

# MINIMUM METADATA REQUIREMENTS FOR THE SOUTH AFRICAN MARKET

26 August 2024

This document was produced by the Metadata Committee of the Publishers Association of South Africa (PASA) as a result of requests from stakeholders in South Africa to have an agreed-to, technically capable list of minimum requirements that could be applied across the industry locally. This list is intended to be a summary of minimum requirements, and should be read in conjunction with the PASA Best Practice Guide.

We encourage you to consider this a good point at which to begin producing ONIX messages, and to expand into the more detailed use of other features, which will be required when dealing with services and recipients external to South Africa.

For best results for your ONIX metadata, the generation of product records should be done by having as complete and accurate a message as is possible; making strategic choices about the data that is required for the type of publishing that you are engaged in.

## Minimum Metadata Requirements List

Particular metadata fields for each product are required. This list is intended to be used as a reference list of ONIX 3.1 data elements. More detail on each data element group is given in the *PASA Product Metadata Guidelines* (which we strongly recommend a working knowledge of), and of course the full standard documentation is available from EDItEUR at this link <https://www.editeur.org/93/Release-3.0-and-3.1-Downloads/#Specifications>. A comprehensive EDItEUR Implementation and Best Practice Guide is also available.

- Product identifiers: 13-digit GTIN product number (formerly EAN-13 article number). Normally this is the same number as the ISBN (with first three digits 978 or 979)
- Product form and format (for example audio, paperback, hardback, EPUB etc.) including dimensions and packaging, or for digital products, the file format
- Collection if the product is part of a series or collection
- Book title. Separate title and subtitle into unique fields. Do not insert marketing information in the subtitle field.
- Contributor (forenames and surname) and role (for example author, editor, translator, illustrator etc.) Include sequence numbering where there is more than one contributor
- Edition number (2nd, 3rd etc) and/or edition type (abridged, bilingual, large print, school edition etc) whenever applicable
- All languages in the text must be indicated
- Extent, playing time and other content such as the number and type of illustrations.
- For digital publications, include information on accessibility standards conformance where applicable
- At least one *Thema* subject category code
- Audience for the product
- Short description of the product (other marketing text such as reviews, a long description is also valuable)
- Front cover image
- Publisher and imprint name
- City and country of publication
- Original date of publication as well as the publication date of the current edition
- Publishing status (for example active, forthcoming, no longer available, out of print, remaindered, etc.)

- Sales rights and sales restrictions specified across all territories (i.e. where can the product be sold, and where it cannot be sold)
- Related products such as the ISBNs of the new edition or alternative formats
- Supplier information (for example distributor to end-customers, retailer, sales agent, etc.)
- Recommended retail price (including VAT) in South African Rands, and a price to be used as a basis for export sales (probably in Rand, without VAT)

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