Bowker
identifierservices
Where Book Discovery Begins

# ISTC International Standard Text Code

Prepared for:

BISG
BOOK INDUSTRY STUDY GROUP

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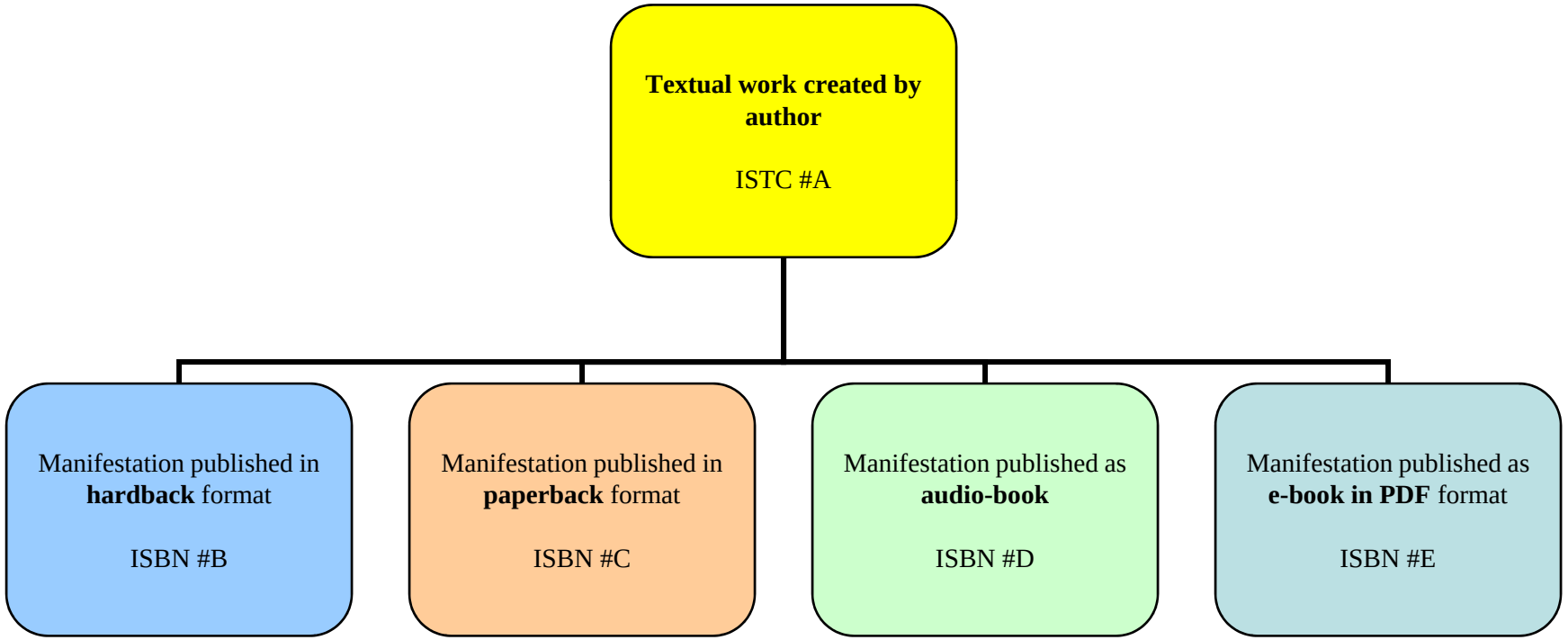
# Introducing the ISTC…

- International Standard Text Code
- Unambiguously identifies a textual work, even though it may be published in many different forms
- ISTC is an *attribute* of a product, *not* a product-identifier
- Improved discovery services and sales
- For use in administering copyright, licensing, collocation, improved sales analysis
- Identify content separately from the products which contain it
- Identify the relationships between these items of content
- Identify the relationships between content and products

# Linking Manifestations



# Implications of Digital Publishing

- **Digital publishing produces more products from the same content**
  - Whole books
  - Fragments of books (e.g. chapters or sections)
  - Fragments of journals (e.g. articles)
  - Each in many more formats than printing allows
- **More products to describe, related (often equivalent) to one another**
- **There will be a greater need to collate this information in order to manage and use it**
- **How should multiple editions of the same content be presented?**
  - Often “published” by multiple publishers and/or imprints
  - Consumers must be able to discover and select the “right” product
- **How can we make sense of so much sales information?**
  - So many products will comprise the same or closely related content

# ISTC Value Propositions

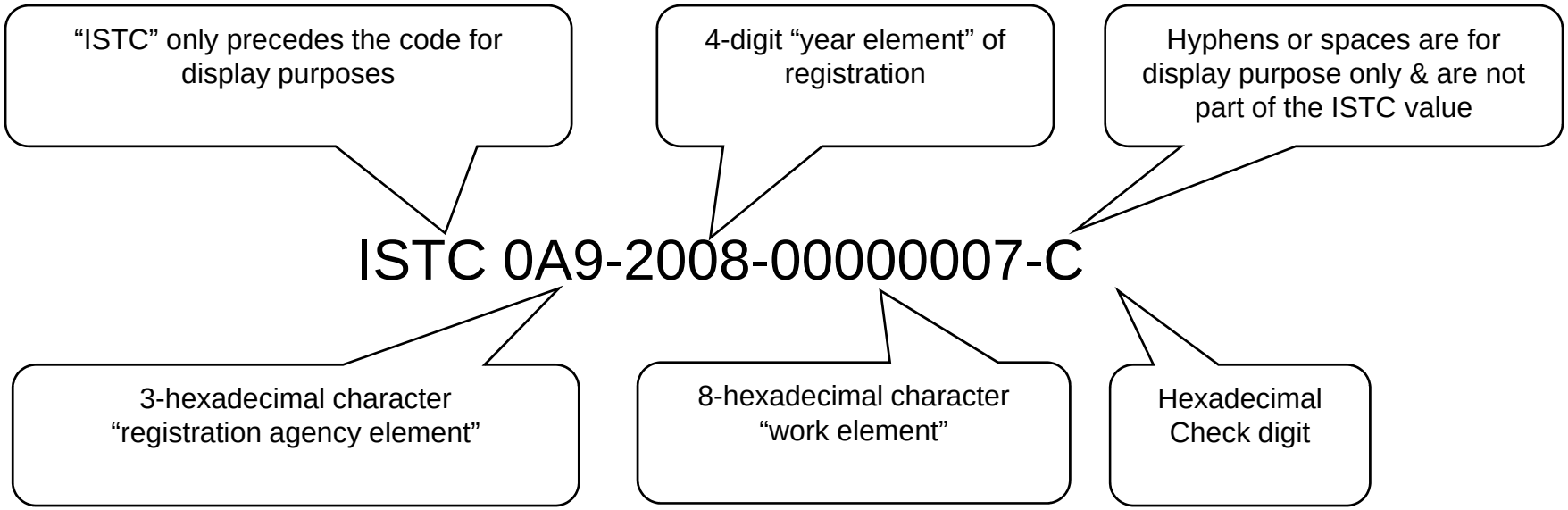
- **Collocate different manifestations of the same title**
  - All printed and digital formats, as well as manifestations in a whole range of other media
  - Assists the search processes of online retailers and increases sales.
  - Various formats of a single title or to collocate all the chapters within a single title.
  - Considerable potential value for managing contracts and royalties

# Who Should Register ISTCs

- **Agents, publishers:**
  - to accurately administer copyrights and publishing licenses;
  - to aggregate sales information (within a publisher's list) by the content of numerous different format editions, especially now that digital publishing is increasing the quantity of different formats;
  - to manage publishing-license agreements if they use an identifier relating to what is actually being licensed, by making it possible to systematically identify and group together different deals relating to the same textual work.

- **Authors:**
  - To increase discoverability of their works (by making it much easier to find multiple editions of the same work, even if they have different titles), resulting in increased sales and loans;

# ISTC Structure & Capacity



# ISTC – Who Assigns Them?

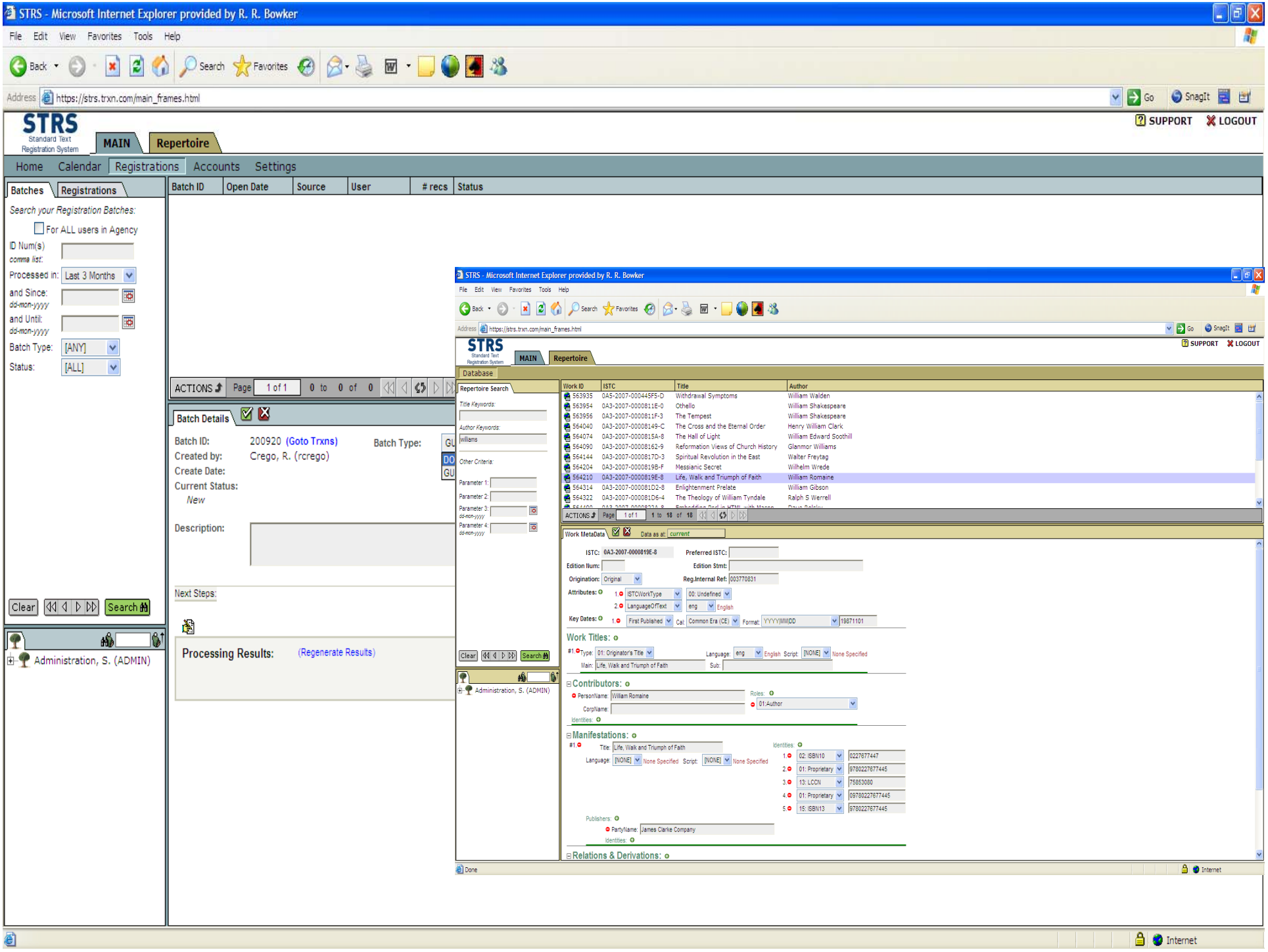
- In-copyright works will be assigned by the rights-holder or their representative: publisher, author or agent
- Most registration agencies will be operated by bibliographic agencies and Reproductive Rights Organizations
- Out-of-copyright works may be assigned by anyone, but most likely libraries.
- Links between works (ISTC) and products (ISBN) will be captured on bibliographic databases utilized by search engines, libraries, retailers and other channels providing discoverability

# ISTC Meta-Data

- Metadata is mandatory in order to prevent duplicate assignments, and should be communicated to RA's via ONIX for Books:
  - Language of text
  - Title
  - Contributors
  - Source (if derived from another work)
  - Registrant & their role
  - Date of registration
- Optional metadata includes:
  - Alternative titles
  - Nominal date of creation
  - Type of work
  - Date first published

# Current ISTC Status

- ISO standard approved
- International Consortium incorporated:
  Nielsen, RR Bowker, IFRRO and CISAC
- Web-based registration system (STRS) developed and registration-ready
- ONIX for ISTC schema developed for ISTC registration purposes in STRS
- Bowker offering title-linking service to create ISTC assumptions for publishers that do not have fully-organized linkages.
- Expect registration agencies to start operating 4th Quarter 2008
- Bowker will work with BISAC metadata committee to establish best practices around hierarchical linking


STRS - Microsoft Internet Explorer provided by R. R. Bowker
File Edit View Favorites Tools Help
Back Search Favorites
Address https://strs.trxn.com/main_frames.html
Go SnagIt
STRS
Standard Text Registration System
MAIN
Repertoire
SUPPORT
LOGOUT
Home Calendar Registrations Accounts Settings
Batches
Registrations
Search your Registration Batches:
For ALL users in Agency
ID Num(s) comma list:
Processed in: Last 3 Months
and Since: dd-mon-yyyy
and Until: dd-mon-yyyy
Batch Type: [ANY]
Status: [ALL]
Clear
Search
Administration, S. (ADMIN)
Batch ID
Open Date
Source
User
# recs
Status
ACTIONS
Page 1 of 1
0 to 0 of 0
Batch Details
Batch ID: 200920 (Goto Trxns)
Created by: Crego, R. (rcrego)
Create Date:
Current Status:
New
Batch Type:
Description:
Next Steps:
Processing Results:
(Regenerate Results)
Database
Repertoire Search
Title Keywords:
Author Keywords:
williams
Other Criteria:
Parameter 1:
Parameter 2:
Parameter 3: dd-mon-yyyy
Parameter 4: dd-mon-yyyy
Work ID
ISTC
Title
Author
563935 0A5-2007-000445F5-D Withdrawal Symptoms William Walden
563954 0A3-2007-0000811E-0 Othello William Shakespeare
563956 0A3-2007-0000811F-3 The Tempest William Shakespeare
564040 0A3-2007-00008149-C The Cross and the Eternal Order Henry William Clark
564074 0A3-2007-0000815A-8 The Hall of Light William Edward Soothill
564090 0A3-2007-00008162-9 Reformation Views of Church History Glanmor Williams
564144 0A3-2007-0000817D-3 Spiritual Revolution in the East Walter Freytag
564204 0A3-2007-0000819B-F Messianic Secret Wilhelm Wrede
564210 0A3-2007-0000819E-8 Life, Walk and Triumph of Faith William Romaine
564314 0A3-2007-000081D2-8 Enlightenment Prelate William Gibson
564322 0A3-2007-000081D6-4 The Theology of William Tyndale Ralph S Werrell
Work MetaData
Data as at: current
ISTC: 0A3-2007-0000819E-8
Preferred ISTC:
Edition Num:
Edition Stmt:
Origination: Original
Reg.Internal Ref: 003770831
Attributes: 1. ISTCWorkType 00: Undefined
2. LanguageOfText eng English
Key Dates: 1. First Published Cal: Common Era (CE) Format: YYYYMMDD 19871101
Work Titles:
#1. Type: 01: Originator's Title Language: eng English Script: [NONE] None Specified
Main: Life, Walk and Triumph of Faith Sub:
Contributors:
PersonName: William Romaine
CorpName:
Roles: 01:Author
Identities:
Manifestations:
#1. Title: Life, Walk and Triumph of Faith
Language: [NONE] None Specified Script: [NONE] None Specified
Identities:
1. 02: ISBN10 0227677447
2. 01: Proprietary 9780227677445
3. 13: LCCN 75853080
4. 01: Proprietary 09780227677445
5. 15: ISBN13 9780227677445
Publishers:
PartyName: James Clarke Company
Identities:
Relations & Derivations:
Done
Internet

# Bowker Title Linking Application

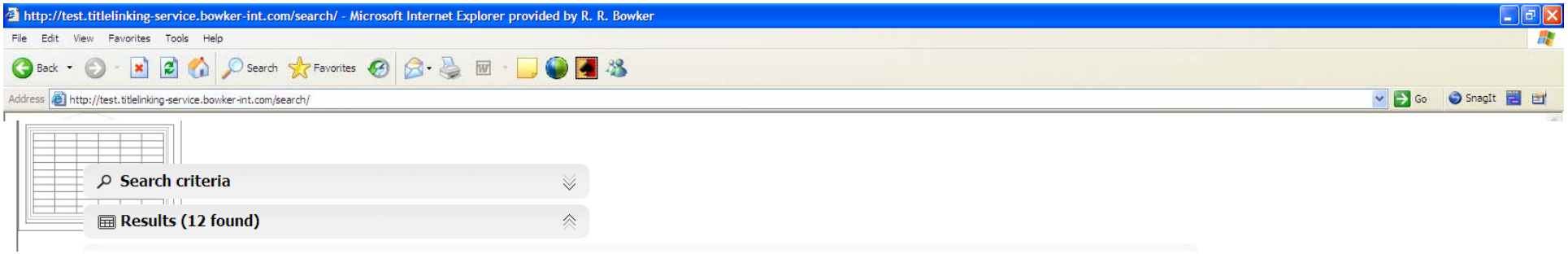
- Leverages supplied customer data sets, QA reviews and title-linking methodologies and applications to determine ISTC assignments for customer review.
- Publisher submits ONIX for Books file (preferred)
  - For titles produced by multiple publishers and/or imprints, data is often inconsistent
    - Spellings, missing articles, sub-titles, reversed contributors, etc.
- Title-linker yields disparate same-title references based on linking criteria

  - **ISBN-10 / ISBN-13 / EAN.UCC-13**
  - **Uniform Title**
  - **Full Title**
  - **Title supplement (volume #)**
  - **Subtitle**
  - **Contributors**
  - **Parent Publisher**
  - **Bible Translation**
  - **Edition #**
  - **Edition Info**
  - **Volume #**
  - **Number of volumes**
  - **Product Code**

- Clients review, can modify or approve ISTC assumptions for assignment in STRS system

# Example: November James Patterson release

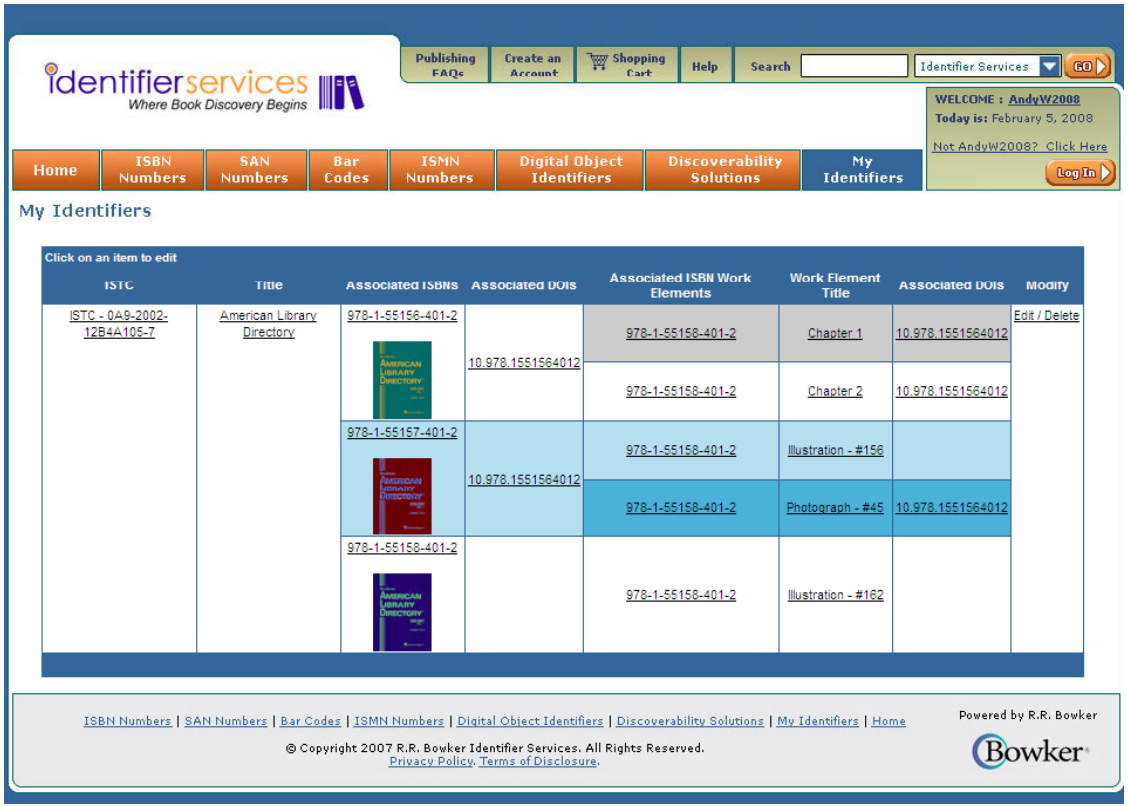
Bowker identifierservices Where Book Discovery Begins




| ISBN13 | ISTC | ProdCode | Title | Subtitle | Contributor | Binding | Ed# | Pub |
|---|---|---|---|---|---|---|---|---|
| 9780316018722 | | BPR; BIP | Cross Country | | Patterson, James | BB | | Little Brown & Company |
| 9781600243882 | | BOC | Cross Country | | Patterson, James | AJ | | Hachette Audio |
| 9781600243868 | | BOC | Cross Country | | Patterson, James | AJ | | Hachette Audio |
| 9780316024648 | | BIP | Cross Country | | Patterson, James | BB | | Little Brown & Company |
| 9780316040358 | | EBK | Cross Country | | Patterson, James | DG | | Little Brown & Company |
| 9781600243851 | | BOC | Cross Country | | Patterson, James | AC | | Hachette Audio |
| 9781600243875 | | BOC | Cross Country | | Patterson, James | AB | | Hachette Audio |
| 9781600243899 | | BOC | Cross Country | | Patterson, James | AC | | Hachette Audio |
| 9780316036788 | | OTH | Cross Country 12-copy floor display with special Riser | | Patterson, James | XC | | Little Brown & Company |
| 9780316036795 | | OTH | Cross Country 15-copy mixed display with special Riser | | Patterson, James | XC | | Little Brown & Company |

# MyIdentifiers® ISTC Interface

- ISTC assignment requests and data exchange interfaces
- Access to ISTC assignments and related work elements
- ONIX for ISTC export utilities to re-publish data in internal systems
- Append ISTC records and facilitate upload to STRS system.



# ONIX for ISTC

- Created in collaboration with ***Editeur***, the international group coordinating development of the standards infrastructure for electronic commerce in the book and serials industries.

- Intended for use by registrants sending a registration request to an ISTC registration agency, and also by an ISTC registration agency sending back a response to a registrant.

- The key elements in an ONIX-ISTC message are:
  - a message header (<Header>) which identifies sender and receiver and carries a limited amount of other data pertinent to the message as a whole;
  - an unlimited number of <ISTCRegistrationRecord> composites (meta data attributes).

# ISTC Costs

- ISTC numbers will be assigned by RA's for FREE through May 2009, and then on a "cost-recovery" basis (as mandated by ISO) which may vary by RA
  - Estimated @ $0.10 - $0.50 per ISTC depending on volume
- Bowker Title-linking services provided free as part of select number of pilot programs through May 2009, then on fee-for-service basis.

# Summary

- *“The pressing need for a standard tool for linking different printed and digital manifestations to a common title makes the ISTC potentially the most important standard for our industry since the ISBN.”*

  "*The identification of digital book content”–*

  *BISG White Paper, Michael Holdsworth*

- ISTC will become lynchpin for discoverability, providing consumers with all available options and increasing sales
- ISTC will help manage costs and provide efficient means to administer rights and royalties processes
- Contact Bowker to participate in a Pilot!

# For More Information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