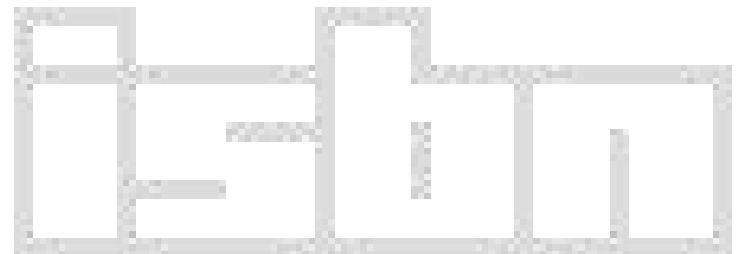


More than you probably want know about ISBN and other identifiers

Brian Green

Executive Director, International ISBN Agency

Chairman, ISO TC46 SC9



A brief history of the ISBN

- ISBN system devised in late 1960s
- ISO ISBN standard (ISO 2108) first published in 1972
 - UPC introduced in 1973, EAN-13 in 1977
- Universally adopted as the key identifier for books
- Bookland barcode in 1980
- Standard last revised in 1992
- Revised standard published May 2005
- 13-digit ISBN – 1 January 2007



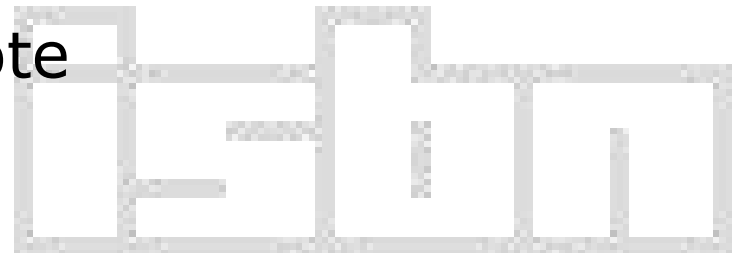
Welcome to Bookland

- 1980: EAN-13 barcode system, based on country prefixes, beginning to take off
- How to incorporate internationally established ISBN into EAN-13 barcodes?
- Create a new country – Bookland – and give it a country prefix 978 (with 979 in reserve)
- UCC, EAN International and ISBN agree contract, revised in 2005
- GS1 (formerly EAN Int.) and ISBN now discussing incorporation of ISBN into RFID tags as part of EPC (Electronic Product Code)



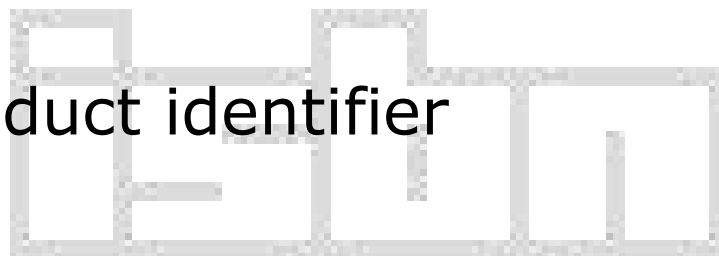
Management and governance

- Berlin State Library 1972-2006
 - No legal ISBN entity
 - No formal governance procedures
 - No governing board
 - ...but it worked somehow
- International ISBN Agency Ltd 2005
 - Not for profit, limited by guarantee
 - Guarantors/members are all national agencies
 - One member, one vote



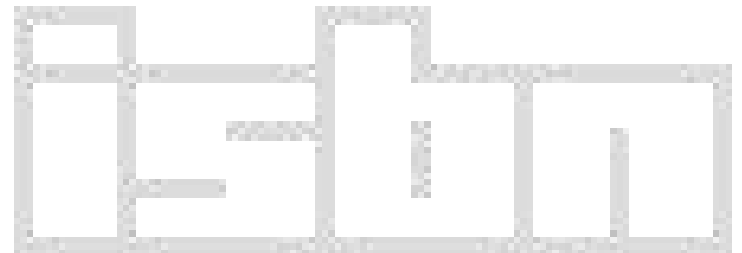
How does it work?

- 160 national/regional (group) agencies
- Governing board elected by members
- Decentralised system
 - International Agency assigns group identifier - variable number of digits based on size of publishing industry
 - e.g. Japan 4; Seychelles 99931
 - Local agency assigns publisher identifier (variable number of digits based on number of books anticipated)
 - Publisher assigns product identifier



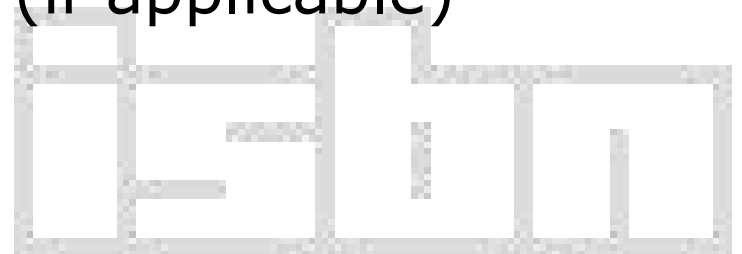
Databases

- National ISBN agencies listed in International ISBN website
- International Agency compiles Publishers International ISBN Directory (PIID)
 - Directory of all publishers who have been assigned an ISBN prefix by any ISBN agency
- Local agencies compile or collaborate in local books in print
 - e.g. Bowker in US, Nielsen BookData in UK



ISBN Metadata Set

- ISO 2108: Publishers “shall” supply local agency or its nominee with basic information about the publication to which ISBN is assigned (but unenforceable)
- Simple ONIX compliant minimum metadata set
 - ISBN, Product form, Title, Contributor(s), Series (if applicable), Edition, Language, Publisher, Imprint, Country, Pub date, ISBN of parent publication (if applicable)



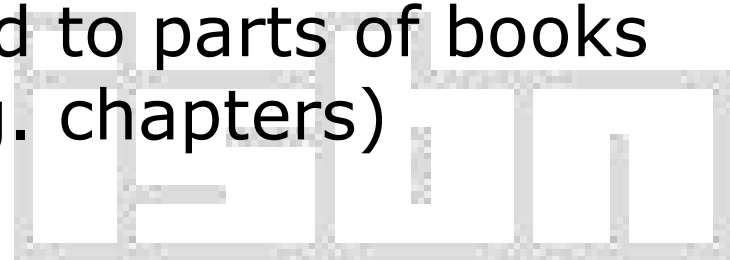
Money, money, money

- Agencies may charge “reasonable” fees for assignment of ISBN
- From 2005, national agencies pay membership fees to International Agency, based on combination GNP and publishing turnover(€250 - €18,000)
- International Agency uses funds for managing and promoting the ISBN system, providing training and software to help member agencies



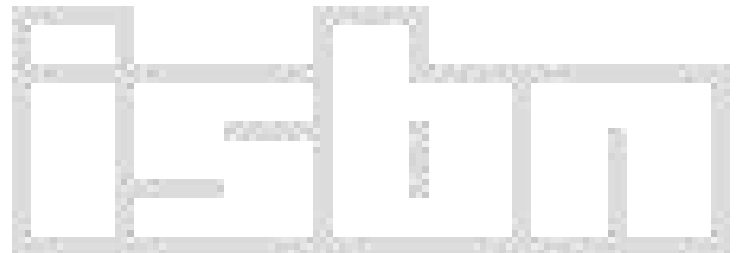
Scope of ISBN

- Only for books!
 - i.e. not for greetings cards, music, serials teddy bears etc.
 - Not for works – only manifestations
- Coverage includes digital monographic publications on physical carriers or online (e.g. ebooks)
- Separate identifier required for each electronic version separately traded
- ISBNs can be allocated to parts of books traded separately (e.g. chapters)



The move to 13 digits

- 160 agencies have to understand the change and tweak their systems
 - N.B. each country has their own system and software, but standard management tools are now under development
- They have to work with libraries and the book trade in their countries to facilitate the change
 - ISBN-13 converter on IA website



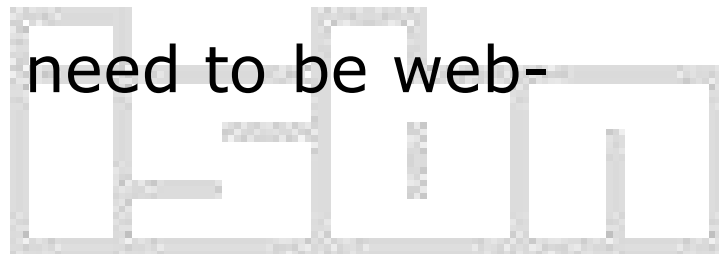
Meeting challenges to identifiers

- Flexible enough to be of use to both trade supply chain and library community
 - e.g. separate ISBNs for separately available products
- Meets the challenge of relevance in digital environment
 - URN namespace defined early on
 - Working with DOI to web-enable ISBNs
- Copes with issues of granularity
 - ISBNs for chapters and other fragments
- Working on issues of interoperability



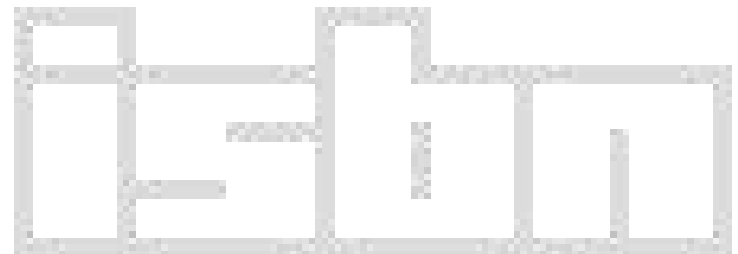
No identifier is an island

- Urgent need for interoperability - both horizontal and vertical
 - On the web, resources increasingly include items in different media
 - Metadata will need to be interoperable for discovery, resource management and rights/royalty purposes
 - Metadata should not need to be created anew at each level (works, expressions and manifestations)
 - Traditional identifiers need to be web-enabled



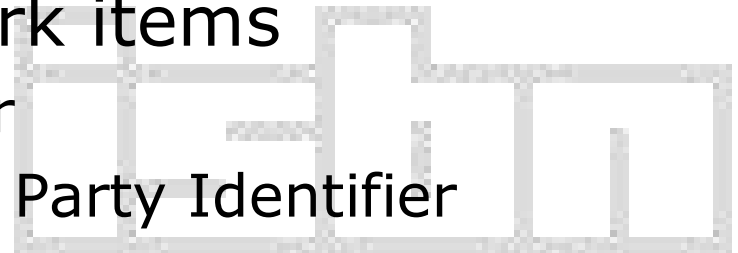
The ISO TC46 SC9 family

- **TC 46** is ISO's Technical Committee (TC) for information and documentation standards.
- **SC 9** is the TC 46 Subcommittee (SC) that develops and maintains ISO standards on the identification and description of information resources.
- **ISO TC46 SC9's** main products are the ISO international standard identifiers



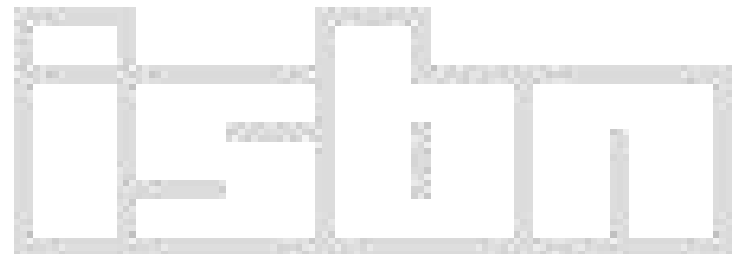
Meet the family

- Established standards:
 - International Standard Audiovisual Number
 - International Standard Book Number
 - International Standard Music Number
 - International Standard Recording Code
 - International Standard Serial Number
 - International Standard Work Code
- Awaiting publication:
 - International Standard Text Code
- Out for vote as new work items
 - Digital Object Identifier
 - International Standard Party Identifier



ISO TC46 SC9 Identifiers Interoperability Group

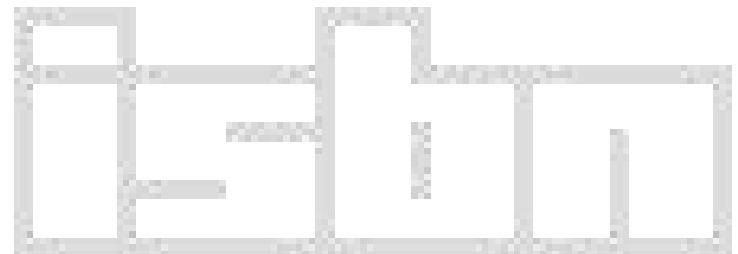
- ISTC, ISBN, ISSN, ISWC, ISMN, ISRC, ISAN, DOI registration authorities meeting regularly (for the first time) to:
 - *"Seek to define a framework to facilitate interoperability between identifier systems"*
- Ongoing work on
 - interoperability use cases
 - feasibility of "hub and spoke" metadata mappings to generic indecs-like generic data dictionary



Who	<ul style="list-style-type: none"> e-Learning Course Designer
What	<ul style="list-style-type: none"> Discover identifiers for a range of different content types to be included in a multimedia e-learning course, which might include one or more of: <ul style="list-style-type: none"> Journal article Chapter from a book Audiovisual clip Sound recording Photograph Graphic image Musical score Software application Any of this content might be self created or have rights owned by third party
Why	<ul style="list-style-type: none"> Rights ownership discovery <ul style="list-style-type: none"> Could be contextual: where can I clear rights for this specific use in this particular territory for this time? Rights clearance Rights usage reporting Providing comprehensive metadata for users (see Use Case 1)
Where & when	<ul style="list-style-type: none"> On line Any time
How	<ul style="list-style-type: none"> Online identifier discovery and use Online metadata discovery and use
Issues	<ul style="list-style-type: none"> Substantial extension of metadata availability to include mechanisms for discovering rights manager identities for particular objects

ISO TC46 SC9 Identifiers Interoperability Group

- *"Identify areas of where further standardisation work is needed"*
- Requirement for International Standard Party Identifier (ISPI) to manage party identification (natural and corporate names) across all media domains. Now out for voting as a new ISO work item.
- Requirement for image identifier
- Requirement for license identifier



Useful URLs

International ISBN Agency

<http://www.isbn-international.org/>

ISO TC46 SC9

<http://www.lac-bac.gc.ca/iso/tc46sc9/>

Identifier Interoperability – D-Lib article by
Norman Paskin

<http://www.dlib.org//dlib/april06/paskin/04paskin.html>

