



Book Industry Study Group

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

July 20, 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 July 20, 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 9:35 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the May 4, 2007 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- Michael Healy (BISG) reported that the BISG office has been temporarily displaced due to a steam pipe explosion that took place on July 18, 2007 directly outside of the building. Phone and servers are inaccessible at this time. *[Secretary's Note: The BISG office has reopened as of August 24, 2007. CH]*
- Standards
 - BISG has recently become involved in the area of identifiers for digital content as it seems that there is a real need for guidance within the industry on how to identify digital publications.
 - An invitation only meeting was held at BEA on this topic.
 - The goal is to produce a white paper in the fall offering guidance on how to identify digital publications.
 - The white paper will consist of a set of use cases commissioned with BIC.
 - The document will touch on ISBN, DOI, and ISTC.
 - BISG has recently formed a Digital Standards Committee to address the issue of searching and retrieving book data online.
 - The committee has met with a good response as about 45 companies have expressed interest in membership.
 - Kent Freeman (Ingram Book Group) has volunteered to serve as chairman of the committee.
 - Approximately 40 people attended the first meeting.
 - The main discussion of the first meeting was to do an exploration on what areas the committee should focus.
 - It was decided that the focus should be on web services for the exchange of information online.
 - Work continues on the International Standard Name Identifier (ISNI). Michael Healy and Richard Stark (Barnes & Noble) represent the U.S. within this working group. About four meetings have been held so far with the next taking place in September.
 - This identifier is intended to provide a standard identifier for authors, illustrators, etc.

- There was not much to report on the International Standard Text Code (ISTC). The news from the registration authority is that the first ISTCs should be issued within the next couple of months.
- GDSN has had some renewed activity.
 - The EAN Transition Taskforce had a presentation from GS1 at their last meeting.
 - Booknet Canada is partnering with a GDSN data pool.
 - Work is being done to develop a standardized mapping between GDSN and ONIX. This mapping is taking place within a working group comprised of members of the Metadata Committee and of the EAN Transition Taskforce.
- EDI activity is taking place within the MEIG Committee.
 - A subcommittee, chaired by Tom Smith (Simon and Schuster) and Kevin Hess (RR Donnelley), has been formed and is making progress.
 - One of the goals of the ASN Subcommittee is to reconcile the EDI version release to use with the ASN.
 - Regardless of which version of EDI is used, the subcommittee was able to agree that the method of communication would be X12 EDI through a VAN. This method necessitates that an 856 map be developed that includes reference to DEIG's *Guidelines for Shipping Container Labeling*.
 - The subcommittee has planned a pilot program on requirement implementation. Participants will include Anderson Merch, Simon & Schuster, Quebecor, RR Donnelley, Offset Paperback, and possibly Random House.
- Certification
 - There are two certification proposals to be presented before the Board in September.
 - One of these is the certification of product labels on cartons, being driven by DEIG. The other is the certification of product metadata, being driven by the Metadata Committee. The latter certification program has seen some good progress.
- Programs
 - The second cycle of the warehouse benchmarking program has been completed. A third cycle will be considered when the results of the second cycle are known.
 - The Research Committee will be doing an environmental benchmarking study in collaboration with Green Press Initiative.
 - This will involve an industry-wide survey to paper mills, paper manufacturers, publishers, etc. sent in an effort to measure environmentally conscious practices.
 - The survey should be sent by the end of July 2007.
 - The committee has received responses from Ingram, Random House, HarperCollins, and the Association of American University Presses for sponsorship.
 - Thus far, the level of sponsorship is about half the cost of the project.
- BISG closed its fiscal year on June 30, 2007.
 - The audit results are currently being prepared.
 - The Board budgeted for a small deficit, however, the organization actually made a large surplus.
 - This is due, in part, to the addition of 40 new members.
 - The budget for the next fiscal year is also being prepared.

Committee Reports

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the Subject Code Committee closed the 2007 Edition of the Subject Codes at their July 19, 2007 meeting.
- The committee removed all of the Bible headings from the Religion section and created a new BIB section.

- Ms. Harbison also reported that Peter Kilborn (BIC) and Howard Willows (Nielsen) are in the process of developing a top level convergence between the BIC Subject Headings and the BISAC Subject Headings. They have asked for feedback in developing these UTLH (Unified Top Level Headings).

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the Identification Committee organized a meeting at BEA which was attended by a number of smaller publishers as well as aggregators and representatives of two major ISBN agencies.
- The main discussion at the meeting was the practical use of digital fragments and trying to determine the proper identifier for fragments.
- The committee will be putting together a position paper with BISG's recommendation.
- A work of use cases has been commissioned by BISG and BIC and will be done by a consultant, Michael Holdsworth (formerly Managing Director of Cambridge University Press).
- Also discussed was the Caravan Project, which involves assigning ISBNs to each chapter of a work.
 - The Caravan Project, which is the brainchild of Peter Osnos, is a partnership of nonprofit publishers, the nation's largest book wholesaler, and a group of independent and chain bookstores. The goal of Caravan is to provide book lovers with an on-demand choice in format, similar to those available to consumers of music, film, and television.
 - The Caravan Project will release 23 books from seven leading nonprofit publishers in simultaneous print, digital, and downloadable audio formats. This amounts to over 900 SKUs.
 - More information on the project can be found at www.caravanbooks.org.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present and did not provide an update report. Mr. Lotz provided the update on the Metadata Committee.
- The committee will do an examination of ONIX to determine if it is fit to deliver information on e-objects.
- The committee has reached an agreement on what will be measured for data certification.
 - 17 fields will be measured pre-publication.
 - 31 fields will be measured post-publication.
- For data certification, the publisher will submit a weekly file or a full file to the BISG office. At this time, however, it is uncertain what the BISG office will do with it.
- In Great Britain and Canada, one company does the analysis of the files (Nielsen BookData and Booknet Canada, respectively). It still needs to be determined who should do the U.S. evaluation and how.
 - One model on the table is to have the six organizations receiving the files form a panel to measure the data quality.
- The committee will hold one phone meeting and one face-to-face meeting in August on the issue of certification.
- The committee's goal is to have a proposal in September.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reported that the MRC Committee is in hibernation for now. The committee does stand ready to take on projects as the need arises.
- Mr. Clarkson described a project on a related topic, that of determining an effective publisher response to general retailer requests for UPC bar codes in addition to (or instead of) the Bookland EAN.
 - As part of the project, Mr. Clarkson is looking into the reason for the requests when many general retailers are supposedly 2005 Sunrise compliant.
 - He speculated that buyers are using the term UPC to mean "a barcode".
 - Two publishers are supplying him information in support of the investigation.
 - He also met with buyers at Barnes & Noble to try to understand the situation more.

- He is looking for publisher representatives who have successfully addressed this situation.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.

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 Rights Committee is being disbanded. Existing issues will be distributed among other committees as appropriate.
- The Rights Committee is moving to dormancy until it is needed again.

Liaison Reports

GS1 US (Al Garton)

- Al Garton (GS1 US) reported that GS1 has gone after the buying group that serves small retailers. A letter has been sent out to alert them that small retailers are prepared for a 13-digit barcode. There are still many stores, however, that are not prepared for 13-digits.
- Mr. Garton also spoke about the Reduced Space Symbology (RSS) which is smaller barcodes with additional information.
 - The RSS is now referred to as the GS1 DataBar. These are symbols that can identify small items and carry more information than the current EAN/UPC bar code. GS1 DataBar will enable GTIN identification for hard-to-mark products like fresh foods and can carry GS1 Application Identifiers such as serial numbers, lot numbers, and expiration dates, which creates the opportunity for solutions supporting product authentication and traceability, product quality and effectiveness, variable measure product identification, and couponing.
 - Retailers will require proper scanners for the GS1 DataBar.
 - In addition, databases will need to be changed in order to accommodate it.
 - The DataBar may carry additional information outside of the core GTIN.
- The SAN/GLN issue is in Bowker's hands; it is currently under review with their counsel.

EAN Transition Taskforce (Phil Madans)

- Phil Madans (Hachette Book Group) reported that two major wholesalers, Levy and Anderson News, have announced that they will only be taking the EAN barcode.
- There are retailers who are still refusing to take the EAN due to such things as policies and legacy systems.
- The taskforce will re-evaluate the 2004 readiness survey, which has been narrowed down to five questions. They will review responses in September.
- The taskforce had a GDSN presentation at their last meeting to review the current state of GDSN.
- Mr. Madans noted that GDSN is out there and it is growing. It has both its benefits (such as getting data clean from legacy systems) and its roadblocks.

ABA (David Walker)

- David Walker (ABA) reported that at a retail level, the ISBN-13 transition is going slowly. No more than 50% of independent retailers have been converted.
 - The ABA is working with Pubnet and sponsored roundtables at BEA to try to increase that percentage.
- Publishers who have specific problems with a POS vendor or a retailer should inform Mr. Walker.

- ABA members are aware of the appearance of 979 ISBNs in the near future, but many are hesitant to upgrade their systems.
- Mr. Walker reported that BATCH, the automated transaction system presented to BISAC last year, is now in a test version. They are evaluating what would be required to make it work in the U.S. market.
- There is an increasingly large amount of flack from membership on the issue of on sale date. ABA receives a large number of complaints on this issue.
 - It is mostly a question of terminology as different publishers use different terminology and it is confusing to booksellers.
 - It would be useful if the industry would agree on one term that indicates the date on which a book can be put on sale.
 - This may be an appropriate issue for the Metadata Committee. It seems a reasonable to assign to them.
 - Mr. Walker feels that a BISG recommendation would work in outlining the terminology to use for the real on sale date.
- Mr. Walker also brought up the issue of damaged shipments. He is hearing from booksellers that the percentage of damaged shipments has significantly increased lately.
 - Some causes of this may be standardization or recommendation issues (such as carton strength, packing materials, etc.).
 - This issue would be best handled by DEIG; Mr. Healy will discuss with the chairman of DEIG.

DEIG (Chris Demyanovich)

- Chris Demyanovich (Random House) had no update on DEIG to report.

Old Business

- There was no old business to discuss.

New Business

- A report on U Connect 2007 (June 4-7) was requested.
 - Tom Clarkson and Michael Healy conducted a session to an audience comprised predominantly of retailers.
 - The session focused on the importance of 13-digit barcodes.
 - Mr. Clarkson and Mr. Healy reported that they would have liked to see more people in attendance.
 - The presentation can be found on <http://www.bisg.org/conferences/index.html>.
 - U Connect 2008 takes place June 9-12 in Dallas, Texas.
- In light of the aforementioned steam pipe explosion, it was questioned whether BISG has a disaster recovery plan. Mr. Healy noted that BISG will look further into developing such a plan.

The next BISAC General Meeting will be Friday, September 7, 2007, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 11:09 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Appelbaum, Judith	Sensible Solutions
Burgos, Adriana	Simon & Schuster
Clarkson, Tom	Cumberland Systems Review Group
Dawson, Laura	LJN Dawson
Demyanovich, Chris	Random House
Dulber, Jill	Workman Publishing
Garton, Alan	GS1-US
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
LaCroix, Andrew	Bowker
Logan, George	Klopotek
Lotz, Wendell	Ingram Book Company
Madans, Phil	Hachette Book Group
Raffel, Sara	BISG
Underwood, Vivian	Anderson Merchandisers
Walker, David	ABA
Williamson, David	Library of Congress
Wright, George	PIPS