



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

January 18, 2008

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 18, 2008 at 9:30 a.m.

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

Wendell Lotz (Ingram Book Group) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Wendell Lotz at 9:37 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the November 2, 2007 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- Product Data Certification Program
 - The intention is to launch this program at the end of January.
 - A pilot program is currently underway.
 - BISG asked for volunteers to participate in the pilot program. Participants in the pilot program are Wiley, Simon & Schuster, Zondervan, University of Alberta, and Waterford Press. The first four of the listed publishers submitted ONIX files; the last submitted an Excel file.
 - The PDCP panel met for the first time on December 12, 2007. It was noted that Amazon has declined to be on the panel.
 - The submitted files were evaluated for the presence and absence of certain data elements. Panel members also submitted comments on the quality of the data within each file.
 - The participating publishers will be notified of the results by Karen Forster (BISG).
 - Results will be announced at the end of December.
 - The Metadata Committee is now turning its attention to the best practices of data receivers. A document will be distributed to BISAC members within the next few weeks.
- Product Label Certification Program
 - A pilot project was run at the end of 2007.
 - The intention was to improve the quality of product labels on cartons.
 - Simon & Schuster submitted samples for evaluation.

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- The intention is to launch this program at the end of the month with Simon & Schuster as the first certified label.
 - MEIG
 - An MEIG sub-committee has been working on the X12/856 Advance Ship Notices.
 - They are continuing pilot programs to test the X12/856 message.
 - The sub-committee is beginning to turn its attention toward 940/945 message sets.
 - DEIG
 - DEIG has decided to postpone the third cycle of the Warehouse Benchmarking Program until September 2008.
 - During the 12-month hold period, two focus groups aimed at refining the processes will be held. The first focus group, open to past warehouse benchmarking participants only, will be held in January 2008. The second focus group, open to all BISG members, will be held in May 2008. BISG has secured the services of Andy Johnson from Texas A&M to help run the focus groups and prepare agendas and materials.
 - A meeting is scheduled for January 28, 2008; this meeting will only be open to those who have previously participated. This will help determine how to proceed with cycle three.
 - Meetings open to those who have not previously participated will be held in May.
 - ONIX
 - A new release is expected in 2008.
 - There is an urgent need for ONIX to be revised to be able to handle electronic publications more effectively.
 - Michael Holdsworth (formerly Managing Director of Cambridge University Press) will be doing the requirements gathering for the next version.
 - ISO
 - Work continues on the International Standard Name Identifier. This is an ISO standard to create a standard name identifier (i.e., a unique number for authors, illustrators, editors, etc.).
 - Michael Healy and Richard Stark (Barnes & Noble) are the representatives for the United States.
 - A Committee Draft was completed by the working group in December 2007.
 - The draft will now be distributed by ISO to be voted on.
 - ISBN-10 to ISBN-13 Transition
 - The International ISBN Agency reports that the first 979 ISBNs should begin to appear in April. They are being issued by Germany.
 - With the 979 numbers, conversion from ISBN-10 to ISBN-13 will no longer be possible.
 - BISG will begin an awareness campaign on the 979 numbers beginning in the first quarter of 2008.
 - Committees
 - A meeting of all of the committee chairs will take place on January 18, 2008, immediately following the BISAC General Meeting.
 - The meeting will address each committee's priorities for 2008. These priorities will be presented to the BISG Board for approval at the January board meeting.
 - Events
 - Book Expo 2008
 - A summary of *Trends 2008* results is being prepared.
 - Traditionally, the results of *Trends* are presented at Book Expo.
 - A session on the issues surrounding digital books and electronic publications is planned.
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- Also planned is a session on the certification process.
- BISG will also participate in Environmental and Green related programs being led by Green Press Initiative to help promote the BISG/GPI environmental trends and climate impact study.
- Making Information Pay
 - Making Information Pay has been scheduled for May 9, 2008.
 - A “save the date” message was sent to members on January 17, 2008.
 - BISG is work with a consultant, Mike Shatzkin, to organize the event.
 - The planning will start with a survey, build case studies, and then select speakers based on the results (and perhaps publish some of the case studies).
- Membership
 - BISG has gained 16 new members since July 1, 2007.
- Publications
 - A discussion document titled *The Identification of Digital Book Content* was published on January 7, 2008. This is a discussion paper commissioned by the BISG and BIC and prepared by Michael Holdsworth. The paper is sponsored by R. R. Bowker and Nielsen Book Data.
 - Preparation continues for *Trends 2008*. A new TRENDS Advisory Group chaired by Judith Appelbaum (Sensible Solutions) has been focusing on 2009 and beyond, looking for ways to improve the methodology on *Book Industry Trends* for those editions after 2008.
 - The *U.S. Book Industry Climate Impacts & Environmental Benchmarking Study* will debut on March 10, 2008, the same day that *Publisher’s Weekly* will release their “green issue”. Michael Healy hopes that the report will be the centerpiece of that issue of *PW*.
 - Mr. Healy has also been asked to present the findings of the study at the London Book Fair and at the BNC Technology Forum.
 - Mr. Healy is continuing to explore the proposal by America Reads Spanish to do a survey of Spanish language book sales in the United States. He is currently exploring to see if there is interest in a survey of this kind. The resulting feedback has been encouraging and a proposal will be made to the Research Committee. This will hopefully move forward in 2008.
- BISG Office
 - Mr. Healy announced that Karen Forster joined the staff of BISG in December 2007. Ms. Forster replaces Angela Bole as the Associate Director of BISG.
 - BISG is in the process of developing a new website which they hope to launch in mid-2008. A company to develop the site has already been selected.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the committee was on hiatus while awaiting the draft of Michael Holdsworth’s white paper.
- The committee is interested in feedback on the paper now that it has been posted.
- Ms. Dawson reported that no regular meetings are scheduled for 2008.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) reported that the SCEDI Committee has been on hiatus; the last meeting was held in the spring of 2007.

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- Mr. Minett reported that the committee would like to move forward with certification programs for supply chain documents. This would include guidelines for what you need to do as a sender or as a recipient.
 - The next steps for the committee include making sure that the right people are at the table to develop necessary documentation and getting the certification program going in 2008.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) reported that the committee's main focus has been Product Data Certification.
- The committee has also been working on reviewing the contributions to the ONIX for Books Code list (Issue 8). Mr. Stark asked for any contributions that may lead to changes as these must be submitted to EDItEUR by January 25, 2008.
- Mr. Stark is looking to review and reissue the document on Best Practices for data senders. The committee is currently gathering opinions.
- After a great deal of discussion, there are currently two GDSN related pilot programs running. One is being coordinated by BookNet Canada and the other by Bowker.
- The committee also plans to work on the mapping of the GDSN Global Data Dictionary from ONIX in due course.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee is currently in the process of revising the Computer section of the subject list with the assistance of representatives from O'Reilly.
- Mr. Healy reported on a proposal submitted by OCLC regarding the BISAC Subject Codes.
 - OCLC is a non-profit organization based in Ohio that has built a global library catalog.
 - They are the developers of WorldCat, a bibliographic catalog of 82 million books.
 - Now OCLC is changing focus and taking an interest in pre-publication records.
 - OCLC has made a request to license the BISAC Subject Codes. Their plan is to create mappings to MARC21 authority files and the Dewey classification scheme.
 - Their goal is to ultimately populate all 82 million of their records with a BISAC subject.

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.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reported that the MRC Committee has come off of hiatus.
- The committee has been working on developing guidelines for the display of human-readable ISBN and price on books. The purpose of this guidance is to promote a greater degree of uniformity than currently exists in displaying this information on books.
 - The display of ISBN is required to be in compliance with the Bookland EAN guideline; this action provides additional information on font size.
 - The display of suggested retail price is not required for compliance with the Bookland EAN guideline. Rather, displaying price in proximity to the bar code is considered desirable.

Liaison Reports

GS1 (Al Garton)

- Al Garton (GS1) noted that GDSN related issues go through the GS1 Global office. Any concerns should be made known to Mr. Garton.
- Mr. Garton reported that various industries are reporting the same issues for EAN-13 as the publishing community has for ISBN-13.
- In UPCs, both the leading digits 2 and 4 are reserved for retailers to use internally (only). The leading digit 2 is reserved for variable measure product, while the leading digit 4 is reserved for identification of items not marked by the manufacturer.

ABA (David Walker)

- Although David Walker (ABA) was not present, he sent an e-mail to Mr. Healy reporting rumblings of ISBN-13 conversion issues. Mr. Walker hopes to have more information by the March 14, 2008 BISAC General Meeting.
- Mr. Walker also reported that there has not been much progress on introducing Batch.co, a company that does consolidated invoicing, into the United States.

DEIG (Chris Demyanovich)

- Chris Demyanovich (Random House) noted that Mr. Healy already discussed the status of the Warehouse Benchmarking Program.
- The Product Label Certification Program is still on schedule to launch the program in late January 2008.
 - For the pilot program, BISG secured services of four companies to review test labels; certification forms were created for this purpose. Every label submitted is to be validated by two vendors.
 - Analysis has been done of a sample label from Simon & Schuster; only minor issues were identified to report back.
 - Pilot has revealed some ambiguities and omissions in the PLCP guidelines. BISG will modify the guidelines and run changes by DEIG.
- Mr. Demyanovich reported that for guidelines, publishers are really looking for a visual of what the label should look like.
- DEIG is asking publishers to go to binderies to encourage certification.
- The committee has also been discussing establishing standard carton strength.
- Shipping label guidelines for landscape format are also under review.

EAN Transition Taskforce (Phil Madans)

- Phil Madans (Hachette Book Group) reported that this is the last BISAC General Meeting that he will be talking about the EAN transition.
- The taskforce is ready to move on and has been discussing changing the group to a wholesaler interest group.
- Mr. Madans also noted that some publishers will be putting a price specific UPC on Cover 3 of mass market titles.

RFID Working Group (Jim Lichtenberg)

- Jim Lichtenberg (Lightspeed) was not present; Michael Healy provided the status report on the RFID Working Group.

- The item level tagging of radio frequency ID is well advanced in the library industry. However, there has been virtually no activity in the U. S. book trade industry.
- Mr. Lichtenberg chairs a BISG/ALA forum on RFID.
- EPCGlobal is the organization supervising RFID standards. They have formed a Media and Entertainment group including motion pictures, sound recordings and books. Already in process is a two-phase pilot of item-level tagged DVDs in a retail environment.
- Patrick Javick, the committee chairman for the Media and Entertainment group has expressed interest in the book community being involved in the working group.
- Mr. Healy asked those present to think about what conditions would be necessary to establish a pilot program for the book trade in the United States. Also, how the conditions for which a pilot program takes place might be established.

Old Business

- There was no old business to discuss.

New Business

- There was no new business to discuss.

The next BISAC General Meeting will be Friday, March 14, 2008, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:43 am.

Attachment 1 – Attendees:

| <u>Name</u> | <u>Representing</u> |
|---------------------|----------------------------|
| Clarkson, Tom | CSR Group |
| Dawson, Laura | LJNDawson.com |
| Demyanovich, Chris | Random House |
| Forster, Karen | BISG |
| Garton, Al | GS-1 |
| Harbison, Connie | Baker & Taylor |
| Healy, Michael | BISG |
| Jarocho, Jon | Pearson |
| Logan, George | Klopotek |
| Lotz, Wendell | Ingram Book Company |
| Madans, Phil | Hachette Book Group |
| Minett, Doug | The Bookshelf |
| Moore, Helen | HarperCollins |
| Rosenheim, Shane | Map Link, Inc. |
| Stark, Richard | Barnes & Noble |
| Weir-Williams, Nick | Publishing Technology |
| Wright, George | PIPS, Inc. |