BISG
BOOK INDUSTRY STUDY GROUP

Best Practices for Product Metadata

Guide for North American Data Senders and Receivers

New Edition
September 16, 2013

FEATURES

Covers both US and Canadian markets

Updated to reflect the changing requirements of publishers and booksellers

New focus on the current state of digital work flows

Combines best practices for both senders and receivers

BOOKNET CANADA

Developed in cooperation with BookNet Canada

Best Practices for Product Metadata

Guide for North American Data Senders and Receivers

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Best Practices for Product Metadata: Guide for North American Data Senders and Receivers was written and compiled for the Book Industry Study Group, Inc. (BISG) and BookNet Canada by the BISG Metadata Committee, with additional material provided by Renee Register of DataCurate.

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All references to ONIX data elements are taken from:

ONIX for Books Product Information Message, Product Record Format, Release 2.1, Revision 02, © 2004; *ONIX for Books Product Information Format Specification Release 3.0.1*, © 2012; *ONIX for Books Implementation and Best Practice Guide* © 2011-2013; and *ONIX Code Lists, Issue 21*, © April 2013

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PREFACE

Since the publication of the first edition of BISG's *Product Metadata Best Practices* in 2005, we have seen unprecedented changes in the businesses of publishing and bookselling. Although e-books had been around for several years at the time of the first edition, they had still not had a significant effect on the trade book publishing business or the trade bookselling business. As we all know, that is no longer the case.

Print books still make up the majority of books sold in the world, but in some subject areas (e.g., reference works) they are no longer the primary form in which content is published. E-book sales grow each year, and as they grow many long-standing business practices change. Although we do not expect print books to stop being published any time soon, the day is approaching when referring to a particularly lengthy book as a "doorstop" will seem quaint.

These updated best practices take into account the changing landscape of publishing and bookselling. They are designed to be applicable to the hybrid print and digital world in which we do business today. As was the case with the first edition of these best practice guidelines, much of the guidance we give applies regardless of the format in which a book is published. We have, however, made every effort to reflect the current state of digital work flows, and we will update these best practices frequently in order to keep them relevant to the changing business environment.

Note on the format of the sections of this document

Each of the core data elements detailed in these best practices is described in the following format:

1. Definition and background.
2. Business case for supplying this data element.
3. Is this data element mandatory in all product records? Is it mandatory in product records that meet certain criteria? (Note that the element may be either *technically mandatory* within an ONIX record, or *considered mandatory* to meet BISG's or BNC's best practices or certification requirements.)
4. Schedule and timing: When, in the life cycle of a product, should this data element be supplied?
5. Notes for data recipients on this data element.
6. Notes on the applicability and use of this data element for digital products.
7. Style and usage guide.

8. ONIX 2.1 guidelines for this data element.
9. ONIX 3.0 guidelines for this data element.

GENERAL TECHNICAL GUIDELINES AND BEST PRACTICES

1. This document is not a substitute for EDItEUR's ONIX 2.1 or 3.0 Specifications, or the ONIX 3.0 Implementation and Best Practice Guide.

2. The publishing and bookselling industries have become more international since the first edition of these best practices guidelines was published. The use of UTF-8 Unicode is a best practice. Although it is still an acceptable practice, we can no longer describe the use of the ISO-8859-1 character set as a best practice, given that many publishers in the U.S. and Canada publish books in languages that use other character sets and many booksellers sell books in those same languages.

3. The use of deprecated data elements and code list values cannot be considered best practices, no matter how common some such practices might be.

4. It is a common practice (but not a good practice) for data providers to send textual data enclosed within a [CDATA] section in an effort to bypass the parsing rules in a data recipient's ONIX parser. A best practice is to use simple XHTML markup to format textual content for display in recipients' systems. Data providers cannot and should not rely on any formatting found inside a [CDATA] section being preserved in recipients' systems, as many recipients ignore a [CDATA] indication and reformat the text in a [CDATA] section using XHTML or HTML.

5. It is a best practice for both data providers and data recipients to use schema validation during application development or when implementing new data feeds. Relying merely on DTD validation does not ensure that the code list values in an ONIX file are valid.

6. It is a best practice to begin to rely upon standard identifiers such as ISTC (International Standard Text Code) to identify the work underlying a product and ISNI (International Standard Name Identifier) to identify the party underlying a name. Variants in the spelling or presentation of the titles of works or the names of parties will thus not result in mismatches between products and their underlying works or mismatches between names and their underlying parties. The use of proprietary work and contributor IDs can be an effective interim step in the identification of works and parties until the international standard identifiers are adopted more widely.

7. This document is aimed at users of ONIX. However, for data providers using proprietary spreadsheets (either Excel or browser-based portals for entering data), the intention behind and use of each of these data elements is the same as for ONIX, and the same data elements should be supplied and supported, regardless of message format.

8. Finally, while it is expected that ONIX 3.0 will be the standard used for trading in the U.S. and Canada at some point in the future, this guide acknowledges that ONIX 2.1 is still by far the most widely used format in. Therefore, in many instances, examples of data elements in 3.0 are provided by way of a link to EDItEUR's ONIX 3.0 documentation and are not provided directly in this document itself. However, current ONIX 2.1 users should ensure they put in place a plan to migrate to ONIX 3.0 – the level of support available for ONIX 2.1 will be reduced from the end of 2014.

1. PRODUCT IDENTIFIER

Definition

> *A number (or string of alphanumeric characters) associated with a specific product.*

Each identifier is unique within a particular identification scheme, although a single product may have more than one type of identifier. On occasion a single product can have two or more identifiers within the same naming scheme (e.g., co-publications often have two ISBNs, one from each publisher, for the identical product).

Examples of identifiers include ISBN-13, GTIN-13 or EAN-13, and UPC/GTIN-12. Although we recognize the use of proprietary SKUs for trading purposes, we strongly discourage the practice. The most common identifier used for print and digital books is the International Standard Book Number (ISBN), which is defined as:

> *A unique international identification number for each format or edition of a monographic publication published or produced by a specific publisher or producer.*

The GTIN-13 (GS1 Global Trade Item Number) is defined as:

> *A unique international identification number used for any product or service upon which there is a need to retrieve pre-defined information; this product or service may be priced, ordered, or invoiced at any point in the supply chain.*

The GTIN-13 was formerly known as the EAN-13; for the purposes of this discussion of best practices and industry continuity, we will use both terms.

The ISBN is a subset of the GTIN-13/EAN-13 numbering scheme, and the GTIN-13 scheme is a subset of the Global Trade Item Number (GTIN) system. The GTIN, as defined and used by GS1, is a globally unique EAN.UCC System identification number, or key, used for trade items (products and services). It is used for uniquely identifying trade items (products and services) sold, delivered, warehoused, and billed throughout retail and commercial distribution channels. A GTIN is a numeric data structure containing 8 digits, 12 digits, 13 digits, or 14 digits. Each of these variants is used for a different purpose.

Business case

The book industry supply chain is almost completely dependent on the ISBN and GTIN/EAN numbering systems. Transmitting an accurate Product Identifier for every item it wishes to sell is the only way a publisher can ensure that its trading partners will order the correct products. A unique Product Identifier for every single product is the foundation on which all other product data practices rest.

Is this mandatory data?

Yes. Every record must include a product identifier.

Every product numbered with an ISBN, or a non-ISBN GTIN-13/EAN-13, or a UPC, regardless of its product form, should have such numbering supplied. For products with an ISBN-13, the GTIN-13, usually the same identifier, must also be provided. On products not numbered using an ISBN, the primary product identifier (e.g., GTIN, EAN, UPC) must be supplied. The ISBN, GTIN/EAN, or UPC will often serve as the primary key for this product in the systems of the publisher's or manufacturer's trading partners, and this data element is therefore a prerequisite for a product record to be created in those systems.

The use of UPCs for book products is discouraged; the ISBN is the preferred Product Identifier. Non-product-specific UPCs (so-called price-point UPCs) cannot be used as Product Identifiers.

When should this data be supplied?

Product Identifiers should be supplied at least 180 days prior to the on-sale date of a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that products are ordered on schedule. If a product carries more than one identifier, all of them should be supplied.

Notes for data recipients

If a data recipient doesn't publicly display the identifier supplied by the data sender, the data recipient should still communicate with the sender *using the supplied identifier*. If proprietary identifiers are assigned during the life cycle of a product, trading partners are strongly discouraged from using them in the wider supply chain.

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

As with physical products, a saleable digital product should carry a unique identifier (with the same usage and style guidelines as for a physical product). For additional guidance on the application of identifiers to digital products, please see:

BISG's Policy Statement on the Identification of Digital Products

http://www.bisg.org/what-we-do-4-150-pol-1101-best-practices-for-identifying-digital-products.php

BISG's Roadmap of Identifiers

http://www.bisg.org/what-we-do-18-32-roadmap-of-identifiers.php

Style and usage guide

Users who require details on the ISBN standard are directed to the International ISBN Agency and in particular to the document *Guidelines for the Implementation of 13-Digit ISBNs*, which may be found here:

http://www.isbn-international.org/pages/media/Usermanuals/ISBN%20Manual%202012%20-corr.pdf

The ISBN-13 and other GTINs/EANs should always be presented without spaces or hyphens in data feeds.

Except for certain rare cases, if an ISBN-13 and a GTIN-13 are used, they should be identical. In the rare case when they are different, the GTIN-13 in the product record should match that found in the bar code, if it is a physical product.

ONIX 2.1 guidelines

Suppliers of this data should use the **Product Identifier Composite** data element.

Reference name: <ProductIdentifier>

Short tag: <productidentifier>

Two data elements are mandatory in the composite:

1. PR.2.7 Product Identifier Type Code

Format: Fixed-length, 2 numeric digits

Code list: List 5

Reference name: <ProductIDType>

Short tag: <b221>

Examples of useful codes, include:

01 Proprietary

For example, this could be a publisher's or wholesaler's product number.

Although proprietary identifiers are widely used, it is not a good practice to use them for products that carry a standard identification number.

If a proprietary identifier is used, it must be accompanied by a "likely to be unique" identifier scheme name in <IDTypeName>.

02 ISBN-10/International Standard Book Number, pre-2007

Unhyphenated (10 characters)—now deprecated in ONIX for Books, except where providing historical information for compatibility with legacy systems. It should be used only in relation to products published before 2007—when ISBN-13 superseded it—and should never be used as the only identifier (it should always be accompanied by the correct GTIN-13/ISBN-13).

The use of the ISBN-10 as a number on which companies transact business is in conflict with these best practices and is strongly discouraged. It should be supplied only as a supplementary identifier (in addition to an ISBN-13).

03 GTIN-13/GS1 Global Trade Item Number (13 digits; formerly EAN-13)

This value is mandatory for every product that bears a GTIN-13/EAN-13 bar code. This value must be supplied in addition to an ISBN-13 value for every product numbered with an ISBN.

04 UPC/Universal Product Code Number (12 digits)

This value is mandatory for any product that bears a UPC-12 bar code. Data suppliers should note that the UPC-12 number they provide (and embed in a bar code) must be an item-specific number, not a price-point UPC.

Suppliers of product data who wish to be recognized as following industry-approved best practices should not recycle UPC-12 numbers.

05 ISMN-10/International Standard Music Number (M plus nine digits)

Pre-2008—now deprecated in ONIX for Books, except where providing historical information for compatibility with legacy systems. It should be used only in relation to products published before 2008—when ISMN-13 superseded it—and should never be used as the only identifier (it should always be accompanied by the correct ISMN-13).

The use of the ISMN-10 as a number on which companies transact business is strongly discouraged. It should be supplied only as a supplementary identifier (in addition to an ISMN-13).

06 DOI/Digital Object Identifier (variable length and character set)

14 GTIN-14/GS1 Global Trade Item Number (14 digits)

The best practice is to supply a GTIN-13/EAN-13 in addition to a GTIN-14.

15 ISBN-13/International Standard Book Number (13 digits)

This value is mandatory for every book-type product (i.e., products eligible for an ISBN as specified in *ISO Standard 2108*).

For a company to be considered in compliance with best practices, the ISBN-13 value must be supplied in addition to a GTIN-13/EAN-13 value for every product numbered with an ISBN. The requirements of library catalogers and other users of ONIX data necessitate this requirement.

PR.2.9 Identifier Value

Format: According to the identifier type specified in <ProductIDType>

Reference name: <IDValue>

Short tag: <b244>

The value contained within this data element should follow the rules applicable to the numbering scheme identified in the Product Identifier Type Code data element.

ONIX 3.0 Guidelines

There are no appreciable differences in the guidelines for and use of Product Identifiers between ONIX 2.1 and ONIX 3.0.

2. BAR CODE INDICATOR

Definition

A code list value that describes the type (symbology) and placement of a bar code encoding the Product Identifier appearing on a product and the physical position of those bar code(s) on the product.

Business case

Trading partners need to know if they will be able to scan a product as is or if they will have to apply their own bar code. Most distribution centers and retail stores rely on the scanning of bar codes in order to manage inventory and track sales. Knowing what bar code to expect on a given product can allow the companies downstream in the supply chain to handle that product more efficiently.

Is this mandatory data?

Yes, for physical products. Every physical product should have an indicator describing how (or if) it is bar-coded.

When should this data be supplied?

Information about bar codes should be supplied 180 days prior to the on-sale date of a product or as soon as possible thereafter.

Notes for data recipients

Recipient systems should be able to read any legitimate bar code.

Notes on digital products

No bar code is needed for purely digital products.

Style and usage guide

A Bookland EAN/GTIN-13 bar code should be used for all physical book products, but non-book products may carry a non-Bookland EAN/GTIN-13 or UPC-12 bar code.

The best practice is to include a barcode on all physical products. If no barcode exists, the best practice is to include a“not barcoded” indicator in the metadata. Use of “unspecified type” for prepublication print titles is not a best practice.

Bar codes are generally positioned on the outside of a product, to enable easy scanning; the best practice is to place the bar code should on cover four (the back cover) of physical books.

Best practice is to only use one barcode on cover four of a physical book. Two bar codes should never be used on cover four; if two bar codes are needed, the Bookland EAN bar code should appear on cover four and any other bar code should appear on cover three (the inside back cover).

Increasingly, publishers and other data senders are also including two-dimensional bar codes, such as a QR Code®, for advertising and commercial transactions. As of publication of this document, a QR Code® or similar does not yet appear as a code value in ONIX since such codes are not generally intended for trade use. These bar codes are generally not used to encode identifiers and should never replace a Bookland EAN bar code. For more information, visit the BISG website at:

http://www.bisg.org/what-we-do-12-148-mobile-commerce-for-the-book-industry.php

ONIX 2.1 guidelines

The Bar Code Indicator is repeatable if the product carries two or more bar codes from different schemes. The absence of this field does *not* mean that a product is not bar-coded (although for physical products without a barcode, a positive indication "not barcoded" is encouraged). The indicator specifies both the symbology of the bar code and its position on the product using a single code.

Format: Fixed-length, 2 numeric digits

Code list: List 6

Reference name: <Barcode>

Short tag: <b246>

Example: 11 **EAN13+5 on cover 4** (*Cover 4* is defined as the back cover of a book)

ONIX 3.0 guidelines

ONIX 3.0 contains a new <Barcode> composite, consisting of the following elements. The composite specifies the symbology of the bar code and its position on the product *separately*, and can be repeated if the product carries more than one bar code. Again, if a physical product does not carry a barcode, the best practice is to positively indicate this in the metadata.

Code list: List 141

Reference name: <BarcodeType>

Short tag: <x312>

Example: 11 **GTIN-13 barcode**

Example: 00 **Not barcoded**

Code list: List 142

Reference name: <PositionOnProduct>

Short tag: <x313>

Example: 01 **On cover 4**

3. PRODUCT FORM/FORMAT (INCLUDING PRODUCT FORM DETAIL[S])

Definition

> *The physical or digital properties that distinguish a given product manifestation from other product manifestations of the same intellectual work.*

Product Form embraces such characteristics as format, binding, packaging, and digital encoding.

Business case

The Product Form is often the primary means of distinguishing between two different product manifestations of the same intellectual work. It is key data for both trading partners and consumers to use in making their purchasing decisions.

Is this mandatory data?

Yes. This data element should be supplied for every product.

When should this data be supplied?

The Product Form should be supplied 180 days prior to the on-sale date of a product. If the Product Form of a given product changes before the release of that product, an update should be sent out as soon as possible.

Notes for data recipients

There are no best practices of note for recipients specific to this element. For general data recipient best practices, please consult Appendix A on page 167.

Notes on digital products

Basic guidelines for describing digital products appear below. For a more thorough description of ONIX 3.0's enhanced capabilities for handling digital products, please see the following:

http://www.editeur.org/files/ONIX%203/ONIX_Books_Digital_Products_3.0.pdf

Digital products

Should include details of technical protection measures incorporated in the product and any usage constraints (whether enforced by technical measures or not), using the <EpubTechnicalProtection> element and the <EpubUsageConstraint> composite *[ONIX 3.0 only]*.

Should include details of any relevant technical requirements (of hardware or software), etc., in the <ProductFormFeature> composite *[ONIX 2.1 and 3.0]*.

Should include details of the product content using the <PrimaryContentType> and <ProductContentType> elements, particularly if the product is an "enhanced e-book" or is not a simple textual product. This option provides additional structured metadata relating to the enhanced nature of the product, and any additional media employed, that doesn't rely solely on free text product description. *[ONIX 3.0 only: for ONIX 2.1, use repeats of <ProductContentType>]*.

Where file formats are versioned (e.g., EPUB 2 and EPUB 3), version details can be given in <ProductFormFeature> *[ONIX 3.0 only. In ONIX 2.1, use <EpubTypeVersion>]*.

Style and usage guide

Following are examples (using ONIX 2.1 codes) of how to use Product Form Code and Product Form Detail; in some instances of Product Form Code, it is strongly encouraged to supply Product Form Detail as well to avoid confusion in the marketplace. In all cases, use of generic codes such as "BA (book)" should be avoided where possible; if a generic code needs to be used because the pub date is far in the future, that code should be replaced with a more specific one as soon as that information is known.

- Trade paperback book: Product Form Code = BC (*Paperback*) AND Product Form Detail = B102 (*Trade paperback [US]*)
- Mass-market paperback book: Product Form Code = BC (*Paperback*) AND Product

Form Detail = B101 (*Mass market [rack] paperback*)

- Hardcover book: Product Form Code = BB (*Hardback*)
- E-book picture book for Nook: Product Form Code = DG (Electronic book text) AND Product Form Detail = E201 (Fixed format) AND Epublication Type Code = 045 (ePIB)
- Audio book on compact disc: Product Form Code = AC (CD-*Audio*)
- Audio book in MP3 format: Product Form Code = ED (Downloadable file) AND Product Form Detail = A103 (MP3)
-

Examples (using ONIX 3.0 codes):

- Trade paperback book: Product Form Code = BC (*Paperback*) AND Product Form Detail = B102 (*Trade paperback [US]*)
- Mass-market paperback book: Product Form Code = BC (*Paperback*) AND Product Form Detail = B101 (*Mass market [rack] paperback*)
- Hardcover book: Product Form Code = BB (*Hardback*)
- E-book picture book for Nook: Product Form Code = ED (Digital download and online) AND Product Form Detail = E142 (ePIB) AND Product Form Detail E201 (Fixed format)
- Audio book on cassette: Product Form Code = AB (*Audio cassette*)
- Audio book in MP3 format: Product Form Code = ED (Downloadable file) AND Product Form Detail = A103 (MP3)

ONIX 2.1 guidelines

Suppliers of this data should use the following data elements to present Product Form data:

Product Form Code

Format: Fixed-length, 2 letters

Code list: `List 7 (2.1); List 150 (3.0)`

Reference name: `<ProductForm>`

Short tag: <b012>

Example: BB (hardcover book)

Product Form Detail

Description: Repeatable

Format: Fixed-length, 4 characters: one letter followed by 3 numeric digits

Code list: List 78 (2.1); List 175 (3.0)

Reference name: <ProductFormDetail>

Short tag: <b333>

Example: B206 (Pop-up book)

Product Form Feature Composite

This is a repeatable group of data elements that together describe an aspect of Product Form that is too specific to be covered in the <ProductForm> and <ProductFormDetail> elements. It is optional for the purposes of this standard, but publishers of specialized products that require these data elements in order for those products to be accurately described (e.g., bibles) are directed to these data elements. Please consult the EDItEUR website's ONIX for Books page for the most recent version of *ONIX for Books Product Information Message, Product Record Format, Release 2.1,* and the most recent version of *ONIX Code Lists* for details on these data elements: http://www.editeur.org/83/Overview/

With most values of <ProductFormFeatureType> (<b334>), <ProductFormFeatureValue> (<b335>) provides the feature information. The <ProductFormFeatureDescription> is optional, and there is no need to supply it unless there is information in addition to that supplied by Product Form Feature Value.

Examples:

Product with CPSIA warning:

```
<productformfeature>
    <b334>12</b334>
    <b335>01</b335>
    <b336>Choking hazard small parts</b336>
```

```
    </productformfeature>
```

Bible:

```
    <productformfeature>
        <b334>03</b334>
        <b336>12 pt Helvetica</b336>
    </productformfeature>
    <productformfeature>
        <b334>01</b334>
        <b335>RED</b335>
    </productformfeature>
    <productformfeature>
        <b334>02</b334>
        <b335>SLV</b335>
        <b336>Silver with gold flecks</b336>
    </productformfeature>
    <productformfeature>
        <b334>04</b334>
        <b335>02</b335>
    </productformfeature>
```

ONIX 3.0 guidelines

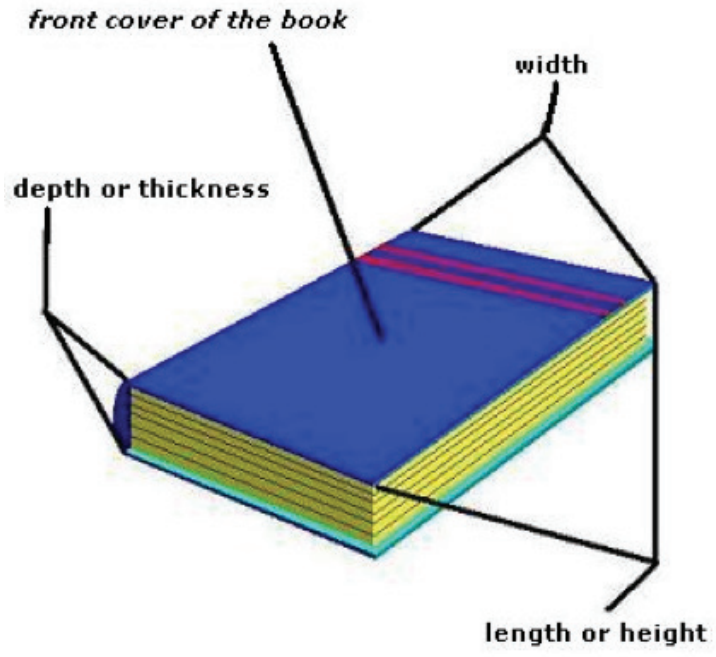
There are no appreciable differences in the guidelines for and use of Product Form between ONIX 2.1 and ONIX 3.0 for physical products. ONIX 3.0 offers a more robust way to describe digital products. A thorough description is too exhaustive to include in these Best Practices; with that in mind please consult the following paper on ONIX 3.0's enhanced capabilities for handling digital products:

http://www.editeur.org/files/ONIX%203/ONIX_Books_Digital_Products_3.0.pdf

4. WEIGHT AND DIMENSIONS (MEASURE)

Definition

Length and/or height/ width/depth and/or thickness of a physical product.



Please refer to the diagram at the right for the correct reference points to use in determining the dimensions of a book-type (or similar) product.

- Length or height: Measurement of the spine along the bound edge of the leaves
- Width: Measurement perpendicular to the spine
- Depth or thickness: Measurement across the spine of the book
- Weight: Weight of the individual product

Business case

The book industry supply chain needs accurate information on the physical dimensions and weight of products in order to plan their inventory management and visual merchandising programs properly. Products must fit into existing display and warehouse space, and this data is needed to determine how much space a given product will need. Weight data is important in planning for freight costs.

Is this mandatory data?

Yes. This data element is mandatory for every physical product.

When should this data be supplied?

Measurement information should be supplied 180 days prior to the on-sale date of a product or as soon as possible thereafter.

Notes for data recipients

Data recipients should ensure that they use the same orientation of a product as the data sender (see diagram above) so that their "height," for example, matches the data sender's "height" and is not confused with "width," for example.

Notes on digital products

This data element is not applicable to digital products.

Style and usage guide

For the U.S. market, the use of inches and ounces is recommended down to the nearest eighth of an inch or quarter of an ounce. Note that the measurements should include any packaging (e.g., slipcases). For hardbacks, height and width are *not* the same as the trimmed page sizes.

Note that 0, 0.0, or similar should not be used when measure is not yet known; if the measure is not known, do not provide the element. However, failing to provide the Weights and Dimensions element for physical products is in conflict with these best practices.

ONIX 2.1 guidelines

Suppliers of this data should use the **Measure Composite** data element:

Description: An optional and repeatable group of data elements that together identify a measurement and the units in which it is expressed

Reference name: <Measure>

Short tag: <measure>

Within the Measure Composite data element, suppliers should use the following data elements:

PR.22.1 Measure Type Code

Description: An ONIX code indicating the dimension that is specified by an occurrence of the Measure Composite. Mandatory in each occurrence of the <Measure> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 48

Reference name: <MeasureTypeCode>

Short tag: <c093>

The value in this data element should be one of the following:

01 Height

02 Width

03 Thickness

08 Unit weight

09 Diameter (of a globe, e.g.)

PR.22.2 Measurement

Description: The number that represents the dimension specified in <MeasureTypeCode> in the measure units specified in <MeasureUnitCode>. Mandatory in each occurrence of the <Measure> composite and non-repeating

Format: Variable-length real number, with an explicit decimal point when required, suggested maximum length 6 characters, including a decimal point

Reference name: <Measurement>

Short tag: <c094>

Example: 8.25

PR.22.3 Measure Unit Code

Description: An ONIX code indicating the measure unit in which dimensions are given. Mandatory in each occurrence of the <Measure> composite and non-repeating. This element must follow the dimension to which the measure unit applies. See example below.

Format: Fixed-length, 2 letters

Code list: List 50

Reference name: <MeasureUnitCode>

Short tag: <c095>

Example: in Inches

ONIX 3.0 guidelines

There are no significant differences between ONIX 2.1 and 3.0 except that in ONIX 3.0, <Measure> has been relocated within the message to appear adjacent to other details of physical format. <MeasureTypeCode> has been renamed <MeasureType> in 3.0, but the short tag and code list remain the same.

5. COUNTRY OF MANUFACTURE

Definition

The country in which the product was manufactured.

The product may or may not be published or contracted in that country.

Business case

Data on Country of Manufacture is critical information for the supply chain. Products manufactured or shipped from a given country may be embargoed or subject to tariffs in another.

Retailers and distributors need this information to know whether they are able to source this product and whether there may be additional expense to do so. This information is also *legally required* in some countries, so it is a best practice to include it for all physical products available internationally.

Is this mandatory data?

Yes. This data element is mandatory for every physical product.

When should this data be supplied?

Data on Country of Manufacture should be supplied 180 days prior to the on-sale date for a product, or as soon as possible thereafter. If the Country of Manufacture of a given product changes before the release of that product, an update should be sent out as soon as possible. If the Country of Manufacture changes during the life cycle of the product, that information should also be communicated as soon as possible.

Notes for data recipients

Retailers and distributors should be aware of and abide by any special rules or regulations that are mandated by the product's country of manufacture.

Notes on digital products

This data element is not applicable to digital products.

Style and usage guide

This data element is not a part of ONIX 2.1 (see ONIX 2.1 guidelines for work-around).

ONIX 2.1 guidelines

Suppliers of this data should use the "OtherText" composite, using value 99 from Code List 33 (a single ISO 3166-1 country code from List 91 designating the country of final manufacture of the product). The use of this code is a specific work-around in ONIX 2.1.

99 **Country of final manufacture**

```
<othertext>
    <d102>99</d102>
    <d104>CN</d104>
</othertext>
```

ONIX 3.0 guidelines

In ONIX 3.0, <CountryOfManufacture> is part of the P.3, Product Form, and should be used for all physical products and individual components within a physical product.

P.3.15 Country of manufacture

An ISO code identifying the country of manufacture of a single-item product, or of a multiple-item product when all items are manufactured in the same country. This information is needed in some countries to meet regulatory requirements. Optional and non-repeating.

Format: Fixed-length, two letters. Note that ISO 3166-1 specifies that country codes shall be sent as upper case only

Code list: ISO 3166-1 two-letter country codes, see List 91

Reference name: <CountryOfManufacture>

Short tag: <x316>

Cardinality: 0…1

Example: <x316>US</x316>

If the product is a multi-item product, if different items are manufactured in different countries, or if the items in a multi-item trade pack are intended to be retailed individually, Country of Manufacture may instead be specified for each of the items in the product, in P.4 <ProductPart>.

For an example of its use, please see the following:

P.4.14 Country of manufacture (product part)

A code identifying the country in which a product part was manufactured, if different product parts were manufactured in different countries. This information is needed in some countries to meet regulatory requirements. Optional and non-repeating.

Format: Fixed-length, two letters. Note that ISO 3166-1 specifies that country codes shall be sent as upper case only

Code list: ISO 3166-1 two-letter country codes, see List 91

Reference name: <CountryOfManufacture>

Short tag: <x316>

Cardinality: 0…1

Example: <CountryOfManufacture>US</CountryOfManufacture>

6. DIGITAL RIGHTS MANAGEMENT (DRM)/USAGE CONSTRAINTS

Definitions

Usage Constraints:

Limitations on the use of a product and its contents by the customer (or licensee).

DRM:

A technical method to monitor or enforce usage constraints.

Business case

Data on DRM/Usage Constraints is critical information for consumers of digital products. A student's buying decision regarding a digital textbook, for example, will often be guided by information on how much of the book may be printed or copied over a given period of time.

In order to avoid buyer's remorse, consumers need to know how they can use a digital product before they buy the product.

Is this mandatory data?

Yes, this data element is mandatory for every digital product.

When should this data be supplied?

Data on DRM/Usage Constraints should be supplied 180 days prior to the on-sale date of a product, or as soon as possible thereafter. If the usage constraints of a given product change before the release of that product, this update should be sent out as soon as possible.

Notes for data recipients

Data recipients should respect the stated DRM/Usage Constraints, unless they have made specific arrangements with the product owner.

Notes for digital product

This data element is applicable only to digital products.

Style and usage guide

This element should be used to specify any usage constraints or technical protection measures applied to the product and should be used for all downloadable and (where appropriate) other digital products—including a case in which no technical protection is applied or in which the technical protection such as watermarking does not enforce the constraints.

Some types of e-publication are defined by their unique combination of file format (e.g., EPUB or .XPS, specified in <ProductFormDetail>) and type of technical protection (e.g., Apple or Adobe DRM). For these products, specification of the technical protection type is clearly vital.

The <EpubUsageConstraint> composite should be used to specify the license terms that apply to a digital product, *whether or not these terms are enforced by any technical protection measures*. Multiple repeats of the composite should be included to give a clear picture of what a purchaser may and may not do (legitimately) with the content of the product.

Elements named <Epub...> are not limited to use with EPUB-format e-books but rather refer to all formats of e-books.

Since this data element must be supplied for all digital products, a code must be supplied even if the product is DRM-free. The sender should indicate that the product is DRM-free by using Code Value 00 from Code List 144 in the <EpubTechnicalProtection> field.

Although optional, there is an increasing need to indicate when there is no restriction on continued use of a digital title or product. For example, perpetual access is the right to ongoing access to electronic materials.

ONIX 2.1 guidelines

DRM/Usage Constraints are not supported in ONIX 2.1.

ONIX 3.0 guidelines

Digital product technical protection (all digital products should have a value specified in this tag.)

Format: Fixed-length, 2 digits

Code list: List 144

Reference name: <EpubTechnicalProtection>

Short tag: <x317>

Example: 03 **(has digital watermarking)** | 00 **(has no technical protection)**

For digital products on which restrictions are placed on usage, one or more **Usage constraint composites** should be included (whether or not they are enforced by technical protection measures). If the <EpubUsageConstraint> composite is included,

<EpubUsageType> and <EpubUsageStatus> are required elements within the composite.

Example: (restriction on "lend to a friend"):

```
<EpubTechnicalProtection>01</EpubTechnicalProtection>
<EpubUsageConstraint>
    <EpubUsageType>06</EpubUsageType> Lending
    <EpubUsageStatus>02</EpubUsageStatus>  Is limited
    <EpubUsageLimit>
        <Quantity>1</Quantity>  Only one
        <EpubUsageUnit>10</EpubUsageUnit>  Occasion
    </EpubUsageLimit>
    <EpubUsageLimit>
        <Quantity>14</Quantity>  For fourteen
        <EpubUsageUnit>09</EpubUsageUnit>  Days
    </EpubUsageLimit>
</EpubUsageConstraint>
```

7. NUMBER OF PIECES

Definition

The actual number of physical components comprised in a single product.

Business case

Accurate data on the number of pieces in a multi-part product are important for both resellers of products and end consumers. Customers of audio books, for example, want to know how many CDs or cassettes they are purchasing, as the number of pieces will affect their purchase decision. Resellers of products need to know how many books are in a multi-volume set, for example, so they can accurately pack shipments of that set.

Is this mandatory data?

No. However, the best practice is to provide this data element for every product that consists of more than one piece.

When should this data be supplied?

The number of pieces should be supplied 180 days prior to the on-sale date of a product or as soon as possible thereafter.

Notes for data recipients

Recipients should provide this information to the consumer.

Notes on digital products

There is no need for this data element for purely digital products.

Style and usage guide

Number of Pieces should be used in cases where, for example, an audio book consists of six audiocassettes or ten CDs; a boxed set of books consists of four volumes; or a gift product consists of a book and a toy. Pre-packs, filled dump-bins, and counter displays are other types of products to which this data element applies. The number of pieces should always be more than one (1).

If the product consists of a number of items or pieces of different forms (e.g., books and audio cassettes), the `<ContainedItem>` composite should be used—see below in the ONIX 2.1 guidelines for further clarification.

ONIX 2.1 guidelines

If the product is homogeneous (i.e., all items or pieces that constitute the product have the same Product Form), the number of items or pieces may be included in the *Number of Pieces* tag. This field is optional and non-repeating.

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: `<NumberOfPieces>`

Short tag: `<b210>`

Example: 3

Contained Item Composite

A repeatable group of data elements that together describe an item that is part of or contained within the current product. The <ContainedItem> composite may be used to specify the items and item quantities carried in a dump-bin or included in a classroom pack, or simply to state the Product Forms contained within a mixed-media product, without specifying their identifiers or quantity.

The composite is used only when the Product Form coding for the product as a whole indicates that the product includes two or more different items or multiple copies of the same item.

The appropriate Product Form codes would start with W or X in ONIX 2.1 (List 7) or with S or X in ONIX 3.0 (list 150).

Each instance of the <ContainedItem> composite must carry a Product Identifier, a Product Form code, or both. In other words, it is valid to send an instance of the composite with an identifier and no Product Form code, or with a Product Form code and no identifier.

Reference name: <ContainedItem>

Short tag: <containeditem>

Within the Contained Item Composite the following data elements should be used:

PR.3.17 Contained Item Product Form Code

Description: An ONIX code that indicates the primary form of the contained item. Optional and non-repeating

Format: Fixed-length, 2 letters

Code list: List 7

Reference name: <ProductForm>

Short tag: <b012>

Example: BH Board book

PR.3.25 Contained Item Number of Pieces

Description: If the contained item consists of a number of different pieces of the same form, the number may be included here. Optional and non-repeating. This field can only occur if the <ContainedItem> composite has a <ProductForm> code.

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: <NumberOfPieces>

Short tag: <b210>

Example: 3

ONIX 3.0 guidelines

When describing products with multiple parts in ONIX 3.0, <ProductComposition> and <ProductForm> codes for the product indicate that it is EITHER a multiple-item retail product OR a trade pack. In either of these circumstances, ONIX 3.0 usage requires that there must be at least one instance of the <ProductPart> composite, to describe the items that together make up the product.

P.4.12 Number of items of a specified form (product part)

When product parts are listed as a specified number of *different* items in a specified form, without identifying the individual items, <NumberOfItemsOfThisForm> must be used to carry the quantity, even if the number is "1". Consequently the element is mandatory and non-repeating in an occurrence of the <ProductPart> composite if <NumberOfCopies> is not present; and it must not be used if <ProductIdentifier> is present.

Format: Variable-length integer, maximum four digits

Reference name: <NumberOfItemsOfThisForm>

Short tag: <x322>

Cardinality: 0…1

Example: <x322>3</x322>

A *multiple-item product* is a collection of components that is *retailed* as a single product. This definition includes what are traditionally considered to be *sets*, but also covers *multi-packs* and other multiple-item retail products, since in ONIX 3.0 they are all handled in the same way. *Trade packs*, designed to be broken up so that the contents can be retailed singly, are *not* multiple-item retail products[1].

For ONIX purposes, the following are all multiple-item products: a complete set of

Proust's *A la recherche du temps perdu*; all the Harry Potter novels packaged together with items of memorabilia in a box; a classroom set of 25 copies of a course book together with a teacher text and DVD; a two-volume dictionary; a book and toy.

8. COLLECTIONS: SERIES, SETS, AND BUNDLES

Special Note: ONIX 2.1 support of *Series* and *Sets* as clearly separate publishing types has long been a problematic metadata issue. These terms do not have consistent definitions, and sometimes definitions overlap: *Series* might mean a marketing concept created by a publisher, such as Penguin Modern Classics, or one created by an author in conjunction with a publisher, such as Terry Pratchett's *Discworld, or one in which a recurring character or setting appears in three or more books, such Alex Delaware novels from Random House*.

Set might mean a single product such as a 20-volume *Oxford English Dictionary*. Or a set can be a bundle of titles sold as one unit, such as selected *Discworld* titles that feature the character Commander Vimes. ONIX 3.0 solves this issue by recognizing and providing clear definitions for these and other variations.

For the purpose of these best practices guidelines, the two most common needs for trade publishers are *Series,* individual titles grouped by publishers for marketing; and *Set*, a group of available products sold as a single product, either as a continuing set of individual titles that also carry a common set title (usually issued with volume numbers) or a group of titles "bundled" by the publisher for sale as one unit. These definitions are inadequate for all possible use cases, but they will cover the most necessary ones for trade and academia and constitute the best possible practices for ONIX 2.1 metadata.

ONIX 3.0's new paradigm, *Collection*, is handled as a separate and distinct section here (see below) in recognition that it represents a large shift without direct parallel to ONIX 2.1.

Definitions

Series:

> *An indefinite number of products, published over an indefinite time period and grouped together under a series title, primarily for marketing purposes.*

A series generally does not have an ISBN, EAN.UCC-13, or UPC, and it is usually not traded as a single item.

A product may occasionally belong to two or more series, and publishers may include a book in a series created after its publication. A series most commonly exists to help the supply chain and consumers find books of a common theme or character and are

publisher creations used for promotion.

Series Number:

> *The number of an individual product in a numbered series.*

Many series do not number their constituent products; however, for series in which the individual products are sequentially numbered, this is a primary data point.

Retailers may strongly desire access to linking information between the ISBNs in the series provided using the ***Related Product*** composite where the full series ISBNs can be listed using the *Product in same collection* code.

Set Title and ***Volume Number*** are defined as:

> *A single, well-defined, and finite entity with an overarching title that is made up of distinct individual parts, usually called volumes and numbered. For consideration of this element, each volume carries both a Set Title and its own distinct title. Additionally at least a portion of the individual volumes are typically available for individual purchase.*

This very specific definition is intended for a fairly narrow use case as a best practice.

A set is typically assigned its own ISBN, and all its parts would typically be in the same format and available at the same time. Many retailers would expect to be able to sell a set as a unit. However, that is not a defining characteristic; in ONIX 2.1, where a set of books is *only* sold as a unit—that is, a single ISBN defines the only way it and its components can be purchased—use of the ***Set Composite*** is not mandatory, but optional.

Bundle:

> *A group of individually titled and available books sold as a group for marketing purposes.*

Bundles are created by a publisher for any number of reasons and can be as loosely or as closely associated as needed. The defining characteristic is that each individually titled component would typically be, or have been, available under its own ISBN, and that grouping does not represent a finished finite publishing entity that is complete on its own. In this sense, it's closer to the definition of series.

Retailers would expect to be able to have access to linking information between the ISBNs provided using the ***Related Product*** composite, where the full set can list subsidiary ISBNs using "Includes" and the individual volumes can list themselves as "Part of."

Business case

Providing complete and accurate information expressing a title's relationship to a series, set, or bundle allows the title to be effectively discovered, marketed, and sold. In the case of series titles, failing to indicate that a title is part of that series can result in lost sales as readers will not be able to reliably identify all titles in the series.

Many, if not most, books that are published as a part of a series are published in the expectation that customers who bought previous books in a series will be interested in subsequent books in that series. For some books (e.g., books published as a part of a romance novel series, children's novel series, fantasy novel series, etc.), the series name is more important than the titles or authors of the individual books in the series because the series name is what sells the books.

Successive titles in both *Series* and *Sets* can be marketed and sold as standing orders. Booksellers and librarians must receive accurate and consistent metadata about a title's relationship to a set or series in order to correctly process and deliver standing orders. Set metadata also allows a description to exist that defines a publishing project as a clearly defined unit.

Bundles provide a flexible means for publishers to capitalize on interest in a series, an author, or a subject, while consumers may gain an opportunity to save by buying multiple items. In all cases, the distinct title that defines what the bundle contains would be the consumers' primary way of understanding its content.

Is this mandatory data?

No. However, the best practice it so provide the series name for every product that is published as a part of a series, and the series number for every product that is published as a part of a numbered series.

In Canada and some other markets, an indication must be given for products that are not part of a series (see *"No series" indicator* below under ONIX guidelines).

When should this data be supplied?

Series data should be supplied 180 days prior to the on-sale date of a product, or as soon as possible thereafter.

Notes for data recipients

It is a best practice that metadata contained in the Series field should be displayed to consumers in appropriate settings.

Bundles (defined as a multiple-item product) can be hard to distinguish in a metadata feed, and ingesting and displaying this data properly may require special attention and coordination with publishers.

Data recipients should not automatically add the word "series" to the end of series titles, unless specified by the data sender.

Notes on digital products

Generally, guidelines for this data element group do not differ between digital and physical products, but bundles require a special note.

Digital products can pose a problem in creating bundles—that is, it would be normal to create a single file containing all of the files being bundled together and making them available in a single downloadable file. This precludes using *Number of Pieces* or the physical description provided by *Product Packaging* as a means of counting the contents or making the bundle visible to the retailer. However, digital products can make use of the ***Edition Code*** for *combined volume* if sold as single file. (Note that *combined volume* is not appropriate for print products unless they are published in a single binding—that is, combined into a single book as the digital edition would typically be.)

Style and usage guide

Series

The series title in the metadata should agree with the series title on the book title page. Series titles should ideally be unique and should function independently to describe the group of titles in the series. Series titles should not be displayed in the title or subtitle field.

Sets

A set sold only as a unit will have a single ONIX record with the element Number of Pieces being used to provide the number of parts that make up the set. If a further description of the individual parts is required, it can be provided using the Contained Item Composite and supplemented in descriptive elements and copy. If ***Set Title*** is used for a single ONIX product record (no other set reference is distributed outside of this record), all information given in Set Title/Subtitle should be repeated as part of the regular PR.7 Distinct Title entry.

If available for purchase as a set, the ONIX record for the full unit would list the Set Title/Set Subtitle as the same as the Distinct Title/Subtitle. All component volume records should contain the same Set Title, while their Distinct Title would mirror the specific volume in the set and specify the range within the set that it represents.

When parts of a set can also be sold individually, the ***Set Composite***'s primary goal is to define the parts of a set in *different* ONIX records. For use of the ***Set Composite*** to make sense, multiple ONIX records are required (for each different product), so at least some of the individual volumes should be available as discrete products with their own ISBN.

Retailers would expect to be able to link records using Set Title, and this linkage should be supported using the ***Related Product*** composite in which the full set can list subsidiary ISBNs using "Includes" and the individual volumes can list themselves as "Part of."

Whether or not they are complete, sets are always understandable within a publisher and supply chain definition of what constitutes the set as a unit.

Bundles

Normally all volumes in a bundle will be of individual parts of the same format, and a count of them can be provided through ***Number of Pieces.*** The Distinct Title/Subtitle of the bundled product can incorporate the individual titles of the bundled products, or the publisher may use the ***Contained Item Composite*** to provide a detailed breakdown. Note that not all end users accept the ONIX 2.1 *Contained Item Composite* as a best practice, so it is recommended that when creating bundles senders understand the current limits of any major trading partner. Packaging such as slipcases may be listed as part of ***Product Packaging*** and described as part of ***Product Form Description***.

ONIX 2.1 guidelines

Suppliers of this data should use the ***Series Composite*** data element:

Reference name: <Series>

Short tag: <series>

Within the Series Composite, the following data elements should be used:

PR.5.3 Series Identifier Type Code

Format: Fixed-length, two numeric digits

Code List: List 13

Reference name: <SeriesIDType>

Short tag: <b273>

Example: <b273>01</b273>

PR.5.6 Series Title

Format: Variable-length text, suggested maximum length 300 characters

Reference name: <TitleOfSeries>

Short tag: <b018>

Example: Hardy Boys Casefiles

PR.5.7 Number Within Series

Format: Variable-length text, suggested maximum length 20 characters

Reference name: <NumberWithinSeries>

Short tag: <b019>

Example: 14

PR.5.9 "No Series" Indicator

Description: This is an empty element that provides a positive indication that a product does not belong to a series. It is intended to be used in an ONIX accreditation scheme to confirm that series information is being consistently supplied in publisher ONIX feeds. It is optional and non-repeating. It must be sent only in a record that has no instances of the <Series> composite.

 This data element is not required in the United States, but it is required in Canada, the UK, and Australia when a product does not belong to a series.

Format: XML empty element

Reference name: <NoSeries/>

Short tag: <n338/>

Example: <NoSeries/>

Suppliers of the following data should use the ***Set Composite*** data element:

Reference name: <Set>

Short tag: <set>

PR.6.3 Product Identifier Typ Code

Format: Fixed-length, two numeric digits

Code List: List 5

Reference name: <ProductIDType>

Short tag: <b221>

Example: <b221>02</b221> ISBN

PR.6.6 Set Title

Format: Variable-length text, suggested maximum length 300 characters

Reference name: <TitleOfSet>

Short tag: <b023>

Example: Collected Works of Northrop Frye

PR.6.9 Item Number Within Set (also called *Volume Number*)

Description: The distinctive enumeration of the product as an item within a set (or within a part of a set)

Format: Variable-length text, suggested maximum length 20 characters

Reference name: <ItemNumberWithinSet>

Short tag: <b026>

Example: Volume 1

ONIX 3.0 Only: Collection

ONIX 3.0 has introduced a different and simplified approach to describing sets and series. Sets, series, collections, multiple-component products, etc. are all treated in the same manner in ONIX 3.0.

In addition to the examples presented below, an in-depth whitepaper on using Collections is available from the EDItEUR website:

http://www.editeur.org/files/ONIX%203/ONIX_Books_Sets_and_Series_3.pdf

One major change is that ONIX 3.0 recognizes two major types of collection: a publisher collection and an ascribed collection. A publisher collection is one that is identified either on the products themselves or in product information originating from the publisher – it encompasses both series and sets. An *ascribed collection* is one that is identified by another party in the information supply chain, usually an aggregator, for the benefit of retailers and consumers.

Otherwise ONIX 3.0 Collection is similar to ONIX 2.1's Set composite, but with a number of added elements and structures to allow sequencing to be specified. Like Sets, an identifier can be named, and Collection embeds a repeatable Title Composite for an optional collection title (like the Set example above, when P.5 Collection Title = P.6 Title [Distinct Title] there is no need to include the Collection Title). The sequencing and repeatable title allows levels of title to be expressed with great clarity.

A new ***Collection Sequence*** composite allows the ordinal position of ordered collections to be specified. Unlike the use of ONIX 2.1's ***Number within Series***, a single collection can have more than one order (for example, in the case of a 'prequel', narrative order may be different from publication order).

Special Notes: The Collection Contributor section (P.5.14 to P.5.63a) is not recommended for use in the U.S. and Canada.

The P.5.64 "No collection" indicator is the equivalent to the ONIX 2.1 NoSeries indicator.

Examples

Collection composite

A repeatable group of data elements which carry attributes of a collection of which the product is part. The composite is optional.

Reference name <Collection>

Short tag <collection>

Cardinality 0…n

P.5.1 Collection type code

An ONIX code indicating the type of a collection: publisher collection, ascribed collection, or unspecified. Mandatory in each occurrence of the <Collection> composite, and non-repeating.

Format: Fixed-length text, two digits

Code list: List 148

Reference name: <CollectionType>

Short tag: <x329>

Cardinality: 1

Example <x329>10</x329> (Publisher collection)

P.5.2 Source name

If the <CollectionType> code indicates an ascribed collection (*ie* a collection which has been identified and described by a supply chain organization other than the publisher), this element may be used to carry the name of the organization responsible. Optional and non-repeating.

Format: Variable-length text, suggested maximum length 50 characters

Reference name: <SourceName>

Short tag: <x330>

Cardinality: 0…1

Example: <SourceName>Bowker</SourceName>

Collection identifier composite

A repeatable group of data elements which together define an identifier of a bibliographic collection. The composite is optional, and may only repeat if two or more identifiers of different types are sent. It is not permissible to have two identifiers of the same type.

Reference name: <CollectionIdentifier>

Short tag: <collectionidentifier>

Cardinality: 0…n

P.5.3 Collection identifier type code

An ONIX code identifying a scheme from which an identifier in the <IDValue> element is taken. Mandatory in each occurrence of the <CollectionIdentifier> composite, and non-repeating.

Format: Fixed-length text, two digits

Code list: List 13

Reference name: <CollectionIDType>

Short tag: <x344>

Cardinality: 1

Example: <x344>02</x344> (ISSN)

P.5.4 Identifier type name

A name which identifies a proprietary identifier scheme (*ie* a scheme which is not a standard and for which there is no individual ID type code). Must be used when, and only when, the code in the <CollectionIDType> field indicates a proprietary scheme, *eg* a publisher's own code. Optional and non-repeating.

Format: Variable-length text, suggested maximum length 50 characters

Reference name: <IDTypeName>

Short tag: <b233>

Cardinality: 0…1

Attributes: *language*

Example: <b233>Springer</b233>

P.5.5 Identifier value

An identifier of the type specified in the <CollectionIDType> field. Mandatory in each occurrence of the <CollectionIdentifier> composite, and non-repeating.

Format: According to the identifier type specified in <CollectionIDType>

Reference name: <IDValue>

Short tag: <b244>

Cardinality: 1

Example: <b244>12345678</b244>

-- End of collection identifier composite --

Collection sequence composite (new in 3.0.1)

An optional and repeatable group of data elements which indicates some ordinal position of a product within a collection. Different ordinal positions may be specified using separate repeats of the composite for example, a product may be published first while also being third in narrative order within a collection.

Reference name: <CollectionSequence>

Short tag: <collectionsequence>

Cardinality: 0…n

P.5.5a Collection sequence type (new in 3.0.1)

An ONIX code identifying the type of ordering used for a product's sequence number within the collection. Mandatory and non-repeating within the <CollectionSequence> composite.

Format: Fixed-length text, two digits

Code list: List 197

Reference name: <CollectionSequenceType>

Short tag: <x479>

Cardinality: 1

Example: <x479>03</x479> (Order of publication)

P.5.5b Collection sequence type name (new in 3.0.1)

A name which describes a propriety order used for the product's sequence number within the collection. Must be included when, and only when, the code in the <CollectionSequenceType> field indicates a proprietary scheme. Optional and non-repeating.

Format: Variable length text, suggested maximum length 50 characters

Reference name: <CollectionSequenceTypeName>

Short tag: <x480>

Cardinality: 0…1

Attributes: *language*

Example: <x480>Order of TV series transmission</x480>

P.5.5c Collection sequence number (new in 3.0.1)

A number which specifies the ordinal position of the product in a collection. The ordinal position may be a simple number (1st, 2nd, 3rd *etc*) or may be multi-level if the collection has a multi-level structure (*ie* there are both collection and sub-collection title elements). Mandatory and non-repeating within the <CollectionSequence> composite.

Format: Variable-length string of one or more integers, each successive integer being separated by a period character, suggested maximum length 100 characters

Reference name: <CollectionSequenceNumber>

Short tag: <x481>

Cardinality: 1

Example: <CollectionSequenceNumber>2.4</CollectionSequenceNumber>

-- End of collection sequence composite --

Title detail composite

A repeatable group of data elements which together give the text of a collection title and specify its type. Optional, but the composite is required unless the collection title is carried in full, and word-forword, as an integral part of the product title in P.6, in which case it should not be repeated in P.5.

Reference name: <TitleDetail>

Short tag: <titledetail>

Cardinality: 0…n

P.5.6 Title type code

An ONIX code indicating the type of a title. Mandatory in each occurrence of the <TitleDetail> composite, and non-repeating.

Format: Fixed-length text, two digits

Code list: List 15

Reference name: <TitleType>

Short tag: <b202>

Cardinality: 1

Example: <TitleType>01</TitleType> (Distinctive title)

Title element composite

A repeatable group of data elements which together represent an element of a collection title. At least one title element is mandatory in each occurrence of the <TitleDetail> composite. An instance of the <TitleElement> composite must include at least one of: <PartNumber>; <YearOfAnnual>; <TitleText>, or <TitlePrefix> together with <TitleWithoutPrefix>. In other words it *must* carry either the text of a title element or a part or year designation; and it *may* carry both.

A title element must be designated as belonging to *product level*, *collection level*, or *subcollection level* (the first of these may not occur in a title element representing a *collective* identity, and the last-named may only occur in the case of a multi-level collection).

In the simplest case, title detail sent in a ***<Collection>*** composite will consist of a single title element, at collection level. However, the composite structure in ONIX 3.0 allows more complex combinations of titles and part designations in multi-level collections to be correctly represented.

Reference name: <TitleElement>

Short tag: <titleelement>

Cardinality: 1…n

P.5.6a Title element sequence number (new in 3.0.1)

A number which specifies a single overall sequence of title elements, which is the preferred order for display of the various title elements when constructing a complete title. Optional and non-repeating. It is strongly recommended that each occurrence of the <TitleElement> composite should carry a <SequenceNumber>.

Format: Variable-length integer, 1, 2, 3 *etc*, suggested maximum length 3 digits

Reference name: <SequenceNumber>

Short tag: <b034>

Cardinality: 0…1

Example: <b034>2</b034>

P.5.7 Title element level

An ONIX code indicating the level of a title element: collection level, subcollection level, or product level. Mandatory in each occurrence of the <TitleElement> composite, and non-repeating.

Format: Fixed-length text, two digits

Code list: List 149

Reference name: <TitleElementLevel>

Short tag: <x409>

Cardinality: 1

Example: <x409>02</x409> (Collection level)

P.5.8 Part number

When a title element includes a part designation within a larger whole (*eg* Part I, or Volume 3), this field should be used to carry the number and its "caption" as text. Optional and non-repeating.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <PartNumber>

Short tag: <x410>

Cardinality: 0…1

Example: <PartNumber>Volume 17</PartNumber>

P.5.9 Year of annual

When the year of an annual is part of a title, this field should be used to carry the year (or, if required, a spread of years such as 2009-2010). Optional and non-repeating.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <YearOfAnnual>

Short tag: <b020>

Cardinality: 0…1

Example: <b020>2009</b020>

P.5.10 Title text

The text of a title element, excluding any subtitle. Optional and non-repeating, may only be used where <TitlePrefix> and <TitleWithoutPrefix> are not used.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <TitleText>

Short tag: <b203>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <b203 language="eng" textcase="01">Dickens classics</b203>

P.5.11 Title prefix

Text at the beginning of a title element which is to be ignored for alphabetical sorting. Optional and non-repeating; can only be used when <TitleText> is omitted, and if the <TitleWithoutPrefix> element is also present. These two elements may be used in combination in applications where it is necessary to distinguish an initial word or character string which is to be ignored for filing purposes, *eg* in library systems and in some bookshop databases.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <TitlePrefix>

Short tag: <b030>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <TitlePrefix language="eng">The</TitlePrefix>

P.5.12 Title text without prefix

The text of a title element without the title prefix; and excluding any subtitle. Optional and nonrepeating; can only be used if the <TitlePrefix> element is also present.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <TitleWithoutPrefix>

Short tag: <b031>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <TitleWithoutPrefix language="eng" textcase="01">shameful life of Salvador Dali</TitleWithoutPrefix>

P.5.13 Subtitle

The text of a subtitle, if any. "Subtitle" means any added words which appear with the title element given in an occurrence of the <TitleElement> composite, and which amplify and explain the title element, but which are not considered to be part of the title element itself. Optional and non-repeating.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <Subtitle>

Short tag: <b029>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <Subtitle textcase="02">The Russian Revolution 1891–1924</Subtitle>

-- End of title element composite --

P.5.13a Collection title statement (new in 3.0.1)

Free text showing how the collection title should be presented in any display, particularly when a standard concatenation of individual title elements from Group P.5 (in the order specified by the <SequenceNumber> data elements) would not give a satisfactory result. Optional and non-repeating.

When this field is sent, the recipient should use it to replace all title detail sent in Group P.5 *for display purposes only*. The individual collection title element detail must also be sent, for indexing and retrieval.

Format: Variable length text, suggested maximum length 1000 characters. XHTML is enabled in this element □ see Using XHTML, HTML or XML with ONIX text fields

Reference name: <TitleStatement>

Short tag: <x478>

Cardinality: 0…1

Attributes: *language, textformat*

-- End of title detail composite –

9. TITLE

Definitions

Title:

The complete name of a published product as it appears on the title page.

The title page is the definitive source for both the main title and the subtitle of a book. Variant titles found on book covers, dust jackets, spines, half-title pages, etc. should *not* be supplied in product data records, except as alternative titles. Titles should be presented in the appropriate title case for the language of the title.

Subtitle:

A secondary or explanatory title that follows the main title.

Subtitles are often intended to amplify the meaning of the main title and/or augment the meaning of the main title; important for search engine optimization; and very useful for distinguishing between identical or similar titles.

Title prefix:

A leading word or words that are normally omitted when titles are alphabetized or indexed.

Business case

The title of a product is often the most prominent piece of data about that product. The importance of an accurate, complete title cannot be overestimated. Incorrect

or incomplete title data results in incorrect orders being placed by booksellers and incorrect books being purchased by consumers. Transmitting an accurate title for every item it wishes to sell is a key step in a publisher's efforts to ensure that its trading partners and end consumers will order the correct products.

Is this mandatory data?

Yes. Every product, regardless of its product form, should have a title. Even non-book products such as bookends should have a title (e.g., *Antique Italian Wood Globe Bookends*). At a minimum, a main title is mandatory for every product; subtitles and title prefixes should be supplied as applicable.

When should this data be supplied?

A title, even if it is only a preliminary title, should be supplied 180 days prior to the on-sale date of a product. Preliminary or working titles should be updated to final titles no later than 120 days prior to the on-sale date.

Notes for data recipients

In ONIX 3, there is a `<TitleStatement>` element, which is intended for the data supplier to show how the title should be displayed when it is complex and not obvious from the structured, granular data. If a `<TitleStatement>` is supplied, it should be used for display, while the structured elements should be used for search, sort, and so on.

Critical Data Point: It is a best practice for data recipients to process and display updates to this data point (both Title and Subtitle) within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

Titles for digital products are subject to the same usage guidelines as titles for physical products. Digital products should not express format in the title field (e.g., *The Man of La Mancha Kindle version* is not an acceptable title), but rather in the Product Form composite.

Style and usage guide

Title

All books have a main title, but not all books have a subtitle. The title field should never carry extraneous information such as edition detail or Product Form; the latter should be carried in their own specialized data filed.

The appropriate title case for titles published in the English language is headline style. Per the *Chicago Manual of Style*[2], the following rules should be applied:

- The first and last words and all other major words (nouns, pronouns, adjectives, verbs, adverbs) and subordinating conjunctions are capitalized.
- Articles (a, an, the), coordinating conjunctions (*and, but, or, for, nor*), and prepositions, regardless of length, are lowercased unless they are the first or last word of the title or subtitle.
- Lowercase the part of a proper name that would be lowercased in text—e.g., *de* or *von*.

In titles that contain subtitles, the first portion of the title (i.e., the part of the title that appears before the subtitle) is referred to as the *main title*.

Examples:

- **The** Age of Innocence (article as the first word of a title is capitalized)
- **Of** Time and the River (preposition as the first word of a title is capitalized)
- **And** This Too Shall Pass (coordinating conjunction as the first word of a title is capitalized)
- All **about** Us (*about*, when used as a preposition, is not capitalized)
- **About** Schmidt (*about*, when used as a preposition that is the first word of a title, is capitalized)
- Gone **With** the Wind (*with* is often capitalized in the title of this particular novel)

In titles published in Spanish and French, the first word of the title and of the subtitle and all proper nouns should be capitalized. All other words should be lowercased.

2 *The Chicago Manual of Style*, 16th edition. Chicago: University of Chicago Press, 2010.

Examples:

- **El** amor en los tiempos del cólera (article as the first word of the title is capitalized in Spanish)
- El ingenioso hidalgo don **Quijote** de la **Mancha** (proper names are capitalized in Spanish titles; titles of persons [e.g., *don, señora, señor,* etc.] are not capitalized)

In titles where the language of the title is not the same as the language of the book itself, it is very useful to provide a language attribute (see chapter 14 for details), as this can affect sorting.

Example:

Les miserables (this is an English edition with a French title) The first word of a subtitle should be capitalized, regardless of the language of the title. Subtitles should be presented in the appropriate title case for the language of the title, as noted above. Subtitles should always be sent as a distinct data element; they should *not* be appended to the main title.

Examples of titles incorporating subtitles:

- Making the List: A Cultural History of the American Bestseller 1900–1999 (article as the first word of a subtitle is capitalized; other articles are not capitalized)
- In Love with Night: The American Romance with Robert Kennedy (preposition as the first word of a title is capitalized; other prepositions are not capitalized; article as the first word of a subtitle is capitalized)
- Preteen Ministry: Between a Rock and a Hard Place (preposition as the first word of a subtitle is capitalized)

As previously noted, in titles published in Spanish and French, the first word of the main title, the first word of the subtitle, and all proper nouns should be capitalized. All other words should be lowercased.

Examples of French and Spanish titles incorporating subtitles:

- El retrato español: Del Greco a Picasso (first word of the subtitle and all proper nouns are capitalized in Spanish titles)
- La prison de Joseph: L'Egypte des pharaons et monde de la Bible (the first word of subtitle and all proper nouns are capitalized in French titles)

In situations where the main title and subtitle of a published product are presented together, a colon followed by a double space should separate them (bearing in mind that the colon or space does not actually appear in the ONIX data and simply indicates how to display the title and subtitle). The use of a semicolon to separate the main title from the subtitle is discouraged for the purposes of this standard, although many sources prescribe this style. Please remember that the best practice in product data transmissions is to present the subtitle in its own data element, separate from the main title.

Alternative title

Traditionally, an alternative title is considered part of the main title. Alternative titles differ from subtitles by being defined as the second part of a main title that is separated from the first part of the main title by the conjunction "or" or its equivalent in another language. The first word of an alternative title should always be capitalized, regardless of the language of the title.

Examples of titles incorporating traditional alternative titles:

- Twelfth Night, Or What You Will
- El naranjo, o Los círculos del tiempo
- Émile, ou De l'education

There is a second meaning of the term "alternative title." In cases where a book's title has been changed (often upon the publication of a film or television tie-in where the title of the film differs from the title of the book upon which it was based) subsequent editions of the book carry both the original title and the updated title. An alternative title can also refer to a book's name in its original language.

Examples of titles incorporating this type of alternative title are:

- Q&A/Slumdog Millionaire
- The Last Ride/The Missing
- Georgiana/The Duchess
- Män som hattar kvinnor/The Girl with the Dragon Tattoo

For this type of alternative, or former, title, the whole of the <Title> (or in ONIX 3.0, <TitleDetail>) composite is repeated.

Title Prefix

In most Western European languages, titles with leading articles are alphabetized not by the leading article but by the first "important" word in the title.

Examples of title prefixes:

- `A, An, The` (in English titles)
- `El, La, Las, Lo, Los, Un, Una, Unas, Unos` (in Spanish titles)
- `La, Le, Les, L', Un, Une` (in French titles)

There are exceptions to this rule of parsing out leading articles and placing them in the title prefix field. Titles that begin with place names are alphabetized under the place name, and therefore the leading articles in these titles should sometimes be placed in the main title data element.

The rule that applies in English-speaking regions is that place names beginning with an article usually do *not* drop that leading article for alphabetization purposes when the place name is not of English origin. For example, many place names in the United States are of French or Spanish origin, and such names that begin with articles are alphabetized under the article.

Examples:

- **`Los`** `Angeles: Biography of a City` ("Los" should go into the Main Title data element)
- **`Las`** `Vegas: A Photographic Tour` ("Las" should go into the Main Title data element)
- **`El`** `Paso: Local Frontiers at a Global Crossroads` ("El" should go into the Main Title data element)
- **`La`** `Grange and La Grange Park Illinois` ("La" should go into the Main Title data element)

Please note titles that begin with place names beginning with an article usually (but not always) drop that leading article for purposes of alphabetization when the article is in English. Book titles should follow the form the place name normally follows.

Examples:

- **`The`** `Bronx in the Innocent Years: 18901925` ("The" should go into the Title Prefix data element)

- **The** Hague: A Guide to the City (“The” should go into the Title Prefix data element)
- **The** Dalles: A Photographic History (In this case, “The” should go in the Main Title data element, as The Dalles, Oregon, is normally alphabetized under the letter “T”, not under the letter “D.”)

Please note that titles in Spanish and French that begin with place names beginning with an article should usually follow the normal rule for title prefixes. The only exceptions to this are for titles referring to places such as “Los Angeles” or “La Grange” when the place name has been anglicized.

Examples:

- **Los** Angeles confidencial (“Los” should go into the Main Title data element)
- **La** Rochelle au temps du Grand Siège, 1627–1628 (“La” should go into the Title Prefix data element)

A second class of titles that may appear to violate the title prefix rule described above are books whose titles begin with the letter “A” used as a stand-alone letter, not as an indefinite article. In such titles the letter “A” should be placed in the Main Title data element and not in the Title Prefix data element.

Examples of titles beginning with the stand-alone letter “A,” not the article “A”:

- A Is for Alibi
- A: A Novel
- A to Z of American Women Writers

Please note that titles beginning with punctuation marks constitute a special class of titles with leading characters that are dropped for purposes of alphabetization. Some titles begin with a quotation mark or ellipsis; in Spanish, many titles begin with a ¡ (an inverted exclamation point) or a ¿ (an inverted question mark); although these punctuation marks are disregarded in alphabetization, they should be placed in the Main Title data element rather than in the Title Prefix data element. It is incumbent on the receivers of such title data to understand how to code their database systems for sorting and indexing so that such characters are ignored for such purposes.

N.B. Although adherence to these guidelines of best practices requires that English-language titles and subtitles be presented in headline case, this practice is the norm only in data intended for use in the commercial supply chain. Cataloging standards followed by most libraries in anglophone North America follow a different practice (i.e., *Anglo-*

American Cataloging Rules) that specifies sentence case in the capitalization of titles.

- Un long dimanche de fiançailles (in French, an article as the first word of a title is capitalized)
- Le grand Meaulnes (in French titles, proper names are capitalized)

Titles should *never* be presented in all capital letters as a default. The only times that words in titles should be presented in all capital letters is when such a presentation is correct for a given word. Acronyms (e.g., *UNESCO, NATO, UNICEF*, etc.) are an example of a class of words that are correctly presented in all upper-case letters. When acronyms are made possessive, however, the terminal *s* should not be capitalized.

Examples of titles correctly presented in all capital letters (note these should *not* be qualified with textcase = 03):

- VAX FORTRAN
- BBQ USA

Examples of titles containing words that are correctly presented in all capital letters:

- International Social Science: The UNESCO Experience
- ANZAC Elite: The Airborne and Special Forces Insignia of Australia and New Zealand (ANZAC is an acronym when it refers to the collective **A**ustralian and **N**ew **Z**ealand **A**rmy **C**orps, and it is therefore presented correctly in this example with all its letters capitalized; Anzac is also a noun used to describe individual soldiers, and in such cases its first letter is usually capitalized, but the rest of the word is lowercased.)
- NAFTA's Impact on North America: The First Decade (The acronym NAFTA in its possessive form correctly has its first five letters capitalized, but its terminal *s* is not capitalized.)

The use of punctuation in acronyms, initializations, and other abbreviations should follow the style used by the author of the book. For example, if the author consistently writes *F.B.I.* instead of *FBI*, the form the abbreviation should take when it appears in the title or subtitle should be *F.B.I.* The use of spaces between the letters of an abbreviation in a title should also follow the form used in the text of the book (e.g., *I.R.A.* vs. *I. R. A.*).

Examples:

- The A.B.C. Murders (the title does not contain spaces between the letters of the abbreviation *A.B.C.*)

- I Was a Communist for the FBI: The Unhappy Life and Times of Matt Cvetic
- H. M. S. Unseen (the title contains spaces between the letters of the abbreviation *H. M. S.*)

Suppliers of data are referred to the most recent edition of *The Chicago Manual of Style (as of this writing, the* 16th edition), for further style guidelines on the presentation of titles in English, Spanish, French, and other languages.

ONIX 2.1 guidelines

Suppliers of product data should use the ***Title Composite*** data element.

Reference name: <Title>

Short tag: <title>

Any occurrence of the <Title> composite must include *one* of the following (*a* or *b*):

a. PR.7.11 Title Text

Format: Variable-length text, suggested maximum 300 characters

Reference name: <TitleText>

Short tag: <b203>

This data element should be used for products that do *not* have a title prefix (i.e., a leading article).

b. PR.7.12 Title Prefix

Format: Variable-length text, suggested maximum length 20 characters

Reference name: <TitlePrefix>

Short tag: <b030>

Plus

c. PR.7.13 Title Text Without Prefix

Format: Variable-length text, suggested maximum length 300 characters

Reference name: <TitleWithoutPrefix>

Short tag: <b031>

The combination of these two data elements should be used for products that have a title prefix.

In addition, the following data element is mandatory within the Title Composite:

d. PR.7.8 Title Type Code

Format: Fixed-length, 2 numeric digits

Reference name: <TitleType>

Short tag: <b202>

Code list: List 15

The value from Code List 15 should be one of the following:

01 Distinctive Title

The full text of the distinctive title of the item, without further abbreviation or abridgement.

For books when the title alone is not distinctive, elements may be taken from a set or series title and part number, etc. to create a distinctive title. When the item is an omnibus edition containing two or more works by the same author and there is no separate combined title, a distinctive title may be constructed by concatenating the individual titles, with suitable punctuation, as in "Pride and Prejudice / Sense and Sensibility / Northanger Abbey."

03 Title in original language

Original title for a work in translation.

08 Former Title

A title different from the Distinctive Title that was used in a previous publication of the work.

10 Distributor's Title

The title carried in a book distributor's title file; it is frequently truncated or incomplete, and may include elements that are not properly part of the title.

Titles that contain a subtitle, including alternatives to distinctive titles such as Former Title, require the use of an additional data element within the Title Composite:

PR.7.14 Subtitle

Format: Variable-length text, suggested maximum 300 characters

Reference name: <Subtitle>

Short tag: <b029>

Text Case

Suppliers of title data should also use the following XML attribute to indicate the text case of all title data elements (from *ONIX for Books Product Information Message XML Message Specification, Release 2.1, revision 03, July 2011*):

Function: Enables the case of any text element to be specified

Form: ***textcase*** = "code"

Code list: (Taken from List 14); only the values listed below should be used. Please note that the nomenclature used in these code list values does not fully reflect the style rules detailed here, but serves only as a summary of the characteristics of each case option.

01 Sentence Case: Initial capitals on the first word and subsequently on proper names only (e.g., *La conquista de México*)

02 Title Case: Initial capitals on the first word and on all significant words thereafter; aka "headline case" (e.g., *The Conquest of Mexico*)

03 All Capitals: Every letter in upper case (e.g., *THE CONQUEST OF MEXICO*)

Most titles should be presented in either Title Case (aka "headline case") or Sentence Case. Data providers who send out title data in all capitals that should be presented in another text case are not following a best practice.

ONIX 3.0 guidelines

ONIX 3.0 has a very different approach to the use of the Title field, because 3.0 takes into account the possibility of providing collection titles as well as product-level titles. However, detailed advice given here regarding capitalization, prefixes, title types, subtitles and the textcase attribute all apply equally to ONIX 3.0. Extensive information

and instructions for using this data element in ONIX 3.0 are available on the EDItEUR website:

Title detail composite

A repeatable group of data elements which together give the text of a title and specify its type. At least one title detail element is mandatory in each occurrence of the <DescriptiveDetail> composite, to give the primary form of the product title.

Reference name: <TitleDetail>

Short tag: <titledetail>

Cardinality: 1…n

P.6.1 Title type code

An ONIX code indicating the type of a title. Mandatory in each occurrence of the <TitleDetail> composite, and non-repeating.'

Format: Fixed length, two digits

Code list: List 15

Reference name: <TitleType>

Short tag: <b202>

Cardinality: 1

Example: <TitleType>01<TitleType> (Distinctive title)

Title element composite

A repeatable group of data elements which together represent an element of a title. At least one title element is mandatory in each occurrence of the <TitleDetail> composite. An instance of the <TitleElement> composite must include at least one of: <PartNumber>; <YearOfAnnual>; <TitleText>, or <TitlePrefix> together with <TitleWithoutPrefix>. In other words it *must* carry either the text of a title *or* a part or year designation; and it *may* carry both.

A title element must be designated as belonging to product level, collection level, or subcollection level (the last-named only in the case of a multi-level collection). In the simplest case, a product title will consist of a single title element, at product level. However, the composite structure in ONIX 3.0 allows complex titles to be correctly represented, in the sequence in which the publisher wishes the elements to be displayed.

Reference name: <TitleElement>

Short tag: <titleelement>

Cardinality: 1…n

P.6.1a Title element sequence number (new in 3.0.1)

A number which specifies a single overall sequence of title elements, which is the preferred order for display of the various title elements when constructing a complete title. Optional and non-repeating. It is strongly recommended that where there are multiple title elements with a <TitleDetail> composite, each occurrence of the <TitleElement> composite should carry a <SequenceNumber>.

Format: Variable-length integer, 1, 2, 3 *etc*, suggested maximum length 3 digits

Reference name: <SequenceNumber>

Short tag: <b034>

Cardinality: 0…1

Example: <b034>2</b034>

P.6.2 Title element level

An ONIX code indicating the level of a title element: collection level, subcollection level, or product level. Mandatory in each occurrence of the <TitleElement> composite, and non-repeating.

Format: Fixed length, two digits

Code list: List 149

Reference name: <TitleElementLevel>

Short tag: <x409>

Cardinality: 1

Example: <x409>02</x409> (Collection level)

P.6.3 Part number

When a title element includes a part designation within a larger whole (*eg* Part I, or Volume 3), this field should be used to carry the number and its "caption" as text. Optional and non-repeating.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <PartNumber>

Short tag: <x410>

Cardinality: 0…1

Example: <x410>Volume 17</x410>

P.6.4 Year of annual

When the year of an annual is part of a title, this field should be used to carry the year (or, if required,

a spread of years such as 2009□2010). Optional and non-repeating.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <YearOfAnnual>

Short tag: <b020>

Cardinality: □□□

Example: <b020>2009</b020>

P.6.5 Title text

The text of a title element, excluding any subtitle. Optional and non-repeating, may only be used where <TitlePrefix> and <TitleWithoutPrefix> are not used.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <TitleText>

Short tag: <b203>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <b203>Nicholas Nickleby</b203>

P.6.6 Title prefix

Text at the beginning of a title element which is to be ignored for alphabetical sorting. Optional and non-repeating; can only be used when <TitleText> is omitted, and if the <TitleWithoutPrefix> element is also present. These two elements may be used in combination in applications where it is necessary to distinguish an initial word or character string which is to be ignored for filing purposes, *eg* in library systems and in some bookshop databases.

Format: Variable-length text, suggested maximum 20 characters

Reference name: <TitlePrefix>

Short tag: <b030>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <TitlePrefix textcase="01">The</TitlePrefix>

P.6.7 Title without prefix

The text of a title element without the title prefix; and excluding any subtitle. Optional and nonrepeating; can only be used if the <TitlePrefix> element is also present.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <TitleWithoutPrefix>

Short tag: <b031>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <TitleWithoutPrefix textcase="01">shameful life of Salvador Dali</TitleWithoutPrefix> (text is in sentence case)

P.6.8 Subtitle

The text of a subtitle, if any. "Subtitle" means any added words which appear with the title element given in an occurrence of the <TitleElement> composite, and which amplify and explain the title element, but which are not considered to be part of the title element itself. Optional and non-repeating.

Format: Variable-length text, suggested maximum 300 characters

Reference name: <Subtitle>

Short tag: <b029>

Cardinality: 0…1

Attributes: *collationkey, language, textcase*

Example: <b029 textcase="02">The Russian Revolution 1891□1924</b029> (text is in title case)

-- End of title element composite --

P.6.8a Title statement (new in 3.0.1)

Free text showing how the overall title (including any collection level title, if the collection title is treated as part of the product title and included in P.6) should be presented in any display, particularly when a standard concatenation of individual title elements from Group P.6 (in the order specified by the <SequenceNumber> data elements) would not give a satisfactory result. Optional and non-repeating.

When this field is sent, the recipient should use it to replace all title detail sent in Group P.6 *for display purposes only*. The individual title element detail must also be sent, for indexing and retrieval.

Format: Variable length text, suggested maximum length 1000 characters. XHTML is enabled in this element □ see Using XHTML, HTML or XML with ONIX text fields

Reference name: <TitleStatement>

Short tag: <x478>

Cardinality: 0…1

Attributes: *language, textformat*

Example: <TitleStatement>Granta □ the magazine of new writing: The Best of Young Spanish Language Novelists</TitleStatement>

-- End of title detail composite --

Example of <TitleDetail> composite for a simple product title

(*Using Reference names, title as a single text string*)

```
<NoCollection/>                                  For confirmation
<TitleDetail>
<TitleType>01<TitleType>                         Distinctive title
<TitleElement>
<TitleElementLevel>01</TitleElementLevel>        Product level
<TitleText textcase="01">The all--true travels and adventures of
Lidie Newton
</TitleText>                                     Sentence case
</TitleElement>
</TitleDetail>
```

(*Using Short tags, with prefix and remainder of title text separate*)

```
<x411/>
<titledetail>
<b202>01<b202>
<titleelement>
<x409>01</x409>
<b030 textcase="02">The</b030>                   Title case
<b031 textcase="02">All--True Travels and Adventures of Lidie
Newton</b031>
Without prefix
</titleelement>
</titledetail>
```

Example of <TitleDetail> composite for a a more complicated product title

(*Using Reference names, with collection level title and subtitle*)

```
<TitleDetail>
<TitleType>01</TitleType>
<TitleElement>
<TitleElementLevel>02</TitleElementLevel>
<TitleText textcase="02">Granta</TitleText>
<Subtitle textcase="01">The magazine of new writing
</Subtitle>
</TitleElement>
<TitleElement>
<TitleElementLevel>01</TitleElementLevel>
<PartNumber>113</PartNumber>
<TitlePrefix textcase="02">The</TitlePrefix>
<TitleWithoutPrefix textcase="02"> Best of Young Spanish Language
Novelists</TitleWithoutPrefix>
</TitleElement>
<TitleStatement>Granta  the magazine of new writing: The Best of
Young Spanish Language Novelists
</TitleStatement>
</TitleDetail>
```

(*Using Short tags, and with additional alternative language title*)

```
<titledetail>
<b202>01</b202>                          Distinctive title
<titleelement>
<x409>02</x409>                          Collection level
<b203 textcase="02">Granta</b203> Title case
<b029 textcase="01">The magazine of new writing</b029>
Sentence case
```

```
</titleelement>
<titleelement>
<x409>01</x409>                          Product level
<x410>113</x410>
<b030 textcase="02">The</b030>
<b031 textcase="02">Best of Young Spanish Language Novelists</b031>
</titleelement>
<x478>Granta - the magazine of new writing: The Best of Young
Spanish Language Novelists
</x478>
</titledetail>
<titledetail>
<b202>11</b202>                          Alternative title
<titleelement>
<x409>01</x409>                          Product level
<b030 language="spa" textcase="02">Los</b203>
Title in Spanish
<b031 language="spa" textcase="02">Mejores Narradores Jóvenes en
Español</b203>
</titleelement>
</titledetail>
```

10. CONTRIBUTOR

Definition

The public identity of a person or corporate body responsible for the creation of the intellectual or artistic content of a product.

Business case

The author of a book is often the most recognizable "brand" of a book product that consumers know. In some subject categories, other key data points, such as title, publisher, series, etc., are almost irrelevant when compared to the importance of the name(s) of the contributor(s) to that product. The title of a new novel by John Grisham, for example, is not the piece of data that will sell that book.

Accurate, complete contributor data is necessary for every product we sell. Incorrect or incomplete contributor data results in incorrect orders being placed by booksellers and incorrect books being purchased by consumers. Transmitting accurate Contributor data for every item it wishes to sell is a key step in a publisher's efforts to ensure that its trading partners and end consumers will order the correct products.

Is this mandatory data?

Yes. Data on contributor(s) is required for every product. Products without named contributors should indicate this by using one of the data options detailed below.

When should this data be supplied?

Contributor data, even if it is not final, should be supplied 180 days prior to the on-sale date of a product.

Notes for data recipients

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Every product record must include data elements describing the contributors to the product or an indication that the product has no named contributors. It is assumed that the vast majority of products sold in our industry will be attributed to one or more personal or corporate contributors.

Contributors who play more than one role in the creation of a product (e.g., Maurice Sendak might be both the author and the illustrator of a book) should have each role they played in the creation of the product indicated separately; however, their names should not be repeated for each role they played in the creation of the product (please see the Contributor Role section below under ONIX Guidelines for further detail on this).

The ONIX Contributor Composite group of data elements gives suppliers great flexibility in describing contributors. For the purposes of these best practices guidelines, we will refer only to the data elements that we believe are consistent with best practices.

Personal Contributor Names

A personal contributor name consists of several distinct data elements:

- Titles before names or prefixes to entire names
- Names before key name (includes given names as appropriate)
- Prefixes to key name(s)
- Key name(s) (usually the family name)
- Names after key name(s) (including given names where appropriate)
- Suffix after key name(s)
- Qualifications and honors after name(s)
- Titles after name(s)

Title(s) Before Name(s)

This data element is used for titles (hereditary or awarded) that precede a person's name but that are not a formal part of that person's name.

Examples:

- **Pope** John Paul II (the word *Pope* is a title before the names *John Paul*)
- **Dr.** Laura Schlessinger (the word *Dr.* is a title before the names Laura

Schlessinger)

- **HRH Princess** Michael of Kent (the words *HRH Princess* are a title before the names *Michael of Kent*)
- **Marquis** de Sade (the word *Marquis* is a title before the names *de Sade*)
- **Sor** Juana Inés de la Cruz (the word *Sor* is a title before the names *Juana Inés de la Cruz*)
- **The Venerable** Bede (the words *The Venerable* are a title before the name *Bede*)
- **Imam** Feisal Abdul Rauf (the word *Imam* is a title before the name *Feisal Abdul Rauf*)
- **St.** John of the Cross (the abbreviation *St.* is a title before the names *John of the Cross*)
- **Reverend** Adam Clayton Powell, Jr. (the word *Reverend* is a title before the name *Adam Clayton Powell)*
- **Dame** Rebecca West (the word *Dame* is a title before the name *Rebecca West)*

Name(s) Before Key Name(s)

This data element is used for name(s) that precede a person's key name(s). In most Western cultures this is where the given name(s) would appear.

Examples:

- **Robert Louis** Stevenson (the words *Robert Louis* are names before the key name *Stevenson*)
- **Gabriel** García Márquez (the word *Gabriel* is a name before the key names *García Márquez*)
- Prince **Michael** of Albany (the word *Michael* is a name before the key name *Albany*)
- **George Gordon,** Lord Byron (the words *George Gordon* are names before the key name *Byron*; in this example, *Gordon* is the author's family name, but since the key name he is most commonly known by is *Byron*, both his given name and his family name are placed in the names before the Key Name data element)

Prefix to Key Name(s)

This data element is used for words that precede a person's key name that are part of the key name but that are customarily dropped for purposes of alphabetization. Such prefixes to family names are often called particles. In many Western countries, particles preceding family names can be an indication that a family is from a given place (represented in the family name) or is of aristocratic lineage.

Examples:

- Simone **de** Beauvoir (the word *de* is a prefix to the key name *Beauvoir*)
- Ludwig **van** Beethoven (the word *van* is a prefix to the key name *Beethoven*)
- Prince Michael **of** Albany (the word *of* is a prefix to the key name *Albany*)
- Melissa **de la** Cruz (the words *de la* are a prefix to the key name *Cruz*)
- John Henry, **Cardinal** Newman (the word *Cardinal* is a prefix to the key name *Newman*; strictly speaking, *Cardinal* is a title in this example, but in cases where a title occurs between the Names before the Key Name and the Key Name, the title should be placed in the Prefix to Key Name data element)
- Alfred, **Lord** Tennyson (the word *Lord* is a prefix to the key name *Tennyson*; strictly speaking, *Lord* is a title in this example, but in cases where a title occurs between *the names before the key name* and *the key name*, the title should be placed in the Prefix to Key Name data element)
- George Gordon, **Lord** Byron (the word *Lord* is a prefix before the key name *Byron*; strictly speaking, *Lord* is a title in this example, but in cases where a title occurs between *the names before the key name* and *the key name*, the title should be placed in the prefix to key name data element)

Key Name(s)

This data element is used for the portion of a person's name that is referred to first when alphabetizing that person's name. It is most often a family name or surname, but it can sometimes be a given name or a nickname if that is the name by which a contributor is known. If a sender is using Key Name, all tags should be used.

Examples:

- Simone de **Beauvoir** (the word *Beauvoir* is the key name)
- **Mao** Zedong (the word *Mao* is the key name; in Chinese names the key name

is usually the first element in the complete name; please see *The Chicago Manual of Style,* 16th Edition, for detailed information on Chinese names)

- Marquis de **Sade** (the word *Sade* is the key name)
- Pope **John Paul** II (the words *John Paul* are the key names)
- Gabriel **García Márquez** (the words *García Márquez* are the key names)
- Joaquim Maria **Machado de Assis** (the words *Machado de Assis* are the key names; please note that the word *de* is not a prefix to the key name in this case)
- Peter **De Vries** (the words *De Vries* are the key names; anglicized versions of names often incorporate into the key name particles that would be prefixes to key names in their original cultures)
- John **Dos Passos** (the words *Dos Passos* are the key names; anglicized versions of names often incorporate into the key name particles that would be prefixes to key names in their original languages)
- Sor **Juana Inés** de la Cruz (the words *Juana Inés* are the key names)
- Syed **Abu Zafar Nadvi** (the words *Abu Zafar Nadvi* are the key names; see *The Chicago Manual of Style,* 16th edition, for detailed information on Arabic names)
- The Venerable **Bede** (the word *Bede* is the key name)
- Imam Feisal **Abdul Rauf** (the words *Abdul Rauf* are the key names)
- St. **John** of the Cross (the word *John* is the key name)

Name(s) After Key Name(s)

This data element is used for name(s) that follow a person's key name(s). In some cultures (e.g., China, Japan, Hungary, etc.) this is where the given name(s) would appear.

Examples:

- Mao **Zedong** (the word *Zedong* is a name after the key name *Mao*)
- Sor Juana Inés **de la Cruz** (the words *de la Cruz* are names after the key names *Juana Inés*)
- Mishima **Yukio** (the word *Yukio* is a name after the key name *Mishima*;

in Japan the family name [i.e., key name] precedes the given name; however, Japanese names are often inverted when Japanese books are translated into Western languages; in point of fact, this author's name is usually presented as *Yukio Mishima* on books published in the U.S. and Canada.)

Suffix After Key Name(s)

This data element is used for name elements that follow (and usually modify) the actual name of the person.

Examples:

- `Pope John Paul II` (the numerals *II* are a suffix to the name *John Paul)*
- `Reverend Adam Clayton Powell, Jr.` (the abbreviation *Jr.* is a suffix to the name *Adam Clayton Powell)*
- `Alexandre Dumas, fils` (the word *fils* is a suffix to the name *Alexandre Dumas)*

Qualifications and Honors After Name(s)

This data element is used for degrees, awards, and other honors that follow the actual name of the person.

Examples:

- `Stephen LaBerge, Ph.D.` (the abbreviation *Ph.D.* is a qualification that follows the name *Stephen LaBerge)*
- `Lori A. Marshall, M.D., F.A.C.O.G.` (the abbreviations *M.D.* and *F.A.C.O.G.* are qualifications that follow the name *Lori A. Marshall)*
- `T. P. Gleave, C.B.E.` (the abbreviation *C.B.E.* is an honor that follows the name *T. P. Gleave)*

Titles after Name(s)

This data element is for titles that follow the actual name of the person.

Examples:

- `Desmond Tutu, Archbishop Emeritus of Cape Town` (the words *Archbishop Emeritus of Cape Town* are a title that follows the name *Desmond Tutu)*
- `Benjamin Disraeli, Earl of Beaconsfield` (the words *Earl of*

Beaconsfield are a title that follows the name *Benjamin Disraeli)*

- Sarah Ferguson, **Duchess of York** (the words *Duchess of York* are a title that follows the name *Sarah Ferguson)*
- John Campbell, **9th Duke of Argyll** (the words *9th Duke of Argyll* are a title that follows the name *John Campbell)*

Corporate Contributor Names

A corporate contributor is any group of persons that is named as a contributor to a product. Commonly occurring corporate contributors include groups such as companies, government agencies, nonprofit organizations, universities, and religious organizations.

Corporate names should omit any suffixes denoting incorporation (e.g., *Inc.*, *Ltd.*, *S.A.*, etc.). Names should be presented as they normally appear in print (e.g., *Alfred A. Knopf Editorial Staff*, not *Knopf, Alfred A., Editorial Staff*).

Examples:

- Cambridge University Press Editors
- Real Academia Española (capitalization should follow the style of the corporate name as it is normally presented in the language of the corporate contributor)
- Staff of The Orlando Sentinel (articles should be capitalized if they are normally capitalized in the corporate name)
- Corporation de Développement Agroalimentaire-Forêt du Centre-du-Québec (capitalization should follow the style of the corporate name as it is normally presented in the language of the corporate contributor)
- National Commission on Terrorist Attacks upon the United States
- UNESCO (corporate contributors that are generally known by an acronym rather than their complete name may be presented as such; the use of periods to separate the letters in such acronyms should follow the standard form for that corporate contributor)

ONIX 2.1 guidelines

Suppliers of product data should use the ***Contributor Composite*** data element or the ***"No Authorship" Indicator*** for contributor data.

Reference name: <Contributor>

Short tag: <contributor>

Any occurrence of the <Contributor> composite must include the following:

Contributor Role and one of the following data elements:

1. Person Name
2. Corporate Contributor name
3. Unnamed Person(s)

A detailed description of each of these data elements may be found below.

The following are the data elements that should be used (as appropriate) in the Contributor Composite:

PR.8.1 Contributor Sequence Number

Format: Variable-length integer, suggested maximum length 3 digits

Reference name: <SequenceNumber>

Short tag: <b034>

This data element must be used for products that have multiple named contributors. Contributors should be ordered in sequence based on the importance of their contribution to the product. The "primary" contributor to a product should be indicated with a sequence number of **1**.

PR.8.2 Contributor Role

Format: Fixed-length, 1 letter and 2 numeric digits

Code list: List 17

Reference name: <ContributorRole>

Short tag: <b035>

This data element must be used for every named contributor associated with a product. This data element may be repeated if the same person or corporate body has more than one role in relation to the product.

Example:

For a product written and illustrated by the same person, the Contributor Role tag should be repeated within a single instance of the Contributor Composite:

<b035>A01</b035> (contributor role = author)

<b035>A12</b035> (contributor role = illustrator)

PR.8.7 Person Name Part 1: Titles Before Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <TitlesBeforeNames>

Short tag: <b038>

This data element should be used for every personal contributor whose name is preceded by a title. See description in Style and Usage Guide above.

PR.8.8 Person Name Part 2: Names Before Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <NamesBeforeKey>

Short tag: <b039>

This data element must be used for every personal contributor whose given name precedes his or her family name. See description in Style and Usage Guide above.

PR.8.9 Person Name Part 3: Prefix to Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <PrefixtoKey>

Short tag: <b247>

This data element should be used for personal contributor names whose key name is preceded by a name other than the person's given name. See description in Style and Usage Guide above.Reference name: <PrefixtoKey>

Short tag: <b247>

PR.8.10 Person Name Part 4: Key Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <KeyNames>

Short tag: <b040>

This data element should be used for the principal part of the personal contributor name that is used first for alphabetization. See description in Style and Usage Guide above.

PR.8.11 Person Name Part 5: Names After Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <NamesAfterKey>

Short tag: <b041>

This data element should be used for personal contributor names whose key name is followed by an additional name or names. See description in Style and Usage Guide above.

PR.8.12 Person Name Part 6: Suffix After Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <SuffixToKey>

Short tag: <b248>

This data element should be used for personal contributor names that are followed by a title that is borne by that person. See description in Style and Usage Guide above.

PR.8.13 Person Name Part 7: Qualifications and Honors After Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <LettersAfterNames>

Short tag: <b042>

This data element should be used for personal contributor names that are followed by an indication of the person's degrees, memberships, honors, etc.

See description in Style and Usage Guide above.

PR.8.14 Person Name part 8: Titles After Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <TitlesAfterNames>

Short tag: <b043>

This data element should be used for personal contributor names that are followed by a title that is borne by that person. See description in Style and Usage Guide above.

PR.8.26 Corporate Contributor Name

Format: Variable-length text, suggested maximum length 200 characters

Reference name: <CorporateName>

Short tag: <b047>

This data element must be provided for every corporate body named as a contributor to a product.

PR.8.32 Unnamed Person(s)

Format: Fixed-length, 2 numeric digits

Code list: List 19

Reference name: <UnnamedPersons>

Short tag: <b249>

This data element should be used only for products to which unnamed person(s) contributed. It should be used only in conjunction with other data elements within the Contributor Composite that apply to the product in question. For products that have no named contributors and have no other applicable data within the Contributor Composite, suppliers should indicate this in the "No authorship" indicator (see below).

Within this data element, one must select a value from Code List 19. Either of the two values listed below is acceptable:

01 Unknown

This value should be used in records of products where a contributor is unknown, but not in cases where a contributor wishes to conceal his identity. This code-list value should also not be used where no contributor is credited by the choice of the publisher.

Examples of noteworthy titles where the "primary" contributor is unknown:

- The Cloud of Unknowing
- Beowulf
- The Way of a Pilgrim

02 Anonymous

This value should be used in records of products when a contributor wishes to conceal his or her identity. Although there are a variety of situations where an author may wish to conceal her identity, the most common reason is that the subject of the book in question is particularly controversial and the author is someone on the inside who wishes to conceal her identity in order to protect her career or her person.

Examples of noteworthy titles for which one or more contributors are anonymous:

- The Primary Colors
- Go Ask Alice
- Alcoholics Anonymous (The Big Book)

Some products have no named contributors. Indicate this with the ***"No Authorship" Indicator*** data element:

PR.8.36 "No Authorship" Indicator

Format: XML empty element

Reference name: <NoContributor/>

Short tag: <n339/>

This is the data element that should be used for most Bibles, among other products. Bibles that have named contributors (e.g., editors, translators, annotators, etc.) should, of course, should have their data supplied using the Contributor Composite. Many Bibles, however, have no credited contributors; a supplier of data on such books should indicate the contributor condition on

those books.

It is also a best practice to include a contributor identifier when available. This is handled by the Person Name Identifier Composite.

Reference name: <PersonNameIdentifier>

Short tag: <personnameidentifier>

PR.8.15 Person name identifier type

An ONIX code which identifies the scheme from which the value in the <IDValue> element is taken. Mandatory in each occurrence of the <PersonNameIdentifier> composite, and non-repeating.

Typical identifier types are the ISNI (International Standard Name Identifier), code 16, and a publisher's internal proprietary identifier (code 01, with an appropriate type name in PR.8.16).

Format: Fixed-length, two numeric digits.

Code List: List 101

Reference name: <PersonNameIDType>

Short tag: <b390>

Example:<PersonNameIDType>16</
PersonNameIDType> ISNI Personennamendatei

PR.8.16 Identifier type name

A name which identifies a proprietary identifier scheme when, and only when, the code in the <PersonNameIDType> element indicates a proprietary scheme. Optional and non-repeating.

Format: Free text, suggested maximum length 50 characters

Reference name: <IDTypeName>

Short tag: <b233>

PR.8.17 Identifier value

A code value taken from the scheme specified in the <PersonNameIDType> element. Mandatory in each occurrence of the composite, and non-repeating.

Format: Determined by the scheme specified in <PersonNameIDType>

Reference name: <IDValue>

Short tag: <b244>

Example: <IDValue>0000000068287141</IDValue>

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Contributors between ONIX 2.1 and ONIX 3.0, except for a minor restructuring of the data. ONIX 3.0 also enables the use of either <CorporateName> or <CorporateNameInverted>; for example:

- Orlando Sentinel, Staff of The (articles should be capitalized if they are normally capitalized in the corporate name)

This enables improved alphabetization of corporate contributor names.

11. CONTRIBUTOR BIOGRAPHY

Definition

A biographical note about a contributor to a product.

Business case

Biographical information about a product's authors or contributors can be valuable marketing information; for many types of books, the author is the brand that sells the product. Data recipients use this type of author information to market the book.

For some types of books (e.g., scholarly works), this information can express the author's qualifications to write on a certain subject.

The Author/Contributor Biography is also useful for distinguishing authors with similar names.

Is this mandatory data?

Yes, when applicable. This data field should be supplied for all products with a contributor name listed.

When should this data be supplied?

Biographical information about contributors should be supplied 180 days prior to the on-sale date of the product, or as soon as possible thereafter.

Notes for data recipients

It is a best practice for data recipients to display Author/Contributor Biographies as appropriate.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

A biographical note may describe any properly identified contributor, such as persons or corporate entities. A biographical note in ONIX should always contain the name of the person or body concerned, and it should always be presented as a piece of continuous text consisting of full sentences. Some recipients of ONIX data feeds will not accept text that has embedded URLs. A contributor website link should instead be sent using the <Website> composite.

Generally speaking, Contributor Biographies should be between 200 – 500 words. The best practice is for Contributor Biographies not to exceed 4,000 characters, inclusive of HTML characters. It is not a best practice to include active hyperlinks in the biography.

ONIX 2.1 guidelines

Format: Variable-length text, suggested maximum length 500 characters

Reference name: <BiographicalNote>

Short tag: <b044>

Example: <BiographicalNote>Umberto Eco, professor of semiotics at the University of Bologna, and author of *The Name of The Rose* and *Foucault's Pendulum*, is one of the world's bestselling novelists.</BiographicalNote>

<BiographicalNote> is non-repeatable. It *may* contain simple XHTML markup, which is the recommended way of incorporating multiple paragraphs of text. Use the *textformat* attribute to indicate that the element contains XHTML markup. While other XHTML may be used, it's safest to stick to basics: <p>,
, <ul>, <ol>, <li>, , (or

<b> and <i>).

The <OtherText> composite should be used for a single biographical note for multiple contributors to a text.

ONIX 3.0 guidelines

Following is an example of an appropriately coded biographical note. In the example, the text uses very simple XHTML markup:

<BiographicalNote textformat="05"> Mary Westmacott was a pseudonym used on six novels by the so-called Queen of Crime, Agatha Christie. Agatha Christie was born in Torquay in 1890 and became, quite simply, the best-selling novelist in history, outsold only by The Bible and Shakespeare. <BiographicalNote>

In ONIX 3.0, the <BiographicalNote> is repeatable to enable multilingual translations of the biography.

12. CONTRIBUTOR COUNTRY CODE/REGION CODE

Definition

Codes identifying a country or sub-region within a country with which a contributor is particularly associated, for use when this is significant for the marketing of a product.

In Canada the Contributor Country Code of CA is used to identify Canadian authors in order to help create national bestseller lists and to aid in the identification and promotion of those authors.

Business case

Support for a Contributor Country and Region Code helps publicity and promotion of the author.

Is this mandatory data?

No, but it should be used whenever appropriate, known, and needed for promotion of the author.

When should this data be supplied?

Information about a contributor's country or region should be supplied 180 days prior to the on-sale date of a product, or as soon as possible thereafter.

Notes for data recipients

There are no best practices of note for recipients of this element.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Generally a single country code is supplied, with optional support by a regional identifier. The element can be repeated if an author is associated with more than one country or region.

In ONIX 2.1 it would be typical to support a single country entry—the primary association for the author.

ONIX 3.0 includes a composite with a code list that supports different types of associations, and multiple entries would be typical if different associations require it.

In either case, entries should be provided if there is a reasonable expectation that retailers and other stakeholders can use the information for marketing or identification. There is no need to supply multiple values simply because they are known to the publisher.

ONIX 2.1 guidelines

The Contributor Country Code element is part of the Contributor Composite.

PR.8.33 Country Code

Format: Fixed-length, 2 upper-case letters

Code list: List 91 (ISO 3166-1)

Reference tag: <CountryCode>

Short tag: <b251>

PR.8.34 Region Code

Code list: List 49

Reference tag: <RegionCode>

Short tag: <b398>

ONIX 3.0 guidelines

ONIX 3.0 introduces the *Contributor Place Composite* within the *Contributor Composite* to allow differentiations to be made for where the author was born, died, currently resides and formerly resided, etc. The composite is repeatable to allow more than one relationship to be specified.

Reference name: <ContributorPlace>

Short tag: <contributorplace>

P.7.48 Contributor Place Relator

This is a mandatory element in each occurrence of the composite, non-repeating, that specifies the author's relationship to the Country Code and/or Region Code given in the composite.

Format: Fixed-length, 2 digits

Code list: List 151

Reference name: <ContributorPlaceRelator>

Short tag: <x418>

P.7.49 Country Code

Format: Fixed-length, 2 upper-case letters

Code list: List 91 (ISO 3166-1)

Reference tag: <CountryCode>

Short tag: <b251>

P.7.50 Region Code

Code list: List 49

Reference tag: <RegionCode>

Short tag: <b398>

The List 151 code recognized in the Canadian supply chain for designating Canadian authors is "08" (Citizen of).

13. EDITION INFORMATION

Definition

> *All copies of a book that contain the same content, usually published by the same publisher. Publisher identification of a specified edition may be due to changes in content (addition, revision, or removal of content) or may identify products produced for a specific market.*

Editions may be distinguished by their content, with new editions published due to substantial changes to an existing work through the addition, revision, or removal of material. This type of edition is usually published by the same publisher and replaces the previous edition. The decision to publish subsequent editions of an existing work usually requires that at least 20% of the content is new or changed. Numbered editions (2nd edition, 3rd edition) and revised editions usually fall into this category.

Named editions may indicate a different work that is closely related to another work. *Abridged*, *illustrated*, *annotated*, *enlarged*, and *teacher's* are examples of this type of edition.

Edition Information is also occasionally used to differentiate between products that contain the *same* content but are produced for a specific market or market segment—for example, a large-print edition, a library edition, or a film tie-in edition. These are not different works, since the content is identical, but differentiating them from the "ordinary" editions is important to potential purchasers. This type of edition may be issued by the publisher of the original work or may be published by another publisher specializing in products for that market segment

Differences in format are *not* differences in edition. A publisher's products may contain the same text available in cloth and paper, and digitally as EPUB and PDF, but the content and market for each format is essentially the same, and so they do not meet the criteria for being recognized as different editions. Note that the meaning of "first

edition" is quite different in the context of rare book collecting – where it means 'first impression' (*ie* it is a copy taken from the first manufacturing batch). ONIX does not treat this as edition information.

Business case

Trading partners and end consumers need to understand which edition of a given work they are purchasing. Visually impaired consumers need accurate information on large-print and audio books. General consumers of audio books need to know if a given audio book is abridged or unabridged.

Is this mandatory data?

No. However it is a best practice to provide edition data for every product released in multiple editions.

<NoEdition/> should be used to confirm that there is no specific edition information—as, for example, with an initial ('first') edition. NB it may later become necessary to add edition information, if it becomes necessary to distinguish the initial edition from a subsequent second edition.

When should this data be supplied?

Edition Information should be supplied 180 days prior to the on-sale date of a product.

Notes for data recipients

Data recipients should be using Edition Information as a prompt and guide when using Related Product data to create links between a publisher's products.

Notes on digital products

Edition is a concept rooted in print book culture, and it is one that has a long history and great bibliographic value. Digital files change incrementally and are more likely to be versioned, but there is a similarity in the two systems in that changes to the whole number imply a major change in the file content. We recommend that digital text products try to maintain the basic edition approach used historically; note that the ONIX standard supplies a method for versioning Edition Numbers:

PR.10.3 (ONIX 2.1) or P.9.3 (ONIX 3.0) Edition version number

For example, you may have a second set of minor technical fixes to a third edition, which could be distinguished with a version number 3.2.

A couple of edition type codes apply specifically to digital products. DGO indicates a digital product that has no print equivalent (a "digital original"), and ENH indicates an enhanced version (where, e.g., there is a "standard" product and an "enhanced" edition

with added multimedia content). ENH should not be used simply as an indicator that the product contains audio or video—there must be a version without enhancements as well.

Style and usage guide

New editions are always published with their own ISBNs.

Edition information should be supported by use of the Related Product information, which is used to make direct references to the products of which the current book is a variation.

As noted in the definition, the most typical use for Edition Information is re-releasing a product with substantial new material in order to update it. The new edition contains substantial changes updating the content—usually defined as 20% or more new content. It warrants a new ISBN because it is sufficiently a new product that retailers and librarians can expect new sales or new use, even from previous buyers or readers of the earlier edition.

A *reprint* would normally contain minor corrections and is simply a continuation of the current product; it retains the same ISBN. A reprint is not an edition change.

Expectations of the supply chain can create a need for editions: an abridged audio book is a materially different product from one using the full text; therefore, Edition information must be supplied to show that this change is more than just one of format. When abridged and unabridged audio editions are available, it is practical and convenient to the supply chain to identify *each* with an edition code to distinguish them.

A similar practicality exists in that, because audio products are often abridged, it is an optional but normal practice to identify any unabridged audio book by its Edition Code even if no abridged version is released—the expectation creates an exception. There is no similar need for text-based products because the expectation is for unabridged products; claiming all texts as unabridged can only confuse the supply chain.

A Braille product clearly constitutes a major difference and a special edition for a specific market; similarly, "Large Print" or "Ultra Large Print" is a consumer identification that is needed even if there is no other textual change. The retailer and consumer will want to know clearly what they are getting, thus making the Edition Code useful.

Digital products have an exception similar to abridged/unabridged audio books: Because our market assumes digital products are also available in print, an Edition Code for *Digital original* exists for consumer convenience to clearly state that this product is not expected to be available in print.

Use of the Edition elements implies the existence of earlier or different versions of the product (see the *"No Edition"* section below for how to mark a book with no preceding

versions). Retailers need to track this; edition elements are a prompt for them to check the Related Product composite to understand what other products are available and how those products relate to the product described in order to ensure that the retailer is offering the most current or best option to consumers.

While *Edition Number* can be used with *Edition Code*, it would be more typical to use one or the other. Supplying an Edition Number of "3" with an Edition Code of "REV" would imply that there is a third edition that precedes the third revised edition. Using *Edition Statement* to provide supplementary information to either Edition Number or Edition Code is preferred to combining numbers and codes, but Edition Codes can be repeated to add information and cases where Edition Number and Edition Code co-exist. The rule would be that if it's additional information, use as many Edition Codes as needed, but not if it only emphasizes a meaning already provided. For example: "revised" and "illustrated" indicate two ways the edition is different, while combining "new," "enlarged," and "revised" tells the receiver nothing more than any one of them might.

Edition Statement, if supplied, should always be complete in itself and incorporate the Edition Number and Edition Code(s) in addition to whatever other supplementary information is needed. There is no need to supply it unless there is information in addition to that supplied by Edition Number and Edition Code.

Edition Type

> *An ONIX code, indicating the type of a version or edition. It is optional and repeatable if the product has characteristics of two or more types (e.g., revised and annotated).*

The standard edition types are found in ONIX Code List 21. Below are key examples; consult the code list of the complete list of alternatives:

ABR Abridged: Content has been shortened: use for abridged, shortened, concise, condensed.

ADP Adapted: Content has been adapted to serve a different purpose or audience or to move from one medium to another: use for dramatization, novelization, etc. Use <EditionStatement> to describe the exact nature of the adaptation.

ANN Annotated: Content is augmented by the addition of notes.

BRL Braille: Braille editions should also carry the corresponding Product Form code.

CSP Coursepack: Content was compiled for a specified educational course.

DGO Digital original: A digital product that has no print counterpart and is

not expected to have a print counterpart.

ILL Illustrated: Content includes extensive illustrations that are not part of other editions.

LTE Large type/large print: Large-print edition, with print sizes of 14 to 19 pt—see also ULP. Leading organizations that serve the visually impaired agree that 14-point type is the minimum size that can be described as large print.

MDT Media tie-in: An edition published to coincide with the release of a film, TV program, or electronic game based on the same work. Use <EditionStatement> to describe the exact nature of the tie-in.

NED New edition: Where no other information is given, or no other coded type is applicable.

REV Revised: Content has been revised from that of a previous edition.

SCH School edition: An edition intended specifically for use in schools.

UBR Unabridged: When a title has also been published in an abridged edition; also for audiobooks, regardless of whether an abridged audio version also exists.

Edition Number

The Arabic number of an Arabic-numbered edition of a product. It is best practice to mark only second and subsequent editions—using "1" as an edition number is very atypical and should be used only when a direct differentiation is needed. One example would be if two editions were available simultaneously, as can happen occasionally in education. It is also a best practice to identify a first edition using the <NoEdition/> marker. End users expect a simple integer here; do not use "st," "nd," or "rd." Editions enumerated using Roman numerals, annual years, or other enumeration schemes should present that data in the Edition Statement data element.

Edition Statement

A short free-text description of a version or edition. Optional Edition Number, and Edition Code are preferred if they can communicate the differentiations between editions, and The best practice is to use the Edition Statement only when Edition Number and Edition Type are insufficient. When used, the <EditionStatement> must carry a complete description of the nature of the edition; it should not be treated as merely supplementary to an <EditionTypeCode> or an <EditionNumber>. The <EditionStatement> should be strictly limited to describing features of the content of the edition; including aspects such as rights or market restrictions that are properly covered elsewhere in the ONIX record is in conflict with these best practices.

"No Edition" Indicator

This is an empty element that provides a positive indication that a product intentionally does not carry Edition Information and confirms the absence of preceding editions. Its use is required by accreditation schemes in some markets and recommended for use in all markets.

This indicator must be sent only in a record that has no instances of any of the three preceding Edition elements.

ONIX 2.1 guidelines

Edition Data

PR.10.1 Edition Type Code

Format: Fixed-length, 3 upper-case letters

Code list: List 21

Reference name: <EditionTypeCode>

Short tag: <b056>

Example: ILL

PR.10.4 Edition Statement

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <EditionStatement>

Short tag: <b058>

Example: 3rd edition, revised with an introduction and notes

PR.10.2 Edition Number

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: <EditionNumber>

Short tag: <b057>

Example: 3

PR.10.5 "No Edition" Indicator

Format: XML empty element

Reference name: `<NoEdition/>`

Short tag: `<n386/>`

Example: `<NoEdition/>`

ONIX 3.0 guidelines

Overall use for the Edition elements is identical between ONIX 2.1 and ONIX 3.0.

14. LANGUAGE(S) OF PRODUCT CONTENT

Definition

> *The language(s), written or spoken, of a significant portion of the content included in a product.*

Every applicable language that is used for a significant portion of a product's content should be indicated in the product data. *Significant portion* is most easily understood as the language group a product is marketed to, rather than every language that might appear in a product.

Business case

The growing market for Spanish-language products in the United States, the large market for French-language products in Canada, and the large immigrant populations in both countries demand that publishers and booksellers sell products in multiple languages. Accurately identifying the language of a product's content is an integral part of supplying the correct product.

The importance of this value grows if metadata is supplied internationally, as senders and receivers cannot assume that a product is in a typical language for their market and can only rely on the metadata provided.

Retail and other downstream buyers need to know the language of a product's contents in order to make an informed buying decision. Consumers certainly need to know the language of a product's contents before they can make a purchasing decision.

Is this mandatory data?

Yes. This data element should be supplied for every product.

When should this data be supplied?

The Language element should be supplied in all metadata records from the time of their first release as retailers use it as a primary data point. Metadata should be issued at least 180 days prior to the on-sale date of a product.

Notes for data recipients

Beyond the obvious need to load and process the data point as a critical piece of product metadata, there is no specific guideline.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Examples of how this field should be used follow.

- Christo and Jeanne-Claude: Wrapped Reichstag, Berlin, 1971–95 has text in English, French, and German. Codes for all three languages should be supplied in the data for this book.
- Spanish Stories (Cuentos españoles): A Dual-Language Book should have language codes indicating that the book's content is in both English and Spanish because a significant portion of the text of the book appears in each language, and because the book might be enjoyed by readers of either language.

In determining if a "significant portion" of a product's content is in a given language, the primary question a data supplier should ask is, "Would a reader of a given language find this product useful or enjoyable enough to purchase this product?"

Using this criterion, products used by English-speakers to learn French, for example, would be given a language code of English, but they would not be given a language code of French because such products are not aimed at a French-speaking audience and it is assumed that they would be of limited interest to such an audience. Any product used to learn another language should list a language code for the primary audience for whom the product is intended.

Examples:

- Inglés para latinos should have a language code indicating its content

is in Spanish, but it should not have a language code indicating its content is in English. There is a BISAC Subject Code for the purpose of indicating that a product is used to study English as a foreign language (*FOR007000*), as well as an ONIX Audience Code that conveys this information (*07*: ELT/ESL).

- `French with Michel Thomas` should have a language code of English, but it should not have a language code of French.

In the cases of dual- or multi-language dictionaries or phrasebooks, the language of the primary audience for whom the book is intended should be provided; however, the additional languages should not be included in the product data if the book is aimed only at speakers of one particular language.

Examples:

- `Collins Spanish-English, English-Spanish Dictionary` should have language codes in its product record indicating that its content is in both Spanish and English.
- `Langenscheidt's Pocket Greek Dictionary: Classical Greek–English` should have a language code indicating that its content is in English. It should not have a language code indicating its content is in Greek; a subject code (e.g., BISAC Subject Code *FOR033000*) should indicate that the book is used to study ancient Greek. Since the content of this dictionary is aimed only at readers of English, it should not have a language code indicating its content is in ancient Greek.

ONIX 2.1 guidelines

Using default values in the ONIX Message Header to supply language or any default value is discouraged. It is a best practice to include the language element within each record.

Suppliers of language data should use the ***Language Composite*** data element:

Reference name: `<Language>`

Short tag: `<language>`

Within this composite, the following data elements should be used:

PR.11.3 Language Role

Format: Fixed-length, 2 numeric digits

Code list: List 22

Reference name: <LanguageRole>

Short tag: <b253>

For the purposes of this standard, the only value that must be used in this data element is:

- Language of Text

PR.11.4 Language Code

Format: Fixed-length, 3 lowercase letters. Note that ISO 639 specifies that these codes should always be in lowercase.

Code list: List 74 (ISO 639-2/B)

Reference name: <LanguageCode>

Short tag: <b252>

Examples:

```
eng     English
fre     French
spa     Spanish
```

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Language between ONIX 2.1 and ONIX 3.0.

15. PAGE COUNT, RUNNING TIME, AND EXTENT

Definitions

Page Count:

The sum of numbered pages in a product, regardless of the numbering format (see Style and Usage Guide in this section for specific instructions).

Running Time:

The total length, in standard units of time, of the recorded content of the product.

Business case

The extent of a product's content is one of the first things a consumer will notice about a book or entertainment product. Readers will often determine their purchases based on the length of the books they are considering. Consumers of audio books want to know how long a given book will be.

Is this mandatory data?

Page Count is mandatory for printed book products. Running Time is mandatory for audio and video products.

When should this data be supplied?

Page count, running time, and other measures of extent should be supplied 180 days prior to the on-sale date of a product, or as soon as possible thereafter.

Notes for data recipients

There are no particular best practices of note for receivers of this element.

Notes on digital products

An e-book with fixed pagination should contain an `<Extent>` composite specifying the number of pages; an e-book with no fixed pagination (reflowable) should contain an `<Extent>` composite indicating the number of pages in any print counterpart or, if it is digital-only, a notional number of pages.

While not required, it may also be desirable to include a word count for digital products. Since page count for the same title can vary across different formats of a work, especially across digital formats and reading devices. Including word count in product metadata is

another way to indicate the extent of the item and gives the potential reader an idea of the length of the book.

Style and usage guide

Page Count

In most cases, unnumbered pages (e.g., endpapers) should be omitted from this count. (Unnumbered pages that are part of plate sections/inserts, are part of the book's content and should be counted.) Books that have pages numbered in both roman and Arabic numerals should have a Page Count that reflects the sum of the highest number of the roman-numbered pages plus the highest-number of the Arabic-numbered pages. *This value is therefore not the total number of pages bound into the book.* The sole exception to this is the case of a book with no numbered pages; in such a case the value given for Page Count should be the total number of all pages in the book.

For multi-volume books sold under a single Product Identifier, enter the total for all the volumes combined in the product record for the multi-volume product. If the individual volumes are sold separately, each of their product records should carry a Page Count for only the volume in question.

Example:

Using *The Chicago Manual of Style, 14th edition* as an example, one sees that the front matter is numbered in roman numerals up to page ***ix***. The main body of the work has pages numbered in Arabic numerals up to page *921*. The book also contains five unnumbered pages at its end and both a front and a back flyleaf. For the purposes of these best practices guidelines, the Page Count sent out for this book should be *930* (the sum of the highest number of the roman-numbered pages plus the highest number of the Arabic-numbered pages).

Running Time

Every recorded product, regardless of its product form, should have an indication of its running time (i.e., the duration of the recording). The Running Time may be given in hours, minutes, seconds, or any combination of these three units. The best practice is to use hours and minutes. It is mandatory that the units of measurement be supplied along with any value.

ONIX 2.1 guidelines

Suppliers of Page Count or Running Time data should use the ***Extent Composite*** data element:

Description: A repeatable group of data elements that together describe an extent pertaining to the product

Reference name: <Extent>

Short tag: <extent>

Within the Extent Composite data element, suppliers should use the following data elements:

PR.12.4 Extent Type Code

Description: An ONIX code that identifies the type of extent carried in the composite (e.g. running time for an audio or video product). Mandatory in each occurrence of the <Extent> composite and non-repeating.

Format: Fixed-length, 2 numeric digits

Code list: List 23

Reference name: <ExtentType>

Short tag: <b218>

Example: 09 Duration (running time)

Example: 00 Main content page count (note this should only be used when the extent value given is the highest Arabic-numbered page)

Example: 05 Total numbered page count (sum of Arabic and Roman numbered pages—this is the best practice for printed books)

Example: 11 Content page count (as code 05, but the number of pages in any unnumbered insert / plate section should also be included)

PR.12.5 Extent Value

Description: The numeric value of the extent specified in <ExtentType>. Mandatory in each occurrence of the <Extent> composite and non-repeating

Format: Numeric, with decimal point where required, as specified in field PR.12.4

Reference name: <ExtentValue>

Short tag: <b219>

Example: 2.5

Example: 245 (number of pages in the specified page count)

PR.12.6 Extent Unit

Description: An ONIX code indicating the unit used for the <ExtentValue> and the format in which the value is presented. Mandatory in each occurrence of the <Extent> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 24

Reference name: <ExtentUnit>

Short tag: <b220>

Example:

02 Words

03 Pages

05 Minutes as integer

14 Hours (HHH)

15 Hours and minutes (HHHMM)

ONIX 3.0 guidelines

There are no significant differences in the guidelines for and use of Page Count, Running Time, and Extent between ONIX 2.1 and ONIX 3.0.

ONIX 3 guidelines suggest that books with significant front or back matter should use separate <Extent> composites for front, insert, main, and back matter (types 03, 12, 00 and 04) whenever possible. Simple books with no significant front or back matter should use extent type 11.

16. SUBJECTS

Definitions

BISAC Subject Headings:

A list of standard subjects designed for use in the book trade in the U.S. and English-speaking Canada.

The current list of BISAC Subject Headings consists of approximately 3,000 "minor" subject headings grouped under 51 "major" subjects. The BISAC Subject Headings were developed by U.S. and Canadian publishers, booksellers, and catalogers. They are maintained by BISG's Subject Codes Committee; new versions of the complete list of BISAC Subject Headings are published annually. BISAC Subjects describe the topical content of a book and do not cover non-content-oriented ways of grouping titles (such as "gift books" or "large print").

BIC Standard Subject Categories:

The standard classification scheme for the UK book trade.

The BIC scheme comprises approximately 2,600 subject categories arranged in 18 sections defining broad subject areas, plus approximately 1000 qualifiers that can be used to refine the meaning of the subject categories.

Business case

Accurate subject classification is a key aspect of purchasing decisions made by publishers' trading partners. These trading partners must determine where a given product fits within the overall product mix they provide. Budgeting, merchandising, and marketing plans all rely upon products being correctly classified by subject.

Subject codes are also useful in aiding consumer discovery of content.

Is this mandatory data?

Yes. This data element, specifically BISAC Subject Codes, should be supplied for every product.

When should this data be supplied?

An initial BISAC Subject Heading should be supplied 180 days prior to the on-sale date of a product. Additional BISAC Subject Headings (if applicable) should be supplied at the

same time or as soon as possible thereafter.

Note for data recipients

Data recipients should display subjects in the order in which they are supplied. Data recipients are expected to maintain the latest version of any given subject scheme they support, and they should be able to accept and use at least a main and two additional BISAC subject codes.

Note on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Provide the most specific subject(s) applicable to a product.

Granularity and specificity are paramount in assigning codes; use the most specific code that is appropriate. Supplying a general subject code on a given product that has a more specific code in the same subject is a bad practice. Although there is no limit in ONIX to the number of codes that can be supplied, a best practice is to supply one code and up to three codes (if appropriate. More than three codes should be reserved only for those cases where it is absolutely necessary. One of those subjects should be considered the "main subject" of the product and should be listed first; generally, all subjects should be listed in their order of importance.

BISAC codes are required for the U.S. and Canadian markets. Please see the additional guidelines for assigning BISAC codes at the end of this section.

The use of the BISAC Subject Heading *Non-classifiable* (code = *NON000000*) should be used only for books that *cannot* be classified (e.g., a blank book). Every effort should be made to classify a product under an appropriate Subject Heading.

BISAC Subjects versus BIC Subjects

BIC Standard Subject Categories is the standard classification scheme for the UK book trade. The scheme comprises approximately 2,600 subject categories arranged in 18 sections defining broad subject areas, plus approximately 1000 qualifiers that can be used to refine the meaning of the subject categories. If your book will be traded **exclusively** in the U.S. and/or Canada, then there is no particular reason to supply BIC subject codes. If your data is being sent to trading partners throughout the U.S., Canada, and the UK, books should be described using both BISAC Subjects **and** BIC Subjects, otherwise your title may not get the exact subject classification you intended. BIC Standard Subject Categories, along with User Guidelines for their application, are available from www.bic.org.uk. An online tool for selecting categories from the BIC

scheme is also available at http://editeur.dyndns.org/bic_categories.

As of this writing, a global subject scheme, called Thema, is being developed; it aims to provide a single set of main subjects to be used worldwide.

Additional guidelines for assigning BISAC Subject Codes can be found at the end of this entry.

BISAC Merchandising and Regional Themes

The BISAC Merchandising Themes List is a standard list of terms that can be used in addition to BISAC Subject Headings to denote a variety of themes, including an audience to which a work may be of particular appeal; a season, event, or holiday for which a work may be especially appropriate; and/or a frequently requested topic. Themes are grouped under Cultural Heritage, Event, Holiday, and Topical. Use of Merchandising Themes supports identification and merchandising of titles that are relevant to these groups.

BISAC Regional Themes are codes that can be used in conjunction with a BISAC Subject Code or with a Subject Code and a Merchandising Theme. Use of Regional Themes supports identification and merchandising of titles with a strong relationship to a geographic region. When applying Regional Themes, the most general applicable code should be used instead of using multiple specific codes. For example, if the title is about New England, the code for New England should be used rather than a code for each of the six individual states that make up New England.

The use of BISAC Merchandising and Regional Themes is optional, and Themes must be used in conjunction with a BISAC code. They can be found at the BISG website, along with additional guidelines for applying the codes:

http://www.bisg.org/publications/product.php?p=14&c=437

Keywords

Keywords are words or phrases that describe content. In the context of structured metadata, keywords are not necessarily part of a controlled vocabulary of subject terms (such as BISAC Subject Headings, BIC Classification, or Library of Congress Subject Headings); instead, they are words or phrases assigned by the metadata creator in anticipation of ways in which the end user might search for content.

Although optional, and not a substitute for controlled subject schema such as the BISAC and BIC systems, keywords can be transmitted in ONIX and provide an additional data point for search results and for data analysis via search engine algorithms.

ONIX 2.1 guidelines

These best practices guidelines allow the use of either the Main Subject composite or the BISAC Main Subject Category. However, the use of the Main Subject composite is preferred.

The main BISAC subject category code for a product should be supplied in this data element:

Main subject composite

An optional and repeatable group of data elements which together describe a main subject classification or subject heading which is taken from a recognized scheme other than BISAC or BIC.

Reference name: <MainSubject>

Short tag: <mainsubject>

PR.13.5 Main subject scheme identifier

An ONIX code which identifies a subject scheme which is designated for use in a <MainSubject> composite. Mandatory in each occurrence of the composite, and non-repeating.

When the scheme listed in the code list display is annotated "Code", use the associated <SubjectCode> element to carry the value (if so required, the <SubjectHeadingText> element can be used simultaneously to carry the text equivalent of the code). When the scheme is annotated "Text", use the <SubjectHeadingText> element to carry the text of the subject heading.

Format: Fixed-length, two numeric digits.

Code list: List 26

Reference name: <MainSubjectSchemeIdentifier>

Short tag: <b191>

Example: <b191>10</b191> BISAC Subject Heading

PR.13.6 Subject scheme version number

A number which identifies a version or edition of the subject scheme specified in the associated <MainSubjectSchemeIdentifier> element. Optional and non-repeating.

Format: Free form. Suggested maximum length 10 characters, for consistency with other version number elements.

Reference name: <SubjectSchemeVersion>

Short tag: <b068>

Example: <SubjectSchemeVersion>2012</SubjectSchemeVersion>

PR.13.7 Subject code

A subject class or category code from the scheme specified in the <MainSubjectSchemeIdentifier> element. Either <SubjectCode> or <SubjectHeadingText> or both must be present in each occurrence of the <MainSubject> composite. Non-repeating.

Format: Variable-length, alphanumeric, suggested maximum length 20 characters.

Code list: The scheme specified in <MainSubjectSchemeIdentifier>

Reference name: <SubjectCode>

Short tag: <b069>

Example: <SubjectCode>623.95</SubjectCode>

PR.13.8 Subject heading text

The text of a heading taken from the scheme specified in the <MainSubjectSchemeIdentifier> element; or the text equivalent to the <SubjectCode> value, if both code and text are sent. Either <SubjectCode> or <SubjectHeadingText> or both must be present in each occurrence of the <MainSubject> composite. Non-repeating.

Format: Variable-length text, suggested maximum length 100 characters.

Reference name: <SubjectHeadingText>

Short tag: <b070>

Example: <b070>Labor and industrial relations</b070>

ONIX 3.0 guidelines

There are no material differences in the treatment of subjects between ONIX 2.1 and 3.0, except for a reformulation of how "main" subjects should be flagged. In ONIX 3.0, there is no dedicated `<MainSubject>` composite, and the main subject should be carried in a `<Subject>` composite that includes the `<MainSubject/>` flag.

Additional guidelines for assigning BISAC Subject Headings

- BISAC subject should be assigned based on book's content—not on the merchandising plans of the publisher.
- The number of subject codes allowed per ISBN depends largely on the structure of the database or system housing the record, on both the sender and recipient sides. It is not a limitation imposed by the structure of ONIX.
- Assign multiple subjects if necessary in order to best describe your title.
- Assign the most precise subject(s) applicable, and do so in order of importance.
- Each section has "General" as its first subheading for cases where no specific subheading applies (there is no need to assign the "General" subject if a more specific subject in that section has been assigned). It is recommended that a specific subject be used wherever possible.
- A title need not have both the parent and child of a specific subject tree.
- There should be consistency across formats. In other words, hardcover, paperback, mass market, large print, audio books, and e-books should all have the same BISAC subjects.
- The ***JUVENILE FICTION*** and ***JUVENILE NONFICTION*** sections contain subjects for classifying titles aimed at children. Juvenile works should not be assigned subjects from any other sections.
- Works of juvenile fiction should be assigned subjects in the ***JUVENILE FICTION*** section only. Compilations containing both juvenile fiction and juvenile nonfiction may also be assigned subjects in the ***JUVENILE NONFICTION*** section.
- Works of juvenile nonfiction should be assigned subjects in the ***JUVENILE NONFICTION*** section only. Collections containing both juvenile nonfiction and juvenile fiction may also be assigned subjects in the ***JUVENILE FICTION*** section.
- All works assigned a ***JUVENILE FICTION*** or ***JUVENILE NONFICTION*** subject

must be assigned an age or grade range (see Audience Range Composite).

- The last subject listed ("NON000000 ***NON-CLASSIFIABLE***") is for items that have no subject content (such as blank books) or non-book products, not for books that you have not yet classified. ***Do not*** use this code just to populate the subject field—NON000000 means that subjects are not applicable to an item.

- Use subjects in the ***FICTION*** section only for individual works of fiction or for collections of fiction. Generally, a work of fiction should not be assigned a non-fiction heading in addition to the ***FICTION*** heading. But because the ***FICTION*** section is arranged by genre, if a geographic breakdown is desired for a collection of fiction, subjects may be assigned in both the ***FICTION*** and ***LITERARY COLLECTIONS*** sections.

- Use subjects in the ***FOREIGN LANGUAGE STUDY*** section for works *about* the languages specified, whether these works are of an instructional, historical, or linguistic nature. Do not use subjects in this section to indicate the language of a work: works should be classified based on their subject content without regard to the language in which they are written (of course, if a work is about a language *and* written in that language, a subject in this section should be assigned).

- Use subjects in the ***HEALTH & FITNESS*** section for works aimed at nonprofessionals. For scholarly works and/or works aimed at medical or health care professionals, use subjects in the ***MEDICAL*** section.

- Certain other subject combinations also apply to titles intended for a lay person vs. those intended for a professional. These combinations include Nature vs. Science, Self-Help vs. Psychology.

- Those ***HUMOR*** subjects containing the subheading "Form" and subjects containing the subheading "Topic" may both be assigned to the same work as needed.

- A "Media Tie-In" subject should never be selected as the primary subject.

- When a new edition of the BISAC subject codes is released, the best practice is to add new terms and delete inactivated terms within six months of publication of the new edition. Suggestions for replacing inactivated codes are always provided with each new edition. Inactivated codes should not be assigned to any new books nor passed to trading partners. Trading partners who have already adopted the updated edition will reject inactivated codes.

- Including the Subject Scheme Version data element will also assist data receivers in processing BISAC metadata.

17. INTENDED AUDIENCE FOR PRODUCT (INCLUDING AGE RANGES)

Definitions

Audience Code:

An ONIX code, derived from BISAC and BIC lists, that identifies the broad audience or readership for which a product is intended.

Age Range:

The precise age range in years or school grades of the intended audience of products aimed at children and young adults.

Business case

Knowing the intended audience of a product is a key piece of information in the purchasing decisions made by both trading partners and end consumers.

People shop for products for children and teenagers by looking for products that are appropriate to the ages and developmental stages of those youngsters. Without this information, consumers (and booksellers who serve them) would be at a great disadvantage in their attempts to locate products that suit the children for whom they are shopping.

Is this mandatory data?

Yes. An audience code should be supplied for every product. Only one audience code should be supplied for a product. In cases where a product may appeal to more than one audience, the audience for whom the product is primarily intended should be supplied.

Age-range data must be supplied for all trade products aimed at children and young adults. Selected products targeting an adult audience where there may be confusion with children's or young adult titles, such as manga, may also include age-range data.

When should this data be supplied?

Audience Codes and Age Ranges should be supplied 180 days prior to the on-sale date of a product. .

Notes for data recipients

Recipients should be able to receive and interpret intended audience metadata.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Examples of intended audience follow.

- `General/trade` For a non-specialist adult audience
- `Children/juvenile` For a juvenile audience, not specifically for any educational purpose
- `Young adult` For a teenage audience, not specifically for any educational purpose
- `Primary & secondary/elementary & high school` Kindergarten, pre-school, primary/elementary or secondary/high school education
- `College/higher education` For universities and colleges of further and higher education
- `Professional and scholarly` For an expert adult audience, including academic research
- `ELT/ESL` Intended for use in teaching English as a second language
- `Adult education` For courses providing academic, vocational, or recreational courses for adults

Every product record that carries one of the following Audience Code values must also supply data on the age appropriateness of that product, as well as a BISAC code(s) from the JUV and JNF categories:

- Children/Juvenile (ONIX Audience Code value = 02)
- Young Adult (ONIX Audience Code value = 03)

The best practice is that each product record that carries the following Audience Code value supply data on age or school-grade appropriateness of that product. It's also recommended that educational material carry a school grade.

- Primary & secondary/elementary & high school (ONIX Audience Code value = 04)

When providing audience age or grade ranges, data suppliers should be as precise as

possible—ranges on children's or educational material should rarely exceed two years at the lower end of the age range, reflecting the core appeal or purpose of the content of the product. The range can be larger, perhaps three or four years, at the upper end of the children's age range. An overly broad range—say, ages 6–11, or grades 2–7—or open-ended ranges such as *ages 6+* or *up to grade 7* are much less realistic than a narrow range of *ages 8–9*, even if the book might be applicable to a few 6- or 11-year-olds. However, there are some common sense exceptions to the rule; an open-ended range such as 12+ that shades into young adult can be useful.

ONIX 2.1 guidelines

The best practices is to use the Audience Composite, However, use of the Audience Code is allowed.

Suppliers of this data should use the following data elements:

Audience composite

A repeatable group of data elements which together describe an audience to which the product is directed.

Reference name: <Audience>

Short tag: <audience>

PR.14.2 Audience code type

An ONIX code which identifies the scheme from which the code in <AudienceCodeValue> is taken. Mandatory in each occurrence of the <Audience> composite, and non-repeating.

Format: Fixed-length, two numeric digits.

Code list: List 29

Reference name: <AudienceCodeType>

Short tag: <b204>

Example: <b204>02</b204> Proprietary

PR.14.3 Audience code type name

A name which identifies a proprietary audience code when the code in <AudienceCodeType> indicates a proprietary scheme, *EG* a vendor's own code.

Optional and non-repeating.

Format: Free text, suggested maximum length 50 characters

Reference name: <AudienceCodeTypeName>

Short tag: <b205>

PR.14.4 Audience code value

A code value taken from the scheme specified in <AudienceCodeType>. Mandatory in each occurrence of the <Audience> composite, and non-repeating.

Format: Determined by the scheme specified in <AudienceCodeType>.

Reference name: <AudienceCodeValue>

Short tag: <b206>

The ***Audience Range Composite*** data element:

- Reference name: <AudienceRange>
- Short tag: <audiencerange>

The composite can carry a single value *from*, *to*, or *exact*, or a pair of values with an explicit *from* and *to*. This is a repeatable composite, and data suppliers are encouraged to supply Reading Age values if they present only one type of Audience Range. U.S. School Grade values and Interest Age values should be supplied only in addition to Reading Age values.

Within the Audience Range Composite, the following data elements should be used:

PR.14.7 Audience Range Qualifier

Format: Fixed-length, 2 numeric digits

Code list: List 30

Reference name: <AudienceRangeQualifier>

Short tag: <b074>

The value presented in this data element should be the following:

18 Reading Age, Years

11 U.S. School Grade

The use of ***Interest Age*** values can be very useful to identify titles in which the Interest Age is higher than the Reading Age, as with "Hi-Lo" titles. This information is desired within the educational market.

Code list: List 30

Reference name: <InterestAge>

16 Interest Age, Months

17 Interest Age, Years

PR.14.8 Audience Range Precision (1)

Description: An ONIX code specifying the "precision" of the value in the <AudienceRangeValue> element that follows (From, To, Exact). Mandatory in each occurrence of the <AudienceRange> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 31

Reference name: <AudienceRangePrecision>

Short tag: <b075>

The value presented in this data element should be one of the following:

01 Exact

03 From

PR.14.9 Audience Range Value (1)

Description: A value indicating an exact position within a range, or the upper or lower end of a range.

Format: Variable-length string; format should follow from the scheme used.

Reference name: <AudienceRangeValue>

Short tag: <b076>

Example: 08 Eight years of age

PR.14.10 Audience Range Precision (2)

Description: An ONIX code specifying the "precision" of the value in the <AudienceRangeValue> element that follows. This second occurrence of the two elements <AudienceRangePrecision> and <AudienceRangeValue> is required only when a "From ... to ..." range is specified.

Format: Fixed-length, 2 numeric digits

Code list: List 31 The only value from the code list that is valid in this element is 04 ("To")

Reference name: <AudienceRangePrecision>

Short tag: <b075>

The value presented in this data element should be the following:

04 To

PR.14.11 Audience Range Value (2)

Description: A value indicating the upper end of a range

Format: Variable-length string; format should follow from the scheme used

Reference name: <AudienceRangeValue>

Short tag: <b076>

Example: 12 Twelve years of age

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Intended Audience between ONIX 2.1 and ONIX 3.0.

18. TEXTUAL DESCRIPTION OF CONTENT

Definition

Detailed text describing the product appropriate for public display, such as copy printed on the flap of a dust jacket or on the back cover of a book or DVD package, or displayed on the product page in an online store.

Business case

As traditional print sources of book marketing continue to transition to the Web, it becomes more and more critical for publishers to transmit marketing collateral electronically. It is, of course, imperative for online consumers to have some information on a product before they purchase it, and a textual description is part of the information they need. While this is the most obvious use for a textual description of a product, there are, in fact, many uses for this data. Buyers for libraries, wholesalers, distributors, and retailers all need to understand what they are being asked to purchase, and they can make good use of textual descriptions of products. Branch librarians and in-store booksellers can also use this information to help their patrons.

Is this mandatory data?

Yes. This data should be supplied for every product.

When should this data be supplied?

Textual Descriptions should be provided 180 days prior to the on-sale date of a product, or as soon as possible thereafter.

Notes for data recipients

Recipients should be mindful of and utilize simple XHTML when it is supplied, and should ensure that any public-facing description displays accordingly.

It's strongly recommended that recipients successfully ingest and display this data point within five business days of receiving any updates on this data element. This recommendation is limited to text that is appropriate for public display; some descriptions are intended for internal use and not appropriate for public display.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

At the very least, suppliers of product data should be able to provide a detailed description of every product in their data feeds. A single sentence is almost never adequate to describe a book or other intellectual property; the best practice is to provide at least one paragraph of text description. Even non-book products such as plush toys, calendars, and stationery should have at least a sentence or two of text describing the product.

Given the fact that our market is dominated by English speakers, the best practice is that every product, regardless of the language of the product's content, carry an English-language description. Products whose content is in Spanish or French should also carry a description in that language. It is recommended that products whose content is in other languages carry a textual description in the language(s) of the product's content.

The best practice is that no textual description exceed 32 KB.

Examples

The following is a description of Robertson Davies's novel *The Cunning Man*, published by Penguin Books. It is included here as an example of a description that entices the reader to enter the world the author has created. Data records for novels often benefit from a description such as this:

> *"Should I have taken the false teeth?" This is what Dr. Jonathan Hullah, a former police surgeon, thinks after he watches Father Hobbes die in front of the High Altar at Toronto's St. Aidan's on the morning of Good Friday. How did the good father die? We do not learn the answer until the last pages of this "Case Book" of a man's rich and highly observant life. But we learn much more about many things, and especially about Dr. Hullah.*
>
> *From an early age, Jonathan Hullah developed "a high degree of cunning" in concealing what his true nature might be. And so he kept himself on the outside, watching, noticing, and sniffing, most often in the company of those who bore watching. Among them, flamboyant, mystical curate Charlie Iredale; outrageous banker Darcy Dwyer; cynical, quixotic professor Brocky Gilmartin, whose son Conor, also Hullah's godson, makes a fateful and too brief appearance in Robertson Davies's last novel, Murther & Walking Spirits. Hullah also lives in close proximity to Pansy Freake Todhunter, an etcher in Toronto. Indeed he becomes privy to her intimate letters to British sculptor Barbara Hepworth. It is "Chips," as she is called, who writes Dame Barbara: "The doctor is a bit of a puzzle. Long and cornery and quiet and looks like a horse with a secret sorrow."*
>
> *As the Cunning Man takes us through his own long and ardent life*

of theatre, art, and music, varied adventures in the Canadian Army during World War II, and the secrets of a doctor's consulting room, his preoccupation is not with sorrow but with the comedic canvas of life. Just as Dr. Hullah practices a type of psychosomatic medicine "by which I attempt to bring about changes in the disease syndromes through language," so does Robertson Davies intertwine language and story, as perhaps never before, to offer us profound truths about being human.

The following is a description of *Design of Highway Bridges*, by Jay A. Puckett and Richard M. Barker and published by John Wiley & Sons. It is included here as an example of a description that gives the professional reader accurate information on the book's contents:

An up-to-date introduction to the theory and principles of highway bridge design

Design of Highway Bridges *offers detailed coverage of engineering basics for the design of short- and medium-span bridges. Based on the new American Association of State Highway and Transportation Officials (AASHTO) LRFD Bridge Design Specifications, this comprehensive text is an excellent engineering resource. The book contains:*

- *A historical overview of bridge engineering*
- *Information on key bridge types, selection principles, and aesthetic issues*
- *An in-depth examination of design considerations-including limit states, load and resistance factors, and substructure design*
- *Separate chapters on concrete, steel, and timber structures*
- *System analysis procedures for gravity and lateral loads, plus influence functions and girder-line analysis*
- *Sample problems covering different bridge systems*
- *Selected references for further study, and more*

Bridges are the lynchpin of the transportation network. They are expensive to build, and how well their design handles the parameters of strength, durability, capacity, and safety can determine the viability of the entire system.

Design of Highway Bridges provides a complete introduction to this important area of engineering, with comprehensive coverage of the

> *theory, specifications, and procedures for the design of short- and medium-span bridges. Beginning with an overview of bridge engineering history, the book examines key bridge types, selection principles, and aesthetic considerations. Design issues are then discussed in detail, from limit states and loads to resistance factors and substructure design.*
>
> *Up-to-date with the latest American Association of State Highway and Transportation Officials (AASHTO) LRFD Bridge Design Specifications and current system analysis techniques, the text features discrete coverage of concrete, steel, and timber structures. Selected sample problems and references are included to reinforce the concepts presented and give the material a real-world edge.*
>
> *Whether you are aiming to gain quick familiarity with the new AASHTO guidelines or are seeking broader guidance on highway bridge design, this ready reference puts the information you need right at your fingertips.*

The following is a description of *Autumn Shadow Blank Book*, published under the Anything Books imprint of Random House. It is included here as an example of a description of a stationery or gift product that conveys useful information:

> *Are you into journaling and need a special place for your thoughts? Do you like to sketch scenes from your travels rather than take impersonal photographs? Are you a poet to whom Haiku comes easily, but you need to write the words down quickly before you forget? Use our Autumn Shade Blank Book for any purpose.*
>
> - *Blank, lined pages are perfect for journals, sketches and scrapbooks*
> - *High-quality paper ensures a lasting treasure*
> - *Perfect for gift giving*
> - *Attractive matte finish*

Not all descriptions need be as detailed, and there is value in providing *both* a short (less than 350 characters) and a long description (*eg* short descriptions might be displayed on an online search page that lists multiple search results, and the long description displayed only on the 'details' page for a particular product). Review quotes may also be limited in length due to fair-usage restrictions.

Although optional, including a book excerpt in product metadata provides an additional way for readers to review and evaluate content for potential purchase. Addition of excerpts can make titles stand out in a list of possible relevant purchases and encourage

longer user engagement with the product listing for these titles.

Other text content that can be included with this element can include:

- Table of contents: Particularly effective for non-fiction titles
- Review quote: A quote from a review of the product
- Biographical note: Biographies for all contributors
- Excerpt from the book

Structuring the Textual Description

Data senders should keep in mind that these data elements provide the same direct contact with the online consumer as the book jacket does for a customer in a physical bookstore. You should provide as much information as possible to entice and allow the consumer to make an informed buying decision.

Because sites vary in which elements are displayed and how much text of an element is displayed, consider the following recommendations:

- Put the most important information at the beginning of each entry.
    - For a book description, this could be a one-line description of the product, information about the author, awards, honors, or the author's previous titles.
    - If several quotes and reviews are being sent in your ONIX feed, list them in order of importance and effectiveness.
- Avoid complex styling and structuring of the text. This text will be displayed in a Web browser.
- The only way to ensure data recipients can display any formatting (even simple multiple paragraphs) is to include HTML or XHTML markup (and even so, be aware that some recipients will strip out such markup). If there are character limitations on a description, markup usually is considered to be part of the character count.
- Do not use CDATA to attempt to preserve formatting such as paragraph breaks within the text. It will not work reliably. Use of CDATA is in conflict with these best practices. The *only* legitimate use for CDATA in ONIX is to embed HTML markup (and even then, it is not the preferred method).

- Stick to basic formatting styles: text with basic markup, using a small subset of HTML/XHTML.
    - If you have only plain text and want to include multi-paragraph text, then you must include some markup within this data element. The simplest process would be to:
        - prefix the text with ' ' and suffix it with ' ';
        - replace any paragraph breaks with ' ';
        - add the *textformat* attribute with value 05.
    - XHTML markup is strongly preferred to HTML, as it can be properly validated using the ONIX for Books schemas. (HTML requires the use of CDATA to ensure that the ONIX remains valid XML.)
    - But not all XHTML markup tags are usable. First, there are limitations on the XHTML tags that can be used within ONIX. Second, recipients will often strip out some tags or might even ignore the supplied text altogether because they are reluctant to include the supplied tags on their website (even though they might be technically valid). In practice, the following should be usable without problems:
        - and
 for paragraphs and new lines
        - , , <q>, <cite>, <code>, <samp> for limited "semantic" markup of text
        - , <b>, <big>, <small>, <sub> and <sup> for purely presentational markup of text
        - , <ol> and <li> for lists
        - <ruby>, <rb>, <rp> and <rt>, <rbc> and <rtc> for glosses (in ONIX 3.0 only)
    - If you want to be *really* cautious, stick to ,
, <ul>, <ol>, <li>, , (and/or <b> and)
    - Every start tag should have a corresponding end tag; e.g., and
- Avoid using text copied and pasted directly from commercial word-processing programs. These programs embed their own proprietary tags that might show up as random characters in your rendered text. It is best

to use a text editor or a system that carefully controls the character set and encoding of any pasted text.

- Attributions for quotes should not be appended to the body of the quotation, and doing so is in conflict with these best practices. The attribution should be fielded and identified separately. (Use the <TextAuthor> and <TextSourceTitle> elements in ONIX 2.1, or <TextAuthor> and <SourceTitle> in ONIX 3.0.)

```
<textcontent>
  <x426>08</x426> Quote from review of previous work
    <x427>00</x427>
  <d104>“a deeply felt and intelligently told tale,
expressed in the taut style of an experienced
journalist, yet conveying more—much more—than mere
facts.”</d104>
```

(Note this text has no *textformat* attribute and no markup – it is in the Default plain text format using encoding specified at top of file)

```
  <d107>Nuala O’Carroll</d107>      Review author
    <x428>Financial Times</x428>  Review published in
</textcontent>
```

ONIX 2.1 guidelines

Suppliers of this data should use the ***Other Text Composite*** data element:

Reference name: <OtherText>

Short tag: <othertext>

This composite should contain the following data elements:

PR.15.3 Other Text Type Code

Format: Fixed-length, 2 characters

Code list: List 33

Reference name: <TextTypeCode>

Short tag: <d102>

Within this data element, there are several variables. For the first three – Main, Short, and Long Descriptions – the best practice is to use either the Main Description, or the Short and Long Description together. When only using a Main Description, the best practice is that it be the equivalent of the Long Description. It is not recommended to use all three. In addition, the values in each field should not be identical:

01 Main Description

This value should be used only when a single description is use. Code 03 is preferred when both long and short descriptions are present. The best practice is that the Main Description not exceed 4,000 characters, inclusive of HTML characters.

02 Short Description/Annotation

This value should be used for a brief description that is provided before the detailed textual description is ready (as described above under "When should this data be supplied?"), or for a short summary description thereafter. This description may also be referred to colloquially as "the handle." The maximum length for this field is 350 characters. This value should only be used when the Long Description is also present.

03 Long Description

This value should be used for longer descriptions. The best practice is that the Main Description not exceed 4,000 characters, inclusive of HTML characters. This value should only be used when the Short Description is also present.

04 Table of Contents

Used for a table of contents sent as a single text field, which may or may not carry structure expressed through XHTML, etc. An unstructured table of contents is virtually unusable.

08 Review Quote

A quote from the review of the product.

13 Biographical Note

A note referring to all contributors to a product—*not* linked to a single contributor.

17 Flap Copy

18 Back Cover Copy

23 Excerpt from Book

PR.15.5 Other Text

Format: Variable-length text

Reference name: <Text>

Short tag: <d104>

This data element should contain the entire text of the description.

Suppliers of title data should also use the following XML attribute to indicate the format of *all* data elements containing passages of descriptive text (from *ONIX for Books Product Information Message XML Message Specification, Release 2.1, revision 03, January 2006*):

Text Format

Function: Enables the format of any text element to be specified

Form: textformat="code"

Code list: (taken from the <TextFormat> element)

01 SGML

02 HTML (other than XHTML)

03 XML (other than XHTML)

05 XHTML

06 character set specified in the encoding attribute at the start of the file (default)

07 ASCII text

ONIX 3.0 guidelines

In ONIX 3.0 the Other Text Type has been replaced with a Block within its new modular framework called Marketing Collateral Detail.

From the ONIX for Book Implementation and Best Practices Guide:

Block 2 is intended to carry information related to marketing material associated with a product. This collateral material may be intended for either business-to-business use or business-to-consumer use—it may be aimed at the retailer, or at the retailer's customer. This material may include a variety of descriptive text, sample images or pages from the product, or links to material such as published reviews. Three different types of collateral material may be used:

P.14 <TextContent> *composites contain descriptive text that is included within the ONIX message itself.*

P.15 <CitedContent> *composites contain links to third-party-cited content such as published reviews.*

P.16 <SupportingResource> *composites contain links to first-party supporting resources such as sample images or pages.*

ONIX 3.0 provides a more streamlined and flexible way to make marketing content available to a variety of audiences. Descriptive text can be targeted to the end consumer, to a trade customer, or to a librarian. Links can be provided to material provided by the publisher, like images or third-party sites containing applicable information, including online reviews and best-seller lists or author fan sites.

Example of the TextContent Composite:

Text content composite

An optional and repeatable group of data elements which together carry text related to the product.

Reference name: <TextContent>

Short tag: <textcontent>

Cardinality: 0…n

P.14.1 Text type code

An ONIX code which identifies the type of text which is sent in the <Text> element. Mandatory in each occurrence of the <TextContent> composite, and non-repeating.

Format: Fixed-length, two digits

Code list: List 153

Reference name: <TextType>

Short tag: <x426>

Cardinality: 1

Example: <TextType>04</TextType> (Table of contents)

P.14.2 Text audience

An ONIX code which identifies the audience for which the <Text> element is intended. Mandatory in each occurrence of the <TextContent> composite, and repeatable.

Format: Fixed-length, two digits

Code list: List 154

Reference name: <ContentAudience>

Short tag: <x427>

Cardinality: 1…n

Example: <x427>03</x427> (End customers)

P.14.3 Text

The text specified in the <TextType> element. Mandatory in each occurrence of the <TextContent> composite, and repeatable when essentially identical text is supplied in multiple languages. The *language* attribute is optional for a single instance of <Text>, but must be included in each instance if <Text> is repeated.

Format: Variable length text. XHTML is enabled in this element

Reference name: <Text>

Short tag: <d104>

Cardinality: 1…n

Attributes: *language, textformat*

Example: <Text textformat="05">
Introduction: aesthetics

```
and modernity; aesthetics and post--modernity</li><li>Part 1:
Modern philosophy and the emergence of aesthetic theory of
Kant: self-consciousness, knowledge and freedom; the unity of
the subject; the unification of nature; the purpose of beauty;
the limits of beauty</li><li>Part 2: German idealism and early
German Romanticism: the “new mythology”; the romantic “new
mythology”</li><li> Part 3: Reflections on the subject - Fichte,
Holderlin and Novalis</li><li>Part 4: Schelling - art as the
“organ of philosophy”: the development of consciousness; the
structure of the “system of transcendental idealism”; the
aesthetic absolute; mythology, art and language; mythology,
language and being</li><li>Part 5…</li></ul></Text>
```

(Table of contents supplied as a list, with XHTML markup)

```
<d014 language=”eng”>“The Name of the Rose is the author’s first
novel. It is a historical murder mystery set in an Italian
monastery in the year 1327, an intellectual mystery weaving
semiotics, biblical analysis, medieval studies and literary theory
into gripping fiction.”</d104>
```

```
<d104 language=”ita”>“Il nome della rosa: e il primo romanzo
dell’autore. Si tratta di un misterioso omicidio storico
ambientato in un monestero italiano nel corso dell’anno 1327, un
mistero intellettuale che unisce semiotica, analisi biblici, studi
medievali e teoria letteraria nella narrative avvincente.</d104>
```

(Parallel short description text provided in two languages)

P.14.4 Author of text

The name of an author of text sent in the <Text> element, *eg* if it is a review or promotional quote. Optional and repeatable.

Format: Variable-length text, suggested maximum length 300 characters

Reference name: <TextAuthor>

Short tag: <d107>

Cardinality 0…n

Attributes: *language*

Example: <d107>Martin Amis</d107>

P.14.5 Corporate source of text

The name of a company or corporate body responsible for the text sent in the <Text> element.

Optional and non-repeating.

Format: Variable-length text, suggested maximum length 200 characters

Reference name: <TextSourceCorporate>

Short tag: <b374>

Cardinality: 0…1

Attributes: *language*

Example: <TextSourceCorporate>Random House Group</TextSourceCorporate>

P.14.6 Source title

The title of a publication from which the text sent in the <Text> element was taken, *eg* if it is a review quote. Optional and non-repeating.

Format: Variable-length text, suggested maximum length 300 characters

Reference name: <SourceTitle>

Short tag: <x428>

Cardinality 0…1

Example <x428>New York Times</x428>

Content date composite

An optional and repeatable group of data elements which together specify a date associated with the text carried in an occurrence of the <TextContent> composite, *eg* date when quoted text was published.

Reference name: <ContentDate>

Short tag: <contentdate>

Cardinality 0…n

P.14.7 Content date role code

An ONIX code indicating the significance of the date in relation to the text content. Mandatory in each occurrence of the <ContentDate> composite, and non-repeating.

Format: Fixed-length, two digits

Code list: List 155

Reference name: <ContentDateRole>

Short tag: <x429>

Cardinality: 1

Example: <ContentDateRole>01</ContentDateRole> (Publication date)

P.14.9 Date

The date specified in the <ContentDateRole> field. Mandatory in each occurrence of the <ContentDate> composite, and non-repeating. <Date> may carry a *dateformat* attribute: if the attribute is missing, then <DateFormat> indicates the format of the date; if both *dateformat* attribute and <DateFormat> element are missing, the default format is YYYYMMDD.

Format: As specified by the value in the *dateformat* attribute, in <DateFormat>, or the default YYYYMMDD

Reference name: <Date>

Short tag: <b306>

Cardinality: 1

Attributes: *dateformat*

Example: <b306 dateformat="00">20010106</b306>

19. DIGITAL IMAGE OF PRODUCT

Definition

A digital image of the product that is suitable for display to the public on websites, often the cover of a book.

Business case

It's well documented that product sales increase with the provision of a cover image.

Is this mandatory data?

Yes. This data element is mandatory for every product. The image file should be named by the ISBN-13, GTIN/EAN, or item-specific UPC-12.

When should this data be supplied?

A Digital Image should be provided 180 days prior to the on-sale date of a product, or as soon as possible thereafter; if an image is not available at that time, the best practice is to provide a placeholder image. A final image should be provided as soon as it is ready.

Notes for data recipients

Recipients should provide guidelines as to how and where the images should be delivered (e.g., to an FTP server). A recipient should accept an image prior to the provision of the content.

Critical Data Point: It is a best practice that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

Digital products are subject to the same usage guidelines as physical ones. An equivalent of the cover image for a digital-only publication should be supplied. In the absence of a cover, the title page may be used.

If audio or video content of a digital product is a key feature or selling point, a sample should be provided.

Style and usage guide

Best practices for Digital Images:

TIFF or JPEG file formats are preferred. GIF files may be supplied if no other format is available, but their use is discouraged.

The longest side of the digital image should be 1,000 pixels or more, with the shorter side proportional.

Book images should be optimized for viewing online; for example, color adjustments , to the production version may need to be made.

Book images should be a flat front-cover representation (i.e., scan, digital image) cropped tight to the sides of the product. In cases where the front-cover image is of little merchandising value, publishers should also supply a back-cover image and/or an image of the title page of the book.

Flat, rectilinear-packaged products such as calendars, audio CDs, audio cassettes, DVDs, VHS tapes, video game cartridges, etc. should follow the guidelines for books detailed above.

Digital photographs should be supplied for multi-volume book sets, music or video boxed sets, and non-rectilinear products such as teddy bears and bookends.

Images must be in RGB; CMYK images are not acceptable.

The bit depth should be set no lower than 24 bits.

Each image of the front cover of a product needs to be a separate file, named by its ISBN-13, EAN.UCC-13, or UPC-12 along with the appropriate file suffix.

Data is not intended to be embedded in the ONIX XML files. The file names supplied in the ONIX message are intended as "pointers" to the image files; it is expected that the image files themselves would be sent or made available as separate files.

If interior illustrations or other non-textual content are key elements or selling points of a product, sample illustrations should be provided.

Examples:

`9780012345689.tif` (a TIFF file of the front cover image named by ISBN-13)

`9780140274769.jpg` (a JPEG file front cover image named by GTIN-13/EAN.UCC-13)

645606299238.gif (a GIF file front cover image named by UPC-12)

Back covers of products should be named using the ISBN or EAN followed by "_back."

Examples:

9780140274769_back.jpg (a JPEG file of the back cover image named by ISBN-13/EAN.UCC-13)

645606299238_back.gif (a GIF file of the back cover image named by UPC-12)

Title-page images should be named using the ISBN or EAN followed by "_title."

9780140274769_title.jpg (a JPEG file of the title page image named by ISBN-13/EAN.UCC-13)

645606299238_title.gif (a GIF file of the title page image named by UPC-12)

9780140274769_int_01.jpg (a JPEG of an interior element)

Products that are not flat, rectilinear-packaged, single items should have only one image supplied, and that image should be named by its ISBN-13, GTIN/EAN, or UPC-12 followed by the appropriate file suffix (i.e., images for such products should follow the same naming guidelines as are detailed above for front-cover images).

ONIX 2.1 guidelines

Suppliers of this content should send distinct image files that are referenced in the ONIX file using the ***Image/Audio/Video File Link Composite*** data element:

Description: A repeatable group of data elements that together identify and provide pointers to an image or an audio or video file related to the product

Reference name: <MediaFile>

Short tag: <mediafile>

Within the ***Image/Audio/Video File Link Composite*** data element the following data elements should be used:

PR.16.4 Image/Audio/Video File Type Code

Description: An ONIX code that identifies the type of image/audio/video file that

is linked by the <MediaFileLink> element. Mandatory in each occurrence of the <MediaFile> composite and non-repeating

Format: Fixed-length, 2 characters

Code list: List 38

Reference name: <MediaFileTypeCode>

Short tag: <f114>

The value in this data element should be one of the following:

04 Front-cover Image

07 Front-cover Thumbnail

23 Inside-page Image

PR.16.5 Image/Audio/Video File Format Code

Description: An ONIX code that identifies the format of the image/audio/video file that is linked by the <MediaFileLink> element. For image files, JPEG, GIF, and TIF are supported. Optional and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 39

Reference name: <MediaFileFormatCode>

Short tag: <f115>

The value in this data element should be one of the following:

02 GIF

03 JPEG

05 TIF

ONIX 3.0 guidelines

There are no significant differences in the guidelines for and use of Digital Image between ONIX 2.1 and ONIX 3.0.

However, in ONIX 3, there is a structure that allows you to provide multiple versions of a single resource. So you can have a single cover image, with a small, medium, and large version, or a single audio resource with lo-fi mp3 and hi-fi CD-quality files.

20. PRIZES

Definition

A notable prize or award the product has received.

Business case

Information about prizes and awards that a product has won is a valuable sales hook and will attract consumers.

Is this mandatory data?

No The best practice is to provide this information when it is available. If a product has won or is short-listed for a notable prize or award, that information should be noted.

When should this data be supplied?

Prize information should be made available as soon as the distinction is known. This often requires updating of ONIX records well after a publication date.

Notes for data recipients

Data recipients should be able to accept this data point and display it on consumer-facing sites as soon as possible.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Best practice is to list key prizes and awards gained by the product itself—or, perhaps more often, by the work manifested in the product. So, for example, a literary prize awarded to a work when the hardcover was the only version available applies equally to the softcover and should be listed in the ONIX Product record for both versions. However, an award for exceptional quality printing and binding likely applies on only one version and should not be listed on the other. If a product has been awarded nothing (so far!), then the entire group should be omitted.

Generalized awards given to contributors should not be listed here, nor should awards given to other works by the same contributor, etc. These types of awards should be listed in the Contributor Biography instead.

Prizes that it should be considered a best practice to include follow (this list is illustrative, not exhaustive; other prizes may be considered as appropriate).

Pulitzer

National Book Award

National Book Critics Circle

Caldecott

Newbery

Nobel

Booker

Governor General

Giller

Whitbread

Orange

Prix Goncourt

Short-listed titles or runners-up should also be noted. The year the award was given should be noted, as well as the country in which it was awarded (if relevant).

A best practice is to indicate prizes awarded to contributors (not for a specific work, or for works other than the one being described in the ONIX record) in the Contributor Biography. An exception to this rule is the Nobel Prize; it may be listed in the Prizes element.

ONIX 2.1 guidelines

Suppliers should use the `<Prize>` composite when providing this detail.

Prize or Award Composite

Reference name: <Prize>

Short tag: <prize>

The composite consists of the following elements:

PR. 17.2 Prize or Award Name

Description: The name of the prize or award that the product has received. Mandatory in each occurrence of the <Prize> component and non-repeating

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <PrizeName>

Short tag: <g126>

Example: <g126>National Book Award</g126>

PR. 17.3 Prize or Award Year

Description: The year in which a prize or award was given. Non-repeating

Format: 4 digits, YYYY

Reference name: <PrizeYear>

Short tag: <g127>

Example: <g127>2011</g127>

PR. 17.4 Prize or Award Country

Description: An ISO standard code identifying the country in which a prize or award is given. Non-repeating

Format: ISO 3166-1 two-letter country codes (List 91)

Reference name: <PrizeCountry>

Short tag: <g128>

Example: <g128>US</g128>

PR. 17.4 Prize or Award Achievement Code

Description: An ONIX code indicating the achievement of the product in relation to a prize or award—e.g., winner, runner-up, short-listed. Non-repeating

Format: Fixed-length, 2 numeric digits (List 41)

Reference name: <PrizeCode>

Short tag: <g129>

Example: <g129>01</g129> Winner

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Prizes between ONIX 2.1 and ONIX 3.0.

21. PUBLISHER/IMPRINT/BRAND NAME

Definitions

Publisher:

The entity that owns the legal right to make the given product available in this form.

Publishers may be incorporated businesses, divisions of larger companies, governmental agencies, non-governmental organizations, educational institutions, and individual persons.

Imprint:

An identifying name placed conspicuously on a product—specifically, the name under which a publisher issues books.

The imprint name is the "brand" name that the publisher uses as the public identity responsible for the product. Imprints usually appear on the title page and copyright page of the book, or on the physical media of audio or digital products. Imprint names usually also appear on book spines and dust jackets, audio packages, and

advertisements and other marketing material.

Business case

Including information about the entity legally responsible for product content and availability is essential to all aspects of commerce. The addition of imprint or brand, when applicable, adds further granularity and can be important to sales tracking, marketing, and other important aspects of bookselling.

Is this mandatory data?

Yes. Every product record should supply the name of the publisher or legal entity responsible for bringing the product to market, as well as the imprint/brand name, even if both elements contain the same value.

The use of GLNs or SANs is highly encouraged to identify publishers, not imprints, although they are not mandatory.

When should this data be supplied?

The publisher and imprint/brand name should be supplied at least 180 days prior to the on-sale date of a product.

Notes for data recipients

Data recipients must be able to receive, interpret, and communicate full information about the entity legally responsible for the product in order to conduct essential business transactions.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Corporate names should omit any suffixes denoting incorporation (e.g., *Inc.*, *Ltd.*, *S.A.*, etc.). Names should be presented as they normally appear in print (e.g., *Alfred A. Knopf*, not *Knopf, Alfred A.*).

Examples of publisher names:

- Alfred A. Knopf
- Simon & Schuster
- Oxford University Press

- United States Government Printing Office
- The Historical Society of Alberta
- Houghton Mifflin Harcourt

Examples of imprint names (publisher names are included here only to illustrate the difference in names; they should be presented in the Publisher Name data element):

- Vintage Books (publisher name = Knopf Doubleday Publishing Group)
- Touchstone (publisher name = Simon & Schuster)
- Cartwheel Books (publisher name = Scholastic)
- Puffin Books (publisher name = Penguin Group)
- Houghton Mifflin (publisher name = Houghton Mifflin Harcourt)
- Twelve (publisher name = Grand Central Publishing)

Imprint names should *not* contain text indicating their parent publishing company (e.g., *Checkmark Books, An Imprint of Facts on File*); the publisher name should appear in the Publisher Name data element (e.g., Imprint name = *Checkmark Books*; Publisher name = *Facts On File*).

It is a best practice that both publisher and imprint name should be supplied, even if they are very similar or identical.

For non-book products, the name of the manufacturer or the name of the entity legally responsible for the product should be supplied in the Publisher Name data element.

Examples of manufacturer names (as they should be presented in the Publisher Name data element):

- GUND
- University Games

Examples of brand names (manufacturer names are included here only to illustrate the difference in names; they should be presented in the Publisher Name data element):

- babyGUND (manufacturer name = GUND, Inc.)
- Great Explorations (manufacturer name = University Games)

Publisher and imprint names should never contain copyright, trademark, or other

symbols in product data transmissions. Such symbols are considered integral parts of many brand names, but for purposes of storage in bibliographic database catalogs these symbols can cause problems in searching and indexing names. We do, of course, respect copyright and trademarks, and it is our recommendation that copyright or trademark notices be posted whenever such information is displayed to consumers.

ONIX 2.1 guidelines

The publisher name should be sent as a part of the ***Publisher Composite*** data element. The Publisher Composite may be repeated as necessary.

Reference name: <Publisher>

Short tag: <publisher>

The following are the data elements that should be used in the Publisher Composite:

PR.19.7 Publishing Role Code

Format: Fixed-length, 2 numeric digits

Code list: List 45

Reference name: <PublishingRole>

Short tag: <b291>

At least one occurrence of the Publisher Composite data element in each ONIX Product Record must contain one of the following values in this data element:

01 Publisher

02 Co-publisher

PR.19.11 Publisher Name

Format: Variable length text, suggested maximum length 100 characters

Reference name: <PublisherName>

Short tag: <b081>

This data element should contain the full name of the publisher (or other entity as indicated in Publishing Role Code), omitting any suffixes denoting incorporation (e.g., *Inc.*, *Ltd.*, *S.A.*, etc.). Publisher names should be presented as they normally appear in print

(e.g., *Alfred A. Knopf*, not *Knopf, Alfred A.*).

The imprint name is mandatory data and should be sent as a part of the ***Imprint or Brand Composite*** data element. The Imprint or Brand Composite may be repeated as necessary.

Reference name: <Imprint>

Short tag: <imprint>

The following data element should be used in the Imprint or Brand Composite data element:

PR.19.5 Imprint or Brand Name

Format: Variable length text, suggested maximum length 100 characters

Reference name: <ImprintName>

Short tag: <b079>

Example: Riverhead Books

Along with the Publisher Composite data element, it is often useful to include information about the country of publication, defined as:

> *The country where the publisher of the book is based. This may or may not be the same country as where the book was manufactured, where it was first sold, or where the contract to create the content is held.*

This information can help further identify a publisher.

PR.19.16 Country of Publication

Format: Fixed-length, 2 letters (note that ISO 3166-1 specifies that country codes shall be sent as upper case only)

Code list: List 91 (ISO 3166 two-letter country codes)

Reference name: <CountryOfPublication>

Short tag: <b083>

Example: <CountryOfPublication>US</CountryOfPublication>

The other data elements in this composite are not included in this version of our best

practices guidelines.

It is sometimes useful to deliver an imprint identifier or code as well as the imprint name. This is particularly useful when the code can deliver more granular information about the business unit responsible for a product—when, for example, within a large publisher a particular imprint or brand may be shared between several business units. But imprint identifiers—sometimes also termed list codes or brand codes—can be generally useful to recipients, for example, to guard against inconsistent naming of imprints. This can be accomplished using an Imprint code (or the <ImprintIdentifier> composite in ONIX 3.0) and a proprietary identifier.

PR.19.2 Name Code Type

Format: fixed length, two numeric digits

Code list: List 44

Reference name: <NameCodeType>

Short tag: <b241>

Example: <NameCodeType>01</NameCodeType> Proprietary

PR.19.3 Name Code Type Name

Format: Free text, suggested maximum length 50 characters

Reference name: <NameCodeTypeName>

Short tag: <b242>

Format: alphanumeric identifier

PR.19.4 Name Code Value

A code value taken from the scheme specified in <NameCodeType>. Mandatory if and only if <NameCodeType> is present, and non-repeating.Format: Determined by the scheme specified in <NameCodeType>

Reference name: <NameCodeValue>

Short tag: <b243>

ONIX 3.0 guidelines

There are no significant differences in the guidelines for and use of these data fields

between ONIX 2.1 and ONIX 3.0. There are a few slight changes in structure (e.g., the introduction of repeatable <ImprintIdentifier> and <PublisherIdentifier> composites), examples of which follow:

```
<Imprint>
    <ImprintIdentifier>
        <ImprintIDType>01</ImprintIDType>
        <IDTypeName>S&amp;amp;SimprintID</IDTypeName>
        <IDValue>SSIMPRTS</IDValue>
    </ImprintIdentifier>
    <ImprintName>Touchstone</ImprintName>
</Imprint>

<Publisher>
    <PublishingRole>01</PublishingRole>
    <PublisherIdentifier>
        <PublisherIDType>07</ImprintIDType>
        <IDValue>2566044</IDValue>
    </PublisherIdentifier>
    <PublisherName>Simon &amp;amp; Schuster</PublisherName>
</ImprintIdentifier>
```

22. PUBLISHER STATUS CODE

Definition

A code describing the current state of a product in the publishing life cycle.

Business Case

Publisher status is a primary data point used by retailers; when retailers use publisher-defined values about the product's life cycle they can better serve consumers. A product may be currently unavailable for a number of reasons, and publisher status provides a key value that helps determine a retailer response.

The Publisher Status Code should be updated in data feeds each time it changes in the product life cycle.

Prior to publication, it is expected that until a given a product is (a) made available for shipment, (b) postponed indefinitely, or (c) canceled, its status will be indicated as *Forthcoming*.

While the product is listed as active by the publisher, it should be supported by availability status from the supplier. Retailers need to be able to supply consumer requests with some assurance of the publisher's current intent, and a product that is both active and currently unavailable at the supplier should be supported by an expected ship date.

At the end of the product's life cycle Publishing Status should continue to be available. Every announced ISBN needs to have an appropriate status, including titles that are canceled (announced but never published), out of print, or otherwise unavailable. Records on books that are no longer active should show any superseding products appropriately so that supply of the work can be maintained. There is no need for data senders to continue to distribute metadata on products that can't be supplied, but there is a responsibility to inform the supply chain of that status *prior* to removing the record from the metadata feed.

A file of dead titles, based on the perspective of the sender, should be supplied on request so that data recipients can update their records.

See Figure 1 for an overview of the use of the Publishing Status data element.

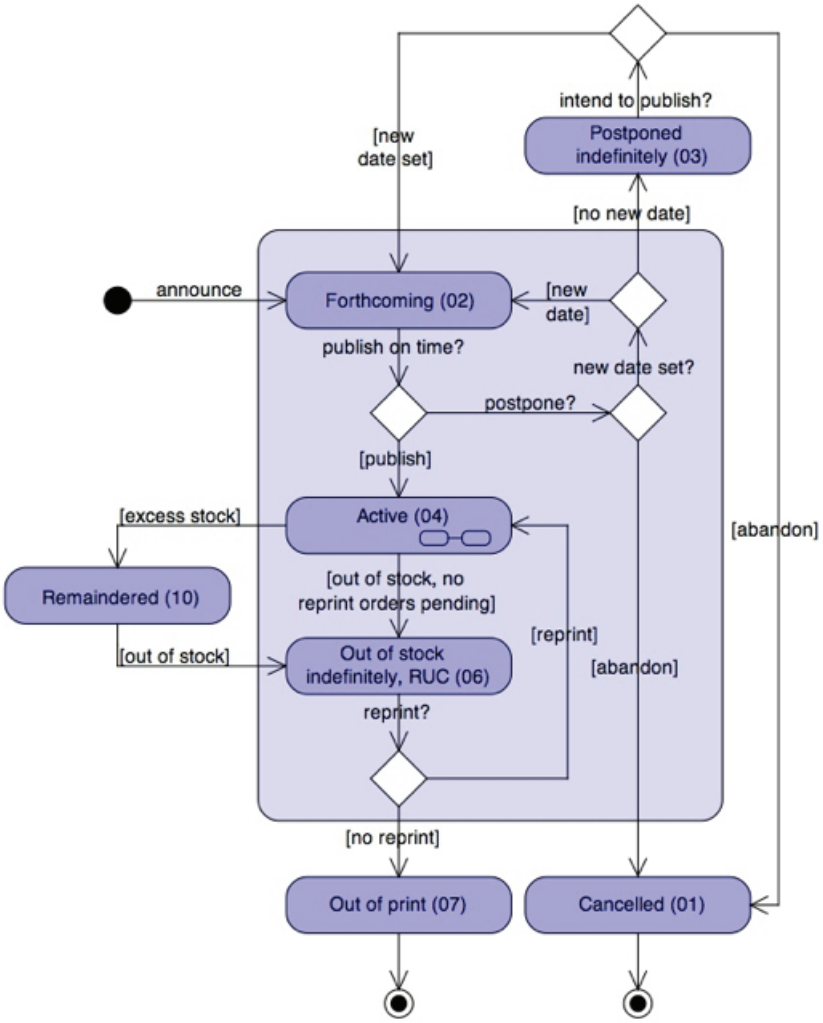


Figure 1

Is this mandatory data?

Yes. Publishing Status data should be supplied for every product regardless of its current place in the production cycle or supply chain.

Status is a primary field for tracking active products in the supply chain, and support should continue into the end of the product's life cycle

When should this data be supplied?

The Publisher Status Code should be supplied in all metadata records from the time of their first release as retailers use it as a primary data point. Metadata should be issued on print books at least 180 days prior to the on-sale date of a product and updated throughout the product life cycle.

Notes for data recipients

Critical Data Point: It is a best practice that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

ONIX Code List 64 for Publisher Status is clearly written with physical distribution needs in mind, but it is no less important in the digital supply chain. Its use should be similar to the description above, and it remains a primary means to communicate:

- Problems prior to release (Forthcoming titles) when titles may be Canceled or Postponed Indefinitely.
- While active, when there may be changes in ownership (No Longer our Product).
- Problems in content requiring take down by the retailer—Temporarily Withdrawn from Sale; Permanently Recalled (used for safety concerns); or Withdrawn from Sale (used for issues involving legal problems in the content).
- While digital products may never go out of print in the same way a print product does, new editions still supersede old ones, and the old will still go out of print.

Digital senders and receivers should expect clearer definitions specific to their needs to be developed if required; they can propose new Publisher Status Codes to describe digital-specific situations that are not covered here.

Style and usage guide

The Publisher Status Code should refer to the status held by the company named as the publisher in the Publisher Composite data element, and it does not need to indicate the availability of the product, which is provided by the Product Availability Code (the status of the product at the supplier). The two pieces of status information combined fully

define the current product status and availability.

The assumption in data exchange feeds is that the data provider either is the publisher or is acting on the instruction of the publisher and can supply an accurate Publisher Status. A metadata feed unable to support Publisher Status is of very diminished value to any supply chain; publishers have a responsibility to work with a data supplier to ensure that it is available.

Where the element is sent by a sender who is not the publisher and there is any lag or difficulty in communication, it is strongly recommended that the element should carry a date-stamp attribute to indicate its likely reliability. For more information, see either:

(ONIX 2.1 manual) Product Information Message XML Message Specification, Section 4 Use of XML Attributes

or

(ONIX 3.0 manual) ONIX for Books Product Information Format Specification, section 2, X.5 Datestamp Attribute

If for an extended time contact between the data sender and the publisher is absent or ambiguous for a specific product such that the publisher status can no longer be confirmed, the data provider should update the publishing status to codes "06" (Out of Stock Indefinitely) or "09" (Unknown) as appropriate.

ONIX 2.1 guidelines

The following data element should be used to transmit the Publisher Status Code in the ONIX Product Record:

PR.20.1 Publishing Status

Format: Fixed-length, 2 numeric digits

Code list: List 64

Reference name: <PublishingStatus>

Short tag: <b394>

The value presented in this data element is likely to be one of the following:

00 Unspecified: These best practices guidelines explicitly recommend supplying this information; therefore, use of Unspecified is strongly discouraged as a poor practice. Note that code 09 Unknown is available to data providers who may not know the publisher's status.

01 Canceled: The product was announced, and subsequently abandoned; the <PublicationDate> element must not be sent.

02 Forthcoming: Not yet published; must be accompanied by expected date in <PublicationDate>.

04 Active: The product was published and is still active in the sense that the publisher will accept orders for it, though it may or may not be immediately available, for which see <SupplyDetail>.

05 No longer our product: Ownership of the product has been transferred to another publisher (with details of acquiring publisher, if possible, in PR.19).

06 Out of stock indefinitely: Product is currently inactive but not formally out of print. It may become available again at a future date.

07 Out of print: The product was active but is now permanently inactive in the sense that (a) the publisher will not accept orders for it, though stock may still be available elsewhere in the supply chain, and (b) the product will not be made available again under the same ISBN. Code 07 normally implies that the publisher will not accept returns beyond a specified date.

08 Inactive: The product was active but is now permanently or indefinitely inactive in the sense that the publisher will not accept orders for it, though stock may still be available elsewhere in the supply chain. Code 08 covers both codes 06 and 07, and may be used where the distinction between those values is either unnecessary or meaningless. It is not recommended that this code be used.

10 Remaindered: The product is no longer available from the current publisher, under the current ISBN, at the current price. It may be available to be traded through another channel. The code list has an extensive note that can provide a longer explanation.

11 Withdrawn from Sale: Withdrawn, typically for legal reasons or to avoid giving offense.

ONIX 3.0 guidelines

Guidelines for using Publishing Status are similar in ONIX 3.0 and 2.1, and the notes above apply equally, but ONIX 3.0 offers two options for Publishing Status to give greater clarity in using metadata internationally.

P.20.1 Publishing Status uses the same List 64 as ONIX 2.1.

P.25.12 Market Publishing Status uses List 68, which is identical to List 64 with the additional values listed below.

The difference between the values is that P.20.1 speaks for the publisher globally, while P.25.12 reflects the publisher's support in the market specified by the Market Publishing Detail composite it is embedded in—for example, a product can be Active in one market, while being Forthcoming or even Out of Print in another market. If a Market Publishing Detail composite is provided for the market the data is being used in, this data supersedes P.20.1 data for any practical use.

P.20.1 Publishing Status

Format: Fixed-length, 2 numeric digits

Code list: List 64

Reference name: <PublishingStatus>

Short tag: <b394>

P.25.12 Market Publishing Status

Format: Fixed-length, 2 numeric digits

Code list: List 68

Reference name: <MarketPublishingStatus>

Short tag: <j407>

Includes all values from List 64, above, plus the following:

12 Not Available in This Market: Either no rights are held for the product in this market, or for other reasons the publisher has decided not to make it available in this market.

23. PUBLICATION DATE

Definition

There is no consensus in the U.S. book trade on a single definition of Publication Date that would apply to all books and related products. It is up to the publisher or manufacturer (or that company's distributor or agent) to determine its own definition of Publication Date.

Publication Date is defined by many key accounts in our market as:

> *The date on which a retail consumer may purchase and take possession of a given physical product or the date on which a retail consumer may access and use a given digital product.*

If this definition of Publication Date is used, the Strict on Sale Date field should also be populated with the same date on *every* title. Note that in ONIX 2.1, the Strict on sale date is called the 'On sale date'. ONIX 3.0, the Strict on Sale Date is called the 'embargo date' – see section 24.

For a physical product, this is typically the date on which a book is put on sale in traditional bricks-and-mortar bookshops, but in cases where a book is sold online or via mail order prior to its appearance in physical stores, the publication date is defined by many key accounts as the date the consumer will receive the book.

For digital products, this is the date that the digital product is "unlocked" and available for a consumer's use.

Other parties in the market may define Publication Date differently, as:

> *The nominal or approximate date on which the product is made available in the market, used largely for planning and business process purposes. Actual availability to the retailer may be no more than a handful of days prior to this date and – in the absence of a sales embargo – retail fulfillment to consumers may begin as soon as stock is available. For titles where a sales embargo is in place, stock must be sequestered by the retailer until the embargo expires (or one day prior, for mail order fulfillment).*

If this definition of Publication Date is used, the Strict on Sale date should not be populated UNLESS there is an embargo.

Business case

As noted above, trading partners and end consumers need to know when a product will actually be available for sale. Purchasing, merchandising, and marketing plans are built

around a product's being available at a specific time.

Is this mandatory data?

Yes. Trading partners and end consumers need to know when a product will actually be available for sale.

A Publication Date should be provided for each market where the product being described is sold under the specified Product Identifier.

When should this data be supplied?

The Publication Date should be supplied 180 days prior to the on-sale date of a product. If the Publication Date subsequently changes, the updated information should be sent out as soon as possible.

Notes for data recipients

Data recipients must be able to receive, interpret, and display the Publication Date to support internal business functions and to provide this information to the consumer. Publication Date and Strict on Sale Date should be adhered to rigorously; pre-orders should still be taken, though, unless specifically noted in trading partner agreements.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Products that have a Strict On Sale (SOS) Date (aka national lay-down titles, affidavit titles, embargo titles, etc.) should have a Publication Date that is equal to the SOS Date.

It is desirable to also indicate the first publication date of works published (and usually written) at an earlier date than that of the current publication. These works have been published under a different identifier(s) or, in the case of public domain works, under no identifier. For these works, inclusion of only the current publication date can be misleading. Original publication date is a valuable piece of metadata to include for potential readers and for searches targeted at books written during a specific time period.

For more information on when and why to use an On Sale Date, please see the following BISG publication:

http://www.bisg.org/what-we-do-12-143-recommended-best-practices-on-sale-date-compliance.php

ONIX 2.1 guidelines

ONIX offers two distinct ways to present the publication date; suppliers of data should be careful to distinguish the circumstances when it is appropriate to use one or the other of these options.

Suppliers of Publication Date data should use the ***Publication Date*** data element for products that are first released in the United States. This means that the product in question was not released in any other market *under the same Product Identifier* prior to its release in the United States (for products previously released outside the U.S. under the same Product Identifier, please see below):

PR.20.5 Publication Date

Format: 8 numeric digits (YYYYMMDD)

Reference name: <PublicationDate>

Short tag: <b003>

Example: 20120106 (January 6, 2012)

For products previously released outside the U.S. (under the same Product Identifier being used in the U.S.), suppliers of Publication Date data should use the ***Market Representation Composite*** data element to present this data. The date the product first became available should be used in the Publication Date.

Reference name: <MarketRepresentation>

Short tag: <marketrepresentation>

Within the Market Representation Composite, the ***Market Date Composite*** should be used:

Reference name: <MarketDate>

Short tag: <marketdate>

Within the Market Data Composite data element, the following data elements should be used:

PR.25.17 Market Date Role Code

Format: Fixed-length, 3 numeric digits

Code list: List 67

Reference name: <MarketDateRole>

Short tag: <j408>

For the purposes of this standard, the only value that should be used in this data element is:

01 Local Publication Date

PR.25.18 Date Format

Description: This is an ONIX code indicating the format in which the date is given in <Date>. It is optional and non-repeating, but if it is omitted, the date format is assumed to be YYYYMMDD.

Format: Fixed-length, 2 numeric digits

Code list: List 55

Reference name: <DateFormat>

Short tag: <j260>

Example: 05 (YYYY)

PR.25.19 Date

Format: As specified by the value in <DateFormat>: default YYYYMMDD

Reference name: <Date>

Short tag: <b306>

Example: 20120106 (January 6, 2012)

ONIX 3.0 guidelines

Use the <PublishingDate> composite with a <PublishingDateRole> of 01 to specify the nominal publication date and (if necessary) with a role of 02 to specify the Embargo date (aka Strict On Sale date). If the product is made available later in a specific market, the <MarketDate> composite should be used.

Publishing date composite

A repeatable group of data elements which together specify a date associated with the publishing of the product. Optional, but a date of publication *must* be specified *either here or* in <MarketPublishingDetail>. Other dates related to the publishing of a product can be sent in further repeats.

Reference name: <PublishingDate>

Short tag: <publishingdate>

Cardinality 0…n

P.20.3 Publishing date role code

An ONIX code indicating the significance of the date, *eg* pubdate, announcement date, latest reprint date. Mandatory in each occurrence of the <PublishingDate> composite, and non-repeating.

Format: Fixed-length, two digits

Code list: List 163

Reference name: <PublishingDateRole>

Short tag: <x448>

Cardinality: 1

Example: <x448>01</x448> (Publication date)

Notes A date such as publication date should be interpreted as the global publication date.

P.20.5 Date

The date specified in the <PublishingDateRole> field. Mandatory in each occurrence of the <PublishingDate> composite, and non-repeating. <Date> may carry a *dateformat* attribute: if the attribute is missing, then <DateFormat> indicates the format of the date; if both *dateformat* attribute and <DateFormat> element are missing, the default format is YYYYMMDD.

Format: As specified by the value in the *dateformat* attribute, in <DateFormat>, or the default YYYYMMDD

Reference name: <Date>

Short tag: <b306>

Cardinality: 1

Attributes: *dateformat*

Example: `<Date dateformat="01">`199206`</Date>` (June 1992)

24. STRICT ON SALE (SOS) DATE

Definition

The date on which a retail consumer may purchase and take possession of a given product when there is an embargo on sales to consumers before this date.

This date is sometimes known by one of these names:

- National lay-down date
- Embargo date

This date is usually agreed upon in an affidavit signed by both publisher and bookseller. It is typically the date on which a book is put on sale in traditional bricks-and-mortar bookshops, but in cases where a book is sold online or via mail order prior to its appearance in physical stores, this is the date the consumer will receive the book.

Business case

It is critical for the publisher to supply this date when it is necessary to exercise control over the earliest consumer access to a title. Trading partners must receive this information in order to prevent delivery of the product prior to the date specified by the publisher. The SOS Date ensures that the title is released in coordination with publisher marketing and promotional activities; it also ensures that no materials provider or market gains an unfair competitive advantage from early sales of the title.

Is this mandatory data?

Yes, if applicable.

When should this data be supplied?

The Strict On Sale Date should be supplied 180 days prior to the on-sale date of a product. If the Strict On Sale Date subsequently changes, the updated information should be sent out as soon as possible.

Notes for data recipients

Recipients must ensure that they abide by sales embargos (SOS Dates) and must not make the product available to consumers prior to this date (one day before for mail-order fulfillment).

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

In some cases, a publisher may wish to control release of a digital product more precisely than with just a date. Embargo/SOS Dates in ONIX 3.0 may include time and time-zone information (it is recommended to always include the time-zone info if a time is specified). E.g.,

```
<Date dateformat="13">20120815T1500-0400</Date>

<Date dateformat="13">20120815T1900Z</Date>
```

Both these date times include time-zone information (in fact, both describe the exact same instant in time).

Style and usage guide

Products that have a Strict On Sale (SOS) Date should have a publication date that is equal to the SOS Date.

A Strict On Sale Date should be provided for each market where the product being described may not be sold before a specified date. For more information on when and why to use an On Sale Date, please see the following BISG publication:

http://www.bisg.org/what-we-do-12-143-recommended-best-practices-on-sale-date-compliance.php

ONIX 2.1 Guidelines

Suppliers of Strict On Sale Date data should use the ***On Sale Date*** data element, which is contained within the ***Supply Detail*** composite data element:

PR.24.35 On Sale Date

Format: Date as year, month, day (YYYYMMDD)

Reference name: <OnSaleDate>

Short tag: <j143>

Example: 20000616

ONIX 3.0 guidelines

Use the <PublishingDate> composite, with a <PublishingDateRole> of 02, or the same within the <MarketDate> composite. See the section on Publication Date for ONIX 3.0 examples.

25. TERRITORIAL RIGHTS

Definition

Publication rights that the publisher chooses to exercise for a given product in specified geographical territories.

The rights detailed here may be different from (narrower than) the rights owned by the publisher in the underlying work and different from (wider than) the distribution rights exercised by a particular supplier.

Business case

Resellers of products need to know whether they can purchase and where they can legally sell those products. Rights holders need to ensure that their rights in a given territory are respected.

Is this mandatory data?

Yes. Territorial rights data should be supplied for each record. As more resellers pursue international opportunities and as e-books are supplied internationally with increasing ease, it is strongly recommended that the data supplier provide comprehensive rights information for all territories to reduce confusion and enable or restrict sales in appropriate locations.

The standard clearly states that if a data supplier provides territorial rights data for only some territories, no assumptions should be made regarding rights in other territories. In practice, this means that a data recipient must not assume that the product may be sold in territories for which no data is provided. To remove the guesswork, comprehensive and explicit rights information is strongly encouraged.

When should this data be supplied?

Information on territorial rights should be supplied 180 days prior to the on-sale date of a product, and it should be kept updated throughout the life cycle of the product.

Notes for data recipients

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products. This is critical information to process, but only locally applicable sales rights information needs to be displayed to consumers.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes for digital products

Usage guidelines for this data element do not differ between digital and physical products.

Style and usage guide

Rights may be specified for any geographical territory. Group PR.21 details the rights the publisher chooses to exercise in the product described by the ONIX record. These may be different from the rights owned by the publisher in the underlying work (which are not specified in an ONIX for Books Product Record) and from the distribution rights exercised by a particular supplier (see Group PR.24).

The aim is to provide precise and reliable geographical rights information that can be used in a computer system to determine whether a product can or cannot be sold in a particular territory. There are no defaults. If no information if given about a particular territory, it must not be assumed that rights are or are not held.

The <SalesRights> composite allows rights to be specified as exclusive or non-exclusive or not-for-sale in any combination of countries or country subdivisions. It is also possible to specify rights as "worldwide" or "worldwide with specified exclusions" if this enables them to be stated more concisely.

For each Territorial Sales Right affirmatively identified, the best practice is for the ONIX record to also contain a price composite (in <supplydetail>) that applies to that territory.

The <NotForSale> composite allows details of an equivalent product to be sent in respect of a country or countries in which the product described in the ONIX record is not for sale. This information is particularly helpful in enabling international online booksellers to ensure that territorial rights are correctly identified and observed. It is therefore the best practice that the <NotForSale> composite be used in preference to the <SalesRights> composite with code value 03 in <SalesRightsType>. However, both methods of expressing "not for sale" remain valid.

Special note on U.S. "Open Market" editions: It is expected that this type of edition, like any others, should carry a full statement of the territories in which it is available for sale. If it is desired, as a matter of convenience, to refer to such editions as "Open Market," this should be additional to, not instead of, a full territorial rights statement, and should be handled through the new <TradeCategory> element in Group PR.3.

ONIX 2.1 guidelines

The best practice is for suppliers of this information to use the ***Sales Rights Composite*** data element:

Description: A repeatable group of data elements that together identify territorial sales rights that a publisher chooses to exercise in a product. The <SalesRights> composite is repeatable for each value of <b089>.

Reference name: <SalesRights>

Short tag: <salesrights>

Within the Sales Rights Composite data element the following data elements should be used:

PR.21.1 Sales Rights Type Code

Description: An ONIX code that identifies the type of sales right or exclusion that applies in the territories associated with it. Mandatory in each occurrence of the <SalesRights> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 46

Reference name: <SalesRightsType>

Short tag: <b089>

The value in this data element should be one of the following:

01 For sale with exclusive rights

02 For sale with non-exclusive rights

03 Not for sale

04 Not for sale in the specified countries, but the publisher holds exclusive rights in those countries or territories

05 Not for sale in the specified countries, but the publisher holds non-exclusive rights in those countries or territories

06 Not for sale in the specified countries, because the publisher does not hold rights in those countries or territories

The 01/Exclusive Rights and 02/Non-Exclusive Rights codes both allow a reseller to sell the product in the specified territories. The difference is that for the 01/Exclusive Rights code, no other publishers may be supplying the product in the specified territory.

PR.21.2 Rights Country

Description: One or more ISO standard codes identifying a country. Successive codes may be separated by spaces. Thus, a single occurrence of the element can carry an unlimited number of country codes, for countries that share the sales rights specified in <SalesRightsType>. At least one occurrence of <RightsCountry> or <RightsTerritory> or <RightsRegion> is mandatory in any occurrence of the <SalesRights> composite.

Format: One or more fixed-length codes, each with 2 upper-case letters, successive codes being separated by spaces. Suggested maximum length 600 characters. Please note that ISO 3166-1 specifies that country codes shall be sent as upper case only.

Code list: List 91 (ISO 3166-1 two-letter country codes)

Reference name: <RightsCountry>

Short tag: <b090>

Example: US CA U.S. and Canada

PR.21.3 Rights Territory

Description: One or more ONIX codes identifying a territory that is not a country

but that is precisely defined in geographical terms (e.g., *World*, *Northern Ireland*, *Australian National Territory*). Successive codes are separated by spaces so that the element can carry an unlimited number of territory codes, for territories that share the sales rights specified in <SalesRightsType>.

Format: One or more variable-length codes, each consisting of upper-case letters with or without a hyphen, successive codes being separated by spaces. Suggested maximum length 100 characters.

Code list: List 49 Where possible and appropriate, country subdivision codes are derived from the UN LOCODE scheme based on ISO 3166.

Reference name: <RightsTerritory>

Short tag: <b388>

Examples:

WORLD Whole world

ROW Rest of world

CA-QC Quebec

GB-EWS UK excluding Northern Ireland

At a minimum for U.S. data suppliers and recipients, Canada (CA), the United States (US), and the United Kingdom (GB) must appear on one of the lists (or be covered by a WORLD or ROW code).

Suppliers of ONIX data should note that the value in the Sales Rights Type Code data element allows them to list either:

- The territories where rights on a given product are being exercised
- The territories where rights on a given product are not being exercised

Note: The best practice is for the data sender to include both the For Sale and the Not For Sale values when the rights for a given record are not World. This will remove any doubt for the recipient. Here are some examples that show how this confusion can be avoided.

1. By leveraging the ROW code, recipients can be certain of the sender's intention. In this example, the product is clearly not for sale outside Canada or the U.S. and its territories.

```
<salesrights>
  <b089>01</b089>
  <b090>AS CA FM GU MH MP PR PW UM US VI</b090>
</salesrights>
<salesrights>
  <b089>03</b089>
  <b388>ROW</b388>
</salesrights>
```

1. Here is the inverse of the above example, in which the Not For Sale countries are specified, while the Sales Permitted territories are clear.

```
<salesrights>
  <b089>02</b089>
  <b388>ROW</b388>
</salesrights>
<salesrights>
  <b089>03</b089>
  <b090>AU CA GB NZ</b090>
</salesrights>
```

It is also recommended that for every territory with sales rights, the data sender ensure that a valid price applies. This does not mean that a given record has to have a price and currency for every sales right territory, but rather that the sales rights and the price country/territories are consistent. Specifically, the values within the <b251>/<CountryCode>, <j303>/<Territory>, <j304>/<CountryExcluded>, and <j308><TerritoryExcluded> tags within <price> should be consistent or contained within with the <SalesRights> <b090>/<RightsCountry> and <b388>/<RightsTerritory> values.

Examples

In this example (assuming one <supplydetail> for the record), the product is available for sale in the U.S. and Canada, with equivalent prices.

```
<salesrights>
  <b089>02</b089>
  <b090>US CA</b090>
</salesrights>
<salesrights>
  <b089>03</b089>
  <b090>ROW</b090>
</salesrights>

<supplydetail>
 <price>
   <j151>9.99</j151>
   <j152>USD</j152>
   <b251>US</b251>
 </price>
<price>
   <j151>8.99</j151>
   <j152>CAD</j152>
   <b251>CA</b251>
 </price>
</supplydetail>
```

In this example, the sales rights are worldwide, and the price territories correspondingly show two prices that effectively cover the worldwide sales territory.

```
<salesrights>
  <b089>02</b089>
  <b090>WORLD</b090>
</salesrights>

<supplydetail>
 <price>
   <j151>9.99</j151>
   <j152>CAD</j152>
   <b251>CA</b251>
 </price>
<price>
   <j151>10.99</j151>
   <j152>USD</j152>
   <b251>ROW</b251>
 </price>
</supplydetail>
```

ONIX 3.0 guidelines

Suppliers of territorial rights should use ***Sales Rights Composite*** data elements in the <PublishingDetail> block:

Description: An optional and repeatable group of data elements that together identify territorial sales rights that a publisher chooses to exercise in a product. The <SalesRights> composite is repeatable for each value of <b089>.

Reference name: <SalesRights>

Short tag: <salesrights>

Within the Sales Rights Composite data element the following data elements should be used:

P.21.1 Sales Rights Type Code

Description: An ONIX code that identifies the type of sales right that applies in the territories associated with it. Mandatory in each occurrence of the <SalesRights> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 46

Reference name: <SalesRightsType>

Short tag: <b089>

The value in this data element should be one of the following:

01 For sale with exclusive rights

02 For sale with non-exclusive rights

03 Not for sale

04 Not for sale in the specified countries, but the publisher holds exclusive rights in those countries or territories

05 Not for sale in the specified countries, but the publisher holds non-exclusive rights in those countries or territories

06 Not for sale in the specified countries, because the publisher does not hold rights in those countries or territories

07 For sale with exclusive rights in the specified countries or territories (sales restriction applies)

08 For sale with non-exclusive rights in the specified countries or territories (sales restriction applies)

The 01/Exclusive Rights and 02/Non-Exclusive Rights codes both allow a reseller to sell the product in the specified territories. The difference is that for the 01/Exclusive Rights code, no other publishers may be supplying the product in the specified territory.

Territory Composite

Description: A group of data elements that together identify a territory in which the rights specified in <SalesRightsType> are applicable. Mandatory in each occurrence of the <salesRights> composite and non-repeating

Reference name: <Territory>

Short tag: <territory>

PR.21.2 Countries Included

Description: One or more ISO standard codes identifying countries included in the territory. Successive codes must be separated by spaces. Optional and non-repeating, but *either* <CountriesIncluded> or <RegionsIncluded> is mandatory in each occurrence of the <Territory> composite.

Format: One or more fixed-length codes, each with 2 upper-case letters, successive codes being separated by spaces. Suggested maximum length 600 characters. Note that ISO 3166-1 specifies that country codes shall be sent as upper case only.

Code list: List 91 (ISO 3166-1 two-letter country codes)

Reference name: <CountriesIncluded>

Short tag: <x449>

Example: US CA U.S. and Canada

PR.21.3 Regions Included

Description: One or more ONIX codes identifying regions included in the territory. A region is an area that is not a country, but that is precisely defined in geographical terms—e.g., *World*, *Northern Ireland*, *Australian Capital Territory*. Successive codes must be separated by spaces. Optional and non-repeating, but *either* <CountriesIncluded> or <RegionsIncluded> is mandatory in each occurrence of the ***<Territory>*** composite. Note that U.S. states have region codes, while U.S. overseas territories have distinct ISO Country Codes.

Format: One or more variable-length codes, each consisting of upper-case letters with or without a hyphen, successive codes being separated by spaces. Suggested maximum length 100 characters

Code list: List 49 Where possible and appropriate, country subdivision

codes are derived from the UN LOCODE scheme based on ISO 3166

Reference name: <RegionsIncluded>

Short tag: <x450>

Examples:

WORLD Whole world

CA-QC Quebec

GB-EWS UK excluding Northern Ireland

PR.21.4 Countries Excluded

Description: One or more ISO standard codes identifying countries excluded from the territory. Successive codes must be separated by spaces. Optional and non-repeating, and can occur only if the <RegionsIncluded> element is also present and specifies WORLD.

Format: ISO 3166-1 two letter country codes

Code list: List 91 (ISO 3166-1 two-letter country codes)

Reference name: <CountriesExcluded>

Short tag: <x451>

Example: US CA U.S. and Canada

PR.21.5 Regions Excluded

Description: One or more ONIX codes identifying regions excluded from the territory. Successive codes must be separated by spaces. Optional and non-repeating, and can only occur if the <CountriesIncluded> element is also present.

Format: One or more variable-length codes, each consisting of upper-case letters with or without a hyphen, successive codes being separated by spaces. Suggested maximum length 100 characters

Code list: List 49 Where possible and appropriate, country subdivision codes are derived from the UN LOCODE scheme based on ISO 3166

Reference name: <RegionsExcluded>

Short tag: <x452>

Example:

CA-QC Quebec

GB-EWS UK excluding Northern Ireland

PR.21.10 Rest of World Sales Rights Type Code

Description: An ONIX code describing the sales rights applicable in territories not specifically associated with a sales right within an occurrence of the <SalesRights> composite. Optional, but required in all cases where a sales rights type is not associated with the region WORLD, and in all cases where a sales rights type is associated with WORLD with exclusions that are not themselves associated with a sales rights type. Not repeatable. Note the value *00* should be used when sales rights are genuinely unknown or are unstated for any reason; in this case, data recipients must not assume anything about the rights that are applicable (and in practice must therefore not assume the product may be sold in the rest of the world).

Format: Fixed length, 2 numeric digits

Code list: List 46

Reference name: <ROWSalesRightsType>

Short tag: <x456>

Example:

00 Unknown or unstated

02 For sale with non-exclusive rights

03 Not for sale

04 Not for sale in the specified countries, but the publisher holds exclusive rights in those countries or territories

05 Not for sale in the specified countries, but the publisher holds non-exclusive rights in those countries or territories

06 Not for sale in the specified countries, because the publisher does not hold rights in those countries or territories

07 For sale with exclusive rights in the specified countries or territories (sales restriction applies)

08 For sale with non-exclusive rights in the specified countries or

territories (sales restriction applies)

This tag is used to describe the rights status for every country not listed in the <salesrights> composites. The code can differentiate between for sale with exclusive or non-exclusive rights, and not for sale. It essentially ensures that every territory *must* be addressed. It should not be used if every country/territory is accounted for within <salesrights> composites — for example, if the exclusive sales rights are WORLD, or if the sales rights are WORLD excluding GB, IE, and the rights for GB and IE are specified separately.

Example:

Exclusive rights in the UK, Ireland, Australia, New Zealand, South Africa; not for sale in U.S. or Canada; non-exclusive rights in rest of world

```
<salesrights>
   <b089>01</b089>          For sale (exclusive rights)
  <territory>
      <x449>GB IE AU NZ ZA</x449>
  </territory>
</salesrights
<salesrights>
   <b089>03</b089>          Not for sale
  <territory>
     <x449>US CA</x449>
  </territory>
</salesrights>
<x456>02</x456>          For sale (non-exclusive) in ROW
For sale with exclusive rights everywhere except India,
because some other publisher holds exclusive rights in India
<SalesRights>
```

```
        <SalesRightsType>01</SalesRightsType>
        <Territory>
            <RegionsIncluded>WORLD</RegionsIncluded>
            <CountriesExcluded>IN</CountriesExcluded>
        </Territory>
    </SalesRights>
    <SalesRights>
        <SalesRightsType>06</SalesRightsType>
        <Territory>
            <CountriesIncluded>IN</CountriesIncluded>
        </Territory>
    </SalesRights>
    <!-- no requirement for ROWSalesRightsType -->
```

26. RELATED PRODUCTS

Definition

Products similar or related to the main product.

Related Products can be used to indicate a new edition that supersedes an older one, multiple versions of a product with the same content (e.g., hardcover, paperback, e-book), and other products in a collection, and when a product is also available as part of a bundle or other multi-item product.

Business case

Information about related products is invaluable to retailers, who can ensure the customer is aware of the full range of product options and may be able to offer a customer alternatives if the desired product is unavailable for any reason.

In some segments of our market (e.g., textbooks, travel guides, test-preparation books, etc.), having the current or correct edition is imperative. Ensuring that customers,

booksellers, and librarians can easily jump from the record for an older edition to the record for the current edition helps ensure that the correct books are being ordered, and that they are being ordered in quantities based on the demand for the previous edition.

Is this mandatory data?

Yes, when applicable. This data should be supplied for all products that are revisions of previously released products. For example, any product with an edition number of "2" or higher would be expected to provide data on the product it is replacing. If the record for the older edition is still being supplied, it should point to the identifier for the new edition.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date of a product, or as soon as possible when the related Product Identifier is known (for example, as soon as a related e-book is assigned an ISBN).

Notes for data recipients

Data recipients are encouraged to create "clusters" of ISBNs, so that a retailer might suggest similar products (e.g., to up-sell the customer or to provide an alternative when the exact product a customer wants is out of stock). Work identifiers (either a standard identifier such as the ISTC or publisher's proprietary work identifier) can be valuable in creating such clusters. They can be specified in the WorkIdentifier composite (within PR.7 in ONIX 2.1 and within P.22 in ONIX 3.0)

Notes on digital products

There is one exception to the rule about supplying only relation codes and Product Identifiers. (See *Style and Usage Guide* below for details.) Some digital retailers want limited information about the print products related to the e-books they are selling. They don't want to have to consult the other ONIX record (and often don't have access to it).

So for digital products, the Product Form and Product Form Detail of the related product(s) may be supplied. It is recommended that this detail not be included unless specifically requested by the data recipient.

Style and usage guide

In ONIX 2.1, it is possible to provide a lot of detail about the related product—its product form, packaging, product content type, publisher, etc. The best practice is that information be limited to the relation code and the Product Identifier(s). Retailers who need further information about the related product should use the ONIX record for that product.

ONIX 2.1 guidelines

ONIX suppliers following best practices should list the ISBN for a replacement edition in the Related Product Composite in the Product Record for the older edition (with the Relation Code *05* [*Replaced by*]) whenever an older edition is superseded, and they should list the ISBN of the older edition in the Related Product Composite (with the Relation Code *03* [*Replaces*]) in the Product Record of the newer edition.

Suppliers of this data should use the ***Related Product Composite*** data element:

Description: A repeatable group of data elements that together describe a product that has a specified relationship to the product described in the ONIX record.

Reference name: <RelatedProduct>

Short tag: <relatedproduct>

Within the Related Product Composite data element, suppliers should use the following data elements:

PR.23.7 Relation Code

Description: An ONIX code that identifies the nature of the relationship between two products. Mandatory in each occurrence of the <RelatedProduct> composite and non-repeating

Format: Fixed length, 2 numeric digits

Code list: List 51

Reference name: <RelationCode>

Short tag: <h208>

Examples of values to be used with this tag include:

03 Replaces

11 Is other language version of

23 Similar product

03 Replaces

The ***Product Identifier Composite*** data element

Reference name: <ProductIdentifier>

Short tag: <productidentifier>

Two data elements are mandatory in the Product Identifier composite:

PR.2.7 Product Identifier Type Code

Format: Fixed length, 2 numeric digits

Code list: List 5

Reference name: <ProductIDType>

Short tag: <b221>

Within this data element, the value should be one of the following:

02 ISBN-10/International Standard Book Number

03 GTIN/EAN.UCC-13/Global Trade Item Number

04 UPC/Universal Product Code Number

15 ISBN-13/International Standard Book Number

Please see the Product Identifier section above for details on each of these values.

PR.2.9 Identifier Value

Reference name: <IDValue>

Short tag: <b244>

The value contained within this data element should follow the rules applicable to the numbering scheme identified in the Product Identifier Type Code data element.

The other data elements within the composite are not recommended.

For additional information on assigning identifiers to digital products, please refer to BISG's *Policy Statement on Best Practices for Identifying Digital Product*:

http://www.bisg.org/what-we-do-4-150-pol-1101-best-practices-for-identifying-digital-products.php

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Related Product between ONIX 2.1 and ONIX 3.0. Note that ONIX 3.0 also allows for the use of identifiers for related works.

27. DISTRIBUTOR/VENDOR OF RECORD

Definition

> *The organization responsible for taking and shipping orders to a retailer customer.*

Publishers or manufacturers may designate one or more vendors of record for a given geographic area or market segment. A vendor of record may also be known as a *distributor* (often an exclusive distributor, at least within a particular market).

Business case

Publishers and manufacturers need to get their products into the hands of retailers and wholesalers. These resellers need to know where they can source a product. Accurate information on where to purchase a product is a key component of any product's successful distribution.

Is this mandatory data?

Every publisher or manufacturer who uses a vendor of record should supply this data for each of their products that is distributed by a given vendor of record.

When should this data be supplied?

Distributor/vendor of record information should be supplied 180 days prior to the on-sale date of a product. Given the importance of accurate sourcing information in the supply chain, the importance of supplying this data as early as possible in the product life cycle cannot be overestimated. It is also important that this data element be updated if and when distributor information changes.

Notes for data recipients

There are no particular best practices of note for receivers of this element.

Notes on digital products

For digital products, it is more usual to list individual retailers or retail platforms as suppliers.

Style and usage guide

The custom followed by most publishers is to designate one vendor of record for each geographic rights region or market segment. Some vendors of record will service multiple geographic rights regions and/or market segments. These vendors of record have a contractual agreement to represent a publisher's products in that region or market segment.

As an example, a publisher called Acme Press might designate Zenith Distribution Services to fulfill orders on its books to general trade bookstores in the U.S., while it might designate Cooperative Commonwealth Distributors to provide this service in Canada. Acme might, however, designate Ephesian Book Supplies to fulfill orders on its books from Christian bookstores in both the U.S. and Canada, and Tip-Top Merchandising to fulfill orders on its books from newsstands and other mass-merchants in the U.S. (These are all fictional company names used to illustrate the variable vendor-of-record relationships a single publisher might have.)

A wholesaler should not be described as a vendor of record if it is simply reselling a publisher's products. Only if a wholesaler is a publisher's designated vendor of record should a wholesaler be listed as the vendor of record in an ONIX message; if this is the case, each wholesaler needs a separate `<SupplyDetail>` composite containing a different value for `<SupplierRole>`.

ONIX 2.1 guidelines

Suppliers of this data should use the following data elements:

PR.24.6 Supplier Name

Description: The name of a supply source from which the product may be ordered by a trade customer

Format: Variable-length text, suggested maximum length 100 characters

Reference name: `<SupplierName>`

Short tag: `<j137>`

Example: `National Book Network`

PR.24.13 Supplier Role

Description: An ONIX code identifying the role of a supplier in relation to the product

Format: Fixed-length, 2 numeric digits

Code list: List 93

Reference name: <SupplierRole>

Short tag: <j292>

For the purposes of these best practices guidelines the value in this data element should be:

02 Publisher's Exclusive Distributor: In a specified supply territory

ONIX 3.0 guidelines

The Distributor/Vendor of Record data element has a different structure in ONIX 3.0, though it is conceptually similar to 2.1.

In 3.0, you can describe the market once and then include several suppliers who operate in that market. In both cases, the elements are part of the larger <SupplyDetail> composite.

Supplier composite

A group of data elements which together define a supplier. Mandatory in each occurrence of the <SupplyDetail> composite, and not repeatable.

Reference name: <Supplier>

Short tag: <supplier>

Cardinality: 1

P.26.1 Supplier role

An ONIX code identifying the role of a supplier in relation to the product, *eg* Publisher, Publisher's exclusive distributor, *etc*. Mandatory in each occurrence of the <Supplier> composite, and non-repeating.

Format: Fixed-length, two digits

Code list: List 93

Reference name: <SupplierRole>

Short tag: ***<j292>***

Cardinality: 1

Example: <SupplierRole>01</SupplierRole> (Publisher)

Supplier identifier composite

A repeatable group of data elements which together define the identifier of a supplier in accordance with a specified scheme, and allowing different types of supplier identifier to be included without defining additional data elements. Optional, but each occurrence of the <Supplier> composite must carry *either* at least one supplier identifier, *or* a <SupplierName>, *or* both.

Reference name: <SupplierIdentifier>

Short tag: <supplieridentifier>

Cardinality: 0…n

P.26.2 Supplier identifier type code

An ONIX code identifying the scheme from which the identifier in the <IDValue> element is taken. Mandatory in each occurrence of the <SupplierIdentifier> composite, and non-repeating.

Format: Fixed-length, two digits

Code list: List 92

Reference name: <SupplierIDType>

Short tag: <j345>

Cardinality: 1

Example: <j345>12</j345> (Distributeurscode Boekenbank, Flemish supplier code)

P.26.3 Identifier type name

A name which identifies a proprietary identifier scheme (*ie* a scheme which is not a standard and for which there is no individual ID type code). Must be used when, and only when, the code in the <SupplierIDType> element indicates a proprietary scheme, *eg* a Wholesaler's own code. Optional and non-repeating.

Format: Variable-length text, suggested maximum length 50 characters

Reference name: <IDTypeName>

Short tag: <b233>

Cardinality: 0…1

Attributes: language

Example: <b233>KNO</b233>

P.26.4 Identifier value

An identifier of the type specified in the <SupplierIDType> element. Mandatory in each occurrence of the <SupplierIdentifier> composite, and non-repeating.

Format According to the identifier type specified in <SupplierIDType>

Reference name: <IDValue>

Short tag: <b244>

Cardinality: 1

Example: <IDValue>12345678</IDValue>

-- End of supplier identifier composite –

P.26.5 Supplier name

The name of a supply source from which the product may be ordered by a trade customer. Optional and non-repeating; required if no supplier identifier is sent.

Format Variable-length text, suggested maximum length 100 characters

Reference name: <SupplierName>

Short tag: <j137>

Cardinality: 0…1

Attributes: *language*

Example: <j137>Littlehampton Book Services</j137>

P.26.6 Supplier telephone number

A telephone number of a supply source from which the product may be ordered by a trade customer. Optional and repeatable.

Format: Variable-length text, suggested maximum length 20 characters

Reference name: <TelephoneNumber>

Short tag: <j270>

Cardinality: 0…n

Example: <TelephoneNumber>+44 20 8843 8607</TelephoneNumber>

P.26.7 Supplier fax number

A fax number of a supply source from which the product may be ordered by a trade customer. Optional and repeatable.

Format: Variable-length text, suggested maximum length 20 characters

Reference name: <FaxNumber>

Short tag: <j271>

Cardinality: 0…n

Example: <j271>+44 20 8843 8744</j271>

P.26.8 Supplier email address

An email address for a supply source from which the product may be ordered by a trade customer. Optional and repeatable.

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <EmailAddress>

Short tag: <j272>

Cardinality: 0…n

Example: <j272>david@polecat.dircon.co.uk</j272>

Website composite

An optional and repeatable group of data elements which together identify and provide pointers to a website which is related to the person or organization identified in an occurrence of the <Supplier> composite.

Reference name: <Website>

Short tag: <website>

Cardinality: 0…n

P.26.9 Website purpose

An ONIX code which identifies the role or purpose of the website which is linked through the <WebsiteLink> element. Optional and non-repeating.

Format: Fixed-length, two digits

Code list: List 73

Reference name: <WebsiteRole>

Short tag: <b367>

Cardinality: 0…1

Example: <b367>34</b367>

P.26.10 Website description

Free text describing the nature of the website which is linked through the <WebsiteLink> element. Optional and repeatable. The *language* attribute is optional for a single instance of <WebsiteDescription>, but must be included in each instance if <WebsiteDescription> is repeated.

Format: Variable-length text, suggested maximum length 300 characters. XHTML is enabled in this element - see Using XHTML, HTML or XML within ONIX text fields

Reference name: <WebsiteDescription>

Short tag: <b294>

Cardinality: 0…n

Attributes: *language, textformat*

P.26.11 Link to website

The URL for the website. Mandatory in each occurrence of the <Website> composite, and nonrepeating.

Format Variable-length text, suggested maximum length 300 characters

Reference name: <WebsiteLink>

Short tag: <b295>

Cardinality: 1

Example: <WebsiteLink>http://orders.xyzbooks.com</WebsiteLink>

28. PRODUCT AVAILABILITY CODE

Definition

An ONIX code indicating the actual availability of a product from a supplier.

Business case

The book industry supply chain would cease to function without accurate availability information on its products.

This is a primary data point used by retailers to make business decisions and to understand where in its life cycle a product currently is. Pairing it with an accurate Publisher Status that is supported by accurate Publication Date information and Product Availability status enables retailers to make coherent and accurate statements to consumers. Inaccuracy in any of these data elements forces retailers to cope with ambiguous or extended shipping times on products, which can hurt sales.

See Figure 2 for an overview of this data element.

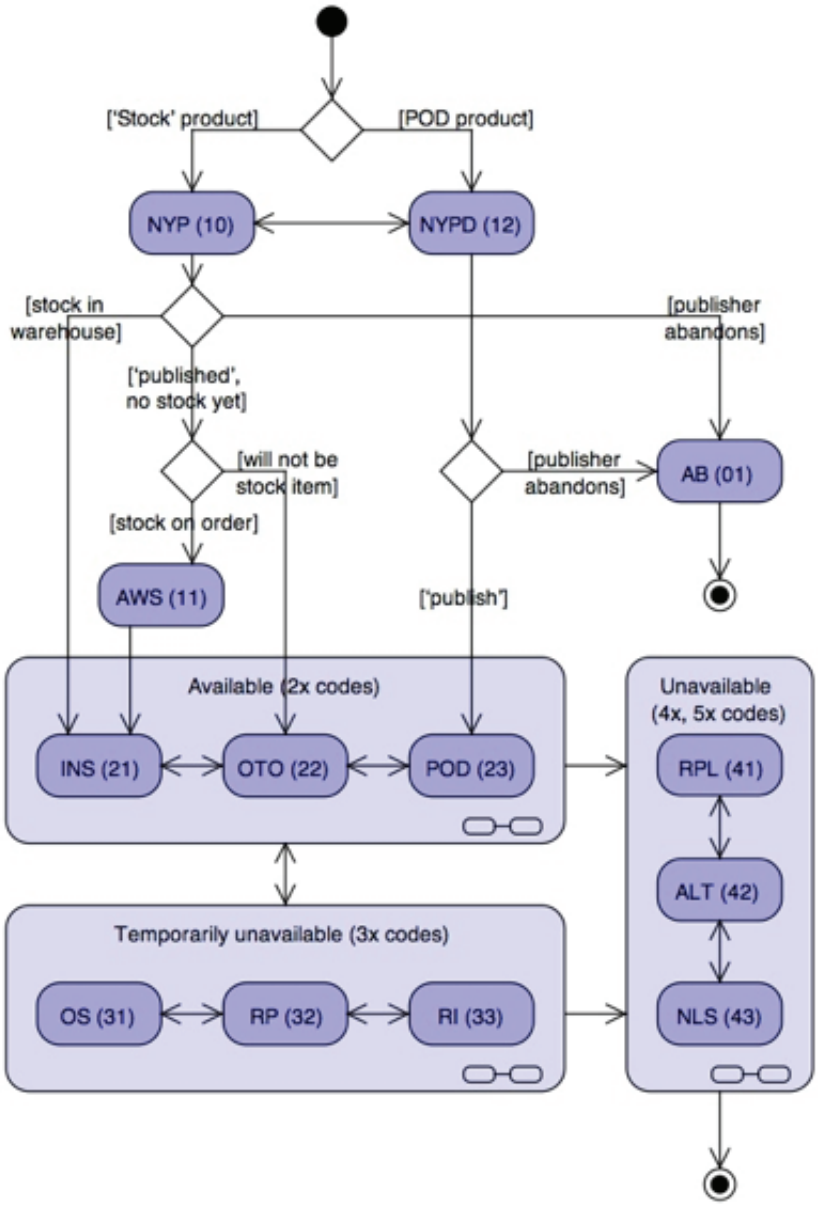


Figure 2

Is this mandatory data?

Yes. If a data supplier is supplying any data on a product, they should describe the product's availability. For products carrying an "active" Publisher Status Code that are currently unavailable at the supplier, every effort should be made to provide a date to specify when the product will be available.

When should this data be supplied?

The Product Availability Code should be supplied in all metadata records from the time of their first release as retailers use it as a primary data point. Metadata should be issued at least 180 days prior to the on-sale date of a product.

Notes for data recipients

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products. Only updates that affect a product's availability to consumers (e.g., a title has gone out of print) needs to be displayed to consumers.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

That availability is a critical supply chain component for all physical products should be self-evident, but information on availability is also a critical need for digital products. Basic available/unavailable information may seem sufficient, but the digital asset distributors (DADs) that are referenced and their relationship to the product may change. The need to lead the supply chain to alternate products is even more important for digital products as these must rely solely on metadata. There will still be a life cycle for digital products that will need the support this primary identifier can provide.

Digital senders and receivers should expect clearer definitions specific to their needs to be developed and can propose new Product Availability Codes to describe digital specific situations that are not covered here.

Style and usage guide

The Product Availability Code states the ability of the company named as the Supplier to provide the product. ONIX requires every Supply Detail to contain this code. The data element intended to be used both by publishers and by intermediary suppliers (who should also include publishing status as indicated by the publisher or their vendor of record. The two pieces of status information combined fully define the current product status and availability.). Note that use of PR.24.21 Availability status code (List 54) is not recommended.

The assumption of the supply chain is that the data sender is the supplier or the publisher or is acting at their request, and that the product availability should be known

by the sender. All companies should make every effort to supply up-to-date information here.

ONIX 2.1 guidelines

PR.24.22 Product Availability

Format: Fixed-length, 2 numeric digits

Code list: List 65

Reference name: <ProductAvailability>

Short tag: <j396>

Among the possible values to present in this data element are:

01 Canceled Product was announced, and subsequently abandoned.

10 Not yet available Requires <ExpectedShipDate>, except in exceptional circumstances where no date is known.

11 Awaiting stock (i.e., on order) Not yet available, but will be a stock item when available (requires <ExpectedShipDate>, except in exceptional circumstances when no date is known). Used particularly for imports that have been published in the country of origin but have not yet arrived in the importing country.

20 Available Available from us (form of availability unspecified). Use of the most specific and accurate statement possible is always recommended in ONIX and metadata in general.

21 In stock Available from us as a stock item.

23 Manufactured on demand Available from us by manufacture on demand.

31 Out of stock Stock item, temporarily out of stock. Requires expected date, either as <ExpectedShipDate> (ONIX 2.1) or as <SupplyDate> with <SupplyDateRole> coded '08' (ONIX 3.0), except in exceptional circumstances where no date is known.

43 No longer supplied by us Identify new supplier in <NewSupplier> if

possible.

48 Not available, replaced by POD (*See note on POD below.) Out of print, but a print-on-demand edition is or will be available under a different ISBN. Use only when the POD successor has a different ISBN, normally because different trade terms apply.

51 Not available, publisher indicates OP This product is unavailable, no successor product or alternative format is available or planned. Use this code only when the publisher has indicated the product is out of print elsewhere. This should correspond to territorial rights.

99 Contact supplier Availability not known to sender.

*Generally use of POD availability status is not recommended so long as the POD product is of similar quality to any trade paperback and available within a similar shipping time. If this is the case, then normal paperback availability codes can be used.

ONIX 3.0 guidelines

Use of Product Availability is identical between ONIX 2.1 and ONIX 3.0; however, this element should be seen in the context of the improved support ONIX 3.0 provides to allow international markets to be differentiated. Product Availability is always applied to a specific supplier for a defined market.

P.26.17 Product Availability

Format: Fixed-length, 2 numeric digits

Code list: List 65

Reference name: <ProductAvailability>

Short tag: <j396>

29. RETURN CODE

Definition

A code that describes the condition(s) (if any) under which a publisher or distributor will accept returns of a given product for credit against a customer's account.

Business case

A supplier's trading partners need to know if the products they are purchasing are returnable, as this is a key factor in the decision about whether to buy a given product.

Is this mandatory data?

Yes. Trading partners must know the terms of sale of any product they purchase, and the returns policy on a given product is a key part of the terms of sale.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date of a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that products are ordered on schedule.

Notes for data recipients

Recipients should return books no later than the final return date. Recipients should be aware that their particular terms of sale may vary from the general Return Code provided.

Notes on digital products

Return Code is not applicable in most cases for digital products.

Style and usage guide

The general returns policy on a given product should be indicated here. Special returns conditions (e.g., vendors offering deeper discounts on books that are purchased on non-returnable terms) should be indicated elsewhere.

In the U.S. and Canada, the BISAC Return Code from ONIX List 66 is recommended; however, for overseas sales, this may not be applicable. The ONIX returns code from List 204 (or another scheme) may be more appropriate.

ONIX 2.1 guidelines

Suppliers of this data should use the following data elements:

PR.24.18 Returns Conditions Code Type

Format: Fixed-length, 2 numeric digits

Code list: List 53

Reference name: <ReturnsCodeType>

Short tag: <j268>

Within this data element, the value should be the following (this code is applicable in the U.S. and Canada; books being sold into other countries should carry a different value from ONIX code list 53):

02 BISAC Returnable Indicator Code

PR.24.19 Returns Conditions Code

Format: Single alphabetic character

Code list: List 66

Reference name: <ReturnsCode>

Short tag: <j269>

Within this data element, it is the best practice that the value should be one of the following:

Y Yes: Returnable, full copies only

N No: Not returnable

S Strippable: Yes, returnable, stripped cover, not full copy

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of the Return Code between ONIX 2.1 and ONIX 3.0. The data elements themselves are encapsulated within the <returnsconditions> composite.

30. PUBLISHER'S PROPRIETARY DISCOUNT CODE

Definition

A code taken from a proprietary list (maintained by the vendor of the product in question) that indicates the class of trade within which a given product falls, and therefore – indirectly – the discount on offer from the vendor.

Business case

Many companies receiving product data require this information in order to cut accurate purchase orders. These companies will be unable to purchase products expeditiously if they cannot determine what the products will cost them. This data allows those companies to determine product cost and to budget accordingly.

Is this mandatory data?

Yes. Every product should have this data supplied regardless of its vendor's discounting policies. Even vendors that sell products under only one set of terms should provide a default value in this field.

When should this data be supplied?

Information on proprietary discount codes should be supplied 180 days prior to the on-sale date of a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that products are ordered on schedule.

Notes for data recipients

It is the best practice that recipients maintain an active list of their trading partners discount codes.

Notes on digital products

Usage guidelines for this data element do not differ between digital and physical products, although discount code type 05 can be used to indicate an agency sales model.

Style and usage guide

The proprietary code list values should be alphanumeric character(s) not to exceed three characters in length.

For books being sold in the U.S., the publisher discount code is never a numerical value indicating a discount percentage off the list price.

For books being sold in Canada, Canadian retailers have agreed to adopt the U.S. Discount Code structure to standardize the data exchange between the two markets. Please follow the guidelines here. Use of the open Discount Percentage is unnecessary for Canadian data suppliers.

A publisher or other vendor is expected to maintain a proprietary list of codes that indicate the "discount grouping" for a given product. For example, many publishers have different sales terms based on product forms/formats or the market segment in which

the product is being sold. Each of these groupings should then be assigned a code indicating that it is a member of a particular discount group.

Examples (these are intended to be merely illustrative; each vendor is free to choose their own discount codes):

- MM (might indicate a mass-market paperback discount)
- X (might indicate a textbook discount)
- S (might indicate a "short" discount)

The trading partners of a given publisher would have the information necessary to translate the publisher discount code values to the specific sales terms under which they purchase products from that vendor (i.e., discount codes would be linked to actual discount percentage[s] in a "decode" table the publisher has supplied to a given trading partner under separate cover).

Note that in the U.S. and Canada, the proprietary list of codes that indicate the mapping between discount codes or groups, and actual discount percentage terms, is usually common to all customers of a particular vendor. In some other countries (e.g. the UK), this is not the case. So while the discount code for a particular product is the same for all customers, the translation of the code to a percentage may vary – the mapping may be unique to a particular combination of vendor and customer. Publishers in other countries may use discount codes that are larger than the suggested maximum of three characters (e.g. 8 characters is common in the UK) used in the U.S. and Canada.

ONIX 2.1 guidelines

Suppliers of this data should use the ***Discount Code Composite*** data element:

Reference name: <DiscountCoded>

Short tag: <discountcoded>

Within this composite tag, two data elements are mandatory:

PR.24.58 Discount Code Type Code

Description: An ONIX code identifying the scheme from which the value in the <DiscountCode> element is taken. Mandatory in each occurrence of the <DiscountCoded> composite and non-repeating

Format: Fixed-length, 2 numeric digits

Code list: List 100

Reference name: <DiscountCodeType>

Short tag: <j363>

Example: 02 Proprietary (this is the only acceptable value in this tag for the purposes of this standard)

Note that use of 02 (Proprietary) requires the inclusion of a "likely to be unique" name for the discount code scheme in PR.24.59 <DiscountCodeTypeName>.

PR.24.60 Discount Code Value

Description: A discount code from the scheme specified in the <DiscountCodeType> element. Mandatory in each occurrence of the <DiscountCoded> composite and non-repeating

Format: Variable-length, maximum 3 alphanumeric characters

Reference name: <DiscountCode>

Short tag: <j364>

Example: MM

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of the Publisher's Proprietary Discount Code between ONIX 2.1 and ONIX 3.0.

31. PRICE

Definition

The amount of money set as consideration for sale of the product in question to an end user.

Business case

Any product record that doesn't have a price will not be usable. Even a price of $0 needs

to be indicated in the record.

Is this mandatory data?

Yes. Price data should be supplied for every product. Unpriced products should provide an indication of this by using one of the data options detailed below.

When should this data be supplied?

The price should be supplied 180 days prior to the on-sale date of a product. When price changes occur (before or after publication), updated prices should be sent in the next data transmission.

Advance notice of no less than a week should be given for price changes.

Notes for data recipients

Recipients need to be familiar with the terms under which they are trading with a given vendor in order to parse the applicable price. Recipient systems should be able to hold and use multiple prices with different effective dates.

Recipients should be able to take records with multiple prices, not just the price for their market.

Critical Data Point: It is recommended that data recipients process and display updates to this data point within two business days of, but not more than five business days after, receiving those updates from the publisher or vendor of the affected products. This includes the price type and the territory where the price applies.

The quality controls recipients place on incoming data might delay file processing beyond two business days, but it is nevertheless recommended that recipients make every effort to process this critical data point in a time frame as close as possible to two business days.

Notes on digital products

Vendors and publishers selling digital products needing frequent price changes should consider using ONIX 3.0, which enables block updates.

Effective dates for price should include a time and time zone.

Style and usage guide

For the purposes of this standard, "price" consists of the following components:

- **Price Type Code:** A code indicating (roughly) the terms of sale to which the price amount applies.

- **Price Amount:** A number with up to two places after the decimal point indicating the price (in currency units specified under *Currency code*) of a product.
- **Currency Code:** A code indicating the currency in which a given price is denominated.
- **Territory/Country Code:** An applicable price should be provided for every territory in which the product is available for sale.
- **If necessary, a date or date range:** The price may be applicable until a specific date, from a specific date, or between two dates.

An effective date should be provided for any price change. If a price is in effect for a temporary period of time, an expiration date for that temporary price (e.g., a promotional price) should be provided along with price that will succeed it. Effective dates should include a time and time zone.

A price-type qualifier should be used in instances in which there are different prices for different market sectors (e.g., an identical product with a different price for libraries versus retail outlets).

Note on tax

In most cases, a U.S. or Canadian trading partner will not come across the need to include tax in a price and therefore under normal circumstances should assume that the price is represented without tax or any subsequent tax breakdowns.

ONIX 2.1 guidelines

The price is mandatory data, and it should be sent as a part of the ***Price Composite*** data element. The Price Composite is included in the `<SupplyDetail>` composite and contains the information about unit price and discount.

Products with a price of zero (promotional material, free bookmarks, etc.) should *not* be submitted with a 0.00 value in the price amount. They should have their price data supplied in the Unpriced Item Type data element.

Reference name: `<Price>`

Short tag: `<price>`

The following are the data elements that should be used in the Price Composite:

PR.24.49 Price Type Code

Format: Fixed-length, 2 numeric digits

Code list: List 58

Reference name: <PriceTypeCode>

Short tag: <j148>

Example: 21

This data element is mandatory. A default price type should *not* be specified in the message header. Each price composite should contain a Price Type Code data element.

PR.24.63 Price Amount

Format: Variable-length real number, with explicit decimal point when required, maximum length 12 characters

Reference name: <PriceAmount>

Short tag: <j151>

Example: 18.99

PR.24.64 Currency Code

Format: Fixed-length, 3 letters

Code list: List 96 (ISO 4217 currency codes)

Reference name: <CurrencyCode>

Short tag: <j152>

Example: USD

PR.24.47 Unpriced Item Type

Format: Fixed-length, 2 numeric digits

Code list: List 57

Reference name: <UnpricedItemType>

Short tag: <j192>

Example: 01

ONIX 3.0 guidelines

There are no appreciable differences in the guidelines for and use of Price between ONIX 2.1 and ONIX 3.0.

32. CASE PACK/CARTON QUANTITY

Definition

A numeric value indicating the number of units of a given product that are packed in that product's standard shipping container.

Business case

Many trading partners of publishers prefer to purchase products by the case whenever possible, rather than by the individual unit. Having accurate data on carton quantity allows them to plan their inventory accordingly.

Is this mandatory data?

Yes, for all physical products. Every physical product should have a value in this data element. There should not be any physical products that are not available for purchase in case packs.

When should this data be supplied?

Case Pack data should be supplied 180 days prior to the on-sale date of a product, or as soon as possible thereafter. If applicable, updates to Case Pack/Carton Quantity should be made as soon as they are known.

Notes for data recipients

There are no particular best practices of note for receivers of this element.

Notes on digital products

This data element is not applicable to digital products.

Style and usage guide

The quantity should always be a whole number (an integer) and should (in almost all cases) be greater than one.

ONIX 2.1 guidelines

The Pack or Carton Quantity element is part of the <SupplyDetail> composite.

PR.24.44 Pack or Carton Quantity

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: <PackQuantity>

Short tag: <j145>

Example: 24

ONIX 3.0 guidelines

As is the case with ONIX 2.1, this element is part of the <SupplyDetail> composite.

P.26.41 Pack or Carton Quantity

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: <PackQuantity>

Short tag: <j145>

Example: <PackQuantity>54</PackQuantity>

<j145>54</j145>

APPENDIX A: GENERAL RECOMMENDATIONS FOR DATA RECIPIENTS

Data recipients should consider it critical to keep the following data points current; updates should ideally occur within two (2) business days of, but not more than five (5) business days after, receiving updates from the supplier of the affected record.

The criticality involves those data points that are consumer-facing:

1. Product Identifier
2. Publication Date and Strict On Sale Date
3. Locally applicable Price
4. Territorial Rights
5. Publisher Status Code
6. Product Availability Code
7. Digital Image of Product
8. Title (including subtitle)
9. Contributor

The following general guidelines are recommended best practices for data recipients:

a) Data recipients should have a clearly defined system for contacting their organization regarding product data.

b) Data recipients should acknowledge that files have been received.

c) Data recipients should establish a service level for file processing.

d) Data recipients should provide data suppliers with a clear statement of their practices for processing and displaying data.

e) Data recipients should use delta files on a regular basis instead of full weekly files.

f) Recipients should, upon request of the data owner, identify the source of data from suppliers other than the data owner.

g) Data recipients (at the request of a data supplier) should allow data owners' data feeds to overwrite data that was manually entered by the

recipient.

h) Data recipients should provide facilities for "emergency" updates— that is, within *one business day* of a data supplier's request; an acknowledgment that the update was (or was not) made should be provided to the data supplier within *one business day*.

i) Data recipients should have a clear policy for releasing embargoed title data.

j) Publications whose release has been postponed indefinitely should be made active again upon the receipt of updated status data from the data supplier.

k) Publications that are postponed indefinitely or canceled should not be displayed on consumer-facing catalog systems.

l) Products that are marked with a Notification Type of "Delete" should be removed from sale on consumer-facing catalog systems.

m) Products that are marked as being for sale only in certain markets or sales outlets should not be sold outside those markets or sales outlets.

n) Data recipients should not display, on any consumer-facing catalog systems, data on products whose release date is more than two years in the future.

o) Data recipients should provide mechanisms for suppliers to view or compare data.

p) Data recipients are encouraged, when possible, to report changes in, or additions tometadata, back to the original supplier of that metadata.

q) Data recipients should document which systems are updated from the data sent by data suppliers.