



## EDItEUR releases *Thema* subject category scheme

**1<sup>st</sup> November 2013** – EDItEUR has published *Thema 1.0*, a new subject classification system intended for use throughout the global book and e-book trade.

*Thema* is a book subject classification scheme that meets the needs of the global book trade and can be used alongside or in place of the many national classification schemes – for example, BIC is used in the UK, BISAC in North America, CLIL in France, WGS in the German market, and prior to *Thema*, each country has had unique requirements. Using a single, globally-relevant scheme reduces costs and duplication of effort, increases metadata quality, streamlines the international exchange of metadata, and eliminates the need for complex and difficult to manage scheme-to-scheme mapping.

*Thema* has been under development since the launch of the project at the Frankfurt Book Fair in 2012, under the guidance of a management board and a technical development group. A pilot version of *Thema* was published in April 2013. The management and technical groups have been reconstituted into an International Steering Committee that will guide the future of the standard under EDItEUR's management, and *Thema* has already gathered active support from trade bodies in countries including Canada, Egypt, France, Germany, Italy, Norway, Spain, Sweden, the UK and USA. Further participation during the pilot phase came from Denmark, Argentina and New Zealand, and interest is growing too in Japan, Russia and China.

Like all EDItEUR standards, *Thema* is free to use – Book Industry Communication (BIC) and Nielsen have donated intellectual property to make this possible. *Thema* classifications can be embedded within industry-standard ONIX for Books metadata messages.

*Thema* builds upon earlier work to develop an internationalised version of the well-known BIC subject scheme, but goes further by combining a robust selection of shared subject categories with an expansive list of subject qualifiers which can contain national variants and extensions. In this way, *Thema* provides a structure that has global application and relevance, while meeting local needs.

The truly international ambition of *Thema* was demonstrated by translation of the pilot version into a range of languages including French, Italian, German, Spanish, Arabic and Russian. Version 1.0 is currently available in full only in English, but translations into other languages are already under way, and a range of other resources will be made available via the EDItEUR website (see [www.editeur.org/151/Thema](http://www.editeur.org/151/Thema)).

For further information, please contact Graham Bell, Chief Data Architect at EDItEUR ([graham@editeur.org](mailto:graham@editeur.org)) or Howard Willows, Senior Manager Data Development at Nielsen, and chair of the *Thema* International Steering Committee ([howard.willows@nielsen.com](mailto:howard.willows@nielsen.com))

## Notes for editors

**EDItEUR** is the international standards body for the global book, e-book and serial supply chains. It is best known for developing ONIX for Books, the standard for communication of rich product metadata which is widely implemented in the book and e-book supply chains in North America, Europe and the Asia-Pacific regions. Based in London, EDItEUR is supported by more than 100 members in 20 countries, and maintains a range of descriptive metadata and transactional message standards in the ONIX, EDItX, ICEDIS and EDIFACT families.

EDItEUR also provides management services to the International ISBN Agency, coordinating 150+ national ISBN agencies in countries around the world, and provides a limited secretariat service to the International ISNI and ISTC agencies.