Metadata Standards: making it count

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"All roads lead to metadata"
Michael Tamblyn, Kobo, Feb 9th 2010

And perhaps even more critically, all roads lead *from* metadata

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Metadata is the only way you can sell your products in those parts of the market which are still growing

Discovery of your products (as well as the management of every piece of your business) is dependent on *your* metadata (you can't simply leave this to someone else to sort out)

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Metadata isn't simple

...it's as **complex** as your products and business model...

...so **simplification=data loss**

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Some options for product metadata communication

▸ **Dublin Core:** http://dublincore.org

….interoperable metadata standards that support a broad range of purposes and business models…

▸ **OPDS:** http://code.google.com/p/openpub

The Open Publication Distribution System (OPDS) Catalog format is a syndication format… based on Atom and HTTP. OPDS Catalogs enable the aggregation, distribution, discovery, and acquisition of electronic publications. OPDS Catalogs use existing or emergent open standards and conventions, with a priority on simplicity

▸ **PRISM:** http://www.idealliance.org/specifications/prism/

PRISM is an IDEAlliance Specification that defines an XML metadata vocabulary for managing, post-processing, multi-purposing and aggregating publishing content for magazine and journal publishing.

▸ **ONIX for Books:** http://www.editeur.org/83/Overview/

The ONIX for Books Product Information Message is the international standard for representing and communicating book industry product information in electronic form.

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ONIX for Books 3.0 – major changes

1. Block-level updates
2. Sales rights
3. International markets
4. Sets and series
5. Digital products
6. Marketing collateral
7. Related works

Seven years of accumulated experience

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Block-level updates

Mid-level structure within <Product> divides record into 7 independent 'blocks'

- Mandatory message and product identity

- <DescriptiveDetail>
- <CollateralDetail>
- <ContentDetail>
- <PublishingDetail>
- <RelatedMaterial>
- <ProductSupply>

Any block can be updated independently

- Allows more granular updates of metadata than product-at-a-time ONIX 2 approach
- reduces message size
- efficient P&A updates, so no requirement for different post-publication message
- full and partial updates can be freely mixed

Digital products (1)

- ▸ More flexible description of digital products
  - ▸ covers e-books, e-audio, books-as-apps… downloadable or online, enhanced or plain…

- ▸ Separates
  - ▸ form and nature of product – underlying file format and/or platform, hardware and software requirements (greatly clarified from ONIX 2)
  - ▸ usage rights (copy/paste, print, share, lend…)
  - ▸ technical protection measures

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Digital products (2)

Other facilities for digital products

- digital exclusive and enhanced editions
- specification of enhancements (video clips, web links, value-added content…)
- preview content
- print-equivalent extents
- agency terms, print-equivalent comparison prices, prices as tiers

Promotes transparency for customers

- what defines the 'product'?

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Other new features…reflecting the complexity of the real world

- **Better sales rights information**
  - Less ambiguity
- **Independent 'markets' for products, defined by international distribution arrangements**
  - eg different terms of trade in different markets
- **Sets and series**
  - New approach to defining a <Collection>
- **Marketing collateral**
  - A 'kit of parts' for a richer online purchase experience
- **Related works**
  - improved discovery of niche products and premium variants

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Our efforts to help you

- ▶ Reduce complexity – so far as we can
  - ▶ As simple as possible…
- ▶ Better documentation: ONIX "how to" guides…
  - ▶ …but only useful if people read them
- ▶ ONIX 3 'global best practice' guide
  - ▶ Aim to reduce country-to-country variation of usage and bespoke tailoring of ONIX for particular recipients
  - ▶ Promote 'single ONIX record, multiple recipients'
  - ▶ Ease international trading of metadata within increasingly global book market
- ▶ Better technical compliance support
  - ▶ Schematron

▶ **EDI*t*EUR**

Finally:

ONIX is a communication protocol not a data model

Remember this when thinking about your metadata management system

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Thank you

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