Future of Metadata
Vegan Cooking

69 new german publications on vegan cooking in 2013 (vlb.de)
How to find and decide?

Question: What’s the crucial factor to find a book and for the right decision?

classification,

pages, cover,

publisher, author,

recommendation, bestseller

???
Core Metadata

- ISBN
- Title
- Author
- Publisher
- Price
- Category

Necessary to catalog and to list books
Enhanced Metadata

Cover  Blurb  Author Bio
Reviews  Quotes  Sample Chapters

Marketing-related – relevant for sales
Metadata, Books and Customer

Finding the appropriate book in view of readers’ and customers’ preferences

Bookseller
- personal recommendations
- professional guidance
- limited selection in-store
- use metadata for catalog search
- focus on content

→ limited growth

Webshops
- no personal guidance
- nearly all books are available (huge selection)
- use metadata to display books and to automate recommendations
- focus on bestsellers and search

→ huge growth
Wepshops optimized for Search

Results based on algorithms focused on keywords and metadata
Metadata & Discoverability

High quality metadata improve the chance of **being found** and **being attractive** for buyer

important for bookseller and webshops

catalog search  catalog and SEO
Metadata and Sales

Today: Metadata sells books
Limits

- Rigid classification
- Quality depends on editor
- SEO is only based on keywords
- Different metadata standards
Trends

- Semantic Analysis
- Reader driven Content
- Marketing Information
- Single Point of Access
Trend #1: Semantic Analysis
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- Processing Big Data
- Analysing Content
- Identifying core concepts

Semantic Analytics
Trend #1: Semantic Analytics

Automated Text Analytics

Summarisation
- system generated summary

Semantic Classification
- text style (e.g. neutral, positive, negative)

Qualitative Analysis (content - context - connection)
- categorize content
- define the content to find the right connection to similar content
Trend #2: Reader driven Content

Nowadays there is more content outside of a book than inside it.
Trend #3: Marketing Information

Real-time relevant marketing information – e.g. TV appearance or awards
Trend #4: Single Point of Access

All relevant metadata are collected and stored in one database

Booksellers get information from one source (in realtime)
High quality metadata improve the chance of being found and being attractive for buyer

In the Future:
Metadata are going to be more valueble for sales (target- and demand-oriented offerings)
Challenge of aggregating Metadata

- Big Data
- Many different Sources
- Scalable and automated Technologies
- Interfaces
- Tools for Social Media Monitoring
Solution

One database to collect and to provide all available metadata on books

We are working on it: VLB+
Vegan Cooking?

Question: What’s finally the right cook book for YOU?

Technology and metadata meet to bring you…
Pork & Sons

The definitive cookbook by the world's leading pork connoisseur
Questions & Discussion