



Book Industry Study Group

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MINUTES OF THE BISAC GENERAL MEETING BOOK INDUSTRY STUDY GROUP, INC.

January 19, 2007

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 19, 2007 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 9:36 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the November 3, 2006 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- Michael Healy (BISG) reported that AAP has invited BISG to become involved with online standards.
 - AAP already has a subcommittee. They had a digital issues group which spawned the subcommittee for books online. The subcommittee consists of a number of larger publishers and some university presses.
 - Mr. Healy hopes to have more to report on this in the near future.
- Work has begun on designing a certification program for product information.
- Mr. Healy welcomed Doug Minett (The Bookshelf) as the new chairman of the SCEDI Committee.
 - Mr. Minett will propose Best Practice Recommendations.
- Tom Clarkson (Barnes & Noble) will present a draft policy document on product identification.
- BISG continues to monitor closely developments in RFID for the book sector and is in discussion with EPC Global about participation in its work. EPC Global is the organization leading the development of industry-wide standards for the Electronic Product Code that supports RFID.
- The working group on the International Standard Party Identifier is having a second meeting in New York in late January.
- The ISBN-13 taskforce is meeting the afternoon of January 19, 2007.

Chairman Report (Wendell Lotz)

- Wendell Lotz (Ingram) announced that the Executive Committee is working on a type of bylaws document for BISAC which outlines the processes and procedures of BISAC. The document is expected to be released prior to the March 2007 General Meeting.
- The Executive Committee is also looking at how best to get standards developed for books online.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) presented the new mission of the Identification Committee, which is “to provide a forum for book industry members to discuss the benefits and usage of identifiers such as ISTC, ISPI, DOI, and other identifiers as needed”.
- The first project of the committee will be the ISTC use case advisory. The committee will research how the ISTC can really benefit its users and come up with a report on the following aspects:
 - Search and retrieval in e-commerce.
 - Royalties tracking and administration.
 - Helping publishers link to similar products via work IDs.
- Other potential projects for the committee include:
 - A similar advisory for ISPI.
 - A study of the use of DOI in the supply chain.
 - Assuming ISBN issues when the ISBN-13 Task Force disbands.
 - A study of the use of identifiers and digital-only content in the supply chain.
- The date and location of the next meeting are yet to be determined.
- All interested are invited to join the committee. The existing listserv for the committee is still valid.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Doug Minett (The Bookshelf) reported that he will host his first meeting as chairman of the SCEDI Committee the afternoon of January 19, 2007.
- Ted Berg (Bergware Consulting) will act as secretary of that meeting.
- Mr. Minett reported that he is hoping to revisit the data that drives the industry and examine what the committee is doing versus what they should be doing.
- The committee has reaffirmed its position to not support the BISAC fixed format going forward.
- The committee will be looking at web services in the future.
- Mr. Minett encouraged participation in the committee.
- He reported that in the last few years, the entire industry in Canada is using a single EDI standard; all of the major players are using the same standards document, thus reducing cost in EDI development.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) reported the BISG Board has asked the Metadata Committee to come up with a plan for data certification.
 - A subcommittee has been formed for this task and Mr. Stark will report more on it at the March 2007 General Meeting.
 - Michael Healey and the Board are hoping for a report in June.
 - An attempt will be made to certify data providers and data recipients.
 - There may be some overlap with the program in Canada.
 - The BIC and Australian program are being looked at as well.
- The committee is also discussing data points for maps and adding support to ONIX for these.
- The committee has been considering changes to be included in ONIX 3.0 which is scheduled for a fall 2007 release. Mr. Stark hopes to report that development is moving on well.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the Subject Code Committee is in the process of revising sections for the 2007 Edition of the Subject Codes.
- The committee has been reviewing the Technology section (which has now been changed to the Technology & Engineering section).
- The Committee discussed Graphic Novels at the December 2006 and January 2007 meetings. Revisions were made with the assistance of representatives from Random House and TOKYOPOP.

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.

Rights Committee (Judith Appelbaum)

- Committee chair Judith Appelbaum (Sensible Solutions) reported that the committee is still monitoring the ISTC.
 - The standard is not yet dead; it is still showing signs of life.
 - ISO regulations say that if a standard is not developed within a certain amount of time it will be scrapped. The ISTC standard must be published by October 2007.
 - Parties interested in seeing the ISTC succeed include Bowker, CISAC, and Nielsen BookData.
- Andrew LaCroix (Bowker) reported that Bowker is hoping to develop a “light” version of the central database by June. Bowker hopes to begin assigning ISTCs by June.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (Barnes & Noble) reported that the proposed BISG Policy Statement POL-0701 (Elimination of Dual Identifiers on Books and Related Products) was circulated with the announcement for the current meeting. The policy will be circulated again with minor corrections at the end of January.
- Mr. Clarkson reported that it is the intention of the committee to present the policy for BISAC approval and to forward it to the BISG Board of Directors at the BISAC General Meeting on March 2, 2007.
- The objective of the policy is to provide guidance for retail booksellers and other participants in the retail supply chain in the elimination of dual identifiers (two or more identifiers for a product and two or more bar codes on the physical product).
 - The presence of dual identifiers has been a source of complication in databases and confusion in the supply chain, leading to delays at the point of sale, missing sales information, and lost reorders.
 - The policy is focused on the elimination of dual identifiers for physical retail trade, not the elimination of more than one identifier to an information entity for other purposes.
- The proposed policy provides guidance as to which identifier (ISBN or EAN/UPC) should be assigned to which product or class of product
 - Although this guidance is intended to be sufficiently specific to enable decision making, publishers and manufacturers are expected to exercise reasonable judgment in cases that are not clear-cut.
 - Andrew LaCroix (Bowker) reported that the ISBN Agency reviewed the documents and supports them.
 - Shane Rosenheim (Map Link) reported that the map industry is supporting a single ISBN-13 identifier.
 - Al Garton (GS-1) also supports the proposal.
 - Wendell Lotz emphasized the importance of the proposal and the need to hear from organizations if there are significant issues with it.
 - The policy will be presented at the March 2007 General Meeting for approval.

Liaison Reports**ABA (David Walker)**

- Though not in attendance, David Walker (ABA) provided Mr. Lotz with an e-mail of his report.
- Regarding the ISBN-13 transition, it is the foremost data-related issue that ABA has been dealing with for the past few months.
 - Mr. Walker’s overall impression is that the picture is very patchy. Some stores have upgraded to full 13-digit capacity and some have not.
 - Everyone seems to be getting by and no major disasters have been reported yet.

- Prompted by rumors that the 979 ISBNs may not have a readily identifiable publisher prefix, several booksellers have expressed concern about how they will be able to identify books belonging to individual imprints or distributed lines.
 - The question has been raised that if the 979 ISBNs do indeed turn out not to include a publisher prefix, will the Standard Party Identifier provide a possible solution to the problem.
 - Mr. Minett reported that the 979 numbers will have an identifiable publisher prefix although there will be rules in place regarding the publisher prefix length. He is in the process of developing a business system for the International ISBN Agency which will be available in June. Through this system, people will be able to access a prefix splitting tool.
- Mr. Walker reported that he feels the ABA will be on board with the proposed elimination of dual identifier policy.
- Batch.co.uk is still interested in bringing their system to the U. S.
 - They are exploring the best vehicle for doing so.

BISG Research Committee (Kelly Gallagher)

- Kelly Gallagher (Bowker) reported that the committee is currently in the process of recasting the approach of the Research Committee.
- The committee recently completed a survey which had over 230 responders (a 30% response rate).
 - Those surveyed were questioned what the Research Committee should be doing to support BISG members.
- Mr. Gallagher offered the services of the Research Committee to BISAC Committees to do research projects on what may potentially help the cause of other committees.
- The Research Committee will not be moving forward with another used book study as it was found to be of no value to most.
- The committee will be looking at some case studies in supply chain area in order to identify waste.
- In addition, they will be looking into doing a digital aspect benchmark study.

Distribution Executive Interest Group (Chris Demyanovich)

- Chris Demyanovich (Random House) reported that two subcommittees have been formed. The subcommittees are:
 - BMI Initiative (Craig Bauer, Houghton Mifflin, Chairman): The main task of this subcommittee will be to identify and find solutions to overcome the barriers to adoption of the approved DEIG spec at leading publishers and book manufacturers.
 - Craig Bauer held a conference call with Book Manufacturing Institute members to understand potential barriers to their adoption of the DEIG Guidelines for Shipping Container Labeling.
 - The proliferation of multiple standards was stated as the primary barrier to adoption as the book manufacturers who participated in the conference call indicated they have as few as 45 and as many as 200 unique and specific label requirements to support. :
 - Product Label Certification (Tom Clarkson, Barnes & Noble, Chairman): The main task of this subcommittee will be to develop a Product Label Certification Program to be approved first by DEIG and then by the BISG Board.
 - Two major Book Retailers have already indicated their support of an Industry-based Certification Program for Labels.

EAN Transition Taskforce (Phil Madans)

- Phil Madans (Hachette Book Group) reported on each of the three recently created subcommittees of the EAN Transition Taskforce:
 - Product Delivery
 - The Product Delivery subcommittee has found that publishers are supplying both SANs and UPCs.

- The subcommittee has drawn up a Best Practices document which includes a proposal for publishers to get products to wholesalers at least fifteen days before on sale date. It was questioned whether fifteen days is reasonable as some publishers may have an issue with getting their product out fifteen days in advance.
- The following proposal has been drafted: “If Publishers commit to deliver product to the Wholesalers 15 days before the "On-Sale" date, the Wholesalers will accept all product EAN-13 bar-coded and will handle all re-packaging needed for their customers. While adopting this proposal will effectively eliminate the current practice of Publisher's dual-printing titles, all parties should consider the effect adopting this proposal will have on their operations, schedules, logistics, etc. Also adopting this proposal will not eliminate the need for stickering some inventory for those retail accounts that will continue to accept only UPC-coded product, and any cost for this stickering will need to be discussed between trading partners.” Task Force members have been asked to meet with the appropriate people within their organization to discuss.
- Partner Communications and Data Delivery
 - The subcommittee has been discussing the ongoing issue of price changes in the general retail market.
 - The decision made by the subcommittee was that the best practice is to accept the information digitally.
 - Mr. Madans reported that Levy is currently testing taking an ONIX feed.
- Website Development
 - Angela Bole (BISG) reviewed recent refinements to the draft EAN transition website. She agreed to continue updating the site with the support of the Website Development subcommittee with the intention of going live after the next full Task Force meeting in January.

Booknet Canada (Doug Minett)

- Mr. Minett reported that some pilot work is being done on returns documents (which SCEDI will review once complete).
- In Canada, Booknet continues to be a leader in EDI and sales data analysis; they act as an umbrella organization for publishers and retailers.

CBA (Eric Grimm)

- Eric Grimm (CBA) reported that the Christian Retail Solutions Committee will be forming a subcommittee in January to look at Bible coding.
- The CBA has developed, with Bowker, a survey regarding the use of EDI. There has been some resistance from publishers on EDI usage, so the hope is to identify the benefits and gain greater EDI participation.
- They are also looking at ASNs (Advance Ship Notices) with the hope to create a project with publishers and POS vendors to provide a demonstration to illustrate the benefits to smaller retailers.

ECPA (Mark Kuyper)

- Mark Kuyper (ECPA) echoed the report from Mr. Grimm.

Manufacturers Executive Interest Group (Ira Carrel)

- Ira Carrel (Barnes & Noble) noted that he is looking forward to chairing the committee and feels that the committee has great potential.
- Publishers have identified areas in the supply chain where there are benefits.
- The committee will be looking at taking the waste out of the supply chain and establishing an EDI standard from manufacturers to publishers. Ira also feels there can be benefits to retailers as well.

Old Business

- There was no old business to discuss.

New Business

- BISG website
 - Ms. Bole reported that BISG has recently transferred to a new technical support service and a new server. If you sent email to a list serve it will now require moderator approval. She is hopeful that this will be ironed out in the near future.
 - The website also includes a new section for committee documents that are currently under review.
- Making Information Pay
 - Ms. Bole announced that Making Information pay 2007 has been scheduled for May 10, 2007.
 - A “save the date” e-mail was sent out on January 18, 2007.
 - The topic for the conference is “Using Emerging Technology to Improve Your Bottom Line”.
- Procedures and Processes Document
 - The Executive Committee has developed a procedures and practices document for BISAC which they hope to present for review in the near future.
- Books Online
 - The Executive Committee is working in conjunction with an AAP subcommittee for books online standards for digital practices.
 - The AAP already has a committee, but BISAC should have a role in the development of standards. Attendees should think about who in the organization it would be beneficial to have participate.

The next BISAC General Meeting will be Friday, March 2, 2007, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:40 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Appelbaum, Judith	Sensible Solutions
Berg, Ted	Bergware Consulting
Bole, Angela	BISG
Cambria, Lori	Penguin USA
Carrel, Ira	Barnes & Noble
Clarkson, Tom	Barnes & Noble
Dawson, Laura	LJNDawson.com
Demyanovich, Chris	Random House
Gallagher, Kelly	Bowker
Grimm, Eric	CBA
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jan	Pearson
Kuyper, Mark	ECPA
LaCroix, Andrew	Bowker
Lotz, Wendell	Ingram Book Company
Luthman, Mike	Thomson
Madans, Phil	Hachette Book Group
Meyer, Thom	Mazer Corporation
Minett, Doug	The Bookshelf
Moore, Helen	HarperCollins
Rosenheim, Shane	Map Link, Inc.
Stark, Richard	Barnes & Noble

Underwood, Vivian

Anderson Merchandisers

Upton, Joe

Malloy