

Important Information for Publishers

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1. Your first publication

Once you have received your allocation of ISBNs (or single ISBN) you need to register your first publication with BookData via Title Editor (see below). This will add the details of your book to our database, making it discoverable to thousands of booksellers, libraries, and ultimately readers around the world.

BookData's products and services are used by retailers e.g. Waterstones, Amazon.co.uk and independents, distributors and libraries. In order for companies in the book supply chain to handle your books, their inclusion in these products and services is essential.

IMPORTANT: Registering a Publishing Name on the ISBN system does not guarantee that the name is unique and does not in itself confer the applicant with exclusive right to use that name. Whilst the ISBN Agency will endeavor to advise the applicant if the proposed Publishing Name conflicts with one already on the ISBN system, as with any trading name it is the responsibility of the ISBN applicant to ensure that their choice of publishing name will not breach the rights of any other party.

2. Subsequent publications

It is important that each publication, not just your first, is added to BookData's bibliographic database in order to give your titles the maximum exposure possible to the trade.

For each *subsequent* publication, you should use a unique ISBN from the list of numbers provided to you by the ISBN Agency, or buy further ISBNs. If you are publishing the same content in different forms – e.g. hardback, paperback, audiobook in CD or digital formats, and e-book in one or more formats – a different ISBN must be assigned to each separately tradable product, and separate information about each product must be supplied to BookData.

"Best practice" guidelines advise that product records should be submitted to BookData at least 20 weeks prior to publication so that this information is readily available to bookshops, libraries and other book buyers in order that your titles can be purchased.

2.1 BookData Title Editor

This is BookData's online editing service for publishers: it provides an easy way to send information on new publications as well as keep existing title information up to date. This ensures that book buyers (including retailers and libraries) using BookData's Metadata services will have the latest information about your books. You can register to use this FREE service here: www.nielsentitleeditor.com/titleeditor/

Please note that registration set up for this service can take up to 10 days. You will then be supplied with a unique user name and password for each service.

2.2 Electronic file

We recommend that publishers submit data via the recognised industry standard ONIX-for-books message. If you are not able to supply data via ONIX, please contact our testing and integration team to discuss other electronic supply formats: testing.book@nielseniq.com

Publishers and other organisations wishing to supply a large volume of data (500 product records and above) for listing on the BookData database should note that this will incur a cost. For further information and a quote, please contact: sales.book@nielseniq.com

3. Notifying changes about your publications

3.1 Changes to bibliographic information

Minor changes to product records may be made prior to publication by using Title Editor. If you subscribe to the BookData Enhanced Service, you can email details to: sales.book@nielseniq.com

For more significant changes (such as a complete change of title or format), the original ISBN should be abandoned and a new ISBN allocated. Contact the ISBN Agency for advice if you are in any doubt.

3.2 **Changes to price, availability (including publication date) and distributor**

Changes can be made at any time prior to publication. Changes to details about retail price, availability and distributor can be made throughout the lifespan of a book, but the publication date cannot be changed retrospectively. Price and availability updates should be made via your Title Editor account. If you do not have access to Title Editor please register here:

<https://www.nielsentitleeditor.com/titleeditor/> or contact our Publisher Help Desk: pubhelp.book@nielseniq.com

It is important that your customers are informed about the availability of your books. If your book is out of print or out of stock please update us.

3.3 **Changes to your organisation**

If you move location, please send details by email to the ISBN Agency. This is essential so that the database can be updated and book buyers know where to send orders for your titles.

If you change your organisation (publisher) name or your organisation changes ownership, please contact the ISBN Agency who will ensure these changes are made and cascaded to other key departments within BookData.

4. **Other considerations for each new publication**

4.1 **Barcodes**

The barcode is created from a book's ISBN, guaranteeing that it is unique. Most bookshops use barcodes to manage their stock/inventory at point of sale and some bookshops cannot purchase or sell books that do not have one. Many distributors also use barcodes in their warehouse systems. If your printer is unable to create a barcode from your ISBN, you will need to provide one yourself for the cover of your book's jacket/cover image. Barcodes are available from BookData via our ISBN Store. For more information and prices please visit: www.nielsenisbnstore.com

The barcode should be positioned in the bottom right-hand corner on the back of the book jacket/cover. The same position should be used for slip cases, boxed sets, paperbacks and books with printed covers and directly-printed labels.

A useful reference guide to barcoding and barcode software suppliers is available on the Book Industry Communications website: www.bic.org.uk/30/Bar-Coding-RFID/

4.2 **Jacket/cover images**

You can submit book jacket/cover images electronically, free of charge, to appear next to and support your bibliographic information on BookData's products and services. It is recommended that you provide book jacket/cover images to support your title record as this gives your book a better chance of being noticed and purchased by book buyers. You should send your images via Title Editor if possible, or alternatively please send them clearly labelled with the ISBN as the file name, to BookData's Image Team at images.book@nielseniq.com. The preferred format is .jpg, 650 pixels high at a resolution of 100 dpi.

For more information on how to do this, please see our website:

www.nielseniq.com/global/en/landing-page/nielseniq-bookdata-data-supply/

4.3 The National Published Archive (Legal Deposit)

Publishers in the UK and Ireland have a legal obligation to send one copy of each of their publications to the British Library Legal Deposit Office *within one month of publication*. One copy should be deposited to the British Library; the other deposit libraries may then each request a copy. Publications should be sent to:

Legal Deposit Office

The British Library
Boston Spa
Wetherby LS23 7BY
Tel: **+44 (0)1937 546 268**
Email: legal-deposit-books@bl.uk
URL: www.bl.uk/aboutus/stratpolprog/legaldep/

The Agent for Legal Deposit Libraries (details below) may contact you for five further copies of your book for the legal deposit libraries listed here. You only need to send copies to the legal deposit agent if requested to do so:

The Bodleian Library, Oxford
The University Library, Cambridge
The National Library of Scotland
The Library of Trinity College, Dublin
The National Library of Wales, Aberystwyth

Agency for the Legal Deposit Libraries

21 Marnin Way
Edinburgh
EH12 9GD
Tel: **+44 (0) 131 334 2833**
Email: publisher.enquiries@legaldeposit.org.uk
URL: www.legaldeposit.org.uk

Legal Deposit and Irish Publishers

Irish publishers and distributors are legally obliged, in accordance with Section 198(1) of the Copyright and Related Rights Act 2000, to deposit one copy of a book or journal in each of the specified legal deposit libraries in Ireland and the United Kingdom, at their own expense and within one month of publication. Please see the following link for more information: www.tcd.ie/library/about/legal-deposit.php

4.4 Public Lending Right

Authors and illustrators might be eligible for payments under the Public Lending Right Scheme. To qualify, they must live in the European Economic Area (EC member states plus Liechtenstein, Norway and Iceland). Payment is made once a year in February and the amount received is proportionate to the number of times (established from a sample) that their books are borrowed from public libraries. The PLR year runs from 1 July to 30 June each year. The PLR cannot process an application on behalf of a deceased contributor. Publishers can find out more and apply online at www.bl.uk/plr or contact:

Public Lending Right - British Library

PO Box 751
Boston Spa
Wetherby
LS22 9FW
Tel: **01937 546 030**
Email: plrauthorservices@bl.uk

4.5 If you self-distribute your book

If you intend to distribute your books yourself rather than using a third party distributor, then we will automatically set up your orders to be delivered to you electronically via MVB's ordering services. We are the exclusive supplier to MVB providing UK distribution information for their Teleordering service so it is important that you provide us with an email address for this purpose. This is used to route orders to the correct supplier. Updates may take up to 10 working days to appear on MVB Teleordering once signed off by the BookData team. If you wish to check with MVB that a change has appeared, please email: supportuk@mvb-online.com

More information about their services is available here: www.mvb-online.com/publishers/teleordering

5. After the initial print run

When stock of your initial printing of a book is exhausted, a "reprint" of exactly the same product may be made using the same ISBN originally allocated to the first printing.

If you make any changes to the content or format of the product, a new ISBN should be allocated. You should also supply new product information for the new edition via Title Editor.

Products that are not reprinted and become unavailable are regarded as "out-of-print". Please amend the book data on Title Editor to ensure that book buyers do not order a book that is unavailable.

6. Obtaining more ISBNs

When you have used all the ISBNs allocated to you, or soon expect to have done so, you can apply for an additional allocation or single number.

Your new allocation will have a different publisher prefix, as each prefix allows for only a fixed number of ISBNs; it is quite usual for publishers to be identified by more than one ISBN publisher prefix.

Please apply via the online Store: www.nielsenisbnstore.com for a fast and efficient, same day service.

You can also apply using the appropriate application form; this can be downloaded from the ISBN Agency website or sent to you by the Agency on request. The standard processing time for manually-processed forms is fourteen working days from the date of receipt of a correctly completed form.

7. Correct use of ISBNs

You have been issued a single ISBN or an ISBN prefix on the basis that your publications are eligible to carry an ISBN. If you also produce other types of product, please ensure that they are eligible for ISBNs, before applying them.

7.1 Products excluded from using ISBNs

The following types of product are specifically excluded from using ISBNs:

- Items which are only available to a restricted group of people – e.g. *a history of a golf club only for sale to members, or an educational course book only available to students registered on the course – these do not need a standard identifier*
- Personal documents not intended for public distributions, e.g. a curriculum vitae
- Serials/periodicals/journals – these should use ISSNs from the ISSN Centre
- Calendars & diaries which are purely for time-management purposes – *exceptions to this must have a substantial proportion of non-ephemeral text or illustrative content*
- Non text-based publications, such as art prints/folders without title page and text
- Greetings cards
- Music sound recordings
- Music scores; the ISMN is used to identify music scores

- Games – NB: it is noted that there has been widespread misuse of ISBNs allocated to Sudoku & other puzzle books. This is inappropriate usage and not permitted under the ISBN standard – records for such products will generally not be included on bibliographic databases
- Ephemeral printed materials – e.g. advertising matter
- Computer software applications except those intended for educational or instructional purposes or those containing a significant proportion of textual content
- Audio-visual recordings in any format, with the exception of instructional material
- Websites, electronic bulletin boards, emails and other electronic correspondence

If you have any doubts about whether a product is eligible for an ISBN, please contact the ISBN Agency for advice or see the BookData Listing Policy:

www.nielseniq.com/global/en/landing-page/nielseniq-bookdata-data-supply/

7.2 Frequently asked questions

Where should the ISBN be printed?

The ISBN should appear on the reverse of the title page - sometimes called the copyright page, the verso page or the imprint page - and on the outside back cover. If the book has a dust jacket, the ISBN should appear on the back of this.

If the publication is not a book (e.g. DVD audio CD) the ISBN should appear on the product and on the packaging or inlay card.

If the publication is a map, the ISBN should be visible when the map is folded and should also appear near the publisher statement if this is elsewhere.

Can an ISBN be converted to a barcode?

The ISBN can be converted into an internationally accepted barcode.

How can ISBNs be calculated?

All publishers who purchase ISBNs from the UK & Ireland ISBN Agency are provided with a list of the ISBN numbers in their allocation.

For publishers who joined the ISBN system many years ago, when partial lists were issued, further numbers may be calculated either by the publishers themselves or by having the numbers reissued by the ISBN Agency.

If you require a reissue of your ISBN numbers please visit the ISBN Store: www.nielsenisbnstore.com

Can a Sales Catalogue have an ISBN?

Point of Sale (POS) material (including catalogues) does not qualify for inclusion in the ISBN system. Booksellers often request ISBNs on such material, and we offer the following advice: A small proportion of your allocation (less than 10%) may be put aside to use and re-use on POS material. For example, an ISBN for a catalogue could always be the same, presuming that the publisher will always send the customer the current catalogue. A dumpbin can be supplied empty and books invoiced separately, presuming returns are accepted against the book's own ISBN. The dumpbin ISBN can be recycled for use in a future campaign.

Do reprints require new ISBNs?

No. If the book is being reprinted without changes no new ISBN is needed.

Does reprinting a book with a new cover design require a new ISBN?

No. A change of cover design with no other changes – e.g. for a TV tie-in - does not need a new ISBN. You may allocate a new number if it is important for you to differentiate the products, but it is not necessary.

Please note that if you do allocate a new ISBN to a tie-in edition you should link the tie-in to the original edition using related product links and vice versa. This ensures your customers know that there are two editions of this particular title and can order the correct edition.

Does a change of binding require a new ISBN – e.g. to produce a paperback rather than hardback with no other changes?

Yes. Changes in binding always require new ISBNs.

Does a change of format - e.g. from A4 to A5 - require a new ISBN?

Yes. All changes of format require new ISBNs.

Does a change of price require a new ISBN?

No. If the price is the only thing to have changed, the same ISBN must continue to be used.

How should ISBNs be used with multi-volume works?

An ISBN should be assigned to each volume and a separate ISBN should identify the whole set. Both the ISBN for the individual volume and the set should appear on the book. For example:

ISBN for a complete set of x volumes: 978-0-7000-1234-3

ISBN for a specific volume within the set: 978-0-7000-1235-0

Although the books may only be sold as a set, they may not always be kept together, e.g. in a library.

There may also be occasions when a single volume is supplied, e.g. a review copy or replacement for a damaged volume.

When publishing a book with another publisher, whose ISBN should appear?

A book issued as a joint publication with other publishers is usually assigned an ISBN by the publisher(s) in charge of distribution. However, it is permissible for each of the co-publishers to assign its own ISBN and display each of them on the title verso (copyright) page. In such cases, only one of these ISBNs shall be displayed on the back jacket/cover and used as a barcode on the publication.

Can I pass on ISBNs to other users?

No. The ISBN is broken down into group identifier, publisher identifier and title identifier. This means that all ISBNs in the batch allocated to you will show your publisher identifier, and all products identified by ISBNs from your batch will be considered as being published by you.

What should happen if a list is acquired from another publisher?

Publishers must not sticker over the current ISBN with their own ISBN. Publishers must use the ISBN and name of the original publisher until they reprint, at which point the ISBN and publisher name can be changed. Mergers and acquisitions should be notified to the Supply Data Team as soon as possible. Name and address changes should be notified to the ISBN Agency as soon as possible. It is essential that the ISBN Agency and bibliographic information providers, such as BookData, are notified of any changes to distribution arrangements to ensure that their data is up to date when made available to book buyers.

What happens if a book is reprinted with a new publisher's name?

The new publisher should be quoted on the title page verso with the new ISBN.

8. About BookData's services for publishers

BookData is the leading information provider for English-language books published worldwide. The data received from publishers in over 70 countries is widely disseminated in a range of services and formats to publishers, booksellers, internet retailers and libraries in more than 100 countries.

BookData Basic Listing Service - basic bibliographic data is automatically held on all books as a free service on the BookData database and provided to thousands of customers worldwide to ensure your title receives maximum exposure.

If you do not wish your title data to be issued on BookData's services then please advise the ISBN Agency immediately.

BookData Publisher Help Desk - BookData provides a Publisher Help Desk Service to answer any queries concerning your listing and advise on how to provide your data via Title Editor. Email: help.book@nielseniq.com

8.1 BookData Metadata Services

BookData Enhanced is a subscription service. We believe that the more information a bookseller or librarian has, the better the chance of a book sale. Publishers subscribing to the BookData Enhanced Service can provide descriptive summaries, table of contents (where applicable), author biographies and reviews. You can find out more about this service and prices by visiting the ISBN Store:

www.nielsenisbnstore.com/home/enhancedservices

BookData Online is a search and selection tool widely used in the industry by book buyers. As a publisher, it allows you to see your records as well as the full database, and if you subscribe to the BookData Enhanced Service you can subscribe to this service at a specially reduced price.

- Check up to date bibliographic data for your competitors' titles up to 12 months ahead of publication
- Rank your search results by BookScan sales position to see which titles are selling
- Use List Manager to share information and create lists
- Check if competitors' out-of-copyright titles are still in print
- Verify pricing and check pricing of competitors' books

Book2Look: Create, Share, Sell - Book2Look is a state of the art digital marketing tool which enables your books' promotional material to be shared digitally. Promote your titles via social media and across the web, allowing a whole new audience to discover your books. Each Book2Look biblet is a streamlined digital presentation of the book, which includes features such as readable excerpts, unlimited audio and video clips, multi-format shop links, reviews, book description and much more.

For more information about Book2Look and to see a sample biblet visit the ISBN Store:

www.nielsenisbnstore.com/home/book2look

8.2 BookData Research Services

The **BookScan Retail Sales Analysis** service is the largest continuous book sales tracking service in the world, operating in 17 territories. BookScan collects total transaction data at the point of sale directly from the tills and dispatch systems of all the major book retailers (including internet, chains and independents). This ensures that very detailed and highly accurate sales information on which books are selling and at what price, is available to the book trade. Publishers, booksellers and libraries have access to a range of services either direct using a BookScan service or via a BookData Metadata Service. It is therefore essential that you provide the fullest information possible about your titles so that the BookData range of services can help you sell your titles more widely.

The **BookSales Look Up** subscription service allows you to improve your stock and inventory management, analyse your sales and see how they compare to your competitors'. It also allows you to judge the effectiveness of your sales and marketing activities and compare these with your competitors' – this is an essential tool for publishers giving you lifetime sales by ISBN, title and author.

BookData provides a range of consumer research services from Deep Dives into specific genres to our Books & Consumers Annual Review, ensuring that the book industry has the most comprehensive market view of consumer purchasing behaviour, what they buy, when and where.

NB: Our services are all on separate platforms so you will be allocated a unique user name and password for each service.

9. Contacts for Nielsen and the ISBN Agency

ISBN Agency for UK & Ireland

3rd Floor, Station Place
Argyle Way, Stevenage
Hertfordshire, England
SG1 2AD
Tel: **+44 (0)1483 712 215**
Email: isbn.agency@nielseniq.com
URL: www.nielsenisbnstore.com

Publisher Help Desk

Tel: **+44 (0)1483 712 450**
Email: pubhelp.book@nielseniq.com

Trade Supply Data Team

Email: supplydata.book@nielseniq.com

Jacket/cover Images

Email: images.book@nielseniq.com

New Titles/Data Preparation Department

Email: newtitles.book@nielseniq.com

Metadata Services

Tel: **+44 (0)1483 712 200**
Email: sales.book@nielseniq.com
URL: www.nielseniq.com/bookdata

Research Services

Tel: **+44 (0)1483 712 222**
Email: infobookresearch@nielseniq.com
URL: www.nielseniq.com/bookdata