

The benefits of chapter-level metadata revealed in new PCG white paper

Boston, MA, January 18 2017 – According to a comprehensive study by the Publishers Communication Group (PCG), there is a growing demand in the academic community for chapter-level metadata and abstracts to be made available, and multiple benefits for publishers who are able to provide them.

The ***Increasing the Value of Scholarly Books*** white paper collected insights from across the scholarly sphere – including publishers, researchers, librarians, discovery services and aggregators. It recommends that publishers, particularly in the Humanities and Social Science fields, provide chapter-level metadata as part of their book programs, in order to meet the changing demands of end users, and stay competitive in the marketplace.

The study found that publishers who had embedded enhanced chapter-level metadata and provided abstracts, thus helping researchers to better identify relevant content, were able to improve customer experience, boost discoverability and usage, and ultimately generate revenue.

It also concluded that chapter-level metadata, coupled with usage statistics, can assist librarians to better understand demand and make more informed purchasing decisions.

Melissanne Scheld, Managing Director of PCG, commented: “When it comes to chapter-level metadata, the benefits are obvious and manifold, and the findings from this white paper support this notion. For publishers, a more granular approach can help to better showcase content, increase the value of their book programmes and help drive sales. For end users, chapter-level metadata ensures they can gain access to most relevant content quickly and efficiently.

She continued: “With analytic tools, capable of measuring a book’s reach, becoming far more commonplace in recent years, publishers are coming under increasing pressure to improve the performance of their titles. Meanwhile, as younger generations of scholars are now increasingly digital savvy it is now more important than ever for publishers to consider these types of approaches and research tools, to engage with them and support their way of working.”

To view the *Increasing the Value of Scholarly Books* white paper in full, click here:

<http://bit.ly/chapter-level-metadata>

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Notes to Editors:

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About PCG

Publishers Communication Group (PCG), an [Ingenta](#) company, is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. From quantum physics to art history, PCG has advocated for scholarly publications and digital content around the world for 25 years. Our marketing, sales and research professionals have executed successful campaigns, forged relationships with key decision-makers and scrutinized the ever-changing academic marketplace on behalf of hundreds of industry clients.