

ONIX Requirements for Inclusion in Bowker Products

What is ONIX?

ONIX is the XML-based industry standard for transmitting metadata about books. As such, Bowker prefers this standard to any other because it allows publishers to supply the key data elements that our customers need to sell your titles. ONIX is a standard that was created by teams of people within the book industry, including publishers, retailers and data aggregators. It is managed by the international standard organizations EDItEUR (Europe), Book Industry Study Group (USA), and Book Industry Committee (UK). Creating an ONIX file requires the expertise of a programmer who can develop an XML format and validate it against the ONIX DTD. It is not a format that can be created on your desktop or without technical assistance. This document is geared toward assisting your programmer in the specifications needed for Bowker.

Documents explaining the ONIX standard can be found online:

ONIX release 3.0 specifications, Code Lists, DTD & structure diagrams <http://www.editeur.org/>

This version was announced in April 2009 and contains some major changes in data coding:

- Removal of redundant elements
- Description of digital products
- Handling of multiple-item products (sets) and series
- Publishers' marketing collateral
- Sales and distribution in international markets
- Products related to a single work (ISTC)
- Blocked records for more efficient updating
- New schema options

ONIX release 2.1 specifications, Code Lists, DTD & structure diagrams <http://www.editeur.org/>

BISG Best Practices for ONIX

<http://www.bisg.org/documents/metadadata.html>

Software packages and data partners are available via web search to assist you with this process:

Free ONIX Validators (Bowker Does Not Endorse Companies)

XML Probe

<http://xmlprobe.com>

Cooktop

<http://www.xmlcooktop.com/>

Free BNC Excel to ONIX Converter (Canada)

<http://www.booknetcanada.com>

Paid Excel to ONIX Conversion via Bowker

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Bowker Specifications

- ONIX 3.0 has recently been announced and it is not backwards compatible. This means that ONIX 3.0 does not include all data elements previously transacted in ONIX 2.1. However, Bowker will continue to accept ONIX version 2.1 files from vendors or publishers for loading into the Books In Print® database until further notice. We will also making system changes to allow us to accept ONIX 3.0. Should you be in the process of preparing ONIX 3.0, please alert us of this fact prior to submitting your test file.
- Bowker prefers short tags (as opposed to reference tags) for all file submissions.
- Bowker requires you use the character set ISO 8859-1.
- Bowker requests that you supply images separately per our image guidelines rather than via URL links in ONIX.
- Bowker prefers to receive delta files (containing new titles and updates) as opposed to full files.

Common ONIX Errors

By reviewing and correcting these common errors, you will receive a quicker turn around time from file submission to acceptance of your file.

1. File does not validate against the DTD for ONIX.
2. All necessary elements of a composite are not provided (e.g., supply detail composite missing a tag set).
3. Composites not supplied in correct order.

4. Data elements supplied outside of composite tags.
5. No ISBN or EAN supplied as product identifier. (Bowker will not be able to load this title.)
6. Data quality has not been reviewed in database before creating ONIX output.

Bowker's Initial File Submission Process

All files submitted to Bowker for the first time undergo a testing phase before they are accepted into production. Once files have been accepted into production, further testing will not be needed unless serious data issues come to light.

1. Your Bowker account manager will discuss your production schedule and title count to determine the best submission method for your company and to establish a mutually-agreed upon schedule for file delivery. Please continue to submit your data via your current methods until the testing process has been completed.
2. Send a sample file for testing that has been validated against the DTD for ONIX 2.1. Note that Bowker will be unable to review any file that does not validate.
3. Once the file is validated and checked to see that the file is well-formed, the sample file will be analyzed for quality the metadata contained. Specific changes/improvements may be requested before testing proceeds.
4. Once those changes have been provided, Bowker will review the file for ONIX formatting and request any further changes/improvements. Specifics will be provided. (To avoid gaps in coverage, continue your previous method of data submission (Bowkerlink, Excel, Text file) until your file has been through the Bowker test process and you have a confirmation e-mail from Bowker to switch to ONIX.)
5. The file will be run in Bowker's test environment to ensure Bowker customers will be able to view data correctly.
6. Future files may be FTP'd after a delivery schedule has been established. If no FTP is available at this time, files should be sent to the contact provided. Once a format and a method of transmission have been established, send all subsequent files in the same way. Please notify Bowker, in advance, of any changes.

Metadata Overview

What is Metadata?

Metadata or bibliographic data provides buyers information about your titles. Usually it is transmitted in a standard form such as ONIX or it is entered directly into a web portal of each of your customers.

Bowker's Recommendations for Metadata

In order to service the thousands of retailers, libraries, and school systems worldwide that use Bowker's Books In Print database, we request that you supply the broadest range of metadata that you have available for your titles.

- Bowker stores data for the US, Canada, UK, Australia, New Zealand, Europe and South Africa. You may provide price information for all applicable markets in your ONIX file.
- Bibliographic data on forthcoming titles should be sent 180 days prior to publication or as soon as it becomes available if it is not available at the 180-day mark. You can add details or make changes to an ISBN in subsequent files as you add them to your database.
- In addition to forthcoming titles, you should send all Active, Out of Print and other status types to Bowker.
- Should you have products that are sales rights restricted (available for sale to a single customer or market segment) Bowker will accept these items in a separate data feed and restrict publication of the data to the client list agreed upon. Please ask your account representative for more information.

Core Metadata – Basic Record

Please send a basic bibliographic record containing the following data in order to ensure your titles are loaded to Bowker’s products. Further details on each field can be found in the BISG Best Practices document link or the ONIX specifications from editeur.org as noted earlier in this document.

<i>Description of Product:</i>	<i>Binding/Format:</i>	<i>Price and Availability:</i>
Product Identifier (ie: ISBN)	Product Form	Publishing Status
Title Text	Product Form Detail (if applicable)	Publication Date (yyyymmdd)
Subtitle (if applicable)		Publisher & Imprint
Contributor (include function)		Supplier Name
Audience		Price (include price type & currency)
BISAC Subject Code		Discount Code

Descriptive Metadata – Assists in Targeting Customers

Our customers prefer this data 120 – 180 days prior to publication, please provide the fields listed below as soon as you have it available.

Author Biographical Note*	Number of Illustrations	Returns Condition Code
Barcode Indicator	Number of Pages	Rights Country/Territory
Copyright Year	Number of Pieces (audio, video, multimedia, pack)	Sales Rights Type Code
Dimensions (including size scale, width, height, & depth)	Number within Set (Volume Number)	Series Title
Edition Number	Number within Series	Supplier Role
Edition Statement	On Sale Date	Supply-to Country/Territory
Expected Ship Date	Original Title*	UPC (submitted via Product Identifier)
Illustration Type	Pack or Carton Quantity	Website links to value added content
Initial Print Run	Product Availability	Weight (including weight scale)
Language	Related Products (replaced by or replaces ISBN)	Year of Annual
Last Date for Returns		
Main Description (25-250 words)		

Enriched Metadata Components—Allows for Maximizing Discoverability

Please provide all relevant data as soon as it becomes available.

Cover Image	First Chapter/Excerpts	Web Links
Table of Contents	Author Bios	eBook Link

Specialty Product Metadata – Provides Full Description of Product

Please provide all relevant data as soon as it becomes available.

Audio Extent (running time/duration)	eBook Extent (file size, number of words)	Map Scale
Age Range (for Children’s books)	eBook Format	Video Extent (running time/duration)
Grade Range (school grade)	Large Print Point Size (via Product Form Feature)	Choking Hazard Warning

In summary

ONIX is becoming more understood as retailers require this data format from publishers. Bowker is here to assist you through the process of creating ONIX, and even has the ability to convert your Excel files to ONIX for you. For more information or assistance, please contact:

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