

ONIX for Books (ONline Information eXchange)

The ONIX for Books Product Information Message is the international standard for representing and communicating book industry product information in electronic form.

As such, it is Nielsen Book's preferred message format for receiving extensive rich product information from publishers and other data suppliers. Nielsen Book currently receives ONIX feeds from over 100 sources and many more are either testing or have expressed interest in participating in ONIX.

The ONIX standard is developed and maintained by EDItEUR jointly with Book Industry Communication (BIC) in the UK and the Book Industry Study Group (BISG) in the US. It is a truly global standard with active user groups also in Australia, Canada, France, Germany and the Republic of Korea.

Getting Started:

The journey to an ONIX output is necessarily unique for each company, as so much depends on the current state of the data and the system on which it is held.

We are able to provide the following guidelines for supply of information to Nielsen Book:

- (a) ONIX for Books
- (b) ONIX P&A Only

To request either, please contact your Publisher Relations Manager or email: pubreg.book@nielsen.com

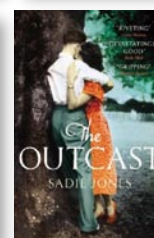
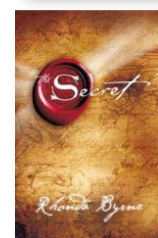
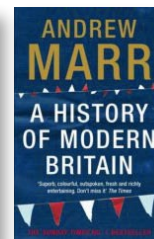
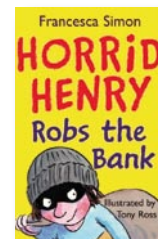
The EDItEUR or BIC websites also have essential information which can be downloaded (see below). New users should go straight to Release 2.1 (version 2). There is other useful background information on these sites, including details of the ONIX_IMPLEMENT email listserv, which new users are strongly advised to join (email: ONIX_IMPLEMENT-subscribe@egroups.com)

ONIX is an XML based standard; new users must acquire some XML expertise, either internally or by using consultants.

However, ONIX is not just for large publishers – a number of tools and services exist to help smaller users and a number of smaller publishers are now sending us data using the standard.

Don't be daunted by the scope and complexity of the ONIX standard. Start with the basic elements of the record and build up from there. If you are interested in ONIX or have a sample feed available, notify Nielsen Book and we will engage in a period of extensive testing to help you develop a well-formed ONIX message. Take advantage of our experience by working with us to deliver better data to your customers.

Useful contacts:
EDItEUR: www.editeur.org
BIC: www.bic.org.uk



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