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

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*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.

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.

International Standard ISO 9707 was prepared by Technical Committee ISO/TC 46, *Information and documentation*, Sub-Committee SC 8, *Statistics*.

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Annex A of this International Standard is for information only.

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Introduction

This International Standard is based on the UNESCO *Revised recommendations concerning the international standardization of statistics on the production and distribution of books, newspapers and periodicals* [10]¹⁾, adopted by the General Conference at its twenty-third session, in Sofia, on 1 November 1985, and has been compiled with the close cooperation of UNESCO.

This International Standard aims at giving guidance to the international publishing community on the keeping of publishing statistics. The close cooperation between UNESCO and ISO in formulating this International Standard has as its objective the coordination of the International Standard and the UNESCO Recommendation, so as to minimize any possible confusion.

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It is to be expected that, if publishers comply with the recommendations of this International Standard, the completion of the UNESCO questionnaire, and other questionnaires relating to publishing, will be relatively straightforward. In addition, statistics thus produced by different countries should be directly comparable.

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The scope of this International Standard has been broadened to include micropublications and electronic publications.

The section on the statistics of electronic publications has not received the extended treatment given to the other sections, because it is still in its infancy. It is anticipated that the section on electronic publications could be revised in future, since an opportunity for revision is given every five years.

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

1) Bibliographic references [1] to [10] are shown in annex A.

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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 statistics to provide standardized information on various aspects of the production and distribution of printed, electronic and micro-publications (essentially books, newspapers and periodicals).

For the purposes of this International Standard, the following types of publications are excluded:

- a) **Publications issued for advertising purposes**, provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge; these include:
- trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising;
 - publications advertising products or services supplied by the publisher, even though they may describe activities or technical progress in some branch of industry or commerce.
- b) **Publications considered to be of a transitory character**; typical examples are:
- timetables, price-lists, telephone directories;
 - programmes of entertainments, exhibitions, fairs;
 - company regulations, reports and directives and circulars;
 - calendars;
 - electronic texts under development.

- c) **Publications in which the text is not the most important part**; these include:

- printed music documents provided that the music is more important than the words;
- 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 Definitions

For the purpose of this International Standard, the following definitions apply.

NOTES

1 Where appropriate, existing definitions, to the sources of which reference is made, have been used.

2 Terms defined are listed alphabetically in the English and French texts. The equivalent English or French terms, as appropriate, have therefore been placed in parentheses to facilitate cross-referencing.

2.1 ancillary micropublisher: Person or establishment for which micropublishing is a subsidiary activity.

(French term: éditeur occasionnel de microformes)

2.2 ancillary publisher: Person or establishment for which publishing is a subsidiary activity.

(French term: éditeur occasionnel)

2.3 bibliographic unit: Document in print or non-print form forming an independent unit in a bibliographic system.

(French term: unité bibliographique)

2.4 book: Non-periodic publication of at least 49 pages exclusive of the cover pages, published in a particular country and made available to the public.

(French term: livre)

NOTE 3 Within the ISBN system, books include microform and mixed media publications.

2.5 circulation figure: Average number of copies of a publication sold and/or otherwise distributed over a specified period.

(French term: diffusion)

2.6 computer file: Material (data file(s) and/or program(s)) stored or processed as a unit by computer.

[Adapted from ISO 2382-4^[1]]

(French term: fichier informatique)

2.7 corporate body: Group of persons of whatever legal status which is identified by a particular name and acts as an entity.

(French term: collectivité)

2.8 document: Recorded information which can be treated as a unit in a documentation process regardless of its physical form and characteristics.

[Adapted from ISO 5127-1^[2]]

(French term: document)

2.9 electronic publication: Document published in machine-readable form and made available to the public.

(French term: publication électronique)

NOTE 4 Includes published data files and applications software; may be recorded on paper, magnetic, optical and other media that are designed to be processed by a computer or related device.

2.10 electronic publisher: Person or establishment responsible for the production and dissemination of electronic publications.

(French term: éditeur de publications électroniques)

2.11 electronic publishing: Publishing of document(s) as electronic publication(s).

(French term: édition électronique)

2.12 establishment: Corporate body of continuing existence, mostly with an administrative or commercial function.

(French term: établissement)

NOTE 5 This includes, e.g. government agencies and commercial enterprises.

2.13 first edition: First publication of an original document or of a translation thereof.

(French term: première édition (édition originale, édition princeps))

2.14 government publication: Document published by a public administration or its subsidiary bodies.

(French term: publication officielle)

NOTE 6 Confidential documents and documents for internal distribution are not included.

2.15 house organ: Publication intended for the personnel of an establishment or for its clients.

(French term: journal d'entreprise)

2.16 ISBN (International Standard Book Number): Number which identifies internationally one title, or edition of a title, from one specific publisher and is unique to that title or edition.

[Adapted from ISO 5127-3A^[4]]

(French term: ISBN (Numéro international normalisé du livre))

2.17 microfiche: Microform in the shape of a rectangular sheet of film having one or more microimages, usually arranged in a grid pattern with a heading area across the top.

[Adapted from ISO 5127-11^[5]]

(French term: microfiche)

2.18 microfilm: Microform on roll or strip bearing microimages in a linear arrangement.

[Adapted from ISO 5127-11^[5]]

(French term: microfilm)

2.19 microform: Generic term for any form, usually film, which contains microimages.

[ISO 6196-1^[6]]

(French term: microforme)

2.20 micropublisher: Person or establishment responsible for the production and dissemination of microforms.

(French term: éditeur de microformes)

2.21 micropublishing: Publishing of document(s) as microform(s).

(French term: microédition)

2.22 micropublishing service bureau: Establishment whose main business activity is providing assistance and services to micropublishers.

(French term: service d'aide à la microédition)

2.23 monograph: Document containing detailed and complete study of a particular subject.

[ISO 5127-2 [3]]

(French term: monographie)

2.24 monographic series: Number of monographs related to other monographs through the addition of a collective title.

(French term: collection de monographies)

2.25 national bibliography: Bibliography recording and describing documents published in a single country.

(French term: bibliographie nationale)

NOTE 7 In some countries the national bibliography also covers foreign publications relative to the country and also the works of their nationals published abroad.

[Adapted from ISO 5127-2 [3]]

2.26 newspaper: Publication 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.

(French term: journal)

NOTE 8 Newspapers usually appear without a cover, with a masthead, are normally printed on newsprint and are normally larger than A3 (297 mm × 420 mm) in size.

2.27 pamphlet: Non-periodic printed publication of at least five but not more than 48 pages, exclusive of the cover pages, published in a particular country and made available to the public.

(French term: brochure)

2.28 periodical: Continuous series 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.

(French term: périodique)

NOTE 9 Annuals are included; newspapers and monographic series are excluded from the definition.

2.29 personnel: All persons engaged in a given establishment, including employer(s), employees or self-employed.

(French term: personnel)

2.30 physical unit: Physically coherent document unit, inclusive of any protective devices, freely movable against other document units.

(French term: unité matérielle)

NOTE 10 Coherence may be effected, for example, by binding or encasement.

2.31 printed document: Document in which the characters, pictures and drawings are reproduced by any method of mechanical impression.

(French term: document imprimé)

NOTE 11 This excludes documents in microform.

2.32 printed music document: Document, the essential content of which is a representation of music, normally by means of notes.

(French term: document de musique imprimée)

NOTE 12 May be in sheet or codex form.

2.33 printer: Person or establishment responsible for the material operations of printing a document.

(Adapted from ISO 5127-3A) [4]]

(French term: imprimeur)

2.34 printing house: Establishment in which printing is the predominant activity.

(French term: imprimerie)

2.35 publication: Document, usually published in multiple copies, and offered for general distribution.

[ISO 5127-2 [3]]

(French term: publication)

2.36 publisher: Person or establishment responsible for publishing.

(French term: éditeur)

2.37 publishing: Production and dissemination of documents for public use.

(French term: édition)

NOTE 13 Documents given away free of charge (e.g. political leaflets, advertisement sheets) are not included.

2.38 publishing house: Establishment whose predominant business activity (in terms of turnover) is publishing.

(French term: maison d'édition)

2.39 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.

(French term: réédition)

2.40 reprint: New impression unchanged in contents and layout, apart from correction of typographical errors in previous impressions and which does not require a new ISBN.

(French term: réimpression)

2.41 school textbook: Book prescribed for pupils receiving education in the first and second level.

(French term: livre scolaire)

NOTE 14 This includes elementary and secondary education.

2.42 technical report: Document presenting the results obtained through research or development work.

(French term: rapport technique)

2.43 thesis: Document reporting the author's research and findings and submitted by the author in support of candidature for a degree or professional qualification.

[ISO 5127-2 [3]]

(French term: thèse)

2.44 title: Word or phrase, usually appearing on a document, by which it is convenient to refer to it, which may be used to identify it, and which often (though not invariably) distinguishes it from any other document.

[ISO 5127-3A [4]]

(French term: titre)

NOTE 15 For counting purposes, "title" describes a document which forms a separate whole under an individual title, whether issued in one or several physical units.

2.45 translation: Document which reproduces a work in a language other than the original language.

(French term: traduction)

2.46 turnover: Amount in national currency of gross income attributable to a specific activity.

(French term: chiffre d'affaires)

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 2.27. These statistics refer to publications published in a particular country and made available to the public. In general, such publications should be included in the national bibliographies of the various countries with the exception of publications defined in clause 1.

3.2 Types of publication

3.2.1 Publications to be included in the statistics

The following types of publication should be included in statistics on books and pamphlets:

- a) **government publications** except for those that are confidential or intended for internal distribution only;
- b) **school textbooks**;
- c) **theses** (published as monographs);
- d) **parts of monographic series** that constitute separate bibliographic units;
- e) **illustrated works**:
 - 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;
 - albums, illustrated books and pamphlets written in the form of continuous narratives, with pictures illustrating certain episodes;
 - albums, portfolios and picture-books for children;
 - comic books.

3.2.2 Publications to be excluded from the statistics

See clause 1.

3.3 Methods of enumeration

3.3.1 General

The statistics to be reported on books and pamphlets, including those on micropublishing, should indicate the number of titles published and the number and retail monetary value (in national currency) of copies produced and distributed.

3.3.2 Statistics on titles

The following principles should be followed:

- a) when a work is published in **several volumes** (not having separate titles) over several years, the work should be counted each year as a single title, irrespective of the number of volumes published;
- b) however, **the volume, rather than the title**, should be taken as the statistical unit 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);
 - 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 particular country should be considered as individual titles (percentage of titles that are translated versions should be given);
- d) **reprints** should be counted in the number of copies, not in the number of titles;
- e) **re-editions** should be counted as separate titles.

3.3.3 Statistics on copies

Statistics on copies should, depending on the type of information required, include the number of copies produced and the number of copies sold and/or otherwise distributed. The following statistics on copies should be given:

- a) **the total number of copies of books**, counting microform copies separately;
- b) **the total number of copies of pamphlets**, counting microform copies separately;
- c) **the total number of microform copies** abstracted from a) and b) above.

3.4 Classification

3.4.1 Statistics on production

Statistics on the production of titles and copies should, initially, be classified according to the UNESCO classification of twenty-five subject groups based upon the Universal Decimal Classification (UDC), as shown in table 1.

NOTE 16 Table 1 is compatible with the UNESCO subject classification adopted by the General Conference of UNESCO at its 23rd session in 1985.

It should be noted, however, that the UDC numbers given in table 1 do not necessarily agree with the most up-to-date version of the UDC. Particular attention is drawn to subject group number 11, for example, where UNESCO still refers to UDC 4, but in the up-to-date UDC schedules the correct reference is UDC 80.

Current editions of the Universal Decimal Classification (UDC) are published by and obtainable from the Fédération Internationale d'Information et de Documentation (FID)²⁾ or from the publishers of the relevant language versions of the Universal Decimal Classification.

School textbooks, children's books, government publications and theses, already classified according to the UNESCO classification of 25 subject groups (see table 1) should also be counted separately in four additional groups.

Comic books should be counted as a separate category and should not be reclassified and counted again within the classification given in table 1.

3.4.2 Statistics on production: subdivisions

Each of these subject groups given in table 1 could be subdivided as follows:

- a) **according to language**: for the total production of publications, by language of publication (for translations only) and by original language. Bilingual or multilingual works should form a separate group, headed "Works in two or more languages";
- b) **according to order of publication**: into first editions and re-editions;
- c) **according to the number of pages in the publications**: into books and pamphlets.

2) Fédération Internationale d'Information et de Documentation (FID), P.O. Box 90402, 2509 LK The Hague, Netherlands.

Table 1 — Initial classification of titles and copies

Subject group number	Subject group content	Corresponding UDC number (see note 16)
1	Generalities	0
2	Philosophy, psychology	1
3	Religion, theology	2
	Social sciences	3
4	Sociology, statistics	30/31
5	Politics, economics	32/33
6	Law, public administration, social relief and welfare, insurance	34, 351/354, 36
7	Military art and science	355/359
8	Education, teacher training, leisure	37
9	Trade, communication, transport, tourism	38
10	Ethnography, cultural anthropology (customs, folklore, mores, tradition)	39
	Philology	
11	Philology, languages, linguistics	80
	Pure sciences	5
12	Mathematics	51
13	Natural sciences	52/59
	Applied sciences	6
14	Medical sciences, public health	61
15	Engineering, technology, industries, trades and crafts	62, 66/69
16	Agriculture, forestry, stock-breeding, hunting, fisheries	63
17	Domestic science	64
18	Management, administration and organization	65
	Arts and recreation	7
19	Physical planning, town and country planning, architecture	70/72
20	Plastic and graphic arts, photography	73/77
21	Music, performing arts, theatre, film and cinema	78, 791/792
22	Games and sports	793/799
	Literature	8
23	a) History of literature and literary criticism b) Literary texts	
	Geography/History	9
24	Geography	91
25	History, biography	92/99
Total		0/99

3.4.3 Statistics on distribution

In reporting statistics on retail sales and on international trade, the following classification should be used:

- a) **fiction**;
- b) **school textbooks**;
- c) **children's books**;
- d) **government publications**;
- e) **theses** (published as monographs);
- f) **academic and scientific books**, which should be further subdivided into:

- generalities;
- philosophy/psychology;
- religion/theology;
- social sciences;
- philology, languages, linguistics;
- pure sciences;
- applied sciences;
- arts and recreation;
- literature;
- geography/history.

NOTE 17 Countries can collect statistics on other types of books including, for example, non-fiction, college/university textbooks and practical books.

3.4.4 Selling points (retail outlets)

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

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

3.5 Presentation of statistical data

3.5.1 General

Statistics on the types of data indicated in 3.5.2 should conform to the definitions and classifications set forth in clause 2 and clause 3. The types of data to be reported (see 3.5.2) should be presented as follows:

- a) the total number of titles and copies of books, counting microform copies separately;
- b) the total number of titles and copies of pamphlets, counting microform copies separately;

- c) the total number of microform copies abstracted from a) and b) above.

3.5.2 Data to be reported

The following types of data should be reported:

- a) **total number of titles, classified by subject** (see table 1), distinguishing in each subject between first editions and re-editions;
- b) **total number of copies, classified by subject** (see table 1), distinguishing in each subject between first editions (and their reprints) and re-editions (and their reprints);
- c) **total number of titles, classified both by subject** (see table 1) and by **language** of publication;
- d) **total number of copies, classified both by subject** (see table 1) and by **language** of publication;
- e) **total number of titles, classified both by subject** (see table 1) and by **original language** (statistics of translations);
- f) **total number of copies, classified both by subject** (see table 1) and by **original language** (statistics of translations);
- g) **exports and imports (counted separately) of books and pamphlets (counted separately) in terms of monetary value** (in national currency) and by **trading countries**;
- h) **retail sales of books and pamphlets** by number and type of retail outlets as well as by volume and value of retail sales;
- i) **volume of retail sales** by type of retail outlet (see 3.4.4) and type of book (see classification in 3.4.3);
- j) **monetary value of retail sales** by type of retail outlet (see 3.4.4) and type of book (see classification in 3.4.3).

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 2.26 and 2.28. These statistics refer to publications published in a particular country and made available to the public. In general, such publications should be included in the national bibliography of the country.