</DiscountCoded>	
16	<PriceAmount>9.99</PriceAmount>	Price is £9.99
17	<Tax>	
18	<TaxType>01</TaxType>	The product is subject to VAT at the standard rate of 17.5%
19	<TaxRateCode>S</TaxRateCode>	
20	<TaxRatePercent>17.5</TaxRatePercent>	
21	<TaxableAmount>8.50</TaxableAmount>	
22	<TaxAmount>1.49</TaxAmount>	
23	</Tax>	
24	<CurrencyCode>GBP</CurrencyCode>	
25	<Territory>	
26	<CountriesIncluded>GB</CountriesIncluded>	Price applicable in UK
27	</Territory>	
28	</Price>	
29	<Price>	Price for US

30	`<PriceType>41</PriceType>`	Publisher's agency price excluding tax
31	`<DiscountCoded>`	
32	`<DiscountCodeType>05</DiscountCodeType>`	Proprietary commission code
33	`<DiscountCodeTypeName>ABC Terms List</DiscountCodeTypeName>`	Name of list from which proprietary code is drawn
34	`<DiscountCode>DD</DiscountCode>`	Publisher's commission rate code
35	`</DiscountCoded>`	
36	`<PriceAmount>11.99</PriceAmount>`	Price $11.99
37	`<CurrencyCode>USD</CurrencyCode>`	
38	`<Territory>`	`<Territory>` not optional, as there are multiple `<Price>` composites
39	`<CountriesIncluded>US</CountriesIncluded>`	Price applicable in US
40	`</Territory>`	
41	`</Price>`	
42	`<Price>`	Price for Eurozone
43	`<PriceType>01</PriceType>`	RRP excluding tax
44	`<DiscountCoded>`	
45	`<DiscountCodeType>01</DiscountCodeType>`	BIC discount group code
46	`<DiscountCode>AABCZ004</DiscountCode>`	
47	`</DiscountCoded>`	
48	`<PriceAmount>9.50</PriceAmount>`	Price is €9.50
49	`<CurrencyCode>EUR</CurrencyCode>`	
50	`<CurrencyZone>EUR</CurrencyZone>`	Applicable in Eurozone countries only. The `<CurrencyZone>` should be considered as a terse equivalent of `<Territory><CountriesIncluded>AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK</CountriesIncluded></Territory>`
51	`</Price>`	
52	`<Price>`	Price in GBP for rest of world (or more accurately, rest of market)
53	`<PriceType>01</PriceType>`	RRP excluding tax
54	`<DiscountCoded>`	For simplicity, discount details will mostly be omitted from further examples
55	`<DiscountCodeType>01</DiscountCodeType>`	BIC discount group code
56	`<DiscountCode>AABCZ04</DiscountCode>`	
57	`</DiscountCoded>`	
58	`<PriceAmount>8.50</PriceAmount>`	Price 8.50
59	`<CurrencyCode>GBP</CurrencyCode>`	UK £
60	`<Territory>`	
61	`<RegionsIncluded>WORLD</RegionsIncluded>`	
62	`<CountriesExcluded>US GB AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK</CountriesExcluded>`	`<Territory>` comprises the market (WORLD) minus those countries that have specifically allocated prices (US, GB, Eurozone). There is no terse way to exclude the Eurozone
63	`</Territory>`	
64	`</Price>`	
65	`</SupplyDetail>`	
66	`</ProductSupply>`	

Example 5: local publication dates in multiple markets

Publisher ABC will be publishing a product throughout the world, excluding Canada and the US market (represented in this case as US VI GU AS PR PH UM, though there may well be other countries in the 'US market' defined by any real publisher's contract). 'Pub date' will be 21/10/2010. The publisher has a distribution arm in the UK, which services most of the world, and maintains prices in £ and €. It has appointed an exclusive distributor and a local publishing agent in South Africa and Australia/New Zealand respectively, and the latter of these maintains a market-specific publication date. The AU/NZ date is three months ahead of the date in the UK, and this example shows the message as it would appear in the short period around 15–20th July, between books being dispatched from the Australian distribution centre to retailers, and the nominal Australian market publication – that is, publication is forthcoming, but books are available from stock. South African distribution is coincident with the UK date, and in UK and ZA, publication is forthcoming (and stock is not yet available). Publisher ABC who provides the ONIX record does not know the Rand price to be recommended by the ZA distributor.

If P.20 contains a publication date, it should be 21st July (and *not* 21st October).

Example 5: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	The main market…
3	<Territory>	<Territory> is not optional, because there are multiple markets
4	<RegionsIncluded>WORLD</RegionsIncluded>	Everywhere…
5	<CountriesExcluded>AU NZ ZA CA US VI GU AS PR PH UM</CountriesExcluded>	…except the US market (where the product is not for sale) and those areas where there are exclusive agents/distributors listed in the other markets
6	</Territory>	
7	</Market>	
8	<MarketPublishingDetail>	<MarketPublishingDetail> is not optional, because there are multiple markets
9	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
10	<MarketDate>	
11	<MarketDateRole>01</MarketDateRole>	Publication date in this market
12	<DateFormat>00</DateFormat>	
13	<Date>20101021</Date>	
14	</MarketDate>	
15	</MarketPublishingDetail>	
16	<SupplyDetail>	
17	<Supplier>	
18	<SupplierRole>01</SupplierRole>	Publisher
19	<SupplierName>ABC Publishers</SupplierName>	
20	</Supplier>	
21	<ProductAvailability>10</ProductAvailability>	Not yet available
22	<SupplyDate>	

23	<SupplyDateRole>08</SupplyDateRole>	
24	<DateFormat>00</DateFormat>	
25	<Date>20101014</Date>	Books to be released by distributor 14th October
26	</SupplyDate>	
27	<Price>	Price for UK
28	<PriceType>02</PriceType>	RRP inc VAT (albeit zero-rated)
29	<PriceAmount>7.99</PriceAmount>	
30	<CurrencyCode>GBP</CurrencyCode>	
31	<Tax>	For simplicity, tax details will be omitted from further examples
32	<TaxType>01</TaxType>	
33	<TaxRateCode>Z</TaxRateCode>	
34	<TaxRatePercent>0</TaxRatePercent>	
35	<TaxableAmount>7.99</TaxableAmount>	
36	<TaxAmount>0.00</TaxAmount>	
37	</Tax>	
38	<Territory>	Multiple prices supplied so <Territory> must be included
39	<CountriesIncluded>GB</CountriesIncluded>	
40	</Territory>	
41	</Price>	
42	<Price>	Price for Eurozone
43	<PriceType>01</PriceType>	RRP ex tax
44	<PriceAmount>8.99</PriceAmount>	
45	<CurrencyCode>EUR</CurrencyCode>	
46	<Territory>	Multiple prices supplied so <Territory> must be included
47	<CountriesIncluded>AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK</CountriesIncluded>	16 EU countries in Eurozone. This could equally well be specified using <CurrencyZone> instead of <Territory>
48	</Territory>	
49	</Price>	
50	<Price>	Price for remainder of market
51	<PriceType>01</PriceType>	RRP ex tax
52	<PriceAmount>7.99</PriceAmount>	
53	<CurrencyCode>GBP</CurrencyCode>	
54	<Territory>	Multiple prices supplied so <Territory> must be included
55	<RegionsIncluded>WORLD</RegionsIncluded>	
56	<CountriesExclude>GB AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK AU NZ ZA CA US VI GU AS PR PH UM</CountriesExcluded>	Exclude GB and the Eurozone 16 because they have separate prices, and exclude other countries not part of this market.
57	</Territory>	
58	</Price>	
59	</SupplyDetail>	
60	</ProductSupply>	
61	<ProductSupply>	Separate supply chain operating in…
62	<Market>	…the Australasian market

63	`<Territory>`	Multiple markets so `<Territory>` must be included
64	`<CountriesIncluded>AU NZ</CountriesIncluded>`	
65	`</Territory>`	
66	`</Market>`	
67	`<MarketPublishingDetail>`	Multiple markets so `<MarketPublishingDetail>` must be included
68	`<PublisherRepresentative>`	
69	`<AgentRole>07</AgentRole>`	Local publisher
70	`<AgentName>ABC Publishers (Australia)</AgentName>`	
71	`</PublisherRepresentative>`	
72	`<MarketPublishingStatus>02</MarketPublishingStatus>`	Not yet published
73	`<MarketDate>`	Australian market has an early local pub date
74	`<MarketDateRole>01</MarketDateRole>`	Local publication date
75	`<DateFormat>00</DateFormat>`	
76	`<Date>20100721</Date>`	Publication in this market is 21st July (*cf* global publication in P.20)
77	`</MarketDate>`	
78	`</MarketPublishingDetail>`	
79	`<SupplyDetail>`	
80	`<Supplier>`	
81	`<SupplierRole>01</SupplierRole>`	Local publisher
82	`<SupplierName>ABC Publishers (Australia)</SupplierName>`	
83	`</Supplier>`	
84	`<ProductAvailability>21</ProductAvailability>`	Available from stock (books were released 14th July)
85	`<Price>`	Price for Australia and New Zealand
86	`<PriceType>01</PriceType>`	RRP ex GST
87	`<PriceAmount>15.99</PriceAmount>`	
88	`<CurrencyCode>AUD</CurrencyCode>`	
89		`<Territory>` may be omitted, because there is only one `<Price>` in `<SupplyDetail>` and it applies to the whole market
90	`</Price>`	
91	`</SupplyDetail>`	
92	`</ProductSupply>`	
93	`<ProductSupply>`	Separate supply chain operating in…
94	`<Market>`	…the South African market
95	`<Territory>`	
96	`<CountriesIncluded>ZA</CountriesIncluded>`	
97	`</Territory>`	
98	`</Market>`	
99	`<MarketPublishingDetail>`	
100	`<PublisherRepresentative>`	
101	`<AgentRole>05</AgentRole>`	Exclusive sales agent
102	`<AgentName>ABC Distribution South Africa</AgentName>`	
103	`</PublisherRepresentative>`	

104	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
105	<MarketDate>	
106	<MarketDateRole>01</MarketDateRole>	
107	<DateFormat>00</DateFormat>	
108	<Date>20101021</Date>	Same date as the 'main' market
109	</MarketDate>	
110	</MarketPublishingDetail>	No market date in this composite, because the market takes the 'global' pub date
111	<SupplyDetail>	
112	<Supplier>	
113	<SupplierRole>02</SupplierRole>	Exclusive distributor
114	<SupplierName>ABC Distribution South Africa</SupplierName>	
115	</Supplier>	
116	<ProductAvailability>10</ProductAvailability>	Forthcoming
117	<SupplyDate>	
118	<SupplyDateRole>08</SupplyDateRole>	
119	<DateFormat>00</DateFormat>	
120	<Date>20101014</Date>	Books to be released by distributor 14th October
121	</SupplyDate>	
122	<UnpricedItemType>04</UnpricedItemType>	Price for South Africa is unknown, contact supplier
123	</SupplyDetail>	
124	</ProductSupply>	

Example 6: retailer-specific sales restriction

US publisher XYZ will publish a cookbook product exclusively for produce store Fresh and Easy (owned by UK supermarket company Tesco). Publisher needs to clarify whether the book can be sold only in Fresh and Easy, or whether Tesco can sell stock through any of its outlets internationally.

Example 6: ONIX 3.0	
1	`<ProductSupply>`	
2	`    <Market>`	There is only one market, so `<Market>` and its enclosed `<Territory>` and `<SalesRestriction>` are optional, and could equally well cascade down from `<SalesRights>` instead of being included here
3	`        <Territory>`	
4	`            <RegionsIncluded>WORLD</RegionsIncluded>`	Note this 'world' market is qualified by the restriction below
5	`        </Territory>`	
6	`        <SalesRestriction>`	The sales restriction applies across the WORLD, which makes it clear Tesco may (if it wishes) sell this product in any of its retail outlets (*ie* both Fresh and Easy in the US *and* Tesco in the UK). If the publisher holds only North American or US rights, `<Territory>` could be adjusted as appropriate, to make it clear the retailer may only sell in Fresh and Easy outlets (and *not* via Tesco outlets)
7	`            <SalesRestrictionType>04</SalesRestrictionType>`	Retailer exclusive
8	`            <SalesOutlet>`	
9	`                <SalesOutletName>Tesco plc</SalesOutletName>`	
10	`            </SalesOutlet>`	
11	`        </SalesRestriction>`	
12	`    </Market>`	
13	`    <MarketPublishingDetail>`	Although only one market, may supply pub date here rather than cascading publishing details down from P.20
14	`        <MarketPublishingStatus>02</MarketPublishingStatus>`	Not yet published
15	`        <MarketDate>`	
16	`            <MarketDateRole>01</MarketDateRole>`	Pub date
17	`            <DateFormat>00</DateFormat>`	
18	`            <Date>20101021</Date>`	
19	`        </MarketDate>`	
20	`    </MarketPublishingDetail>`	
21	`    <SupplyDetail>`	
22	`        <Supplier>`	
23	`            <SupplierRole>01</SupplierRole>`	Publisher
24	`            <SupplierName>XYZ Publishers</SupplierName>`	
25	`        </Supplier>`	
26	`        <Price>`	Price for US

27	<PriceType>01</PriceType>	RRP ex tax
28	<PriceAmount>9.99</PriceAmount>	
29	<CurrencyCode>USD</CurrencyCode>	
		No <Territory> required unless the publisher wishes to specify prices in other currencies for stores other than Fresh and Easy. If not territory is supplied here, the geographic applicability of the US dollar price cascades down from the <Market> (*ie* it applies to all Tesco business units)
30	</Price>	
31	</SupplyDetail>	
32	</ProductSupply>	

Example 7: retailer-specific sales restriction in one country, general availability in others

Publisher ABC will publish a product that is primarily an Australia/New Zealand exclusive and distribute it direct to Australasian retailers (rather then through an agent or local publisher), but will also make this product available to airside outlets in UK airports (GB-AIR) and as a customer-exclusive for UK retailer WHSmith.

Example 6: ONIX 3.0		
1	<ProductSupply>	
2	<Market>	Specification of the extent of the market may be optional as the geographical extent and the retailer restriction can be expressed in P.21 and could cascade down, but for clarity it may be best to express it here
3	<Territory>	Market is AU, NZ, GB-AIR, plus WHS within GB (below). These territories have <SalesRightsType> 01 or 02 in P.21, and GB would have <SalesRightsType> 04 or 05 in P.21 (note SalesRightsTypes 04 and above were introduced in Codelists issue 12)
4	<CountriesIncluded>AU NZ</CountriesIncluded>	
5	<RegionsIncluded>GB-AIR</RegionsIncluded>	
6	</Territory>	
7	</Market>	
8	<Market>	Total market is the sum of the two repeats of <Market>
9	<Territory>	
10	<CountriesIncluded>GB</CountriesIncluded>	
11	</Territory>	
12	<SalesRestriction>	The sales restriction applies within the GB market only, not within AU and NZ
13	<SalesRestrictionType>04</SalesRestrictionType>	Retailer exclusive
14	<SalesOutlet>	
15	<SalesOutletIdentifier>	
16	<SalesOutletIDType>03</SalesOutletIDType>	ONIX Sales Outlet ID code
17	<IDValue>WHS</IDValue>	WHSmith
18	</SalesOutletIdentifier>	
		<SalesOutletName> could be used if no code has been allocated to the retailer
19	</SalesOutlet>	
20	</SalesRestriction>	
21	</Market>	
22	<MarketPublishingDetail>	Although only one market, may supply pub date here rather than P.20
23	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
24	<MarketDate>	
25	<MarketDateRole>01</MarketDateRole>	Pub date
26	<DateFormat>00</DateFormat>	
27	<Date>20101021</Date>	

28	</MarketDate>	
29	</MarketPublishingDetail>	
30	<SupplyDetail>	
31	<Supplier>	
32	<SupplierRole>01</SupplierRole>	Publisher
33	<SupplierName>ABC Publishers</SupplierName>	
34	</Supplier>	
35	<Price>	Price for GB (*ie* applies to GB-AIR and WHS)
36	<PriceType>02</PriceType>	RRP inc VAT
37	<PriceAmount>6.99</PriceAmount>	
38	<CurrencyCode>GBP</CurrencyCode>	
39	<Territory>	Two prices, so need to specify geographic applicability of each
40	<CountriesIncluded>GB</CountriesIncluded>	This price does not imply general availability to the trade in GB. The market specifies that within GB, the WHS sales restriction applies. For avoidance of doubt, you could add <RegionsIncluded>GB-AIR here as well as GB
41	</Territory>	
42	</Price>	
43	<Price>	Price for AU
44	<PriceType>01</PriceType>	RRP ex GST
45	<PriceAmount>12.99</PriceAmount>	
46	<CurrencyCode>AUD</CurrencyCode>	
47	<Territory>	
48	<CountriesIncluded>AU NZ</CountriesIncluded>	
49	</Territory>	
50	</Price>	If the publisher maintains a separate NZ price, <Price> could be repeated again
51	</SupplyDetail>	
52	</ProductSupply>	

Example 8: time-limited retailer-specific market restriction

Publisher ABC plans to publish a product (on 21st October) into the general UK trade market (which implies at least non-exclusive availability throughout the EU and EFTA), but will make it available to UK-based retailer Waterstones two months early on an customer-exclusive basis (*ie* from 21 August). The publisher maintains prices in £ and € for the relevant countries, other export sales are denominated in £. If included in P.20, the global pub date should be 21st August.

	Example 7: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	
3	<Territory>	Specification of the extent of the market may be optional as the geographical extent and the retailer restriction can be expressed in P.21 and could cascade down, but for clarity it may be best to express it here
4	<CountriesIncluded>GB AT BE BG CY CZ DE DK EE ES FI FR GR HU IE IT LT LU LV MT NL PL PT RO SE SI SK CH IS LI NO</CountriesIncluded>	EU 27 plus EFTA 4
5	</Territory>	
6	<SalesRestriction>	Sales restriction applies across whole market (albeit temporarily)
7	<SalesRestrictionType>04</SalesRestrictionType>	Retailer exclusive
8	<SalesOutlet>	
9	<SalesOutletIdentifier>	
10	<SalesOutletIDType>03</SalesOutletIDType>	
11	<IDValue>WST</IDValue>	Waterstones
12	</SalesOutletIdentifier>	
13	<EndDate>20101021</EndDate>	Restriction ends in Oct: upon expiry, product becomes available to whole market
14	</SalesOutlet>	
15	</SalesRestriction>	
16	</Market>	
17	<MarketPublishingDetail>	
18	<MarketPublishingStatus>02</MarketPublishingDetail>	Forthcoming
19	<MarketDate>	
20	<MarketDateRole>01</MarketDateRole>	
21	<DateFormat>00</DateFormat>	
22	<Date>20100821</Date>	Publication date is 21/8, but product is initially only available to Waterstones
23	</MarketDate>	
24	</MarketPublishingDetail>	
25	<SupplyDetail>	
26	<Supplier>	
27	<SupplierRole>01</SupplierRole>	Publisher
28	<SupplierName>ABC Publishers</SupplierName>	
29	</Supplier>	

30	<ProductAvailability>10</ProductAvailability>	Not yet available
31	<SupplyDate>	
32	<SupplyDateRole>08</SupplyDateRole>	
33	<DateFormat>00</DateFormat>	
34	<Date>20100814</Date>	Books to be released (to Waterstones only) 14th August
35	</SupplyDate>	
36	<Price>	Price for UK
37	<PriceType>02</PriceType>	RRP inc VAT
38	<PriceAmount>12.99</PriceAmount>	
39	<CurrencyCode>GBP</CurrencyCode>	
40	<Territory>	<Territory> not optional as there are three prices
41	<CountriesIncluded>GB</CountriesIncluded>	
42	</Territory>	
43	</Price>	
44	<Price>	Price for Eurozone
45	<PriceType>01</PriceType>	RRP ex VAT
46	<PriceAmount>13.99</PriceAmount>	
47	<CurrencyCode>EUR</CurrencyCode>	
48	<Territory>	
49	<CountriesIncluded>AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK</CountriesIncluded>	
50	</Territory>	
		Could use <CurrencyZone> instead of <Territory> here
51	</Price>	
52	<Price>	Price for EU + EFTA – Eurozone – GB
53	<PriceType>01</PriceType>	RRP ex tax
54	<PriceAmount>12.99</PriceAmount>	
55	<CurrencyCode>GBP</CurrencyCode>	
56	<Territory>	
57	<CountriesIncluded>CZ DK EE HU LT LV MT PL RO SE CH IS LI NO</CountriesIncluded>	Note that the total number of countries that are given explicit prices here and above matches the total number of countries listed in the market (31)
58	</Territory>	
59	</Price>	
60	</SupplyDetail>	
61	</ProductSupply>	

Example 9: multiple suppliers in a single market

Publisher ABC will publish a product for general UK trade market and other European countries. The product will be available to retailers from the publisher's own distributor and from a separate wholesaler. The wholesaler maintains a special price for sales to UK libraries, in addition to normal trade prices.

	Example 8: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	<Market> and <MarketPublishingDetail> may be optional, because there is only one market, and the territorial extent and date details could cascade down from <SalesRights>. For clarity it is included here
3	<Territory>	
4	<CountriesIncluded>GB AT BE BG CY CZ DE DK EE ES FI FR GR HU IE IT LT LU LV MT NL PL PT RO SE SI SK CH IS LI NO</CountriesIncluded>	EU 27 plus EFTA 4
5	</Territory>	
6	</Market>	
7	<MarketPublishingDetail>	
8	<MarketPublishingStatus>02</MarketPublishingStatus>	Forthcoming
9	<MarketDate>	
10	<MarketDateRole>01</MarketDateRole>	Pub date
11	<DateFormat>00</DateFormat>	
12	<Date>20101021</Date>	
13	</MarketDate>	
14	</MarketPublishingDetail>	
15	<SupplyDetail>	
16	<Supplier>	
17	<SupplierRole>01</SupplierRole>	Publisher
18	<SupplierName>ABC Publishers</SupplierName>	
19	</Supplier>	
20	<ProductAvailability>10</ProductAvailability>	Not yet available
21	<SupplyDate>	
22	<SupplyDateRole>08</SupplyDateRole>	
22	<DateFormat>00</DateFormat>	
24	<Date>20101014</Date>	Books to be released 14th October
25	</SupplyDate>	
26	<Price>	Price for GB
27	<PriceType>02</PriceType>	RRP inc VAT
28	<DiscountCoded>	
29	<DiscountCodeType>01</DiscountCodeType>	BIC Discount Group code indicating retailer's discount available from publisher
30	<DiscountCode>AABCP033</DiscountCode>	

31	</DiscountCoded>	
32	<PriceAmount>12.99</PriceAmount>	
33	<CurrencyCode>GBP</CurrencyCode>	
34	<Territory>	
35	<CountriesIncluded>GB</CountriesIncluded>	
36	</Territory>	
37	</Price>	
38	<Price>	Price for Eurozone
39	<PriceType>01</PriceType>	RRP ex VAT
40	<PriceAmount>13.99</PriceAmount>	
41	<CurrencyCode>EUR</CurrencyCode>	
42	<Territory>	
43	<CountriesIncluded>AT BE CY DE ES FI FR GR IE IT LU NL MT PT SI SK</CountriesIncluded>	Could be specified using <CurrencyZone> instead, as it is below for wholesaler
44	</Territory>	
45	</Price>	
46	<Price>	Price for EU + EFTA other than Eurozone and GB
47	<PriceType>01</PriceType>	RRP ex VAT
48	<PriceAmount>12.99</PriceAmount>	
49	<CurrencyCode>GBP</CurrencyCode>	
50	<Territory>	
51	<CountriesIncluded>CZ DK EE HU LT LV MT PL RO SE CH IS LI NO</CountriesIncluded>	
52	</Territory>	
53	</Price>	
54	</SupplyDetail>	
55	<SupplyDetail>	Repeat of <SupplyDetail> for second source operating in exactly the same market
56	<Supplier>	
57	<SupplierRole>04</SupplierRole>	Wholesaler
58	<SupplierName>GH International Wholesale Books</SupplierName>	
59	</Supplier>	
60	<ProductAvailability>10</ProductAvailability>	Not yet available
61	<SupplyDate>	
62	<SupplyDateRole>08</SupplyDateRole>	
63	<DateFormat>00</DateFormat>	
64	<Date>20101017</Date>	Note the release date is slightly later for this supplier
65	</SupplyDate>	
66	<Price>	Price for GB (normal trade sales)
67	<PriceType>02</PriceType>	RRP inc VAT
68	<DiscountCoded>	
69	<DiscountCodeType>02</DiscountCodeType>	Proprietary discount code for this supplier and its GB trade customers
70	<DiscountCodeTypeName>GHI Terms List</DiscountCodeTypeName>	

71	<DiscountCode>GHI05</DiscountCode>	Discount code indicates discount available to trade retailers from this wholesaler
72	</DiscountCoded>	
73	<PriceAmount>12.99</PriceAmount>	
74	<CurrencyCode>GBP</CurrencyCode>	
75	<Territory>	
76	<CountriesIncluded>GB</CountriesIncluded>	
77	</Territory>	
78	</Price>	
79	<Price>	Price for GB (sales to libraries only)
80	<PriceType>02</PriceType>	RRP inc VAT
81	<PriceQualifier>06</PriceQualifier>	Lower price applies only to library, corporate or institutional sales
82	<DiscountCoded>	
83	<DiscountCodeType>02</DiscountCodeType>	Proprietary discount code for this supplier and its GB library customers
84	<DiscountCodeTypeName>GHI Terms List</DiscountCodeTypeName>	
85	<DiscountCode>GHI06</DiscountCode>	Code indicates discount available from the wholesaler to library customers
86	</DiscountCoded>	
87	<PriceAmount>11.99</PriceAmount>	
88	<CurrencyCode>GBP</CurrencyCode>	
89	<Territory>	
90	<CountriesIncluded>GB</CountriesIncluded>	
91	</Territory>	
92	</Price>	
93	<Price>	Price for Eurozone
94	<PriceType>01</PriceType>	RRP ex VAT
95	<PriceAmount>13.99</PriceAmount>	
96	<CurrencyCode>EUR</CurrencyCode>	
97	<CurrencyZone>EUR</CurrencyZone>	Could be specified using <Territory>, as it is above for publisher
98	</Price>	
99	<Price>	Price for EU + EFTA other than Eurozone and GB
100	<PriceType>01</PriceType>	RRP ex tax
101	<PriceAmount>12.99</PriceAmount>	
102	<CurrencyCode>GBP</CurrencyCode>	
103	<Territory>	
104	<CountriesIncluded>CZ DK EE HU LT LV MT PL RO SE CH IS LI NO</CountriesIncluded>	No terse way of specifying non-Eurozone EU plus EFTA countries minus GB
105	</Territory>	
106	</Price>	
107	</SupplyDetail>	
108	</ProductSupply>	

Example 10: sales channel-specific sales restriction

A specialist French educational publisher is to publish a schools-only version of a book that is published into the general trade by another publisher. The educational publisher has managed to acquire EU-wide schools-market-only subrights from the publisher of the normal trade versions of the work, and only maintains prices in Euros.

	Example 9: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	Specification of the extent of the market may be optional as the geographical extent and channel restriction can be expressed in P.21 and could cascade down, but for clarity it may be best to express it here
3	<Territory>	
4	<CountriesIncluded>FR AT BE BG CY CZ DE DK EE ES FI GB GR HU IE IT LT LU LV MT NL PL PT RO SE SI SK CH IS LI NO</CountriesIncluded>	EU 27 plus EFTA 4
5	</Territory>	
6	<SalesRestriction>	
7	<SalesRestrictionType>07</SalesRestrictionType>	For sale only to schools within the specified territories
8	</SalesRestriction>	
9	</Market>	
10	<MarketPublishingDetail>	The publishing details may also cascade down from P.20
11	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
12	<MarketDate>	
13	<MarketDateRole>01</MarketDateRole>	Pub date 21st Oct
14	<DateFormat>00</DateFormat>	
15	<Date>20101021</Date>	
16	</MarketDate>	
17	</MarketPublishingDetail>	
18	<SupplyDetail>	
19	<Supplier>	
20	<SupplierRole>01</SupplierRole>	Publisher
21	<SupplierName>DEF Éducation</SupplierName>	
22	</Supplier>	
23	<ProductAvailability>10</ProductAvailability>	Forthcoming
24	<SupplyDate>	
25	<SupplyDateRole>08</SupplyDateRole>	Books to be released 14th Oct
26	<DateFormat>00</DateFormat>	
27	<Date>20101014</Date>	
28	</SupplyDate>	
29	<Price>	Price for FR and everywhere else

30	\<PriceType>01\</PriceType>	Ex VAT (because the VAT rate varies widely across the market)
31	\<PriceAmount>5.99\</PriceAmount>	
32	\<CurrencyCode>EUR\</CurrencyCode>	
		\<Price> is applicable throughout the whole market, so \<Territory> is omitted
33	\</Price>	
34	\</SupplyDetail>	
35	\</ProductSupply>	

Example 11: message sent to a specific retailer

US publisher plans to publish a book globally. The publisher sends an ONIX message to a specific US retailer, and so has no need to describe <ProductSupply> arrangements for the rest of the world (*eg* that there is an exclusive distributor covering EU sales) in this message. Although the <SalesRights> are global, the publisher may choose only to describe those sales rights in the US that are applicable to the specific retailer, making use of the <ROWSalesRightsType> element with value 00 to indicate that sales rights in other countries are not stated (and thus making it clear that nothing should be assumed by the retailer about sales rights outside the US).

	Example 11: ONIX 3.0	
1	<ProductSupply>	
		<Market> is likely to be optional, and if omitted, the market would be US, as this would cascade down from <SalesRights>. If <Market> and <MarketPublishingDetail> is omitted, ensure the pub date and any other publishing status info is carried in P.20. In general, the retailer does not need to know any details of supply arrangements outside its area of operation
2	<SupplyDetail>	
3	<Supplier>	
4	<SupplierRole>01</SupplierRole>	Publisher
5	<SupplierName>XYZ Publishers</SupplierName>	
6	</Supplier>	
7	<ProductAvailability>10</ProductAvailability>	Forthcoming
8	<SupplyDate>	
9	<SupplyDateRole>08</SupplyDateRole>	Books to be released 14th Oct
10	<DateFormat>00</DateFormat>	
11	<Date>20101014</Date>	
12	</SupplyDate>	
13	<Price>	Price for US and Canada
14	<PriceType>01</PriceType>	RRP without tax
15	<PriceAmount>8.99</PriceAmount>	
16	<CurrencyCode>USD</CurrencyCode>	
		There is only one <Price> in this <SupplyDetail> composite, so its geographic applicability cascades down from the <Market> – which in this case has itself cascaded down from <SalesRights>. If the publisher wishes to make it clear the US dollar price only applies within North America, and that there are, say, separate prices denominated in Euros or other currencies (even if these are not included in the ONIX message), then an explicit <Territory> must be supplied here (or in <Market> above). Similarly, if the publisher wished to supply additional Canadian or Mexican prices in this message, then all <Price> composites would need geographic qualification

17	</Price>	
18	</SupplyDetail>	
19	</ProductSupply>	

Example 12: message omitting market details by market-wide agreement

Norwegian publisher plans to publish a book within the Norwegian market only. By agreement among Norwegian publishers, distributors and retailers, territorial and market-specific details may be omitted (this example does not necessarily imply that such an agreement exists in Norway).

Note that the pattern of this message is identical to Example 10. The difference is that in 10, the product is available beyond the North American market described, but the retailer does not need to know. In Example 11, the book is not available outside the Norwegian market.

	Example 12: ONIX 3.0	
1	<ProductSupply>	
2	<SupplyDetail>	<Market> and <MarketPublishingDetail> not needed as, by agreement within the market, all territorial information is assumed and dates and status are supplied in P.20 and P.21
3	<Supplier>	
4	<SupplierRole>01</SupplierRole>	Publisher
5	<SupplierName>En Norsk Forlegger</SupplierName>	
6	</Supplier>	
7	<ProductAvailability>10</ProductAvailability>	Forthcoming
8	<SupplyDate>	
9	<SupplyDateRole>08</SupplyDateRole>	Books to be released 14th Oct
10	<DateFormat>00</DateFormat>	
11	<Date>20101014</Date>	
12	</SupplyDate>	
13	<Price>	Price for Norway
14	<PriceType>01</PriceType>	RRP without tax
15	<PriceAmount>69</PriceAmount>	
16	<CurrencyCode>NOK</CurrencyCode>	
		<Territory> not needed as by agreement, it applies only in the limited market
17	</Price>	
18	</SupplyDetail>	
19	</ProductSupply>	

Example 13: product available globally, but free-of-charge in one country

Publisher ABC has world sales rights for an e-book, and sells it on conventional trade terms (not via agency model) in most countries, always priced in US dollars. However, for promotional purposes, ABC wishes to make the e-book FOC in the UK.

	Example 13: ONIX 3.0	
1	<ProductSupply>	
2	<Market>	
3	<Territory>	First market is World except UK
4	<RegionsIncluded>WORLD</RegionsExcluded>	
5	<CountriesExcluded>GB</CountriesExcluded>	
6	</Territory>	
7	<Market>	
8	<MarketPublishingDetail>	Two markets, so publishing details cannot cascade down from P.20, even though they do not vary by market
9	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
10	<MarketDate>	
11	<MarketDateRole>01</MarketDateRole>	Pub date 21st Oct
12	<DateFormat>00</DateFormat>	
13	<Date>20101021</Date>	
14	</MarketDate>	
15	</MarketPublishingDetail>	
16	<SupplyDetail>	
17	<Supplier>	
18	<SupplierRole>01</SupplierRole>	Publisher
19	<SupplierName>ABC Publishers</SupplierName>	
20	</Supplier>	
21	<ProductAvailability>10</ProductAvailability>	Forthcoming
22	<SupplyDate>	
23	<SupplyDateRole>08</SupplyDateRole>	E-books to be distributed to e-book retailers 14th Oc
24	<DateFormat>00</DateFormat>	
25	<Date>20101014</Date>	
26	</SupplyDate>	
27	<Price>	
28	<PriceType>01</PriceType>	RRP without tax
29	<PriceAmount>7.99</PriceAmount>	
30	<CurrencyCode>USD</CurrencyCode>	
		<Territory> not needed as price applies to whole of this market
31	</Price>	
32	</SupplyDetail>	

33	</ProductSupply>	
34	<ProductSupply>	
35	<Market>	
36	<Territory>	Second market is UK only
37	<CountriesIncluded>GB</CountriesIncluded>	
38	</Territory>	
39	<Market>	
40	<MarketPublishingDetail>	Two markets, so publishing details cannot cascade down from P.20, even though they do not vary by market
41	<MarketPublishingStatus>02</MarketPublishingStatus>	Not yet published
42	<MarketDate>	
43	<MarketDateRole>01</MarketDateRole>	Pub date 21st Oct
44	<DateFormat>00</DateFormat>	
45	<Date>20101021</Date>	
46	</MarketDate>	
47	</MarketPublishingDetail>	
48	<SupplyDetail>	
49	<Supplier>	
50	<SupplierRole>01</SupplierRole>	Publisher
51	<SupplierName>ABC Publishers</SupplierName>	
52	</Supplier>	
53	<ProductAvailability>10</ProductAvailability>	Forthcoming
54	<SupplyDate>	
55	<SupplyDateRole>08</SupplyDateRole>	E-books to be distributed to e-book retailers 14th Oc
56	<DateFormat>00</DateFormat>	
57	<Date>20101014</Date>	
58	</SupplyDate>	
59	<UnpricedItemType>01</UnpricedItemType>	Free of charge throughout the market (*ie* in GB). Note that the FOC item has to be treated at 'market' level, as it cannot be expressed via a repeat of <SupplyDetail> since the geographical applicability of the zero price cannot be expressed within <SupplyDetail>
60	</SupplyDetail>	
61	</ProductSupply>	