



Book Industry Study Group

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

March 2, 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 March 2, 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 9:45 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the January 19, 2007 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- BISG has recently been involved in various book trade standards work.
- At the January meeting, Michael Healy (BISG) reported that AAP has invited BISG to become involved with book content online standards.
 - Ed McCoyd (AAP) already co-ordinates a subcommittee.
 - The work still needing to be done by the subcommittee is the development of requirements.
 - Use cases are being developed by publishers, including HarperCollins, Random House, OUP, and others.
 - A joint invitation from BISG and AAP should be sent out in late March to create a new subcommittee.
- A number of certification programs are being developed.
 - The Metadata Committee has formed a subcommittee, chaired by Richard Stark (Barnes & Noble), on data certification in an effort to measure data quality.
 - Both the presence and absence of data elements in an ONIX file will be measured, though this may take some time to accomplish.
 - Timeliness of data will also be measured.
 - This type of data certification program does already exist in Canada, the UK, and Australia.
 - The subcommittee is comprised of publishers, data aggregators, etc.
 - It has already been determined that there will be differing levels of certification.
 - A certification effort has also begun in the area of EDI. This effort is being headed by Doug Minett (The Bookshelf) and will focus on best practice guidelines initially.
 - This effort is currently in its early stages. Thus far, the purchase order message (850) has been looked at.

- Pubnet is planning a similar certification program. Two certification programs may cause confusion within the industry.
- Certification of product labels on cartons is also being worked on. Tom Clarkson (CSR Group) will discuss this later in the meeting.
- Standards
 - Mr. Healy announced that BISG has signed the paperwork to become an affiliate of EPCglobal.
 - The ISO working group has now met twice to discuss the International Standard Party Identifier (ISPI). This international group draws on membership from all creative industries.
 - The U. S. representatives (under the direction of NISO) are Michael Healy and Richard Stark.
 - It was questioned whether the ISPI is going toward some kind of authority file use. The ISPI is supposed to be a system to remove ambiguity. Certain names (especially pseudonyms) often create problems, especially in the music industry. Issues also exist in the library trade. The ISPI could remedy a whole set of issues from numerous industries.
 - The ISBN-13 transition has come and gone. Therefore, the ISBN-13 taskforce has been disbanded.
- Membership activity
 - BISG has gained 25-26 new members in the fiscal year. These new members include Microsoft, O'Reilly Media, Courier Corporation, and Digital Library Federation.
- Public profile
 - Mr. Healy reported that BISG is busy in terms of events planned.
 - The fourth annual Making Information Pay will take place on May 10, 2007 at the McGraw-Hill auditorium. The conference will focus on emerging technology this year.
 - Mr. Lotz inquired about the capacity for Making Information Pay. Although a larger venue has been secured this year, this event has sold out in the past, so it was recommended to register early.
 - The new edition of *Book Industry TRENDS* (to be published June 1, 2007) will be launched and presented at BookExpo in June. A Supply Chain 101 presentation will also be conducted at BookExpo.
 - Mr. Healy will be presenting on March 5, 2007 at the Book Business Conference & Expo.
 - He will also be the keynote speaker at the 2007 Pubnet User Group Meeting on March 4, 2007.
- Publications
 - *Book Industry TRENDS* is scheduled to publish on June 1, 2007. The Publications Committee is currently in its last stages of preparing the statistics.
 - The Research Committee conducted a survey of BISG members to identify where research should be done. Response rate was about 26%.
 - Respondents expressed interest in such areas as digital publishing and environmental issues.
 - Future activity of the Research Committee will be planned based on the results of this survey.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the Identification Committee will have its first meeting on March 2, 2007.
- The meeting will cover:
 - ISTC use case advisories currently in preparation.
 - How best to absorb the ISBN-13 Task Force.
 - Potential use case advisories for the ISPI.
 - Basic housekeeping issues such as how often and where meetings should take place and future agenda items.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.
- Angela Bole (BISG) noted that implementation guidelines for EDI will be available on www.bisg.org.
 - Implementation guidelines are available for X12 3060 and X12 4010.
- In Europe, development is taking place for XML EDI; BISG will continue to monitor this very closely.
- Pubnet has been in the process of surveying their membership.
 - The survey results show that an array of EDI “flavors” is being supported.
 - The focus of BISG is on adopting the newest versions.
 - Mr. Healy will gather more feedback at the upcoming Pubnet User Group meeting.

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 preparation of Code List 7 is currently underway. This revised code list should be available sometime before London Book Fair (April 16-18, 2007).
 - Most of the revisions within the new code list meet the needs of the book industry in Norway, Spain, and Sweden. It also includes a handful of requests from the Metadata Committee.
- Version 3.0 of ONIX is scheduled for release in fall of 2007.
 - Deprecated fields are being removed from the documentation.
 - 3.0 is the first version of ONIX that is not backward compatible.
 - It also includes a complete rework of the e-book section.
 - The supply chain composite will also be significantly revised.
- Significant progress has been made by the Data Certification subcommittee.
 - The subcommittee is pushing for certification of receivers as well as senders.
 - The first level will focus on the 10-12 fields that are present in Best Practices.
 - The next focus will be on how to do more than simply measure the presence or absence of a field (e.g., measure quality).
 - The skeleton outline is that 10-12 data fields must be populated at least 6 months prior to publication. Additional data points may be measured after the book is published.
 - The data receiver must post changes within a set amount of time, though that amount of time as not yet been determined.
- Jim Lichtenberg (Lightspeed LLC) brought up the SAP module and an idoc error received when there was no match between the information coming in and the information already on the system. He questioned whether there was any discussion on how these interactions might be improved. Mr. Lotz reported that this has not come up among the subcommittee.
- The BISG office has received inquiries from e-book publishers and libraries regarding getting involved in the development of ONIX 3.0.
 - IDPF (an e-book forum) is very eager to get involved, as is the Digital Library Federation.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the Subject Code Committee is still in the process of revising sections for the 2007 Edition of the Subject Codes.
- The committee has completed revisions to the Comics & Graphic Novels section.
- In process are revisions to the Technology section, the Travel section, and the Architecture section.
- In March, the committee will begin discussion on how best to accommodate Bibles.

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) was not present, but did provide an update report to Angela Bole.
- The Rights Committee has been focused on facilitating education about and implementation of the ISTC.
- Ms. Appelbaum reported that given the pace of progress with the ISPI, it may soon make sense to mobilize the committee to help with education about the implementation of the ISPI.
- That said, Mr. Healy then provided an overview of the ISTC for those unfamiliar with it.
 - The International Standard Text Code is the latest in a series of ISO standards that attempt to number abstract works. The ISTC proposes to number textual works, not specific published instances of a work (e.g. hard cover).
 - Most feel that there is value in tying ISBNs to a single work identifier.
 - The ISTC standard has been in development for a number of years, but has not yet been published.
 - A registration authority has been formed between Bowker, Nielsen BookData, CISAC, and IFFRO, who are now required to put together a registration system.
 - Bowker has an RFP out for development of a centralized registry and hopes to have one running in a test capacity by summer 2007.
 - Data aggregators are especially interested in the ISTC.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reported that the MRC Committee has been active with the elimination of dual identifiers policy, the SAN/GLN issue, and DEIG label certification.
- DEIG label certification
 - DEIG focuses on distribution issues. There are two labels that DEIG has devised and recommends: a shipping label and a product label. The product label is more suitable for industry certification as there are few variations across the industry as compared to the shipping label.
 - The product label indicates what is in the carton and should be applied by the manufacturer.
 - Certification would be managed by the BISG office.
 - It was questioned whether certification of product labeling would lend new life to GTIN-14 and the answer was yes, it would.
- SAN/GLN
 - GLN is a GS1 term for Global Location Number.
 - The SAN and the GLN have not been compatible, though there is currently a movement to make them so. Making the two compatible will bring the book industry in sync with the general retail industry. Andrew LaCroix (Bowker) indicated that discussions with GS1 continue but that he had no update to provide at this time.
- BISG Policy POL-0701
 - POL-0701 calls for the elimination of dual identification on books and related products intended for physical retail sale by booksellers and general retailers in the United States. Dual identification is the practice of assigning both an ISBN and a UPC identifier to a book or other product and displaying both the Bookland EAN-13 and the UPC-12 barcodes.
 - To assist publishers and manufacturers in the assignment of a single identifier, the policy includes recommendations as to which identifier is appropriate for which product or class of product.

- After the January BISAC meeting, the BISG office released a draft of the policy statement for membership review. Comments were collected until February 16, 2007 and nine comments were received.
- Of the concerns expressed by reviewers, one was a question as to whether the policy statement might be interpreted as calling for the elimination of printing the ISBN in both formats: ISBN-10 and ISBN-13. Wording was added to the policy to state explicitly that the policy does not affect the printing of both ISBN formats and that the two formats can be printed as long as the publisher perceives a need to do so.
- Another concern of reviewers was the degree to which booksellers and general retailing have completed the transition to compliance with the 2005 Sunrise initiative. In recognition that the transition is still in progress, March 31, 2008, is proposed as the effective date for the policy.
- After the comment period, a reviewer asked if the policy could include e-books as a product for which an ISBN is appropriate. Identifying e-books with an ISBN is in keeping with established international standards. However, the decision of the MRC Committee was to not include e-books in the present policy statement since this policy addresses “products intended for physical retail sale”. To emphasize the present scope and to include the physical manifestations of e-books, the committee has proposed amending the fourth bullet point in Paragraph 8.1 to read: “Publications or copies of physical publications in digitized form on various media such as tapes, cassettes, CD-ROMs, DVDs, etc.”
- Clarifying the appropriate identifier(s) for all the various elements in the spectrum of intellectual property entities is a matter of considerable importance, since the ways in which content can be disseminated is increasing. Thus, the MRC Committee recommends that the Identification Committee consider what might be helpful to the book industry in the way of broader clarification or definition.
- Both the revised policy statement and the response to feedback from BISG member review were distributed along with the announcement for this General Meeting.
- Both the proposed amendment to Paragraph 8.1 and policy POL-0701 as a whole were put before those present for approval. Both were unanimously approved.

Liaison Reports

EAN Transition Taskforce (Phil Madans)

- Phil Madans (Hachette Book Group) explained, for the benefit of newer attendees, that the taskforce was set up in conjunction with GS1 to make EAN-13 the standard number for products. The transition was from UPC to EAN.
- The next meeting of the taskforce is scheduled for March 13, 2007. At that time, Mr. Madans hopes that the product delivery proposal will be discussed.
- The taskforce is planning to put up a website through www.bisg.org.
- Levy Home Entertainment has announced that it will be accepting only EAN bar codes as of summer 2007. Albertson's and some other companies are still holding out.

RFID (Jim Lichtenberg)

- Jim Lichtenberg gave an overview of RFID noting that it first came to the attention of the book industry in 2003.
- At that time, an RFID working group was formed. Also, NISO has formed an RFID technical committee.
- No personal information would ever be put into an RFID tag.
- RFID was implemented successfully by a bookstore in Holland.
- There exists a question of standards; what is the structure of the data on an RFID tag?

- A fifty page report has been created, but has yet to be approved by NISO. Once the report is reviewed by NISO, Mr. Lichtenberg will provide the report to BISG for review.
- Both printers and book manufacturers have an interest in RFID.

Manufacturers Executive Interest Group (Michael Healy)

- Mr. Healy reported that MEIG was a group that was not active for some time. Now, however, MEIG has a new chair, Ira Carrel of Barnes & Noble, and has started meeting again.
- The most recent MEIG meeting was an agenda setting meeting to identify the group's priorities.
- The meeting was well attended, but mostly by suppliers – not manufacturers.
- One area needing attention that MEIG will focus on is a standardized message for drop ship (with the overall topic being speed of product to market).

Old Business

- Wendell Lotz announced that a web implementation of a program to split 13-digit ISBNs has been developed by Doug Minett and should be made available in the next 60 days on the International ISBN website (<http://www.isbn-international.org>). This will assist in properly hyphenating the ISBN-13.

New Business

- There was no new business to discuss.

The next BISAC General Meeting will be Friday, May 4, 2007, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 11:31 am.

Attachment 1 – Attendees:

| <u>Name</u> | <u>Representing</u> |
|--------------------|----------------------------|
| Bole, Angela | BISG |
| Burgos, Adriana | Simon & Schuster |
| Clarkson, Tom | CSR Group |
| Dawson, Laura | LJNDawson.com |
| Dulber, Jill | Workman Publishing |
| Falvo, Tony | Brodart |
| Harbison, Connie | Baker & Taylor |
| Healy, Michael | BISG |
| Jarocho, Jan | Pearson |
| LaCroix, Andrew | Bowker |
| Lichtenberg, Jim | Lightspeed, LLC |
| Little, Kitty | Queens Library |
| Lotz, Wendell | Ingram Book Company |
| Madans, Phil | Hachette Book Group |
| Moore, Helen | HarperCollins |
| Mutter, John | Shelf-Awareness |
| Phebus, Meredith | Penguin Group |
| Underwood, Vivian | Anderson Merchandisers |
| Wright, George | PIPS |