

| Thema Best Practices

How to Use Thema Subject Codes for Global Discoverability

DO

✓	Use both BISAC and Thema for global visibility: While BISAC codes are commonly used in the North American market, utilizing Thema codes for the rest of the world (ROW) market ensures global visibility.
✓	Use up to three Thema subject codes: Selecting up to three subject codes allows for nuanced classification, providing readers with a clear understanding of the book's primary themes and topics.
✓	List the primary subject code first: Place the primary subject code first to clearly indicate the focus or theme of the book.
✓	Use qualifier codes: Qualifier codes are used in conjunction with subject codes and help to refine the subject categories. Examples of qualifier codes: • Place qualifier codes should be used to convey either the setting for a fiction title or a particular place for a nonfiction title. • Time period qualifier codes should be used to express a particular time period in which a book is set (fiction) or about (nonfiction). • Language qualifier codes should be used to convey the language that the book is about, not the language in which the book is written. i.e. For a book written in English about how to learn French, use a French language code.
✓	Apply Teen, Children's, and Educational codes for Young Adult and Juvenile Titles: For YA/JUV titles, utilize appropriate Thema codes such as Teen, Children's, and Educational categories.
✓	Use Thema codes for titles with both international and U.S. distribution: Regardless of distribution channels, incorporate Thema codes into metadata to ensure consistent classification and discoverability across international and U.S. markets.

| Thema Best Practices

How to Use Thema Subject Codes for Global Discoverability

DON'T

✗	Don't use one-letter codes: Avoid using single-letter categories as Thema codes, as they lack specificity and may lead to confusion or misclassification.
✗	Don't use redundant or overly specific codes: Refrain from including redundant or overly specific codes that do not add significant value to the classification.
✗	Don't use incorrect codes: Avoid using incorrect or marginally relevant codes to get your book classified in multiple sections of a store. This scattershot approach can confuse booksellers and customers as well as make the actual subject of the book hard to identify.
✗	Don't use Thema Gift Book code (WZG): Avoid using the Thema Gift Book subject code (WZG) for categorizing books. It is not intended for standard book classification purposes.