



## **ONIX for Books Guidelines for Supply to Nielsen Book Version 3.2 11 March 2008**

These guidelines are intended to indicate to prospective users of the ONIX standard which data elements should be included in feeds to Nielsen Book. After due testing, no well-formed ONIX message, using any valid ONIX elements whether listed here or not, will be rejected. However, this statement of Nielsen Book's requirements & preferences for ONIX input gives a good indication of intended product output, and by observing these guidelines suppliers can do much to ensure their data, as they provide it, is forwarded unaltered to your customers.

This document is substantially based on the BIC document *ONIX COMPLIANCE BIBLIOGRAPHIC DATA ELEMENTS (03/07/2003)*. It is in no way intended as a replacement for, or an alternative to, that document, or indeed to the full ONIX for Books standard itself. It is designed for use alongside these documents.

These guidelines are intended for users of ONIX version 2.0 upwards. Where a field only appears in v2.1 this is noted in the text. Nielsen Book reserves the right to change and update this document without consultation. Revised versions will be circulated to all users supplying to or testing ONIX feeds with Nielsen Book and will also be posted on the Nielsen Book marketing website.

### **Descriptive Data**

Suppliers of ONIX messages should note that, in accordance with Nielsen Book's subscription policy, although descriptive text can be accepted for all records from all suppliers, Nielsen Book reserves the right to use and display on its products only those descriptions relating to books and other items from distributors or other data suppliers and publishers subscribing to its Enhanced Service. This relates to descriptive text elements provided in groups PR.15, PR.18 and PR.26 as explained below.

### **Key Addresses and Contacts**

BIC [www.bic.org.uk](http://www.bic.org.uk)  
EDItEUR [www.editeur.org](http://www.editeur.org) – for all the ONIX documentation  
Nielsen BookData [www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk)

At Nielsen Book:  
Publisher Relations Managers for initial enquiries  
[pubreq.book@nielsen.com](mailto:pubreq.book@nielsen.com)

Nielsen BookData Enhanced Service:  
Vesna Nall (Publisher Subscriptions Manager) for subscription enquiries  
[Vesna.Nall@nielsen.com](mailto:Vesna.Nall@nielsen.com)

The ONIX International email list is for those who are implementing or planning to implement ONIX standards. This is a forum in which users can ask questions about the interpretation of ONIX standards, raise practical problems which need to be addressed in future releases, and participate in discussion aimed at finding the best solutions. To get more information or to subscribe, please go to: [http://www.egroups.com/group/ONIX\\_IMPLEMENT](http://www.egroups.com/group/ONIX_IMPLEMENT)

Or send an email to [ONIX\\_IMPLEMENT-subscribe@egroups.com](mailto:ONIX_IMPLEMENT-subscribe@egroups.com)

## Required data elements

Elements designated as Mandatory, Required or Expected are those considered to be key elements in a product description for BIC ONIX accreditation. The BIC ONIX code column indicates the requirement as detailed in the BIC ONIX Compliance documentation. The Nielsen Book code column indicates Nielsen Book's requirement.

M	Mandatory.
R	Required under specified conditions (i.e. required for all relevant products, or in all relevant situations, e.g. mandatory in each occurrence of a composite).
E	Expected to be used when applicable. Repeated failure to provide expected elements may disqualify publishers from BIC ONIX accreditation.
A	Accepted where applicable for feeds to Nielsen Book. Data elements designated as "Accepted" may not necessarily be held by Nielsen Book as provided or even as discrete data elements; they may not be output in certain products. No "Accepted" elements are part of the BIC ONIX or BIC Basic Compliance data sets.
P	Preferred: where ONIX offers different means of conveying the same data, P indicates Nielsen Book's preferred method. Files using the non-preferred option will not be rejected but may take longer to process.
_	Fields which are excluded from these guidelines are not required for feeds to Nielsen Book. Data suppliers may include them if they wish but should be aware that the data may not be stored or output by Nielsen Book.

## Sending multiple records via ONIX

Prospective suppliers should be aware that multiple records transmitted on a single date should be sent as a single file, with appropriate header information rather than each record being sent as an independent ONIX message.

## Special characters and formatting

Special characters, formatting and HTML tags will be accepted in feeds supplied to Nielsen Book provided that they are in accordance with the ONIX requirements laid down in sections 6 and 7 of the ONIX for Books XML message specification.

Prospective suppliers should be aware however that any formatting supplied (such as **bold**, *italics* etc.) will be stripped out on loading and at the present time will not be stored or output by Nielsen Book.

- (1) If the contents contain non-English characters, the encoding attribute should be included in the XML declaration. However, the Unicode encoding attribute "UTF-16" can be omitted as the standard XML parser will be able to auto-detect it. Not all XML parsers will auto-detect "UTF-8" so "UTF-8" is preferred.
- (2) If the contents contain special characters, the ONIX character entity sets should be referenced when applicable. Suppliers should try to avoid escaping "ampersand" in these character entity references.
- (3) If the contents (have to) contain any HTML tags or proprietary "formatting" tags, CDATA sections should be used to escape the blocks of texts that would otherwise be considered to be mark-up, in order to keep the whole document well-formed. XML-compliant HTML (within data elements where the DTD/schema does NOT specifically allow HTML tags) is preferred and encouraged.

## Message Header

An ONIX message must always begin as follows – this declaration example is for a message in v2.1 using reference tag names. Short tag names may also be used in messages to Nielsen Book.

```
<?xml version="1.0"?>
<!DOCTYPE ONIXMessage SYSTEM
"http://www.editeur.org/onix/2.1/reference/onix-international.dtd">
<ONIXMessage>
```

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<Header> composite			Data elements sent without being grouped into a composite will also be accepted although use of the composite is preferred. Note that ONIX documentation states that any future enhancements to header content will be made available only within the composite.
	MH.6 Sender Company name		<b>M</b>	The BIC ONIX documentation stipulates that although MH.6 is defined as optional, either MH.6 or one of the elements in MH.1- 5 must be supplied
	MH.18 Sent Date	<b>M</b>	<b>M</b>	
	MH.20 Default Language Of Text		<b>P</b>	The default language which is assumed for the text of products listed in the message. This is preferred to the Language composite (PR.11), although the latter should be used to override where the language of the title differs from the default.
	MH.21 Default Price Type Code		<b>P</b>	Any price sent without a price type code either in the header or in the message will be ignored
	MH.21 Default Currency Code		<b>P</b>	Any price sent without a "currency code" either in the header or in the message will be assumed to be in GBP (sterling)

## Body of Message

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR.1 Record reference number &amp; type</b>			
	Record reference number	<b>M</b>	<b>M</b>	It is acceptable to use a product identifier as the reference number.
	Notification or update type code	<b>M</b>	<b>M</b>	<b>Mandatory:</b> note that this is the mechanism by which ONIX confirms whether the information has been updated as at actual publication
	<b>PR.2 Product numbers</b>			
	<ProductIdentifier> composite	<b>M</b>	<b>M/P</b>	An EAN13 is <b>mandatory in BIC Basic</b> . Where a type code of 03 (EAN13) plus 13 digit identifier <i>beginning 978</i> is supplied, this will be treated as <i>both EAN13 and ISBN 13</i> by Nielsen Book <i>in any application where such a distinction is required</i> . Where <i>EAN13</i> and <i>ISBN 13</i> are different, these should be supplied accompanied by type codes 03 (EAN 13) and 15 (ISBN 13) respectively. According to the type of product another recognised trade identifier such as <i>ISMN</i> may be supplied instead of or in addition to the <i>EAN/ISBN 13</i> .
	Product Identifier type code	<b>R</b>	<b>R</b>	
	Identifier value	<b>R</b>	<b>R</b>	
	Barcode indicator		<b>A</b>	
	<b>PR.3 Product form</b>			
	Product form code	<b>M</b>	<b>M</b>	<b>Mandatory: BIC Basic element.</b> Nielsen Book would prefer to receive as specific a code as possible, avoiding BA and BZ – please note some of our customers do not take records with these unspecific codes. For e-books please use DG electronic book text or AJ Downloadable audio file.
2.1	Product form detail	<b>E</b>	<b>A</b>	
2.1	<ProductFormFeature> composite		<b>A</b>	
2.1	Product form feature type		<b>A</b>	
2.1	Product form feature value		<b>A</b>	
2.1	Product form feature description		<b>A</b>	
2.1	Product packaging type code		<b>A</b>	
	Product form description	<b>E</b>	<b>A</b>	Useful to describe complex items.

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	Number of pieces	E	E/P	"Number and type of pieces" is a <b>BIC Basic Conditional element, expected</b> when applicable. Use where all items are of the same type. Use the <ContainedItem> composite for full details of items in different media.
2.1	Product content type code	E	R	Necessary to identify audio books explicitly.
	<ContainedItem> composite	E	E	Contained Item must always be used where the product form code for the whole product indicates that it contains two or more different items or multiple copies of the same item. (WW or WX).
2.1	Contained item <ProductIdentifier> composite		E/P	If used, contained item must carry either a product identifier or a product form code (or both if applicable). Individual elements e.g. <ISBN>, although deprecated, will be accepted.
2.1	Product Identifier type code		R	<b>Mandatory</b> within composite.
2.1	Identifier value		R	<b>Mandatory</b> within composite.
	Contained item product form code		A	
	Contained item number of pieces		E	Use for different pieces of the same form. May be repeated as required e.g. to indicate content is 2 books and 2 CDs.
	Contained item quantity		E	Use for packs containing a quantity of identical items.
	<b>PR.4 Epublication detail</b>			
	Epublication type code	R	R	<b>Required</b> where product form code = DG.
	Epublication type version number	E	E	<b>Expected</b> when applicable.
	Epublication type description		A	
	Epublication format code		A	
	Epublication format version number		A	
	Epublication format description		A	
	Epublication type note		A	

DATA ELEMENT		BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR.5 Series</b>			
2.1	<Series> composite	<b>R</b>	<b>R</b>	In ONIX Release 2.1, either a <Series> composite or a “No Series” indicator is <b>required</b> in all ONIX records for BIC accreditation.
		<b>E</b>	<b>E</b>	In earlier ONIX releases, the Series composite is <b>expected</b> when applicable but the “No Series” indicator should not be used.
	<Series Identifier> composite		<b>P</b>	Composite is <b>preferred</b> to deprecated ISSN element.
	Series Identifier type code	<b>E</b>	<b>P/R</b>	<b>Mandatory</b> within composite. Only type 02 ISSN will be loaded by Nielsen Book.
	Identifier value		<b>P/R</b>	<b>Mandatory</b> within composite.
	Series title	<b>R</b>	<b>R</b>	<b>Required</b> if the Series composite is present: <b>BIC Basic conditional element</b> .
	<Contributor> composite		<b>A</b>	<b>Series editor (or other contributor) is optional</b> when applicable but preferred route is via PR.8 Contributor.
	Number within series	<b>E</b>	<b>E</b>	<b>Expected</b> when applicable: <b>BIC Basic conditional element</b> .
	Year of annual	<b>E</b>	<b>E</b>	<b>Expected</b> when applicable: <b>BIC Basic conditional element</b> .
2.1	“No Series” indicator	<b>R</b>	<b>R</b>	<b>Required</b> when applicable – see note at <Series> composite.
	<b>PR.6 Set</b>			This section is not loaded by Nielsen Book. Please ensure full details are provided in the Title fields, ideally through Distinctive Title in the form <i>Set Title: Vol No: Volume Title</i>

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR.7 Title</b>	<b>M</b>	<b>M</b>	<b>BIC Basic:</b> title is <b>mandatory</b> .
	Text case flag		<b>A</b>	Use of XML attributes <b>preferred</b> . Title Case is the <b>preferred</b> case.
	<Title> composite		<b>P</b>	Use of the <Title> composite (within which <TitleType> and at least one form of title text are <b>mandatory</b> ) is <b>preferred</b> to deprecated individual elements. Distinctive title is the <b>preferred</b> form of title and should be used to give as complete a version of the title as is required in order to be distinctive and meaningful (repeating text from Series and including all Set Title details if appropriate). Subtitle is <b>expected</b> when applicable.
	Title type code		<b>R</b>	
	Distinctive title of product		<b>R/P</b>	
	Subtitle of product	<b>E</b>	<b>E</b>	
	<b>PR.8 Authorship</b>			
	<Contributor> composite	<b>M</b>	<b>R</b>	<b>Required</b> where applicable: <b>BIC Basic conditional element</b> .
	Contributor role	<b>M</b>	<b>R</b>	<b>Mandatory</b> in each occurrence of the <Contributor> composite: <b>BIC Basic conditional element</b> .
	Contributor sequence number within role		<b>A</b>	Helpful to Nielsen Book to make sure contributor additions and amendments are loaded correctly.
	Person name	<b>M</b>	<b>R</b>	A valid Person name of some form is <b>mandatory</b> in each occurrence of the <Contributor> composite. Our preferred form is Person name, parts 1- 8 (use as applicable, typically <NamesBeforeKey> & <KeyNames>). Also acceptable are <PersonNameInverted> and <PersonName>.
2.1	<PersonDate> composite		<b>A</b>	
2.1	Person date role code		<b>A/R</b>	<b>Mandatory</b> within composite.
2.1	Date format		<b>A</b>	
2.1	Date		<b>A/R</b>	<b>Mandatory</b> within composite.
2.1	<ProfessionalAffiliation> composite		<b>A/P</b>	Composite <b>preferred</b> to deprecated individual elements.
2.1	Professional position		<b>A</b>	
2.1	Affiliation		<b>A</b>	
	Corporate contributor name		<b>E</b>	Use for corporate contributors.
	Biographical note	<b>E</b>	<b>A</b>	Biographical notes for each Contributor to an item will be concatenated and held at Item level (i.e. not linked to the Contributor name itself). The <OtherText> type 13, Biographical Note for all Contributors, is an acceptable alternative.

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<Website> composite		A	
2.1	Website Link		A	
	Unnamed person(s)		A	
2.1	No authorship indicator		E	An empty element that provides a positive indication that a product has no stated authorship. In ONIX 2.1, <b>required</b> if no contributors exist, for ONIX Accreditation.



	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR. 9 Conference</b>			Not loaded by Nielsen Book – please provide in the Title fields, ideally through Distinctive Title including name of conference and year
	<b>PR.10 Edition</b>			
	Edition type code	E	E	<b>Expected</b> when applicable.
	Edition number	E	E	<b>Expected</b> when applicable: <b>BIC Basic conditional element</b> .
	Edition statement	E	E	<b>Expected</b> when applicable: <b>BIC Basic conditional element</b> .
2.1	“No Edition” indicator	R	R	In ONIX 2.1, <b>required</b> if none of the three preceding elements is present, for ONIX Accreditation.
	<b>PR.11 Language</b>			
	<Language> composite		E	Use of <DefaultLanguageOfText> in message header is preferred to indicate default language of text. Both original language and language of text are <b>expected</b> when applicable. Language of text is a <b>BIC Basic conditional element</b> for titles in languages other than English. Use of the <Language> composite is preferred to individual elements.
	Language role	E	E/R	<b>Mandatory</b> within composite.
	Language code	E	E/R	<b>Mandatory</b> within composite.
	<b>PR.12 Extents and other content</b>			
	Number of pages	R	R	<b>Required</b> with applicable product form codes, i.e. BA-BZ, PB, PF, PJ, PL: <b>BIC Basic conditional element</b> . <NumberOfPages> is <b>preferred</b> to combination of <PagesRoman> and <PagesArabic>.
	<Extent> composite	E	E	Use for running time, filesize: <b>expected</b> when applicable.
	Extent type code		E/R	<b>Mandatory</b> within composite.
	Extent value		E/R	
	Extent unit		E/R	
	Illustrations and other content note	E	E/P	The free text <IllustrationsNote> element is <b>preferred</b> to <NumberOfIllustrations> and <Illustrations> composite. <b>Expected</b> when applicable.
	Map scale	E	E	<b>Expected</b> when applicable.

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR.13 Subject</b>			
	BISAC main subject category		<b>A</b>	Use only if it is not possible to provide BIC subject category code.
	BISAC subject category version number		<b>A</b>	
	BIC main subject category	<b>M</b>	<b>M</b>	Levels 1 and 2 are <b>mandatory (BIC Basic elements)</b> for Nielsen Book unless a format code indicating the item is Point of Sale material has been supplied. Provide as complete and precise a BIC subject code as possible here (not just Level 1 or 2). BIC v2.0 <b>preferred</b> ; v1.1 will be accepted. BIC main subject category may also be provided through the <MainSubject> composite.
	BIC subject category version number	<b>M</b>	<b>E</b>	<b>Expected</b> when BIC main subject category is provided.
	<Subject> composite	<b>R</b>	<b>R/A</b>	BIC Children's Book Marketing categories (CBMCs) <b>required</b> if audience/readership code = 02 or 03: <b>BIC Basic element</b> . Further BIC Subject Category codes and Qualifier codes are highly <b>desirable</b> for all items other than Point of Sale material.
	Subject scheme identifier		<b>R</b>	<b>Mandatory</b> within composite.
	Subject scheme version no		<b>R</b>	<b>Mandatory</b> within composite.
	Subject code		<b>R</b>	<b>Mandatory</b> within composite.
	<PersonAsSubject> composite		<b>A</b>	See notes attached to PR.8 Person Name.
	<b>PR.14 Audience/readership</b>			
	Audience code	<b>E</b>	<b>R</b>	<b>Required</b> where available. <b>BIC Basic conditional element</b> .
	<AudienceRange> composite	<b>E</b>	<b>E/P</b>	<b>Expected</b> for reading age and interest age where applicable. Preferred to deprecated individual elements.
	Audience range qualifier		<b>E/R</b>	<b>Mandatory</b> within composite.
	Audience range precision (1)		<b>E/R</b>	<b>Mandatory</b> within composite.
	Audience range value		<b>E/R</b>	<b>Mandatory</b> within composite.
	Audience range precision (2)		<b>R</b>	<b>Required</b> when "from – to" values used.
	Audience range value (2)		<b>R</b>	<b>Required</b> when "from – to" values used.

	DATA ELEMENT	BIC ONIX	NIelsen BOOK	NOTES
	<b>PR.15 Descriptions and other text</b>			Formatting will be accepted in any descriptive data element but suppliers should note that with the exception of paragraph marks all formatting will currently be stripped out on loading and will be neither stored nor output. This also applies to structured tables of contents: where supplied all structure will be removed and the table held in unstructured format.
	<OtherText> composite	<b>M</b>	<b>M</b>	Use the composite for all text descriptions. At least one description: either <TextTypeCode> 01 (main description), 02 (short description – note: maximum 350 characters), or 03 (long description) is <b>mandatory</b> . All are desirable. Descriptions are not required for Point of Sale items. 04 (contents list) is <b>expected</b> where applicable and preferred to use of PR.18. 07 (review text), 08 (review quote), 09 (promotional headline), 13 (biographical note) are <b>accepted</b> .
	Other text type code		<b>M</b>	See above. <b>Mandatory</b> within composite.
	Other text		<b>M</b>	See above. Use of <Text> is <b>preferred</b> to use of both <TextLinkType> and <TextLink>. <b>Mandatory</b> within composite.
	<b>PR.16 Links to image/audio/video files</b>			
	<MediaFile> composite	<b>M</b>	<b>A</b>	Confirmation of availability of cover image is <b>mandatory for ONIX accreditation</b> . Specify file name or URL. Please maintain any existing image supply route to Nielsen Book: links to images sent in ONIX files will not be used at present.
	<b>PR.17 Prizes</b>			
	<Prize> composite		<b>A/P</b>	<b>Preferred</b> to Prize or award description.
	Prize or award name		<b>A/R</b>	<b>Mandatory</b> within composite.
	Prize or award year		<b>A</b>	<b>Desirable</b> that this should be supplied where applicable.
	Prize or award achievement code		<b>A</b>	<b>Desirable</b> that this should be supplied where applicable.
	<b>PR. 18 Content items</b>			
	<Contentitem> composite		<b>A</b>	Nielsen Book will accept tables of contents supplied via <Contentitem> but will store and output in unstructured form. PR.15 Descriptions and other text <TextTypeCode> 04 is the preferred route.

	DATA ELEMENT	BIC ONIX	NIelsen BOOK	NOTES
	<b>PR.19 Publisher information</b>			
	<Imprint> composite	<b>M</b>	<b>M/P</b>	<b>Mandatory: BIC Basic element. Preferred</b> to deprecated Imprint name sent outside the composite, though the latter will also be accepted.
	Imprint or brand name		<b>R/P</b>	<b>Preferred</b> to Name Code.
	<Publisher> composite	<b>M</b>	<b>M/P</b>	At least one instance of the composite is <b>mandatory</b> , to identify the publisher: <b>BIC Basic element.</b> ( <b>Preferred</b> to Publisher name sent outside the composite, though the latter will also be accepted). Additional instances of the composite are only "if applicable".
	Publishing role code		<b>A</b>	
	Publisher name		<b>R/P</b>	<b>Preferred</b> to Name Code.
	<Website> composite		<b>A</b>	
	Link to website		<b>A</b>	
	City or town of publication	<b>M</b>	<b>A</b>	<b>Mandatory</b> for ONIX Accreditation.
	Country of publication	<b>M</b>	<b>M</b>	<b>Mandatory</b> for ONIX Accreditation.
	<b>PR.20 Publishing dates</b>			
2.1	Publishing status	<b>E</b>	<b>R</b>	From ONIX 2.1 revision 01 upwards, the new <PublishingStatus> element, used in conjunction with <ProductAvailability> in PR.24, is the preferred method of showing availability detail, as an alternative to using Availability Code, though not mandatory for BIC accreditation.
	Announcement date		<b>A/P</b>	<b>Preferred</b> to <TradeAnnouncementDate>. Nielsen Book cannot guarantee that data supplied to trade customers will not be made available to the public so strongly recommend that data is not supplied until it can be made public.
	Publication date	<b>M</b>	<b>M</b>	<b>Mandatory: BIC Basic element.</b> Defined as "the date of first publication of this product in the home market of the publisher named in PR.19". Month and year are <i>required</i> : day, month and year are <i>highly desirable</i> .
	Copyright year		<b>A/P</b>	<b>Preferred</b> to composite.
	Year first published		<b>A</b>	

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<b>PR.21 Territorial rights</b>			
	<SalesRights> composite	<b>M</b>	<b>M</b>	<b>Publishing rights are mandatory</b> for Australia, Canada, Ireland, New Zealand, United Kingdom, United States at minimum: <b>BIC Basic element</b> . Full worldwide rights detail is highly desirable. Explicit rights should be sent – we do not infer any rights information from what is given to us.
	Sales rights type code		<b>M</b>	
	Sales rights country		<b>R</b>	<b>Required</b> where applicable.
2.1	Rights territory		<b>R</b>	<b>Required</b> where applicable.
2.1	<SalesRestriction> composite	<b>E</b>	<b>R</b>	<b>Required</b> for titles where sale is restricted to a particular sales outlet.
2.1	Sales restriction type code		<b>M</b>	Mandatory where a restriction applies
2.1	<SalesOutletIdentifier> composite		<b>A</b>	Where a sales restriction is applicable to a particular outlet or outlets either the outlet identifier composite or the outlet name tag (or both) must be used to identify the outlet.
2.1	Sales outlet identifier type		<b>A</b>	
2.1	Sales outlet identifier type name		<b>A</b>	
2.1	Identifier value		<b>A</b>	Suppliers are requested to use the coded values in the Nielsen Book list (see Appendix 3). Where these codes are used, enter NBD in sales outlet identifier type name.
2.1	Sales outlet name		<b>A</b>	Suppliers are requested to select the appropriate name(s) from the Nielsen Book list (see Appendix 3) where possible.
2.1	Sales restriction detail		<b>A</b>	
	<b>PR.22 Dimensions</b>			
	<Measure> composite	<b>R</b>	<b>R/P</b>	Dimensions <b>required</b> for all applicable products (i.e. for all product form codes except DA, DG, DH, DZ): <b>BIC Basic conditional elements</b> ; unit weight <b>expected</b> where available. Composite <b>preferred</b> to individual fields.
	Measure type code		<b>R</b>	<b>Mandatory</b> within composite.
	Measurement		<b>R</b>	<b>Mandatory</b> within composite.
	Measure unit code		<b>R</b>	<b>Mandatory</b> within composite.
	<b>PR.23 Related products</b>			

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	<RelatedProduct> composite	R	R/P	Use for all types of relationship: <i>Replaced-by</i> and <i>Alternative-format</i> are <b>BIC Basic conditional elements, required</b> with designated availability codes. Composite <b>preferred</b> to individual elements. Related product must carry either an identifier or a form code.
	Relation code		R	<b>Mandatory</b> within composite.
	<ProductIdentifier> composite		R/P	Composite <b>preferred</b> to deprecated individual elements.
	Product id type code		R	<b>Mandatory</b> within composite.
	Identifier value		R	<b>Mandatory</b> within composite.
	Product form code		A	<b>Desirable</b> where known, especially where Relation code = 06.

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	Out of print date		A	
	<b>PR.24 Supplier, availability and prices</b>			
	<SupplyDetail> composite	M	M	<b>Mandatory</b>
	Supplier EAN location no / Supplier name	M	M	Either EAN number or name is <b>mandatory</b> for <b>BIC Basic</b> . Supplier name is <b>preferred</b> to supplier composite
	Supplier role		A	
	Availability status code	M	R	<b>BIC Basic element.</b> Unless Publishing Status and Product Availability are used.
2.1	Product availability	E	R	From ONIX 2.1 revision 01 upwards, the new <ProductAvailability> element, used in conjunction with <PublishingStatus> in PR.20, is a preferred alternative to <AvailabilityCode>.
	<NewSupplier> composite	R	R	<b>Required</b> when availability is RF.
	Expected availability date format	R	R	<b>Required</b> when format is other than YYYYMMDD
	Expected availability date	R	R	<b>Required</b> with designated availability codes: RP, NY, TU, UR, NP <b>BIC Basic element.</b> Month and year are <i>required</i> : day, month and year are <i>highly desirable</i> .
	On Sale Date (launch date)		E	<b>Expected</b> where there is an embargo on sales prior to the stated date. This element has been adopted by the BA in connection with its "Launch Dates Code of Practice". Month and year are <i>required</i> : day, month and year are <i>highly desirable</i> .
	Order time	R	R	<b>Required</b> for print on demand items. <b>BIC Basic conditional element</b>
	Pack or carton quantity		A	
	Unpriced item type	R	R	<b>Required</b> when applicable: <b>BIC Basic element</b> (as "Special price code").
	<Price> composite	R	R/P	<b>Required</b> except for items with valid "Unpriced item type" code: <b>BIC Basic element.</b> Composite preferred to individual elements  Please be as explicit as possible when sending price information. Use of the full set of ONIX fields will help to ensure that your price data is handled accurately on Nielsen Book products. See Appendices 1 and 2 for examples of well-formed price composites and summaries of Nielsen Book default assumptions about P&A data.

	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
	Price type code	R	R	<b>Required</b> in all occurrences of the <Price> composite. Code 02 (RRP including sales or value added tax if applicable) should be used for zero-rated book items in files supplied to Nielsen Book. For mixed or standard rate items use code 02 or 01 (RRP excluding any sales tax or value-added tax) as appropriate.
	BIC discount group code	R	R	<b>Required</b> when applicable. UK only
	Price amount	R	R	<b>Required</b> in all occurrences of the <Price> composite.
	Currency code		A/R	<b>Required</b> when "default currency code" is not specified or when different from default currency code, e.g. if Euro export prices are sent as well as GBP prices
	Country code		E	
	Tax rate 1, coded	R	R	<b>Required</b> in all occurrences of the <Price> composite. Nielsen Book strongly recommends that this field is populated even for zero-rated items.
	Amount of price taxable at tax rate 1	R	R	<b>Required</b> even for zero-rated items.
	Tax amount at tax rate 1	R	R	<b>Required</b> even for zero-rated items.
	Tax rate 2, coded	R	R	<b>Required</b> when applicable, i.e. for mixed-rate VAT items.
	Amount of price taxable at tax rate 2	R	R	<b>Required</b> when applicable, i.e. for mixed-rate VAT items.
	Tax amount at tax rate 2	R	R	<b>Required</b> when applicable, i.e. for mixed-rate VAT items.
	Price effective from		A	<b>Desirable</b> when future price provided.
	<Reissue> composite		A	<b>Desirable</b> for unambiguous provision of reissue date before and after item is reissued.
2.1	<b>PR.25 Market representation</b>			
2.1	<MarketRepresentation> composite		A	<b>Accepted:</b> May be important for certain markets, particularly Australia.
2.1	Agent name		A/P	<b>Preferred</b> to Agent Identifier composite.
2.1	Agent role		A/R	<b>Mandatory</b> within composite.
2.1	Market country / territory		A	
2.1	Market publishing status		A	
2.1	<MarketDate> composite		A	



	DATA ELEMENT	BIC ONIX	NIELSEN BOOK	NOTES
2.1	Market date role code		A/M	Mandatory within composite.
2.1	Date		A/M	Mandatory within composite.
	<b>PR.26 Sales promotion</b>		<b>A</b>	As is the case with descriptive data, promotional information will be loaded and stored without formatting.

## Appendix 1: Price Composites (PR.24)

ONIX enables a great deal of information about prices to be presented precisely, exhaustively and unambiguously. However, a valid ONIX Price composite can also be constructed with only the most minimal information.

Nielsen Book strongly recommends that all Price composites are as comprehensive as possible, and contain all available elements even if these have no effect on the actual retail price, for reasons explained below.

### Issue 1: Books (zero-rated items)

In the UK, books are not “VAT-free” currently – rather, they are “zero-rated”. We would therefore expect and recommend that the Price Type Code for a standard book item is identified as 02 (RRP including sales or value-added tax if applicable) or 22 (Pre-publication RRP including sales or value-added tax if applicable), and that the tax (VAT) details are provided in full. This is preferred to the use of Price Type Code 01 (RRP excluding any sales or value-added tax) or 21 (Pre-publication RRP excluding any sales or value-added tax); both of these imply there is some (non-specified) tax to be added.

Thus, a well-formed Price composite for a book costing £8.99, zero-rated for VAT, where the price is valid for UK only, would be as follows:

```
<SupplyDetail>
  <SupplierName>A Publisher</SupplierName>
  <SupplierRole>01</SupplierRole>
  <AvailabilityCode>IP</AvailabilityCode>
  <Price>
    <PriceTypeCode>02</PriceTypeCode>
    <BICDiscountGroupCode>APUBL122</BICDiscountGroupCode>
    <PriceAmount>8.99</PriceAmount>
    <CurrencyCode>GBP</CurrencyCode> <CountryCode>GB</CountryCode>
    <TaxRateCode1>Z</TaxRateCode1>
    <TaxRatePercent1>0</TaxRatePercent1>
    <TaxableAmount1>8.99</TaxableAmount1>
    <TaxAmount1>0</TaxAmount1>
  </Price>
</SupplyDetail>
```

### Issue 2: VATable items and packs of mixed rate items

Where tax such as VAT is applicable to a price, or to part of a price only, or to different parts of a price at different rates, it is even more important to send explicit information about all components of the price. It is recommended that Price Type Code 02 or 22 is used for such items and that the Price Composite contains:

- the <PriceAmount> i.e. the price included tax
- all <TaxRateCode> values applicable
- all associated <TaxRatePercent> values applicable
- all <TaxableAmount> values to which each Tax Rate applies
- all <TaxAmount> values arising to be added to each <TaxableAmount>

The fewer of the above elements the supplier provides, the more reliance Nielsen Book must place on calculations and assumptions (see Appendix 2, Issue 1) that, due to rounding issues, may not in all cases result in the values the supplier wishes to have displayed.

Because of different accounting and pricing practices used by suppliers, it is not useful to give examples of such Price composites here. Nor is it appropriate for Nielsen Book to give out tax advice. Any queries on VAT applicability and rounding rules etc should be addressed to your local VAT office.

In all cases, <CurrencyCode> <j152> may be omitted if this information is provided in the message header in <DefaultCurrencyCode> <m186>.

## Appendix 2: Summary of Default Assumptions for P&A Data (PR.24)

It is Nielsen Book's experience that senders of ONIX messages do not always include all appropriate price and availability (P&A) information for products or arrange it as clearly as might be expected.

In the absence of this specific information, Nielsen Book has therefore had to make default assumptions about P&A data sent in ONIX messages, in order to process and output the greatest amount of product information as efficiently and accurately as possible.

It is also the case that Nielsen Book products are not always able to match or accommodate the wide range of values able to be sent through ONIX messages, and so information may be modified, using these defaults, in order to represent the information as widely as possible on Nielsen Book products and services.

The most significant and most frequently applied assumptions are summarised below.

### 1. Tax/VAT

*In the following assumptions,*

*"Price Type Code" means that value provided either in <PriceTypeCode> <j148> or in <DefaultPriceTypeCode> <m185>.*

*"Inclusive of Tax" means any of the following Price Type Code values: 02, 04, 12, 14, 22, or 24.*

*"Exclusive of Tax" means any of the following Price Type Code values: 01, 03, 05, 06, 07, 11, 13, 15, 21, 23, or 25.*

*"Tax Rate" means any value provided either in <TaxRateCode1> <j153> or in <TaxRateCode2> <j157>*

*"Taxable Amount" means any value provided either in <TaxableAmount1> <j155> or in <TaxableAmount2> <j159>.*

#### Nielsen Book Assumptions

- 1.1 IF, for a given Price, the Price Type Code indicates it is Inclusive of Tax or Exclusive of Tax, BUT no Tax Rate or Taxable Amount is provided, THEN the item is assumed to be Zero-rated.
- 1.2 IF for a given Price, only one Tax Rate is provided, THEN that Tax Rate is assumed to apply to the whole Price.

### 2. Currency/Country

*In the following assumptions,*

*"Currency" means that value provided either in <CurrencyCode> <j152> or in <DefaultCurrencyCode> <m186>.*

*"Country to which the Price applies" means that value provided in <CountryCode> <b251>.*

*"Distribution Country or Territory" means any value provided in <SuppliedToCountry> <j138>, <SuppliedToTerritory> <j397> and/or <SuppliedToRegion> <j139>.*

#### Assumptions

- 2.1 IF, for a given Price, no Currency is indicated, BUT a Country to which the Price applies is provided, THEN the Currency will be assumed to be that related to the Country as shown below.

<u>Country</u>	<u>Currency</u>	<u>Country</u>	<u>Currency</u>
GB	GBP	IE	EUR
US	USD	CA	CAD
AU	AUD	NZ	NZD
ZA	ZAR	DE	EUR
FR	EUR	CH	CH

For all other unspecified countries, the currency is assumed to be GBP.

- 2.2 IF, for a given Price, no Country to which the Price applies is provided, BUT one or more Distribution Countries or Territories are indicated, THEN the Price will be assumed to be applied to those Countries and/or Territories.
- 2.3 IF, for a given Price, no Country to which the Price applies is provided, AND no Distribution Country or Territory is indicated, BUT a Currency is indicated, THEN the Country or Territory will be assumed to be that related to the Currency as shown below.

<u>Currency</u>	<u>Country</u>	<u>Currency</u>	<u>Country</u>
GBP	GB	EUR	"Europe" *
USD	US	CAD	CA
AUD	AU	NZD	NZ
ZAR	ZA	CHF	CH

For all other unspecified Currencies, the Country is assumed to be "Unknown". \*

\* "Europe" and "Unknown" are not ONIX terms but are used by NBD on products to associate Prices with territories.

- 2.4 IF, for a given Price, no Currency is indicated, AND no Country to which the Price applies is provided, AND Distribution Countries or Territories are indicated, THEN the Currency will be assumed to be GBP and the country will be assumed to be GB.

### 3. Availability / Territory

*In the following assumptions,*

*"Availability" means the value provided either in <AvailabilityCode> <j141> or in <ProductAvailability> <j396>.*

*"Currency" means that value provided either in <CurrencyCode> <j152> or in <DefaultCurrencyCode> <m186>.*

*"Country to which the Price applies" means that value provided in <CountryCode> <b251>.*

*"Distribution Country or Territory" means any value provided in <SuppliedToCountry> <j138>, <SuppliedToTerritory> <j397> and/or <SuppliedToRegion> <j139>.*

#### Assumptions

- 3.1 The given Availability is assumed to apply to all Distribution Countries or Territories provided.
- 3.2 IF, for a given Availability, no Distribution Country or Territory is provided, BUT a Country to which the Price applies is provided, THEN the Availability is assumed to apply to that Country.
- 3.3 IF, for a given Availability, no Distribution Country or Territory is provided, AND no Country to which the Price applies is provided, BUT Currency is provided, THEN the Availability will be assumed to apply to the Country or Territory associated with that Currency where this is shown in the table at 2.3 above.
- 3.4 In all other cases, the Country to which the Availability is assumed to apply is "Unknown" (see Note at 2.3 above)

**Appendix 3: Nielsen Book list of sales outlets for use with Sales Restriction (PR.21)**

ABC	Australian Retailer Exclusives
AMZ	Amazon.co.uk
AMZUS	Amazon.com
ASDA	Asda
AUDI	Audible
BB	British Bookshops
BCA	BCA
BETC	Books Etc
BKPL	Books Plus
BN	Barnes & Noble
BORD	Borders
BKO	Bookclub - Other
BKP	Bookpeople
BWL	Blackwell's
BWLSB	Blackwell's – selected branches only
EAS	Eason & Son
ELC	Early Learning Centre
ENG	English Heritage
EUK	EUK Ltd (Entertainment UK)
FOPP	Fopp
FOY	Foyles
GARD	Gardners
GEN	No retailer specified
HCOLI	HarperCollins.co.uk
HMV	HMV
ITUN	iTunes
JOH	John Smith & Son
MOR	Morrisons
MS	Marks & Spencer
MOT	Mothercare
NTRU	National Trust
PAST	Past Times
PLA	Play.com
SAIN	Sainsburys
SELF	Selfridges
TAR	Target
TSO	The Stationery Office
TESC	Tesco
TESCI	Tesco.com
TESI	Tesco Ireland
TOYS	Toys R Us
TWORK	The Works
UNIV	Universities – Selected Universities Only
VIRG	Virgin
WAI	Waitrose
WAL	Walmart
WAT	Waterstone's
WATSB	Waterstone's – selected branches only
WHS	WH Smith
WHSSB	WH Smith – selected branches only
WW	Woolworths