Digital Object Identifiers:

Building Blocks to Implementation

BookExpo America
May 30, 2003

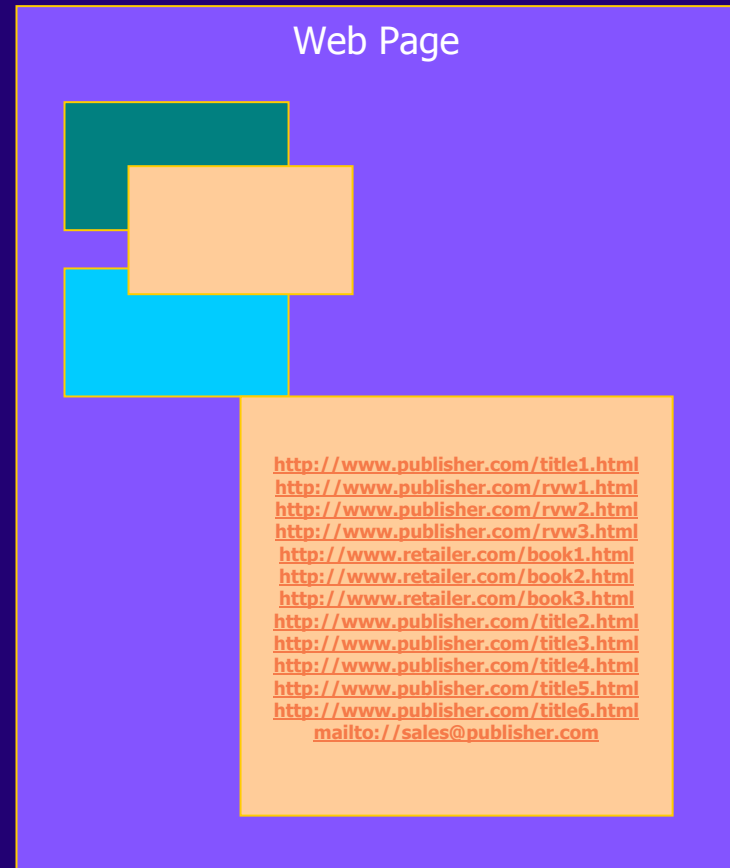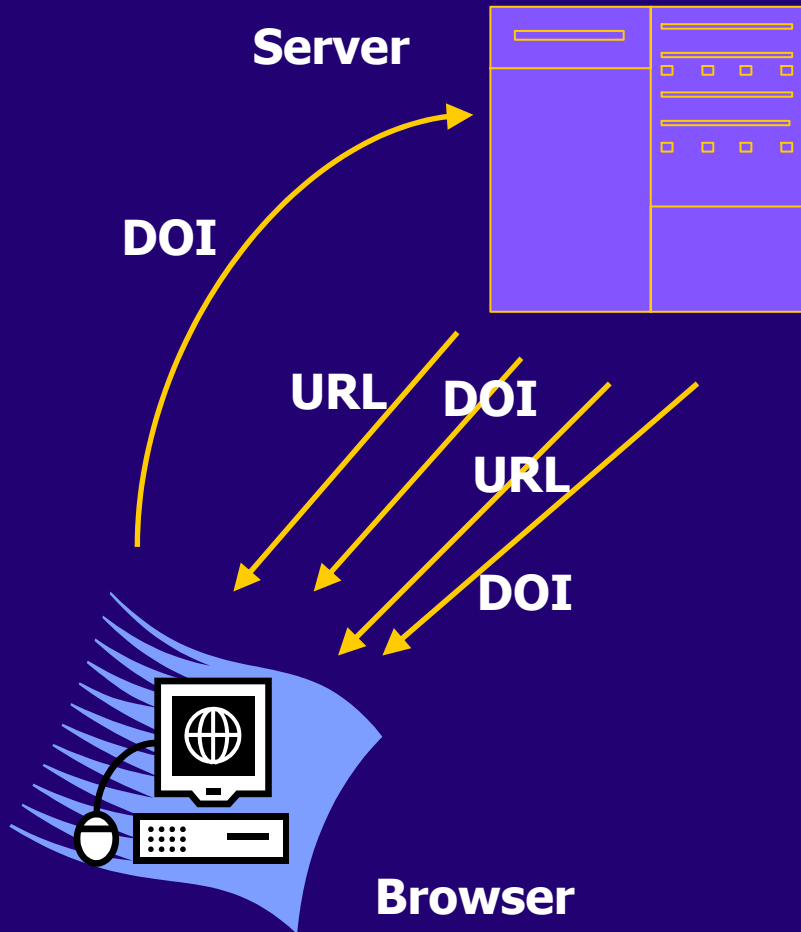**Ken Brooks, President**
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Marketing uses for the DOI are based on a few key characteristics

- **The DOI persistently identifies a piece of content regardless of how frequently its location changes.**

- **The DOI allows for dynamic updates of links and information related to the piece of content identified.**

- **The DOI can be used anywhere the item is mentioned: web, Word, Excel, PDF, etc.**

- **The DOI facilitates one-click purchase – reducing the barriers between impulse and buy.**

A key piece of technology underpinning the DOI is the "multilink"

Server

DOI

URL **DOI**

URL

DOI

Browser

Web Page

http://www.publisher.com/title1.html
http://www.publisher.com/rvw1.html
http://www.publisher.com/rvw2.html
http://www.publisher.com/rvw3.html
http://www.retailer.com/book1.html
http://www.retailer.com/book2.html
http://www.retailer.com/book3.html
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http://www.publisher.com/title6.html
mailto://sales@publisher.com

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Implementation requires four building blocks
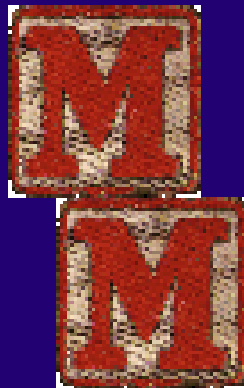
 (Metadata)

Implementation requires four building blocks

(Multilink)

(Metadata)

Implementation requires four building blocks

R (Registration)

M (Multilink)

M (Metadata)

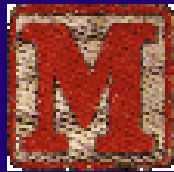# Implementation requires four building blocks

S (Software)

R (Registration)

M (Multilink)

M (Metadata)

P PUBLISHING DIMENSIONS

Metadata

Metadata both identifies the content uniquely and is the basis for generating multilinks

Metadata Needed

Bibliographic Data
- Title
- Author
- Subject
- Existing identifier (ISBN, database accession number, etc.)

Extended Bibliographic Data
- Author bio / author site
- Reviews
- Additional subjects (keywords)

Source

- Catalog information
- Order processing system
- Title database (!)
- Amazon or B&N data feed

Format

- Excel
- XML (ONIX, PRISM, etc.)
- Home brew conversion

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Multilinks

The multilinks determine the context for readers and the density of interlinking...the nice thing is it can be easily changed!

Trade publisher
- Catalog page
- Other books by...
- Other books like...
- Reviews, samples, author info
- E-mail to...
- Purchase information

Professional publisher
- Catalog page
- Other books by...
- Other books like...
- Reviews, samples, author info
- Purchase information

Educational publisher
- Catalog page
- TOC
- Supplemental materials
- Other books like...
- For further study...
- Reviews, samples, author info
- Purchase information

Direct response publisher
- Catalog page
- Other books like...
- Reviews, samples, author info
- E-mail to...
- Subscribe

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Registration

Registration is the process of packaging metadata and multilinks and setting them up with a registration authority

XML

Multilinks

Metadata

Registration Authority

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Software

For full effect software must be implemented to capture the returned multilinks and display them for users (and search engine spiders!).

- **Allows deep linking in and out**
- **Enhances the user experience on the site**
- **Makes user navigation more productive, reducing the number of clicks**
- **Reduces cost of maintaining the site**
- **Software comes in many flavors (Java, Perl, XSL) useful in virtually all environments**

PUBLISHING
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Implementation requires four building blocks

(Software)

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