

The Supply and Demand of Metadata Competency in the Publishing Industry

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Metadata Jobs On LinkedIn

<u>Industry - Metadata</u>	<u>Jobs</u>
Information Technology & Services	172
Computer Software	106
Financial Services	65
Accounting	54
Internet	40
Management Consulting	37
Computer Hardware	35
Hospital & Health Care	17
Insurance	17
Entertainment	15
Publishing	3
Libraries	2

<u>Title</u>	Metadata Mentioned	ONIX Mentioned	SEO Mentioned
Digital Content Specialist	No	No	Yes
Digital Distribution Coordinator	Yes	No	No
Marketing Coordinator	No	No	No
Digital Publicist	No	No	No
Production Supervisor	No	No	No
Senior Marketing Analytics Manager	No	No	No
Senior Production Associate	No	No	No
Website & Marketing Asset Associate Manager	Yes	No	No

Typical LinkedIn Profile

Industry	Typical Major	Metadata Training/Education		Sample Skill Sets	Conclusion
		Theory	Hands-On		
Publishing	<ul style="list-style-type: none"> -English -Journalism -Publishing -Fine Arts 	Low	Low	<ul style="list-style-type: none"> -Editorial -Copywriting -Proofreading 	Underqualified
Libraries	<ul style="list-style-type: none"> -Library & Information Science -Law -History 	High	Medium	<ul style="list-style-type: none"> -Metadata -Classification -Information Retrieval 	Sweet Spot
Information Technology & Services	<ul style="list-style-type: none"> -Information Technology -Computer Science -Information Systems 	High	High	<ul style="list-style-type: none"> -Information Retrieval -Programming Languages -Data Mining 	Overqualified

Potential Operating Margin Increase by Fixing Online Backlist Metadata

Sales vs % Bad Metadata	10%	20%	25%	30%	40%
\$100,000	\$141	\$282	\$352	\$422	\$563
\$500,000	\$704	\$1,408	\$1,760	\$2,112	\$2,816
\$1 Million	\$1,408	\$2,816	\$3,521	\$4,225	\$5,633
\$10 Million	\$14,082	\$28,164	\$35,205	\$42,246	\$56,328
\$100 Million	\$140,820	\$281,640	\$352,050	\$422,460	\$563,280
\$500 Million	\$704,100	\$1.4 Million	\$1.7 Million	\$2.1 Million	\$2.8 Million
\$1 Billion	\$1.4 Million	\$2.8 Million	\$3.5 Million	\$4.2 Million	\$5.6 Million
\$2 Billion	\$2.8 Million	\$5.6 Million	\$7.0 Million	\$8.4 Million	\$11.3 Million

Assumptions: 50% Revenue from Backlist
 30% Revenue from E-Commerce
 10% Operating Margin

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