

# BDS FOR PUBLISHERS

BDS is a company dedicated to helping publishers. We offer information creation and distribution, production management software, and marketing support directed at the trade, public and academic sectors. We also offer a comprehensive reviews feedback service.

BDS creates industry-standard bibliographic data that helps publishers gain sales and increase market profile through enhanced e-content and streaming multimedia options offered to buyers.

BDS offers a fully comprehensive web development service and software to help publishers increase productivity and succeed in the market place, which can work seamlessly alongside its marketing support services.

BDS enables publishers to keep up-to-date with what the critics are saying

# DATA CREATION AND DISTRIBUTION

## **Be Part of BDS Success**

BDS works with publishers of any size or specialism. By working with BDS you will reach our clients that include the British Library, public and academic libraries throughout the UK and abroad, retailers, multi-media specialists, official bodies, charities, shopping comparators and e-marketplaces and digital platform providers.

By working with BDS a publisher is assured of an accurate record for all its publications. BDS is Britain's leading supplier of bibliographic data to libraries and library suppliers. We have an ever-increasing presence in the trade sector where BDS is represented by our associate company, West10 Entertainment.

BDS data goes far beyond what is needed for sourcing an item. It includes jacket and internal images, a description, text extracts, streaming video trailers and audio-clips.

BDS specialises in the promotion of publishers' information in the MARC format, a data standard used by libraries to store and exchange information around the world. In a non-library context this data offers the most complete and accurate record possible for retailers and e-tailers to promote and sell titles.

BDS creates records for hardbacks, paperbacks, e-books and audio-books, graphic novels, music CDs, DVDs, VoD and computer games and we get that information to the buyers.

## **It's simple to get started – and free**

Use our online CIP Form in advance of publication to create a basic bibliographic record that will form part of the British Library's CIP programme as well as make your publication visible to all BDS clients.

If you are ONIX compliant send us your pre-publication information and BDS will incorporate it into our online data resources. ONIX delivers great benefits to publishers; research has shown that books are more likely to sell if enhanced information and images are available.

Your new title information is sent out on a daily basis, which means that the most current information on your titles is always available.

We also offer the creation of print blocks. These services are free of charge

## **Become ONIX compliant with BDS**

If you are not ONIX compliant, look at epic, developed by our web-services arm, ehaus, which is designed to make your publishing setup a full ONIX-based system as well as offering so much more.

## **ONline Information eXchange**

ONIX for Books is the international standard for representing and communicating book industry product information in electronic form. All ONIX standards are designed to support computer-to-computer communication between parties involved in creating, distributing, licensing or otherwise making available intellectual property in published form, whether physical or digital.

# HOW TO WORK WITH BDS

## **Electronic Submission of Data**

Information-rich ONIX feeds are particularly welcome. Please contact our IT Department to arrange this

## **Printed Material**

Please send a copy of all your printed promotional material to:

BDS Limited  
Publisher Liaison Department  
Annandale House  
The Crichton  
Bankend Road  
Dumfries DG1 4TA

Individual A4 advance information sheets are preferred, but we can also work from catalogues. Material should arrive not less than sixteen weeks before publication, to ensure coverage in the BNB.

## **Small Publishers**

If you do not create your own publicity material, forms are provided on request from our Publisher Liaison Department (address above) or you can download the form in PDF format from this site or [click here](#) to fill in the title information form online.

## **Changes in your information**

Information supplied in advance of publication is subject to change. BDS is pleased to receive updated information throughout the pre-publication process. This will be passed on to the British Library and all other customers automatically. Publication schedules are particularly helpful to keep us informed in this area.

## **Additional services**

When we work from the physical book to create a catalogue record, we record details which you may not have in your own database about the finished item. This record can be useful in producing an archival record of the book for posterity. We would be happy to produce information for this purpose. Data can be produced in a customised format, and can include elements which are unique to your requirements.

# THE CIP PROGRAMME

By providing BDS with your new title information, you will ensure that all eligible material features in the following National Bibliographic Service products:

British National Bibliography (BNB) - this weekly printed publication is the authoritative listing of books published in the UK and the Republic of Ireland.

These products are widely used by librarians, both in the United Kingdom and throughout the world as a means of selecting and cataloguing British books.

## PRINT BLOCKS

A print block is an abbreviated catalogue entry, created from the advance information provided by the publisher. Typically, it will contain the ISBN, author, title, subject headings and library classifications. This is reproduced on the title page verso of the book.

If you require a print block for new titles, this can be provided free of charge from BDS, within ten working days of receipt of your information.

If you do not wish to use a print block, you can use the standard acknowledgement for each title submitted to the CIP programme:  
A catalogue record for this book is available from the British Library.

# WEB DEVELOPMENT

## **Get noticed, sell more online**

BDS can help you convert customer interest into sales and ensure your publications get relevant exposure to the appropriate market sector.

With years of experience in building and managing websites for some of industry's leading companies and a commitment to delivering results and fair pricing, BDS offers the complete web services package that can include design and copywriting.

## **Website building: see for yourself**

BDS now offers an extensive demonstration and trial of its web services built around our new preview "see for yourself" website. Contact us with your requirements and we will show you how your products and information will appear to your customers and also suggest enhancements and improvements that you may wish to adopt to gain greater market penetration.

## **E-mail marketing & maintenance**

Once we have created your website, optimised for the book trade, we can also host and maintain it and then we use our experience and expertise to inform and engage potential clients and sell your products.

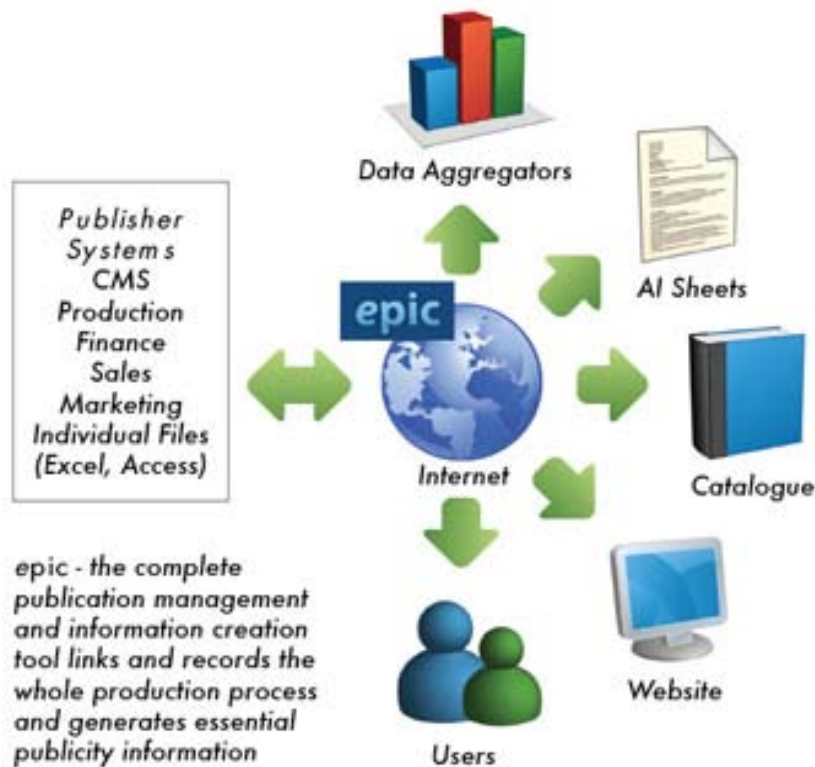
We can follow through with targeted e-mail marketing, offering a fully integrated newsletter and one-off email service to get your message to where it will sell. Our email marketing provides an extensive feedback service that includes information on dead links, take up rate, bounce back, when read, if forwarded and it is all based upon your website design and branding.

For more information contact Matthew Pollock, Managing Director, ehaus on [matthew.pollock@e-haus.co.uk](mailto:matthew.pollock@e-haus.co.uk) or visit the ehaus website.

## **BDS – Data and Innovation**

# SOFTWARE TO HELP PUBLISHERS FROM BDS

Electronic Publishing Information Centre - epic - developed by our web services division, ehaus, the leading supplier of web services to the book trade, enables book publishers to store and edit product information centrally and output it in the appropriate formats - including ONIX - for bibliographic agents, retailers, distributors, their own websites and other marketing purposes.



epic - the complete publication management and information creation tool links and records the whole production process and generates essential publicity information

Ideal for small to medium-sized publishing houses, epic also enables monitoring of internal progress on publications across departments, so that you are always in control.

Using epic can be as easy as signing up for an account and starting to enter your title information via the web interface. There is no need to install and configure software and epic's intuitive user interface is available 24/7 through any internet access point.

Now that you have generated the data you need to get noticed, let BDS help you to get your message across.

# BOOKS & MEDIA FROM BDS

Find out what people are saying about your publications – and your competitors.

Books & Media is a web-based, customisable press and media cuttings office for publishers, booksellers and libraries and offers a comprehensive and unique resource on books featured across all consumer media.

The screenshot shows the homepage of the Books & Media website. The header is orange with the logo 'BOOKS & MEDIA' and navigation links for Television, Radio, Press, Movies, and Internet. A search bar and 'All Categories' dropdown are on the right. Below the header is a navigation menu with links like HOME, TELEVISION, RADIO, PRESS, MOVIES, INTERNET, ABOUT B&M, WHO ARE WE, and DATA & SERVICES. The main content area features a section titled 'What's happening this week in Books & Media...' with a row of book covers including 'The Empty Family' by Colm Toibin. Below this is a detailed review for 'The Empty Family, by Colm Toibin (Viking)', including a quote from the Observer and a 'See Details' link. To the right is a 'B&M Newsletter' sign-up box and a 'Top Fives' list of newspaper reviews. At the bottom, there are two boxes: 'Added This Week' with statistics for press, television, radio, and movies, and 'This Week's Headline Media News' with short news items.

Books & Media covers all books featured in the national press in Britain and Ireland, whether reviewed or referenced in general editorial, interviews or the news. Books & Media also covers books and authors with official tie-ins or featured on radio or talked about on social networking sites and blogs. Authors appearing on TV chat shows and books adapted into major and independent movies are also fully covered.

**BOOKS & MEDIA**  
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**BOOKS & TELEVISION**

This Week's Books and TV Listings:

« « Sat Sun Mon Tue Wed Thu Fri »

This Week's Television Tie-in

**Sleepyhead**  
Billingham, Mark  
Sleepyhead, Sky1, 9pm, Sunday, October 10

David Morrissey heads an all-star cast in Sky 1's adaptation of Mark Billingham's bestsellers - *Sleepyhead* and *Scaredy Cat*.  
*Sleepyhead* is a nail-biting thriller following DI Tom Thorne's investigation into a mysterious serial killer. His first three victims ended up dead. His fourth was not so fortunate. Alison Willetts is unlucky to be alive. She has survived a stroke, deliberately induced by skilful manipulation of pressure points on the head and neck. She can see, hear and feel, she is aware of everything going on around her, but she is completely unable to move or communicate. It's called Locked-In Syndrome. In leaving Alison Willetts alive, the police believe the killer's made his first mistake.

This week's TV tie-in choice

**Life and laughing**  
McIntyre, Michael  
McIntyre's autobiography is published on October 14.  
Michael McIntyre's Comedy Roadshow / BBC1 / 22:10 / 09 Oct 2010

**John Craven's Countryfile handbook**  
Craven John  
Presenter John Craven has a new book out about Countryfile on...  
Countryfile / BBC1 / 18:30 / 10 Oct 2010

**Jamie's 30-minute meals**  
Oliver, Jamie, 1975-  
Jamie Oliver on how to cook quick quality meals.  
Jamie's 30-minute Meals / Channel 4 / 17:30 / 11 Oct 2010

**TV Channels**

- » BBC 1
- » BBC 2
- » BBC 3
- » BBC 4
- » ITV 1
- » ITV 2
- » ITV 3
- » ITV 4
- » Channel 4
- » E4
- » Film 4
- » More 4
- » Five
- » Fiver
- » Sky 1
- » Sky 2
- » Sky Arts
- » Alibi
- » Blighty
- » Comedy Central
- » Dave
- » Discovery
- » Discovery Real Time
- » Eden
- » FX
- » Gold
- » Good Food
- » History
- » Hallmark
- » National Geographic
- » Virgin 1
- » Watch
- » Yesterday

## Books & Media works while you rest

Books & Media is updated daily. Every Sunday night a comprehensive overview is sent out that includes the week's news plus what was reviewed in the weekend newspapers and who was interviewed where - with star ratings on reviews. The TV and radio service lists the channel and broadcast time for each programme that features or is linked to books, including specialist programmes such as cookery and gardening.

This huge resource is fully customisable and searchable, so whether you are a multinational or a small publisher, you can get the information you need to make Books & Media work for you in the way you want.

Books & Media is a subscription service and is updated daily. It can be accessed via its website, [www.booksandmedia.co.uk](http://www.booksandmedia.co.uk) or received via data feed.

To find out more about Books & Media contact Harry Doherty

If it isn't on Books & Media then no-one's talking about it.