Metadata:
Your New Sales Rep
IPG DGM
24th May 2012
Karina Luke - Executive Director, BIC

Get in touch:
Twitter: @BIC1UK @KarinaLuke
Facebook & LinkedIn: “Book Industry Communication”
www.bic.org.uk
Karina@bic.org.uk
BIC?

British Library
PA
BA
CILIP
Who?

Wholesalers
Retailers
Publishers
Standards bodies
Service providers
Data Aggregators
Libraries
Distributors
What?

- Physical Supply Chain
- Digital Supply Chain
- E-commerce
- Technical Standards
- Accreditation schemes
- Events & Training
- IRI
- Product information
So...metadata...zzzZZZ?
Think differently!

Metadata is your new sales resource/rep

• It’s how you speak to your customers
• It’s how they find you and your products
• It influences their buying decisions

Look after it – get it on your business agenda
Think about it...

...would you employ this Sales Person?

- Late product information
- Wrong/missing price
- No visuals
- Incomplete information
- Doesn’t know what category the book should belong to
- Can’t say what the book is about
- Can’t remember the author’s name/gets it wrong
- Can’t remember what else the author has done
- Isn’t sure if the book is part of a series
- Gets the title wrong
- Can’t spell or string a sentence together
- Gives the wrong publication date
- Doesn’t know when the product will be available to order
- Isn’t sure where it can be sold
So don’t allow your metadata to perform in this way
No longer the sole domain of the data nerd/geek...

Needs to be part of business as usual...not an optional extra/luxury
Don’t believe me?
The evidence

Nielsen BookScan Research & White Paper: The Link Between Metadata & Sales

Data criteria/scope

• **BIC Basic data stats:**
  – for UK top selling 100,000 titles of 2011
  – outgoing data (from Nielsen)
  – titles sold online and in retail store

• **Enhanced data stats:**
  – records from publishers subscribing to Nielsen BookData Enhanced Service (NBES)
  – records from publishers who subscribed to NBES in 2010
Impact of BIC Basic data on sales

Average sales per ISBN for records with complete or incomplete BIC Basic data and an image
Impact of BIC Basic data on sales – by broad genre

Average sales for records with complete or incomplete BIC Basic data across different genres
Enhanced (or descriptive) metadata elements

- Short description
- Long description
- Review
- Author biography
Number of enhanced metadata elements & overall sales impact

**Offline sales per ISBN**

- 0: 35%
- 1
- 2
- 3
- 4

**Online sales per ISBN**

- 0
- 1: 178%
- 2
- 3
- 4
Impact of 4 enhanced elements & BIC Basic – by broad genre
What about e-books?
Summary of findings

<table>
<thead>
<tr>
<th>Item</th>
<th>% increase in sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offline sales: all 4 enhanced elements</td>
<td>35%</td>
</tr>
<tr>
<td>All 4 enhanced elements</td>
<td>55%</td>
</tr>
<tr>
<td>BIC Basic standard</td>
<td>98%</td>
</tr>
<tr>
<td>Online sales: all 4 enhanced elements</td>
<td>178%</td>
</tr>
<tr>
<td>Image</td>
<td>268%</td>
</tr>
<tr>
<td>BIC Basic &amp; image &amp; all 4 enhanced elements</td>
<td>700%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2 most important enhanced items</th>
<th>Most important for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long description</td>
<td>Fiction, Specialist, Non-Fiction and Trade Non-Fiction</td>
</tr>
<tr>
<td>Short description</td>
<td>Children's</td>
</tr>
</tbody>
</table>
Still with me?

700%!!
Who’s heard of BIC Accreditation?

BIC
Product Data Excellence Awards
Basic

BIC
Product Data Excellence Awards
Excellence

BIC
Product Data Excellence Awards
Excellence Plus
BIC Accreditation

• **Overview**
  – Data submitted to bibliographic agencies electronically, preferably using ONIX
  – 16 weeks before publication date

• **The benefits**
  – positive influence on sales (as we’ve seen)
  – demonstrates commitment to making timely data available in the supply chain
  – benchmark of performance against competitors

• **The award levels**
  – BIC Basic
  – BIC Excellence (ONIX users only)
  – BIC Excellence Plus (ONIX users only)

• **Who is accredited?**
11 Key elements

• ISBN or EAN13
• Title
• Product Form
• Main BIC Subject Category
• Imprint (as appears on book), need publisher if different to imprint
• Publication date
• Cover image (file or URL)
• Price
• Availability status
• Supplier
• Statement of rights
Timeline:

- BIC Basic record provided to data aggregators by publishers
- BIC Basic record available on data aggregators' databases
- Transactional info with distributors confirmed by publishers
- Nielsen measure data for timelessness & completeness
- Daily P&A updates

<table>
<thead>
<tr>
<th>Pub minus 20 weeks</th>
<th>Pub minus 16 weeks</th>
<th>Pub minus 3 weeks</th>
<th>On pub date</th>
<th>Post pub date</th>
</tr>
</thead>
</table>
Volumetric Rules

• **60%** of new titles are fully compliant 16 weeks ahead of publication; and

• **80%** of all available titles (new and backlist) meet the BIC Basic completeness standard; and

• **100%** of all cover images are available by publication date
Description

• Key enhanced element – make it work for you:
  – Title
  – Author
  – Key places/settings
  – Film tie in? Actors?
  – Awards?
  – Topics covered
  – Genre
  – Characters
  – Plot/purpose
  – Other titles in the series?
  – Other books by same author?
OK, OK, I get it, but what do I do with all this information?! 

*Where do I start?*
What did I do?

• Profile & awareness
• Good metadata = more sales
• Who & what is/are touching the metadata?
• Data cleansing (groan)
• Unaccredited to fully BIC accredited – 3 years hard work!
• On-going workshops & training across the company
• HR – metadata inductions
• Enhanced metadata working group
• Systems provider and IT teams, ONIX
• Follow on training as part of any system implementation.
• Document all changes to systems in a users guide (both non-technical and technical versions)
• Make it fun – compete!
• Ask for help – talked to BIC and Nielsen
• Nielsen BIC Accreditation reports to track progress
• The importance of getting it RIGHT FIRST TIME!
So...Metadata! Yes!
Thank you

Karina Luke
Karina@bic.org.uk
Twitter: @BIC1UK
Twitter: @KarinaLuke
Facebook & LinkedIn: “Book Industry Communication”
www.bic.org.uk
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