The International Standard Name Identifier & Identifying Textual Works

NISO/BISG Forum:
The Changing Standards Landscape:
Creative Solutions to Your Information Problems
June 27, 2008

Angela D’Agostino
Senior Vice President, Business Development
Bowker
908-219-0150
angela.dagostino@bowker.com

Bowker’s Identifier Focus Areas

- U.S. ISBN Agency
- Australia ISBN Agency (Thorpe)
- Digital Object Identifier (DOI) Agency
- U.S. Standard Address Number (SAN) Agency
- International Standard Text Code (ISTC) Consortium Member
- International Standard Name Identifier (ISNI) workgroup

DOI-enabled Books in Print®

- Bowker has assigned DOIs to 3 million active, English-language titles in its Books in Print®
- DOIs structured as “Actionable ISBN” (ISBN in syntax) and registered within DOI handle system
- DOIs resolve (“link”) to SEO Title Cards available (July 2008) as URL extensions of Bowker’s new MyIdentifiers.com bibliographic management and marketing portal.
- Publishers customize title cards with meta data and links which may include affiliate codes

Actionable ISBN

Benefits to Publishers:

- Search engine optimization (SEO) format enhances discoverability
- DOI enables persistent linkages to accurate and up-to-date title information
- Customization capabilities channel readers and prospective buyers to destinations publishers control and can monetize.
Background and Status Update

“The pressing need for a standard tool for linking different printed and digital manifestations to a common title makes the ISTC potentially the most important standard for our industry since the ISBN.”

-Michael Holdsworth
The identification of digital book content – BISG White Paper

ISTC: Linking Manifestations

- International Standard Text Code
- Unambiguously identifies a textual work, even though it may be published in many different forms
- ISTC is an attribute of a product, not a product-identifier
- Identify content separately from the products which contain it
- Identify the relationships between content and products

ISTC Value Propositions

- Collocate different manifestations of the same title
  - All printed and digital editions, as well as manifestations in a whole range of other media
  - Various editions of a single title or to collocate all the chapters within a single title.
  - Considerable potential value for managing contracts and royalties, sales analyses
  - Assists the search processes of online retailers, among many other applications.
ISTC Structure & Capacity

ISTC 0A9-2008-00000007-C

ISTC – Who Assigns Them?

- In-copyright works will be assigned by the rights-holder or their representative: publisher, author or agent
- Most registration agencies will be operated by bibliographic agencies and Reproductive Rights Organizations
- Out-of-copyright works may be assigned by anyone, but most likely libraries.
- Links between works (ISTC) and products (ISBN) will be captured on bibliographic databases utilized by search engines, libraries, retailers and other channels providing discoverability

Current Status

- ISO draft standard is approved & pending formal publication
- International Consortium: Nielsen, RR Bowker, IFRRO and CISAC
- Web-based registration system already developed and undergoing system testing, including utilization of ONIX for ISTC schema.
- Expect registration agencies to start operating Q3 2008
- Bowker working with BISG metadata committee to establish best practices around hierarchical linking of parent
- Bowker has developed title-linking methodology

ISTC Meta-Data

- Metadata is mandatory in order to prevent duplicates:
  - Language of text
  - Title
  - Contributors
  - Source (if derived from another work)
  - Registrant & their role
  - Date of registration
- Optional metadata includes:
  - Alternative titles
  - Nominal date of creation
  - Type of work
  - Date first published

Bowker’s ISTC / Title-linking Module

International Standard Name Identifier (ISNI)

Overview and Progress Report
ISNI Overview

- The scope of the International Standard Name Identifier (ISNI) is the identification of Public Identities of parties:
- Identities used publicly by parties involved throughout the media content industries in the creation, production, management and content distribution chains.
- The ISNI system uniquely identifies Public Identities across multiple fields of creative activity.
- The ISNI provides a tool for disambiguating Public Identities that might otherwise be confused.

ISNI Composition

- **Public Identity:** The identity with which a Party wishes to be associated in one or many fields of creative activity.
- **Party:** An entity that is or was either a natural person, a legal person, or a group of such entities, whether or not incorporated.
- **Name:** The lexical string used as the label for Parties or Public Identities, which is the way in which the Party or Public Identity is or was commonly referenced (e.g. "John Doe", "Acme Inc.", etc.).
- **Registrant:** An entity that requests an ISNI number from a Registration Agency on its own behalf as a Party, or on behalf of a Party that it represents.

ISNI Structure & Syntax

- An ISNI is made up of two components:
  - 12 decimal digits
  - check character
- ISNI is a "dumb" number - No meaning shall be embedded in, conveyed by or imputed to any part or subset of the number.
- When an ISNI is written, printed, or otherwise presented in a human-readable format:
  - It shall be preceded by the letters ISNI separated from the identifier by a space;
  - The 12 digits shall be displayed as four blocks of three digits, with each block separated from the next by a space; and the check character shall be preceded by a hyphen.

EXAMPLE: ISNI 245 863 573 047-2

ISNI Meta-Data

- **Type of Party:** description of the Party (e.g. natural person, legal person);
- **Name of the Party:** The Public Identity under which the Party is known;
- **Date / Type of Date:** A date such as a birth date, a date of incorporation;
- **Place / Type of Place:** A geographical location such as country of birth, country of incorporation;
- **Role:** A known role the Party has played in a given field of creative activity (e.g. Musical Work Author, Literary Work Publisher, Audio-Visual Work Director);
- **Related Identifiers:** identifiers for entities that are related to the Public Identity and the nature of the relationship (e.g. ISNI of another Public Identity of the same Party);
- **Other:** any other metadata elements specified by the ISNI International Agency.

Case Example of ISNI

- Ruth Barbara Rendell, Baroness Rendell of Babergh CBE, is the real name of a Party (in this case, a natural person) who writes under a Public Identity as Ruth Rendell and also under a pseudonym (another Public Identity) as Barbara Vine.
- Each known Public Identity of Ruth Barbara Rendell will have its own ISNI, even though both refer to the same Party.
- The Registrant may wish to link both Public Identities by specifying a secondary ISNI as a related identifier.

ISNI Meta-Data: Case Example

<table>
<thead>
<tr>
<th>Element</th>
<th>Attribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party</td>
<td>a Natural Person</td>
</tr>
<tr>
<td>Public Identity</td>
<td>Ruth Rendell</td>
</tr>
<tr>
<td>ISNI</td>
<td>ISNI 245 863 573 047-2</td>
</tr>
<tr>
<td>Public Identity</td>
<td>Barbara Vine</td>
</tr>
<tr>
<td>ISNI</td>
<td>ISNI 894 750 249 150-8</td>
</tr>
<tr>
<td>Related Identifier</td>
<td>ISNI 245 863 573 047-2</td>
</tr>
</tbody>
</table>
### ISNI Allocation Rules

- ISNI Registration Agency shall not allocate an ISNI to a Party in respect of a specified Public Identity unless a request is made either by the Party themselves, or by an intermediary that has been properly authorized to act on behalf of the Party for this purpose and has agreed to inform the Party of the ISNI allocated.

- The same ISNI shall not be allocated to more than one Public Identity of a Party.

### ISNI Status

- ISO Committee Draft (in progress)
  - ISO/CD 27729 (ISO/TC 46 / SC 9)

- Developed within TC 46/SC 9/WG 6 under the project leadership of the International Confederation of Societies of Authors and Composers (CISAC).

- The Registration Authority for this International Standard shall be the ISNI International Agency, responsible for defining the system architecture supporting the ISNI.

- The ISNI system shall be composed of the ISNI International Agency together with, if necessary, ISNI Registration Agencies appointed and coordinated by the ISNI International Agency.