

ONIX CENTRAL ESSENTIALS

INTRODUCTORY GUIDE

This is a guide to Onix Central Essentials: your free repository for the most essential title information.

From September 2009 the requirements to be accredited under the BIC Product Data Excellence Scheme* will be much more strictly enforced, making it even more important for publishers who wish to be certified under the scheme to be able to quickly identify and complete any missing title information, with as little wasted time, additional stress and aggravation as possible.

At the same time, business has rarely been tougher. Publishers need to be as efficient as possible: part of that means they need to be able to store their key title data in one easily accessible place. And they need to be able to do it without spending a fortune.

To that end we have added a whole new module to the Onix Central Title Store. Onix Central Essentials enables you to view all the essential title information (namely, the key elements required by the BIC product scheme) in one helpful window. It features simple tick boxes and coloured fields to help you quickly see what you need to complete, and search and help tools. And it's free.

DOWNLOAD & SET UP

To begin, go to www.onixcentral.com/download.html and download the application by clicking on the relevant button (PC or Mac). Save the download to a place on your computer that you can find again.

* More details on the scheme are here: <http://www.bic.org.uk/9/Accreditation/>

Watch the videos for guidance on downloading and setting up Onix Central Essentials, or read the notes below. The videos can be found at:

Mac: <http://www.onixcentral.com/bictoolvid2.html>

PC: <http://www.onixcentral.com/bictoolvid3.html>

DOWNLOAD FILE

First, download the application for Mac or PC by clicking on the relevant button. (Both are 50mb zip archive). Save to your computer.

EXTRACT

Next, extract the contents of the compressed folder. On the Mac, simply double click on the folder. On the PC, right mouse click, Open then click Extract all files.

OPEN THE FILE

Open the file called Onix Central Essentials on the Mac, and Onix Central Essentials.exe on the PC.

VALIDATE

Click Validate in the dialogue box which appears with your pre-loaded serial number.

BEGIN

You're ready to start to use Onix Central Essentials!

The first screen that you encounter on starting the application is a list view of all the titles. When you first open the application you will see three lines of sample data in it. To delete these titles, click Delete. However, you might find it useful to leave at least one of the titles in place as a guide for completing your own records.

Here is the title listing screen, complete with sample data.

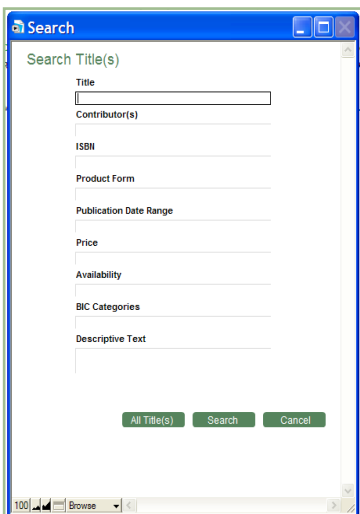


The screenshot shows the 'Onix Central Title Store' interface. At the top, there are navigation icons for XLS, PDF, search, help, GO, and a menu. Below the title 'Onix Central Title Essentials', there are filters for 'boxing' and 'Adept'. The main table lists titles with columns for ISBN, Contributor, Form, Status, Publication, Price, Availability, and BIC Code. At the bottom left, there is an 'Import from Excel' button with a wrench and screwdriver icon. At the bottom right, there are navigation arrows.

Title	ISBN	Contributor	Form	Status	Publication	Price	Availability	BIC Code	
Adept	<input type="radio"/> 9780954575915	Robert Finn	B104 A-format	04 Active	31/07/2004	7.99 GBP	20 Available	FH	<input checked="" type="checkbox"/>
Boxing Fitness	<input type="radio"/> 9780954575984			04 Active	13/05/2005				<input type="checkbox"/>
London Scene	<input type="radio"/> 9780954575922	Virginia Woolf	B502 With printed dust	04 Active	01/09/2004	10.99 GBP	20 Available	ACC	<input checked="" type="checkbox"/>

The title listing screen contains many of the same elements as the main Onix Central Title Store. Let's review the standard tools first.

1) STANDARD TOOLS



The screenshot shows a 'Search' dialog box with a title bar. It contains several search criteria fields: Title, Contributor(s), ISBN, Product Form, Publication Date Range, Price, Availability, BIC Categories, and Descriptive Text. At the bottom, there are three buttons: 'All Title(s)', 'Search', and 'Cancel'. The dialog box is set against a blue background.

First of all, there's the **Search** function. Click on the magnifying glass at the top right of the screen.



This dialogue box will appear, left. The search is screen-specific so you can search for terms and items relevant to your current screen.

There is an additional, dynamic search function in the space just above the titles column. Type in the first letters of an author or title and the list will refine itself.



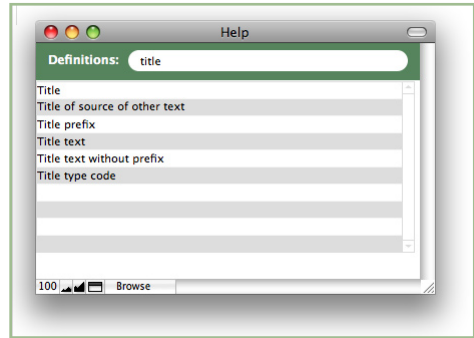
Another tool which appears on all screens is the Help button.

Clicking on this button opens this dialogue box (right).

Type the term which you require help on, and select the options from the list.



The **Help function** contains

every definition stored in the ONIX standard, as well as some additional terms specific to the Onix Central Title Store / Onix Central Essentials.



The Go button functionality is disabled in Onix Central Essentials. This is a quick links tool which helps you to rapidly navigate around the Onix Central Title Store.



The tabs at the top right of every page enable you to navigate around Onix Central Essentials. Clicking on the List icon  takes you to the title listing. Clicking on the Form icon  takes you to the title data entry screen.



At the bottom right of the page are some arrows. These allow you to easily navigate through the title listing. You can also use the mouse scroll button to scroll through the titles, as well.

2) THE TITLE LISTING SCREEN

Let's look at the commands specific to the title listing screen. First, let's look at the grey text commands at the top right of the screen.

See All | Select All | See Selected | Hide Selected | Deselect All | Create | Delete

These commands enable you to manage how your titles are stored and displayed. You can:

See all	This brings up the complete listing of all records with no filters.
Select all	This selects all the records. It's often easier to select every record then deselect a few (to make a group, or prepare for an export) rather than having to select each record manually.
See Selected	This shows only the records selected. Click on 'See All' to revert back to the full list.
Hide selected	This hides your selection.
Deselect all	This clears your selection.
Create	This brings up the dialogue box to create a new title.
Delete	This deletes all selected titles. This is a permanent action and can't be undone, so use with caution. To delete titles: select the title that you wish to delete using the radial button to the left of the ISBN. Click on See Selected, so that only the selected title is visible. Click on Delete and click through the dialogue boxes. Important: you must ensure that you click on See Selected before clicking Delete, otherwise all the shown titles will be deleted.

On the title listing screen, you can sort by column, by clicking on the heading of the column.

You can also output your information to both PDF and Excel, by clicking the icons on the top of the title listing screen. You can use the output files to send your title information to Nielsen, Bowker and other data aggregators and users. However, industry best practice is to use the ONIX XML standard to provide this data. Upgrading to the Onix Central Title Store will allow you to send your much more comprehensive data in ONIX format.

IMPORTANT NOTE ON DELETING TITLES

Select the title that you wish to delete using the radial button to the left of the ISBN. Click on See Selected, so that only the selected title is visible. Click on Delete and click through the dialogue boxes. Important: you must ensure that you click on See Selected before clicking Delete, otherwise all the shown titles will be deleted.

3) SPECIFIC TOOLS

Hide/Show Essentially Complete

On the listing screen there is one further command – hide/show essentially complete titles. By clicking on this button you can toggle between titles which are fully completed and those which still require data to be entered.



Next, there is the **Settings** button in the bottom left hand corner. This button takes you to the screen where you can set your system-wide preferences, meaning you can save time as you don't have to enter the same information multiple times.

Finally, there is the Import from Excel button. You can use this to select a range of fields from your own MS Excel files to import data into Onix Central Essentials.

4) GETTING STARTED

To create a new product entry, click Create. You are asked to enter the title's name, and then taken to the data entry page.

There are only two data entry screens. The first, Title Essentials, contain only the fields specified by BIC to qualify for their Product Data Excellence Scheme. More details on the scheme are here: <http://www.bic.org.uk/9/Accreditation/>.

The fields coloured in green are the mandatory fields. Once you have clicked on the fields and completed them, the fields turn white. Continue to fill in fields until the whole page is white. Where possible there is a drop down menu for you to select the correct field entry.

Some of the less crucial fields have been tucked into the tabs at the bottom of the screen. Tab through these extra areas one by one, filling in the data as you go.

If any of the fields are not green and are not applicable to your title, for instance Subtitle, you do not need to complete them to comply with the BIC product data excellence award.

Onix Central Title Store

Title Essentials | Marketing Essentials

London Scene, Virginia Woolf, B502 With printed dust jacket, ISBN13: 9780954575922, Status: 04 Active

PR.1 Record Reference Number & Type
Notification Type

PR.7 Title
Title
London Scene

Subtitle

PR.2 Product Numbers
EAN-13
9780954575922
ISBN-13
9780954575922

PR.8 Authorship
Contributor(s)
C25 Virginia Woolf
Role(s)
A01 By (author)
PR.20 Publishing Status & Dates
Status
04 Active
Publication
PR.10 Edition
Type No.
UBR Unabridged 2
Statement

PR.13 Subject
BIC Code
PR.14 Audience
Audience
01 General/trade
PR.12 Extents and Other Content
No. of Pages 96
PR.24 Supplier, Availability & Prices
Price GBP 10.99
Availability
20 Available

the London Scene Virginia Woolf

Publisher Information (PR.19) Product Form (PR.3) Extents (PR.12) Dimensions (PR.22) Languages (PR.11) Rights (PR.21) Series (PR.8)

Publisher
Imprint
Snowbooks
City of Publication
Oxford
Country
GB United Kingdom

Once you have filled in all the mandatory fields, a green OCE logo pops up beneath the cover image:

Onix Central Title Store

Title Essentials | Marketing Essentials

London Scene, Virginia Woolf, B502 With printed dust jacket, ISBN13: 9780954575922, Status: 04 Active

PR.1 Record Reference Number & Type
Notification Type
01 Early notification

PR.7 Title
Title
London Scene

Subtitle

PR.2 Product Numbers
EAN-13
9780954575922
ISBN-13
9780954575922

PR.8 Authorship
Contributor(s)
C25 Virginia Woolf
Role(s)
A01 By (author)
PR.20 Publishing Status & Dates
Status
04 Active
Publication
01/04/2009
PR.10 Edition
Type No.
UBR Unabridged 2
Statement

PR.13 Subject
BIC Code 0
Literature & literary studies

PR.14 Audience
Audience
01 General/trade
PR.12 Extents and Other Content
No. of Pages 96
PR.24 Supplier, Availability & Prices
Price GBP 10.99
Availability
20 Available

the London Scene Virginia Woolf

OCE

Publisher Information (PR.19) Product Form (PR.3) Extents (PR.12) Dimensions (PR.22) Languages (PR.11) Rights (PR.21) Series (PR.8)

Publisher
Snowbooks Ltd
Imprint
Snowbooks
City of Publication
Oxford
Country
GB United Kingdom

5) MANAGING IMAGES

To add a cover design image to your title record, click on the white box on the right of the Title Essentials screen. You can navigate to the location of your image and upload it. To delete the image from your record, click the red cross above it. To export it, click the export icon beneath it. The cover image is also accessible from the Marketing Essentials tab.

6) MANAGING CONTRIBUTORS

To create a new contributor, you have to click on an existing contributor to get to the appropriate screen. Click on the drop down menu in the small box under the word Contributor(s). Click on an existing author: Robert Finn or Virginia Woolf. Click on the author's name as it appears in the Contributor field. You are taken to the Contributor screen. Click Create in the top right hand corner and complete your contributor's details. Return to your title and re-select your newly created contributor from the drop down list.

Creating contributors like this is a workaround for the cut-down Onix Central Essentials. In The Onix Central Title Store, there is a full contributor listing screen. Visit <http://onixcentral.com/titlestore.html> to see screenshots.

7) EXPORTING YOUR DATA

To export your data, return to the title listing page by clicking on the top right hand tab. Click on the Excel or PDF button at the top of the page. Your data will be downloaded to Excel or into PDF format, from where you can email it to Nielsen and other aggregators. Details of submitting data to Nielsen are here: <http://www.nielsenbookdata.co.uk/controller.php?page=88#Electronic>

8) REFERENCES

The table which follows contains advice about each of the fields, provided by BIC. You can see the original table here: <http://www.bic.org.uk/files/pdfs/050110-ONIX-compliance-elements.pdf>

PR.1 Record reference number & type		
Notification or update type code	M	M Mandatory: note that this is the mechanism by which ONIX confirms whether the information has been updated as at actual publication (cf BIC Basic "Publication confirmed flag").

PR.2 Product numbers		
ISBN	R	"An EAN13 number is mandatory in BIC Basic; ISBN or ISMN is also required in accordance with the type of product. Use of the <ProductIdentifier> composite is preferred for all product identifiers, since it will enable other identifiers which may be required in future to be added more easily. However, individual elements will be accepted."
EAN-13 number	M	
ISMN	R	
PR.3 Product form		
Product form code	M	Mandatory: BIC Basic element. All products should be included in ONIX reporting.
Product form detail	E	In ONIX Release 2.1, revision 01 upwards, these elements should be included when applicable
Trade category code		
Product content type code		
Product form description	E	"Number and type of pieces" is a BIC Basic element, expected when applicable. The preferred way of handling this in ONIX is to use the <ContainedItem> composite for full details of items in different media, or to use Number of pieces for multiple items of the same form. Alternatively, text in Product form description will be accepted.
Number of pieces		
<ContainedItem> composite		
PR.4 Epublication detail		
Epublication type code	R	Required where product form code = DG.
Epublication type version number	E	Expected when applicable.
PR.5 Series		
<Series> composite	R E	In ONIX Release 2.1, either a <Series> composite or a "No Series" indicator is required in all ONIX records for BIC accreditation. In earlier ONIX releases, the Series composite is expected when applicable
ISSN of series	E	A series code is expected if it exists, to assure consistency of series linking. Use <SeriesIdentifier> composite for flexibility in the future.
Publisher's series code		
<Series Identifier> composite		
Series title	R	Required if the Series composite is present: BIC Basic element.
<Contributor> composite	E	Expected when applicable: series editors are better placed here than in PR.8, but they will also be accepted in PR.8.
Number within series	E	Expected when applicable: BIC Basic element.
Year of annual	E	Expected when applicable: BIC Basic element.

"No Series" indicator	R	In ONIX Release 2.1, required if the <Series> composite is not present.
PR.6 Set		
<Set> composite	E	Expected when applicable.
ISBN of set	E	Both EAN-13 and ISBN are expected when applicable. Use of the <ProductIdentifier> composite is preferred for all product identifiers, since it will enable other identifiers which may be required in future to be added more easily. However, individual elements will be accepted.
EAN-13 number of set	E	
<ProductIdentifier> composite	E	
Title of set	E	
Set part number	E	All expected when applicable.
Set part title	E	
Number within set (volume number)	E	
Set item title	E	
PR.7 Title		
Text case flag	M	A title is mandatory in all ONIX records; a subtitle is expected when applicable: these are BIC Basic elements. The title may be sent either as a Distinctive title, or as a combination of Title prefix and Title text without prefix. The <Title> composite should be used for titles other than the main title, and in ONIX Release 2.1 can also be used for the main title.
Distinctive title of product	M	
Title prefix	M	
Title text without prefix	M	
Subtitle of product	E	
<Title> composite	M	
PR.8 Authorship		
<Contributor> composite	M	Mandatory: BIC Basic element.
Contributor role	M	Mandatory in each occurrence of the <Contributor> composite: BIC Basic element.
Person name, inverted	M	A valid name is mandatory in each occurrence of the <Contributor> composite. Either or both of the two person name forms may be used, either within the <Name> composite, or as elements outside of the composite. Corporate contributor names are expected when applicable, and any occurrence of the <Contributor> composite must carry either a person name or a contributor name but not both.
Person name parts 1 to 8	M	
<Name> composite	M	
Corporate contributor name	M	
Biographical note	E	Expected when applicable
PR.10 Edition		
Edition type code	E	Expected when applicable.
Edition number	E	Expected when applicable: BIC Basic element.
Edition statement	E	Expected when applicable: BIC Basic element.

“No Edition” indicator	R	In ONIX 2.1, required if none of the three preceding elements is present
PR.11 Language		
Language of text	E	Both languages are expected when applicable. Language of text is a BIC Basic element for titles in languages other than English. Use of the <Language> composite is preferred, but individual elements will be accepted.
Original language (of translation) E	E	
<Language> composite	E	
PR.12 Extents and other content		
Number of pages	R	Required with applicable product form codes, ie BA-BZ, PB, PF, PJ, PL: BIC Basic element.
<Extent> composite	E	Use for running time, filesize: expected when applicable.
Illustrations and other content note	E	The <IllustrationsNote> element and <Illustrations> composite are equally acceptable alternatives. One or other is expected when applicable.
<Illustrations> composite	E	
Map scale	E	Expected when applicable.
PR.13 Subject		
BIC main subject category	M	Levels 1 and 2 mandatory (BIC Basic elements).
BIC subject category version number	M	
<Subject> composite	R	BIC Children’s Book Marketing categories required if audience/readership code = 02 or 03: BIC Basic element.
PR.14 Audience/readership		
Audience code	E	Expected where applicable.
<AudienceRange> composite	E	Expected for reading age and interest age where applicable.
PR.15 Descriptions and other text		
<OtherText> composite	M	Use the composite for all text descriptions. At least one description with <TextTypeCode> 01, 02, or 03 is mandatory. <TextTypeCode> 04 (contents list) is expected where applicable.
PR.16 Links to image/audio/video files		
<MediaFile> composite	M	Confirmation of availability of cover image is mandatory. Specify file name or URL.
PR.19 Publisher information		
<Imprint> composite	M	Mandatory: BIC Basic element. (Imprint name sent outside the composite will also be accepted)

<Publisher> composite	M	At least one instance of the composite is mandatory, to identify the publisher: BIC Basic element. (Publisher name sent outside the composite will also be accepted). Additional instances of the composite are only “if applicable”.
City or town of publication	M	Mandatory
Country of publication	M	Mandatory
PR.20 Publishing status & dates		
Publishing status	E	From ONIX 2.1 revision 01 upwards, the new <PublishingStatus> element, used in conjunction with <ProductAvailability> in PR.24, is the preferred method of showing availability detail, though not mandatory for BIC accreditation.
Publication date	M	Mandatory: BIC Basic element
PR.21 Territorial rights		
<SaleRights> composite	M	Mandatory for AU CA GB IE NZ US ZA at minimum: BIC Basic element. Full worldwide rights detail is highly desirable. Use of the <NotForSale> composite is optional.
<NotForSale> composite	M	
<SalesRestriction> composite	E	In ONIX Release 2.1, revision 01 upwards, this element should be included when applicable.
PR.22 Dimensions		
<Measure> composite	R	Dimensions required for all applicable products (ie for all product form codes except DA, DG, DH, DZ): BIC Basic elements; unit weight expected where available.
PR.23 Related products		
<RelatedProduct> composite	R	Use for all types of relationship: Replaced-by and Alternative-format are BIC Basic elements, required with designated availability codes.
PR. 24 Supplier, availability and prices		
<SupplyDetail> composite	M	Mandatory
Supplier EAN location no/supplier name	M	Either EAN number or name is mandatory for BIC Basic. SAN is not used.
Availability status code	M	Mandatory: BIC Basic element From ONIX 2.1 revision 01 upwards, the new <ProductAvailability> element, used in conjunction with <PublishingStatus> in PR.20, is a preferred alternative to <AvailabilityCode>.
<NewSupplier> composite	R	Required when availability is RF
Expected availability date format	R	Required when applicable
Expected availability date	R	Required with designated availability codes: BIC Basic element
Order time	R	Required when applicable: BIC Basic element
Unpriced item type	R	Required when applicable: BIC Basic element (as “Special price code”).
<Price> composite	R	Required except for items with valid “Unpriced item type” code: BIC Basic element
Price type code	R	Required in all occurrences of the <Price> composite.

BIC discount group code	R	Required when applicable.
Price amount	R	Required in all occurrences of the <Price> composite.
Tax rate 1, coded	R	Required in all occurrences of the <Price> composite.
Amount of price taxable at tax rate 1	R	Required when item is not zero-rated.
Tax amount at tax rate 1	R	Required when item is not zero-rated.
Tax rate 2, coded	R	Required when applicable, ie for mixed-rate VAT items.
Amount of price taxable at tax rate 2	R	Required when applicable, ie for mixed-rate VAT items.
Tax amount at tax rate 2	R	Required when applicable, ie for mixed-rate VAT items.

FOR MORE INFORMATION
PLEASE EMAIL
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