

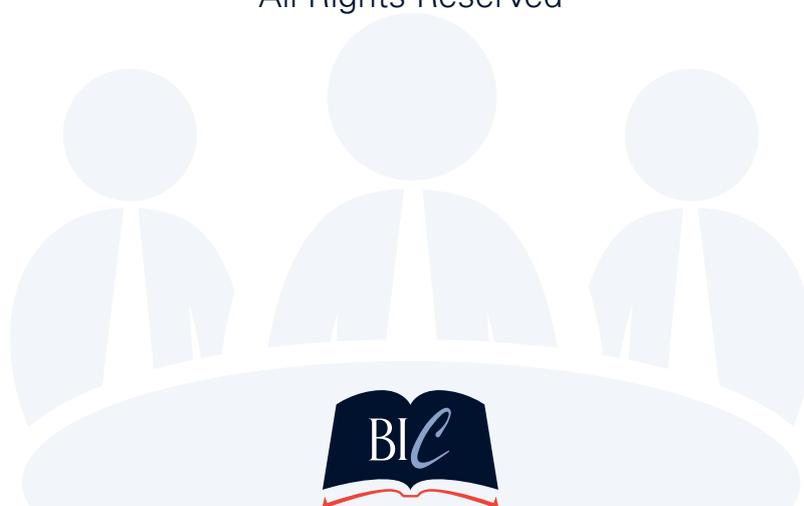


M E T A D A T A
C A P A B I L I T I E S
D I R E C T O R Y

Code of Practice for MCD Participants

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Advice for all contributors and users of the MCD

How to complete and maintain your contribution to the survey, access and use the Directory and improve your own data capabilities through collaboration with trading partners.

BIC have created the Metadata Capabilities Directory (the MCD), within the Metadata Map Project, to allow Data Supply Chain partners to share information about their own metadata abilities, processes and policies with each other. The aggregated sum of these shared contributions is made available only to contributors and can be used to discover:

- What metadata attributes are managed and provided by particular partners within the supply chain
- Where and how the metadata is distributed
- What data attributes are accepted and how they are treated by recipients

Contributing to the BIC MCD represents a significant opportunity for organisations to benchmark their own metadata capabilities and to identify potential improvements to their data supply, ingest or maintenance activities. For further information on the benefits of participation please see [MCD Benefits statement for Contributing Organisations](#)

Contributing to the MCD survey

The MCD survey provides the means by which participants can share detailed information about their metadata activities. The questions, and responses, are designed to allow organisations to provide a comprehensive and frank appraisal of their own metadata capabilities as they are today. The data supply chain is recognised to be wide, complex, constantly changing and, in places, very nuanced and we expect all organisations to exhibit a wide range of good and not-so-good practices.

Whilst there is great deal of Best Practice advice and documentation available to organisations to follow, we believe that the adherence to these is far from homogeneous and subject to the influences of history, resources, priorities and circumstance for each and every participant in the supply chain. Responding honestly and comprehensively to the survey will provide your organisation with the best opportunity to benchmark your own capabilities against other participants and enable a wider understanding of the whole data supply chain.

- Your initial, full response to the MCD Survey is treated as your Primary Contribution
- Please answer all relevant questions within the survey as fully and accurately as possible.
- A suitable individual within your organisation should take responsibility for completing the survey. However, you are encouraged to share the survey with appropriate personnel within your organisation to ensure current processes and practice is represented accurately.
- Please make use of the 'Save and Resume' functionality to take as much time to complete the survey as necessary. Care should be taken to use the save and resume links correctly – i.e. ensuring only one is active at any one time – to prevent loss of data in your contribution. Please note that re-accessing the survey by using this link will open the survey at the beginning again, but that all answers provided up to that point will have been saved for review. Click through each page of the survey using the 'Next' button until questions need to be answered.

- Most main questions in the Primary survey are mandatory and the survey is set to expect an answer to be provided before allowing progression to the next page.
- Most questions are multi-choice, enabling the user to select one (or more) options that best-fit each organisation's particular circumstances. In each of these questions we have provided an option with the following wording:
"We are unable or choose not to provide a response to this question"
This will allow organisations to provide a 'No response' answer where it is not possible (or sensitive) for a 'real' answer to be provided.
- Please use the 'No response' option as little as possible and only where necessary. Organisations that use this option greater than the permitted threshold will not be able to access the MCD until their survey response is corrected / completed. Please note also that 'No response' will also appear in the MCD for all other users to see.
The current threshold level of use for this option is 10% of the survey. This means that, for each respondent type, the maximum permitted use of this response is:
 - Data Supplier organisations - 6 questions
 - Data Receiver organisations - 5 questions
 - Receiver and Supplier organisations – 12 questions
- It is not possible to provide a running total of the use of this option as you progress through the survey. We suggest you retain your own notes. You will be requested to generate a Unique ID (using an online tool) that will enable your information in the MCD to be uniquely and securely identified as being owned by you. Please ensure that this UID is copied and retained to enable future updates to be made to the MCD for your organisation (see below).
- Please do not share the question set, the response options or your own responses, in full or selectively, with any other organisation. The MCD provides the only place to share this information securely to ensure that all participants benefit equitably.
- Your contribution will be date-stamped at the point you submit the survey and will be regarded as 'current' for up to one year from this date. You will be expected to review, update and/or confirm the submitted details prior to this annual renewal date to maintain your contribution and to maintain your access to the MCD.

Updating the MCD survey

It is expected that your metadata capabilities will continue to evolve over time – hopefully in part due to the knowledge gained by participating in this project – and this will mean your Primary Contribution to the Directory will need to be updated, to better reflect your current status.

- Please review your own responses to the survey within the MCD. You may wish to do so on a regular basis to compare your own capabilities to other similar, or trading partner, organisations as BIC members can join the MCD at any time.
- The only place where your current responses to the survey questions can be reviewed is in the MCD itself – the online survey cannot show you your previous answers.
- Participants will be reminded to review their survey responses in the MCD on an annual basis.
- Updates to individual questions or sections may be made at any time, where circumstances have led to changes in your own activities.
- A link to the Update version of the survey is provided as part of the Primary Contribution confirmation message and a button is also provided on the [MCD page](#) within the BIC website.



- You only need to update questions where your circumstances have changed. Use the number of the question you wish to update in the MCD to select the correct section in the Update (Secondary) survey. Only this section will be presented to you and you only need to answer the question you wish to change to enable a quick and easy update of the MCD. Any other questions in the section you leave blank will not affect the answers you have already provided for those questions.

For example, if you only wish to change your response to which electronic file types you are able supply, find the appropriate question in the MCD:

AR		
ata supply?	S4.3 What other data file formats are you able to supply?	S4.3a Other d
	ONIX 2.1	
	EDI Tradacoms	
	Excel files (.xlsx)	

Question S4.3 is therefore the 3rd question in section S4.
Select this section in the Update survey:

Please check which Data Supplier sections you wish to update.

- S1 Data Supplier: Products
- S2 Data Supplier: Validation
- S3 Data Supplier: Customisation
- S4 Data Supplier: Data Supply Processes
- S5 Data Supplier: File Communications

and provide a response to this question only in this section.

- If you respond to a question in the Update (Secondary) survey you should provide a 'full replacement' answer to the question. E.g. where multiple options may be checked in the answer and you wish to add, or remove, one option from your previous answer, please check ALL options that now apply. E.g. for the question S4.3.

What other data file formats are you able to supply?

- ONIX 2.1
- EDI Edifact
- EDI Tradacoms
- Flat file/delimited file versions (eg CSV, tab-separated)
- Excel files (.xlsx)
- Web-input only (eg Nielsen Title Editor)
- Webservice - eg BIC Realtime standard messages (ie on demand)
- Other? (eg MARC, proprietary XML feed/interface)
- We are unable or choose not to provide a response to this question.

Please check as many options as apply

Check all the file types you are now able to provide.

- Any questions you do update will be aggregated with all the answers provided in your Primary Contribution and any previous updates to ensure the Directory retains a complete response to the full survey. Your responses to all other questions are accepted as unchanged and will remain in the MCD as your current status.



- You should then progress through to the final page of the update survey to validate your update by providing your Unique ID. If you also wish to change your UID, you will be able to do so at this point.
- Ensure the 'Submit survey' link is clicked to send the update to BIC.
- You may 'remove' any response previously submitted by selecting the 'No response' option but remember that this may affect your own access to the MCD if the permitted threshold is exceeded as a result of the update.
- The date of the update will be recorded and will be regarded as the new current date for your submission. The annual review requirement will be dated from this new date.

Accessing and Using the MCD

The Directory will be updated on a regular basis (currently, early morning every Monday) and will include all new contributions and updates accepted into the MCD since the previous update. Each new updated file will replace the previous file.

- The MCD will therefore always be a complete summary of all current submissions.
- The MCD will be made available to users as a single, Read-only spreadsheet file in the BIC Dropbox and Google accounts.
- Access to the MCD will be by invitation only, with a link provided by email sent only to the named Main Contact email address provided in your submission. The Main Contact may be changed at any time by means of a valid update submission, but each organisation may have only one Main Contact at any one time.
- Standard spreadsheet functionality of 'Find', 'Sort' and 'Filter' may be used to interrogate and assess all submissions in the MCD.
- **Do not copy or screenshot any part of the MCD to create a local copy of the data it contains. The MCD must be the only place for survey data to be held to ensure that it is secure, current and only shared with others who have made the same commitment as you have. Acceptance of this control is a condition of participation in the MCD.**

Removing erroneous data from the MCD

If any of your previous responses to the survey are now out of date, please correct this using an Update Survey as soon as possible.

If the data held in the MCD for your organisation becomes misleading or has been changed without authority contact BIC urgently to enable investigation and remedial action to be taken by BIC Admin. Contacting BIC by emailing MCD Admin: info@bic.org.uk.

Withdrawing from the MCD

Organisations wishing to withdraw entirely from the MCD may only do on request by emailing MCD Admin: info@bic.org.uk.

- Access to the MCD by the former Main Contact from the participating organisation will be withdrawn immediately.
- Survey contribution responses in the MCD will remain available to all other users for a period of a year from the date of original submission or last update.

