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**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.

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## 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*<sup>[6]</sup> 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. <https://standards.iteh.ai/catalog/standards/sist/f81d6960-56e7-41f2-b413-2edf6e8a05/iso-9707-2008>

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. [ISO 9707:2008](https://standards.iteh.ai/catalog/standards/sist/f81d6960-56e7-41f2-b413-2cdfcfc8a05/iso-9707-2008)  
<https://standards.iteh.ai/catalog/standards/sist/f81d6960-56e7-41f2-b413-2cdfcfc8a05/iso-9707-2008>

**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.