



NEWS

FOR IMMEDIATE RELEASE

Contact: Karina Luke, 020 7255 0516, Karina@bic.org

New Global Subject Codes Standard Launches at Frankfurt BookFair

Collaborative effort is underway to internationalize book classification

Frankfurt, Germany (October 10, 2012) — Book industry representatives from 16 countries announced today the formation of a new, global standard to categorize and classify book content by subject. The project, initially known as “Thema,” was first announced during the Tools of Change Supply Chain Conference taking place during the Frankfurt International Book Fair.

“This is a very important step forward in creating a truly global community of book data,” said Jesús Peraita, Technical Director of DILVE, within the FGEE (Federación de Gremios de Editores de España), the group’s first chair. “Thema will not only facilitate the sale of content across borders, but is also flexible enough to allow each market to retain its unique cultural voice.”

A new, independent organization created to manage Thema will be governed by a multinational Board of Directors. Countries currently participating in the Thema project include: Australia, Austria, Canada, Denmark, France, Germany, Italy, Netherlands, Norway, Pan Arab Group, South Africa, Spain, Sweden, Switzerland, the United Kingdom, and the United States.

Thema will continue the work already begun by the iBIC project managed out of the United Kingdom. Book Industry Communication (BIC) and Nielsen Book, who jointly own iBIC, have graciously donated the iBIC intellectual property to the Thema Board for the creation of the global standard.

“All countries taking part have expressed their great appreciation for what BIC and Nielsen have done in order to enable this ground breaking scheme to be internationally managed, developed and used truly independently of any existing organisations” said Karina Luke, Executive Director of BIC. “Both Nielsen and BIC look forward to seeing the excellent work already set in motion growing and expanding under Thema. We encourage all national groups to get involved. There is no doubt that bringing clarity to classification will help us all sell more books.”

The new standard will be a general purpose classification scheme for the book industry, meant initially to work alongside existing standards such as BIC, BISAC, CLIL etc. The long range goal is to move all markets to the global standard, helping to eliminate confusion among both upstream and downstream trading partners. BIC will continue to have responsibility for the application of the standard in the UK.

For more information, interested parties should contact Karina Luke and Jesús Peraita at thema@dilve.es
A temporary website has been published at www.panthema.org

About BIC

BIC is an independent organisation in the UK set up to promote supply chain efficiency in all sectors of the book world through e-commerce, training, best practice and the application of standard processes and procedures. Sponsored by the Publishers Association, Booksellers Association, the Chartered Institute of Library and Information Professionals and the British Library BIC is committed to empowering and improving the efficiency of the book industry supply chain (for both physical and digital products) to the benefit of its members.

Membership consists of publishers, suppliers, wholesalers, retailers, service providers, librarians and others engaged in the business of print and electronic media. For over 20 years, BIC has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the UK book community.

Learn more about us here: www.bic.org.uk
Follow us on twitter: @bic1UK

About Nielsen Book

Nielsen has four key brands: Nielsen Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), Nielsen BookData, Nielsen BookNet and Nielsen BookScan. The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world's only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Spain and India. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on Nielsen, visit: www.nielsen.com

###