

Why submit eBook data to Bowker?

- Just as Bowker assists in marketing your print titles via our suite of products for retailers, libraries, and school systems worldwide, we are able to promote your eBooks and other digital content. This aids you in the propagation of your titles on various websites and within customers' systems.
- In fact, providing your data to Bowker extends your customer reach by 100 million users.
- Through proprietary title linking functionality, Bowker also is able to combine all versions of a title – print, audio, and digital – for display to our customers, allowing the consumers to decide what format best suits them.
- Bowker believes there is value to publishers, conversion houses, and distributors in having their eBooks exposed as widely as possible and Bowker provides great means for that exposure including providing your data to libraries, retailers, and schools.

Which eBooks should be sent?

- Even if titles are available solely via your website or subscription plan, Bowker's customer reach can increase your sales by alerting customers that an eBook format is available and directing them to you for purchase.
- Further, Bowker actively seeks out eBook data feeds from eBook converters as well as publishers. If you are working with one or several converters, please discuss with them if they are able to supply data to Bowker on your behalf, as Bowker aims to eliminate extra work from your workflow and ours wherever possible. If your converter is not able to supply the data, please research if you are able to combine your eBook data with your print products in a single feed to Bowker.
- Bowker is able to flag eBooks for suppression from Books In Print©, provided we agree upon this prior to receiving your first file and provided data is supplied in a separate file.
- Bowker will accept data up to 180 days prior to publication of any eBook regardless of whether or not it is also available for sale in a print version.
- Bowker will accept data on eBooks that are available for free in the marketplace as well as those that are for sale.

Metadata for eBooks

Bowker would like you to submit metadata for all versions of your works including where you have chosen to produce several formats of eBooks. eBook metadata can be sent to Bowker in your regular file feed with your print products. Aggregators and conversion houses may also use these guidelines for file creation. If you cannot supply Bowker with either ONIX or Excel, please contact your Bowker representative so they can work with you on the type of information you are able to supply.

ONIX 2.1

This guide is designed for publishers, distributors, and conversion houses to use along side of our ONIX Data Submission Guide. For ONIX submissions, each file must validate against the ONIX DTD and, therefore, contain mandatory fields. The fields listed here are supplemental to what is required for validation and pertain to the various ways to express eBook metadata in ONIX. The following guidelines are for ONIX 2.1 submissions.

ISBN - <b244> ProductIdentifier - This should contain the ISBN13 for the eBook. This field is mandatory. If you are currently not using a unique ISBN for each eBook please contact your Bowker account representative before sending a file so that we might assist you identifying your eBooks properly in our system.

Format related fields - <b012> Product Form – From code list 7, "DG" must be sent for all eBooks. Mandatory field. <b211> EpubType – Please ensure you use the most recent code list 11. Mandatory field. <b218> ExtentType – Supply code from list 23 that indicates file size. Optional

eBook Submission Guidelines (cont.)



field. <b219> ExtentValue - This field is numeric, with decimal point where required. Optional field. <b220> ExtentUnit - Supply code from list 24 that indicates extent (e.g. 18 = kbytes, 19 = mbytes). Optional field.

Related Product Composite - Print ISBNs may be sent in the RelatedProduct composite using the <h208> RelationCode of 13 (code list 51) and the <b244> containing the ISBN13 of the print work. However, Bowker does not utilize eBook metadata from this composite. We request that you supply a full metadata record for each eBook instead.

Supply Detail Composite - <j137> SupplierName - Bowker prefers that a single supply detail composite be sent and that only one price supplier is sent per file. If multiple price suppliers are necessary, please discuss with your account representative the most appropriate supplier to display on all items as we hardcode the supplier name upon loading.

Territories - <j138> SupplyToCountry, <j397>SupplyToTerritory, and <j140>SupplyToCountryExcluded. Bowker accepts these fields when placed in the SupplyDetail composite and will concatenate all country codes into a single string separated by commas. We will only include first instance of any duplicated code.

Price Composite - Bowker is currently only able to accept three price composites per ISBN per ONIX feed. We prefer all price composites within a single SupplyDetail composite. Bowker's rules accept the first the prices and price types for an item regardless of the currency or market availability. Our customers prefer USD, GBP, and CND currencies be supplied.

<j148> PriceTypeCode - Bowker will display the first three PriceTypeCodes (list 58) and Prices supplied by publishers. Our customers will see the PriceTypeCode description text available in the ONIX code list. Example: value 12 will be displayed as "Special sale RRP including tax". When the publisher intends to identify prices, such as agency, institutional, or multiple users, additional information may need to be supplied beyond the normal price composite elements. Bowker accepts information for all ONIX price types including agency and institutional pricing. Bowker does not currently accept the <j262> tag. We are happy to review your price composite more closely in order to make suggestions and ensure that we can come to an agreement on how to best represent your prices.

Country Codes - <b251> CountryCode, <j304> CountryExcluded, <j303>Territory, and <j305> TerritoryExcluded - Bowker accepts these fields when placed in the Price composite and where Bowker accepts the price (only the first 3 prices are accepted). We will concatenate all country codes into a single string separated by commas. We will only include first instance of any duplicated code.

Discount Codes - <j363> DiscountCodeType, <j364> DiscountCode, and <j150> BICDiscountGroupCode - Bowker will store one discount code per price.

Price Effective Dates - <j161> PriceEffectiveFrom, and <j162> PriceEffectiveUntil - Bowker accepts these fields when the price is stored. Date format should be YYYYMMDD.

URLs to eBooks - Option 1: Use the <f114> MediaFileTypeCode within the <MediaFile> composite with a value 01 (whole product) from code list 38 and place the URL in <f117> MediaFileLink.

Option 2: Use the <Website> composite within the <SupplyDetail> composite, <b367> WebsiteRole value 29 (Web page for full content) from list 73, and place the URL in <b295> WebsiteLink.

eBook Submission Guidelines (cont.)



Collection Names – Please speak to your account representative if collection name is necessary to properly identify your titles for our users.

ONIX 3.0

Changes in ONIX 3.0 will allow eBooks to be described in more detail than the previous version of ONIX allowed. Bowker, like others in the industry, is still reviewing the new format and making plans for necessary systems changes to support the new standard. Guidelines for providing you eBook data in ONIX 3.0 will be made available once our implementation plans are final.

Excel

Bowker also accepts eBook data in Excel. This is as easy as adding new columns to your template to reflect this new data. Please discuss the changes needed with your Bowker account representative prior to supplying this data. Bowker does accept collection name via Excel feeds.

Enriched Content for eBooks

In addition to a basic bibliographic listing, you may wish to supply metadata such as: cover images, descriptions, tables of contents and author biographies, which assist in selling your products in an online environment. Please contact your account manager for more information.

Resources for Publishers

As industry bodies work toward standardizing access and rights management, Bowker actively participates to ensure standards are useful to all size publishers and to your customers. Further, we aim to make internal changes to our systems in order to the implement work of these organizations:

- [EPUB specifications](#) for open format eBooks
- [Book Industry Standards Group](#) digital protocols
- [International ISBN agency](#) digital product identification

In summary

eBooks are maturing into an integral part of the publishing world. As more publishers explore the opportunities and challenges, new models of marketing, pricing, and delivery are being created. Some publishers sell through eBook aggregators, others through their own eBookstores. Some offer their books through many platforms, on exactly the same principle that they would sell print books through a variety of retail outlets, via wholesalers, and on their own websites. As technology improves, sales of eBooks will continue to increase. We hope that the information provided here assists in navigating in this new world. If you would like further information on eBooks/digital content, or any of our products and services, please contact us at Bowker Publisher Relations.

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