

## Publishing and the Open Web Platform – position paper

### About EDItEUR

EDItEUR <sup>[1]</sup> is a membership-supported trade standards organization specialising in development and support of metadata and identifier standards for the book, e-book and academic journal supply chains.

Although originally created in 1994 to manage standardisation of EDIFACT e-commerce messages, EDItEUR is these days best known for the ONIX for Books metadata standard <sup>[2]</sup>, which since 2000 has been adopted by publishers, retailers and intermediaries of all types in the physical and e-book supply chain. ONIX is widely implemented throughout North America and Europe, and its use is growing rapidly in the Asia-Pacific region. EDItEUR's other published specifications include transactional message formats (EDItX) and IP licence expression standards (ONIX-PL), and it supplies management services to the International ISBN Agency <sup>[3]</sup> and similar agencies for the ISTC and ISNI (identifiers for 'textual works' and for 'public identities').

The organisation's staff form an acknowledged centre of expertise on standards, and particularly metadata, for the industry. Its membership is truly global, and includes trade, education, professional and STM publishers, physical and digital distributors, retailers, libraries, IT vendors, rights organizations and other trade associations from over 20 countries. It has close links with international organisations such as the ISO, IDPF, WIPO, IDF and the DAISY Consortium, and has particular interests in accessibility, internationalisation, IP licensing, linked data and semantic technologies, and open standards.

### EDItEUR's position

The publishing business is changing at an unprecedented pace. The nature of the industry's products is switching from primarily paper-based to primarily digital. The technologies of production and distribution are changing – beyond all recognition for many traditional players. And among industry participants, dominance is migrating from a large and disparate group of (often European-owned) publishers to a much smaller group of global-scale technology providers.

EDItEUR views standards – content standards like HTML5 and EPUB 3, identifier standards like ISBN, ISNI and DOI, and metadata standards like its own ONIX – as a key counterbalance to the tendency towards concentration, levelling the playing field for all participants in the publishing of content of all types, and as a critical enabler for commerce in content.

The 'web platform' both generates the demand for and provides the means to publish material that is richer and more multi-media, better focussed and more granular, and selected, aggregated and delivered 'on demand'. The 'book' is decreasingly a container, and increasingly an aggregation of content that can be delivered to the reader in a wide variety

of ways. But this also creates a need for better metadata, clearer identification and unambiguous communication, if discovery is to be improved, rights respected and commerce efficiently transacted.

Our interest in the workshop (on behalf of our membership) lies particularly in the opportunity to improve alignment between the metadata and content standards used in the web environment and those used in the publishing business, enriching both and improving process efficiency.

Mark Bide, Graham Bell  
EDiTEUR

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<sup>1</sup> <http://www.editeur.org>

<sup>2</sup> <http://www.editeur.org/83/Overview/>

<sup>3</sup> <http://www.isbn-international.org/>