



Best Practice Recommendations for Identifying Digital Content

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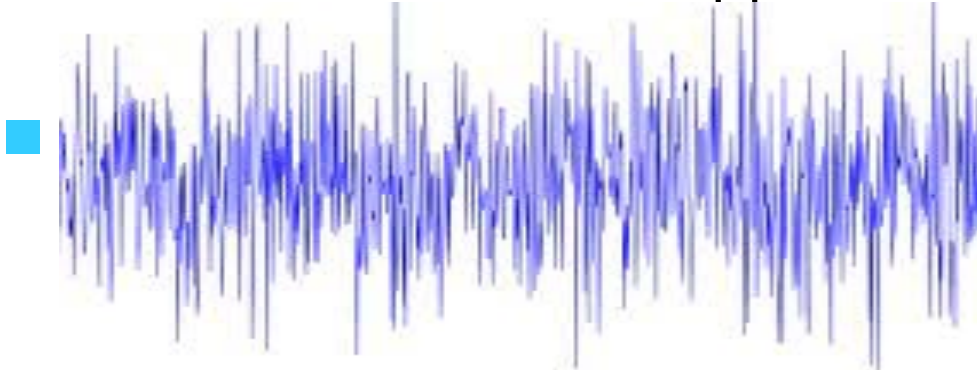
Identification of E-Books Research Project

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- “Bad Practice” structurally embedded
- Enablers at all levels
- Definitions and nomenclature inconsistently applied
- Messaging & communication lacking
- Business case unclear
- Definition of ‘product’ fluid
- ISBN relevance challenged
- Library market problematic
- Bibliographic metadata substandard
- Solution(s) not obvious

- No ISBN at all
- Print ISBNs assigned to e-book versions
- One ISBN assigned for all e-book file formats
- Unique ISBNs assigned to individual (production) file formats
- Unique ISBNs assigned to platform specific versions
- Proprietary (non-publisher) ISBNs assigned to e-books
- Proprietary (non-ISBNs) identifier assigned to e-books
- EANs assigned to e-book content
- “Made-up” numbers

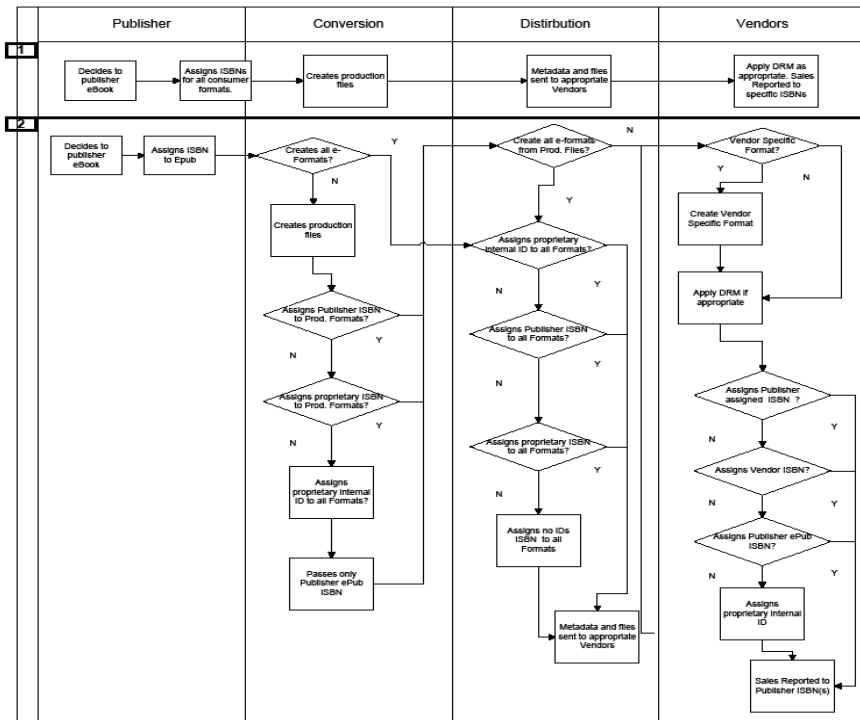
- Consistency
- Clarity
- Practical, real world application



Working Group Documents The "As-IS"

ISBN for eBook Assignment
 "As-Is" Workflow for Publisher assigns ePub ISBN only
 Ver. 1
 March 13, 2011

- Track an EPUB file through the supply chain, from Publisher to Consumer
- Who is doing what, when, where, why and how



Notes:

- Row 1 represents the initial ISBN Agency Requirements for ISBN.
- Row 2 represents all possible variations taking place in the real world supply chain starting with the premise that the Publisher is assigning only an ePub ISBN in their internal Title systems and only passing that ISBN along.
- It is assumed that all third-party vendors will assign their own sku's or other identifier to these jobs. For the purposes of the workflow, third party proprietary sku/ID assignment should be looked at as the substitute for assigning a unique ISBN.
- The Publisher ISBN in this instance refers to Consumer facing metadata. It is assumed any Publisher assigned identifier will travel with the product metadata for reporting purposes.

Two Principles Framed The Best Practices

- *“Publishers should always assign an ISBN to the Products they are releasing into the supply chain in order to maintain a link by which metadata can be communicated out to the supply chain, and sales information can be communicated back to the Publisher from the supply chain.”*

- *“It is very important...that the end consumer be given accurate information (metadata) about the Digital Book’s usability in order to make an informed buying decision.”*

--from “Best Practices Recommendations for Identifying Digital Books, BISG Policy Statement POL-1101”

Define

- Book, Product, Production File

Educate

- What is and isn't an ISBN



Recommendations for ISBN Assignment

- Real world applications
 - Publishers
 - Libraries
 - Booksellers
 - Distributors
 - Conversion Houses

Identifier For eBook Working Group

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Organizations

Apex CoVantage	Nielsen
Baker & Taylor	NISO
Book Industry	Oxford University
Communication (BIC)	Press
BookNet Canada	Pearson
Cambridge University	Penguin Group
Press	Perseus Books Group
Cengage Learning	Quad/Graphics
Cross Ref Dial-A-Book	Random House
EDItEUR	RoyaltyShare
Firebrand Technologies	RR Bowker
Hachette Book Group	RR Donnelley
HarperCollins	Sensible Solutions
Harvard University Press	Simon & Schuster
Houghton Mifflin	Taylor & Francis
Independent Publishers	United Methodist
Group	Publishing House
Ingram	University of California
Ingram Content Group	Press
International ISBN	Wolters Kluwer Health
Agency	Medical Research
Kobo Lightspeed LLC	Yale University Press
Macmillan	YBP Library Services
McGraw-Hill	



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