THE POWER OF METADATA

Is your metadata working for you?

In today's marketplace, metadata is the primary means by which customers discover and buy your books.

BDS aggregates, adds value and distributes the highest quality metadata backed up by excellent customer support.

BDS: YOUR METADATA PARTNER

01 metadata & education

Excellent metadata is vital to university libraries and research.

As more resources are published in digital format, BDS metadata ensures a publisher's output is discoverable and accessible across the whole teaching, study and research process and also provides access to subject headings and jacket covers wherever possible.

The **BDS Academic Library Licence**, used by university libraries across the UK, represents a watershed in the manner in which academic publishers' metadata is created and supplied, streamlining the supply-chain process. Through its analysis of full-text digital publications, BDS supplies metadata designed to fit in with workflows and curricula. Working with BDS is today's gateway for publishers to maximise visibility for their academic publications.

BDS also works closely with Softlink supplying metadata to primary and secondary schools in over 70 countries. BDS metadata integrates seamlessly with Softlink's technological solutions to allow publications to be selected and used for study worldwide.

02 metadata & libraries

BDS is the expert in metadata that ensures access to key markets. BDS fulfills the contract with the British Library for the Cataloguing-in-Publication (CIP) Programme, a contract it has held since 1995.

BDS supplies metadata for new physical and digital book publications to public libraries in the United Kingdom and Ireland.

Publications deposited are recorded in online catalogues and listed in the BNB, which is used by librarians and the book trade for stock selection and is used by researchers and library institutions worldwide.

BDS metadata also plays a significant role throughout the process of book selection and acquisition with wholesalers, library suppliers, system suppliers and all UK and Irish local library authorities. This generates a significant income stream for publishers.

Newton *by Eduardo Paolozzi, outside the British Library, London*

03 metadata & trade

BDS supplies Ireland's foremost book supplier and retailer, Eason. BDS metadata is used in both Eason's 60-plus retail outlets and online through easons.com.

This long-standing relationship succeeds because BDS metadata works both as an information-rich customer-facing resource and as part of the process of managing stock from warehouse to reader.

Prestigious academic retailer, Blackwell's, chose BDS because the granularity and detail of BDS metadata satisfies a diverse range of customers: book-buying public, students, librarians and people who care deeply about the quality of the metadata they employ.

Kieron Smith, Digital Director at Blackwell's, says, "Choosing BDS was a fantastic decision."

04 metadata, thema & ISNI

BDS metadata incorporates Thema, the multilingual, multicultural subject category scheme that meets the needs of publishers, retailers and trade intermediaries in all sectors of global book publishing.

Thema reduces the need to maintain numerous national subject schemes. It is managed by EDItEUR, the international trade standards body for the book trade.

"The value of a global classification scheme is clear," says Graham Bell, Executive Director of EDItEUR. "It lies in reduced duplication of work and the elimination of costly and imprecise mapping processes."

BDS metadata now incorporates ISNI codes. ISNI is the global standard number for identifying contributors to creative works. An ISNI Registration Agency, BDS contributes to the ISNI database and assigns ISNIs to the public names of individuals and organisations.

05 metadata & archives

Does your company need MARC records for its digital output? If you plan to sell to libraries, universities and institutions, then the answer is "yes" as industry leader AM has recognised.

AM offers award-winning online digitised collections of primary source material from leading archives and libraries around the world. AM came to BDS recognising the need for quality MARC records to be created at both a collection level and for specific collection features and items. The results have been impressive.

"Our customers are enjoying a whole new level of discoverability of our digital content due to the availability of BDS MARC records," says Glyn Porritt, Head of Technical at AM.

06 metadata & e-books

Metadata that enables resource discovery has become pivotal to the smooth operation of the entire supply chain as digital publications become a part of our everyday lives, whether for recreation, study, research or work.

The creation of e-book records is an exacting process that mirrors the high quality of existing BDS metadata for physical items. Our team of professional cataloguers work, wherever possible, directly from the digital resource.

A working example: BDS enjoys an excellent and long-standing relationship with OverDrive

As e-books, e-audiobooks and e-lending have become an important part of the library landscape, OverDrive supplies metadata for BDS MARC records corresponding to customer orders, linking the library user from the library catalogue to the OverDrive platform thus driving higher usage of OverDrive e-books and e-audio books.

Today's book supply chain is reliant on excellent metadata. Creating that metadata, making it responsive, fit for purpose, fit for the future, fit to be used in diverse systems, is the challenge that BDS meets.

BDS starts with the publishers' metadata. Much of this is of excellent quality, and it begins a complex process.

The BDS Process has been developed through nearly 30 years of experience and founded on long-established yet evolving principles. It is a process that involves engagement with publishers and international committees on standards. It involves listening and contributing.
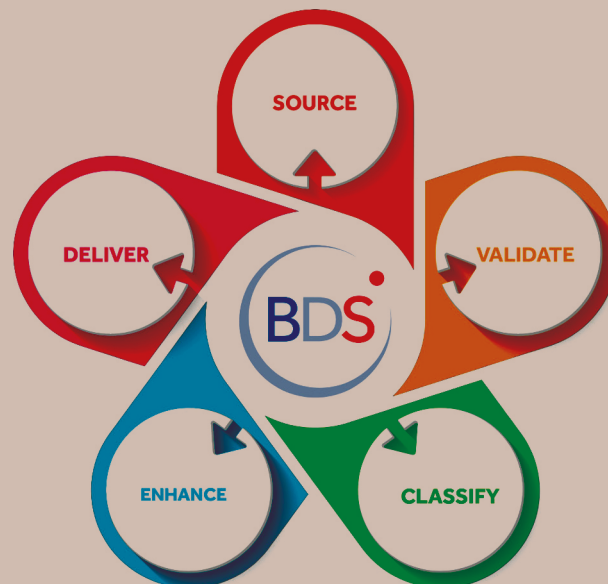
The result can be simplified into: Source - Validate - Classify – Enhance - Deliver.

To **source** metadata, BDS employs a Publisher Liaison team. Sourcing involves technical expertise and investment as the initial metadata can be received in many formats, both physical and electronic, including full-text digital copies of publications. BDS also sources live information such as price and availability, as well as inputting revised information derived from book-in-hand cataloguing, a unique and invaluable feature of a BDS record.

Validation is a checking process that provides the best foundation for the eventual BDS database.

Classification employs the intellectual expertise of the BDS cataloguing team. This ensures each record conforms to accepted standards such as Thema for the book trade and Dewey for libraries.

Enhancement links each record to extra information that people expect when they consult catalogues, such as book jacket covers, tables of contents, author biographies, reviews and descriptions.

The BDS Process - the five stages that prepare BDS metadata

This builds the BDS database, a huge repository of information stored on the BDS servers, available 24/7/365, continually updated with thousands of items every day, and backed up to ensure resilience.

Delivery is giving the customer exactly what they want in terms of metadata, format, standards and customer-specific requirements. The delivery of metadata that helps customers achieve their goals is an area where BDS has built a reputation for excellence.

Some of the organisations that work with BDS

08 metadata & websites

BDS builds websites for publishers, booksellers and book-related agencies. BDS offers the complete commercial, metadata and brand package.

Leading international book marketing, sales and distribution company, Eurospan, selected BDS to build its new online bookstore.

The website enables previews, mini author websites, best-sellers, new releases and special offers, e-book handling, price and availability, geo-located currency, multi-language page support and the integration of multiple databases. Searches undertaken by publisher, title, subject, ISBN, keyword or publication date, convert readily to secure orders which link directly to Turpin distribution so orders are fulfilled automatically.

BDS also works with ISNI-IA, building the new isni.org website.

With public records of over 15 million identities, ISNI is the ISO certified global standard for identifying contributors to creative works and those active in their distribution. It includes researchers, inventors, writers, artists, visual creators, performers, producers, publishers and aggregators.

"BDSDigital ticked all the boxes. We were expertly led through a process to determine the most important features to best support ISNI's purposes, says ISNI-IA's Executive Director, Tim Devenport.

BDS also provides online solutions for major players in the book industry, such as Melia and BatchLine.

09 metadata & publishers

BDS works with publishers of any size or specialism. There are two ways in which working with BDS can help your business.

Firstly, submit your pre-publication information and a full-text digital copy of your publication to BDS. A high quality record will be created to be included in our database. This gains exposure to retailers, suppliers and libraries, in the High Street and online. They in turn will promote your products to their customers.

Secondly, in agreement with BDS, you may use BDS metadata to populate your own online catalogues, for advertising, stock control and marketing.

Inclusion in the BDS database is offered free of charge. Pre-publication information should be sent via ONIX files and a data feed should be established for full-text digital content. Please contact our Publisher Liaison team to submit new feeds of information or discuss alternative methods at: datasupply@bdslive.com

10 metadata & customer service

BDS has built a reputation for first class service. We employ expert staff dedicated to helping our customers across all areas of our operation, including publisher liaison, metadata provision and use, information technology, and graphic design. We provide an immediate and personal response to all your enquiries.

Behind the scenes, BDS staff engage with leading industry bodies and contribute to the development of the latest standards and initiatives to take publishing forward into the diverse markets that tomorrow's global, connected world promises.

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