

BDS *mediata*news

BIBLIOGRAPHIC DATA SERVICES



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BDS Moves into the Moving Image


movingmediata

BDS strives continually to broaden its service and to provide the best possible products for its customers by using its experience of the library sector. To meet today's demands for efficiency and cost-effectiveness, BDS is introducing *movingmediata*.

DVD and VHS releases can now be recorded as accurately and consistently as book releases. BDS recently bought Parafax, a database of 85,000 VHS and DVD products compiled since 1992, in order to expand its services to libraries and reach out to new markets with its industry-standard data aggregation systems.

movingmediata provides information across the categories of film, television, children's interest, music DVDs, sport and fitness, and special interest which includes topics such as travel and trains. It originated at the dawn of the home entertainment boom when VHS videos came to dominate the family "Saturday night in". Through the energy of Rosie Harley, Parafax Editorial Director, the database was used by leading high street retailers, but with the advent of DVD the task of keeping track, marketing and managing Parafax became huge.

"DVD doubled the workload. There were over 8,000 releases last year as media companies issue their back catalogues. It was a great opportunity for film buffs but a huge undertaking for Parafax," comments Rosie.

The Making of


movingmediata

It was at this point that BDS stepped in. Business Development Director Eric Green saw the Parafax database and realised that the information contained in the catalogue could be mapped into MARC catalogue records. This would then make the database of 85,000 titles and all future entries available to libraries, offering the same industry-standard solutions that BDS already provides through its bibliographic services.

Work is now complete in the West London offices of BDS and *movingmediata* has been created. Rosie Harley made frequent visits to Dumfries, the home of BDS, and worked with staff on translating book categories into film categories and ensuring that all the varied information, particular to film and video is seamlessly included in *movingmediata*.

BDS has a system that suits both libraries and the traditional Parafax customer. It is of use to film buffs, researchers, retailers, wholesalers and the public sector. In addition to the data available for videos and DVDs released since 1992 there are also over 23,500 images available on the website, movingmediata.co.uk. *movingmediata*, supplied by BDS, is set to provide industry-standard information.

"This represents a significant step for BDS," comments Eric Green.

"movingmediata enhances our services to libraries - the first of many such enhancements - and, at the same time, addresses the needs of the wholesale, retail and research sectors."

For more information contact Claire Dowbekin on 020 8843 8614.

In subsequent issues of BDS *mediatane*ws we will be looking at how BDS and *movingmediata* address the wholesale, retail and research sectors.

Record Making: an author investigates data creation

by John Hudson



I turn off the Marylebone Road, not far from Baker Street, and slip into a side entrance to one of 12 branches of Westminster Libraries. As I climb to the third floor, I can't help but reflect on the novelty of my case: a writer sent by BDS to uncover the importance of data. Only days before I thought nothing about data and libraries; I simply lifted the book off the shelf, barcodes were read and away I went. Where is this job going to lead?

My contact is **Catherine Cooke**, ICT Projects and Development Co-ordinator, who introduces me to **Cathey Risbey**, the cataloguer for Westminster Libraries.

I had expected rows of cataloguers feverishly documenting the 33,580 new titles that were purchased by Westminster over the past twelve months. I had to ask Cathey how she coped.

"Can one person catalogue over thirty three thousand titles?"

"Actually, half a post; I am part-time," replies Cathey with a smile.

"Cathey ensures that the information we require is in our system and customises it to suit the particular needs of the Westminster Library Service," comments Catherine Cooke. **"The information for over half our purchases comes direct from BDS in Dumfries."**

"How do you receive this data?"

"We subscribe to an electronic service called BDZ. We employ Z39.50 technology to load data direct into our Geac Library Management system. This is a seamless process which means that we do not require to upload data offline."

I ascertain from Cathey Risbey that the staff who once upon a time created catalogues can be released for more interesting work and Catherine Cooke then stresses the cost-effectiveness of purchasing industry-standard, high quality data in MARC format from a reliable source.

"The data we receive from BDS builds and enhances our catalogue. For example, it includes an objective description or resumé of the contents of every book we receive. At Westminster, we have saved the time of creating such information-rich records. The data is also consistent and perhaps most importantly it is reliable."

I feel like asking **"why is reliability so important?"** – after all, for a writer it's the meaning that matters - but I'm quickly made to realise that a mistyped entry in a database can make whole bodies of information non-retrievable. One cannot systematise nor second guess mistakes. So, what BDS do and do so well is vital for the smooth running of a library.

"Doesn't information go out of date?" I ask.

"The beauty of working with BDS is that information is updated daily and in advance. Catalogues are dynamic, they change on a daily basis, and so we need a dynamic data supplier that keeps up with change." While saying this, Catherine picks up a book from Cathey Risbey's desk. I note that it is on Shakespeare and Sherlock Holmes. **"Let's do some detective work to show you where the information that BDS supplies can lead."**

Cathey brings up the MARC record supplied by BDS. It is certainly comprehensive. ISBN, Dewey, author, title, physical description, synopsis... Catherine then logs onto the second computer and shows me how the BDS data ends up in the Westminster catalogue.

"I can follow any of these links, for example Sherlock Holmes, and find other books relating to the Baker Street detective. However, on this occasion, I am going to follow another line of enquiry, the series in which this book was issued."

Catherine clicks on **"Studies in English Literature"** and a list rolls down the screen. **"All the information on the titles in this series would be supplied by BDS. Here's one about William Blake: 'Songs of Experience.'"**

Click.

"Here is the author," Catherine points to the screen, **"do we have more works by him?"**

Click. Another list rolls down the screen.

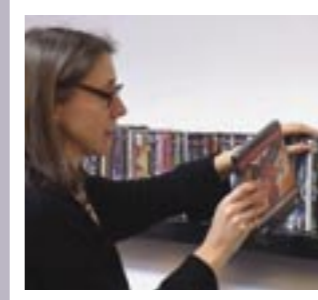
"Where is he? In what branch, in what section?"

Click.

"We can find whoever or whatever we want but it all relies on quality data without errors. That is what BDS supply."

"The data we receive from BDS builds and enhances our catalogue. The data is consistent and perhaps most importantly it is reliable".

Accurate data, I realise, is much more important than I had thought. When used by experts such as Catherine Cooke and Cathey Risbey, and all the staff who work at Westminster Libraries, it makes the service offered to the public first class. As an author, I know I can rely on BDS to create data about my books that is reliable and informative; as a reader, thanks to BDS, I know I can find the book I want or need.



A Brand is Born:

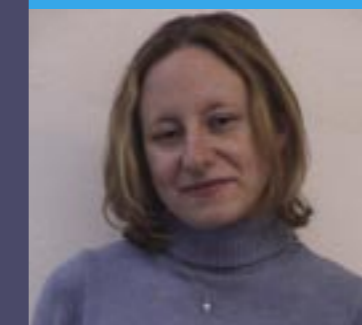


You will have noticed in this BDS **mediata**news that we are using **mediata** to brand BDS products. This is something we hope to develop over the coming months to help you, our customers, appreciate the range of products and services that BDS offers and is developing. In this current edition of BDS **mediata**news you will read about our new **movingmediata** database of DVDs and VHS tapes, and the title of our new quarterly newsletter also reflects the branding.

mediata is a combination of media and data, a statement of our commitment to provide you with the best quality data and our mission to catalogue the varied media that you use on a daily basis. Yes, we are branching out from being a bibliographic data service into other media. We feel the experience we have gained in working with you over the past nine years should be put to good use for both our customers and ourselves.

Of course, we retain our literary roots: **mediata** is a pun on being in the middle, on resolving the differences between the huge body of facts and information in the world at large and the specific needs of our clients. BDS thrives on being a mediator!

Getting to Know You



Claire Dowbekin

Do you want to know more about BDS and its products? Do you wish to see for yourself the quality of MARC records that BDS offers a library cataloguing system and the ways that data can be delivered? Do you wish more information on ways that the data BDS supplies can be used?

My name is Claire Dowbekin. I am United Kingdom Library Manager working at Nielsen Book Data. I represent BDS throughout the UK and the Republic of Ireland so, if you want to ask any of the above questions or, as an existing BDS customer you have enquiries, please feel free to contact me.

As more library services appreciate the quality, reliability and consistency of the data that derives from BDS, I will be travelling the country to meet with you and promote our products. BDS and Nielsen Book Data provide complementary services, which build a complete package for libraries.

I can show you examples of BDS aggregated MARC records, discuss the two modes of delivery to your system and demonstrate through trials how well it works. I also have information on BDS's exciting new **movingmediata**, a comprehensive database of current DVDs and VHS tapes. This is also available in MARC format and, like the bibliographic service, is set to save you time, money and ensure catalogue accuracy.

Claire Dowbekin can be contacted by telephone on 020 8843 8614 or by email at claire.dowbekin@bookdata.co.uk



Business Development Director Eric Green congratulates Cleve Vine on his appointment to the position of Chairman

New Direction for BDS Board

Following the resignation from the BDS Board of Chairman Dennis Middleton in December 2003, Cleve Vine, formerly Book Data's Deputy Managing Director, has been appointed to this position with effect from 1 January 2004. Cleve Vine has a long association with the Company, having first joined the Board in 1997 as the representative of shareholder Book Data.

Commenting for BDS, Managing Director Lesley Whyte said, "Dennis Middleton served on the Board for two and a half years, and guided us through a period of transition. We are all grateful for his contribution. Now we look forward to working closely with Cleve Vine in his new role to develop services and products to meet the needs of libraries and the wider community in the industry".

Cleve Vine said, "I am happy to be taking on this role at a tremendously important time in the Company's history. BDS has done an excellent job in setting very high standards for the provision of book information for the library community.

With the recent acquisition of Parafax video and DVD database it is our aim to extend our range of services. By working co-operatively with our customers and other information providers we plan to introduce new products to bring added efficiency to libraries, wholesalers, retailers and e-tailers".

Main Contacts at BDS



Lesley Whyte, Managing Director

Lesley was one of the founder directors of BDS. After working as a technical services librarian in the University of London, she moved to a library bookselling career in her native Scotland. Her experience there led to the concept behind BDS. Lesley's main responsibilities within BDS are sales and operations.

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Eric Green, Business Development Director

Eric was also a founder director of BDS. He started his career working in library bookselling where he ran the IT Department. Within BDS his main areas of responsibility are IT and finance. He is also the director responsible for business and product development.

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Anne Mellor, Cataloguing Manager

Anne has worked at BDS since its creation in 1995. She is responsible for managing the process of getting all the pre-publication information and books to the point where records are ready to be sent out and used by our clients. Anne represents BDS on a number of professional committees: CILIP British Library Committee, Dewey Committee and CIGS Committee.

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Lesley Creamer, Data Manager

Lesley is the company expert in data formats, including MARC21 and ONIX. Like Eric and Lesley, she worked for many years in library bookselling following a career in public libraries. Lesley represents BDS on the Cataloguing and Indexing Group Committee, the BIC Metadata Committee and the BIC Technical Subgroup.

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We hope you have enjoyed reading issue one of **mediatane**ws. We aim to produce two printed issues per year and two further **mediatane**ws e-updates, which will also be available in print on request.

BDS **mediatane**ws will keep you informed about what is happening and whom to contact at the BDS offices in Dumfries and London. It will carry articles about developments in our industry as well as letting you comment on our services.

We would like **mediatane**ws to be informative and entertaining so please give us feedback on this and subsequent issues, and feel free to suggest articles that you would like to see in print.

If you wish to receive **mediatane**ws e-updates in print as well as electronically, email lesley.whyte@bibdsl.co.uk.