

# OCLC Metadata Services for Publishers



**OCLC**<sup>®</sup>

The world's libraries.  
Connected.™

# Harnessing the power of OCLC and WorldCat for the publisher supply chain

OCLC® offers two innovative services for the publisher supply chain: **OCLC Metadata Services for Publishers** and **OCLC Contract Cataloging**. OCLC Metadata Services for Publishers saves you time and money by enriching your ONIX title metadata for use in supply chain systems and communications. OCLC Contract Cataloging provides MARC records for delivery to your library customers in coordination with materials delivery.

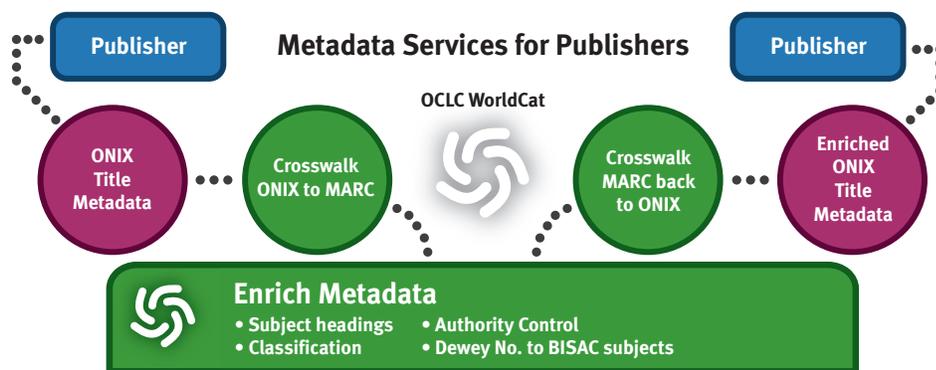
## Metadata Services for Publishers

OCLC Metadata Services for Publishers accepts title data in ONIX format and automatically adds your title data to WorldCat® for immediate use by libraries as well as making your titles visible to all end-users on the Web through WorldCat.org™.

Metadata Services for Publishers also enriches your title data by mining the rich data in WorldCat and delivers enriched data back to you in ONIX format.

### How it works

- Publisher or vendor provides title metadata in ONIX format.
- Title metadata is automatically added to WorldCat.
- WorldCat data is mined to enrich publisher or vendor title metadata.
- Enriched ONIX metadata is delivered back to the publisher or vendor.



### Features

OCLC Metadata Services for Publishers enrich ONIX title data with multiple types of category and subject information, benefiting search and data mining for business intelligence. This enrichment includes:

- More specific BISAC subject codes by mapping from Dewey Decimal Classification® (DDC) to BISAC categories
- Library of Congress, National Library of Medicine and DDC® classification; plus LC, NLM and other subject headings
- Non-English subject terms when available
- Authority-controlled contributor names, including birth and death dates when available
- Additional authority-controlled contributor names and roles when these are not included in the original ONIX data
- Varying forms of title, including original language title for translated works, when applicable
- Authority-controlled series titles when applicable
- Library of Congress control numbers (LCCN) when available
- Normalized and validated data per ONIX schema and BISG Best Practices standards
- Full reporting on file transfer and enrichment.

## Benefits

Web-based discovery and ordering and the explosion of e-content make good metadata the single most important tool in exposure and end-user discovery of published content for both the publisher supply chain and for libraries. Metadata also plays a key role in business intelligence and sales analysis leading to sound business decisions.

Product metadata feeds electronic and print catalogs, print and electronic marketing and advertising campaigns, Web-based discovery and ordering tools, inventory systems, business intelligence and reporting applications and product information feeds to supply chain partners. Significant investment in staff and systems is often required to support growing metadata needs. OCLC Metadata Services for Publishers can decrease the investment required and increase the quality of your metadata, resulting in higher sales and better return on investment.

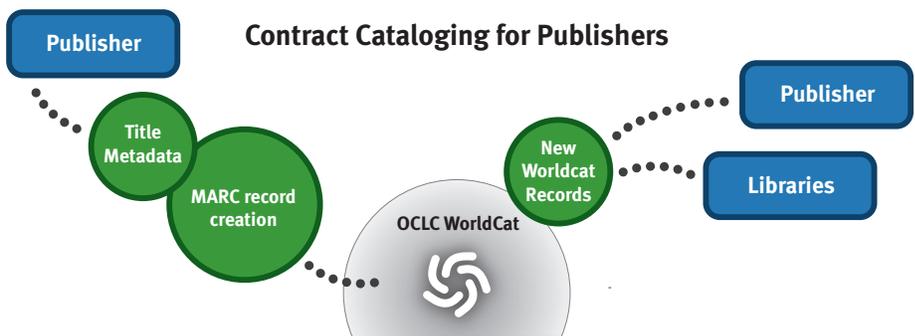
- Reduces cost and duplication of effort in bibliographic description, categorization and name authority work.
- More titles found = more titles sold. Increases granularity and consistency of metadata for better results in Web-based search environments.
- Provides richer marketing data to support buying decisions for wholesalers, retailers, libraries and end users.
- Adds and enhances data to support marketing, sales analysis and business intelligence needs for multiple markets.
- Opens additional channels for exposure of title metadata—for use in library workflows and to end users on the Web.

## Contract Cataloging for Publishers

OCLC Contract Cataloging for publishers and vendors creates high-quality MARC records using your electronic title data as a starting point. OCLC offers efficient and cost-effective cataloging and record distribution solutions for publishers and vendors that need to provide MARC records to library customers. MARC records created through this service are also added to WorldCat, providing title visibility to multiple libraries and end users on the Web.

### How it works

- Publisher or vendor provides information about titles to be cataloged.
- OCLC creates MARC records for specified titles.
- OCLC adds newly created MARC records to WorldCat.
- OCLC customizes and delivers MARC records to libraries in coordination with publisher/vendor delivery of electronic and/or print materials to libraries.
- OCLC automatically sets library holdings in WorldCat.



## Features

- Expert cataloging in all formats: print, digital, audiovisual
- Expert cataloging in multiple languages
- Expertise in over 60 languages

## Benefits

Libraries increasingly expect their suppliers to provide MARC records in coordination with materials orders. This has become especially important with the surge in demand for e-resources, as the MARC record also contains the mechanism for immediate patron access to full content.

OCLC can serve as your cataloging agency or we can back up your in-house cataloging team as needed for special projects, specific material types, or languages.

- Differentiates your services to libraries by offering catalog records with your titles.
- Saves time and money by eliminating the need for in-house MARC format expertise, record storage, customization and distribution.
- Improves discoverability by exposing your title offerings in WorldCat for easy access in library selection and acquisitions workflows and on the Web to end users.

### Other ways to partner with OCLC

OCLC welcomes mutually beneficial relationships with publishers, eContent providers, Web sites, information providers, industry vendors and others to serve this vital and growing community. We're working with publishers in many ways to better serve libraries worldwide by becoming more productive, integrated and visible on the Web.

WorldCat® Link Manager, xISBN, OpenURL linking, and WorldCat® Registry help OCLC partners enhance access to their titles and content for libraries and end users. Vendors of Integrated Library Systems can work with OCLC to ensure compatibility with our services via our Local

System Vendor Access Program. Partner programs for Web sites and online service providers make it easy to add the power of WorldCat to our partners' services.

Partner programs for materials vendors such as WorldCat® Cataloging Partners, Vendor Record Contribution Program and WorldCat® Selection provide other ways for OCLC partners to add title metadata to WorldCat and facilitate delivery of OCLC-MARC records to libraries in coordination with materials orders.

For more information please visit:  
[www.oclc.org/partnerships](http://www.oclc.org/partnerships)

### About WorldCat

OCLC and its member institutions cooperatively produce and maintain WorldCat, the largest database of bibliographic information in the world. WorldCat contains over 190 million bibliographic records representing over 1.6 billion library holdings in over 470 languages. OCLC services for the publishing industry extend the power of WorldCat for use in the enrichment of publisher title metadata and early exposure of titles to the library market through bibliographic tools and formats that are already integrated into library workflows.

### Learn more

For more information about OCLC Services for Publishers, please contact:

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### About OCLC

OCLC is the largest library services and research enterprise in the world. Established in 1967, OCLC is a nonprofit membership organization with offices in Australia, Canada, China, Europe, Latin America and the United States serving 72,000 participating library and cultural heritage organizations.



OCLC helps libraries in more than 100 countries.  
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