LINKED HERITAGE WP4

Graham Bell, Michael Hopwood

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Linked Heritage WP4

- about **EDItEUR**
- working with the **commercial sector**
- partnerships in **context**
- **Work Package 4**
- **key deliverables** of WP4
- **partner organisations** in WP4

About EDItEUR

- not-for-profit membership organisation

- develops, supports and promotes **metadata and identification standards** for the book, e-book and serials supply chains

- **based in London**, with **global membership** of publishers, distributors, wholesalers, retailers, subscription agents, libraries, system vendors, rights organisations and trade associations

About EDItEUR

- best known for development of **ONIX for Books** metadata standard

- also develops **ONIX for Serials**, **Publication Licences**, **Identifier Registration** and **EDItX** transactional messaging standards

- maintains legacy EDI transactional standards

- other projects include **ARROW**, **ARROW Plus**, WIPO's **Enabling Technologies Framework**

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About EDItEUR

- just three full-time permanent staff, plus range of **domain experts** and consultants attached to particular projects

- **highly connected** to other standards agencies, and to our membership, to ensure broad relevance for our work

- also provides secretariat for **International ISBN Agency**

About Graham Bell

- 20 years experience in **publishing technology**

- formerly senior manager in IT department for HarperCollins Publishers UK

  – led development of **bibliographic**, **editorial** and **digital asset management** systems

  – involved in e-book, e-audio, POD, online projects

- joined EDItEUR in mid-2010, responsible primarily for **ONIX standards development**

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About Michael Hopwood

- 6 years experience in **libraries and information services,** across Government, commercial and academic library sectors

- formerly Team Leader in Information Resources directorate, **King's College London**
  - established and managed digitisation services

- joined EDItEUR this month, **specifically to focus on Linked Heritage** project

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Other key EDItEUR staff

- **Mark Bide** – Executive Director of EDItEUR, Project Director for ACAP, Director of Rightscom

- **Stella Griffiths** – Executive Director of the International ISBN Agency

- **Brian Green, Tim Devenport** – Principal Consultants to EDItEUR

- Consultants **Francis Cave**, **David Martin**

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Partnering the commercial sector

- WP4 aims to enable and encourage commercial sector engagement with **Europeana**

- to do so we must build a **business case**

- any new initiative must
  - generate additional revenues or savings
  - generate 'soft' benefits such as PR or goodwill
  - or be a legal requirement (*eg* legal deposit)

Benefits to Europeana

- main issues
  - what will be the nature of the commercial sector's contribution?
    - primarily *metadata*, since the data itself is 'in copyright'
  - what is the benefit to Europeana?
    - commercial metadata is *more* than a simple catalogue. It may contain product samples (*eg* first chapters) or links to such content

Benefits to Europeana

- closing the '**20th Century black hole**'
  - millions of in-copyright works from the last 100 years
  - many are 'orphan works' without an identifiable rightsholder (this is the remit of the ARROW project)
  - the most recent will still have an identifiable and contactable author and/or publisher

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Benefits of Europeana

- **Federation of European Publishers**
  "Links through Europeana to sites of publishers and other rightsholders to enable users to buy in-copyright content are the ideal way to achieve a private sector involvement."

- but anecdotal evidence shows **awareness of Europeana among publishers is low**

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Partnerships in context

- existing European models
  - **Libreka!** German e-book retailing portal
  - **Gallica** French National Library digitised cultural heritage portal
  - **Enclave** Spanish metadata portal with links to purchase e-books, based on books-in-print
  - **BDSL and OCLC** enrich commercial metadata for library use
  - **ARROW** rights registry for orphan works

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Wider public sector trends

- Library of Congress
  - moving towards RDA (from AACR2)
  - moving away from MARC 21
- W3C's commitment to linked library data
- growth of **Linked Open Data**
- but transparency argument for public bodies does not apply to the commercial sector

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Key objectives of WP4

- explore **metadata management practices** in the private sector, including
  - metadata models in use across multiple media sectors (book, audio, photo, AV)
  - identity management, controlled vocabularies
  - metadata rights and sharing of metadata
- specification of **legal framework** required for contribution of commercial metadata to Europeana

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Key objectives of WP4

- advise on **core metadata requirements** for Europeana content, based on
  - maturity of model
  - established user base and body of available metadata
  - mapping / interoperability with existing standards
- specification of **technical environment** for production-scale implementation

Deliverable 1: Best practice report

- identity management, data models, controlled vocabularies, communication standards

- scope of the best practice report
  - books, including e-books and audiobooks, music and other audio, photographic images, AV sectors
  - EU and other participating territories
  - out of scope: serials (journals, magazines, newspapers)

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Deliverable 1: Best practice report

- plan for first WP4 deliverable September 2011

- attitudinal survey across commercial sector
    - awareness of Europeana project
    - willingness to contribute metadata
    - attitudes to licensing of existing metadata
    - coverage of existing corpus of metadata

- contributions to other work packages

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Commercial metadata standards

Sector	Metadata schemas	Identifiers
Audio-visual		ISAN, EIDR
Music	DDEX	ISWC, ISRC, ISMN
Books	ONIX	ISTC, ISBN, Crossref DOI
Images	IPTC...	

- aim to fill out and expand this table!

- most identifiers have minimum **referent metadata** schemes for registration

- schemes like DC are not used commercially

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Best practice in books

- ## ONIX for Books
  - highly standardised XML schema for communicating product metadata
  - used throughout Europe and North America, and increasingly also in East Asia
  - very granular, therefore mappable to many other schemas
  - very complex, therefore can be a challenge to implement

Best practice in books

- **ONIX and Europeana**
  - plan to map ONIX to ESE / EDM, so existing commercial metadata might be ingested easily
  - intend to produce variant of ONIX more compatible with Linked Data approach
  - could take the form of RDF expression of ONIX

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WP4 partners

- Instituto Centrale per il Catalogo Unico (IT)

- Pintail (IE)

- MEDRA (IT)

- Technische Informationsbibliothek (DE)

- MVB (DE)

- Orszagos Szechenyi Konyvtar (HU)

- Promoter di Masi Pietro (IT)

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