

# The Role of Metadata in the Discovery, Selection and Acquisition of e-Books

Stakeholder response: PUBLISHER Cambridge University Press (November 2011)

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Question	Response
<b>General</b>	
How many ebooks for HE have you already published. How many annually.	12.000 ebooks published to date  Around 1,000 pa
What the profile (eg text books, subjects etc)	Academic/Professional Textbook included
What needs are your ebooks meeting	Getting content out faster and more efficiently
What <i>specific approaches</i> (if any) do you take to promote your <i>ebooks</i>	Not ebook specific—our approach is to be aware of all content
How do you see the ebook market going in HE.	HE sector is moving to e as a matter of policy. Some dis-aggregation eg Chapters but not a strong trend at the moment
How important is the HE ebook market to you	Very important HE sector is our bread and better
<b>PDA</b>	
Do you support PDA either on your own platform or via other channel	Yes --via partners (ebook aggregators)
Why do you think users take advantage of PDA	Users are not aware of PDA as such—the point is to make j accessing lib content. more effective. Librarian are debating the ‘just in case’ vs ‘just in time’ model.  We don’t mandate route
What are the main pricing models you sell under, both on your own site and on aggregator platforms? -	We set price and aggregators negotiate the deals with us
<b>METADATA</b>	
What kinds of metadata do you provide with your ebooks--e.g. basic bib stuff, subject data ? enriched data-e.g. reviews synopsis,	The priority fro librarians is good MARC records. Some TOCs also blurbs but librarian remain wary of latter.  We try to be as responsive as possible to what aggregators want.)
Are your customers asking for more/different metadata	Not in general
Are there other forms of metadata you'd like to have/add or are planning to add	Not at present..this isn't something librarians are demanding

<p>How important do you think metadata is for the discovery selection and acquisition of ebooks. What for you is the key role of metadata</p>	<p>Key role is to make content findable.</p> <p>In order to help with library acquisition process we make sure ebook records are available same time as print</p> <p>CUP is a very recognised brand that denotes high level scholarly research type content.</p>
<p>Is there a role for metadata in de-motivating users from selecting ebooks. E.g. 'if only I'd know that about the book I'd never had selected it</p>	<p>We make it clear if the content is a textbook or reference for example</p>
<p>How do you construct the metadata for ebooks</p>	<p>In house</p>
<p>Into what 'channels' do you expose your metadata: e.g. aggregators (e.g. OCLC) , platform providers, Google etc</p>	<p>Our metadata is provided through all the relevant channels like aggregators and discovery services (like Primo and Summon).</p> <p>However we are selective about who can have our metadata and make sure we cover it in a proper contract</p>
<p>Have do people avail themselves of your metadata—e.g. harvest it, deliver of specific files etc</p>	<p>If an organisation wants our metadata they come to us and we make an agreement (see above)</p>