## 1. Introduction

**We would like to invite you to participate in our ONIX 3.0 Survey for Data Providers.**

**This survey has been sent to key stakeholder organisations in the UK book industry in order for BIC to gain an informed understanding of how and where the standard is being adopted, what (if any) the obstacles to implementation might be, benefits organisations have derived from implementing ONIX 3.0 and so on. We may use the information you provide in this survey to create an industry report with regards the current ONIX 3.0 landscape - you will be asked for your consent (on behalf of your organisation) regarding this towards the end of the survey.**

**This survey contains 32 questions, mainly multiple choice tick boxes, and will take approximately 5-10 minutes to complete.**
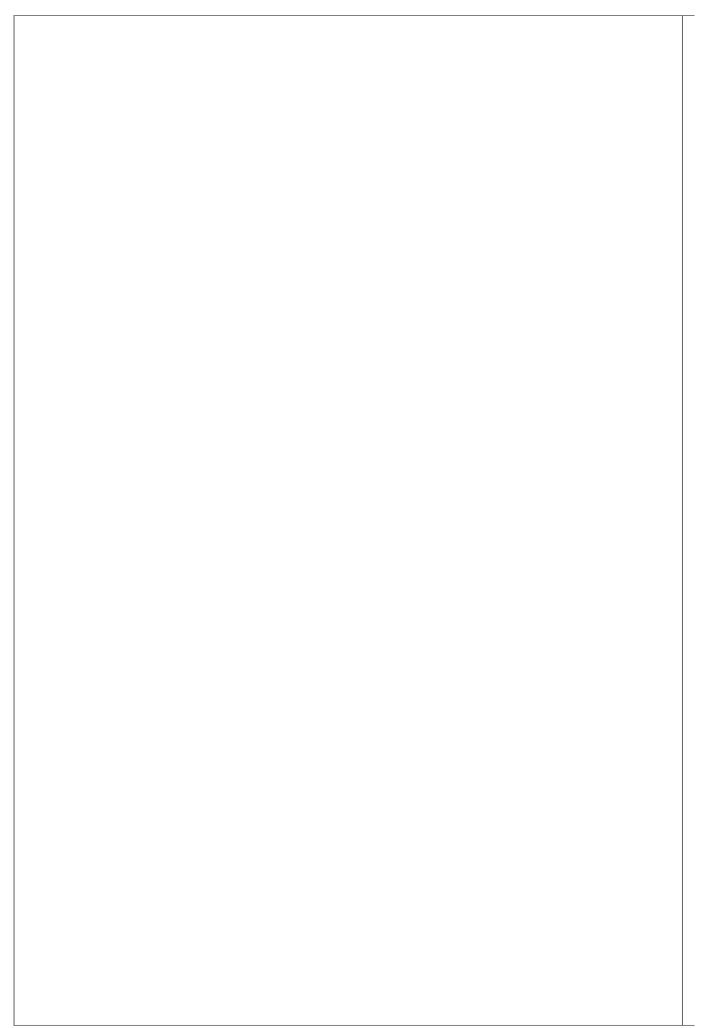
**We'd love to hear from you.**

**Please note: the deadline for responses to this survey is 15th June 2018 after which date the survey will be closed and no further responses will be received.**

**Thank you very much in advance for your contribution.**

* 1. Please tell us your full name

[                                        ]

* 2. Please tell us the name of your organisation

[                                        ]

* 3. What is your organisation's primary business?

( ) Publishing                                    ( ) Data aggregation

( ) Publisher services                            ( ) Data distribution services

( ) Wholesale/distribution services

( ) Other (please specify)

[                                                                        ]

* 4. Are you authorised on behalf of your organisation to complete this ONIX 3.0 survey?

( ) Yes

( ) No

If you answered "No" to this question, we politely request that you do not continue with this survey but assign it to someone in your organisation who is authorised to complete it. Thank you for your co-operation.

2.

* 5. Does your organisation provide product metadata outside of the UK?

☐ Yes

☐ No

☐ Not sure

* 6. How are the majority of your organisation's metadata feeds created and distributed? Please tick all that apply

☐ We create and distribute our own metadata

☐ We create our own metadata but it is distributed by a third party

☐ Our metadata is created and distributed by a third party

☐ Other (please specify)

[                    ]

* 7. In what format(s) is your metadata provided? Please tick all that apply

☐ ONIX 3.0. compliant XML files

☐ ONIX 2.1 compliant XML files

☐ Excel/CSV files designed to be ONIX like

☐ Excel/CSV files that have not been designed to be ONIX like

☐ Via web form

☐ Other (please specify)

[                    ]

* 8. Do you currently provide separate metadata feeds for print and digital products?

☐ Yes

☐ No

☐ Not sure

If you have answered "yes" please tell us your reasons

[                    ]

* 9. Do you perform any of the following to ensure the quality of your metadata? Please tick all that apply

- [ ] DTD validation
- [ ] XSD validation
- [ ] Manual check of some data
- [ ] Manual check of all data
- [ ] In-house visual check of how data displays, before feed is sent to trading partners
- [ ] Visual check of how data displays on trading partners' sites
- [ ] Inspection of displayed data versus actual physical product, where and when one exists
- [ ] We rely on a third party to perform quality control
- [ ] None of these (we do not perform any formal quality control checks)
- [ ] Other (please specify)

* 10. What kind of feedback (if any) do you get from data recipients? Please tick all that apply

- [ ] Ad-hoc emails from staff at recipient organisation
- [ ] Automated emails from the recipient system
- [ ] A structured response (e.g. the ONIX Acknowledgement message)
- [ ] We don't get any feedback
- [ ] Other (please specify)

## 3. ONIX 3.0 specific section

**In this section of the survey we want to hear about your organisation's plans for ONIX 3.0. Are you about to implement ONIX 3.0? Have you already implemented ONIX 3.0 - how easy/difficult/time consuming was it? What benefits have you derived from implementing ONIX 3.0? What is preventing your organisation moving to ONIX 3.0? And so on.**

* 11. Has your organisation implemented ONIX 3.0?

☐ Yes

☐ No

* 12. Does your organisation have plans to implement ONIX 3.0 in the future?

☐ No, we do not have plans to implement ONIX 3.0    ☐ Yes, in Q3/Q4 2019

☐ Yes, in 2018    ☐ Yes, in 2020 or later

☐ Yes, in Q1/Q2 2019    ☐ We have already implemented it so this question does not apply to my organisation

* 13. Are there drivers that could influence a future decision to implement ONIX 3.0? Please tick all that apply.

☐ Pressure from trading partners such as major retailers or distributors

☐ Greater overall industry adoption of ONIX 3.0

☐ Evolving business needs e.g. new product types, new sales channels, rights issues, DRM

☐ Demonstrated increase in efficiency and accuracy of data

☐ We've already implemented ONIX 3.0 so this questions does not apply

☐ Other (please specify)

[                                                                              ]

* 14. If you have not yet implemented ONIX 3.0 which of the following benefits of ONIX 3.0 would be most important to your business in the future, or influence your decision to adopt ONIX 3.0? Please tick all that apply.

☐ Digital products (e.g. improved flexibility to express pricing, product description, DRM, licensing, useage and constraints)

☐ Pricing (greater accommodation for new business models, e.g. rentals, bundling, subscriptions)

☐ Collections (e.g. improved functionality to to describe and link titles in sets and series, master brand, title statement)

☐ Markets (e.g. greater ability to add market-specific publishing details, sales restrictions

☐ Other (please specify)

☐ Suppliers (e.g. greater ability to include multiple supplier data, price identifiers, price conditions, tiered prices)

☐ Publishers (e.g. greater ability to include multiple publisher and imprint identifiers, product contacts)

☐ Ability to provide block updates

☐ We have already implemented ONIX 3.0 so this question does not apply

[ ]

* 15. What do you consider the biggest factor(s) keeping your organisation from implementing ONIX 3.0? Please tick all that apply.

☐ No business requirement

☐ Expected financial cost of update (e.g. cost of software, external consultancy)

☐ Expected internal resource cost of update (e.g. in ensuring better data quality, testing etc)

☐ Other (please specify)

☐ Internal IT systems limitations

☐ Lack of internal knowledge

☐ We have already implemented ONIX 3.0 so this question does not apply to us

[ ]

* 16. Would any of these ONIX resources be useful to you if BIC were to facilitate them? Please tick all that apply.

☐ In person ONIX 3.0 training

☐ Remote/virtual ONIX 3.0 training

☐ A report on the state of the UK industry's implementation of ONIX 3.0

☐ ONIX 3.0 data validation

☐ None of the above/not interested

☐ Other (please specify)

[ ]

**\* 17. Do you use ONIX 3.0 for print or digital products, or both?**

☐ Print only (we don't deal with digital)

☐ Print only (we deal with digital products but cannot handle them in ONIX 3.0)

☐ Digital only (we don't deal with print)

☐ Digital only (we deal with print products but we cannot handle them in ONIX)

☐ Both print and digital

☐ We haven't implemented ONIX 3.0 yet

☐ Certain digital formats only (please use the box below to tell us what these are)

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**\* 18. Has your organisation ever been asked by trading partners to provide ONIX 3.0?**

☐ Yes

☐ No

☐ Not sure

**\* 19. Approximately how long has your organisation been sending live/production ONIX 3.0 files to recipients?**

☐ We're not sending any

☐ We've only just started in the last month or so

☐ For approximately 6 months

☐ For more than 6 months but less than 1 year

☐ For more than 1 year but less than 2 years

☐ For longer than 2 years

☐ Don't know

**\* 20. If you have implemented ONIX 3.0 do you still provide ONIX 2.1 or earlier for certain products?**

☐ No

☐ We haven't implemented ONIX 3.0

☐ Yes (please state which ones in the box provided)

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* 21. If you have implemented ONIX 3.0, do you still provide ONIX 2.1 or earlier for certain retailers?

☐ We haven't implemented ONIX 3.0

☐ No

☐ Yes (please state which ones in the box provided)

[text box]

* 22. If you have already implemented ONIX 3.0 which of the following benefits of ONIX 3.0 were important to your business and influenced your decision to adopt ONIX 3.0?

☐ Digital products (e.g. improved flexibility to express pricing, product description, DRM, licencing, useage constraints)

☐ Pricing (greater accommodation for new business models e.g. rentals, bundling, subscriptions)

☐ Collections (e.g. improved functionality to describe and link titles in sets and series, master brand, title statement)

☐ Markets (e.g.  greater ability to add market-specifc publishing details, sales restrictions)

☐ Suppliers (e.g. greater ability to include multiple supplier data, price identifiers, price conditions, tiered prices)

☐ Publishers (e.g. greater ability to include multiple publisher and imprint identifiers, product contacts)

☐ Ability to provide block updates

☐ None

☐ We have not yet implemented ONIX 3.0

☐ Other (please specify)

[text box]

* 23. Which best describes how your organisation transitioned to ONIX 3.0?

☐ We developed a new export from our existing database

☐ We used the built-in ONIX 3.0 export of our IT system

☐ We developed or purchased a new IT system in order to implement ONIX 3.0

☐ We haven't transitioned to ONIX 3.0

☐ Other (please specify)

[text box]

* 24. Approximately how large was your organisation's resource investment to implement ONIX 3.0?

☐ Small (less than 320 hours effort time)

☐ Moderate (between 320 and 750 hours effort time)

☐ Large (more than 750 hours effort time)

☐ We opted for a third-party service provider to implement 3.0 for us

☐ Not sure

☐ We haven't implemented ONIX 3.0 yet

* 25. With regards to your answer to the last question, where was most of that effort spent?

☐ Technical work to implement the ONIX 3.0 format

☐ Supplementing and/or cleaning up the existing data

☐ About a 50-50 split between the above two options

☐ We have not implemented ONIX 3.0 yet

☐ Not applicable

* 26. What were the biggest challenges you faced, or are currently facing, in implementing ONIX 3.0? Please tick all that apply.

☐ Hiring or training the appropriate personnel

☐ Budget constraints

☐ Lack of "top-down" management support (funding, resource, allocation etc)

☐ Other (please specify)

☐ Difficulty in interpreting ONIX 3.0 specs

☐ Rebuilding or reworking IT systems

☐ We haven't/are not currently implementing ONIX 3.0

[                                                                    ]

* 27. Have you realised tangible benefits from implementing ONIX 3.0? Please tick all that apply.

☐ Cost savings

☐ Improved speed or efficiency of transfer of metadata or updates to trading partners

☐ Improved accuracy of displayed data

☐ Ability to send to new trading partners

☐ Other (please specify)

☐ Ability to send new data elements

☐ Ability to send block updates

☐ No

☐ We have not yet implemented ONIX 3.0

[                                                                    ]

* 28. Would any of these resources be helpful to you to improve your ONIX 3.0? Please tick all that apply.

☐ A case study describing one company's successful implementation of ONIX 3.0

☐ A report on the state of the UK book industry's implemenation of ONIX 3.0

☐ In-person ONIX 3.0 training

☐ ONIX 3.0 data validation

☐ Remote/virtual ONIX 3.0 training

☐ Not interested/none of the above

☐ Other (please tell us what you would find helpful)

[                                                        ]

## 4. About the information you have provided

* 29. Can the information you have provided here today be made public if anonymised?

☐ Yes

☐ No

* 30. Can the information you have provided here today be made public and attributed to your organisation?

☐ Yes

☐ No

31. We may need to follow up on a few answers with you. If that is the case and you are happy for us to do so, please leave your email address in the box provided below. We will not share your contact information with any 3rd parties.

[                                        ]

## 5. Thank you!

**Thank you for completing our ONIX 3.0 survey. We greatly appreciate your time and effort in taking part.**