

Eloquence on Demand ONIX 3.0 Support

Why ONIX 3?

The move to ONIX 3.0 is a fundamental shift designed for a global, digital-first marketplace.

- The European Accessibility Act (EAA) requires specific metadata for ebook accessibility features (text-to-speech, high contrast, etc.). This data cannot be sent via ONIX 2.1. ONIX 3.0 is the only path to legal compliance in the EU.
- Amazon set a March 2026 cutoff for transitioning ebook metadata out of the old 2.1 format. Legacy feeds in the old format are no longer supported.
- ONIX 3.0 allows for precise territorial details. You can define where a book is for sale and, just as importantly, where it is not—a vital feature for international distribution.

Why Eloquence on Demand?

Firebrand's **Eloquence on Demand (EOD)** acts as your bridge, taking your title data and automatically translating it into perfectly formatted ONIX 3.0 feeds.

Full Support & Proactive Validation

- EOD operates on ONIX 3.0, the most stable and widely accepted version of the standard.
- While ONIX 3 is the standard, different retailers have unique preferences. EOD manages these "flavors" for you, customizing feeds for individual recipients so you don't have to manage multiple versions.



The Partner Landscape & Performance

The industry shift is nearly universal among major players. EOD ensures you stay connected to the partners that matter most.

80-90%+

of EOD trading partners have adopted ONIX 3.0

2.1 Support

EOD still manages legacy ONIX 2.1 output

120,000+

ONIX 3.0 Packages sent monthly

Roadmap: ONIX 3.1

Firebrand remains at the forefront of metadata evolution to ensure your organization is never left reacting to shifting industry standards. Our ONIX 3.1 template is now live and operational. This next-generation standard is essential for navigating upcoming European Union requirements, such as the General Product Safety Regulation (GPSR), as it provides the robust, native support for global mandates that version 3.0 cannot easily accommodate.

Questions?

Transitioning to ONIX 3.0, and future ONIX versions, shouldn't be a challenge. Eloquence on Demand ensures your metadata remains compliant, accessible, and optimized for sales, leaving you free to focus on publishing.

Interested in a demo of Eloquence on Demand?

info@firebrandtech.com

Existing Firebrand customer with an ONIX question?

askburnie@firebrandtech.com

Looking for more information on ONIX?

bisg.org

editeur.org

