

**MINUTES OF THE MEETING OF BISAC
(BOOK INDUSTRY STANDARDS AND COMMUNICATIONS)
MARCH 4, 2005**

Chair Wendell Lotz called the meeting to order at 9:32, A.M. and asked attendees to identify themselves (see Attachment 1).

A motion was made, seconded and passed unanimously to approve the minutes of the meeting of January 21, 2005 without emendation.

Wendell then called on Connie Harbison, Chair of the Subject Codes Committee, who reported on the completion of revision of the codes in the areas of Computers, Family & Relationships, Juvenile Fiction, Juvenile Non-Fiction, and Law. The additions and changes were distributed for review with the minutes of the January 21, 2005. A motion was made, seconded, and passed unanimously to approve these changes, which will lead to the publication of version 2.9 of the codes.

Wendell then asked for the

REPORT OF THE EXECUTIVE DIRECTOR. JEFF ABRAHAM:

Jeff reported that the Board of Directors of the Book Industry Study group had met the previous day, Wednesday, March 3, 2005. Two new members were nominated and approved by the board--Mike Strauch of Amazon.com, who replaces retiring board member from Amazon, Lyn Blake; and Dominique Raccach, CEO and Publisher of Sourcebooks. The Board continues to expand and provide an ever-better representation of the industry as a whole, with thirty-five members in attendance at the March 3rd meeting. Numerous issues were discussed at that meeting, including:

- *Book Industry Trends* and its product cycle. The 2005 edition of *Trends* is scheduled for release in early May. Findings for this edition are to be announced shortly.
- The recent BISG survey of over 86,000 US publishers, expected to be released in early to mid April under the title *Under the Radar: A Breakthrough, in-depth study of the book industry's under-reported segment and channels*. This study will compare, in a wide variety of categories, the sales of small and mid-size publishers (those with revenues below \$1 million and those in the range between \$1 million and \$50 million), the latter of which were found to extend above and beyond earlier estimates.
- This year's *Making Information Pay 2005* session to take place in April. The panels and speakers are set and the conference is now oversold, with over two hundred attendees registered. Anyone still interested in attending should contact Jeff in the BISG office, but should expect to have to be wait-listed.
- Data Synchronization. Jeff reminded attendees of the report during the January 21st BISAC meeting on the BISG Task Force's activities with regard to the GDSN (Global Data Synchronization Network) and of Matt Herman's discussion at that same meeting of the efforts of the IPDA (International Periodicals Distributors Association) in the area of data synchronization. Due to concerns that the Global Product Classification Group within the EAN.UCC might "reinvent the wheel" with regard to books, representatives of BISG and the GPC met in an effort to insure that BISAC/BISG's expertise and experience (e.g. with ONIX [On-Line Information Exchange]) was taken into consideration when the GPC looked at developing product data for books. As a result, Jeff was invited to chair a new GPC subgroup to define a schema for books and other

printed material. Jeff will reach out to others, both within the US book community and internationally, to participate in this group and build on what BISAC/BISG, BIC, and EDItEUR have developed to date. To aid in its work, Jeff has received a schema of another “vertical” covered by the GPC to use as a model for development. Meanwhile, the BISG Task Force has invited several certified data-pool service companies to make short presentations to its members on the extent and type of services they might make available down the road to our industry. This meeting is tentatively scheduled for April 12th.

- The Manufacturers Executive Interest Group (MEIG) is ramping up under the chairmanship of Josh Wright, V.P. of Operations at Random House. This group, whose membership will consist of high level manufacturing executives from publishers, book manufacturers, and printers, will look at industry best practices and the use of standards. Jeff hopes that this will spur the implementation of the XBITS / Publisher/Manufacturer Committee standards. The group also intends to look into CPFR (Collaborative Planning, Forecasting and Replenishment) further down the road. To date, over twenty members have joined this group. Its first meeting is scheduled for March 22nd.
- A new calendar for BISG and BISAC for the next fiscal year. The dates of the general BISAC meeting and the BISG Board of Directors meeting will be staggered so that requests from one group to the other and the responses to those requests can be dealt with in a more effective time frame than the current one. Committee chairs will be asked to try to schedule their meetings as far in advance as possible to make it easier for their members to plan their travel.
- A formal cooperation agreement between BISG and BIC, which was ratified and approved by the BISG Board of Directors. A press release will be issued soon (see Attachment 2) describing the agreement. The goal of the agreement was to take the successful informal relationship between the two groups and add value by clarifying what is being done, such as cooperation on ONIX, EDI messages, and future standards such as the ISTC (International Standard Text Code) and the IPI (Interested Party Identifier). Jeff expects this agreement to serve as a road map and model for similar agreements with other groups with whom BISG interacts. Brian Green spoke for BIC, saying that he was delighted that the cooperation between BISG and BIC, which has been going on since the inception of the latter, has been taken to a new level. Jeff will speak on this “standards alliance” on March 15th at BIC’s Supply Chain Seminar at the London Book Fair, which Wendell will also attend.

Wendell then called for reports from the Committee Chairs:

IDENTIFIERS COMMITTEE: CHAIR ALBERT SIMMONDS:

Albert reported that a Working Group was in the final stages of cleaning up the documents on the Product Identifier section of the BISG web site. Since the January BISAC meeting, there had been no calls or corrections received from outside to these documents. With the help of Al Garton, there is now a link to an updated GTIN document on the UCC web site. Albert asked Fred to discuss the changes made to the retail document. Fred reported that, aside from some slight changes for the sake of clarity, there were two major changes in the document which was about to be sent to Sara in the BISG office to replace the existing one—first, the discussion of the GTIN had been modified to focus on the BISG policy of transmitting ISBNs in the form of EAN/UCC-14s in transactions between trading partners and on the

desirability of not limiting the field for the book identifier in retailers' data bases to thirteen characters. The discussion of the use of a packaging level indicator in the EAN/UCC-14 was relegated to a link to the UCC's GTIN page; second, the discussion of JOVIAN as a possible industry-wide solution to the numbering of used books while retaining a correspondence to the original ISBNs was scrapped (lest it appear that BISAC was endorsing an improper use of the EAN.UCC "200" series of prefixes reserved for internal use only) and replaced it with a general statement about efforts going on to find a solution to the issue of numbering of used books.

Albert then discussed work on the bar code document on the PI site. He reported that the BISG office continues to receive many technical questions related to bar coding which they are not able to answer and which they have to refer to other parties. Albert and George Wright want to develop the bar code document on the PI site into a hyper-linked document with brief statements which would answer many of the questions the office receives so that questioners can be referred to the web site. Albert plans to vet these statements with as many people as possible and eventually to develop links on the web site to the various points.

INTERNET COMMERCE COMMITTEE: CHAIR ERIC THRONDSOEN:

Wendell Lotz conveyed Eric's apologies at not being able to attend due to illness, and read a report which Eric had e-mailed to him.

The committee met by conference call on February 17th to review its efforts on its XML documents and address issues raised by early adopters. Existing documents will be updated to version 1.1. The committee will also revisit the material on methods of transportation. Brian Green clarified that there was basically nothing wrong with the material in that section, it was just that the committee hadn't said much on the topic to date. Ted Berg has further revised the X12 version 4010 documents based on feedback received from those attending the review session on January 20th, and Eric expects those documents to be up on the BISG web site soon. The committee was given a demonstration of the Edifecs SpecBuilder software, which has been donated to BISAC to aid in our further development of X12 standards. <SpecBuilder can also be used to develop standards in other formats, including XML.>

METADATA COMMITTEE: CHAIR RICHARD STARK:

Richard reported that version 1.0 of the ONIX Best Practices document was finished, and he requested feedback on it from members. The document will be posted on the BISG web site as a draft for review. Richard hopes to have the document approved later this year. He cited the close cooperation with BookNet Canada on the document and that the committee had also kept in mind similar guidelines developed by BIC in the UK and by the Australian book industry as well. Conformance to the best practices should enable providers to send out a single message to all customers rather than having to customize their ONIX documents to conform with various recipients' differing interpretations of the standard. Richard also expects that this document will help people understand ONIX better than the more technical formal ONIX schema. The development of the Excel template for non-XML transmissions of core data elements of the ONIX message is still to come. Committee member Laurie Stark lauded Richard for all his work on the Best Practices document.

Wendell noted that, out of the one hundred people who have received the draft of the Best Practices document, only twelve have commented to date, and asked the others to look the document over and send their responses to Richard. Since, Wendell said, most companies are not one hundred percent up on ONIX best practices at this time, he expects that there should be further responses to the draft.

Jeff reported that the BISG office is working on upgrading the listing of ONIX users, and BISG will have something up on its web site to allow those people to update their ONIX usage data. He hopes to have this done in the next few months and that it will serve as a central repository for information such as who is using ONIX in which version and how messages are being transported.

SUBJECT CODES COMMITTEE: CHAIR CONNIE HARBISON:

Now that the committee has finished work on version 2.9 of the BISAC Subject Codes, it is turning its attention to Merchandising Themes and responding to comments from publishers who had been viewing the Subject Codes from a merchandising perspective. They are also looking at methods for distributing the Subject Code document.

Connie noted that the committee wants to expand its membership and to insure that experts in certain categories are brought in to those meetings which address their fields of expertise. Wendell urged attendees to encourage people from their organizations to become active on the Subject Codes Committee and the other BISAC operating committees. Jeff stated that the BISG office will support the continued work which Connie and the committee are doing, and will review the methodology for the distribution of the codes. As part of that review, it will look at users of the codes and determine how they are used and the value they provide to those users. Jeff hopes that this effort will result in improved industry perception of the importance of the Subject Codes. Fred Hoffman suggested that systems developers for the various retail segments might be an untapped market for the codes.

PUBLISHER/MANUFACTURER COMMITTEE. CO-CHAIRS BRIAN SHARLACH AND DIANE DEGENER:

Brian reported that twenty-five companies are in one or another stages of implementation of the XBITS / Publisher/Manufacturer Standards, and that usage has been moving down from larger to smaller companies. With technical work on the development of the standards largely done, the committee has moved to developing a marketing effort to promote the benefits of the use of the standards. As part of that effort, the committee will make a presentation as part of the "Industry Standards and Best Practices 2005" at the BookTech Conference and Expo taking place in New York from March 7th to 9th. A copy of that presentation can be downloaded from the committee's site in the members' area of the BISG web site (<http://bisg.org/members/viewtopic.php?t=1113>). The next meeting of the committee will take place from May 10th through 12th at the corporate office of Von Hoffman in St. Louis.

RIGHTS. CHAIR JUDITH APPELBAUM:

Judy reported that, with the appointment of the registration authority for the ISTC, the standard is out for a final ballot, with a May 30 deadline.

MACHINE READABLE CODING COMMITTEE. CHAIR TOM CLARKSON:

Tom reported that the committee continued to be very active, with a lot of work being done in the Working Group, headed by Albert Simmonds, dealing with the PI site. The committee has also been interacting with the Internet Commerce Committee and the Distribution Executives Interest Group to address certain questions.

Tom also reported on a presentation on the transition to ISBN-13 that he and Jim Morlock of Pearson gave at NACS's CAMEX meeting in New Orleans the previous week. Tom repeated his presentation on the evolution of product identifiers in the book industry, and Jim, using the nautical theme of charting a course to ISBN-13, focused on implementation nuts and bolts. This session was one of only two which were webcast live from CAMEX. Tom estimated that between 125 and 150 people attended the session in person, most of whom, he assumed, were in college store management. Asked about the reaction of the audience, Tom reported that they had gotten a lot of smiles in response to the discussion on dual bar coding and the replacement of Price Point UPC with Bookland EAN, that no one indicated any resistance to the move to ISBN-13, and that none of the audience had left the room until at least halfway

through the ensuing question and answer session. Laurie Stark asked whether the presentations could be posted on the BISG site. Tom responded that they were already up on the CAMEX site (http://www.camex.org/forms/webcast_isbn.pdf). Tom felt that the general attitude of acceptance was in part due to the fact that college stores, dealing as they do with a broad range of non-book products, were already dealing with 2005 Sunrise and were aware of the transition. Incidentally, he said, he had not heard anyone say that they planned to stick with UPCs.

In response to a question as to whether anyone had reached out to the NACS Technical Subcommittee, Tom answered that NACS's Vice President for Industry Services, Ed Schlichenmayer reported on his re-contacting of college store systems vendors who had originally been polled as to their plans and progress on the transition to ISBN-13 last summer. Of the eight vendors contacted, five reported very positive movement towards implementing ISBN-13, with the other three "working on it."

<Subsequent to the BISAC meeting, Tom informed Secretary that Ed Schlichenmayer will be hosting a session on ISBN-13 at the ConTEXT conference in Atlanta on April 16th. The typical attendees for this event are textbook and book division managers in college stores. Ed will use the materials prepared by Jim and Tom for their CAMEX presentation at the ConTEXT session.>

Jeff then began a discussion of follow-up efforts to the list of ISBN-13 education projects developed by the MRC, stating that we need now to focus more and more on supporting implementation and providing the community with education on that which we have already developed. The BISG Board of Directors approved devoting resources to this effort and Jeff introduced Laura Dawson, who has been appointed by BISG to coordinate its ISBN-13 education and support projects. (A copy of the subsequent press release announcing this appointment and effort is included with these minutes as Attachment 3). Laura distributed to attendees a brief survey she had done to get an idea of where the industry stands now. Twenty-one companies were sent the survey, which asked about their efforts at communicating their ISBN-13 plans. To date, she has received thirteen responses, which indicates that more and more people are doing basic things to get the word out. One question which arose was whether, in those organizations which are making an effort to inform their sales reps about ISBN-13 issues, those reps are actually talking to their customers about the issues yet. Laura felt that a lot of companies are waiting for BISG to take the lead and to see what BISG does before deciding what they will do. Laura's handout also included a tentative time line of other efforts which she indicated was open for discussion.

Laurie Stark suggested strongly that BISG rapidly set up an ISBN-13 implementation task force to gather information about what trading partners plans *re.* ISBN-13 are. The formation of such a group could help prevent a situation in which publishers (especially) don't all reduplicate efforts to discover this information. She stressed that speed was of the essence because most publishers will need to begin implementation of ISBN-13 by the end of the current year. She was especially concerned about a situation in which trading partners might not all change from ten to thirteen at the same time. Jeff suggested that getting these sorts of answers from trading partners represents an expansion of the survey Laura just reported on. Laurie responded that the answers received depended upon who is asked the questions and how they interpret the questions. Thus, she feels, this effort requires face-to-face (or voice-to-voice) contact. Bob Bolick agreed with Laurie and stated the importance of identifying the ISBN-13 point people in various organizations and developing of a list of "go-to guys". Laurie also stated that, without such a face-to-face forum, each publisher could end up asking the same people at their trading partners the same questions over and over again. Jeff stated that this would be discussed in the Executive Committee and envisioned two possible options, either the setting up of a new task force or putting it on the menu of an existing committee.

With the completion of Committee reports, Wendell asked for reports from liaisons:

EAN.UCC. ALAN GARTON, LIAISON:

Al said that he had nothing new to report, but did reinforce one of Laurie's and Bob's points made in the preceding discussion. In the UCC's efforts on implementing 2005 Sunrise, they found that it was very important to talk to the right people in the various organizations they approached.

With regard to 2005 Sunrise implementation, they are working with member organizations globally because they've begun to bump up against some retailers who say that they can't or won't trade using EAN/UCC-13s. The UCC plans to address this issue at their next UConnect Conference from June 7th to June 9th in Dallas. At a session on 2005 Sunrise, two retailers will speak about what happened when they changed over to 13 and how some people who have moved to 13 have not moved to 14, and the session will suggest what problems might arise for those who don't move to 13. Wendell asked Al to suggest a place people who have problems doing 13 and/or 14 could be pointed to. Al replied that they could be referred to him (agarton@uc-council.org).

Al again offered to make a room available for BISAC and BISG members who wished to attend the UConnect Conference and noted that there will be various tracks in the meetings addressing such issues as Global Data Synchronization, RFID and the Electronic Product Code, EDI, Product Identification, and Collaborative Planning, Forecasting and Replenishment. Al said the UCC expects over two thousand attendees and noted that Tom Clarkson would appear on a retail panel. Al referred interested parties to the UConnect web site (<http://www.uc-council.org/uconnect>).

BISG DISTRIBUTION EXECUTIVES' INTEREST GROUP. CHRIS DEMYANOVICH, LIAISON:

Chris reported that the DEIG's next meeting was scheduled for Wednesday, March 9th at the NYU Center for Publishing on 42nd Street. The DEIG is still putting out calls for participation in its warehouse benchmarking project, which has not yet reached the critical mass required to be able to provide data while preserving the anonymity of the providers of that data. (Sixteen warehouses are currently reporting, but the goal is twenty-five to thirty). At present, reporting warehouses *are* able to compare themselves to general warehousing.

The group continues to work on product and shipping labels, a returns label, and a carton label to indicate which identifier is shown on cover four of the books contained in the carton. They expect to receive a proposal soon from UPS for a UPS label. They also plan on updating their shipping label document. Albert noted that he wanted a link from the PI site to the DEIG's revised document.

AMERICAN BOOKSELLERS ASSOCIATION. FRED HOFFMAN, LIAISON:

At the January meeting, Fred discussed the results of a survey of the progress on implementation of ISBN-13 on the part of systems vendors serving the independent bookselling community. He reported that an article he wrote on the results of that survey recently appeared in the ABA's *Bookselling This Week* and emphasized the problem being faced by some hundreds of booksellers who are running old or obsolete versions of a few vendors' software which cannot be modified to accommodate ISBN-13.

BOOK INDUSTRY COMMUNICATIONS / EDITEUR. BRIAN GREEN, LIAISON:

Brian first reported on activities within BIC.

- E4Books is the title of BIC's effort to promote greater use of e-commerce in the supply chain and push it down to midsized and small publishers and booksellers. This effort has both technical and promotional aspects. May 1, 2008 has been deemed "E-Day", the date by which e-commerce should have been implemented by all trading partners, with various

interim targets set between now and then. A systems supply workshop has already been held to look at what is out there and how to get generic accounting programs to map to EDI documents.

- A proposal has been made to set up a group to promote standards for web services technology.
- BIC is also setting up an ISBN Working Group, with separate seminars targeting marketing people and technical people.
- A Working Group on RFID in Libraries has been set up and is looking at developing interoperability between library systems.
- A new version of the BIC Subject Categories is in development and BIC is looking into an approved standard mapping between the BIC and BISAC codes. Wendell Lotz asked whether there was any push in the UK for Global Data Synchronization which might move BIC and BISAC towards a single Anglo-American subject list. Brian replied that there was none at present, but that something like that at the marketing level might develop.

Further information on BIC's activities can be found on its web sit (<http://www.bic.org.uk>).

Brian then reported on EDItEUR activities:

- A new ONIX code list (version 4) has been put up on the ONIX site this week and is active.
- A statement on the use of qualifiers for EAN and ISBN-13 addressing the concerns of the US library community is also now up on the ONIX site.
- Two new countries, the Netherlands and Italy, have recently joined ONIX.
- The 2005 Supply Chain Seminar at the London Book Fair will take place on Tuesday, March 15th. Jeff Abraham and Richard Stark will attend.
- The US Digital Library Federation and NISO (National Information Standards Organization) have produced an unstructured list of licensing terms for use in ONIX messages. Funding has been forthcoming in the UK from the publishing and library sides to structure a data dictionary for these terms. Bob Bolick asked whether anyone had been in touch with people who develop REL (Rights Expression Language) in connection with this effort. Brian responded that they were not trying to develop a Rights Expression Language, but that this list is something which could be used in REL. Richard Stark wondered if there were any systems or service providers interested in this effort.

Further information on EDItEUR can be found on its site (<http://www.editeur.org>).

OLD BUSINESS

There was no old business.

NEW BUSINESS

The next BISAC meeting is scheduled for Friday, May 20th at a yet-to-be announced venue in New York.

There being no other new business, Wendell entertained a motion to adjourn, which was duly made, seconded and approved at 11:23, a.m.

ATTACHMENT 1 – ATTENDEES:

NAME	REPRESENTING
Jeff Abraham	Book Industry Study Group
Greg Agino	Random House
Judy Appelbaum	Sensible Solutions
Angela Bole	Book Industry Study Group
Bob Bolick	McGraw-Hill
Prudence Cendoma	Brodart
Tom Clarkson	Barnes & Noble
Bill Cuthel	Scholastic
Laura Dawson	
Chris Demyanovich	Random House
Carol Fawcett	Time Warner Book Group
Al Garton	Uniform Code Council
Brian Green	BIC / EDItEUR
Connie Harbison	R.R. Bowker
Mike Harrigan	Harcourt Trade Publishers
Fred Hoffman	American Booksellers Association
Becky Jacobs	Borders Group
John Jarocho	Pearson
Julie Janusz	Borders Group
Ed Lewandowski	von Holtzbrink
George Logan	Klopotek
Wendell Lotz	Ingram Book Company
Roger Milroad	John Wiley & Sons
Helen Moore	Harper Collins
John Mutter	Publishers Weekly
Tom Noble	Vista International
Bob Russell	BookMaster N.A.
Brian Sharlach	McGraw Hill
Albert Simmonds	
Laurie Stark	Random House
Richard Stark	Barnes & Noble

Dorian Trifiro
Jonathan Weiss
George Wright

Globe Pequot Press
Oxford University Press
P I P S

ATTACHMENT 2

PRESS RELEASE

Date: March 8, 2005

Contact: Jeff Abraham, BISG, jeff@bisg.org
Brian Green, brian@bic.org.uk

COOPERATION AGREEMENT SIGNED BETWEEN THE BOOK INDUSTRY STUDY GROUP (BISG) AND UK'S BOOK INDUSTRY COMMUNICATION (BIC)

New York, New York (March 8, 2005) – In an effort to improve collaboration, communication and trading efficiencies between members of both organizations, the Executive Directors of the United States' Book Industry Study Group (BISG) and the United Kingdom's Book Industry Communication (BIC) signed a Cooperation Agreement Wednesday in New York City. Detailing their commitment to undertake a partnership in support of standards, research and best practice operations within the US and UK book industries, the Cooperation Agreement will build on the established interests of both organizations to combine efforts and further internationally accepted book industry standards.

Many of the challenges facing the book industry are common to both countries and successful cooperation and communication between the two is a fundamental concern of each, states the agreement.

"While there has been successful informal collaboration between BISG and BIC in the past, we definitely recognized the value and benefit of formalizing and defining this collaboration and exploring opportunities for improvement," said Jeff Abraham, BISG Executive Director. "This Cooperation Agreement is the first step in doing so."

Another critical driver for creating the Cooperation Agreement according to Brian Green, BIC Executive Director, was the recognized desire of members from both organizations to continue the joint development of interoperable standards and systems for the US and UK book industries. "We need to build on BISG and BIC's successful collaboration on the development of ONIX and other enabling standards," said Mr. Green. "This agreement encapsulates our commitment to shared development of global standards."

As the book industry becomes increasingly global, both Executive Directors say they see a definite need for international organizations such as BISG and BIC to share information and resources whenever and wherever possible. This is the best way, according to Mr. Abraham, to reduce costs, avoid unnecessary duplication of effort, and provide additional benefit for members of both organizations.

The Executive Directors of BISG and BIC will meet regularly in order to focus and review the status of their joint initiatives and projects.

For more information contact:

Jeff Abraham
Executive Director
Book Industry Study Group
jeff@bisg.org

Brian Green
Executive Director
Book Industry Communication
brian@bic.org.uk

###

About the Book Industry Study Group, Inc.

The Book Industry Study Group (BISG) is the industry's leading trade association for policy, standards, and research. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians, and others engaged in the business of print and electronic media. For over 25 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community.

The member-driven organization uniquely represents all segments of our industry from publishers and e-publishers to paper manufacturers, libraries, authors, printers, wholesalers, retailers and e-tailers, as well as organizations concerned with the book community as a whole.

Learn more about BISG at www.bisg.org.

About Book Industry Communication

Book Industry Communication (BIC) is an independent organization sponsored and part-funded by the Publishers Association, the Booksellers Association, the Chartered Institute of Library and Information Professionals, and the British Library to promote increased efficiency in the book and serials supply chain – physical and electronic – through the application of standard processes and procedures and e-commerce.

Maintaining and developing established standards is a major component of their work, but they are also tasked with identifying and evaluating developing technologies: whether technical solutions to the problems of physical handling and distribution, promoting standards for web-based e-commerce, or the management of content and rights in the digital environment.

Learn more about BIC at www.bic.org.uk.

ATTACHMENT 3

PRESS RELEASE

Date: March 9, 2005

Contact: Jeff Abraham, BISG, jeff@bisg.org

ISBN-13 EDUCATION & SUPPORT PROJECT LAUNCHED BY THE BOOK INDUSTRY STUDY GROUP, INC.

New York, New York (March 9, 2005) – The Book Industry Study Group, Inc. (BISG) announced on Friday the launch of a new program, the ISBN-13 Education & Support Project, to focus on assisting organizations within the book industry better prepare for the changeover from 10- to 13-digit ISBNs. Laura Dawson, an independent consultant to the book industry, was appointed Project Manager.

Specifically commissioned by the Book Industry Standards and Communications (BISAC) arm of BISG, the ISBN-13 Education & Support Project will develop ISBN-13 education and PR initiatives to serve the industry over the next six months. Using the BISG website, collaterals, seminars, presentations and other outreach efforts, the project will provide both general and detailed information on all aspects of ISBN-13, from why and how to get an ISBN to the technical specs necessary for incorporating ISBN-13 into supply-chain databases.

“We’ve designed this program to answer questions raised by small and large organizations in all facets of the book industry,” said Jeff Abraham, Executive Director of BISG. “We’re really pushing for it to be all inclusive.”

In addition to other initiatives, the project will keep tabs on industry readiness and offer regular ISBN-13 seminars and presentations as appropriate where people will have the opportunity to hear industry experts present and respond to specific implementation issues.

“This is a real opportunity to level the playing field for the transition to ISBN-13 and to offer small and midsize companies the same level of guidance and support that the larger companies have,” said Dawson. “At the same time, however, it offers a great opportunity for the larger companies to troubleshoot and share expertise with those who really need it.”

For more information about the ISBN-13 Education & Support Project please contact Jeff Abraham at jeff@bisg.org or Laura Dawson at ljdawson@verizon.net.

###

About the Book Industry Study Group, Inc.

The Book Industry Study Group (BISG) is the industry’s leading trade association for policy, standards, and research. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians, and others engaged in the business of print and electronic media. For over 25 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community.

Our member-driven organization uniquely represents all segments of our industry from publishers and e-publishers to paper manufacturers, libraries, authors, printers, wholesalers, retailers and e-tailers, as well as organizations concerned with the book community as a whole.

About Laura Dawson

Laura Dawson is an 18-year veteran of the book industry. She has directed database and content development at Muze, Inc. and Barnes & Noble.com. She was a founding member of the ONIX Committee and continues to serve on the BISAC Metadata Committee which further develops the ONIX standards. In 2001, Ms. Dawson moved to Sirsi Corporation, where she developed content for library interfaces. She has given numerous presentations on patron usage, industry standards, and content development for libraries. In 2004, she became an independent consultant to the book and e-commerce industries.