

Introduction

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

**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?

- Publisher services
- Wholesale/distribution services
- Library
- Retailer/book product sales
- Wholesale/distribution services
- Other (please specify)
- Data aggregation
- Data distribution services
- Metadata/content management system provider
- Library supplier

\* 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.

## ONIX 3.0 Survey for Data Recipients

\* 5. Does your organisation receive product metadata from outside of the UK?

- Yes
- No
- Not sure

\* 6. Does your organisation currently accept ONIX feeds?

- Yes
- No

\* 7. What types of metadata feeds does your organisation accept? 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
- Other (please specify)
- Excel/CSV files that have not been designed to be ONIX like
- Via web form
- Don't know

\* 8. Approximately what percentage of feeds come to your organisation as ONIX files, versus other distribution formats?

- 0% to 24%
- 25% to 49%
- 50% to 74%
- 75% or greater
- We don't accept ONIX feeds

\* 9. Approximately what percentage of products come to your organisation as ONIX files, versus other distribution formats?

- 0% to 24%
- 25% to 49%
- 50% to 74%
- 75% or greater
- We don't accept ONIX feeds

\* 10. Approximately what percentage of your revenue is based on products that come to your organisation as ONIX files, versus other distribution formats?

- 0% to 24%
- 25% to 49%
- 50% to 74%
- 75% or greater
- Don't know
- We don't accept ONIX feeds

\* 11. Do you require any metadata fields to be provided using only a format such as an Excel or delimited text file (i.e. not in ONIX)?

- No - all fields can be provided in ONIX
- Yes - please list the fields in the box provided

\* 12. Do you provide detailed information on your website for senders, specifying your requirements and instructions for uploading metadata?

- Yes
- No

\* 13. What kind of feedback (if any) do you send to your data senders/providers? Please tick all that apply.

- Ad-hoc emails from your organisation's staff
- Automated emails from your organisation's system
- A structured response (e.g. the ONIX Acknowledgement message)
- We don't send any feedback
- Other (please specify)

\* 14. Do you perform any of the following to ensure the quality of the metadata your organisation receives?  
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 on your system
- Visual check of how data displays on your website(s)
- 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)

\* 15. Does your organisation have service level agreements with its data providers?

- Yes
- No
- Other (please specify)

\* 16. Do you currently receive separate metadata feeds for print and digital products?

- Yes
- No
- Not sure

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

**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.**

\* 17. Has your organisation ever been asked by trading partners to accept ONIX 3.0 feeds?

- Yes
- No
- Not sure

\* 18. Has your organisation implemented ONIX 3.0?

- Yes
- No

\* 19. Approximately how long has your organisation been able to accept ONIX 3.0 files?

- We don't accept ONIX 3.0 files
- 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 support ONIX 2.1 or earlier for certain products?

- No
- We haven't implemented ONIX 3.0
- Yes (please state which products in the box provided)

\* 21. Does your organisation have plans to implement ONIX 3.0 in the future?

- |   |  |
|---|--|
| <input type="checkbox"/> No, we do not have plans to implement ONIX 3.0 | <input type="checkbox"/> Yes, in Q3/Q4 2019  |
| <input type="checkbox"/> Yes, in 2018                                   | <input type="checkbox"/> Yes, in 2020 or later   |
| <input type="checkbox"/> Yes, in Q1/Q2 2019                             | <input type="checkbox"/> We have already implemented it so this question does not apply to my organisation |

\* 22. Do you allow your trading partners to provide block updates, or do you need entire files re-submitted to enable data changes?

- We allow block updates
- We require full records for any updates
- Other (please specify)

\* 23. Do you accept ONIX 3.0 for print or digital products, or both?

- |  |   |
|--|---|
| <input type="checkbox"/> Print only (we don't deal with digital)   | <input type="checkbox"/> Digital only (we deal with print products but we cannot handle them in ONIX) |
| <input type="checkbox"/> Print only (we deal with digital products but cannot handle them in ONIX 3.0)     | <input type="checkbox"/> Both print and digital   |
| <input type="checkbox"/> Digital only (we don't deal with print)   | <input type="checkbox"/> We haven't implemented ONIX 3.0 yet  |
| <input type="checkbox"/> Certain digital formats only (please use the box below to tell us what these are) |   |

\* 24. Do you capture and use data provided in these ONIX 3.0 fields? Please tick all that apply.

- Collections (e.g. title, series information, master brand, title statement, sub-series)
- Digital product (e.g. DRM, licencing, useage constraints)
- Price (e.g. rentals, bundling, license variations)
- Content (e.g. primary and secondary content types)
- Contributors (e.g. multiple place descriptors)
- Markets (e.g. market-specific publishing details, sales restrictions)
- Suppliers (e.g. multiple supplier data, price identifiers, price conditions, tiered prices)
- Publishers (e.g. multiple publisher and imprint identifiers, product contacts)
- We haven't implemented ONIX 3.0
- Other (please specify)

\* 25. Approximately how large was your organisation's resource investment to implement ONIX 3.0?

- |   |  |
|---|--|
| <input type="checkbox"/> Small (less than 320 hours effort time)          | <input type="checkbox"/> We opted for a third-party service provider to implement 3.0 for us |
| <input type="checkbox"/> Moderate (between 320 and 750 hours effort time) | <input type="checkbox"/> Not sure  |
| <input type="checkbox"/> Large (more than 750 hours effort time)          | <input type="checkbox"/> We haven't implemented ONIX 3.0 yet                                 |

\* 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
- Difficulty in interpreting ONIX 3.0 specs
- Budget constraints
- Rebuilding or reworking IT systems
- Lack of "top-down" management support (funding, resource, allocation etc)
- We haven't/are not currently implementing ONIX 3.0
- Other (please specify)

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

- Cost savings
- Ability to accept new data elements
- Improved speed or efficiency of transfer of metadata or updates from trading partners
- Ability to accept block updates
- Improved accuracy of displayed data
- No
- Ability to accept data from new trading partners
- We have not yet implemented ONIX 3.0
- Other (please specify)

\* 28. 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
- ONIX 3.0 data validation
- Remote/virtual ONIX 3.0 training
- A case study describing one company's successful implementation of ONIX 3.0
- A report on the state of the UK industry's implementation of ONIX 3.0
- None of the above/not interested
- Other (please specify)

\* 29. Are there drivers that could influence a future decision to implement ONIX 3.0? Please tick all that apply.

- Pressure from trading partners to accept ONIX 3.0
- 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 product data
- We've already implemented ONIX 3.0 so this questions does not apply
- Other (please specify)

\* 30. What do you consider the biggest factor(s) keeping your organisation from implementing ONIX 3.0?  
Please tick all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> No business requirement   | <input type="checkbox"/> Internal IT systems limitations  |
| <input type="checkbox"/> Expected financial cost of update (e.g. cost of software, external consultancy)               | <input type="checkbox"/> Lack of internal knowledge   |
| <input type="checkbox"/> Expected internal resource cost of update (e.g. in ensuring better data quality, testing etc) | <input type="checkbox"/> We have already implemented ONIX 3.0 so this question does not apply to us |
| <input type="checkbox"/> Other (please specify)  |   |

\* 31. If you have implemented ONIX 3.0, do you still accept ONIX 2.1 or earlier from certain data providers?

- We haven't implemented ONIX 3.0
- No
- Yes (please state which ones in the box provided)

## ONIX 3.0 Survey for Data Recipients

### About the information you have provided

\* 32. Can the information you have provided here today be made public if anonymised?

- Yes
- No

\* 33. Can the information you have provided here today be made public and attributed to your organisation?

- Yes
- No

34. 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.



Thank you!

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