ONIX Product Information
Release 2.0
Overview and Summary
List of Data Elements

Jointly with
Book Industry Communication, London
Book Industry Study Group, New York
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1. Acknowledgements

ONIX Product Information Standards are the first of a range of ONIX International XML messaging standards developed and maintained by EDItEUR and various associated organisations. They are the outcome of a collaboration between three separate initiatives, in the USA, the UK, and internationally.

The name ONIX and the idea of a standard aimed primarily at enabling publishers to supply “rich” product information to Internet booksellers originated with a meeting in July 1999 organized by the Association of American Publishers (AAP) and attended by over sixty publishers, online booksellers, and others. As a result of that meeting, the AAP funded and managed a fast-track project during the last quarter of 1999 which led to the publication of ONIX Version 1 in January 2000.

In the UK, in the context of the Publishers Association / Booksellers Association Supply Chain Project, Book Industry Communication (BIC) developed a minimum standard for product information to meet the needs of retail booksellers. Published in 1998 under the name BIC Basic, the standard began to be implemented in 1999, with an accreditation scheme for publishers who could demonstrate compliance. Also in 1999, BIC began work on a more extensive data element set for “rich” product information.

Internationally, EDItEUR developed the EPICS Data Dictionary for book trade product information, with initial sponsorship from Baker & Taylor, Book Data, R.R. Bowker, Ingram, OCLC and Whitaker.

In bringing these diverse activities to a common conclusion, a large number of individuals and companies have played a part, in particular:

Carol Risher of AAP steered the original ONIX project from its inception to its successful conclusion, with Evelyn Sasmor of McGraw-Hill as Chair of the AAP’s ONIX Committee. Evelyn Sasmor now chairs the US ONIX International Policy Committee.

Sandy Paul, as Managing Agent for BISG, coordinated US implementation of ONIX International until April 2001, when Frank Daly, Executive Director of BISG, took over this responsibility.

Internationally, the development of ONIX is the responsibility of the EDItEUR ONIX International Steering Committee, which is chaired by Michael Holdsworth of Cambridge University Press.

Chris Burns, of Christopher Burns Inc. (http://www.cburns.com/), publishing and information industry consultant, developed the ONIX Version 1 Guidelines for Information Exchange.

David Martin, consultant to BIC and EDItEUR, was principally responsible for preparing the documents released initially as ONIX International and now re-titled ONIX Product Information Standards, since it has become clear that the scope of ONIX is no longer limited to book trade product information.

Francis Cave, of Francis Cave Digital Publishing (http://www.franciscave.com/), developed and maintains the XML DTD which defines the ONIX XML Product Information message.

In addition, many other individuals have contributed, and continue to contribute, time and effort to the development of ONIX International, by serving as members of one of the ONIX national groups, or as ONIX users, or in other ways.
2. Introduction

This document is an overview of ONIX standards for representing and communicating product information from the book and related media industries in electronic form. ONIX aims to achieve the following objectives:

- To cover books and, progressively, other media.
- To meet the practical information needs of all sectors of the industry, including in particular, but not limited to, publishers and online vendors.
- To provide structures which can reflect the realities of national and international rights, distribution, pricing and availability.
- To be usable in a multilingual marketplace.
- Very importantly, to incorporate the core content which has been specified in national initiatives such as BIC Basic and AAP’s ONIX project.
- Finally, to build where possible on what EDItEUR’s EPICS and the <indecs> Project had already done to establish sound models for metadata in a future electronic environment.

The ONIX standards are maintained by EDItEUR under the direction of an international steering group. The secretariat of EDItEUR and of the ONIX International Steering Group is located at Book Industry Communication (BIC) in London.

US implementation and input to the international steering group are co-ordinated through the ONIX International Policy Committee of the Book Industry Study Group (BISG).

UK implementation and input to the international steering group are co-ordinated through the BIC Product Metadata Committee.

National ONIX user groups have also been established in France and Germany, and there is an emerging regional group in Latin America. All of these initiatives are represented on the EDItEUR ONIX International Steering Group.

If you have comments, questions or suggestions for improvements to ONIX Product Information Standards, please send them to one of the following contact points:

For the USA: Frank Daly, BISG, email frank@bookinfo.org
For the UK and all other countries: Brian Green, EDItEUR, email brian@bic.org.uk
3. Release 2.0 notes

Release 2.0 is a very major release, which:
(a) Adds coverage of epublications (or “ebooks”);
(b) Adds many new elements which have been requested by national groups;
(c) Adds an ability to handle series and subseries structures by sending separate ONIX records, linked to records for the products which belong to them by suitable series / subseries identifiers. However, it is recognized that most ONIX implementations will probably not need to adopt this approach, and these new record types are therefore described in two separate documents forming part of this release;
(d) Adds a nested “content item” structure, which in the first instance is defined to a level which allows a book table of contents to be sent in a structured form, but which has been designed with a view to other media applications; and
(f) Makes one structural change to improve the logic by which the elements are grouped, and to facilitate planned developments for other media.

Because of the extent of the changes, they are not listed in this Overview. Please see the “Release Notes” section at the front of each individual Guidelines document.

Reissued with corrections, 2 August 2001

General The flag (R) denoting a repeating element has been added to a number of composite and individual elements, where it was inadvertently omitted.
Page 7 Section numbers in the heading in the middle of the page have been corrected.
Page 11 Numbering in Group PR.5 has been corrected (also on pages 24 and 27)
Page 18 Details of Group 18 have been inserted, having been omitted from the document issued on 27 July.
4. Using ONIX product information standards

Previous issues of this Overview have referred to ONIX as having two levels of implementation, Level 1 and Level 2. Level 1 was conceived as a simplified subset which would be sufficient to meet the needs of many, particularly smaller, book publishers.

In the event, two things have happened during the first year of ONIX practise. The overwhelming majority of implementations have been at Level 2; and it has become clear as the ONIX development team has responded to demands for broader coverage and added functionality that it would be impossible for a Level 1 structure to be developed in parallel.

Consequently the ONIX committees have resolved that Level 1 should not be extended, though the capabilities which it provided under Release 1.2.1 will be maintained until further notice, and will be available within the Release 2.0 DTD.

The Release 2.0 documentation no longer refers to Level 2. It includes a minimally revised version of the Level 1 Guidelines, and it refers otherwise to "full ONIX" implementation.

New users should follow the “full ONIX” approach: Level 1 is not recommended for any new implementations.

“Full ONIX” now includes three record types within a single product information message format: the <Product> record, the <MainSeries> record, and the <SubSeries> record. The latter two have been added to meet the particular needs of an application identified by the German user group, and it is expected that most ONIX implementations will continue to use only the <Product> record.

This Overview includes a summary list of all the data elements and composites in the ONIX product information message, including all these three record types.

The complete package of material for Release 2.0 is in six parts, in addition to the Overview. All are available from the EDItEUR website, http://www.editeur.org/. Most new and existing users will need items 1, 4 and 5:

1. Guidelines: <Product> Record

A comprehensive guide to the complete ONIX data element set, for all senders or receivers of book industry product information in ONIX format.

2. Guidelines: <MainSeries> Record
3. Guidelines: <SubSeries> Record

Outline specifications of these two new record types, which are largely built up of elements from the <Product> record. Strictly for those who have a business need to handle series detail outside of the <Product> record.

4. XML Message Specification

Details of the XML message format, message header content, and recommended use of certain XML features. These were formerly included as sections F and G of the Level 2 Guidelines (now the <Product> Record Guidelines), but have now been made into a separate document.
5. XML DTD
The XML definition of the ONIX product information message. The DTD consists of a number of linked text files. Together, they constitute a formal definition which allows standard XML software to parse, verify and operate on the content of any correctly-formulated ONIX product information message.

The files also carry sufficient notes to enable a user who is familiar with the principles of XML to understand how they are constructed and how they should be used.

6. Guidelines for Publishers, Level 1
A concise guide to the Level 1 ONIX product information subset.

One other document is being issued simultaneously with Release 2.0, but with its own separate issue numbering. Entitled ONIX Epublication Codes, it gives a number of code lists which are required in ONIX to enable epublication types and formats to be specified. Because of the speed of change in this area, these codes will be updated and extended independently of ONIX releases.
5. Summary list of data elements: key

This summary list shows all the product data elements which occur in Release 2.0 of ONIX Product Information Standards, whether at Level 1 or Level 2, in the sequence and grouping in which they are listed in the various Guidelines documents.

There are four sections: message header, <Product> record, <MainSeries> record and <SubSeries> record.

Key to tables in Sections 6 to 9

Numbers in column 2 of each table are cross-references to the relevant sections of ONIX Product Information Guidelines.

XML Reference Names in column 3 are the plain English names used in the XML DTD for readability, and which may also be used in messages.

Tags in column 4 are the short names also defined in the XML DTD for use in messages where conciseness is considered more important than readability.

Letter (R) in parentheses means that the element or composite is repeatable.
## 6. Message header

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<thead>
<tr>
<th>DATA ELEMENT</th>
<th>XML REFERENCE NAME</th>
<th>TAG</th>
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*End of header composite*
### 7. `<Product>` record

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| Equivalent product publisher name | PR.21.7 | <PublisherName> | <b081> |

End of not-for-sale composite

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| Measurement | PR.22.2 | <Measurement> | <c094> |
| Measure unit code | PR.22.3 | <MeasureUnitCode> | <c095> |

End of measure composite

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| Overall width | PR.22.5 | &lt;Width&gt; | &lt;c097&gt; |
| Overall thickness | PR.22.6 | &lt;Thickness&gt; | &lt;c098&gt; |
| Unit weight | PR.22.7 | &lt;Weight&gt; | &lt;c099&gt; |
| Dimensions statement | PR.22.8 | &lt;Dimensions&gt; | &lt;c258&gt; |</p>
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<sup>1</sup> The “Price amount” element occurs at Level 1 outside as well as inside the “Price” composite so that a price in the message default currency and conforming to the message default price type can be sent without invoking the composite.
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**Supplier and trade data (continued)**

**Price composite (R)**
- Price code: PR.24.28 `<PriceTypeCode>` `<j148>`
- Price qualifier: PR.24.29 `<PriceQualifier>` `<j261>`
- Price description: PR.24.30 `<PriceDescription>` `<j262>`
- Unit of pricing: PR.24.31 `<PricePer>` `<j239>`
- Minimum order quantity: PR.24.32 `<MinimumOrderQuantity>` `<j263>`

**Batch-bonus composite (R)**
- Batch quantity: PR.24.33 `<BatchQuantity>` `<j264>`
- Free quantity: PR.24.34 `<FreeQuantity>` `<j265>`

**End of batch-bonus composite**
- Class of trade code: PR.24.35 `<ClassOfTradeCode>` `<j149>`
- BIC discount group code: PR.24.36 `<BICDiscountGroupCode>` `<j150>`
- Discount percentage: PR.24.37 `<DiscountPercent>` `<j267>`
- Price status: PR.24.38 `<PriceStatus>` `<j266>`
- Price amount: PR.24.39 `<PriceAmount>` `<j151>`
- Currency code: PR.24.40 `<CurrencyCode>` `<j152>`
- Country code (R): PR.24.41 `<CountryCode>` `<b251>`
- Tax rate 1, coded: PR.24.42 `<TaxRateCode1>` `<j153>`
- Tax rate 1, percent: PR.24.43 `<TaxRatePercent1>` `<j154>`
- Amount of price taxable at tax rate 1: PR.24.44 `<TaxableAmount1>` `<j155>`
- Tax amount at tax rate 1: PR.24.45 `<TaxAmount1>` `<j156>`
- Tax rate 2, coded: PR.24.46 `<TaxRateCode2>` `<j157>`
- Tax rate 2, percent: PR.24.47 `<TaxRatePercent2>` `<j158>`
- Amount of price taxable at tax rate 2: PR.24.48 `<TaxableAmount2>` `<j159>`
- Tax amount at tax rate 2: PR.24.49 `<TaxAmount2>` `<j160>`

**End of price composite**
- Price effective from: PR.24.50 `<PriceEffectiveFrom>` `<j161>`
- Price effective until: PR.24.51 `<PriceEffectiveUntil>` `<j162>`

**End of supplier-and-trade-data composite**

**Sales promotion information**
- Promotion campaign information: PR.25.1 `<PromotionCampaign>` `<k165>`
- Promotion contact details: PR.25.2 `<PromotionContact>` `<k166>`
- Initial print run: PR.25.3 `<InitialPrintRun>` `<k167>`
- Copies sold: PR.25.4 `<CopiesSold>` `<k168>`
- Book Club adoption: PR.25.5 `<BookClubAdoption>` `<k169>`
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## 9. `<SubSeries>` record

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