Taylor & Francis Group

I-dent know

Identifiers from the publisher's perspective

Mark Majurey, Digital Development Director

an **informa** business

T&F eBooks

- Launched eBookstore 2001
- 23,000 eBook titles
- 6 formats: Mobipocket, epub (ADE and Apple), Adobe, Kindle, MS Lit, DX XML
- 80% of frontlist released simultaneously as ebooks
- 20+ retailer/aggregator channels
- Digital sales = 10% total annual turnover
- Market: 90% institutional, 10% individual (retail)
- ISBNs per ebook format, DOIs at chapter and book levels
- 314,681 component chapters

Decision 2001

- Allocate unique ISBN per ebook format

Why?

- Small catalogue
- Few formats
- Internal analysis

Decision 2003

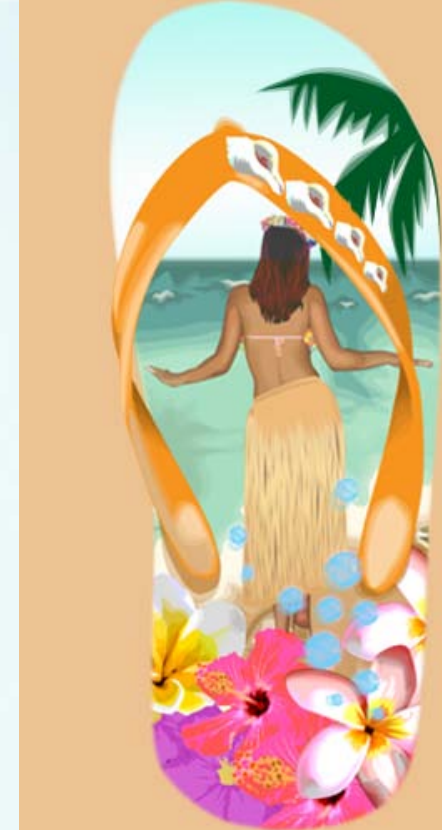- Allocate generic 'eISBN' for all formats

What changed?

- Uplift in catalogue: mass digitisation and conversion
- Costs of ISBN procurement and associated costs
- Product database restrictions
- Retail sales negligible: internal reporting easy
- Retailers tended to be format-specific
- Little perceived benefit

Decision 2007

- Allocate unique ISBN per format

Why the flip-flop?

- More formats
- More aggregators and retailers
- Retailers began to sell multiple formats
- More volume sales and internal analysis became difficult
- ISBNs opened up to aggregators and third parties
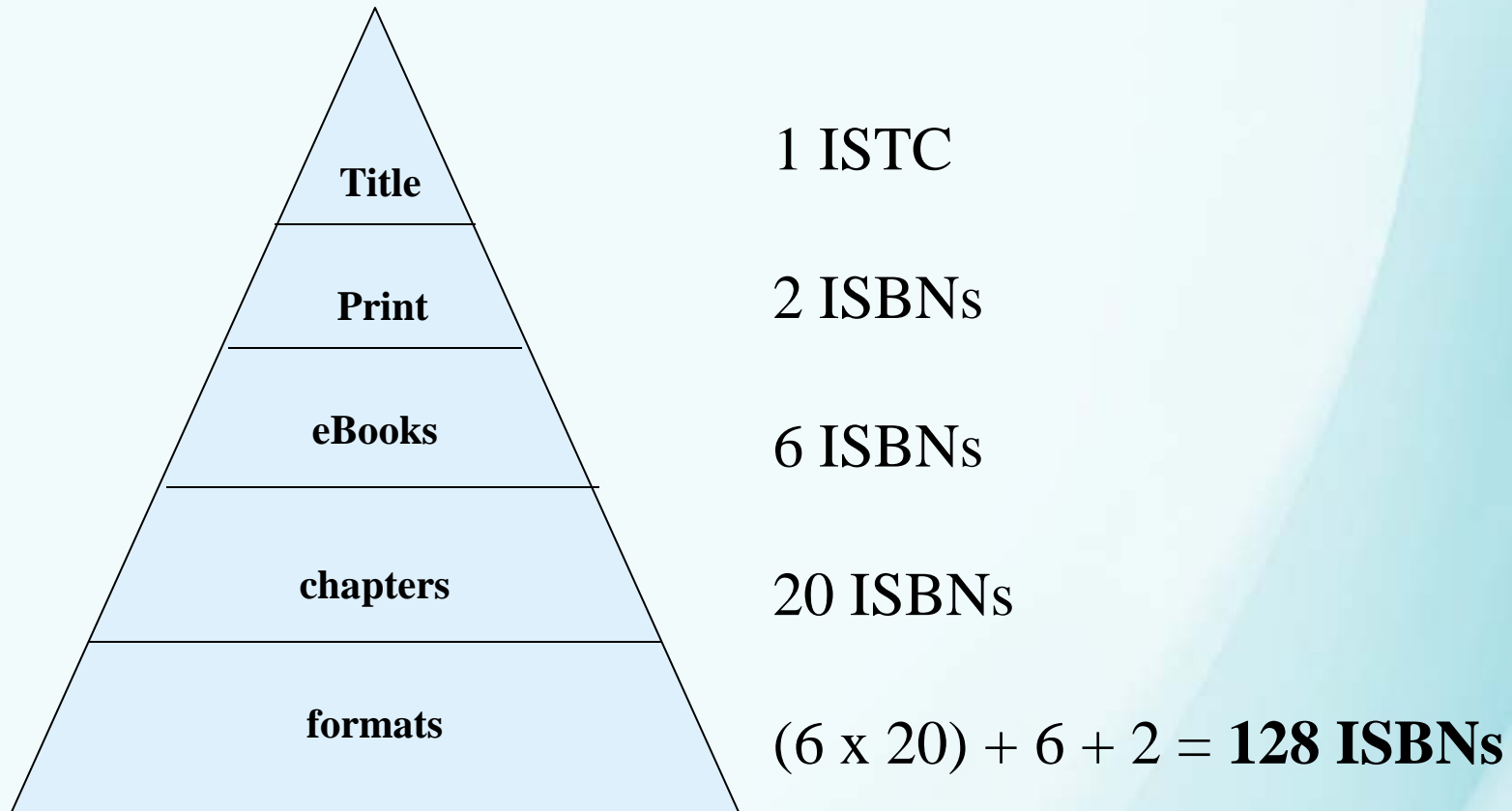- Do you want to lose control of your ISBNs?

The fallout

- 3 years for:
    1. Mass procurement of ISBNs
    2. Integrating into product db, marketing db, sales systems, accounts, royalties
    3. Communicating to third parties (ONIX3)
- Could we have used DOIs or ISTCs?

Unresolved questions

- ISBNs per DRM setting?
- Disaggregation into chapters

Title	1 ISTC
Print	2 ISBNs
eBooks	6 ISBNs
chapters	20 ISBNs
formats	$(6 \times 20) + 6 + 2 = \textbf{128 ISBNs}$

Unresolved questions

- Can systems deal with 'metadata bloat'?
- (Google: "dealing with ebook metadata")
- Can Digital Drop Shipment avoid the supply chain complexities?

What's the answer?

- Refer to best practices from BIC (UK) and BISG (USA)

- Talk to your software providers

- Retain control of your assets

- Take a little pain now to save the agony later!