

Press Release by mEDRA (www.medra.org)

ISBN-A launched in Italy

mEDRA is pleased to announce that from November, 3rd, 2008 the ISBN-A is available to publishers in the Italian speaking area (Italy, Italian Swiss, Vatican City, S. Marino Republic).

ISBN-A combines the familiarity of the ISBN with the innovation of the DOI in a new powerful marketing tool 100% controlled by the publisher.

The service is directly managed by the Italian ISBN Agency and relies on mEDRA technological infrastructure for DOI registration.

In order to support publishers in assigning the ISBN-A to their titles, specific tools have been integrated in the newly released ISBN Agency web-based platform (www.isbn.it) that allows publishers to manage and communicate bibliographic information according to ONIX for Books standard format.

For each ISBN-A the publisher can define an ad hoc set of relevant information and services to be displayed to the final user whenever a title assigned with an ISBN-A - being a printed book, an e-book or any other publication with an ISBN - is cited and referenced over the Internet. Thus, by exploiting the DOI multiple resolution features, the ISBN is turned into a one-click gateway to enhance the "book" experience.

Moreover, while the ISBN-A identifies a title once and forever, the related set of relevant information may be dynamically modified the publisher any time in the title lifecycle, according to its own marketing strategies:

- to convey in a single access point reading samples, press releases, interviews, reviews;
- to provide direct purchase from selected on line retailers;
- to provide the reader with a choice of alternative formats of the same title;
- to build a reader-community by linking to the ISBN-A widgets, blogs, social networks add on tools, podcasting;
- to redirect to print on demand, rights clearance services and better exploit the long tail effect.

"All these services are directly controlled by the publisher through the ISBN-A" says Piero Attanasio, CEO of mEDRA "even when titles are hosted by third parties' platforms. I think that the use of ISBN-A within Google Book Search is a good example of how ISBN-A gives publishers back the full control on their titles all over the book value chain: once users discover a title within GBS, they get access to ad hoc information and services related to that title, selected and updated by the publisher himself simply by clicking on the ISBN-A".

The launch of the service on the Italian market follows the ISBN-A piloting phase in the German-speaking market carried on with MVB which led to the assignment of the ISBN-A to all the titles included in the Libreak! platform.