

influential



ONIX Schema Review

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Structure

- What is ONIX and why do we care?
- Concepts and limitations in ONIX
- ONIX schema and Examples

What is ONIX?

- **ON**line **I**nformation **eX**change
- International standard for communication between parties in the publishing industry
- Some Influential clients already use this format
- Industry experts have done the work for us – **they know what will be sent**
- Designed for US and UK markets. **There are regional differences**

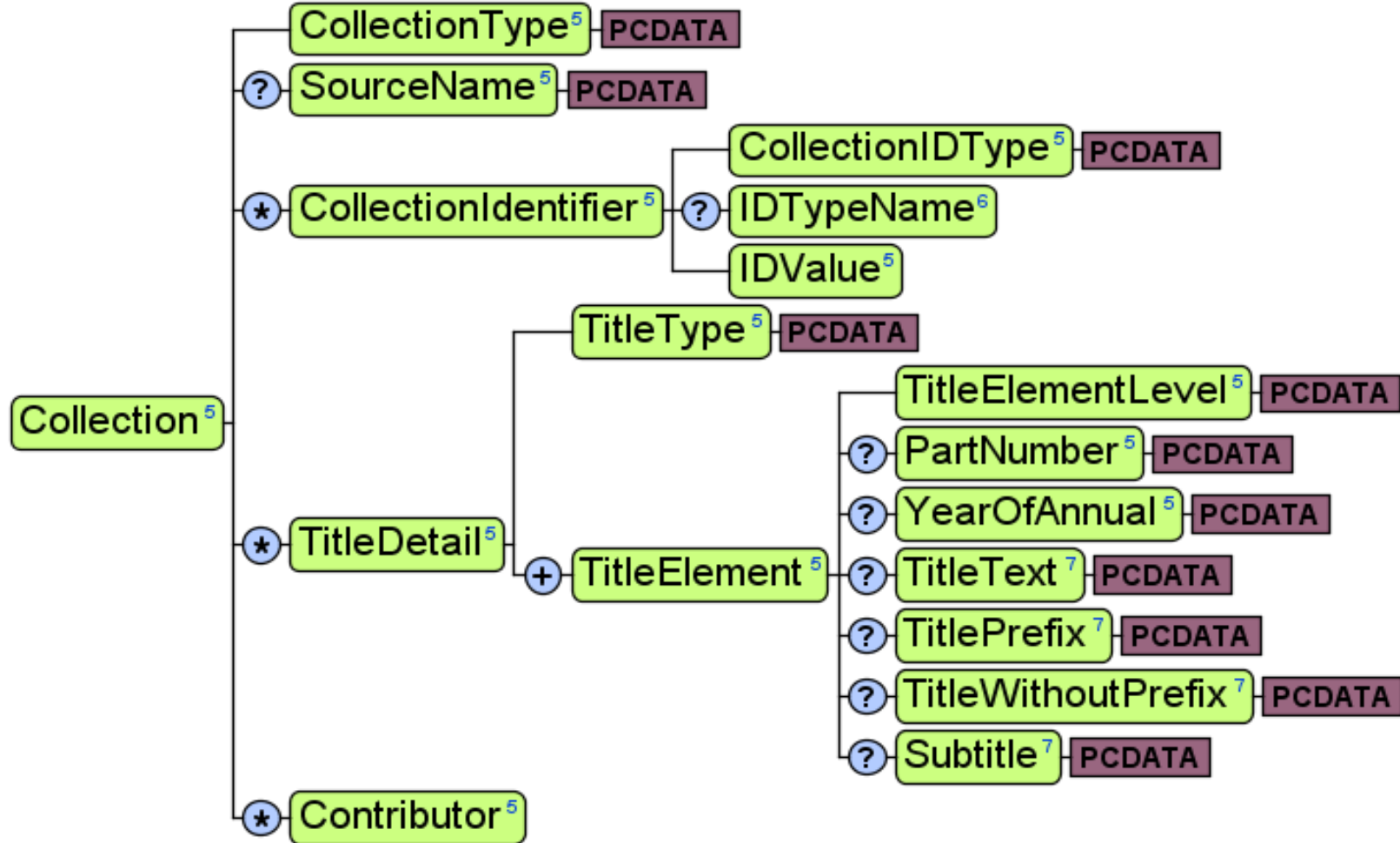
Keep in mind – Sets and series

- Collection is:

A collection is a group of two or more items that has some attribute(s) in common. A collection forms what was traditionally viewed as series along with other meaningful groups.

- Various attributes can be assigned to it

Keep in mind – Sets and series



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Keep in mind – Sets and series

- ONIX have a finite number of collection types:
 - Bibliographic
 - Sub-collection
 - Multiple-item products
 - Publisher collection
 - Ascribed collection

Keep in mind – Digital products

- ONIX defines digital products as:
 - Product that is delivered digitally; not a CD as it's just a carrier
 - Not just an e-book as content goes beyond just text and static illustrations. Not a specific reading platform as product could be downloaded to specialist reading devices/phones or viewed through online libraries

Keep in mind – Digital products

- ONIX recognises digital products are different to physical ones:
 - Content type
 - Different distribution
 - Different technical protection
 - Different usage constraints

Keep in mind – Digital products

- Product content type

- Audiobook
- Performance – spoken word
- Music recording
- Other audio
- Music notation
- Game
- Video
- Still image
- Software
- Data
- Readable text

Keep in mind – Digital products

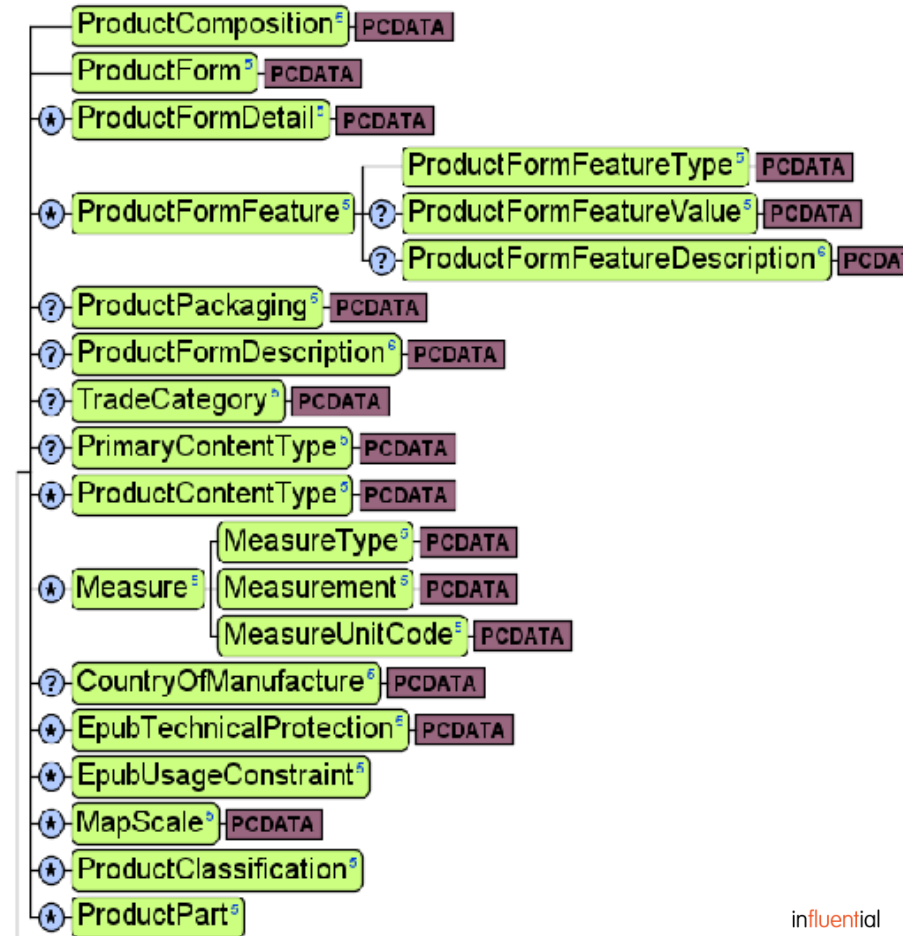
- Technical protection
 - None
 - DRM (Digital rights management)
 - Digital watermarking
 - Adobe DRM

Keep in mind – Digital products

- Different distribution :
 - Digital download
 - Digital online ...
- Different usage constraints:
 - Preview before purchase
 - Limited to number of pages / percentage
 - Limited number of days ...

Keep in mind – Digital products

- “**Product form**” defines the format of the digital product (PDF, HTML etc.)
- “**Product content type**” defines the content type of the product (game, video, readable text)
- “**Epub technical protection**” specifies if the product has technical protection (ranging from none to types such as digital watermarking).
- “**Epub usage constraint**” has a subtree consisting of usage unit, status and the quantity placed on the limit as already previously defined in technical protection.



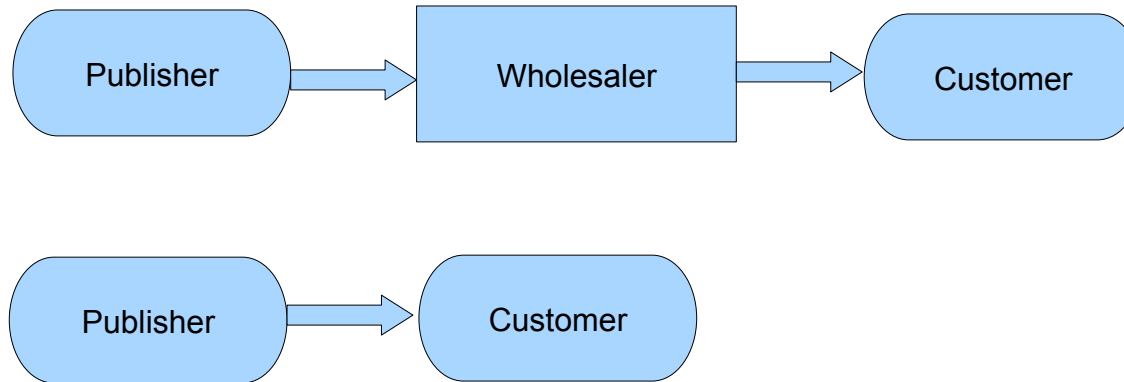
Keep in mind – Digital products

- Issues:
 - **Measurable units** – for e-books that are mainly text a paginated quantifier can be preserved. But there is no way to define multiple quantifiers
 - eg. If product encompasses different mediums such as text and audio
 - **Pricing** – products can have an assigned price. But subscription services or services with different pricing structures for different consumer types cannot be entered.
 - ONIX's solution is to ensure supplier details are entered so they can be contacted to retrieve the information.

Keep in mind – Digital products

- Issues:

- Supply chain changes:



- ONIX has fixed supplier role values ranging from “publisher to retailer” to “exclusive customer distribution to end users”

Keep in mind – Markets and suppliers

- Supply chain flexibility through using 'markets'
 - Concept that one product is available in multiple markets **with independent supply chains, local availability and suppliers**
 - Geographical areas can be included with subregions excluded – **eg. The UK but exclude Scotland**
 - Sales rights have territory subset included to define the area a publisher holds right to
 - Territory subset also in price as pricing can vary in geographical region **due to tax regimes and currencies**

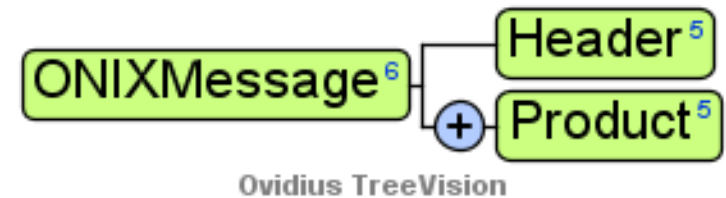
Keep in mind – Markets and suppliers

- Issues

- For us – ONIX allows omission of data in certain circumstances – eg. Supplier defined globally, so will not appear in each publishing details section.

Schema structure

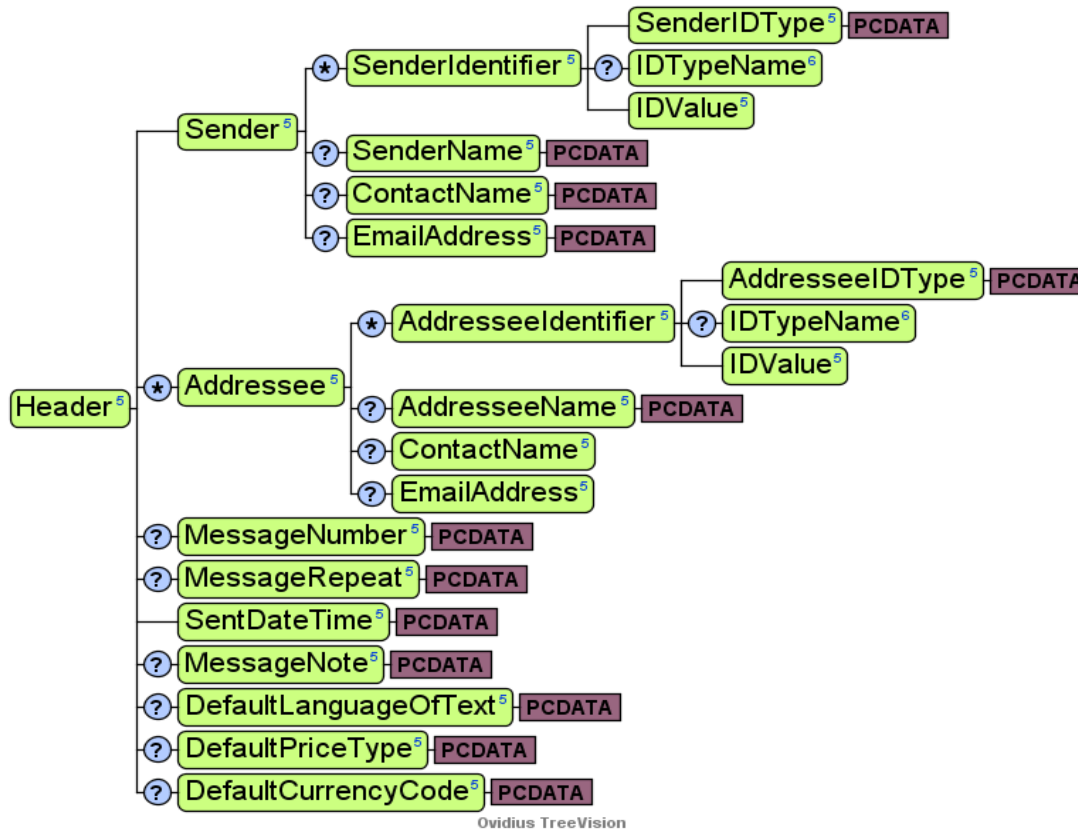
- Highest point of the structure is the ONIX message.
- From here there extends Header and Product



Schema structure

- Header

- Contains information on the message sender and receiver

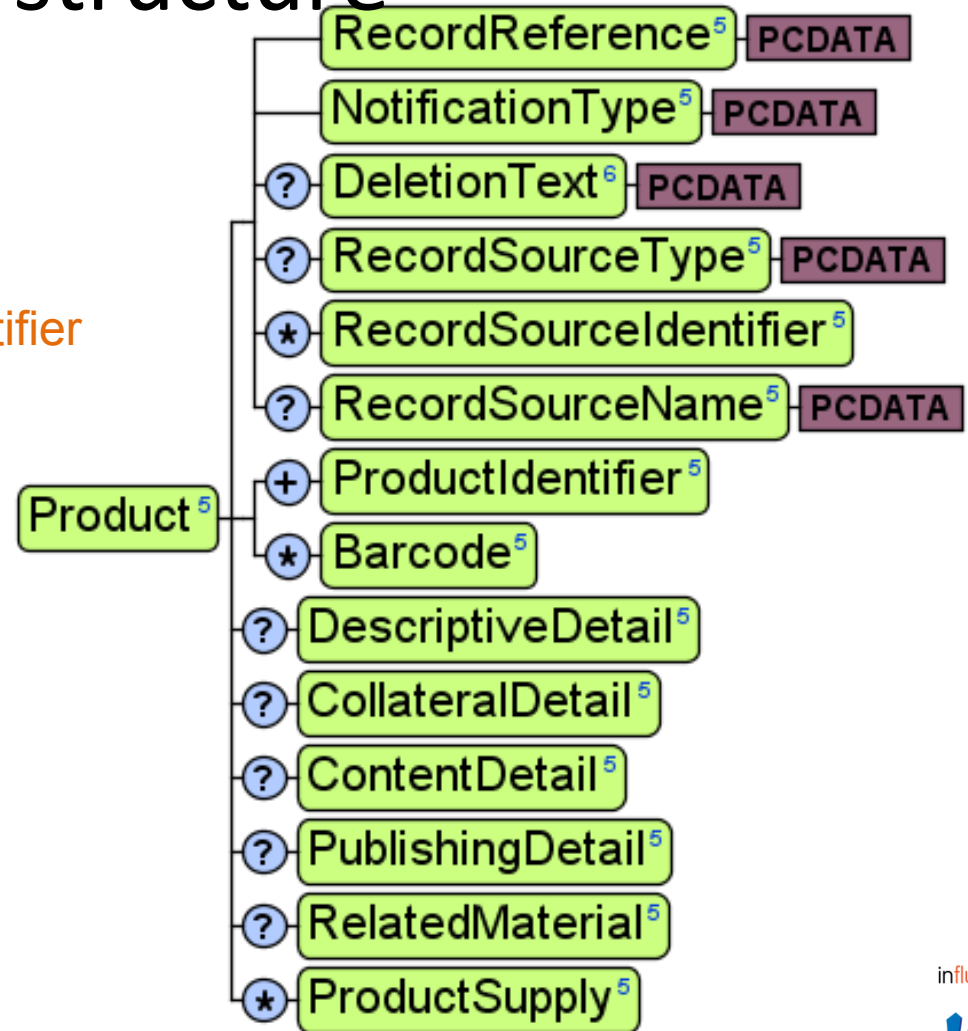


Schema structure

- Product

- Contains 8 core aspects:

- Record source identifier
- Product identifier
- Descriptive detail
- Collateral detail
- Content detail
- Publishing detail
- Related material
- Product supply



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Schema structure

- Descriptive detail
 - Element carries most of the data relating to product form and description:
 - Product form
 - Classification
 - Collection
 - Contributors
 - Language
 - Audience

Schema structure

- Collateral detail
 - Holds information regarding marketing collateral
 - Common to send both short and long description
 - Supporting resources is content offered for link or download
 - Sample content, images, audio
 - Generalised structure for future expansion
 - Cited content is that which belongs to a third party and they retain copyright
 - Referencing best sellers and media mentions
 - Prizes define awards won by the product

Schema structure

- Content detail
 - Single 'main' data element: **content Item**
 - Originally used to hold a table of contents in a structured form
 - Now encompasses much more
 - **Contributors**
 - **Subject**
 - **Text content**

Schema structure

- Publishing detail
 - Publication information
 - country of publication etc.
 - Publisher information
 - Publishing status and rights
 - Global sales rights and restrictions

Schema structure

- Related material
 - Two major aspects in this section: “related works” and “related products”
 - Related works allow product groups which embody or derived from a single work
 - Related products allow relationships between products (in a simple form, which must be followed up elsewhere)

Schema structure

- Product supply
 - Covers supply and availability for a market
 - Market defines a territory and specifies sale restrictions
 - Supply source, availability and Return conditions are defined
 - Prices, discounts and taxation are identified

ONIX Structure through examples

ONIX Examples

Example 1 – Defining a collection

ONIX description

Product Identifier	
<ProductIdentifier>	Identifier of product
<ProductIDType>03</ProductIDType>	GTIN-13 / ISBN
<IDValue>9780141185583</IDValue>	
</ProductIdentifier>	

Product form	
<ProductComposition>00</ProductComposition>	Single-item product
<ProductForm>BC</ProductForm>	Paperback book

Bibliographic collection detail	
<Collection>	
<Collectiontype>10</CollectionType>	Publisher collection
<TitleDetail>	
<TitleType>01</TitleType>	
<TitleElement>	
<TitleElementLevel>02</TitleElementLevel>	Collection level
<TitleText>Penguin Modern Classics</TitleText>	Publisher's series title
</TitleElement>	
</TitleDetail>	
</Collection>	

Product title	
<TitleDetail>	
<TitleType>01</TitleType>	
<TitleElement>	
<TitleElementLevel>01</TitleElementLevel>	Product level
<TitleText>The Beautiful and Damned</TitleText>	Product title
</TitleElement>	
</TitleDetail>	

Example 2 – Defining digital product

	Using reference names	Using short tags	Notes
1	<Product>	<product>	Start of Product record
2	<RecordReference>xyzpublishers.com-01734533</RecordReference>	<a001>xyzpublishers.com-01734533</a001>	
3	<NotificationType>03</NotificationType>	<a002>03</a002>	Confirmed record post-publication
4	<RecordSourceType>01</RecordSourceType>	<a194>01</a194>	Publisher
5	<ProductIdentifier>	<productidentifier>	
6	<ProductIDType>03</ProductIDType>	<b221>03</b221>	GTIN-13 (ISBN-13 as GTIN)
7	<IDValue>9780123456789</IDValue>	<b244>9780123456789</b244>	
8	</ProductIdentifier>	</productidentifier>	
9	<DescriptiveDetail>	<descriptivedetail>	Start of Block 1: descriptive detail
10	<ProductComposition>00</ProductComposition>	<x314>00</x314>	Single-item retail product
11	<ProductForm>EC</ProductForm>	<b012>EC</b012>	Digital online
12	<ProductFormDetail>E120</ProductFormDetail>	<b333>E120</b333>	ebrary format
13	<PrimaryContentType>10</PrimaryContentType>	<x416>10</x416>	Primary content: text
14	<TitleDetail>	<titledetail>	
15	<TitleType>01</TitleType>	<b202>01</b202>	
16	<TitleElement>	<titleelement>	
17	<TitleElementLevel>01</TitleElementLevel>	<x409>01</x409>	Product level
18	<TitleText>Lorem ipsum an mentium forensibus eum</TitleText>	<b203>Lorem ipsum an mentium forensibus eum</b203>	
19	</TitleElement>	</titleelement>	
20	</TitleDetail>	</titledetail>	
21	<Contributor>	<contributor>	
22	<SequenceNumber>1</SequenceNumber>	<b034>1</b034>	Contributor 1

	Using reference names	Using short tags	Notes
23	<ContributorRole>A01</ContributorRole>	<b035>A01</b035>	Author
24	<NamesBeforeKey>Polly</NamesBeforeKey>	<b039>Polly</b039>	
25	<KeyNames>Toodle</KeyNames>	<b040>Toodle</b040>	
26	</Contributor>	</contributor>	
27	<Extent>	<extent>	
28	<ExtentType>07</ExtentType>	<b218>07</b218>	Absolute page count
29	<ExtentValue>245</ExtentValue>	<b219>245</b219>	
30	<ExtentUnit>03</ExtentUnit>	<b220>03</b220>	Pages
31	</Extent>	</extent>	
32	<Subject>	<subject>	
33	<MainSubject/>	<x425/>	
34	<SubjectSchemeIdentifier>12</SubjectSchemeIdentifier>	<b067>12</b067>	BIC subject category code
35	<SubjectSchemeVersion>2</SubjectSchemeVersion>	<b068>2</b068>	Version 2
36	<SubjectCode>FM</SubjectCode>	<b069>FM</b069>	Fiction – fantasy
37	</Subject>	</subject>	
38	<AudienceCode>01</AudienceCode>	<b073>01</b073>	General / trade
39	</DescriptiveDetail>	</descriptivedetail>	End of Block 1
40	<CollateralDetail>	<collateraldetail>	Start of Block 2: collateral detail
41	<TextContent>	<textcontent>	
42	<TextType>02</TextType>	<x426>02</x426>	Short description
43	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
44	<Text>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</Text>	<d104>Liber populo regione ei pro, mea no habeo petentium complectitur. No his habeo perfecto dignissim, et melius accommodare comprehensam pro, eum quem quod dissentias an. Minim inermis sapientem cu vel, eros virtute takimata ad vix, ei legimus eleifend nec.</d104>	
45	</TextContent>	</textcontent>	
46	<TextContent>	<textcontent>	
47	<TextType>03</TextType>	<x426>03</x426>	Description
48	<ContentAudience>00</ContentAudience>	<x427>00</x427>	Any audience
49	<Text>Lorem ipsum an mentium forensibus eum. Altera utroque consectetuer ne sea, amet vide adipiscinq ut mea, cu nec illud vivendo	<d104>Lorem ipsum an mentium forensibus eum. Altera utroque consectetuer ne sea,	

	Using reference names	Using short tags	Notes
	<p>iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuclius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zznil salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</Text></p>	<p>salutatus. Et quaeque pertinacia vis, summo semper adolescens vix ei. Vel iriure nominati adipiscing an, ei omnis virtute voluptatum est. Sed id congue dicant omittam, mel bonorum laoreet sententiae ne, pro ea rebum noluisse. Mea et dictas veritus, pro velit congue gubergren cu. Debet temporibus referrentur eos ea, sea eruditi denique id, clita albuclius patrioque mel ad. Quo ex dolorem accusam voluptaria, exerci euismod suscipit ne mel, cum puto velit inermis no. Quot prompta intellegebat mei ea. Ei harum graeci mandamus mel, ut zznil salutatus mel. Quod tale affert nec no, in eripuit ancillae qui. In quo aequae dolor convenire, quem platonem occurreret mel et. No amet molestie nec, ei quo facete fabellas.</d104></p>	
50	</TextContent>	</textcontent>	
51	</CollateralDetail>	</collateraldetail>	End of Block 2
52	<PublishingDetail>	<publishingdetail>	Start of Block 4: publishing detail
53	<Imprint>	<imprint>	
54	<ImprintName>XYZ Digital</ImprintName>	<b079>XYZ Digital</b079>	
55	</Imprint>	</imprint>	
56	<Publisher>	<publisher>	
57	<PublishingRole>01</PublishingRole>	<b291>01</b291>	Publisher
58	<PublisherName>XYZ Publishers</PublisherName>	<b081>XYZ Publishers</b081>	
59	</Publisher>	</publisher>	
60	<SalesRights>	<salesrights>	
61	<SalesRightsType>01</SalesRightsType>	<b089>01</b089>	Exclusive rights
62	<Territory>	<territory>	
63	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	Worldwide
64	</Territory>	</territory>	
65	</SalesRights>	</salesrights>	
66	</PublishingDetail>	</publishingdetail>	End of Block 4
67	<ProductSupply>	<productsupply>	Start of Block 6: product supply
68	<Market>	<market>	
69	<Territory>	<territory>	
70	<RegionsIncluded>WORLD</RegionsIncluded>	<x450>WORLD</x450>	World

	Using reference names	Using short tags	Notes
71	</Territory>	</territory>	
72	</Market>	</market>	
73	<MarketPublishingDetail>	<marketpublishingdetail>	
74	<MarketPublishingStatus>04</MarketPublishingStatus>	<j407>04</j407>	Active
75	<MarketDate>	<marketdate>	
76	<MarketDateRole>01</MarketDateRole>	<j408>01</j408>	Publication date in this market
77	<DateFormat>00</DateFormat>	<j260>00</j260>	YYYYMMDD
78	<Date>20100410</Date>	<b306>20100410</b306>	
79	</MarketDate>	</marketdate>	
80	</MarketPublishingDetail>	</marketpublishingdetail>	
81	<SupplyDetail>	<supplydetail>	
82	<Supplier>	<supplier>	
83	<SupplierRole>10</SupplierRole>	<j292>10</j292>	Exclusive distributor to end-customers
84	<SupplierName>ebrary</SupplierName>	<j137>ebrary</j137>	
85	</Supplier>	</supplier>	
86	<ProductAvailability>99</ProductAvailability>	<j396>99</j396>	Contact supplier
87	<UnpricedItemType>04</UnpricedItemType>	<j192>04</j192>	Contact supplier
88	</SupplyDetail>	</supplydetail>	
89	</ProductSupply>	</productsupply>	End of Block 6
90	</Product>	</product>	

Questions & final thoughts