

# BIC Children's Book Marketing Categories

## TECHNICAL REQUIREMENTS

*Version 1: First Definitive Release (March 2000)*

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All participating Publishers wanting to carry Children's Book Marketing Category (CBMC) information on their internal systems, will have to make the following provisions.

The CBMC data should be held, on or linked to records for children's books and products, in a discrete field, five characters in length.

This is a non-repeatable field, allowing only one occurrence of a five character, alpha-numeric code only, eg A1M68, D3N79, C2LXX.

All valid CBMC values are five characters long. Allowable characters for each position are shown in the accompanying table. There are no invalid combinations of allowable characters placed in the correct position. Thus it is possible to generate a list of all possible combinations of allowable characters, to establish an Authority List of valid sequences if required.

No character is allowable in more than one position (with the exception of "X" - see following), so it should not be necessary to specify the position of a given character when searching.

The character "X" (Value Unknown) is allowable in any position in the CBMC code. It is intended for temporary use on records where the CBMC code has been generated as the result of a "mapping" from existing bibliographic data, and where insufficient data was available to confirm a particular characteristic of the book. Thus, any CBMC value containing an "X" anywhere in the sequence will need to be found for manual scrutiny, with "X" being replaced by the valid character appropriate to the book.

Conversion Procedures, outlining the means of deriving CBMC values from BIC Standard Subject Categories and other data, are available from the Children's Book Group of the Publishers Association. They can be used as the basis of a mapping program.

# Tables of BIC Children's Book Marketing Categories, Version 1

## Position 1. INTEREST LEVEL

*The following characters are allowable in Position 1*

<u>Character</u>	<u>Definition</u>
A	0-5 years
B	5-7 years
C	7-9 years
D	9-11 years
E	12+ years
X	Value Unknown

## Position 2. BROAD SUBJECT

*The following characters are allowable in Position 2*

<u>Character</u>	<u>Definition</u>
1	Poetry & Plays / Songs & Music
2	Home / Early Learning
3	Fiction
4	Reference
5	Non-fiction
X	Value Unknown

## Position 3. TYPE / FORMAT

*The following characters are allowable in Position 3*

<u>Character</u>	<u>Definition</u>
F	Electronic Format
G	Annual
H	Treasury / Gift Anthology
J	Novelty Book
K	Board / Bath / Rag Book
L	Activity Book
M	Picture Book
N	Ordinary Printed Book Format
P	Stationery & Other Merchandise
X	Value Unknown

## Position 4. CHARACTER

*The following characters are allowable in Position 4*

<u>Character</u>	<u>Definition</u>
6	Character
7	Non-character
X	Value Unknown

## Position 5. TIE-IN

*The following characters are allowable in Position 5*

<u>Character</u>	<u>Definition</u>
8	TV / Film Tie-in
9	Non Tie-in
X	Value Unknown