

Supply Chain FAQ

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More questions? Please contact:
Rachael Pleet
General Manager, LitDistCo
416-483-4082
rachael@litdistco.ca

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Bibliographic Data and Title Availability

Where does bibliographic data go? What about title availability on-line?

Canadian Customers

Indigo

Indigo requires data to be submitted before the sales rep can book appointments with buyers. Accurate data allows buyers to place their buys, and the content is listed on Indigo's website, chaptersindigo.ca.

Indigo receives daily inventory positioning files from LitDistCo and UTP. A title that is available in the warehouse typically shows 3-5 week availability. A title shows 24 hour availability if one or more copies are available in Indigo's distribution centre.

LitDistCo submits weekly biblio update files to Indigo.

Amazon.ca

Like Indigo, amazon.ca is set up with EDI at UTP and Lit DistCo, and receives inventory positioning files directly from the distributor.

If titles are being listed incorrectly, please let us know and we can fix it. That said, if the title is listed as not available, or available in several weeks, that has to do with your distributor, and more specifically how much stock of that title is at your distributor. Only if Amazon orders the title can you get 24-hour availability.

BookManager

BookManager is a company owned by Michael Neill of Mosaic Books in Kelowna. BookManager supplies title information and sales data to publishers and booksellers across Canada. BookManager supplies PubStock, a service used by more than 300 booksellers, mostly in western Canada, to order books.

BookManager does not sell books; it sells services. Its customers, the booksellers, buy books directly from the distributors. So availability is not an issue.

In addition, both UTP and LitDistCo send inventory positioning files to PubStock. If publishers are experiencing any problems with titles being listed, it is because there is not any stock of that title at your distributor.

LitDistCo submits data to BookManager in ONIX.

Bowker

Bowker provides both Canadian and American booksellers with Books in Print information, and supplies data directly to Barnes & Noble and Borders. Bowker is also BookNet Canada's source for title information for their SalesData program.

Bowker would like to receive cover images and book descriptions as well as the standard bibliographic information. LitDistCo is set up to send ONIX data to Bowker, as well as enhanced content where we have it.

The Publisher Relations and Content person at Bowker, Tricia McCraney, is a close contact, and works closely with us and immediately brings to our attention any concerns.

Like BookManager, Bowker sells services, not books. Part of that service are inventory updates. Both UTP and LitDistCo send inventory positioning files to Bowker.

Bowker not only accepts ONIX files, it is often used as the place to test whether your ONIX file is valid or not.

Distributors: Lit DistCo and University of Toronto Press

The LPG maintains close contact with these distributors. Whenever they ask (usually at the start of each season), we send bibliographic files, both full feeds and delta feeds as requested.

American Customers

Amazon.com

A distributor cannot directly list titles on amazon.com. All information for new titles must be supplied to amazon.com through either Ingram or Baker & Taylor, or be submitted through the amazon.com Advantage program.

The new listing policy means several things, depending on your distributor. First of all, having a title listed as available on Ingram and / or Baker & Taylor is of the utmost importance. Please see the sections on those two distributors for more information.

UTP has a direct relationship with amazon.com, and amazon.com receives inventory positioning files directly from UTP. LitDistCo has an Advantage relationship with amazon.com, and LitDistCo lists titles on Advantage as they come into print. In most if not all instances, information on the title is already available on amazon.com (from Ingram or Baker & Taylor) and listing the title on amazon.com merely confirms that the book can be ordered directly from the Canadian distributor and not just from the American wholesalers.

The feeds from Ingram and Baker & Taylor can help the availability on the amazon.com website. If these wholesalers have stock of the title, the availability is much quicker. Alternatively, you can get 24-hour availability if amazon.com orders stock. Please note that amazon.com operates separately from amazon.ca.

Adding enhanced content (cover art, descriptions, author bio, reviews) to a listing on amazon.com makes the title more visible and increases its chances for sale. Presently, we send enhanced content via FTP to amazon.com when we receive the information from publishers, or help publishers add their own enhanced content.

Ingram

Title information is listed on Ingram's comprehensive on-line database, iPage. When titles are in print, or on order from Ingram, they are listed as "Ingram Active." Other titles are listed as "Ingram Extended," until they come into print. If a title is in print but not listed as Active, we have been very successful in working with Ingram to get this changed quickly.

Ingram provides back order, on order, and sales information on a per title basis on their website. Ingram allows publishers to view such data at a cost of \$995 U.S. per distributor. In the past year, Lit DistCo publishers have agreed to share this cost, and have been given access. UTP client publishers would only have access through special arrangement with UTP.

LitDistCo co-ordinates closely with Andy Stone, Ingram's data acquisitions supervisor, to ensure that information is accurately received, and updates are posted in a timely manner. This working relationship with Ingram is essential. Amazon.com, for example, now accepts data only from Ingram, and if corrections are necessary for the bibliographic information on a particular title, they must be made on Ingram to be seen on amazon.com. Booksellers in the U.S., and sometimes Canada, look to iPage for title availability before placing an order.

Ingram also accepts enhanced content, and the LPG sends enhanced content via FTP to Ingram when we receive the information from publishers, or helps publishers add their own enhanced content. The LPG spot checks title listings, for both content and availability throughout the season.

Baker & Taylor

Baker & Taylor is another key data customer, because on-line booksellers like amazon.com look to B&T for bibliographic information and title availability. B&T is the main library wholesaler in the U.S.

Barnes & Noble

As with Indigo, the biblio data submitted is used both by the buyers, and on the on-line bookseller Barnesandnoble.com. Barnes & Noble also receives data from Bowker.

Enhanced Content and Book Descriptions

How do I get my cover and book description on-line?

- 1. Join LitDistCo's data project. Submit your covers and we'll get them on sites for you.**

How to submit Enhanced Content:

1. Book Cover Images

- Prepare your cover images in this format:
 - * JPG format
 - * 72 pixels/inch resolution
 - * 648 pixels on the longest side (9 inches at 72 dpi)
 - * RGB colour mode
 - * PC or Mac format
 - * File must be named by the ten digit ISBN (no dashes please!), e.g. 6004435678.tif
 - * Image should be full-front view of cover, no borders
- Send covers to LitDistCo.

For a large number of cover images, please burn me a CD and send it in the mail. Other options are to send by email (we can make arrangements for this), or to put the images on a website or FTP where I can go and download them.

2. Book Descriptions and Author Bios

- Please send your content in html. If the content is coded in html, it will not lose formatting when transmitted to various data aggregators, and will look the best on-line.
- An example of an html coded book description is at the end.
- send all your data in ONE word or text file. Indicate the ISBN above the book description. Indicate the author's name above the author bio. Please send only one bio per author, not per book.
- Email the word or text file to LitDistCo.
- If you have a website, a quick way to collect the html coded text would be to look at the source files and copy and paste the necessary information into a Word document, which you can then save as text only and send on to LitDistCo.

SAMPLE HTML

0920486592, Lauchie, Liza and Rory

<P>From the author of <I>Margaret's Museum </I>comes this all-too-human comedy of unrequited love. </P>

<P>From her wedding day until the day her son leaves for university, Liza lives with sensible Lauchie while pining for his reckless identical twin brother, Rory. In a series of scenes from Liza's life, Currie evokes an entire east-coast town and keeps us laughing while subtly illuminating the poignancy in the situation. The play's two actors switch characters at a dizzying pace; playing parents, siblings, children, priests, nuns; to weave the tale of a warm and tightly-knit family coming to terms with the meaning of love and loyalty.</P>

Some basic codes, as you can see above, are:

<P> paragraph and </P> to end paragraph

<I> Italic and </I> to end italic, etc.

 Bold

& ampersand symbol

’ apostrophe

" double quote mark

— em dash

A great resource for special characters is

http://webmonkey.wired.com/webmonkey/reference/special_characters/

2. Submit your own covers, in the format above.

For Indigo, email your covers to electronicdata@indigo.ca.

For the Amazons, FTP to:

Amazon.com:

address: ftp.amazon.com

login: amazonca

pw: aPe37B0Y

(that's a zero, not an "O")

Amazon.ca

address: ftp.amazon.com

login: advcat

pw: sEdgene9

Bibliographic Data Certification

What is BookNet Canada certification?

BNC Bibliographic Certification tests a publisher or distributor's production file for structure, content and other criteria. The Certification criteria is based on the Bibliographic Standard and feedback from data aggregators.

Certification is granted at the discretion of a BNC audit group on the basis of the applicant's responses to the online questionnaire, a review of the sample data file and through input from bibliographic data end users (aggregators and retailers). Bibliographic Certification is granted for one year. The decisions of the audit group are final and not subject to review.

The Department of Canadian Heritage's Book Publishing Industry Development Program requires all publishers applying for funding achieve at least Bronze Certification. Details about Heritage's requirements can be found in the Application Guide 2005-6.

Bibliographic Certification Levels

There are three levels of Bibliographic Certification: Bronze, Silver and Gold. These are selected from the Canadian Bibliographic Standard.

All data must be submitted electronically.

Bronze level data meets an industry-driven standard and is submitted in the BNC Excel Template.

Silver is all of the Bronze elements, but submitted in ONIX. For more about ONIX, see Editeur.org.

Gold is the Silver elements, plus additional ONIX fields.

LitDistCo is currently Silver certified, and working with publishers on completing all gold standard fields. For more information, please visit booknetcanada.com.

XML and ONIX

What is XML?

XML (Extensible Markup Language) is an initiative that allows information and services to be encoded with meaningful structure and semantics that computers and humans can understand. XML is great for information exchange, and can easily be extended to include user-specified and industry-specified tags.

What is ONIX?

The ONIX for Books Product Information message is the international standard for representing and communicating book industry product information in electronic form.

ONIX, which stands for **ON**line **I**nformation **eX**change, is a standard format that publishers can use to distribute electronic information about their books to wholesale, e-tail and retail booksellers, other publishers and anyone else involved in the sale of books.

It is both a data dictionary of the elements which go to make up a product record, and a standard means by which product data can be transmitted electronically by publishers to data aggregators, wholesalers, booksellers and anyone else involved in the sale of their publications.

Why was ONIX developed?

ONIX was originally devised to simplify the provision of product information to online retailers by standardizing the means by which information about the product was delivered and processed.

It is a proven fact that the more information customers have about a book, the more likely they are to buy it. In the bookstore the potential buyer can find out about a book by handling the book itself, looking at the cover design, blurb, reviews, author biography, etc, as well as dipping into the text itself. All of this information (also known as metadata) draws the potential reader into a book and helps to sell it.

Online, however, there is no physical book to pick up and examine. Instead, there is a web page which carries all this information and, in some cases, more - audio and video files – relating to the book. And again, the richer the data, the better the chances are of selling the book.

Is ONIX Just for Internet Retailers?

Certainly not. Accurate and timely product information is needed by all booksellers for all kinds of reasons: to find out about publishers' titles; to let buyers know whether a book is available to be ordered, at what price, and within what timescale. ONIX provides a means by which changes to product information can be quickly and efficiently processed by data aggregators and booksellers by adopting a common format that all publishers use. This makes information available to the consumer more quickly and more reliably than has ever been possible before.

Is ONIX just for books?

No. The principles behind ONIX potentially apply to all categories of publisher output. ONIX can already accommodate e-books and other text published electronically; and is already being extended to videos and DVDs and to the needs of journal publishers and intermediaries.

How Does ONIX Work?

The ONIX standard defines both a list of data fields about a publication and how to send that data in an 'ONIX message.' ONIX specifies and defines the data elements so that everyone can be sure they're referring to the same thing. Publishers can use as many or as few of the data elements they wish to record and transmit; and these are not just limited to facts and figures and textual description: multimedia files, such as images and audio files are becoming increasingly important as ways of encouraging sales and enriching the record.

The ONIX message is a set of data elements defined by 'tags' written in XML (eXtensible Markup Language). This conforms with a DTD (Document Type Definition) which defines, among other things, how to order the data elements, and how the elements are interrelated.

Why Does ONIX Use XML?

ONIX uses XML for a number of reasons:

1. XML is optimized for creating complex documents and transmitting and exchanging data between computers.
2. XML is text-readable; meaning that humans as well as computers can recognize and read the data. Most tags, which define each book data element, consist of English words or abbreviations--for instance, an ONIX message would list the Publisher's name as follows:
"<PublisherName>Scribner's</PublisherName>". These factors make it easier for smaller organizations to design and implement ONIX-compliant systems.
3. XML software is inexpensive, meaning that even the smallest publisher can afford to use it.

How is an ONIX Message Created?

Creating an ONIX message involves two steps: (1) organizing the book data into ONIX-specified fields and storing it in a database; and (2) using an XML software application and the ONIX DTD (the set of rules) to organize and tag that data. A single ONIX message may contain data about multiple books.

How is an ONIX Message Transmitted/Received?

An ONIX message is transmitted across networks and the Internet the same way other data is--for instance, as an email attachment or by ftp (file transfer protocol).

Once an ONIX message is received the same tools (an XML software application and the ONIX DTD) are used to verify the data's integrity. From that point, it can be used to translate the data for use on a web page or be automatically fed into a product database.

Where can I find the ONIX Standard?

All the documentation on ONIX is freely available on the EDItEUR web site at www.editeur.org. The latest published version of ONIX for Books is version 2.1, published in the summer of 2003. This and all future versions will be upwardly compatible with version 2.0. However, earlier versions are still in use; but users are strongly encouraged to upgrade at least to version 2.0 as early as possible.

ISBN-13

What is the ISBN?

ISBN stands for International Standard Book Number. It is a unique identifier assigned to every book which provides a standard way to identify books in global trade.

What is the ISBN-13?

International Standard Book Number (in its thirteen-digit form)

- The exclusive form of the ISBN for all books published after 2007
- Hyphenation: May be presented with or without hyphens
- Should be used (in conjunction with the ISBN-10) on books published before 2007 whenever such a practice is feasible
- Should only be used on books and book-related products as defined in the ISBN Standard (ISO 2108) and the contract between ISBN International and GS1
- Equivalent (in its non-hyphenated form) to the Bookland EAN/UCC-13
- Bar coding: Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14

What is the EAN/UCC-13?

International Article Number (in its thirteen-digit form)

- Used internationally to identify single units of products
- Hyphenation: Never hyphenated
- Used on all types of products (not just books)
- Sunrise 2005 encouraged all companies in the North American supply chain to ensure that their systems (including point-of-sale systems) could read and store this number as a product identifier
- Includes both the Bookland EAN/UCC-13 numbers and identifiers in ranges issued by the local GS1 agency
- Numerically equivalent to the ISBN-13 for products numbered with ISBNs
- Bar coding: Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14 by prefixing a leading numeral and recalculating the check digit

What is the Bookland EAN?

International Article Number (in its thirteen-digit form) reserved for use on books and related products

- Used internationally to identify books and related products
- Also known as Bookland EAN/UCC-13
- Hyphenation: Never hyphenated

- Bookland EAN numbers are a subset of the larger pool of EAN/UCC-13 product identifiers
- Current EAN ranges reserved for the use of books and related products are 978- and 979-
- Should only be used to identify books and related products as defined in the ISBN Standard (and in the contract between ISBN International and GS1)
- Numerically equivalent to the ISBN-13
- Bar coding: Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14 by prefixing a leading numeral and recalculating the check digit

What changes are coming to publishing as a result of ISBN-13?

The ISBN-13 will be used as the product identifier in both the traditional bookselling as well as the general retailing markets for books.

Why is this happening?

The change is needed to expand the numbering capacity of the ISBN system and alleviate numbering shortages in certain areas of the world. This need is greater in parts of the world that have seen a recent increase in publishing and in the small press area in the United States. The expansion of ISBN to 13 digits is also part of an overall consolidation of separate numbering systems into a single worldwide plan.

How do I find out what my new ISBNs will be?

There really are not any "new" ISBNs. The change to ISBN-13 will incorporate the core of existing ISBN-10s. You already have (or can easily get) your ISBN-13s for current titles. It is the number called the Bookland EAN which appears underneath your Bookland EAN-13 bar code on the back of your book (Cover 4), or the inside front cover of mass market paperbacks (Cover 2).

How do we calculate ISBN-13s in this format?

To convert existing ISBN-10s to ISBN-13s, drop the final check digit, add a leading '978' to the remaining 9-digit "core" and calculate a new, modulus-10 check digit. For more information see Conversions and Calculations at <http://www.bisg.org/isbn-13/conversions.html> or ISBN-13 Converters at <http://www.bisg.org/isbn-13/converters.html>

What's the difference between '978' and '979' ISBN-13s?

When all numbers in a given '978' block have been assigned, national ISBN agencies will begin assigning ISBN-13s with a '979' prefix to subsequent requests. (Both '978' and '979' are EAN prefixes assigned to "Bookland" and managed by the ISBN authority.)

Note that when converting an existing ISBN-10 to an ISBN-13, you must always apply the prefix '978', and only '978'. You cannot create ISBN-13s from ISBN-10s by prefixing them with '979'.

What problems will be caused by the use of both '978' and '979' prefixes?

Today, the Bookland EAN is used as a carrier of the ISBN-10 by most publishers. As of January 2007, the number we now know as Bookland EAN will become the ISBN-13. Most organizations scan the Bookland EAN bar code, strip off the '978' and check digit, calculate a new check digit and store the resulting ISBN-10 in a database.

This practice will not be usable for ISBN-13s beginning with '979', since it will cause duplicate identifiers to be created in a company's host systems. The resulting consequences of this would be grave. It is very important to discontinue the practice of deriving ISBN-10s from Bookland EANs before the ISBN-13 and '979' prefixes come into use.

Will the ISBN change affect the bar code on books?

No. There is no change to the Bookland EAN bar code itself or to the number encoded within it. The human-readable ISBN displayed above the Bookland EAN bar code *will change*, however, with the currently printed ISBN-10 being replaced by the new ISBN-13

Where do I need to be by January 1, 2007?

You need to be fully prepared to operate in the ISBN-13 world by January 1, 2007.

How will hyphenation be handled for ISBN-13?

Beginning January 1, 2007, ISBN agencies will provide only 13-digit ISBNs comprised of the following five elements:

- Element 1: Identifies the EAN prefix (currently either '978' or '979')
- Element 2: Identifies the country or language agency
- Element 3: Identifies the publisher prefix
- Element 4: Identifies the title or specific edition of a publication
- Element 5: Identifies the check digit

The elements must be separated clearly by hyphens or spaces when displayed in human readable form. Of the five elements, the middle three will be of variable lengths; the EAN prefixes as currently defined (i.e., '978' or '979') and the check digit lengths will remain fixed.

Booklet Resources/Links

Some information in this package came from the following sites.

Industry Sites:

Book Net Canada

www.booknetcanada.com

Book Industry Study Group (BISG)

• you can buy the latest BISAC standard here

www.bisg.org

Editeur, the International ONIX standard

www.editeur.org

Bibliographic Certification FAQ:

http://www.booknetcanada.com/mambo/index.php?option=com_simplefaq&task=display&id=27&catid=36&Itemid=111

ONIX Facts and FAQs:

<http://www.editeur.org/ONIX%20International%20FAQ.html>

<http://www.bisg.org/onix/index.html>

http://www.bisg.org/onix/onix_faq.html

ISBN-13:

The Da Vinci Code Bar Code: It's time to get a clue about ISBN-13

http://www.bisg.org/news/pub_weekly_davinci.html

ISBN Quick Facts

<http://www.bisg.org/isbn-13/quick.facts.html>

Frequently Asked Questions:

<http://www.bisg.org/isbn-13/faq.html>

Implementation Timelines

<http://www.bisg.org/isbn-13/timelines.html>

Book Ordering: Ordering Guidelines for New and Backlist Titles

<http://www.bisg.org/isbn-13/book.ordering.html>

Book Labeling: What the back of your book will look like
<http://www.bisg.org/isbn-13/book.labeling.html>

ISBN for Dummies

<http://www.bisg.org/isbn-13/for.dummies.html>

PDF version: http://www.bisg.org/isbn-13/ISBN13_For_Dummies.pdf

ISBN-13 converters:

<http://www.bisg.org/isbn-13/converters.html>

Conversions and Calculations:

<http://www.bisg.org/isbn-13/conversions.html>

Article – Clock Ticks on ISBN-13 (Publishers Weekly)

http://www.bisg.org/news/pub_weekly_isbn13.html

Publisher Relevant ISBN 13 FAQ:

<http://www.bisg.org/isbn-13/publishers.faq.html>