

# Striving for standardization – Metadata at De Gruyter

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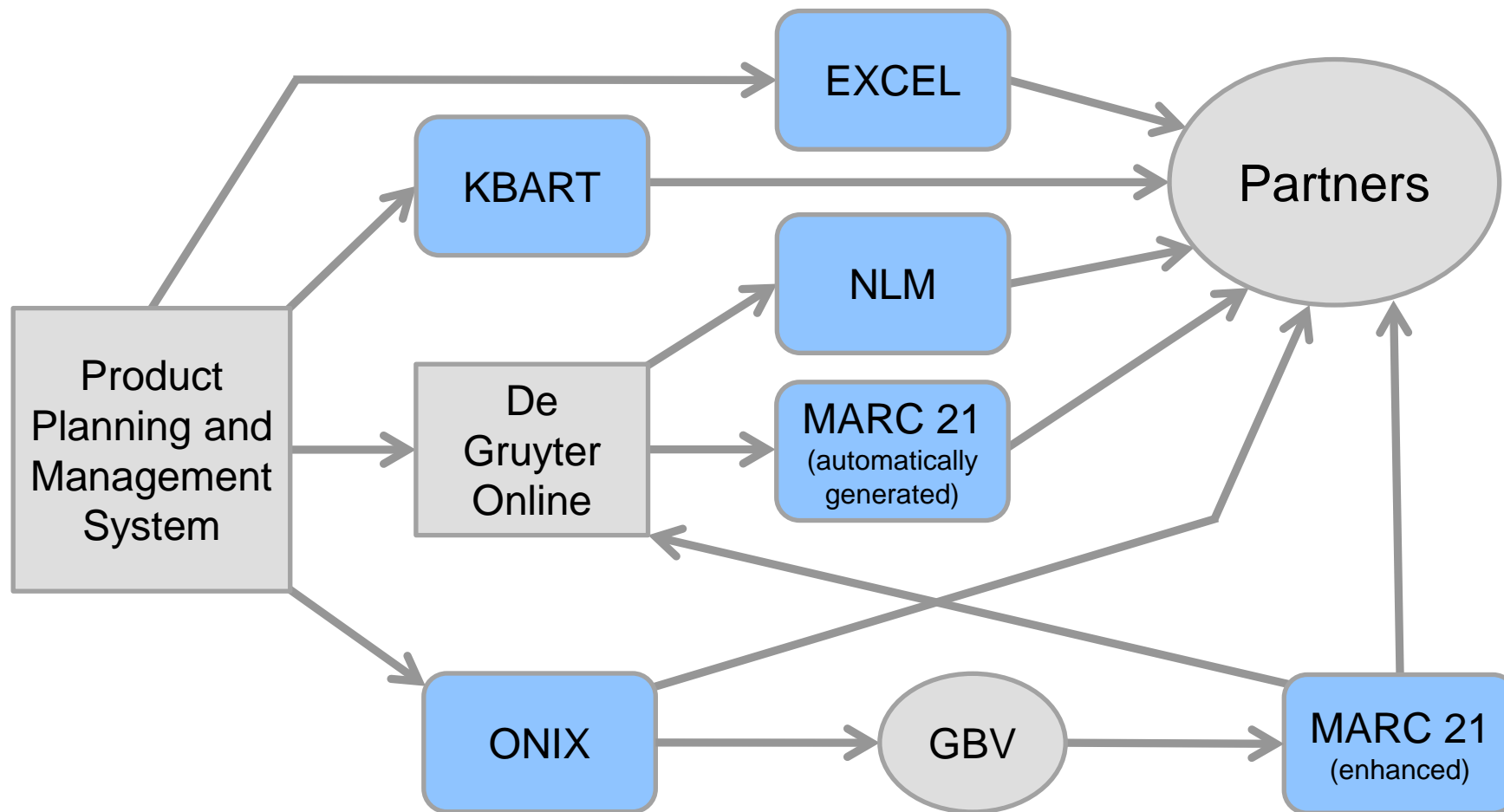
## Metadata at De Gruyter

- Metadata is essential to our business
  - Key to our product planning and management system
  - Deposited to aggregators for visibility and to our customer base
  - Semantic search on De Gruyter Online
- Customers need metadata to find and navigate our content

## Metadata Workflow

- Metadata is used in all stages of our product workflow
- De Gruyter is simultaneously the main producer and distributor of metadata
- Metadata is created in different places, e.g.:
  - Entered into product planning and management system in production process
  - Generated by semantic enrichment routines
  - Created manually by editorial for specialized products like databases

## Metadata Formats and Distribution – Example



## Standardization

- We would rather spend time on Linked (Open) Data formats and other more exciting metadata applications, but the general commodities take up most of our time and resources
- We need to get the point of developing a standardized way of dealing with metadata in publishing that everyone can get behind
- Standardization is crucial for process efficiencies and integration throughout the supply chains

# Thank you for your attention

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