

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 aiding 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 5 million logins/year.
- 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 in having their eBooks exposed as widely as possible and Bowker provides great means for that exposure including providing your data to review sources such as the New York Times.

ISBN: a standard supply chain identifier for digital content

The International Standard Book Number (ISBN), an ISO-approved standard (ISO 2108), is the choice identifier for both the traditional and digital book publishing supply chain.

- The ISBN exists to identify each separately tradable manifestation of a publication. Some publishers have erroneously assigned a single ISBN (using the invented term eISBNs) as an identifier for various eBook formats of a given work. Instead, Bowker advises publishers and their trading partners to use the ISBN as the identifier for each separately tradable “manifestation” of a publication.
- Bowker advocates publishers use the EPUB format as created by the International Digital Publishing Forum when creating eBooks and that they provide individual ISBN numbers to each format that any trading partners may create (e.g., Adobe [.PDF], Sony Reader [.LRF], Mobipocket [.PRC] and Kindle [.MOBI].)
- Should a publisher not assign their own unique ISBNs to each of the various formats, Bowker will look to the content converter to supply them, which will allow your customers to continue to exchange data, such as electronic orders, purchase order acknowledgements, and sales data, for each format as an individual entity.
- The ISBN's main purposes, to facilitate the trading of books, enable and support the discovery of books in bibliographic databases and library catalogs, support the use of retail point-of-sale systems and the compilation of cross-industry sales data, and support rights management and national lending rights schemes, are all services that Bowker performs on a publisher's behalf.

What is the relationship to print?

- Even if titles are available solely on 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. In addition to a basic bibliographic listing, you may wish to supply metadata such as: descriptions, tables of contents and author biographies, which assist in selling your products in an online environment.

ONIX 2.1

When supplying ONIX 2.1 format, please note the following eBooks specific fields:

<b012> Product Form - ONIX List 7: DG must be sent for all eBooks.

<b211> Epublication Type Code - ONIX list 10

<b212> Epublication Version type - this is where publishers can indicate the version of a particular format.

<b218>Extent Type - Code List 23 (Send code for file size)

<b219> extent value - this field is numeric, with decimal point where required

<b220> extent unit - Code List 24 (e.g. 18 = kbytes, 19 = mbytes)

<relatedproduct> composite – Please use to supply ISBN(s) of print or other eBook versions of a title.

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.

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
- [ACAP standards](#) for communicating copyright/access of online content
- [Book Industry Standards Group](#) digital protocols

In summary

eBooks are maturing into an integral part of the publishing world. As more publishers explore the opportunities and challenges, they are developing new models of marketing, pricing, and delivery. 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 Data Services.

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