

## BIC Strategy Implementation Priorities 2021/22

The BIC Strategy identifies 5 implementation priorities for 2020. This document addresses:

### PRIORITY 4 – Metadata

There are 3 metadata priorities identified here for BIC in 2021: i) Agree and publish Out of Print Best Practice Guidelines; iii) live launch, promote and monitor the Metadata Capabilities Directory as part of the Metadata Map Project to improve stakeholder awareness of metadata usage and provide a strategic overview for future efficiencies; iii) complete the transition to the refreshed Product Data Excellence Accreditation scheme by April 2022.

#### i) Agree and publish Out of Print Best Practice Guidelines:

This project is charged with agreeing, documenting, and communicating industry best practice for Out of Print items (both digital and print). Consideration to be given to second-hand books with regards the project scope. Key deliverables are:

- **By end April 2021:** Project begins.
- **By end October 2021:** Scheduled project completion with delivery of all project deliverables completed including recommendations for next steps.
- **By end October 2021:** To socialise and promote wider industry adoption of the best practices agreed as a result of the Out-of-Print Best Practice Project. Executable marketing and adoption plan delivered.

A consideration of the potential environmental impact of the Out of Print processes (current and future) should feature throughout this project.

#### ii) Metadata Capabilities Directory (MCD) as part of the Metadata Map Project:

The live launch of the MCD is intended to document and improve the flow of product information in the metadata supply chain, to raise greater awareness of issues, standards, and best practice. It forms part of the “Metadata Map” project. Key summary deliverables for 2021-22 are as follows:

- **By end July 2021:** Live launch of the Metadata Capabilities Directory (MCD).
- **By end July 2021+:** Marketing and promotion of MCD post live launch.
- **By end January 2022:** Review progress and engagement with the MCD – issue report for BIC Board.
- **By end March 2022:** Board to agree what the next phase of the Metadata Map project should be.

#### iii) Complete the transition to refreshed PDEA accreditation scheme:

The existing scheme has been refreshed in order to promote and encourage the use of current best practice and industry standards in the supply of metadata, to ultimately help publishers maximise their efforts for improving sales. The refreshed scheme has seen the introduction of additional metadata elements across all levels of the award and also the compulsory use of ONIX 3.0 (for the Gold-level of award only) and *Thema* (for all levels of award). Key deliverables for 2021 are as follows:



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**Ongoing:** Regularly check in with Nielsen to monitor progress of testing/new data collection, reporting etc.

**By end October 2021:** BIC & Nielsen to assess viability of launching with first accreditations under the refreshed scheme in April 2022

**By end October 2021:** First meeting of the BIC PDEA Panel to assess potential applications/data.

**By end November 2021:** Agree and align communications between Nielsen and BIC with regards to schedule for the first, and then subsequent accreditations under the refreshed scheme.

**By end April 2022:** Announce first sets of results.

