



**MINUTES OF THE
BOOK INDUSTRY STUDY GROUP, INC.'s
BISAC GENERAL COMMITTEE MEETING**

January 16, 2009

A general meeting of BISAC (Book Industry Standards and Communications), a division of BISG (Book Industry Study Group, Inc.), was held at the offices of Random House, 1745 Broadway, New York, NY on January 16, 2009 at 9:30 a.m.

A list of attendees is available for review in Attachment 1 of this document.

Tom Clarkson (CSR Group) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Tom Clarkson at 9:36 am.
- Attendees introduced themselves.
- Mr. Clarkson asked for approval of the minutes of the November 14, 2008 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- ONIX
 - It was last reported that ONIX 3.0 was scheduled for release at the end of January 2009 as decided on at a meeting of the ONIX International Steering Committee held at the Frankfurt Book Fair in October.
 - There may be some delay as there has been a great deal of back and forth between EDItEUR and the national groups regarding the detail in how ONIX handles sets and series.
 - Somewhat urgent work was being done in November and December in preparation for the Consumer Product Safety Improvement Act (CPSIA). The decision was made that an emergency update be made to ONIX to allow publishers to notify trading partners as to whether there is a choking hazard included with a book item. Work on this item should be completed at the end of January or February and included in the current version of ONIX.
- Product Data Certification Program
 - The Product Data Certification Program is nearing its first anniversary. This program was free in its first year, so now BISG is looking at appropriate pricing options.
 - The BISG office has not been deluged in new applications as of late.
- Product Label Certification Program
 - There have not been a great amount of new submissions, but the BISG office is working through some recently received applications.
- International Standard Name Identifier

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- This is an ISO standard that has been in the process of being developed and managed by an international working group for quite some time.
 - The committee draft of the international standard has been approved and will be submitted to national groups for voting.
 - Work is underway to put together a consortium of bodies interested in acting as the Registration Authority for the new standard. Among those organizations who have expressed an interest are Bowker, OCLC, the British Library, and the National Library of France.
 - The consortium will then put together a formal proposal to act as the Registration Authority.
 - Digital Standards
 - The BookDROP version 1.0 specification was approved by the BISG board in November 2008 and has been published.
 - This specification was developed by the BISG Digital Standards Committee and consists of web service protocols that allow digital book content to be searched and retrieved.
 - Rosetta Solutions has developed a utility (found at <http://labs.rosettasolutions.com/bisg/bookdropper.html>) demonstrating how the software works.
 - EDI Standardization
 - A meeting is being held on January 16, 2009 with representation from committees within both BISAC and BISG who are involved with EDI.
 - These committees include MRC, Publisher/Manufacturer, and SCEDI.
 - At that time, the attendees hope to develop more coordinated plans for all of the EDI related work being done.
 - Environmental Standards
 - BISG made the decision to be a founding member of the Book Industry Environmental Council (BIEC)
 - Environmental initiatives will be pushed and communicated through the BIEC, who are planning to meet again in March 2009.
 - The Council is looking at a publisher certification program aimed at acknowledging companies that have achieved a certain level of environmental awareness and actions, and the possibility of tracking companies' environmental improvements.
 - The Council will also work on refining the carbon footprint methodology outlined in the *Environmental Trends* report published in March 2008.
 - More information can be expected at the end of the first quarter or beginning of the second quarter.
 - Publications
 - The Publications Committee has been busy with *Book Industry TRENDS 2009*. Along with their new research partner, Outsell, they are in the process of collecting data for this new edition. The *TRENDS* survey comes to an end on February 20, 2009.
 - BISG is also working to publish a guide to POD in collaboration with John Wiley & Sons. The guide, *Print On Demand For Dummies®* will be published by in May/June 2009 with the assistance of Lynn Terhune, the POD Administrator at John Wiley & Sons.
 - The objective of the guide is to demystify the mechanics and business of POD for publishers.
 - BISG has sponsorship from HP and Amazon for the guide and it will be printed by Lightning Source.
 - BISG Website
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- The BISG office hopes to launch the new BISG website in February. The new site is being developed by Red Clay Interactive and will be an improvement on the current website in terms of content, design and navigability.
- More information will be reported at the March 2009 General Meeting.
- Events
 - BISG was an industry sponsor of StartwithXML, held January 13, 2009. The event was a tremendous success; it was very well attended and received.
 - Making Information Pay will be held on May 7, 2009 in the McGraw-Hill Auditorium. The theme of this year's event will be Shifting Sales Channels; it will include both a major survey and a research report.
 - Three proposals were submitted for BEA 2009 (May 28-31, 2009): the results of *TRENDS 2009*, an event or seminar on *Print On Demand For Dummies®*, and an environmental panel.
 - The O'Reilly Tools of Change for Publishing Conference will take place February 9-11, 2009 at the Marriott Marquis Times Square, in New York. Mr. Healy will be participating in *Greening the Book Industry: The Environmental Challenge and How We're Responding*, a round-table discussion with industry experts explaining the ways in which the book industry is responding to the mounting pressure to "green the presses."
 - At the Publishing Business Conference & Expo (March 23-25, 2009), Mr. Healy will serve on a panel discussing third party distribution in the supply chain.
 - At the London Book Fair (April 20-22, 2009), Mr. Healy will speak on digital developments in the U.S.
- Consumer Product Safety Improvement Act (CPSIA)
 - There are elements of the CPSIA legislation that have an impact on the industry, including information about choking hazards and lead contamination.
 - The inclusion of books in this legislation is controversial.
 - The AAP is looking for exclusion for the book industry; this exemption, however, has not yet been negotiated.
 - Booksellers are seeking assurances from publishers on safety issues.
 - Though work continues to be done on a political level, the ONIX standard is being modified to allow publishers to say whether products contain a choking hazard.
 - BISG will keep members informed of decisions through the BISG website.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the committee has been inactive at this time.
- Ms. Dawson, along with Michael Healy and Andy Weissberg (Bowker), is looking to put together an agenda for the year.
- Items that the committee will be tackling include ISTC and ISNI.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.
- Michael Healy re-emphasized that the intent of the afternoon's meeting is to bring focus to the structure of the EDI related committees.

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- At this point, Tom Smith (Simon & Schuster) announced that MEIG took a hiatus after the fall. The XML XBITS group now has a full set of standards. Many accounts moved to 4010 for Y2K, but many are still using 3010. MEIG has had a great deal of success in revising standards.
 - SCEDI has been more focused on the business end.
 - It is necessary to get the key players involved and set parallel directions.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present and did not provide an update report.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the 2008 Edition of the BISAC Subject Codes has been released; members should contact the BISG office if they would like to receive the 2008 package.
- At their December meeting, the committee worked with representatives from Hal Leonard on revisions to the Music section.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reminded all that when the available ISBNs with the 978 prefix are depleted for a given issuing agency, that agency will be assigned ISBNs with the 979 prefix.
 - There is, as yet, no announced date for the first issuance of ISBNs with the 979 prefix. Nor is there a firm determination of which issuing agency will be the first to be assigning ISBNs with the 979 prefix.
- Product identifiers with the international prefix of 979 are already appearing in the supply chain. This prefix is allocated to the identification of sheet music in the form of the International Standard Music Number (ISMN). Bound collections of sheet music (which are essentially books) have been observed with 979 product identifiers.
 - Participants in the book industry supply chain should have structured their systems to handle the ISBN as an EAN, rather than building workarounds to convert to 10-digit equivalents. Organizations who have taken this approach will be able to process ISMNs, ISBNs with a 979 prefix and other EANs seamlessly.
- Mr. Clarkson also noted that his personal observation of mass market paperback shelves in the stores of three regional grocery chains found that most books, and all recent releases observed, displayed the Bookland EAN on Cover 4. He found it gratifying that the bar codes were not stickered over with price-point UPCs.
- Outside of the committee reports, it was mentioned that general retailers are having difficulty with price changes when the barcode does not change; this issue needs to be brought to the forefront of the discussion.
 - Retailers are having problems with the barcode and book identifier being the same, especially when dealing with price changes.
 - Mr. Clarkson emphasized that we need to address this issue; it may be a good candidate for research.
 - Retailers are demanding item specific barcoding since an add-on cannot be scanned.
 - The EAN is used internationally and no issues have been reported.
 - Members are encouraged to e-mail Michael Healy if they encounter this issue.
 - It may be necessary to form a committee to collect thoughts and state the problem.

Publisher/Manufacturer Committee (Brian Sharlach and Diane Degener)

- Committee chairs Brian Sharlach (McGraw-Hill) and Diane Degener (Von Hoffmann Corporation) were not present and did not provide an update report.

Liaison Reports**PIWIG (Phil Madans)**

- Phil Madans (Hachette Book Group) reported that not too much has been happening with GDSN. The project team has been working on the business case document to justify the creation of an extension to the GDSN metadata standard for the book industry.
- The first conference call was held December 8, 2008 and the next is scheduled for February 9, 2009.
- The working group is compiling a draft GDSN Business Requirement Document that will be distributed for comment upon completion.

GS1 US (Al Garton)

- Al Garton (GS1 US) reported that the status of barcodes remains the same. GS1 is now looking to encode the expiration date within the barcode.
- Data synchronization will be driven by GDSN work. GS1 US will remain active in the GDSN working group.
- The Electronic Product Code and RFID continue to tread water; these initiatives are being driven primarily by Sam's Club.
- U Connect 2009 is scheduled for June 2-5, 2009 in Orlando, Florida.

DEIG (Roger Milroad)

- The new Chairman of DEIG, Roger Milroad (John Wiley), announced that DEIG will look at unfinished business and new ideas. The committee will look at RFID from a distribution point of view.
- Mr. Milroad hopes to schedule a meeting for February 2009.
- Michael Healy noted that RFID is an item that should not be ignored in the supply chain and that DEIG would be a good home for RFID work.

Old Business

- It was mentioned that at one time, BISG issued a reference chart of identifiers (*Roadmap of Identifiers*); it is probably a good idea to revisit that chart to see if it needs to be revised as the version of the document that is currently posted contains references to events that have already passed.
- A glossary may be included as part of the new BISG website; BISG is hoping to put together a glossary of terms that are hyperlinked throughout the website.
- Mike Ruel (Bowker) reported that the site www.istc-international.org is now live and that the ISTC pilot program is gaining in momentum.

New Business

- Laura Dawson (LJNDawson.com) noted that there do not exist subject codes for "chunks" of books (i.e., sub-book level subject headings). She will e-mail Connie Harbison with more thoughts and information.

The next BISAC General Meeting will be Friday, March 20, 2009, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:52 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Clarkson, Tom	CSR Group
Cruz, Jason	Taylor & Francis
Dawson, Laura	LJNDawson.com
Demyanovich, Chris	Random House
Forster, Karen	BISG
Garton, Alan	GS1 US
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jon	Pearson
Logan, George	Klopotek
Madans, Phil	Hachette Book Group
Miller, Bruce	Impelsys
Milroad, Roger	Wiley
Moore, Helen	HarperCollins
Ruel, Mike	Bowker
Smith, Tom	Simon & Schuster
Wright, George, Sr.	PIPS, Inc.