



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

July 15, 2005

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 July 15, 2005 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 9:33.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the May 20, 2005 BISAC General Meeting. The minutes contained four errors:
  - p. 1 – Fred Hoffman (Wordsworth) was erroneously referred to as Frank Hoffman.
  - p. 2 – Rachel Rushefsky's (Barnes & Noble) name was misspelled as Rushesfky and she was erroneously affiliated with Random House.
  - p. 3 – In the section on the Identification Committee, "formally ICC" should read "formerly ICC"
  - p. 4 – In the section on the BISAC Subject Codes Committee, "Rationality codes" should read "Regional codes".
  - p. 6 – Rachel Rushefsky's (Barnes & Noble) name was misspelled as Rushesfky.
- The minutes as amended were approved.
- Connie Harbison (Baker & Taylor) was nominated by Wendell Lotz as secretary of the General BISAC Committee; Jeff Abraham seconded the nomination. All present were in favor; none opposed.

**Executive Director's Report (Jeff Abraham)**

- Jeff Abraham announced that as of June 30<sup>th</sup>, BISG completed its fiscal year.
- He reported that it was a "blockbuster" year in terms of membership, activity, financial performance and website traffic; this being the third year of record growth and activity.
- In order to capitalize on this growth and momentum, The Board has launched a strategic planning process and will focus on primary goals and objectives for the next 3-5 years.
- The organization now has to be looked at on a different scale and assets need to be leveraged to benefit the industry.
- GDSN
  - Continued to monitor progress with the Global Data Synchronization Network.
  - Organized and chaired several conference call meetings of the GPC (Global Product Classification) for printed and reference material.
  - Business element (i.e., how, why, when to be involved in GDSN) is being looked at within the EAN Transition Taskforce.

- GPC (Global Product Classification) is the way products are classified and grouped in GDSN. Mr. Abraham currently chairs a committee focusing on creating a hierarchy within GDSN for textual, printed, and reference materials.
- Creating metadata within GDSN for books; thus, creating an industry change report for reporting on attributes of a product. Responsibility of reconciling ONIX fields and attributes with the GDD (Global Data Dictionary) will fall to the Metadata Committee.
- BEA (NYC)
  - BISG held the following seminars which were all very well attended:
    - *Distribution: Toward Effective Practices That Impact Your Bottom Line*
    - *Making Market Research Pay*
    - *ISBN-13 For Dummies*<sup>®</sup> (held twice)
- ISBN-13 Update
  - The ISBN-13 website was launched and released a few weeks ago. It can be found at [www.bisg.org/isbn-13](http://www.bisg.org/isbn-13).
  - The website has experienced a tremendous amount of traffic.
  - When someone performs a Google search on ISBN-13, the BISG site come up in the #1 and #2 position.
  - Anyone with questions on ISBN-13 should be directed to that site.
  - Mr. Abraham asked BISAC members to look into linking to the site from their organizations' websites.
  - Members are asked to submit any feedback, comments, or changes and the ISBN-13 Taskforce will then review the feedback.
  - The next phase of the website development will involve expanding and revising the current ISBN-13 FAQ document.
  - ISBN-13 webinars have been a success with 100+ people attending each of the two webinars. These will continue to be offered provided there is a demand.
  - The ISBN-13 Taskforce is working on a readiness list and survey. The list is a checklist of questions on readiness. The taskforce has an advanced draft and is working on putting it out on the website.
    - Once complete, the taskforce will publish a directory of organization's readiness.
    - The list is expected to go live on the website within the next 3-4 weeks.
    - The taskforce will need to figure out how to compile data without it being a resource drain.
  - Laura Dawson mentioned that there is some coordination between the ISBN-13 Taskforce and the EAN Taskforce on a PR campaign in an effort to get the message across the industry; the subcommittee is getting this together.

#### **U-Connect Conference (Tom Clarkson)**

- Tom Clarkson (Barnes & Noble) reported on his observations at the U-Connect Conference that took place June 7-9, 2005 in Grapevine, Texas.
- Mr. Clarkson distributed a document entitled "Global Trade Item Number Impressions from U Connect Conference – June 2005".
- Mr. Clarkson described his experience at the conference as an "epiphany" as it became clear to him that the utilization of GTIN in general retailing is much more widespread than he had anticipated.
- He reported that almost every presentation he attended mentioned the GTIN.
- The GTIN is actually a family of identifiers, including the UPC, EAN (EAN/UCC-13), and EAN/UCC-14. Increasingly, the EAN/UCC-14 is being referred to as "the GTIN", although this is technically incorrect. At the recommendation of the ISBN-13 Task Force, BISG is adopting the terminology "GTIN-14".

- Mr. Clarkson emphasized that GTIN is not a product identifier for marking individual items for scanning at the point of sale.
- At the item level, the GTIN-14 is simply the ISBN-13 or EAN with a zero in front of it. There is no recalculation of the check digit.
- As to why GTIN-14 should be used, it is because general retailing worldwide is using it to identify both products and their packaging in the supply chain. It is vital that the book industry stays aligned with general retail and global data synchronization.
- The BISG policy that was adopted two years ago the 14-digit identifier for all electronic communications; this identifier is the GTIN-14 (or EAN/UCC-14).

#### **Discussion on GTIN**

- At the conclusion of Mr. Clarkson's presentation, a discussion on GTIN took place. Key points covered in the discussion were:
  - GTIN-14 allows for package level ordering.
  - The operational objective is to be compatible with global trade by using the zero prefix to create a GTIN-14 from the ISBN-13.
  - If a publisher is packaging in more than one case pack, the GTIN-14 permits communication as to what is in the case pack.
  - Compatibility with GTIN-14 allows for most buying transactions to comply with the same standard.

#### **EAN Taskforce (Chris Demyanovich)**

- Chris Demyanovich (Random House) briefed the group on the current initiatives of the EAN Taskforce.
- The taskforce's last meeting was June 15, 2005.
- Mr. Demyanovich reported mixed progress with grocers moving to EAN.
- Some publishers are doing split run printings in order to accommodate both those who are ready to transition to EAN and those who are not.
- The taskforce is looking into PR efforts.
- The taskforce is also looking more at GDSN.
- Maile Bergen (Levy Home Entertainment) was elected to co-chair of the taskforce with John Bohman (Random House).
- Al Garton (GS1 US) gave an update and reported that Safeway is in fact ready and has been for 6 months. They are currently working on communication within the organization. Mr. Garton also reported that Albertsons has done an internal workaround and that Kroger's will be ready in two months.
- The discrepancies in information received seem to be a result of speaking with different people. The accuracy of information is dependent on who you speak with.
- Mr. Demyanovich also reported on findings that retailers can use existing data communication tools as alternatives. He reported that 832 came up from several retailers as an option.

#### **Committee Reports**

##### **Identification Committee (Albert Simmonds)**

- Albert Simmonds (independent consultant) reported that the final updated document on Product Identifiers in Electronic Transmissions was submitted to the ISBN-13 Task Force and to BISG.
- Mr. Simmonds reported identifiers to be completely synched with GS1 identifier standards through the EAN/UCC-14 level.

**Supply Chain EDI (SCEDI) Committee (Eric Thronson)  
(formerly Internet Commerce Committee)**

- Eric Thronson reported some movement on the 4010 version of the X12 documents currently on the website for review.
- He also stated that there will be a meeting the week of July 18th to discuss 4010 and do preliminary work on 180.
- XML version 1.1 documents are ready and Mr. Thronson will send to Sara to post on the BISG website. The new version fixes and cleans up some technical issues.
- The committee is also continuing work on the availability code issue.
- The committee's e-mail address is now [scedi@bisg.org](mailto:scedi@bisg.org).

**Metadata Committee (Richard Stark)**

- Richard Stark (Barnes & Noble) reported that the committee was making it part of the Best Practices for a both a 13-digit and 14-digit identifier to be mandatory in ONIX.
- ONIX will then have four required identifiers: ISBN-13, EAN-13, EAN-14, ISBN-10.
- There does not seem to be a lot of enthusiasm internationally for a 14-digit identifier at the item level.
- The Best Practices document should become final in the next few weeks.
- ONIX 3.0 should consist of removing deprecated tags.
- The Metadata committee feels that no updates should be made to ONIX until a year from now as many companies' resources are being committed to ISBN-13.
- It is not prudent to keep updating versions of ONIX if no one is using the new versions.
- Mr. Stark sent a request to EDItEUR that no revisions be made until late summer of 2006 and that 3.0 include more changes in it than the removal of deprecated tags.
- The Metadata Committee will work with GS1 US to look at ways to make GDSN compatible with the book industry. The goal of this work will be to allow ONIX feeds to be sent to data pool providers.

**Subject Codes Committee (Connie Harbison)**

- Connie Harbison (Baker & Taylor) reported that Version 2.9 of the Subject Codes was released and is now available on the website at no charge.
- The new distribution method has brought greater interactivity between the committee and publishers needing codes.
- Version 2.0 of the Themes has been completed and still needs to be submitted to BISG members for approval. Once approved, they should also be made available on the website.
- The committee is still in process of developing a regional list and usage notes for both Themes and Regions.
- The committee has put in a request to the Metadata committee to add a code list in ONIX for the regional codes.
- Also on the committee's agenda is working on BISAC to BIC mappings.

**Publisher/Manufacturer Committee (Brian Sharlach and Diane Degener)**

- Committee chairs Brian Sharlach (McGraw-Hill) and Diane Degener (VonHoffman) were not present, so Mr. Abraham gave the committee update.
- The committee will begin work with the Manufacturers Executive Interest Group, comprised of a group of senior executives, on issues related to the back-end of the supply chain and CPFR.
- The two committees will develop and review standards to create consensus and adoption.

**Rights Committee (Judith Appelbaum)**

- Committee chair Judith Appelbaum (Sensible Solutions) was not present and did not provide a report for the Rights Committee.

**MRC Committee (Tom Clarkson)**

- Tom Clarkson (Barnes & Noble) reported that the committee has been on a sabbatical.
- The MRC Committee will begin meeting again in the fall to focus on bar coding issues, product identification, and standards.
- Mr. Clarkson also reported that he spoke with a person from Walgreens at the U-Connect conference who welcomed the news of the price point UPC being replaced.
- In addition, he noted that, during a webinar sponsored by the Australian ISBN Agency, the participants reported that they do import a significant number of mass market paperbacks from the U.S. and are glad to see the price point UPC being replaced.

**Liaison Reports**

**ABA (David Walker)**

- David Walker (ABA) reported there was no update.

**Distribution Executive Interest Group (Chris Demyanovich)**

- Chris Demyanovich reported that the group continues to work at its at warehouse benchmarking project. To be completely oriented to the book industry, additional participating warehouses are needed.
- This will become a higher priority for Mr. Abraham over the next few weeks.
- The latest draft of the shipping label container guidelines has been completed and is open for comments through 8/15/05. The guidelines will be revised again and will be ready for approval at the BISG annual meeting in late September.
- The group is also looking at returns labeling and hope to be able to include this in the shipping label guidelines.
- The group is now working on pallet label guidelines.
- The group is also looking to create a new document that deals with “all things operational”.
- The next DEIG meeting is 9/15/05.

**GS1 US (Al Garton)**

- Al Garton (GS1 US) stated that the name change from Uniform Code Council to GS1 US is official.

**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 September 9, 2005, 9:30AM to 11:30 AM at the offices of Random House (14<sup>th</sup> Floor, Dr. Seuss Room).

The meeting adjourned at 11:06 am.

**Attachment 1 – Attendees:**

<u>Name</u>	<u>Representing</u>
Abraham, Jeff	BISG
Cendoma, Prudence	Brodart
Clarkson, Tom	Barnes & Noble
Cuthel, Bill	Scholastic
Dawson, Laura	
Demyanovich, Chris	Random House
Garton, Al	GS1 US
Harbison, Connie	Baker & Taylor
Hilles, Jackie	VISTA International
Logan, George	Klopotek International
Lotz, Wendell	Ingram Book Company
Luthman, Mike	Thomson
Madans, Phil	Time Warner Book Group
Perry, Pamela	Simon & Schuster
Raffel, Sara	BISG
Roldan, Frank	VISTA International
Simmonds, Albert	
Stark, Richard	Barnes & Noble
Thronson, Eric	
Walker, David	ABA
Weiss, Jonathan	Oxford University Press
Wright, George	PIPS