

# BDS - HERE TO HELP YOU SELL BOOKS METADATA AND YOU

BDS

In today's marketplace, metadata is a key tool that needs to work for you, allowing your customers to discover and buy your books.

As a publisher, the metadata you use to drive sales, engage customers and attract repeat business, performs a vital function in your sales strategy. Is your metadata working for you or against you? Metadata often comes from diverse sources within your business and occasionally and unwittingly, conflicting or inconsistent standards creep in, typically in the application of classifications, author names and series titles. These are critical for retailers and library suppliers. Discoverability relies on consistent standards, a broad range of extended content, and excellent mapping. Without metadata crafted to consistent standards, you may lose customers and sales.

Since 1995, BDS has curated and distributed industry-standard metadata that helps publishers gain sales and increase market profile.

## 01 metadata & education

**Blackwell's, the UK's largest specialist and academic bookseller, chooses BDS to provide its core bibliographic and extended data for the bookseller's website and shops.**



As part of the relationship, BDS and Blackwell's are working together to develop metadata for a global market.

Kieron Smith, Digital Director at Blackwell's, identified several reasons for selecting BDS over other metadata suppliers.

He said that BDS is most likely to support Blackwell's going forward, including with Thema; BDS offers the best route forward for discoverability of titles; BDS supplies the best data for non-Latin text, and BDS's rich and comprehensive content gives Blackwell's a competitive advantage.

The granularity and detail of BDS metadata satisfies a diverse range of customers – book-buying public, students, for whom different editions are important, librarians and people who care deeply about the quality of data.

Kieron concluded by affirming that Blackwell's were very pleased with the result and that despite the effort required in changing metadata supplier, choosing BDS was a fantastic decision to have made.

## 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 creates metadata for all new physical and digital book publications produced in the UK and Ireland, facilitating the UK legal deposit system.

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 local library authorities. This generates a significant income stream for publishers.



*Eduardo Paolozzi Statue of Newton at the British Library, London*

## 03 metadata & trade



**BDS supplies prestigious Finnish bookstore chain Akateeminen with metadata relating to its core English-language title stockholding and ongoing purchases.**

Founded in 1893, Akateeminen Kirjakauppa (Academic Bookstore) has seven outlets in Finland, including its flagship store in central Helsinki, and an online site. BDS is supplying all metadata in ONIX 3.0 and the feed includes images and extended content.

"We are delighted with the quality of the metadata," says Rafu Nuotio, Business Analyst at Akateeminen, "and with the flexibility of the BDS service which made a number of specific changes to its output to meet our needs."

## 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 AM Digital has recognised.**

Adam Matthew Digital offers award-winning online digitised collections of primary source material from leading archives and libraries around the world. AM Digital 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 Digital.



## 04 metadata & thema

**BDS metadata incorporates Thema, the multilingual, multicultural subject category scheme designed to meet 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."



"We are delighted to offer Thema codes to users of BDS data," says Keith Walters, Trade Data Manager at BDS. "Its inclusion reflects our commitment to customers as well as our growing ambition within a global bibliographic market."

## 06 metadata & ebooks

**The long-standing relationship BDS enjoys with leading audiobook, digital services and large-print publisher, W F Howes Limited expanded with the launch of a major eBook initiative to libraries on their proprietary platform, OneClickdigital.**



The creation of e-book records is an exacting process that aims to mirror the high quality of existing BDS data as efficiently as possible for a large number of titles. Moreover, e-books and e-lending are fast becoming an important part of the library landscape.

"At W F Howes we believe in the importance of efficiently providing new popular titles in up-to-date media formats, with accurate data" says Dominic White, Head of Publishing and Commerce, W F Howes. "Our deal with BDS allows us to extend and enhance our offering into the field of e-books while maintaining these publishing values."

[www.wfhowes.co.uk](http://www.wfhowes.co.uk)



# 07 metadata & value

Today we have a much greater reliance on metadata than even a few years ago. Creating that metadata, making it responsive, fit for purpose, fit for the future, fit to be used in diverse systems, is the challenge that faces BDS.

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 25 years of experience and founded on long-established and developing principles. It is a process that involves engagement with international committees on standards, listening and contributing. The result can be simplified into: **Source - Validate - Classify - Enhance - Deliver.**

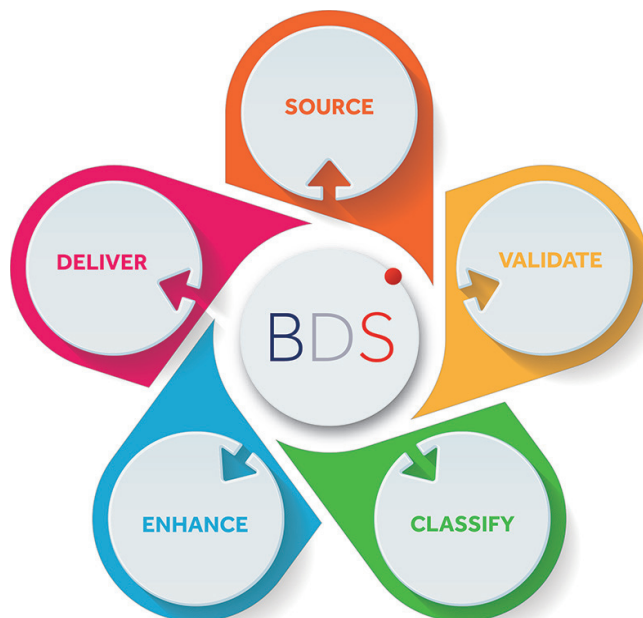
To **source** data, BDS employs a Publisher Liaison team. Sourcing involves considerable technical expertise and investment as the initial data can be received in many formats, both electronic and physical. BDS also sources live information such as price and availability, as well as inputting revised 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 possible 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 all the extra information that people have come to expect when they interrogate catalogues, such as book jacket covers, tables of contents, author biographies, reviews and descriptions.

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 and mirrored to ensure remarkable resilience.



*The BDS Process - The five stages that prepare BDS metadata for use by its customers*

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

## Some organisations that work with BDS

Publishing  
Scotland

Foillseachadh Alba



OXFORD  
UNIVERSITY PRESS

INGRAM

AKATEEMINEN KIRJAKAUPPA  
AKADEMISKA BOKHANDELN



AM Adam Matthew  
Primary sources for teaching and research



BRITISH  
LIBRARY



BIC MEMBER  
2018-2019



RSC RDA  
Steering Committee



W. F. HOWES LTD  
THE HOME OF  
Unabridged Audiobooks & Large Print Books

BLACKWELL'S  
FOR LEARNING · FOR LIFE

YaleBooks | Yale University Press  
UK, Europe and Overseas

## 08 metadata & websites

**BDS build websites to deliver the complete commercial, information and brand package.**



*BDS created the website for Yale University Press*

For example, the Yale University Press list includes history, biography, politics, music, religion, literature and current affairs, with books that have won many of the leading British literary prizes.

BDS Digital has created a website that is elegant, rich in information and enlightening, reflecting Yale's culture and catalogue. First launched in 2010 and since regularly updated with content and enhancements, it combines in-depth functionality including browsing by a range of subjects, formats and classifications combined with news, blogs and events that link to Yale's list and build a connected story for every title. An author database creates a mini-site for each Yale author, enhancing discovery, while "suggested titles" links to a client's purchase history. Checkout is built to handle multiple currencies and links directly to Yale's distributor.

The site handles a backlist of titles while about three hundred hardcover and one hundred and fifty paperback titles are added each year. It is all easily managed by Yale staff using the BDS CMS, allowing full control over content.

**[www.yalebooks.co.uk](http://www.yalebooks.co.uk)**

## 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 publications' information to BDS, including images and other extended content, to be included in our database and gain exposure to potential buyers, including retailers, suppliers and libraries, in the High Street and online. They in turn will be promoting your products to their customers.

Secondly, you may use BDS data to populate your own online catalogues, for advertising, stock control and marketing.

Inclusion in the BDS database is offered free of charge. Our preferred way to receive information is via ONIX files. Please contact our Publisher Liaison team to submit new feeds of information or discuss alternative methods at:

**[datasupply@bdslive.com](mailto:datasupply@bdslive.com)**



## Excellent customer service

**BDS has built a reputation for first class service during its 25 years of trading. 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.**

**For trade data enquiries contact Keith Walters at [keith.walters@bdslive.com](mailto:keith.walters@bdslive.com) or phone 07545 930379. For publisher liaison enquiries contact Dorothy Reid at [dorothy.reid@bdslive.com](mailto:dorothy.reid@bdslive.com) or phone 01387 702252.**

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BDS Data



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