

Best Practices for Product Metadata

Guide for North American Data
Senders and Receivers

June 1, 2015

FEATURES

Updated to provide more ONIX 3.0 examples & guidelines

Reflects the changing requirements of publishers & booksellers

Covers both US & Canadian markets

Includes best practices for both senders & receivers



Developed in cooperation with BookNet Canada



Best Practices for Product Metadata

Guide for North American Data
Senders and Receivers

JUNE 1, 2015

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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 and Release 3.0.2, © 2014; *ONIX for Books Implementation and Best Practice Guide* © 2011-2014; and *ONIX Code Lists, Issue 21*, © April 2013, and Issue 24, © January 2014.

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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 ebooks 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. Ebook 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 workflows, and we will update these best practices frequently in order to keep them relevant to the changing business environment.

Additionally, with the official sunset of the ONIX 2.1 standard on December 31, 2014, there is increased pressure on trading partners in North America to begin accepting and sending ONIX 3.0, for both international and domestic trade. In the most recent revision, new material was added to provide additional guidance for understanding and incorporating the changes introduced with ONIX 3.0.

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. **Product Block:** Because ONIX 3.0 groups information in blocks, all data elements are grouped under the appropriate block heading. Blocks allow updates to be sent without resending a complete record.
2. Definition and background.
3. The Business case for supplying this data element.
4. **Data Requirement:** 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.)

5. Schedule: When, in the life cycle of a product, should this data element be supplied?
6. Notes for data recipients on this data element.
7. Notes on the applicability and use of this data element for digital products.
8. Style and usage guide.
9. ONIX 3.0 guidelines for this data element.
10. ONIX 2.1 guidelines for this data element.

GENERAL TECHNICAL GUIDELINES AND BEST PRACTICES

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](#). We do recommend that you refer to those resources for additional ONIX 2.1 or 3.0 guidance.

1. 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.
2. The use of deprecated data elements and code list values cannot be considered best practices, no matter how common some such practices might be.
3. 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.
4. 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.

5. 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.
6. 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.
7. Finally, the document has been revised to prioritize guidance on supplying data in ONIX 3.0. ONIX 2.1 was officially sunset on December 31, 2014, at which time EDItEUR removed the online DTD/XSD XML validation tools from their website and began to archive ONIX 2.1 documentation. Because ONIX 2.1 is still in common use in North America, support for changes to ONIX 2.1 Code lists will continue through the end of 2015. However, the official sunset of ONIX 2.1 increases the immediate need for data providers and recipients to transition to ONIX 3.0 to avoid potential friction with their trading partners, both international and domestic. For data senders, recipients currently able to receive both 2.1 and 3.0 may at some point stop accepting 2.1, or may prioritize ingestion of 3.0 data. Additionally, data recipients can expect to receive more requests from trading partners looking to supply data in ONIX 3.0. Therefore, guidance has been added to assist organizations using only ONIX 2.1 or earlier to ensure that a plan for migration to ONIX 3.0 is in place.

Note: If your organization's ONIX applications rely on access to ONIX 2.1 DTD and XSD files formerly hosted on the EDItEUR website, you must enable a workaround to avoid failures. Avoiding such failures is straightforward, but requires the use of a local copy of the various DTD and XSD files. There are many ways to implement this workaround; instructions can be found on the EDItEUR website at: http://www.editeur.org/files/ONIX%202.1/ONIX_2.1_local_DTD_and_XSD_instructions.pdf

A brief introduction to ONIX 3.0, which includes a summary of the key changes, can be found at: http://www.editeur.org/files/ONIX%203/Introduction_to_ONIX_for_Books_3.0.2.pdf

PRODUCT RECORD

This group of data elements, including Product identifier and Barcode – sometimes informally known as ‘block zero’) – is required in ONIX 3.0, as it contains the information that identifies the record and the product to which the record refers.

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 to uniquely identify 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, 12, 13, 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 should be avoided; 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/pol-1101-best-practices-identifying-digital-products>

BISG's Guide to Identifiers

<https://www.bisg.org/guide-identifiers-0>

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:

<https://www.isbn-international.org/content/isbn-users-manual>

The ISBN-13 and other GTINs/EANs should always be presented without spaces or hyphens in data feeds, even though they are often *displayed* with spaces or hyphens.

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 barcode, if it is a physical product.

One point to note: the Product identifier is not the same thing as the ONIX Record reference. Although it is common practice, it is not a best practice to use the ISBN or another product identifier as a Record reference (`<RecordReference>` or `<a001>`). The ONIX Specification contains this about the Record reference:

For every product, you must choose a single record reference which will uniquely identify the Information record which you send out about that product, and which will remain as its permanent identifier every time you send an update. It doesn't matter what reference you choose, provided that it is unique and permanent. This record reference doesn't identify the *product* – even though you may choose to use the ISBN or another product identifier as a part or the whole of your record reference – it identifies *your information record about the product*, so that the person to whom you are sending an update can match it with what you have previously sent. A good way of generating references which are not part of a recognized product identification scheme but which can be guaranteed to be unique is to preface a product identifier number with a reversed Internet domain name which is registered to your organization (reversal prevents the record reference appearing to be a resolvable URL).

ONIX 3.0 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:

P.2.1 Product Identifier Type Code

Format: Fixed-length, 2 numeric digits

Code list: [List 5](#)

Reference name: `<ProductIDType>`

Short tag: `<b221>`

Examples of useful codes from list 5 include:

01 Proprietary

For example, this could be a publisher 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 known as EAN-13)

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

and GTIN-13, even when the ISBN-13 and GTIN-13 are the same. For more information about the GTIN go to: <http://www.gtin.info>

04 UPC/Universal Product Code Number (12 digits)

This value is mandatory for any product that bears a UPC-12 barcode. Data suppliers should note that the UPC-12 number they provide (and embed in a barcode) 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)

If present, the DOI should be provided in addition to other identifiers. DOIs are governed by the International DOI Foundation, which states, “The DOI name does not replace, nor is an alternative for, an identifier used in another scheme [such as ISBN-13].” For more information about the DOI please visit: <http://www.doi.org>

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

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

“GTIN-14 is a package level identifier. For instance, placing a zero in front of an ISBN creates a GTIN-14 that indicates a single unit. Other leading numbers, agreed to between trading partners, could indicate a carton or pallet of books.”

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.

P.2.3 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 2.1 Guidelines

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

2. BARCODE INDICATOR

Definition

A code list value that describes the type (symbology) and placement of a barcode encoding the Product Identifier appearing on a product and the physical position of those barcode(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 barcode. Most distribution centers and retail stores rely on the scanning of barcodes in order to manage inventory and track sales. Knowing what barcode 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 if and how it is bar-coded.

When should this data be supplied?

Information about barcodes 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 barcode.

For more information, visit the BISG website at:

<http://www.bisg.org/labels-barcodes>

Notes on digital products

No barcode is needed for purely digital products.

Style and usage guide

A GTIN-13 (also known as Bookland EAN) barcode should be used for all physical book products. Non-book products may carry a non-GTIN-13 or UPC-12 barcode.

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 pre-publication print titles is not a best practice.

Barcodes are generally positioned on the outside of a product to enable easy scanning; the best practice is to place the barcode 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 barcodes should never be used on cover four; if two barcodes are needed, the GTIN-13 barcode should appear on cover four and any other barcode should appear on cover three (the inside back cover). A second EAN code can be added to cover two (the inside front cover) for products that allow strippable returns.

Increasingly, publishers and other data senders are also including two-dimensional barcodes, 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 codes are generally not used to encode identifiers and should never replace a GTIN-13 barcode. For more information, visit the BISG website at:

<http://www.bisg.org/labels-barcodes>

ONIX 3.0 guidelines

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

P.2.4. Barcode type

Code list: [List 141](#)

Reference name: **<BarcodeType>**

Short tag: **<x312>**

Example: **11** GTIN-13 barcode (including 'Bookland' ISBN barcodes)

Example: **00** Not barcoded

P.2.5 Position on product

Code list: [List 142](#)

Reference name: **<PositionOnProduct>**

Short tag: **<x313>**

Example: **01** On cover 4

ONIX 2.1 guidelines

In contrast to ONIX 3.0, ONIX 2.1 uses a single code from list 6 to specify both the symbology of the barcode and its position on the product.

As in ONIX 3.0, the Barcode Indicator is a repeatable element if the product carries two or more barcodes from different recognized schemes. Again, the absence of this field does *not* mean that a product is not bar-coded; therefore, for physical products without a barcode, a positive indication of, "not bar-coded" is strongly encouraged.

PR.2.10

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)

PRODUCT DESCRIPTION (BLOCK 1)

This block covers data elements that are essentially part of the factual description of the form and content of the product.

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 193.

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 ebook” 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>`].

Note: in ONIX 3.0 the digital format codes EA, EB, EC or ED from list 150 should be accompanied by a product form detail code E1xx from list 175.

Style and usage guide

Following are examples 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. The size and type of a paperback, for example, can vary greatly from a small ‘mass-market’ paperback to the much larger ‘trade paperback’ and distinguishing between these can be very important for the data receivers. 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.

Examples (using ONIX 3.0 and 2.1 codes, unless otherwise noted):

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*)

Ebook 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*) (ONIX 3.0 only)

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 3.0 only*)

ONIX 3.0 and 2.1 guidelines

There are no great differences in the guidelines for and use of Product Form between ONIX 2.1 and ONIX 3.0 for physical products, aside from **<ProductComposition>** tag which is not included in 2.1. There are, however, two different code lists for Product Form and Product Form Details. For ONIX 3.0, refer to code list 150 for formats and for ONIX 2.1 refer to code list 7. For Product Form details refer to list 175 for ONIX 3.0 and list 78 for ONIX 2.1).

For digital products, there are significant differences: 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

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

P.3.1 Product Composition (there was no equivalent in ONIX 2.1)

Format: Fixed-length, 2 letters

Code list: [List 2](#)

Reference name: **<ProductComposition>**

Short tag: **<x314>**

Example: **00** **Single-item Product**

P.3.2 Product Form Code

Format: Fixed-length, 2 letters

Code list: [List 150 \(3.0\)](#) (n.b. [ONIX 2.1 used list 7](#))

Reference name: **<ProductForm>**

Short tag: **<b012>**

Example: **BB** **Hardcover Book**

P.3.3 Product Form Detail

Definition

Repeatable

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

Code list: [List 175 \(ONIX 3.0\)](#) (n.b. ONIX 2.1 used [list 78](#))

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 Format that is too specific to be covered in the `<ProductForm>` and `<ProductFormDetail>` elements combined. It is used to describe such features as binding, color, font, DVD regions, warnings about choking hazards (CPSIA and EU), paper certification schemes, e-publication file formats, operating systems, e-publication accessibility features for print-impaired readers. These elements are optional for the purposes of this standard, but publishers of specialized products may require that these data elements be present in order for those products to be accurately described.

P.3.4 Product Form Feature Type

Format: Fixed-length, 2 letters

Code list: [List 79](#)

Reference name: `<ProductFormFeatureType>`

Short tag: `<b334>`

Example: `02 Page Edge Color`

P.3.5. Product Form Feature Value

Definition

Repeatable

Format: Dependent on the scheme specified in `<ProductFormFeatureType>`

Code list: Dependent on the scheme specified in `<ProductFormFeatureType>`

For publishers who incorporate accessibility features in their digital products, use this data element and add a value from [List 196](#).

For publishers of childrens' books and products, use this element to add any

choking or safety hazard warnings from [List 143](#) (CPSIA choking hazard) and [List 184](#) (EU Toy Safety).

For bible publishers, use this element and add values from [List 98](#) (binding or page edge color) and [List 99](#) (for special cover material).

Reference name: `<ProductFormFeatureValue>`

Short tag: `<b335>`

Example: `BLK Black Color`

If the code used in `<ProductFormFeatureValue>` does not adequately describe the feature, a short text description can be added using P.3.6. `<ProductFormFeatureDescription>` `<b336>`. This can be repeated in different languages in ONIX 3.0, providing you add the language attribute. So, for example, details of a warning can be sent in the same file in English, Spanish and French.

Content Type

Defines the content types included in a digital product. For example, if a digital publication is composed of text with audio and video content, the primary text content as well as supplementary audio and video content can be uniquely described. (Note: in ONIX 2.1, there is no way to distinguish between primary and supplementary content types.)

P.3.10 Primary Content Type

(The main or the only content type.)

Format: Fixed-length, 2 letters

Code list: [List 81](#)

Reference name: `<PrimaryContentType>`

Short tag: `<x416>`

Example: `10 Eye-readable Text`

P.3.11 Product Content Type Code

(All other types of content in a digital product).

Format: Fixed-length, 2 letters

Code list: [List 81](#)

Reference name: `<ProductContentType>`

Short tag: <b385>

Example: 26 Video recording of a reading

4. WEIGHT AND DIMENSIONS (MEASURE)

Definition

Length or height, width, depth or thickness of a physical product.

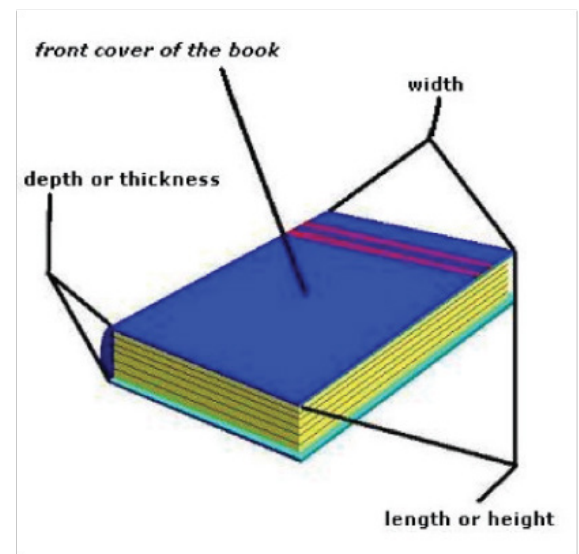
Please refer to the diagram at the right for the correct reference points to use in determining the dimensions of a book-type (or similar) product.

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".

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.



For Canada (and the rest of the world)...

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 3.0 and 2.1 guidelines

There are no significant differences between ONIX 2.1 and 3.0 for dimensions except that in ONIX 3.0, `<Measure>` was relocated within the message to appear adjacent to other details of physical format. `<MeasureTypeCode>` in 2.1 has been renamed `<MeasureType>` in 3.0; short tag `<c093>` in 2.1 has become `<x315>` in 3.0. The code lists remain the same.

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

Definition

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:

P.3.12 Measure Type Code

Definition

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: `<MeasureType>`

Short tag: `<x315>`

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

- 01 Height
- 02 Width
- 03 Thickness
- 08 Unit weight

P.3.13 Measurement

Definition

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

P. 3.14 Measure Unit Code

Definition

An ONIX code indicating the measure unit in which dimensions are expressed.

Format: Fixed-length, 2 letters

Code list: [List 50](#)

Reference name: `<MeasureUnitCode>`

Short tag: `<c095>`

Example: in inches

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 was not a part of ONIX 2.1 (see ONIX 2.1 guidelines below for work-around).

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

A code taken from the ISO list 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.

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 code, see [List 91](#)

Reference name: `<CountryOfManufacture>`

Short tag: `<x316>`

Example: `US United States`

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, then 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)

Definition

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.

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

Code list: ISO 3166-1 two-letter country code, see [List 91](#)

Reference name: `<CountryOfManufacture>`

Short tag: `<x316>`

Example: `<CountryOfManufacture>US</CountryOfManufacture>`

ONIX 2.1 guidelines

Suppliers of this data should use the “OtherText” composite, using value 99 from code [List 33](#) for <OtherTextType>, and <Text> should contain 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

6. DIGITAL RIGHTS MANAGEMENT (DRM)/ USAGE CONSTRAINTS/ DIGITAL PRODUCT LICENSE

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 products

This data element is applicable only to digital products.

Style and usage guide

Elements named `<Epub...>` in ONIX are not limited to use with EPUB-format ebooks but rather refer to all formats of ebooks.

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.

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.

The `<EpubTechnicalProtection>` and `<EpubUsageConstraint>` composites should be used to describe the file that the retailer will send to the end customer and NOT the file the publisher will send to the retailer or retail platform.

Some types of digital publications 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.

Note that there are no default usage rights or constraints: if no usage constraints are specified in the Product record, it means only that there is no information, and does not imply an unconstrained usage right. Data providers should aim to specify at least those usages and constraints that vary between products on the 'retail platform' the product will be sold through.

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 00 from [List 144](#) in the `<EpubTechnicalProtection>` field.

One unusual feature of many digital publications is that the range of possible uses or potential constraints may change post-publication, as the technical capabilities of the reading

platform may be modified through software upgrades. For example, the addition of text-to-speech or temporary lending to a platform may affect prior purchases on that platform. But there needs to be a clear understanding of whether any capability or constraint is associated with the reading platform or the product. Where these new capabilities are 'optional', and controllable at a per-product level, they should be specified in an ONIX (update) message, whether the publisher of the product chooses to opt in or opt out of enabling the new feature. Where these capabilities are added to all products on that platform, without any 'opt-out' or per-product control, then no change to ONIX metadata is required: the new capability is a reading platform feature, rather than an attribute of the product.

Similarly, capabilities and constraints may in some cases be somewhat platform-specific, even for a single product usable with multiple reading platforms. Where the same product is usable on multiple reading platforms, a constraint that is wholly related to the platforms should not be listed. For example, for a single product that is usable with two ebook reading platforms, where text-to-speech is enabled for all products without exception on one platform, but is completely unavailable on the other – perhaps because that platform lacks audio output of any kind – text-to-speech should not be included in the list of constraints.

ONIX 3.0 guidelines

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

P.3.16 Digital product technical protection

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.

P.3.17 Usage type (digital products)

Format: Fixed-length, 2 digits

Code list: [List 145](#)

Reference name: [<EpubUsageType>](#)

Short tag: [<x318>](#)

Example: [05 Text-to-Speech](#)

P.3.17 Usage status (digital products)

Format: Fixed-length, 2 digits

Code list: [List 145](#)

Reference name: [<EpubUsageStatus>](#)

Short tag: [<x319>](#)

Example: [02 Prohibited](#)

ONIX 2.1 Guidelines

DRM/Usage Constraints are **not** supported in ONIX 2.1.

ONIX 3.0 ONLY: Digital Product License

This composite can be used to deliver details of the license terms for a digital product. The license must have a name or title, and if the license is available on the Internet, a link to the actual license may be provided (there may be several links to different expressions of the same license, such as a link to a legal document and a separate link to a summary intended for consumers).

Links to machine-readable license expressions (for example, using [ONIX-PL](#)) are likely to become valuable in the future, particularly in library contexts.

Note: For details of license keys or codes that are “sold,” please refer to EDItEUR’s document about digital products (see above) and see the three product codes on [List 150](#):

1. [LA Digital product license](#): Digital product license (delivery method not encoded).
2. [LB Digital product license key](#): Digital product license delivered through the retail supply chain as a physical “key”, typically a card or booklet containing a code enabling the purchaser to download the associated product.
3. [LC Digital product license code](#): Digital product license delivered by email or other electronic distribution, typically providing a code enabling the purchaser to upgrade or extend the license supplied with the associated product.

Example

An ebook with certain usage limits enforced by DRM, and a link to the license

```

<EpubTechnicalProtection>03</EpubTechnicalProtection> (Adobe DRM)
<EpubUsageConstraint>
  <EpubUsageType>05</EpubUsageType> (Text-to-speech)
  <EpubUsageStatus>01</EpubUsageStatus> (Permitted unlimited)
</EpubUsageConstraint>
<EpubUsageConstraint>
  <EpubUsageType>03</EpubUsageType> (Copy/paste)
  <EpubUsageStatus>02</EpubUsageStatus> (Permitted subject to limit)
  <EpubUsageLimit>
    <Quantity>10</Quantity>
    <EpubUsageUnit>05</EpubUsageUnit> (Percentage)
  </EpubUsageLimit>
</EpubUsageConstraint>
<EpubUsageConstraint>
  <EpubUsageType>06</EpubUsageType> (Lend)
  <EpubUsageStatus>02</EpubUsageStatus> (Permitted subject to limit)
  <EpubUsageLimit>
    <Quantity>1</Quantity>
    <EpubUsageUnit>10</EpubUsageUnit> (Times)
  </EpubUsageLimit>
  <EpubUsageLimit>
    <Quantity>14</Quantity>
    <EpubUsageUnit>09</EpubUsageUnit> (Days)
  </EpubUsageLimit>
</EpubUsageConstraint>

```

```

    </EpubUsageLimit>
</EpubUsageConstraint>
<EpubLicense>
    <EpubLicenseName>MyPublisher EULA v3</EpubLicenseName>
    <EpubLicenseExpression>
        <EpubLicenseExpressionType>01</EpubLicenseExpressionType>
        (Human readable)
    <EpubLicenseExpressionLink>http://www.mypublisher.com/licenses/EULA_
    v2.pdf</EpubLicenseExpressionLink>
    </EpubLicenseExpression>
</EpubLicense>

```

Note: The `<EpubLicense>` composite is not only applicable to Creative Commons and other proprietary open access licenses; it may also be used for commercial and limited licenses as well. However, for open access and other free at the point of use digital products only, an open access statement should always be provided in P.14: descriptions and other supporting texts (use `<TextType>` code 20). Presence of this statement acts as a flag to indicate that the product is open access, and the statement text can be displayed as a one-line summary of the license terms. For limited and commercial licenses, there should be no open access statement. Open access materials would typically also name the funder(s) in the `<Publisher>` composite, and be unpriced. They may also specify a location from which the digital product can be downloaded. The `<Website>` composite might link to a repository managed by the author, funder, publisher, supplier or another party, and the composite should be used in the appropriate context.

7. PRODUCT PARTS / NUMBER OF PIECES

Definition

The number of pieces element is the actual number of physical components comprised in a single product.

Business case

Accurate data on the number of pieces and the contained items 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 and product parts 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 3.0 guidelines

When describing products with multiple parts in ONIX 3.0, **<ProductComposition>** (using codes 10, 11, 30 or 31 from [List 2](#)) and the relevant **<ProductForm>** codes (see Format section above) to 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.

See EDItEUR's ONIX 3.0 Implementation and Best Practice Guide for how to specify Product Parts (refer to P.4.):

<http://www.editeur.org/93/Release-3.0-Downloads/#Best%20practice>

There are two ways of expressing the number of articles that make up any product in ONIX 3.0, depending on the composition of the product:

1. P.4.12 Number of Items of a Specified Form (product part)

Definition

Should be used only when a single <ProductPart> composite is used to describe several different – but undifferentiated – items of identical product form included within a multi-item product. The most common use case would be in describing a product such as a boxed set comprised of several volumes that are not themselves available individually. Note that if the items are available separately, they would each have product identifiers, and so in describing the boxed set, separate <ProductPart> composites for each volume (and each of those with <NumberOfCopies> set to 1) would be more appropriate.

Format: Variable-length integer, maximum four digits

Reference name: <NumberOfItemsOfThisForm>

Short tag: <x322>

Example: 3

2. P.4.13 Number of Copies (product part)

Definition

Should be used when a <ProductPart> composite is describing a particular item within a multi-item product (there may be one or several copies of that particular item within the multi-item product). There would normally be a <ProductIdentifier> composite within the <ProductPart> composite.

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

Reference name: <NumberOfCopies>

Short tag: <x323>

Example: 24 24 copies of a single item in e.g. a classroom pack of textbooks

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, because in ONIX 3.0, they are all handled in the same way. *Trade packs*, which will be broken up so that the contents can be retailed singly, are *not* multiple-item retail products.

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

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 (equivalent of product Part in ONIX 3.0).

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).

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

Definition

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

Definition

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`

8. COLLECTIONS: SERIES, SETS, AND BUNDLES

Collections in ONIX 3.0

The description of products that are sets, parts of sets and/or parts of series has been a recognized problem area in ONIX for Books through all past releases. ONIX 3.0 takes a fresh approach, which aims to provide simpler, more comprehensive and less ambiguous criteria for determining the elements that need to be included in the ONIX Product record. Sets, series,

collections, etc. are all treated in the same manner in ONIX 3.0.

A major change is that ONIX 3.0 recognizes two major types of collections: 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 the concept of both ‘series’ and ‘sets’ that are used in ONIX 2. This is a collective identity that has been prescribed by the publishers. The details of this type of collection will usually appear formally on the product’s title page.

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. This is usually an ad hoc grouping of products created for marketing or merchandising reasons. There is also an ability to specify the source of this collection.

(See code [List 148](#) for all the types of collection in ONIX 3.0)

ONIX 3.0’s Collection is similar to ONIX 2.1’s Set composite (see ONIX 2.1 below), but with a number of added elements and structures to allow sequencing to be specified. Like in Sets, an identifier can be named, and Collection embeds a repeatable Title Composite for an optional collection title (when the “Collection Title” and the “Title [Distinct Title]” are the same, usually there is no need to include the “Collection Title”). The sequencing and repeatable title allows title levels to be expressed with great clarity.

Collection Identifiers (see ONIX code [List 13](#)) are a valuable way to ensure consistency in the presentation and use of Collection data. Use of a unique code for each collection will help data receivers in the management of the display of a publishers’ collection.

A Collection Sequence composite allows the ordinal position of ordered collections to be specified. 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). See ONIX code [List 197](#) for the types of sequence that can be sent. This is a purely numerical field.

ONIX 3.0 also has a distinct `<PartNumber>` code, which can be sent in either the title element of the `<Collection>` composite (P.5) or the product `<TitleDetail>` composite (P.6). Part number can be used to send just a number, or a text and a number:

Part number: `<PartNumber>17</PartNumber>`

Text and number: `<PartNumber>Volume 17</PartNumber>`

`<PartNumber>Book 4</PartNumber>`.

It is preferable to use this separate element rather than sending the volume/part number as part of the main title or subtitle.

The use of Collection Sequence number and Part Number together replace the ONIX 2.1

elements of `<NumberWithinSeries>` and `<ItemNumberWithinSet>`, without having to declare if it is a Set or a Series.

Many series do not number 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.

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

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

Definitions

Collection

In ONIX 3.0, a collection is any group of two or more items that has some attribute(s) in common (e.g. that it is sometimes retailed as a group or that it has a group identity which is also part of the identity of each member). In other words, a collection as defined here includes what are traditionally thought of as sets and what are traditionally thought of as series, as well as any other meaningful group of items.

Publisher collection

A publisher collection is a bibliographic collection to which the publisher assigns a collective identity, either on the products themselves, or in product information for which it is responsible (again, Penguin Modern Classics is a clear example).

Ascribed collection

An ascribed collection is a bibliographic collection to which someone other than the publisher (typically a metadata aggregator) assigns a collective identity. (For example, among the novels of Tony Hillerman, there are several that feature the same protagonists, Joe Leaphorn and Jim Chee. The publisher does not give them a series identity, but in retailer databases they may carry an ascribed identity (Joe Leaphorn and Jim Chee Series.) The source of an 'ascribed collection' should be described in the `<SourceName>` element (see below).

Bibliographic collection

A bibliographic collection is a collection to which an identity is ascribed that is also part of the bibliographic description of each member (e.g. Penguin Modern Classics).

Sub-collection

*A sub-collection is a group of any two or more items within a bibliographic collection to which an additional, subsidiary, identity is ascribed which is also part of the bibliographic description of each member (e.g. in *A History of Western Europe, Part II: The Dark Ages, Volume I: After Rome*, the complete *History of Western Europe* is a bibliographic collection, and the volumes in *Part II: The Dark Ages* are a sub-collection).*

Note: Bundles can be defined as a group of individually titled and available books sold as a group for marketing purposes. They 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.

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 collective identity as part of a series, set, or bundle allows the title to be effectively discovered, marketed, and sold. In the case of titles in a publisher's collection, failing to indicate that a title is part of that collection can result in lost sales, as readers will not be able to reliably identify all titles in that series of books.

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

Successive titles in any *Publishers Collection* can be marketed and sold as standing orders or via subscriptions. Booksellers and librarians must receive accurate and consistent metadata

about a title's relationship to a *Publishers Collection* in order to correctly process and deliver standing orders. Collection metadata also allows a description to exist that defines a publishing project as a clearly defined unit.

Bundles and other multi-item products provide a flexible means for publishers to capitalize on interest in a series, an author, a character or a subject, while consumers may gain an opportunity to save by buying multiple items (for example by selling digital and physical formats together). 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, it is best practice to provide the *Publishers Collection* name for every product that is published as a part of a bibliographic collection, and the sequence number for every product that is published as a part of a numbered collection.

In Canada and some other markets, an indication must be given for products that are not part of any form of *Collection* (see `<NoCollection/>` indicator below under ONIX 3.0 guidelines).

When should this data be supplied?

Collection 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 *Collection* block 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 collection titles, unless specified by the data sender in the *Title* element of the *Collection* block.

Notes on digital products

Generally, guidelines for this data element group do not differ between digital and physical products, but digital bundles may 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. Such bundles should be designated as Combined editions (often termed omnibus editions) in `<EditionType>`. Data senders using ONIX 3.0 may use *Product Parts* (if the content of

the bundle is not combined into a single file), and *Content Detail* to describe the titles that make up the digital bundle. Content Detail is more flexible and is preferred; it allows richer information about each item in the bundle to be included. Data senders should also use the *Related Products* composite to relate individual books with their equivalents within the bundle (and *vice versa*).

Style and usage guide

The title of the publisher's prescribed collection in the metadata should agree with the title of the collection on the book title page or associated with the digital file. Collection titles should ideally be unique and should function independently to describe the group of titles in that collection. The title of the collection should not be displayed in the title or subtitle field but in a clear and distinct collection field.

ONIX 3.0 guidelines

Collection Composite

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

Reference name **<Collection>**

Short tag **<collection>**

P.5.1 Collection type code

An ONIX code indicating the type of a collection: publisher collection, ascribed collection, or unspecified.

Format: Fixed-length text, two digits

Code list: [List 148](#)

Reference name: **<CollectionType>**

Short tag: **<x329>**

Example **10 Publisher Collection**

P.5.2 Source name

If the **<CollectionType>** code indicates an *ascribed collection*, this element may be used to carry the name of the organization responsible.

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

Reference name: **<SourceName>**

Short tag: `<x330>`

Example: `<SourceName>Bowker</SourceName>`

Collection Identifier Composite

A repeatable group of data elements that 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>`

P.5.3 Collection identifier type code

An ONIX code identifying a scheme from which an identifier in the `<IDValue>` element is taken

Format: Fixed-length text, two digits

Code list: [List 13](#)

Reference name: `<CollectionIDType>`

Short tag: `<x344>`

Example: `<x344>02</x344> ISSN`

P.5.4 Identifier type name

Definition

The name that identifies the proprietary scheme from which the code is taken if this is not a code scheme recognized as a standard with its own code in list 13. So it is used when, and only when, the code in the `<CollectionIDType>` field indicates a proprietary scheme (that is 01).

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

Reference name: `<IDTypeName>`

Short tag: `<b233>`

Attributes: language

Example: `<b233>Springer</b233>`

P.5.5 Identifier value

Definition

An identifier of the type specified in the `<CollectionIDType>` field.

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

Reference name: `<IDValue>`

Short tag: `<b244>`

Example: `<b244>12345678</b244>`

Collection Sequence Composite

An optional and repeatable group of data elements that indicate an 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.

This composite can be used to indicate the sequence of products in a collection when this might not be clear from the title. It can also be used to clarify the order when it is made complex through the addition of 'prequels', when the publication order is not the same as the narrative order, or providing an original publication order when a series is republished simultaneously. Multiple orders (of different types) can be provided for the same collection – for example providing both a narrative order and original publication order for a series such as *The Chronicles of Narnia*.

Reference name: `<CollectionSequence>`

Short tag: `<collectionsequence>`

P.5.5a Collection sequence type

Definition

An ONIX code identifying the type of ordering used for a product's sequence number within the collection.

Format: Fixed-length text, two digits

Code list: [List 197](#)

Reference name: `<CollectionSequenceType>`

Short tag: `<x479>`

Example: `<x479>03</x479>` Order Of Publication

`<x479>04</x479>` Narrative Order

P.5.5b Collection sequence type name

Definition

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.

Format: Variable length text, suggested maximum length 50 characters

Reference name: `<CollectionSequenceTypeName>`

Short tag: `<x480>`

Attributes: language

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

P.5.5c Collection sequence number

Definition

A number that 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 (i.e. there are both collection and sub-collection title elements)

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>`

Example: `<CollectionSequenceNumber>2.4</CollectionSequenceNumber>`

Title Detail Composite

A repeatable group of data elements that 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 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>`

P.5.6 Title type code

Definition

An ONIX code indicating the type of a title.

Format: Fixed-length text, two digits

Code list: [List 15](#)

Reference name: `<TitleType>`

Short tag: `<b202>`

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>`, `<NoPrefix/>` together with `<TitleWithoutPrefix>`, 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 sub-collection 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>`

P.5.6a Title element sequence number

Definition

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>

Example: <b034>2</b034>

P.5.7 Title element level

Definition

An ONIX code indicating the level of a title element: collection level, sub collection level, or product level.

Format: Fixed-length text, two digits

Code list: [List 149](#)

Reference name: <TitleElementLevel>

Short tag: <x409>

Example: <x409>02</x409> Collection Level

P.5.8 Part number

Definition

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

Format: Variable-length text, suggested maximum 20 characters

Reference name: <PartNumber>

Short tag: `<x410>`

Example: `<PartNumber>Volume 17</PartNumber>`

P.5.9 Year of annual

Definition

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).

Format: Variable-length text, suggested maximum 20 characters

Reference name: `<YearOfAnnual>`

Short tag: `<b020>`

Example: `<b020>2009</b020>`

P.5.10 Title text

Definition

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

Format: Variable-length text, suggested maximum 300 characters

Reference name: `<TitleText>`

Short tag: `<b203>`

Attributes: collationkey, language, textcase

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

P.5.11 Title prefix

Definition

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, e.g. in library systems and in some bookshop databases.

Format: Variable-length text, suggested maximum 20 characters

Reference name: `<TitlePrefix>`

Short tag: `<b030>`

Attributes: collationkey, language, textcase

Example: `<TitlePrefix language="eng">The</TitlePrefix>
<TitleWithoutPrefix>Chronicles of Narnia</
TitleWithoutPrefix>`

P.5.11a "No prefix" indicator

Definition

An empty element that provides a positive indication that a title element does not include any prefix that is ignored for sorting purposes. Optional and non-repeating, and must only be used when `<TitleWithoutPrefix>` is used and no `<TitlePrefix>` element is present.

Format: XML empty element

Reference name: `<NoPrefix/>`

Short tag: `<x501/>`

Example: `<NoPrefix/>
<TitleWithoutPrefix>Focus on Physics</TitleWithoutPrefix>`

P.5.12 Title text without prefix

Definition

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

Format: Variable-length text, suggested maximum 300 characters

Reference name: `<TitleWithoutPrefix>`

Short tag: `<b031>`

Attributes: collationkey, language, textcase

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

P.5.13 Subtitle

Definition

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.

Format: Variable-length text, suggested maximum 300 characters

Reference name: `<Subtitle>`

Short tag: `<b029>`

Attributes: collationkey, language, textcase

Example: `<Subtitle textcase="02">The Russian Revolution</Subtitle>`

P.5.13a Collection Title Statement

Definition

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. If XHTML is enabled in this element see *Using XHTML, HTML or XML with ONIX text fields*.

Reference name: `<TitleStatement>`

Short tag: `<x478>`

Attributes: language, textformat

P.5.64 “No Collection” Indicator

Definition

An empty element that provides a positive indication that a product does not belong to a collection (or ‘series’). This element is intended to be used in an ONIX accreditation scheme to confirm that collection information is being consistently supplied in publisher ONIX feeds. Optional and non-repeating. Must only be sent in a record that has no instances of the <Collection> composite and has no collection level title elements in Group P.6.

Format : XML empty element

Reference name : <NoCollection/>

Short tag: <x411/>

The P.5.64 <NoCollection/> indicator is the equivalent to the ONIX 2.1 “NoSeries” indicator.

ONIX 2.1

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 two or more books, such as the novels by Jonathan Kellerman featuring Alex Delaware 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.

Definitions for distinct ONIX 2.1 elements

Series:

An indefinite number of products, published over an indefinite time period and grouped together under a series name or 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 primarily publisher creations used for promotion.

Series Number:

The number of an individual product in a numbered series.

Set, 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.

Style and usage guide for ONIX 2.1 data

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.

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*.

Notes for data recipients (ONIX 2.1 files)

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 (ONIX 2.1 files)

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 (often known as an omnibus edition) if sold as single file. If desired, the `<ContentItem>` composite can be used to provide details of the constituent parts of the combined volume. (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.)

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

Definition

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 optional 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 Type 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)**Definition**

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`

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 ignored 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 3.0, 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 / Product Form Detail elements.

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.

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.

Examples

Les misérables (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'Égypte 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'éducation

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

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. In ONIX 3.0 you can give a positive indication that there is “no prefix” (see below).

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: 1890–1925 (“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 Siècle, 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.

Note: 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` – use of 03 is reserved for systems that *cannot present anything other than* capitals, and is in effect a property of the metadata management system, not of the particular title):

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 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. (For a detailed description of the title in the collection composite, see Section 8 on *Collections*.)

However, detailed advice given here regarding capitalization, prefixes, title types, subtitles and the textcase attribute all apply equally to ONIX 3.0 and ONIX 2.1. 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>`

P.6.1 Title type code

Definition

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>`

Example: `<TitleType>01<TitleType>` Distinctive Title

Title Element Composite

Definition

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>`, `<NoPrefix/>` together with `<TitleWithoutPrefix>` 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>`

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

Definition

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>`

Example: `<b034>2</b034>`

P.6.2 Title element level

Definition

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>`

Example: `<x409>02</x409> Collection Level`

P.6.3 Part number

Description

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>`

Example: `<x410>Volume 17</x410>`

P.6.4 Year of annual

Definition

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>`

Example: `<b020>2009</b020>`

P.6.5 Title text

Definition

The text of a title element, excluding any subtitle. Optional and non-repeating, may only be used where `<TitlePrefix>`, `<NoPrefix>` and `<TitleWithoutPrefix>` are not used. In general, `<TitleText>` would only be used if the metadata management system is unable to differentiate between titles that carry a prefix

and those that do not. If it CAN differentiate, then either `<TitlePrefix>` plus `<TitleWithoutPrefix>`, or `<NoPrefix/>` plus `<TitleWithoutPrefix>` are preferred.

Format: Variable-length text, suggested maximum 300 characters

Reference name: `<TitleText>`

Short tag: `<b203>`

Attributes: *collationkey*, *language*, *textcase*

Example: `<b203>Nicholas Nickleby</b203>`

P.6.6 Title prefix

Definition

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 retailer databases.

Format: Variable-length text, suggested maximum 20 characters

Reference name: `<TitlePrefix>`

Short tag: `<b030>`

Attributes: *collationkey*, *language*, *textcase*

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

P.6.6a "No prefix" indicator (new in 3.0.2)

Definition

An empty element that provides a positive indication that a title element does not include any prefix that is ignored for sorting purposes. Optional and non-repeating, and must only be used when `<TitleWithoutPrefix>` is used and no `<TitlePrefix>` element is present.

Format: XML empty element

Reference name: `<NoPrefix/>`

Short tag: `<x501/>`

Example: `<NoPrefix/>`

P.6.7 Title without prefix

Definition

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

Format: Variable-length text, suggested maximum 300 characters

Reference name: `<TitleWithoutPrefix>`

Short tag: `<b031>`

Attributes: *collationkey, language, textcase*

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

P.6.8 Subtitle

Definition

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>`

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)

Definition

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>

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 – note this is not recommended if it is possible to separate prefix and main part of title)

<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 more complicated product title

Using Reference names, with collection level title and subtitle:

```
<TitleDetail>
<TitleType>01</TitleType>
<TitleElement>
<TitleElementLevel>02</TitleElementLevel>
<NoPrefix/>
<TitleWithoutPrefix textcase="02">Granta</TitleWithoutPrefix>
<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>

```

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

Code list: [List 15](#)

Reference name: <TitleType>

Short tag: <b202>

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.

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 eight (8) distinct data elements:
- Title(s) before name(s) or prefix(es) to entire name(s)
- Name(s) before key name(s) (includes given names as appropriate)
- Prefix to key name(s)
- Key name(s) (usually the family name)
- Name(s) 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) which precede a person's name but 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) which 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 which precede a person's key name and which are part of the key name but 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 which 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 publishers are unsure of an author's key name, contact the author if possible, or otherwise refer to the *Chicago Manual of Style's* guidelines on names.

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) which 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 which 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 academic degrees, awards, and other honors which 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 which 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 which 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 which 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 3.0 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 (P.7.2) and one of the following data elements:

- Personal Name
- Corporate Contributor name
- Unnamed Person(s)

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

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

P.7.1 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 which 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**.

P.7.2 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>` By (author)

`<b035>A12</b035>` Illustrated by

Name Identifier Composite

It is also a best practice to include a unique contributor identifier when available. Note that this is a *name* identifier, not strictly a *person* identifier. A single person may have two separate personas, perhaps writing under their own name and under a pseudonym. These two names would have separate name identifiers. Or a single persona, with a single identifier, might be used by several different people (e.g. Franklin W. Dixon).

Using a unique recognized code value, such as the ISNI, helps identify a contributor, match reliably to other ONIX records that refer to the same contributor, and distinguish from other

records referring to a different contributor who happens to share the same name, no matter how the name is spelled or what elements are sent.

This is indicated in the *Name Identifier Composite*.

Reference name: `<NameIdentifier>`

Short tag: `<nameidentifier>`

P.7.6 Name identifier type

Description: An ONIX code that identifies the scheme from which the value in the `<IDValue>` element is taken.

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 P.7.7).

Format: Fixed-length, two numeric digits.

Code List: [List 44](#)

Reference name: `<NameIDType>`

Short tag: `<x415>`

Example: 16 ISNI

In ONIX 2.1, this is the Person Name Identifier Type.

P.7.7 Identifier Type Name

A name that identifies a proprietary identifier scheme when, and only when, the code in the `<NameIDType>` element indicates a proprietary scheme.

Format: Free text, suggested maximum length 50 characters

Reference name: `<NameIDType>`

Short tag: `<b233>`

Example: `<b233>Corinthian Ink ID</b233>`

P.7.8 Identifier value

A code value taken from the scheme specified in the `<PersonNameIDType>` element.

Format: Determined by the scheme specified in `<PersonNameIDType>`

Reference name: `<IDValue>`

Short tag: `<b244>`

Example: `<IDValue>0000000068287141</IDValue>`

Person Name

P.7.11 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.

P.7.12 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.

P.7.13 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>`

P.7.14 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.

P.7.15 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 (as for example with Chinese, Japanese, Hungarian names [which have not been Westernised]). See description in *Style and Usage Guide* above.

P.7.16 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 which are followed by a title borne by that person. See description in *Style and Usage Guide* above.

P.7.17 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 which are followed by an indication of the person's degrees, memberships, honors, etc. See description in *Style and Usage Guide* above.

P.7.18 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 which are followed by a title that is borne by that person. See description in *Style and Usage Guide* above.

Corporate Contributor Name

Corporate names should be carried in `<CorporateName>`, unless they begin with a prefix that should be ignored for collation purposes – in which case it is a best practice to (also) include `<CorporateNameInverted>`. If there is a prefix, there is some value in providing both forms (as with personal names). Corporate names should not include suffixes such as 'Inc', 'SA' or 'Ltd', unless they are used on the product itself.

P.7.19 Corporate Contributor Name

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

Reference name: `<CorporateName>`

Short tag: `<b047>`

Example: `Good Housekeeping Institute`

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

P.7.20 Corporate Contributor Name Inverted

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

Reference name: `<CorporateNameInverted>`

Short tag: `<x443>`

Example: `Countryside Commission, The`

Unnamed Person(s)

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 which 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. Any of the three 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. There are a variety of situations where authors may wish to conceal their identity, for example: controversial subject matter. Examples of noteworthy titles for which one or more contributors are anonymous:

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

03 et al

This value should be used to indicate there are other contributors beyond those specifically named. For example, some publications may name only the first three contributors, and others are listed as ‘et al’.

P.7.47 Unnamed Person(s)

Format: Fixed-length, 2 numeric digits

Code list: [List 19](#)

Reference name: [<UnnamedPersons>](#)

Short tag: [<b249>](#)

Example: [02 Anonymous](#)

A few products have no contributor information at all. So if none of the information above is available for a product, an empty element must be sent in the ONIX file to confirm that author information is being consistently supplied in the ONIX messages.

For example, this is the data element that should be used for most Bibles, dictionaries

and atlases, among other products. Such products that have any named contributors (e.g., editors, translators, annotators, lexicographers, cartographers etc.) should carry contributor data using the Contributor Composite and must not use the “No Authorship” indicator. Many Bibles, dictionaries and atlases however, have no credited contributors and therefore a supplier of data of such books should indicate that there is no contributor information at all for these books.

This is indicated with the **“No Authorship” Indicator** data element.

P.7.52 “No Authorship” Indicator

Format: XML empty element

Reference name: `<NoContributor/>`

Short tag: `<n339/>`

ONIX 2.1 guidelines

There are no appreciable differences in the guidelines for and use of Contributors between ONIX 3.0 and ONIX 2.1, except for a minor restructuring of the data – the order of elements is modified slightly and `<NameIdentifier>` has been renamed.

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.

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. Many 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 3.0 guidelines

P.7.42 Biographical Note

Format: Variable-length text.

Reference name: `<BiographicalNote>`

Short tag: `<b044>`

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

```
<BiographicalNote textformat="05"><p><strong>Mary Westmacott</strong> was
a pseudonym used on six novels by the so-called Queen of Crime, Agatha
Christie.</p><p>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.</p></BiographicalNote>
```

`<BiographicalNote>` is repeatable to enable multilingual translations of the biography. It may contain simple XHTML markup, which is the recommended (and only reliable) way

of incorporating multiple paragraphs of text. Use the `textformat` attribute with code 05 to indicate that the element contains XHTML markup. While other XHTML may be used, it's safest to stick to basics: `<p>`, `
`, ``, ``, ``, ``, `` (or `` and `<i>`).

```
<b044 language="eng" textformat="05"><p><strong>Umberto Eco</strong>,
professor of semiotics at the University of Bologna, and author of
<em>The Name Of The Rose</em> and <em>Foucault's Pendulum</em>, is one
of the world's bestselling novelists.</p><p>As well as novels, he also
writes children's books and academic works.</p></b044>
```

```
<b044 language="ita" textformat="05"><p><strong>Umberto Eco</strong>,
professore di semiotica all'Università di Bologna e autore di <em>Il nome
della rosa</em> e <em>Il pendolo di Foucault</em>, è uno dei romanzieri
più venduto al mondo.</p><p>Così come romanzi, lui scrive anche libri
per bambini e opere accademici.</p></b044>
```

(Text is marked up with XHTML, and both English and Italian versions are provided)

XHTML is preferred to HTML markup. If HTML is used then `textformat="02"` must be included, and the text content should be enclosed within a `<![CDATA[...]>`. For further details, see the *ONIX 3.0 Implementation and Best Practice Guide*. In ONIX 3.0, use of `[CDATA[` is preferred to escaping HTML markup by using `"<"` instead of `"<"`. Note that `CDATA` should not be used to enclose plain text without embedded markup.

The `<OtherText>` composite should be used for a single biographical note that covers multiple contributors to a text (see section 18).

ONIX 2.1 guidelines

In ONIX 2.1, `<BiographicalNote>` is non-repeatable. Otherwise, there are no differences between ONIX 2.1 and 3.0 for Contributor 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.

ONIX 3.0 includes a composite with a code list (151) that supports different types of associations, and multiple entries would be typical if different associations require it. So, if relevant to the marketing of the book, a publisher can state that an author was born in Mexico and currently resides in Paris, France but is a citizen of Canada.

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 purposes. There is no need to supply multiple values simply because they are known to the publisher.

In ONIX 2.1 it is typical to support a single country entry: the primary association for the author.

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>`

The [List 151](#) code recognized in the Canadian supply chain for designating Canadian authors is `08 Citizen Of`.

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>`

It is good practice to supply *either* country or region code, and not both.

P.7.50a Location name (new in 3.0.2)

Definition

The name of a city or town location with which a contributor is particularly associated. Optional, and repeatable to provide parallel names for a single location in multiple languages (eg Baile Átha Cliath and Dublin, or Bruxelles and Brussels). The language attribute is optional for a single instance of <LocationName>, but must be included in each instance if <LocationName> is repeated.

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

Reference name: <LocationName>

Short tag: <j349>

Example: <j349>Stephenville</j349>

ONIX 2.1 guidelines

The *Contributor Country Code* element is part of the *Contributor Composite* in ONIX 2.1.

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>

It is good practice to supply *either* a country code or a region code, and not both.

It is not possible to associate a contributor directly with a city or town in ONIX 2.1.

13. EDITION INFORMATION

Definition

An edition of a particular work usually encompasses *all copies of the work that contain the same content, and (most often) which have been produced by the same publisher. Publisher identification of a specified or distinct edition may be due to changes in content (addition, revision, or removal of content) or may identify products produced for a specific market. It is important to note that some editions, such as second, abridged, or annotated editions, may be new works entirely; others may contain the same content but be classified as a different edition, such as a large print edition.*

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 has 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.

It is important to note that 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 so they do not meet the criteria for being recognized as different editions. The meaning of “first edition” is quite different in the context of rare book collecting – where it means ‘first impression’ (*i.e.*, 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. For digital products with multiple versions `<EditionVersionNumber>` is used to indicate when an edition has been revised.

`<NoEdition/>` should be used to confirm that there is no specific edition information of any sort sent in the ONIX message, for example, with an initial ('first') edition. N.B.: it may later become necessary to add edition information 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 cognizant of Edition Information 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. For this reason, we recommend that digital text products try to maintain the basic edition approach (used historically for print books) with the additional requirement that the Edition Number data point always be used when Edition Version Number is populated, even if the Edition Number is one. The Edition Version Number data point should be used for digital file version changes that do not constitute new editions. Note that the ONIX standard supplies a method for versioning Edition Numbers:

P.9.3 (ONIX 3.0) or PR.10.3 (ONIX 2.1) `<EditionVersionNumber>`

For example, a second set of minor technical fixes to the first edition could be distinguished with a version number 1.2. In this case, the Edition Number field should contain the value "1" and the Edition version number field should contain "2".

Some Edition Type codes apply specifically to digital products. DGO indicates a digital product that has no print equivalent (a "digital original") or was available in digital form significantly in advance of any print publication, and ENH indicates an enhanced version (where, for example, 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.

Note that DGO indicates a digital original (*ie* digital first) that may have a later-published print equivalent. A true “*digital exclusive*” where there is no print equivalent at all and none is planned (*ie* digital only) can be specified using P.14 **<TextContent>** (ONIX 3.0) or PR.15 **<OtherText>** (ONIX 2.1).

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 product(s) of which the current book is a variation.

As noted in the definition, the most typical use for Edition Information is releasing an update to an existing product because a significant amount of content has changed or has been added. Usually a “significant amount” is defined as 20% or more new content. The new edition warrants a new ISBN because the product is sufficiently changed or new so that retailers and librarians can expect new sales or new use, even from previous buyers or readers of the earlier edition. Availability of the new edition may overlap availability of the old, so distinct identification is required through the supply chain.

In contrast, 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 also 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, at the time of

publication, has or had no print counterpart and that it is or was not expected to have a print counterpart for a reasonable time (recommended at least 30 days following publication).

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 an original third edition that precedes the revised third edition. Do not combine “third” and “revised” when the intended meaning is simply “third 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, at the time of publication, has or had no print counterpart and that is or was not expected to have a print counterpart for a reasonable time (recommended at least 30 days following publication).
- **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

Definition

The Arabic number of a numbered edition of a product. Except when used with Edition Version Number to indicate subsequent digital product versions of the first edition, 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. 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

Definition

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

Definition

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 3.0 guidelines

Edition Data

P.9.1 Edition Type Code

Format: Fixed-length, 3 upper-case letters

Code list: [List 21](#)

Reference name: `<EditionTypeCode>`

Short tag: `<x419>`

Example: `ILL`

P.9.2 Edition Number

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

Reference name: `<EditionNumber>`

Short tag: `<b057>`

Example: `3 Third Edition`

P.9.4 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`

P.9.5 “No Edition” Indicator

Format: XML empty element

Reference name: `<NoEdition/>`

Short tag: `<n386/>`

Example: `<NoEdition/>`

ONIX 2.1 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 (even if all your products are in English).

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 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. (The ‘foreign’ language should be listed in Subject – see Section 16 – and the product may also have a distinctive Audience code).

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 3.0 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 for each product 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:

P.10.1 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:
`<LanguageRole>01</LanguageRole>` Language Of Text

P.10.2 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

P.10.3 Country Code

Definition

A code that identifies the country when this specifies a variant of the language (e.g., US English, Mexican Spanish), in order to specify a regional variation of a language that may be important for the end consumer.

Format: Fixed-length, two letters. 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: `<CountryCode>`

Short tag: `<b251>`

Example: `<CountryCode>US</CountryCode> US English`

ONIX 2.1 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 ebook with fixed pagination should contain an **<Extent>** composite specifying the number of pages; an ebook 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. 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 (and no inserts) 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 necessarily the total number of pages bound into the book – there may for example be blank leaves at the back.* 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, 9, plus the highest number of the Arabic-numbered pages, 921).

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 3.0 guidelines

ONIX 3.0 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 from [List 23](#)) whenever possible. Simple books with no significant front or back matter should use extent type 11.

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

Extent Composite

Definition

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, suppliers should use the following data elements:

P.11.1 Extent Type Code

Definition

*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 without inserts)

Example: 11 Content page count (similar to code 05, but the number of pages in any unnumbered insert / plate section should also be included). For books with inserts, either supply the Content page count, or supply the Total numbered page count and the insert page count separately

P.11.2 Extent Value

Definition

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 appropriate for the units specified in <ExtentUnit>

Reference name: <ExtentValue>

Short tag: <b219>

Example: 2.5

Example: 245 Number of pages in the specified page count

P.11.4 Extent Unit

Definition

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>

Examples

- 02 Words
- 03 Pages
- 05 Minutes as integer
- 15 Hours and minutes (HHMM)

ONIX 2.1 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.

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”).

Thema Subject Classification:

The new standard international, multilingual subject classification scheme for the global book trade.

The scheme (current version 1.1) consists of around 2600 hierarchically-arranged subject headings, which can be combined with more than 2250 ‘qualifiers’ (and occasionally with other subject headings) to refine their meaning. *Thema* is maintained by EDItEUR and an International Steering Committee, and is designed to meet the needs of the international book and e-book trade. See <http://www.editeur.org/151/thema> for details.

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 also 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 at least 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.

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

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.

Thema

A new global subject scheme, called *Thema*, was published in October 2013, with version 1.1 released in November 2014. *Thema* provides a single set of main subjects and qualifiers intended to be used worldwide. *Thema* is already being used in several countries, and data senders and recipients in North America are making plans to begin incorporating *Thema* in addition to BISAC codes in their metadata systems. In the Canadian market, data suppliers are asked to continue to provide BISAC Subjects and to begin supplying separate *Thema* Subjects and Qualifiers as soon as possible to facilitate retailer adoption and help identify problems.

A multilingual online tool for selecting categories from the *Thema* schema is available at <http://editeur.dyndns.org/thema>

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](https://www.bisg.org/complete-bisac-subject-headings-2013-edition?p=14&c=437), along with additional guidelines for applying the codes:

<https://www.bisg.org/complete-bisac-subject-headings-2013-edition?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, *Thema* or BIC Subject Classifications, 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.

For fiction, important keywords might include character names, locations, genre words. For non-fiction, key personal names and terms of art from the subject matter. You need not include words already used within the BISAC, BIC or *Thema* subject schemes.

Additional information about keywords can be found in the BISG Best Practices for Keywords in Metadata:

<https://www.bisg.org/best-practices-keywords-metadata>

ONIX 3.0 guidelines

In ONIX 3.0, there is no dedicated `<MainSubject>` composite (as there is in ONIX 2.1). Instead, the main subject should be carried in a `<Subject>` composite that includes the `<MainSubject/>` flag to indicate which is the main and principle subject classification associated with the product.

Subject Composite

Definition

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

Reference name: `<Subject>`

Short tag: `<subject>`

P.12.1 Main subject flag

Definition

An empty element that identifies an instance of the `<Subject>` composite as representing the main subject category for the product. The main category may be expressed in more than one subject scheme; for example, there may be two or more instances of the `<Subject>` composite, using different schemes, each carrying the `<MainSubject/>` flag. Optional and non-repeating in each occurrence of the `<Subject>` composite.

Format: XML Empty element.

Reference name: `<MainSubject/>`

Short tag: `<x425/>`

Example: `<MainSubject/>`

P.12.2 Subject scheme identifier

Definition

An ONIX code which identifies the category scheme which is used in an occurrence of the `<Subject>` composite.

Format: Fixed length, two alphanumeric characters.

Code list: [List 27](#)

Reference name: `<SubjectSchemeIdentifier>`

Short tag: `<b067>`

Examples

- [03](#) US Library of Congress Classification
- [10](#) BISAC subject heading
- [12](#) BIC subject category
- [93](#) Thema subject category

P.12.4 Subject scheme version number

Definition

A number that identifies a version or edition of the subject scheme specified in the associated `<SubjectSchemeIdentifier>` 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>`

P.12.5 Subject code

Definition

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

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

Code list: The value taken from the scheme specified in `<SubjectSchemeIdentifier>`

Reference name: `<SubjectCode>`

Short tag: `<b069>`

Example: `<SubjectCode>623.95</SubjectCode>` the Dewey Code

P.12.6 Subject heading text

Definition

The text of a heading taken from the scheme specified in the `<SubjectSchemeIdentifier>` 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 250 characters.

Reference name: `<SubjectHeadingText>`

Short tag: `<b070>`

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

For well-known subject schemes including BISAC, BIC and *Thema* where a code is provided, `<SubjectHeadingText>` is unnecessary and should not be used. Less familiar code schemes, subject schemes without codes (where only textual headings are used), and keyword lists should use `<SubjectHeadingText>`.

For keywords, multiple keywords or phrases should be provided as a single semicolon-separated list within `<SubjectHeadingText>`.

ONIX 2.1 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 2.1, there is a dedicated `<MainSubject>` composite as well as an element left over from ONIX 2.0: `<BASICMainSubject>`. The latter is not recommended.

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.
- Assign the most precise subject(s) applicable.
- Assign multiple subjects if necessary in order to best describe your title, and do so in order of importance.

- 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. A book with a focused topic might reasonably have only a single topic. Assigning more than four or five categories would be unusual.
- There should be consistency across formats. In other words, hardcover, paperback, mass market, large print, audio books, and ebooks should all have the same BISAC subjects.
- A title should not have both the parent and child of a specific subject tree.
- 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.
- 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.
- Since the BISAC scheme is revised annually, 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 recognized schemes, 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 supplies 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 3.0 guidelines

Audience information is sent in the *Audience Composite*. Suppliers of this data should use the following data elements:

Audience Composite

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

Reference name: <Audience>

Short tag: <audience>

P.13.2 Audience code type

An ONIX code which identifies the scheme from which the code in `<AudienceCodeValue>` is taken.

Format: Fixed-length, two numeric digits.

Code list: [List 29](#)

Reference name: `<AudienceCodeType>`

Short tag: `<b204>`

Example: `<b204>01</b204>` ONIX audience code

P.13.3 Audience code type name

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

Format: Free text, suggested maximum length 50 characters

Reference name: `<AudienceCodeTypeName>`

Short tag: `<b205>`

P.13.4 Audience code value

Definition

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>`

Example: `<AudienceCodeValue>03</AudienceCodeValue>` Young adult, using ONIX audience code scheme

Audience Range Composite

Reference name: `<AudienceRange>`

Short tag: `<audiencerange>`

The *Audience Range 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:

P.13.5 Audience Range Qualifier

Format: Fixed-length, 2 numeric digits

Code list: [List 30](#)

Reference name: `<AudienceRangeQualifier>`

Short tag: `<b074>`

The main values used in this data element in North America are:

- 18 Reading Age, Years
- 11 U.S. School Grade
- 26 Canadian School Grade range

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](#)

- 16 Interest Age, Months (use this only for ages below 36 months)
- 17 Interest Age, Years

P.13.6 Audience Range Precision (1)

Definition

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

P.13.7 Audience Range Value (1)

Definition

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: 8 Eight years of age

P.13.8 Audience Range Precision (2)

Definition

Specifies 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

P.13.9 Audience Range Value (2)

Definition

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 2.1 guidelines

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

18. LEVELING / COMPLEXITY

Definitions

Complexity:

Indicates the leveling system, grade level and relevant coding for communicating related information such as guided reading.

Leveling:

Quantitative measurement of the complexity of a text. This is done with a variety of systems to communicate the recommended reading level of a particular book.

Business case

Leveling is widely used in the education market to indicate the reading level of a particular book as well as recommending similar books on the same level. This can influence and, in some cases, be mandatory due to the adoption of Common Core State Standards and other educational standards or be necessary during the buying decision regarding a book by a student, parent, teacher or school system.

Is this mandatory data?

No, however it may be required or highly recommended for publishers in the education market.

When should this data be supplied?

Should be supplied as soon after the on-sale date of a product as possible. If the leveling of a given title changes, this update should be sent out as soon as possible.

Notes for data recipients

Quantitative text complexity, which addresses such aspects of a text as sentence length and word frequency, can be measured by various leveling systems. Levels for some specific systems can currently be supplied via ONIX. These include *Lexile Framework for Reading* by Metametrics, *ATOS* by Renaissance Learning, and *Fountas and Pinnell* by Heinemann. It is recommended that publishers partner with the developers of these leveling systems to procure reading levels for their books and that these levels be sent to booksellers and distributors along with traditional metadata.

The best practice is to supply the most up-to-date levels for whichever systems an individual publisher may work with. Further, publishers are discouraged from assigning internal levels to books and transmitting that data as part of one of these leveling systems. Any publisher proprietary leveling should be expressed using the age and grade tags of ONIX.

Lexile Framework for Reading by Metametrics:

(<https://lexile.com/about-lexile/publishers/>) This leveling system is based on an algorithm that combines length of sentences with vocabulary to identify a reading level that starts at zero and can exceed one thousand. Additionally books can be assigned two letter Lexile Codes for additional classification, including *AD*: Adult Directed where a book is shared with a child, *NC*: Non-Conforming where the level of the vocabulary is far above the subject matter, *HL*: High-Low where the level of the vocabulary is below that of the book's expected readers, *IG*: Illustrated Guide which can have separate sections that do not need to be read in a linear fashion, *GN*: Graphic Novel or comic where majority of text is rendered in descriptive boxes and thought or word bubbles, *BR*: Beginning Reader with a level of zero, and *NP*: Non-Prose with text that cannot be assigned a Lexile level.

ATOS by Renaissance Learning:

(<http://www.renaissance.com/products/accelerated-reader/atos-analyzer>) This is a research-proven tool to guide students to appropriate-level books, which is recognized as a valid and reliable text complexity measure for the Common Core Standards. This leveling system examines the length of the average sentence, word length & difficulty level using the graded vocabulary list, then outputs results in a grade-level scale.

Fountas and Pinnell by Heinemann:

(<http://www.fountasandpinnelleveledbooks.com/aboutLeveledTexts.aspx#TL>). Irene Fountas and Gay Su Pinnell developed this system of reading levels to support their guided reading

method. Books are classified according to parameters including word count, number of different words, number of high-frequency words, sentence length, sentence complexity, word repetitions and illustrations. These parameters guide the classification (syllable type is not considered as part of the leveling system). **This code is not mean to be used for Guided Reading levels.**

ONIX 3.0 guidelines

Leveling/complexity information is sent in the Complexity Composite, using the following data elements.

Note that `<Complexity>` was initially deprecated in ONIX 3.0. This is no longer true, and its use is encouraged for specifying quantitative measures of text complexity or other objective 'levelling' assessments.

P. 13.11 Complexity Scheme Identifier

Definition

Identifies the complexity scheme used for leveling/complexity (N.B.: cannot be an unrecognized proprietary scheme)

Format: Fixed-length, 2 numeric digits

Code list: [List 32](#)

Reference name: `<ComplexitySchemeIdentifier>`

Short tag: `<b077>`

The main values used in this data element for North America can be one of the following:

05 Fountas and Pinnell Text Level Gradient

06 Lexile Measure

07 ATOS for books

09 Guided Reading levels (using the F&P methodology but leveled by publisher or third party)

P. 13.12 Complexity Code

Definition

A code specifying the level of complexity of a text

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

Code list: The value taken from the scheme specified in
<ComplexitySchemeIdentifier>

Reference name: <ComplexityCode>

Short tag: <b078>

ONIX 2.1 guidelines

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

MARKETING COLLATERAL DETAIL (BLOCK 2)

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 expressed using the following three composites:

- P.14 <TextContent> Composites contain descriptive text that is included within the ONIX message itself. (See section 19)
- P.15 <CitedContent> Composites contain links to third-party-cited content such as published reviews.

The Cited Content Group is one of the more rarely used sections of ONIX for Books for the moment. However, it has a potentially powerful use: it’s a way of tying product metadata supplied in the Product record into the wider context of the whole web. It allows links to be made between products and third-party reviews of those products, feature articles or published bestseller lists for example.

Cited content is most useful when it is available online. However, P.15 can also specify printed or broadcast content.

Citations are quite different from supporting text included in Group P.14. Firstly, supporting text is embedded in the ONIX message itself, whereas Group P.15 carries only links to other (usually online) content. Second, supporting text is clearly intended for use by the recipient in commercial activities related to the product (the implied license), whereas cited content is the intellectual property of a third party, is subject to that party’s copyright or other rights, and can only be used indirectly (i.e. by including a link or reference to it on a retailer website, rather than by including the cited content itself on the retailer website).

Here is an example of a cited review and a bestseller list:

```

<CitedContentType>01</CitedContentType> List 156 - 01 - Review
<ContentAudience>00</ContentAudience> List 154 - 00 - Unrestricted, Any
audience
<SourceType>02</SourceType> List 157 - 02 - Website
<SourceTitle>The Guardian</SourceTitle>
<CitationNote>Review of Jonathan Franzen’s ‘Freedom’ by Blake Morrison</
CitationNote>
<ResourceLink>http://www.guardian.co.uk/books/2010/sep/18/jonathan-franzen-
freedom-blake-morrison</ResourceLink>
<ContentDate>
<ContentDateRole>01</ContentDateRole> List 155 - 01 - Publication Date
<Date dateformat="00">20100918</Date>
</ContentDate>
</CitedContent>
<CitedContent>
<CitedContentType>02</CitedContentType> List 156 - 02 - Bestseller List
<ContentAudience>00</ContentAudience> List 154 - 00 - Unrestricted, Any
audience
<ListName>New York Times Hardcover Fiction</ListName>
<PositionOnList>1</PositionOnList>
<ContentDate>
<ContentDateRole>01</ContentDateRole>
<Date dateformat="00">20100926</Date>
</ContentDate>
</CitedContent>

```

For more information on using the Cited Content Elements in ONIX 3.0, refer to EDItEUR’s

Implementation and Best Practices for ONIX 3.0.

- **P.16** <SupportingResource> Composites contain links to first-party supporting resources such as sample images or pages. (See section 20)

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.

The provision of rich descriptive and illustrative collateral material for each product is fundamental to the business rationale for ONIX. Its use in an online consumer-facing context is clear, where descriptive metadata is a key part of engaging the customer with your product. But equally, buyers for wholesalers, retailers and libraries all need to understand the products they are purchasing. The following are key data elements used for marketing book products.

19. 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 English speakers dominate the North American market, the best practice is that every product, regardless of the language of the product's content, carries an English-language description. Products whose content is in Spanish or French should also carry a description in those languages. 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 exceeds 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, *Murder & 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 Richard M. Barker and Jay A. Puckett and published by Wiley. 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 (e.g. 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
- Flap / cover copy: Additional descriptive blurb from back cover and/or flaps
- Review quote: A quote from a review of the product
- Biographical note: A single combined biography for all contributors (where there are three or fewer contributors, individual biographies for each contributor should be included in <Contributor> whenever possible
- 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 most likely 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 '`<p>`' and suffix it with '`</p>`';

replace any paragraph breaks with '`</p><p>`';

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:

`<p>` and `
` for paragraphs and new lines

``, ``, `<q>`, `<cite>`, `<code>`, `<samp>` for limited "semantic" markup of text

`<i>`, ``, `<small>`, `<sub>` and `<sup>` for purely presentational markup of text

``, `` and ``, `<dl>`, `<dt>` and `<dd>` for lists, tables of contents etc

`<ruby>`, `<rb>`, `<rp>` and `<rt>`, for glosses (in ONIX 3.0 only)

If you want to be *really* cautious, stick to `<p>`, `
`, ``, ``, ``, ``, `` (and/or `` and `<i>`)

- Every start tag should have a corresponding end tag; e.g., `<i>` and `</i>`

- 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.
- Avoid sending URLs within the text. Send these using the `<Website>` composite.
- Send the different texts using the relevant text codes from [List 153](#) (3.0) or [List 33](#) (2.1). You should not use the main description of the product to also send biographies, review quotes, table of contents, etc. Use the appropriate code and send each type of text in a separate element.
- 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 `<SourceTitle>` in ONIX 3.0; and `<TextAuthor>` and `<TextSourceTitle>` elements in ONIX 2.1.)

```
<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 3.0 guidelines

In ONIX 3.0 the *Other Text Type* element has been replaced with a *Block* within its new modular framework called *Marketing Collateral Detail* and is sent using the *Text Content Composite* (or in the case of some third-party texts, such as reviews, using the *Cited Content Composite*).

Text Content Composite

Definition

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

Reference name: `<TextContent>`

Short tag: `<textcontent>`

P.14.1 Text type code

Definition

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>`

Example: `<TextType>04</TextType>` Table Of Contents

Within this data element, there are several variables. For the description, the best practice is to use either the Description (03), or the Short (02) and the Description (03) together. When using 02 and 03 together best practice is that the Short Description should NOT simply be the start of the full description.

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 Description is also present but should not be the same as value 03.

03 Description

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

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.

05 Flap/Cover Copy

Descriptive blurb taken from the back cover and/or flaps.

06 Review Quote

A quote from the review of the product (not linked to a particular edition).

12 Biographical Note

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

14 Excerpt from Book

P.14.2 Text Audience

Definition

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>

Example: <x427>03</x427> End Customers

P.14.3 Text

Definition

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>

Attributes: *language, textformat*

Example: `<Text textformat="05">Introduction: aesthetics and modernity; aesthetics and post--modernityPart 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 beautyPart 2: German idealism and early German Romanticism: the "new mythology"; the romantic "new mythology" Part 3: Reflections on the subject - Fichte, Holderlin and NovalisPart 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 beingPart 5...</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

Definition

The name of an author of text sent in the `<Text>` element, e.g. 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>`

Attributes: *language*

Example: `<d107>Martin Amis</d107>`

P.14.5 Corporate source of text

Definition

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>`

Attributes: *language*

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

P.14.6 Source title

Definition

The title of a publication from which the text sent in the `<Text>` element was taken, e.g. 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>`

Example `<x428>New York Times</x428>`

Content Date Composite

Definition

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, e.g. date when quoted text was published.

Reference name: `<ContentDate>`

Short tag: `<contentdate>`

P.14.7 Content date role code

Definition

Indicates 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>`

Example: `<ContentDateRole>01</ContentDateRole>` Publication Date

P.14.9 Date

Definition

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>`

Attributes: `dateformat`

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

ONIX 2.1 guidelines

Suppliers of this ONIX 2.1 should use the *Other Text Composite* for this data:

Reference name: `<OtherText>`

Short tag: `<othertext>`

The following data elements should be supplied with this composite:

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 a 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 does 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 text field is 350 characters. This value should only be used when the Long Description is also present. It should not be simply the start of the Long Description.

03 Long Description

This value should be used for longer descriptions. The best practice is that the Main Description does 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

20. 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 product-specific placeholder image. A final image should be provided as soon as it is ready.

Notes for data recipients

If they do not use the links available in the ONIX file to download and or update cover images, recipients should provide guidelines as to how and where the images should be delivered (e.g., to an FTP server), as well as any special requirements. For ebook retailing, a recipient should accept an image prior to the provision of the ebook content file.

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 showing the product in 3D perspective should be supplied for multi-volume book sets, music or video boxed sets, and non-rectilinear products such as teddy bears and bookends. Backgrounds should be white.
- 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.
- Unlike the text data, digital image files are 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 where data receivers can either download a copy for display or point to the image URL.
- 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 3.0 guidelines.

In ONIX 3.0, a link to the digital cover image is sent in *P.16 Links* to supporting resources.

ONIX 3.0 describes a *supporting resource* as a piece of content in digital form which is offered by a publisher or other supply chain participant to be used by the receiver of an ONIX feed for promotional purposes, or as additional information.

Group P.16 describes various collateral marketing materials. Like *P.14*, it comes with an express invitation to the data recipient to use the material for purposes of marketing or sale of the product. But in contrast to collateral text in *P.14*, *P.16* describes material that is not embedded in the ONIX message itself – it must be either linked to or downloaded. Typically, *P.16* is used to deliver links to an image of the cover of a product, sample pages, audio or video extracts and other non-text material.

Supporting Resource Composite

Description: This is an optional and repeatable group of data elements that together describe a supporting resource.

Reference name: `<SupportingResource>`

Short tag: `<supportingresource>`

P.16.1 Resource content type code

Definition

Indicates the type of content carried in a supporting resource. Mandatory in each occurrence of the `<SupportingResource>` composite, and non-repeating.

Format: Fixed-length, two digits

Code list: [List 158](#)

Reference name: `<ResourceContentType>`

Short tag: `<x436>`

Example: `<ResourceContentType>01</ResourceContentType>` Front Cover

P.16.2 Target audience

Definition

Identifies the audience for which the supporting resource is intended. Mandatory in each occurrence of the `<SupportingResource>` composite and non-repeating.

Format: Fixed-length, two digits

Code list: [List 154](#)

Reference name: `<ContentAudience>`

Short tag: `<x427>`

Example: `<ContentAudience>00</ContentAudience>` Unrestricted

P.16.3 Resource mode

Definition

Used to indicate the mode of the supporting resource; e.g., image, audio, video. Mandatory in each occurrence of the `<SupportingResource>` composite, and non-repeating.

Format: Fixed-length, two digits

Code list: [List 159](#)

Reference name: `<ResourceMode>`

Short tag: `<x437>`

Example: `<ResourceMode>03</ResourceMode>` Image

Resource Version Composite

Definition

A repeatable group of data elements that together describe a version of a supporting resource, for example a particular format of a cover image. At least one instance is mandatory in each occurrence of the `<SupportingResource>` composite.

Reference name: `<ResourceVersion>`

Short tag: `<resourceversion>`

P.16.7 Resource form

Definition

Used to indicate the form of a version of a supporting resource. Mandatory in each occurrence of the `<ResourceVersion>` composite, and non-repeating.

Format: Fixed-length, two digits

Code list: [List 161](#)

Reference name: `<ResourceForm>`

Short tag: `<x441>`

Example: `<ResourceForm>01</ResourceForm>` Linkable Resource

`<x441>02</x441>` Downloadable File

Resource Version Feature Composite

Definition

A repeatable group of data elements that together describe a feature of a supporting resource that is specific to a version in which the resource is offered.

Formally optional, but it is unlikely that a supporting resource version could be adequately described without specifying some of its features.

Reference name: `<ResourceVersionFeature>`

Short tag: `<resourceversionfeature>`

P.16.8 Resource version feature type

Definition

Specifies a feature described by an instance of the `<ResourceVersionFeature>` composite. Mandatory in each occurrence of the composite, and non-repeating.

Format: Fixed-length, two digits

Code list: [List 162](#)

Reference name: `<ReferenceVersionFeatureType>`

Short tag: `<x442>`

Example: `<ReferenceVersionFeatureType>02</ReferenceVersionFeatureType>` Image height in pixels
`<x442>03</x442>` Image width in pixels

P.16.9 Resource version feature value

Definition

A controlled value that describes a resource version feature. Presence or absence of this element depends on the `<ResourceVersionFeatureType>`, since some features may not require an accompanying value, while others may require free text in `<FeatureNote>`, and others may have both a value and free text. Non-repeating.

Format: Dependent on the feature specified in `<ResourceVersionFeatureType>`; the feature value may or may not be taken from code list

Code list: [List 178](#)

Reference name: `<FeatureValue>`

Short tag: `<x439>`

Example: `<FeatureValue>D502</FeatureValue> JPEG`

P.16.10 Resource version feature note

Definition

If the `<ResourceVersionFeatureType>` requires free text rather than a code value, or if the code in `<FeatureValue>` does not adequately describe the feature, this element may be used to add a short text note. Optional, and repeatable when parallel notes are provided in multiple languages. The language attribute is optional for a single instance of `<FeatureNote>`, but must be included in each instance if `<FeatureNote>` is repeated.

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

Reference name: `<FeatureNote>`

Short tag: `<x440>`

Attributes: language, textform

P.16.11 Resource link

Definition

A URI that provides a link to a supporting resource. Mandatory in each occurrence of the `<ResourceVersion>` composite, and repeatable if the resource can be linked in more than one way; for example, by URL or DOI.

Format: Uniform Resource Identifier, expressed in full URI syntax in accordance with W3C standards

Reference name: `<ResourceLink>`

Short tag: `<x435>`

Example: `<ResourceLink>http://catalogimages.wiley.com/images/db/jimages/9780471297444.jpg</ResourceLink>`

P.16.13 Content Date Role Code

Definition

Indicates the significance of the date in relation to the supporting resource. (For a

cover image, state the date at which the image was last updated).

Format: Fixed-length, two digits

Code list: [List 155](#)

Reference name: `<ContentDateRole>`

Short tag: `<x429>`

Example: `17 Last Updated`

N.B.: This element must be accompanied by a `<Date>`

Example

Front cover, available as Large JPEG (ONIX 3.0, using reference names)

```

<SupportingResource>
  <ResourceContentType>01</ResourceContentType> (01 Front cover)
    <ContentAudience>00</ContentAudience> (00 Unrestricted)
  <ResourceMode>03</ResourceMode> (03 Image)
  <!-- ResourceFeatures go here -->
  <ResourceVersion>
    <ResourceForm>01</ResourceForm> (01 Linkable)
  <ResourceVersionFeature>
    <ResourceVersionFeatureType>01</ResourceVersionFeatureType> (01
    File format)
    <FeatureValue>D052</FeatureValue> (D052 JPEG)
  </ResourceVersionFeature>
  <ResourceLink>http://catalogimages.wiley.com/images/db/
  jimages/9780471297444.jpg</ResourceLink>
</ResourceVersion>
<!-- second version of same resource may go here -->
</SupportingResource>

```

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:

Definition

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

Definition

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

Definition

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

There are no significant differences in the guidelines for and use of Digital Image between ONIX 2.1 and ONIX 3.0, although the XML tagging is significantly different.

However, in ONIX 3.0, there is a structure that allows you to provide multiple versions of a single resource. This allows for 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, to be provided.

21. 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.

If the ONIX supplier provides a required credit associated for example with a photograph of an author, the recipient should ensure this is displayed alongside the photograph.

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 to your market).

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 3.0 guidelines

Suppliers should use the Prize or Award Composite when providing this detail.

Prize or Award Composite

Definition

An optional and repeatable group of data elements that together describe a prize or award won by the product.

Reference name `<Prize>`

Short tag `<prize>`

The composite consists of the following data elements:

P.17.1 Prize or Award Name

Definition

The name of the prize or award that the product has received. Mandatory in each occurrence of the `<Prize>` component and repeatable to provide a parallel award name in multiple languages. The language attribute is optional for a single instance of `<PrizeName>`, but must be included in each instance if `<PrizeName>` is repeated.

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

Reference name: `<PrizeName>`

Short tag: `<g126>`

Example: `<PrizeName>National Book Award</PrizeName>`
`<g126>National Book Award</g126>`

P.17.2 Prize or Award Year

Definition

The year in which a prize or award was given. Optional and non-repeating

Format: 4 digits, YYYY

Reference name: `<PrizeYear>`

Short tag: `<g127>`

Example: `<PrizeYear>2011</PrizeYear>` `<g127>2011</g127>`

P.17.3 Prize or Award Country

An ISO standard code identifying the country in which a prize or award is given. 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 (List 91)

Reference name: `<PrizeCountry>`

Short tag: `<g128>`

Example: `<PrizeCountry>US</PrizeCountry>` `<g128>US</g128>`

P.17.4 Prize or Award Achievement Code

Definition

An ONIX code indicating the achievement of the product in relation to a prize or award—e.g., winner, runner-up, short-listed. Optional and non-repeating.

Format Fixed-length, 2 digits

Code list [List 41](#)

Reference name: `<PrizeCode>`

Short tag: `<g129>`

Example: `<PrizeCode>01</PrizeCode>` winner

`<g129>01</g129>` winner

P.17.4a Prize statement

Definition

A short free-text description of the prize or award, intended primarily for display. Optional, and repeatable if the text is provided in more than one language. The language attribute is optional for a single instance of <PrizeStatement>, but must be included in each instance if <PrizeStatement> is repeated.

<PrizeStatement> is intended for display purposes only. When used, a <PrizeStatement> must be complete in itself; e.g., it should not be treated as merely supplementary to other elements within the <Prize> composite. Nor should <PrizeStatement> be supplied instead of those other elements – at minimum, the <PrizeCode> element, and whenever appropriate the <PrizeYear> element should be supplied.

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

Reference name: <PrizeStatement>

Short tag: <x503>

Attributes: languages

Example: <PrizeStatement language="eng">Joint winner of the Mao Dun Literature Prize, 2000</PrizeStatement>

<x503 language="eng">Joint winner of the Mao Dun Literature Prize, 2000</x503>

P.17.5 Prize or award jury

Definition

Free text listing members of the jury that awarded the prize. Optional, and repeatable if the text is provided in more than one language. The language attribute is optional for a single instance of <PrizeJury>, but must be included in each instance if <PrizeJury> is repeated.

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

Reference name: <PrizeJury>

Short tag: <g343>

Attributes: language, textformat

Example: <PrizeJury>Russell Banks, Victoria Glendinning and

Alistair MacLeod</PrizeJury>

ONIX 2.1 guidelines

ONIX 2.1 does not have the Prize Statement element, but apart from this there are no appreciable differences between ONIX 2.1 and ONIX 3.0 for Prizes.

CONTENT DETAIL (BLOCK 3)

22. CONTENT DETAILS

The <ContentDetail> Composite of ONIX 3.0 is intended to allow the structured description of articles, chapters and other parts of a textual publication, usually in much more detail than a single table of contents. The Content Detail Composite is therefore appropriate for describing books in an omnibus, chapters in a book, articles in a scholarly monograph or conference report, poems in an anthology and can provide much more detail about volumes in a collection sold as a multi-item product (commonly called a 'set') than could be included in <ProductPart> in Group P.4 (<ProductPart> is concerned only with the physical or digital nature of the individual items; not their titles, collation order, authorship and so on). The entire composite is unnecessary for simple fiction or narrative non-fiction products where a table of contents is more simply provided in the textual description and in many cases might be omitted entirely.

The structure of the <ContentItem> composite that forms the whole of this element in ONIX 3.0 is akin to a complete ONIX record in miniature – and since some parts of a product may in fact be products in their own right (e.g., parts in a multi-item product, or articles or chapters from a book sold individually), it may be very similar to sections of the ONIX record for those individual products. See below:

<ContentItem> composite – describes a single part, chapter, article etc.;

<LevelSequenceNumber> – describes the position of the item in the hierarchy of content items;

<TextItem> composite – nature of the content item, including any identifiers for the item, and the extent;

<TextItemType>; Refers to ONIX code [List 42](#) and allows the expression of the type of content (for example)

- 01 **Textual work** (a complete text in a product that contains two or more works , such as an omnibus)
- 02 **Front matter** (text components such as Preface, introduction)
- 03 **Body Matter** (text components such as part, chapter, section)
- 11 **Research Article** used for journals

<TextItemIdentifier> composite; refers to ONIX code [list 43](#) and allows for the association of a unique identifier with the different content items. For example:

- 01 **Proprietary Item identifier code**
- 03 **GTIN-13**
- 06 **Digital Object Identifier (DOI)**
- 11 **ISTC International Standard Text Code**
- 15 **ISBN 13**

<PageRun> composite;

<NumberOfPages>

<ComponentTypeName> (e.g. Chapter, Part, Article);

<ComponentNumber> (e.g. a chapter or article number);

These parts are structured exactly the same as the equivalent section already cited above.

<TitleDetail> composite – (section 9)

<Contributor> composite – (section 10)

<Subject> composite – (section 16)

<TextContent> composite – (section 18)

<CitedContent> composite – (section 18)

<SupportingResource> composite – (section 19)

<RelatedWork> composite – (section 27)

PUBLISHING DETAIL (BLOCK 4)

The publishing detail block in ONIX 3.0 covers data elements carrying information about the entity that published the title, global publishing status and the global sales rights attached to the product.

23. 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.

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.

ONIX 3.0 guidelines

ONIX 3.0 has two repeatable composites for expressing Publisher and Imprint or Brand data: an `<ImprintIdentifier>` Composite, and a `<PublisherIdentifier>` Composite, examples of which follow:

```
<Imprint>
  <ImprintIdentifier>
    <ImprintIDType>01</ImprintIDType>
    <IDTypeName>S&SimprintID</IDTypeName>
    <IDValue>SSIMPRTS</IDValue>
  </ImprintIdentifier>
  <ImprintName>Touchstone</ImprintName>
</Imprint>
<Publisher>
  <PublishingRole>01</PublishingRole>
  <PublisherIdentifier>
    <PublisherIDType>07</ImprintIDType>
    <IDValue>2566044</IDValue>
  </PublisherIdentifier>
  <PublisherName>Simon & Schuster</PublisherName>
</ImprintIdentifier>
```

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 for products that carry two or more imprints (eg co- or joint publications).

Reference name: `<Imprint>`

Short tag: `<imprint>`

P.19.1 Imprint Identifier Type

Definition

Identifies the scheme from which the value in the <IDValue> element is taken. Mandatory in each occurrence of the <ImprintIdentifier> composite.

Format: fixed length, two numeric digits

Code list: [List 44](#)

Reference name: <ImprintIDType>

Short tag: <x445>

Example: 01 proprietary

P.19.2 Identifier Type name

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

Reference name: <IDTypeName>

Short tag: <b233>

Example: XYZ Publishers Imprint Code Name of proprietary scheme

P.19.3 Identifier Value

Format: determined by the scheme identified in the <ImprintIDType> element.

Reference name <IDValue>

Short tag <b244>

Example XYZ123 Code from proprietary scheme

P.19.4 Imprint or Brand Name

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

Reference name: <ImprintName>

Short tag: <b079>

Example: Secker & Warburg

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

Definition

Identifies a role played by an entity in the publishing of a product. Mandatory in each occurrence of the `<Publisher>` Composite, and non-repeating.

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

90 New or acquiring publisher (only used to report changes of responsibility)

P.19.6 Publisher Identifier Type

Definition

Identifies the scheme from which the value in the `<IDValue>` element is taken. Mandatory in each occurrence of the `<PublisherIdentifier>` composite.

Format: fixed length, two numeric digits

Code list: [List 44](#)

Reference name: `<PublisherIDType>`

Short tag: `<x447>`

Example: 07 SAN

P.19.7 Identifier Type name

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

Reference name: `<IDTypeName>`

Short tag: `<b233>`

Example: `XYZ Publishers Code Name of proprietary scheme`

P.19.8 Identifier Value

Format: determined by the scheme identified in the `<ImprintIDType>` element.

Reference name: `<IDValue>`

Short tag: `<b244>`

Example: `2566044 SAN`

P.19.9 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.*).

Along with the Publisher composite, 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. It is also possible to include a city or town of publication as well.

This information can help further identify a publisher.

P.19.14 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>`

ONIX 2.1 guidelines

There are no significant differences in the guidelines for and use of these data fields between ONIX 2.1 and ONIX 3.0. Note: ONIX 2.1 does not include the repeatable `<ImprintIdentifier>` and `<PublisherIdentifier>` composites though a single identifier of each type can be specified, and best practices similar to those above apply.

24. GLOBAL PUBLISHING 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 publisher lists the product as active, it should be supported by the relevant 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 2* for an overview of the use of the Publishing Status data element.

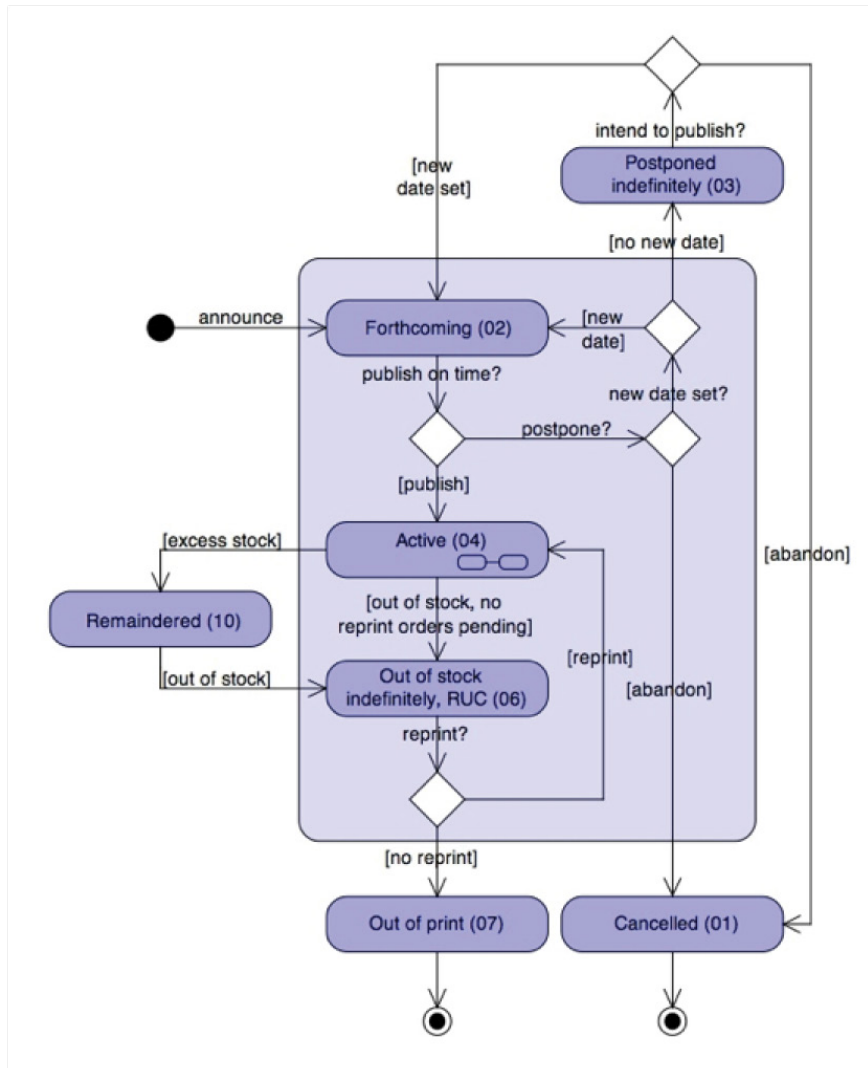


Figure 2

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 carry a date stamp attribute to indicate its likely reliability. For more information, see either:

(ONIX 3.0) *ONIX for Books Product Information Format Specification, Section 2, X.5 Datestamp Attribute*

OR

(ONIX 2.1) *Product Information Message XML Message Specification, Section 4 Use of XML Attributes*

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 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 for 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 overrides **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>](#)

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 Cancelled:** 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.

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.

ONIX 2.1 guidelines

ONIX 2.1 only includes the Publishing Status element; it does not provide a way to send different publishing status data for different markets without creating separate files (or using different product identifiers in each market).

The following data element should be used to transmit the Publisher Status Code in the ONIX 2.1 Product Record:

PR.20.1 Publishing Status

Format: Fixed-length, 2 numeric digits

Code list: [List 64](#)

Reference name: `<PublishingStatus>`

Short tag: `<b394>`

Note the use of the ONIX 2.1 `<AvailabilityCode>` to indicate statuses such as IP or OP is not good practice. Use of `<PublishingStatus>` (and `<ProductAvailability>`) is strongly preferred.

25. PUBLICATION DATE & OTHER PUBLISHING DATES

This section deals with the different types of dates that can be expressed on a global basis or in the market block (see Market section) in ONIX 3.

ONIX 2.1 is more limited in its options for expressing different types of dates.

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'. In ONIX 3.0, the Strict on Sale Date is called the 'embargo date' – see section 25.

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.

Particular note should be taken of any Trade or Public Announcement dates (which affect how the recipient may use and redistribute the data) and any sales or pre-order embargo dates.

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 (e.g., national lay-down titles, affidavit titles, embargo titles, etc.) should have a Publication Date that is equal to the SOS Date.

For more information on when and why to use an On Sale Date, please see the following BISG publication:

<http://www.bisg.org/recommended-best-practices-sale-date-compliance>

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 many older, pre-1970 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.

ONIX 3.0 guidelines

In ONIX 3.0, dates can either be supplied on a global basis or can be included in the markets. For clarity the same dates and roles can be included as global values and then also sent linked to a market (see below). There is also the possibility of expressing certain kinds of supply dates in the supplier element (see below).

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 or if the product is available in more than one market, the `<MarketDate>` composite should be used.

Publishing Date Composite (Global)

Definition

A repeatable group of data elements that 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>`

P.20.3 Publishing date role code

Definition

Indicates the significance of the date; e.g.: pubdate, announcement date, latest reprint date, etc. 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>`

Example: `<x448>01</x448>` Publication Date

Note: A date such as publication date should be interpreted as the global publication date.

P.20.5 Date

Definition

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>`

Attributes: `dateformat`

Example: `<Date dateformat="01">199206</Date>` June 1992

Market Date Composite (to be included in the product Supply block)

Definition

A repeatable group of data elements that together specify a date associated with the publishing status of the product in a specified market, such as a local publication date. Optional, but a date of publication must be specified either here as a Local Pubdate or in P.20. Other dates relating to the publication of the product in the specific market may be sent in further repeats of the composite.

Reference name: `<MarketDate>`

Short tag: `<marketdate>`

P.25.14 Market date role code

An ONIX code indicating the significance of the date, e.g. publication date, announcement date, latest reprint date. Mandatory in each occurrence of the `<MarketDate>` composite, and non-repeating.

Format: Fixed-length, two digits

Code list: [List 163](#)

Reference name: `<MarketDateRole>`

Short tag: `<j408>`

Example: `<j408>01</j408>` Publication Date

Note: A date such as a publication date should be interpreted as the *publication* or first availability date within the market, and not as a *global* publication date

P.25.16 Date

Definition

The date specified in the `<MarketDateRole>` field. Mandatory in each occurrence of the `<MarketDate>` 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>`

Attributes: `dateformat`

Example: `<Date dateformat="01">199206</Date>` June 1992

Other Publishing Dates ([List 163](#)) that can be sent in ONIX 3.0 as/or a `<MarketDateRole>` or a `<PublishingDateRole>`:

01 Publication date (described above)

02 Embargo date (see section 25 On Sale Date)

09 Public announcement date (The date when a new product may be announced to the public and for digital products the date at which pre-orders can start). *Note:* In ONIX 2.1 this is expressed using the tag `<AnnouncementDate>` PR 20.3

10 Trade announcement date: the date when a new product may be announced for trade only. *Note:* In ONIX 2.1 this date was expressed using the tag `<TradeAnnouncementDate>` PR 20.4

27 Preorder embargo date: this is the earliest date that a retail preorder can be placed if this is different from the public announcement date. In the absence of a preorder embargo, advance orders can be placed as soon as metadata is available to the consumer (this would be the public announcement date; or, in the absence of a public announcement date, the earliest date metadata is available to the retailer). *Note:* There was no equivalent in ONIX 2.1.

25 Publisher's reservation order deadline: the latest date on which an order may be placed with the publisher for guaranteed delivery prior to the publication date. May or may not be linked to a special reservation or pre-publication price. *Note:* There was no equivalent in ONIX 2.1

11 Date of first publication: the date when a work incorporated in a product was first published.

Note: In ONIX 2.1, the above date type can only be expressed using the tag `<YearFirstPublished>`

19 Publication date of print counterpart: the date of a publication of a printed book that is the print counterpart to a digital edition. Used when the digital format has a date that is significantly different from the original (or subsequent) print version.

20 Date of first publication in original language: a date when the original language version of a work incorporated in a work was first published.

13 Out-of-Print / deletion date: A date when a product was (or will be) declared out-of-print or deleted. *Note:* In ONIX 2.1, this is expressed using the tag `<OutOfPrintDate>`

Other date values that can be sent (for more details refer to the ONIX code [list 163](#))

12 Last reprint date

22 Expected availability date after a temporary withdrawal

26 Forthcoming reprint date (*Note:* In ONIX 2.1 these were expressed using the tag `<ExpectedShipDate>` along with a product availability code from [list 65](#).)

16 Last reissue date

21 Forthcoming reissue date

Note: In ONIX 2.1 these are expressed in the 'reissue composite' using the tag `<ReissueDate>`

ONIX 2.1 guidelines

ONIX 2.1 offers two distinct ways to present the publication date; suppliers of this 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 these best practices, the only value that should be used in this data element is:

01 Local publication date

PR.25.18 Date Format

Definition

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

26. STRICT ON SALE (SOS) DATE / EMBARGO 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/recommended-best-practices-sale-date-compliance>

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 above.

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

27. GLOBAL SALES RIGHTS / 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 resell those products. Rights holders need to ensure that their rights in a given territory are respected.

While that statement remains true, any company using metadata from multiple sources across geographical markets will want to find all the information they need to know within the metadata. This is already a normal practice in the digital supply chain, but less so for print metadata traded within North America.

Print metadata files in North America have been traded as 'local' files with an expectation that they are confined to some combination of the U.S., Canada or both. Based on that recipients accept and senders provided minimal Sales Rights and relied on Currency Code to carry the geographical market of the Supplier (or distributor). What this means is the sender relied on the receiver to know, or if they needed it in their systems to add, what was implied but not stated in the their metadata feed about the geographical limitations of the market.

This can no longer be considered a reasonable practice, because data recipients are accepting data from multiple markets, and as such need better clarity within all records. The capabilities of ONIX 2.1 and 3.0 are very similar for this section (there's only one real change needed to support ONIX 3.0); however, what resellers need to know and the best practices for what rights holders need to provide have changed far more than the metadata standards have in the time between the releases of ONIX 2.1 and 3.0.

Is this mandatory data?

Yes. Publisher's territorial rights data should be supplied for each record and it should be designed to work with explicit price and supply or market geographical information.

Within ONIX 3.0, use of the *ROW statement* is mandatory if the Sales Rights composites are not already a complete worldwide statement, and it should always be provided to define the limits of "local" files (noted above). ONIX 2.1 files should provide as full a Territorial Rights statement as possible, but the lack of a similar ROW element will mean some statements will remain ambiguous. The stress for ONIX 2.1 is the need to begin to include geographical market and price information on all products (print or digital) in order to clarify the meaning of the publisher's territorial rights.

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. In this case, normal practice for digital products exceeds typical practice for physical ones, so the note is more to upgrade physical products to digital levels.

Style and usage guide

Rights may be specified for any geographical territory. Group P.24 (ONIX 3.0) or PR.21 (ONIX 2.1) 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 Block 6 Product Supply or Group PR.24 Supply Detail).

The aim is to provide precise and reliable geographical rights information that can be used by a computer system to determine whether a product can or cannot be sold in a particular territory. There are no defaults.

In ONIX 3.0, the Publishing Detail composite should include a full statement of the territorial rights. Should there be geographical areas where the rights position is unknown or the publisher does not wish to provide one, the P.21.10 Rest of World sales rights type code ([List 46](#) code "00") must be used to acknowledge that.

ONIX 2.1 does not provide a similar ability to force clarity as provided in ONIX 3.0, so recipients of data have an extra responsibility: if no information is given about a particular territory, it must not be assumed that rights are or are not held. Data senders should also facilitate interpretation of Territorial Rights by providing explicit geographical information for both Supplier and Price.

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" (use WORLD code) or "worldwide with specified exclusions" (use ROW code to acknowledge that WORLD is subdivided) if this enables them to be stated more concisely.

See the examples, but avoid use of complementary strings of country codes if possible. It is easier to interpret and cleaner to say For Sale (exclusively) in a list countries paired with Not

For Sale in ROW (or vice versa—the shortest country list should be specified) rather than to have two long lists of country codes that may or may not cover the world. ROW statements make it easier to identify a change and less error prone.

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.

It is more typical to use the Sales Rights composite coded as Not For Sale, but if the information is available, the ONIX 2.1-only `<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 in ONIX 2.1 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. In ONIX 3.0, `<SalesRights>` with `<SalesRightsType>` 03, or `<ROWSalesRightsType>` 03 are the only options, and details of equivalent products intended for other markets is limited to the `<RelatedProduct>` composite in Block 5.

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 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: 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

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

Definition

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>`

P.21.2 Countries Included

Definition

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

P.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

P.21.4 Countries Excluded

Definition

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

P.21.5 Regions Excluded

Definition

*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 (and lists the country of which the excluded region is a part).*

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

P.21.10 Rest of World Sales Rights Type Code

Definition

*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

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.

Examples

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 -->

```

ONIX 2.1 guidelines

The best practice is for suppliers of this information to use the Sales Rights composite:

Definition

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

Definition

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 equivalent products in the specified territory.

PR.21.2 Rights Country

Definition

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

Definition

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.

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>`

`<notforsale>`

`<b388>ROW</b388>`

`</notforsale>`

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>
<notforsale>
  <b090>AU CA GB NZ</b090>
</notforsale>

```

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>
<notforsale>
  <b090>ROW</b090>
</notforsale>

<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> US Dollar price applies everywhere except Canada
    <j152>USD</j152>
    <b251>ROW</b251>
  </price>
</supplydetail>

```

RELATED MATERIAL (BLOCK 5)

This block covers the data elements that provide links to related works and related products.

28. RELATED PRODUCTS AND WORKS

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, ebook), 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. Also for digital products it is necessary to supply the information about the physical version of the product.

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 ebook is assigned an ISBN).

Notes for data recipients

Data recipients are encouraged to create a “cluster” of ISBNs to which the product belongs, 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 Work Identifier composite (within PR.7 in ONIX 2.1 and within P.22 in ONIX 3.0). Note that ONIX 3.0 is more flexible in this regard, as it can provide identifiers for separate but closely related clusters, as well as the cluster the product belongs to.

Style and usage guide

In ONIX, it is possible to provide a lot of detail about the related product—its product identifiers and product form, and in ONIX 2.1 also its 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.

Because many of the relation codes are paired (eg Replaces and Replaced by), it is a common error to get the relation codes ‘the wrong way around’. For a book which is available in both a 2nd and 3rd edition, in the ONIX record that describes the second edition, the related product composite should use <ProductRelationCode> 05 (replaced by) and the ISBN of the third edition. In the ONIX record that describes the 3rd edition, use <ProductRelationCode> 03 (replaces) and the ISBN of the 2nd edition.

Notes on digital products

There is one exception to the rule about supplying only relation codes and Product Identifiers. (See *Style and Usage Guide* above for details.) Some digital retailers want limited information about the print products related to the ebooks 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.

ONIX 3.0 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:

Definition

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:

P.23.1 Product Relation Code

Definition

*An ONIX code that identifies the nature of the relationship between two products. Mandatory in each occurrence of the **<RelatedProduct>** composite and repeatable where products have more than one relationship (eg is it possible for a book to be both an 'alternative format' and the book on which an ebook is based.) Note the ONIX 2.1 equivalent tag is not repeatable.*

Format: Fixed length, 2 numeric digits

Code list: [List 51](#)

Reference name: **<ProductRelationCode>**

Short tag: **<x455>**

Examples of values to be used with this tag include:

- 03** **Replaces** (the current product replaces the related product)
- 11** **Is other language version of**
- 23** **Similar product** (use to suggest 'if you liked the related product, you might also like this one')
- 05** **Replaced by** (the current product is replaced by the related product)

Product Identifier Composite

Reference name: **<ProductIdentifier>**

Short tag: **<productidentifier>**

Two data elements are mandatory in the Product Identifier composite:

P.23.2 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.

P.23.4 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.

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/pol-1101-best-practices-identifying-digital-products>

ONIX 3.0 also allows information to be sent about related works. Work identifiers are very useful to retailers who may, with some certainty, link multiple versions of the same work and delink other, seemingly similar products. This ensures retailers can offer all versions of the work, including hardcover, softcover, and various digital publications. The related work data elements allow a retailer to offer an even wider choice to a consumer by relating the translated, abridged, and other versions of a work to each other.

P.22.1 Work Relation Code

Format: Fixed length, 2 numeric digits

Code list: [List 164](#)

Reference name: `<WorkRelationCode>`

Short tag: `<x454>`

Example: `01 Manifestation Of`

P.22.2 Work Identifier Type Code

Format: Fixed length, 2 numeric digits

Code list: [List 16](#)

Reference name: `<WorkIDType>`

Short tag: `<b201>`

P.22.4 Identifier Value

Reference name: `<IDValue>`

Short tag: `<b244>`

ONIX 2.1 guidelines

There are no appreciable differences in the guidelines for and use of Related Product between ONIX 2.1 and ONIX 3.0 other than that `<ProductRelationCode>` is not repeatable.

For related works, ONIX 2.1 allows specification of a *single* work (of which the product is a version – the equivalent of using `<WorkRelationCode>` 01 in ONIX 3.0) using the `<WorkIdentifier>` composite. There is no 2.1 equivalent for other Work relation codes.

PRODUCT SUPPLY (BLOCK 6)

All supply chain information is grouped in the Product Supply block in ONIX 3.0. This block covers where a product can be ordered from, how much it will cost, when it will be available and so on. This information is specific to a market and can therefore be repeated.

- ONIX 3.0 uses a four-level structure to describe the geographical supply arrangements for a product:
- *Territorial Sales Rights*, which lists all the territories where a publisher wishes to sell the product (including territories where the publisher has exclusive or non-exclusive rights);
- These territories may be a single market, or may be divided into two or more independent markets, each of which is represented by a *Product Supply* composite in ONIX 3.0. If there are multiple markets, there are – at least in principle – multiple Product Supply composites;
- Within a market, there may be one or multiple suppliers (distributors, wholesalers and so on), each represented by a *Supply Detail* composite;
- Each supplier may set multiple prices, and each *price* might only be valid in a single country, or may be valid in multiple countries.

29. MARKETS

In general, where a product is distributed from a single source – for example, from one exclusive distributor – it has a single market. Multiple markets are characterized by there being:

- More than one exclusive distributor, each having an exclusive geographic territory or an exclusive sales channel (e.g. to schools only);
 - In this case, the sales rights that the publisher is exploiting (see section 26 above) are divided up into narrower and distinct sets of distribution rights that are granted by the publisher to different distributors. It's clear that the distribution territories must 'fit within' the overall sales rights territories;
 - It is of course possible that distribution territories or channels overlap, but at least part of a market must be exclusive, otherwise it is not a distinct market;
- Significant differences in publication date (or more specifically, in initial market availability date) or other dates and statuses.

Varying prices across different countries or regions, or having multiple non-exclusive distributors or wholesalers do not in themselves indicate that there are multiple markets.

The market will also include information about publishing status and dates linked to that market.

- Market Publishing Status (for ONIX 3.0 - see Publishing Status section 23 above)

- Market Publishing Dates (for ONIX 3.0 -see Publishing Dates section 24 above)

A product can have dates associated with it both on a publishing level and also within the Product Supply block. These dates allow greater clarity for the supply chain, because publishers can send different types of dates for the same product. For example, if sending an embargo date you must also send a publication date even if they are the same date.

These dates can be expressed as global values applying to all the territories expressed in the territorial rights element; or can be associated with the supply chain by adding them to the market. So, if a product has an on sale date that is different in the USA and Europe from the same supplier, this can be expressed in the Market Date element.

In ONIX 3.0, the different kinds of Publishing Date Roles are taken from Code [list 163](#).

The two main date types used in the supply chain are:

01 Publication date (see Publishing date section 24 above for more details)

02 Embargo date (see Strict on Sale date section 25 above for more details)

For more detail on dates, please refer to the date section above.

ONIX 3.0 guidelines

Market Date Composite

Definition

A repeatable group of data elements which together specify a date associated with the publishing status of the product in a specified market, e.g. 'local publication date'. Optional, but a date of publication must be specified either here as a 'local publication date' or in P.20. Other dates relating to the publication of the product in the specific market may be sent in further repeats of the composite.

Reference name: **<MarketDate>**

Short tag: **<marketdate>**

P.25.14 Market date role code

Definition

*An ONIX code indicating the significance of the date; e.g.: publication date, announcement date, latest reprint date. Mandatory in each occurrence of the **<MarketDate>** composite, and non-repeating.*

Format: Fixed-length, two digits

Code list: [List 163](#)

Reference name: `<MarketDateRole>`

Short tag: `<j408>`

Example: `01 Publication Date`

Notes: A date such as a publication date should be interpreted as the 'publication' or first availability date within the market, and not as a 'global' publication date

P.25.16 Date

Definition

The date specified in the `<MarketDateRole>` field. Mandatory in each occurrence of the `<MarketDate>` 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>`

Attributes: `dateformat`

Example: `<Date dateformat="01">199206</Date>` June 1992

30. 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.

For digitally delivered products, the supplier is also the organization to which orders should be directed. So for example, a publisher offering direct fulfillment of e-publications to consumers might name itself as the supplier. In contrast, a publisher of products that are unique to a specific 'retail platforms' should name that platform as the supplier. And ONIX data sent from a publisher that contracts with a digital services intermediary might name the intermediary as the 'supplier', since it is to the intermediary that a retailer might apply prior to retailing that publisher's catalog. Individual consumer orders handled by the retailer would be forwarded to the digital services intermediary, from whom the consumer would download the file.

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 3.0 guidelines

The Distributor/Vendor of Record data element has a different structure in ONIX 3.0, but it is conceptually similar to 2.1.

In ONIX 3.0, you can describe the market once, then include several suppliers that operate in that market. In this case, the elements are part of the larger `<SupplyDetail>` composite. The role that supplier has in that market must be indicated, as detailed below.

Supplier composite

Definition

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>`

P.26.1 Supplier role

Definition

An ONIX code identifying the role of a supplier in relation to the product, e.g. 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>`

Example: `<SupplierRole>01</SupplierRole>` Publisher

Supplier Identifier Composite

Using a unique identifier from a recognized scheme (the most common are GLN -Global Location Number or SAN- Standard Address Number) helps partners in the supply chain efficiently identify suppliers.

Definition

A repeatable group of data elements that 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>

P.26.2 Supplier identifier type code

Definition

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>

Example: <j345>06</j345> GLN

P.26.3 Identifier type name

Definition

A name which identifies a proprietary identifier scheme (i.e. 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>`

Attributes: language

Example: `<b233>KN0</b233>`

P.26.4 Identifier value

Definition

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>`

Example: `<IDValue>12345678</IDValue>`

P.26.5 Supplier name

Definition

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>`

Attributes: *language*

Example: `<j137>Littlehampton Book Services</j137>`

P.26.6 Supplier telephone number

Definition

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>`

Example: `<TelephoneNumber>+44 20 8843 8607</TelephoneNumber>`

P.26.7 Supplier fax number

Definition

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>`

Example: `<j271>+44 20 8843 8744</j271>`

P.26.8 Supplier email address

Definition

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>`

Example: `<j272>david@polecat.dircon.co.uk</j272>`

Website Composite

Definition

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>`

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>`

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>`

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>`

Example: `<WebsiteLink>http://orders.xyzbooks.com</WebsiteLink>`

ONIX 2.1 guidelines

Suppliers of this data should use the following data elements:

PR.24.6 Supplier Name

Definition

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

Definition

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>

The most commonly used value in this data element is:

02 Publisher's exclusive distributor: In a specified supply territory

31. 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 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.

Definition

An optional and repeatable group of data elements which together allow returns conditions to be specified in coded form.

Reference name: `<ReturnsConditions>`

Short tag: `<returnsconditions>`

P.26.14 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

P.26.16 Returns Conditions Code

Format: Single alphabetic character (if using BISAC returns scheme)

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 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 (if using BISAC)

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

32. 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 3** for an overview of this data element.

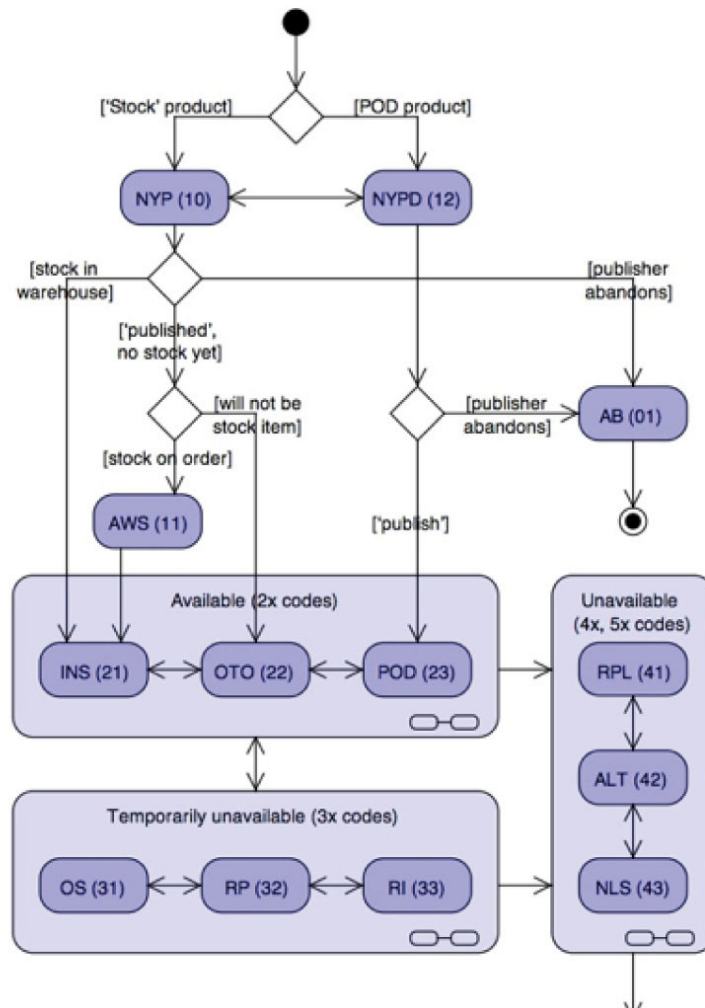


Figure 3

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 –Not valid in ONIX 3.0 ([List 54](#)) is not recommended for use in ONIX 2.1 either.

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 sender should know the product availability. All companies should make every effort to supply up-to-date information here.

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>`

Among the possible values to present in this data element are:

- 01 **Canceled** Product was announced, and subsequently abandoned.
 - 10 **Not yet available:** Requires `<SupplyDate>` with `<SupplyDateRole>` coded '08' ([list 166](#)), 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 expected date, as `<SupplyDate>` with `<SupplyDateRole>` coded 08 ([List 166](#)) except in exceptional circumstances where 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 the supplier (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 the supplier as a stock item.
 - 23 **Manufactured on demand:** Available from the supplier by manufacture on demand.
 - 31 **Out of stock:** Stock item, temporarily out of stock. Requires expected date, as `<SupplyDate>` with `<SupplyDateRole>` coded '08' ([list 166](#)) 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.

Note: 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.

Supply Date Composite

Definition

An optional and repeatable group of data elements that together specify a date associated with the supply status of the product; e.g.: expected ship date.

Reference name: `<SupplyDate>`

Short tag: `<supplydate>`

P.26.18 Supply date role code

Definition

An ONIX code indicating the significance of the date. Mandatory in each occurrence of the `<SupplyDate>` composite, and non-repeating.

Code list: [List 166](#)

Reference name: `<SupplyDateRole>`

Short tag: `<x461>`

Example: `<SupplyDateRole>02</SupplyDateRole>` Embargo Date

P.26.20 Date

Definition

The date specified in the `<SupplyDateRole>` field. Mandatory in each occurrence of the `<SupplyDate>` 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: The date specified in the `<SupplyDateRole>` field. Mandatory in each

occurrence of the `<SupplyDate>` 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.

Reference name: `<Date>`

Short tag `<b306>`

Attributes: dateformat

Example: `<b306>20100106</b306>`

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 the supplier (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 the supplier as a stock item.
- 23 Manufactured on demand:** Available from the supplier by manufacture on demand.

31 Out of stock: Stock item, temporarily out of stock. Requires expected date, either as `<ExpectedShipDate>` 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.

Note: 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.

33. 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. Note that a pack quantity of (for example) 8 does not mean that a orders for 1, 5 or 15 copies are impossible. It means only that orders for 8, 16 or 24 copies will be fulfilled using whole cartons rather than 'loose' copies.

If arbitrary numbers of copies are not available from the supplier – if *only* multiples of the pack quantity may be ordered – then the carton should be treated as a multi-item trade pack.

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>`

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`

34. 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 the main elements of “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 (‘from’) 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 North American price and thus most US and Canadian Dollar recommended retail prices are quoted exclusive of tax, mostly using Price type code 01, and are not accompanied by a tax breakdown. Applicable sales tax is added by the retailer at the checkout.

However, this is not always the case in other countries, and prices are often quoted inclusive of tax (using Price type code 02 or similar) with or without an associated tax breakdown. The Price type code always makes it clear whether the price quoted is inclusive or exclusive of sales or value-added tax.

ONIX 3.0 Guidelines

The price is mandatory data, and it should normally be sent as a part of the **Price Composite**. 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 instead have their price data supplied in the *Unpriced Item Type* data element stating that there is no price, and the reason why.

P.26.42 Unpriced Item Type

Format: Fixed-length, 2 numeric digits

Code list: [List 57](#)

Reference name: `<UnpricedItemType>`

Short tag: `<j192>`

Example: `<j192>01</j192>` Free of charge

Price Composite

P.26.43 Price Type Code

Format: Fixed-length, 2 numeric digits

Code list: [List 58](#)

Reference name: `<PriceType>`

Short tag: `<x462>`

Example: `<PriceType>21</PriceType>` Pre-publication RRP excluding tax

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.

Further information can be added to a price type by adding a Price Type Qualifier; e.g., if it is an export price or a promotional offer price.

P.26.44 Price Type Qualifier

Format: Fixed-length, 2 numeric digits

Code list: [List 59](#)

Reference name: `<PriceQualifier>`

Short tag: `<j261>`

Example: `<PriceQualifier>02</PriceQualifier>` Export price

Price Condition Composite

Definition

A group of data elements that together specify a condition relating to price.

The `<PriceCondition>` composite is primarily used to indicate rental prices – time-limited licenses – for digital publications. Prices without Price Conditions are purchase prices (or perpetual licenses). It is also used to indicate ‘linked prices’, where the price is dependent on ownership or purchase of another product.

P.26.62 Price Amount

Format: Variable-length real number, with explicit decimal point when required, maximum length 12 characters

Reference name: `<PriceAmount>`

Short tag: `<j151>`

Example: `<j151>18.99</j151>`

The price amount can be replaced by the Price Code Composite using price points, tiers or bands rather than the actual currency amounts.

P.26.63 Price Code Type Code

Format: Fixed-length, 2 numeric digits

Code list: [List 179](#)

Reference name: `<PriceCodeType>`

Short tag: `<x465>`

Example: `<PriceCodeType>01</PriceCodeType> Proprietary`

P.26.64 Price Code Type Code

Definition

A name that identifies a proprietary price code type

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

Reference name: `<PriceCodeTypeName>`

Short tag: `<x477>`

Example: `<x477>Retailer Inc. Ebook Tier Number</x477>`

P.26.65 Price Code

Definition

A code from the scheme specified in `<PriceCodeType>`

Format: According to the scheme specified in `<PriceCodeType>`

Reference name: `<PriceCode>`

Short tag: `<x468>`

Example: `<PriceCode>07a</PriceCode>`

The currency code must be sent with the price amount and the price code. It is recommended that you do not use a default currency but include a currency with every price.

P.26.71 Currency Code

All ONIX messages must include an explicit statement of the currency used for any prices. To avoid any possible ambiguity, it is strongly recommended that the currency should be repeated here for each individual price.

Format: Fixed-length, 3 letters

Code list: [List 96 ISO 4217 currency codes](#)

Reference name: `<CurrencyCode>`

Short tag: `<j152>`

Example: `<CurrencyCode>USD</CurrencyCode>`

Territory Composite

Definition

A group of data elements which together identify a territory in which the price stated in an occurrence of the `<Price>` composite is applicable. Each occurrence of the Territory Composite in ONIX 3.0 has the same structure; please refer to section 26 for more about how this is structured.

Price Date Composite

Definition

An optional and repeatable group of data elements that together specify a date associated with a price. This composite allows specific information about the date (and time) from which a date is valid to be expressed. Can be used for indicating promotional price dates.

P.26.83 Price Date Role Code

Definition

All ONIX messages must include an explicit statement of the currency used for any prices. To avoid any possible ambiguity, it is strongly recommended that the currency should be repeated here for each individual price.

Format: Fixed-length, 2 digits

Code list: [List 173](#)

Reference name: `<PriceDateRole>`

Short tag: `<x476>`

Example: `<PriceDateRole>14</PriceDateRole>` From date [date on which a price becomes effective]

Note: This element should always be accompanied by a date.

ONIX 2.1 guidelines

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`

35. 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)

003 (might indicate group 3 of many groups maintained by the publisher)

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 decode 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 3.0 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

Definition

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

Definition

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, typically 3 alphanumeric characters in the US, but longer elsewhere

Reference name: `<DiscountCode>`

Short tag: `<j364>`

Example: `MM`

ONIX 2.1 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.

APPENDIX A: GENERAL RECOMMENDATIONS FOR DATA RECIPIENTS

The guidelines in this appendix are general best practices that apply specifically to data recipients. Note, however, that these are not the only guidelines for recipients, and data recipients should also familiarize themselves with specific guidelines within each section of this document.

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:

- Product Identifier
- Publication Date and Strict On Sale Date
- Locally applicable Price
- Territorial Rights
- Publisher Status Code
- Product Availability Code
- Digital Image of Product
- Title (including subtitle)
- 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 to metadata, back to the original supplier of that metadata.
- q) Data recipients should document which systems are updated from the data sent by data suppliers.