
**Information and documentation —
Statistics on the production and
distribution of books, newspapers,
periodicals and electronic publications**

*Information et documentation — Statistiques relatives à la production et
à la distribution de livres, de journaux, de périodiques et de publications
électroniques*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 9707 was prepared by Technical Committee ISO/TC 46, *Information and documentation*, Subcommittee SC 8, *Quality — Statistics and performance evaluation*.

This second edition cancels and replaces the first edition (ISO 9707:1991), which has been technically revised to take account of the developments in electronic publishing.

Introduction

This International Standard aims at giving guidance to the international publishing community on the keeping of publishing statistics. Its first edition was largely based on the UNESCO *Revised recommendations concerning the international standardization of statistics on the production and distribution of books, newspapers and periodicals*^[6] and compiled with the close cooperation of UNESCO. These recommendations, adopted by the UNESCO General Conference at its twenty-third session in Sofia on 1 November 1985, are currently under revision and will need to be considered in future revisions of this International Standard.

This revision primarily focuses on integrating the economic and technological changes in the media sector, and especially in the publishing industry. The scope of this International Standard has been enlarged to cover statistics on the production of electronic publications. This revision does not provide methods to collect statistical data on the distribution of electronic media nor the emerging field of print on demand; it is intended that these sections in particular be addressed in the next revision.

There is a need for statistics produced by different countries to be directly comparable. Statistical data in the publishing sector, being generally collected by different institutions such as publishers' associations, statistical offices and national libraries, indicate a particular need for joint reporting procedures. This International Standard continues to harmonize the definitions and procedures of data collection with other International Standards (see the Bibliography).

The definitions presented in this International Standard are designed for statistical purposes only.

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Information and documentation — Statistics on the production and distribution of books, newspapers, periodicals and electronic publications

1 Scope

This International Standard gives guidance on the keeping of national statistics to provide standardized information on various aspects of the production and distribution of printed, electronic and micro-publications (essentially books, newspapers and periodicals). In addition, this International Standard provides recommendations on subject classification (see Annex A).

This International Standard is not applicable to the following types of publication:

- a) publications issued for advertising purposes, where the literary or scientific text is subsidiary and where the publications are distributed free of charge, including
 - 1) trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising, and
 - 2) publications advertising products or services supplied by the publisher, even though they might describe activities or technical progress in some branch of industry or commerce;
- b) publications considered to be of a transitory character; typical examples are
 - 1) timetables, price-lists, telephone directories,
 - 2) programmes of entertainments, exhibitions, fairs,
 - 3) company regulations, reports and directives and circulars,
 - 4) calendars, and
 - 5) electronic texts under development;
- c) publications in which the text is not the most important part, including
 - 1) printed music documents where the music is more important than the words, and
 - 2) maps and charts (with the exception of atlases), e.g. astronomical charts, hydrographical and geographical maps, wall maps, road maps, geological surveys in map form and topographical plans.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1

ancillary printer

person or organization for which printing is a subsidiary activity

EXAMPLES Academies, universities, scientific, political, religious, sports and other organizations, economic and commercial institutions.

2.2

ancillary publisher

person or organization for which publishing is a subsidiary activity

EXAMPLES Academies, universities, scientific, political, religious, sports and other organizations, economic and commercial institutions.

2.3

bibliographic unit

document in print or non-print form forming an independent unit in a bibliographic system

2.4

book

non-electronic monographic publication of at least 49 pages exclusive of the cover pages

NOTE 1 Adapted from Reference [6], Clause 11 (a).

NOTE 2 Microforms are included.

2.5

circulation figure

average number of copies of a publication sold and/or otherwise distributed over a specified period

2.6

content unit

computer-processed uniquely identifiable textual or audiovisual piece of published work that may be original or a digest of other published work

NOTE 1 Adapted from **item** in COUNTER code of practice, Release 2004 [7].

NOTE 2 Descriptive records are excluded.

NOTE 3 PDF, Postscript, HTML and other formats of the same content unit will be counted as separate items.

[ISO 2789:2006, 3.2.9]

2.7

database

collection of electronically stored descriptive records or content units (including facts, texts, pictures, and sound) with a common user interface and software for the retrieval and manipulation of the data

NOTE 1 The content units or records are usually collected with a particular intent and are related to a defined topic. A database can be issued on CD-ROM, diskette, or other direct access method, or as a computer file accessed via dial-up methods or via the Internet.

NOTE 2 Adapted from ISO 2789:2006, 3.2.10.

2.8

digital document

information unit with a defined content that has been digitized or was originally produced in digital form

NOTE 1 This includes eBooks, electronic patents, networked audiovisual documents and other digital documents, e.g. reports, cartographic and music documents, preprints, etc. Databases and electronic serials are excluded.

NOTE 2 Items incorporated in databases are covered by 2.7.

NOTE 3 A digital document can be structured into one or more files.

NOTE 4 A digital document consists of one or more content units.

NOTE 5 Adapted from ISO 2789:2006, 3.2.12.

2.9**document**

recorded information or material object which can be treated as a unit in a documentation process regardless of its physical form and characteristics

NOTE Adapted from ISO 5127:2001, 1.2.02.

2.10**electronic book****eBook**

digital document in which searchable text is prevalent, and which can be seen in analogy to a print book or pamphlet

NOTE 1 The use of eBooks is in many cases dependent on a dedicated device and/or a special reader or viewing software.

NOTE 2 Adapted from ISO 2789:2006, 3.2.15.

2.11**electronic publication**

document published in digital format for access via the World Wide Web or on a physical carrier (e.g. CD-ROM, DVD)

NOTE For the purposes of this International Standard, electronic publications comprise electronic serials (2.12), eBooks (2.10) and databases (2.7).

2.12**electronic serial**

serial published in electronic form only or in both electronic and another format

NOTE Adapted from ISO 2789:2006, 3.2.17.

2.13**first edition**

first publication of an original or translated document

NOTE Adapted from Reference [6], Clause 11 (c).

2.14**government document**

document published at government expense or as required by law or by an international agency (e.g. United Nations, European Union and UNESCO)

NOTE 1 Confidential documents and documents for internal distribution are not included.

NOTE 2 Adapted from ISO 2789:2006, 3.2.20.

2.15**house organ**

publication intended for the personnel of an organization or for its clients

2.16**ISBN****International Standard Book Number**

unique number which identifies internationally the edition, title, volume and publisher of a monographic publication

NOTE 1 Printed, micro and electronic forms of the same monographic title are usually assigned different ISBNs.

NOTE 2 Adapted from ISO 2108:2005, 3.6.

2.17

ISSN

International Standard Serial Number

eight-digit number, including a check digit and preceded by the alphabetic prefix ISSN, assigned to a continuing resource by the ISSN network

NOTE 1 Print, micro and electronic forms of the same serial title are usually assigned different ISSNs.

NOTE 2 The French term is ISSN, Numéro international normalisé des publications en série.

NOTE 3 Adapted from ISO 3297:2007, 2.4.

2.18

microform

photographic document bearing micro images that require magnification to be used

NOTE Adapted from ISO 6196-1:1993, 01.02.

2.19

monograph

document in print or non-print form, either complete in one volume, or complete (or intended to be completed) in a finite number of volumes

NOTE 1 Usually contains a detailed and complete study of a particular subject.

NOTE 2 Monographs are subdivided into books and pamphlets.

NOTE 3 Adapted from ISO 5127:2001, 2.4.02.

2.20

monographic series

set of monographs related to other monographs through the addition of a collective title

2.21

national bibliography

bibliography in which documents published in a single country are recorded and described

NOTE In some countries, the national bibliography also covers foreign publications relative to the country and also the works by their nationals which are published abroad.

2.22

newspaper

serial which contains news on current events of special or general interest, the individual parts of which are listed chronologically or numerically and appear usually at least once a week

NOTE 1 Print newspapers usually appear without a cover, with a masthead, and are normally printed on newsprint.

NOTE 2 Microforms and electronic newspapers are included.

2.23

pamphlet

non-electronic monographic publication of at least five but not more than 48 pages, exclusive of the cover pages

NOTE 1 Microforms are included.

NOTE 2 Adapted from Reference [6], Clause 11 (b).

2.24**periodical**

serial under the same title published at regular or irregular intervals over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated

NOTE 1 Annuals are included; newspapers and monographic series are excluded from the definition.

NOTE 2 Microforms are included.

2.25**personnel**

all persons engaged in a given organization, including employer(s), employees or self-employed persons

2.26**physical unit**

physically coherent document, inclusive of any protective devices, freely movable with respect to other documents

NOTE 1 Coherence can be achieved, for example, by binding or encasement.

NOTE 2 For printed documents, the term "volume" is used for the physical unit.

NOTE 3 Adapted from ISO 2789:2006, 3.2.34.

2.27**print on demand**

computer-processed printing of a book or pamphlet in unlimited quantities as requested

2.28**printed document**

document in which the characters, pictures and drawings are reproduced by any method of mechanical impression or computer printing

NOTE This excludes documents in microform.

2.29**printed music document**

document, the essential content of which is a representation of music, normally by means of notes

NOTE A printed music document can be in sheet or codex form.

2.30**printing house**

person or organization whose predominant activities are the material operations of printing a document

NOTE See also 2.1.

2.31**publication**

document, usually published in a given country in multiple copies, and offered for distribution

2.32**publisher**

person or organization whose predominant activity is to commission, create, collect, validate, host and distribute information in printed and/or in electronic form

NOTE 1 Adapted from Reference [7], Clause 3.

NOTE 2 See also 2.2.

2.33

publishing

production and dissemination of documents for public use

NOTE Promotional materials typically given away free of charge (e.g. political leaflets, advertisement sheets) are not included.

2.34

re-edition

publication distinguished from previous editions by changes made in the contents (revised edition) or layout (new edition) and which requires a new ISBN

NOTE Adapted from Reference [6], Clause 11 (d).

2.35

reprint

new impression unchanged in physical form, contents and layout, apart from correction of typographical errors in previous impressions and which does not require a new ISBN

2.36

school textbook

book prescribed for pupils receiving education at the primary and secondary level

NOTE This includes elementary and secondary education.

2.37

serial

document in print or in non-print form, issued in successive parts, usually having numerical or chronological designations, and intended to be continued indefinitely, whatever its periodicity

NOTE 1 Monographic series are excluded; they are counted as books.

NOTE 2 For the purposes of this International Standard, serials are subdivided into newspapers and periodicals.

NOTE 3 Adapted from ISO 2789:2006, 3.2.36.

2.38

thesis

document reporting the author's research and findings and submitted by the author in support of candidature for a degree or professional qualification

2.39

title

words at the head of a document thus identifying it and normally distinguishing it from others

NOTE 1 For measuring purposes, "title" describes a document which forms a separate item with an individual title, whether issued in one or several physical units.

NOTE 2 Printed and electronic titles can be different for each title.

NOTE 3 Adapted from ISO 5127:2001, 4.2.1.4.01.

2.40

turnover

amount in national currency of gross income attributable to a specific activity

3 Statistics on books and pamphlets

3.1 General

The statistics on books and pamphlets referred to in this International Standard cover books and pamphlets as defined in 2.4 and 2.23, respectively. In general, such publications should be included in the national bibliographies of the various countries with the exception of publications listed in Clause 1.

3.2 Publications to be included

The following types of publication shall be included in statistics on non-electronic books, pamphlets and electronic books:

- a) fiction and non-fiction books;
- b) government documents except for those that are confidential or intended for internal distribution only;
- c) school textbooks;
- d) theses (published as monographs);
- e) parts of monographic series that constitute separate bibliographic units;
- f) illustrated works as follows:
 - 1) collections of prints, reproductions of works of art, drawings, etc., when such collections form complete volumes, and when the illustrations are accompanied by an explanatory text, however short, referring to these works or to the artists themselves;
 - 2) albums, illustrated books and pamphlets written in the form of continuous narratives, with pictures illustrating certain episodes;
 - 3) albums, portfolios and picture-books for children;
 - 4) comic books.

NOTE For publications generally excluded from these statistics, see Clause 1.

3.3 Statistics on production

3.3.1 Principles of data collection

The following principles shall be applied when reporting statistics on the production of books and pamphlets and electronic books.

- a) In the case of a work which has a single title and is published in several volumes over several years, the statistical unit shall be taken to be the title, counted annually, irrespective of the number of volumes published.
- b) In the following cases, the volume, rather than the title, shall be taken to be the statistical unit:
 - 1) if two or more separate works appear under the same cover as a single publication (e.g. complete works of an author, selected plays by various authors), or
 - 2) if a work appears in several volumes, each volume having a different title and forming a separate whole.
- c) Different language versions of the same title published in a given country shall be considered as distinct statistical units (the percentage of titles that are translated versions shall be given).

- d) Reprints shall be counted as copies of a single title, not as several titles.
- e) Re-editions shall be counted as separate titles.
- f) Free Internet publications shall be included as a statistical unit if they are given an ISBN.

3.3.2 Presentation of statistical data

3.3.2.1 General

Statistics on the production of books, pamphlets and electronic books shall report

- the total number of titles of books, pamphlets and electronic books produced, and
- the total number of copies of books and pamphlets produced.

Depending on the type of information required, these statistics should be subdivided into the categories listed in 3.3.2.2 to 3.3.2.6.

3.3.2.2 Type and subject

Statistics on the production of titles and copies should, initially, be classified according to the classification as given for information in Annex A.

3.3.2.3 Form

Statistics relating to form should be organized in the following subcategories:

- print;
- electronic;
- microform.

3.3.2.4 Volume

Statistics relating to type of volume should be organized in the following subcategories:

- books;
- pamphlets.

3.3.2.5 Language

Statistics relating to language should be organized in the following subcategories:

- produced in original language;
- produced in language of publication (for translations only);
- works in two or more languages.

3.3.2.6 Order of publication

Statistics relating to order of publication should be organized in the following subcategories:

- first editions;
- re-editions.

3.4 Statistics on distribution

3.4.1 Principles of data collection

The principles in 3.3.1 apply.

NOTE The distribution of electronic newspapers and periodicals is not covered in this International Standard (see the Introduction).

3.4.2 Presentation of statistical data

3.4.2.1 General

The following data shall be reported:

- a) the total number of copies sold in retail, subcategorized as
 - 1) the number of copies of foreign publications imported, and
 - 2) the number of copies of domestic publications sold abroad;
- b) the total turnover of copies sold in retail [national currency, including value added tax (VAT)], subcategorized as
 - 1) the turnover of copies of foreign publications imported [national currency, including value added tax (VAT)], and
 - 2) the turnover of copies of domestic publications sold abroad [national currency, including value added tax (VAT)].

Depending on the type of information required, these statistics should be subdivided further in the categories given.

3.4.2.2 Type and subject

The classification in 3.3.2.2 applies.

3.4.2.3 Selling points (retail outlets)

Selling points (retail outlets) shall be classified as follows:

- a) bookshops;
- b) department stores/supermarkets;
- c) news-stands/bookstalls/stationers;
- d) book clubs/mail-order businesses;
- e) online bookstores;
- f) publishers (direct sales);
- g) others.

4 Statistics on newspapers and periodicals

4.1 General

The statistics on newspapers and periodicals referred to in this International Standard cover publications as defined in 2.22 and 2.24 respectively. These statistics refer to publications published in a given country. In general, such publications should be included in the national bibliographies of the various countries with the exception of publications listed in Clause 1.

4.2 Publications to be included

The following types of publication shall be included in statistics of newspapers and periodicals:

- a) all types of newspapers;
- b) government periodicals, except for those that are confidential or intended for internal distribution only;
- c) academic and scientific periodicals, e.g. university periodicals, publications of research institutes and other learned or cultural societies;
- d) periodicals of professional, trade union, political or sports organizations, etc., even if they are distributed only to their own members;
- e) periodicals appearing annually or less frequently;
- f) periodicals aiming at specific religious groups;
- g) school periodicals;
- h) house organs;
- i) entertainment, radio and television programme guides, if published in periodical form, possibly with literary text presenting or commenting on some of the programmes.

NOTE For publications generally excluded from these statistics, see Clause 1.

4.3 Statistics on production

4.3.1 Principles of data collection

The following principles shall be applied when reporting statistics on the production of newspapers and periodicals.

- a) Newspapers and periodicals in the following categories shall be taken to be a single statistical unit:
 - 1) provincial or local editions of the same newspaper if they are not substantially different from the main edition in news or editorial content (a difference only in title or in the local news pages does not justify classification as a separate newspaper);
 - 2) newspapers/periodicals and their supplements if they are not distributed separately.
- b) Newspapers and periodicals in the following categories shall be taken to be separate statistical units:
 - 1) provincial or local editions that differ substantially from the main edition in news or editorial content;
 - 2) special editions;

- 3) morning and evening dailies, provided that they have separate titles or constitute separate legal entities;
 - 4) different language editions of the same publication published in the same country;
 - 5) supplements distributed separately.
- c) Free Internet publications shall be included as a statistical unit if they are given an ISSN.

4.3.2 Presentation of statistical data

4.3.2.1 General

Statistics on the production of newspapers and periodicals shall provide the following data:

- total number of newspaper titles;
- total number of newspaper copies produced;
- total number of periodical titles;
- total number of periodical copies produced.

The additional subcategories given in 4.3.2.2 to 4.3.2.5 may be applied if necessary.

4.3.2.2 Form

Statistics relating to form may be organized in the following subcategories:

- a) print;
- b) electronic;
- c) microform.

4.3.2.3 Language

Statistics relating to language may be organized in the following subcategories:

- a) produced in a single language;
- b) bilingual or multilingual editions.

4.3.2.4 Frequency

Statistics relating to frequency may be organized in the following subcategories:

- a) newspapers published
 - 1) daily, i.e. at least four times a week, and
 - 2) non-daily, i.e. three times a week or less frequently;
- b) periodicals published
 - 1) at least four times a week,
 - 2) one to three times a week,
 - 3) two or three times a month,

- 4) from eight to twelve times a year,
- 5) from five to seven times a year,
- 6) from two to four times a year,
- 7) once a year or at longer intervals, and
- 8) irregularly.

4.3.2.5 Target group for periodicals

Statistics relating to the target group for periodicals may be organized in the following subcategories:

a) periodicals aimed at the general public:

- 1) illustrated periodicals providing news and reporting, i.e. illustrated periodicals that essentially report and comment upon current events and that devote considerable space to pictures;
- 2) political, philosophical, religious and cultural periodicals, i.e. periodicals that essentially participate in the expression of ideas, political discussions and cultural research, and which may well have a specific or partisan focus;
- 3) women's and men's periodicals and family periodicals, i.e. illustrated periodicals aimed at a specifically female, male or family readership, lacking any other specific or partisan focus and that devote considerable space to pictures [hence, for example, excluding feminist reviews which would be classified as political in 2)];
- 4) periodicals that essentially provide practical, legal and technical information on everyday matters, e.g. health care, food consumerism, taxation;
- 5) periodicals for young people and children, including comics and picture periodicals;
- 6) radio, television and cinema periodicals, i.e. periodicals that essentially provide information and commentaries on radio, television and cinema programmes, together with appropriate media-related information of topical and technical interest;
- 7) periodicals devoted to tourism, travel, leisure activities and sport, i.e. periodicals that essentially provide information on specific activities within this category;
- 8) popular historical and geographical periodicals;
- 9) popular scientific and technical periodicals, i.e. periodicals intended essentially for general readership (not aimed at specific training, qualifications or occupation) that give simplified scientific and technical information regardless of the discipline involved, e.g. mathematics, natural sciences, medicine, information technology;
- 10) other periodicals including government periodicals (aimed at the general public);

b) periodicals for a specific readership:

- 1) professional periodicals, e.g. technical, scientific and research;
- 2) trade union, political party, association periodicals, etc.;
- 3) mutual benefit society periodicals;
- 4) house organs;
- 5) periodicals aiming at specific religious groups;
- 6) government periodicals (for a specific readership).

4.4 Statistics on distribution

4.4.1 Principles of data collection

The following principles shall be applied when collecting statistics on the circulation of newspapers and periodicals in print and microform:

- a) statistics on the number of copies circulated shall exclude the number of unsold copies (returns);
- b) circulation figures shall show the average daily circulation for daily publications or the average circulation per issue for non-daily publications.

NOTE This International Standard does not provide methods for collecting data on the distribution of electronic newspapers and periodicals (see the Introduction). For publications generally excluded from these statistics, see Clause 1.

4.4.2 Presentation of statistical data

The following data shall be collected:

- a) the total number of copies sold directly and, of those, the number of copies sold abroad;
- b) the total number of copies sold by subscription and, of those, the number of copies sold abroad;
- c) the total number of copies distributed free of charge.

5 Statistics on the production of databases

5.1 General

These statistics refer to databases published in a given country. In general, such publications should be included in the national bibliography of the country.

NOTE The distribution of databases is not covered in this International Standard (see the Introduction). For publications generally excluded from these statistics, see Clause 1.

5.2 Principles of data collection

Free Internet publications shall be included if they are given an ISSN or ISBN. The ISSN can be the same as for the parallel title in non-electronic format.

5.3 Presentation of statistical data

Statistics on the production of databases shall provide the following statistical data:

- a) the total number of database titles produced for networked access;
- b) the total number of database titles produced on physical carriers (e.g. CD-ROM, DVD).

6 Statistics on the publishing industry

6.1 General

Statistics on publishers and/or printing houses shall show for the country the total number of organizations engaged in publishing and/or printing activities. The data are generally available from publishers' or printers' associations.