



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

March 10, 2006

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 10, 2006 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 9:37 am.
- Mr. Lotz announced that a special session on the development of a returns document would follow the general meeting.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the January 13, 2006 BISAC General Meeting. The minutes were unanimously approved.

Chairman's Report (Wendell Lotz)

- Mr. Lotz announced that he attended London Book Fair earlier in March. He shared with those in attendance news and happenings taking place in the UK. Among these:
 - BIC
 - BIC has a set of children's marketing categories which are independent of BIC's subject categories. These categories have more to do with the merchandising aspect of the book than strictly the content. Brian Green (EDItEUR) clarified that these children's categories have been available for some time now.
 - BIC is also coming out with version 2.0 of its subject categories.
 - BIC has had difficulty bringing printers into the supply chain fold and is working on this relationship. They are piloting an EDItX advice note for shipments which will comprise information on contents as well as characteristics of the shipment itself.
 - EDItEUR
 - EDItEUR is beginning to get activities across Europe in EDItX messages.
 - Two web services messages are currently in test. The payload for the first is a Price/Availability document while the second delivers a Bibliographic Record in ONIX format. Testing of the first drafts of these messages has revealed that they are system dependent, which is, of course unacceptable. This had started as a BIC project, but is now being opened to other countries.
 - An ONIX message for licensing terms is in development.
 - RFID is being looked at for interoperability in libraries.
 - ONIX
 - 3.0 will not be published until March of 2007.

- There has been renewed life on the Publisher/Imprint record. Interest has been renewed due to the fact that it may be harder to manage titles by ISBN prefix in the future. The U. S. has been tasked with writing a white paper on its uses and purposes (starting with defining what a publisher is versus what an imprint is). Currently, there is no certainty on how this record will be used, but several aggregators have shown interest in it.
- VISTA has commissioned a research paper on Digital Asset Management (DAM). It is scheduled for availability in April or early May.

BISG Office Report (Angela Bole)

- Used Book Study
 - *Used Book Sales* was released and shipped.
- Making Information Pay
 - BISG office staff has been working on the April 27th *Making Information Pay* conference.
 - Chris Anderson, Editor-in-Chief of *Wired* magazine, has been announced as the keynote speaker.
 - To date, the conference is nearly 70% full.
 - More updates to come in the upcoming weeks.
- ISBN-13
 - The click-to-compare feature is available in the ISBN-13 Readiness Directory. This allows anyone with a password to download a spreadsheet of raw data detailing the readiness dates of all companies within the directory.
 - The ISBN-13 website receives an average of 22,000 hits per month.
 - The webinars are on hiatus for the time being. The January 19th webinar was recorded and will be available on the website for at least three months.
- BISG Strategic Plan
 - The new Strategic Plan has been e-mailed to all BISG members.
 - All Strategic Plan recommended updates have been implemented on the BISG website.
- Book Industry TRENDS
 - The new publisher survey data will be incorporated into *TRENDS 2006* statistics to create a more inclusive set of summary data.
 - A schedule has been created to organize the publication logistics of *TRENDS 2006*, including scheduling a press conference during BEA to announce the publication's release.
- Executive Director Transition
 - A subcommittee of the Executive Board is working with a third party search firm to find a new Executive Director.
 - The Board will likely vote on a candidate in June 2006.

Committee Reports

Identification Committee (Albert Simmonds)

- Committee chair Albert Simmonds (independent consultant) was not present.
- ISSN
 - ISSN is at the level of the first Committee Draft.
 - The proposal has been out to countries that have ISO agencies.
 - Feedback will be reviewed the week of March 12th.
- DOI
 - The DOI is moving into the land of being an ISO standard.
- IPI

- The IPI (Interested Party Identifier) is an identifier for composers, music publishers, producers and performers in the music industry.
- A new proposal has been made to ISO for an International Standard Party Identifier (ISPI) that will extend across media and will be able to identify authors, publishers, etc.
- CISAC, which oversees the IPI standard in the music industry, has indicated that other media industries could use their standard as a starting model to get the project going.
- Brian Green (BIC, EDItEUR) chaired a meeting of a new group consisting of the registration agencies of all ISO TC46 SC9 identifiers to talk about the interoperability of metadata. Amongst other issues of interoperability, it was agreed that this party identifier is needed and that the group would work on the draft standard for it while the formal ISO process for voting on its acceptance as a new work item was under way.
- ISTC
 - Mr. Green reported that ISTC has been accepted as an ISO standard.
 - A consortium has been organized that will be the registration authority. They are currently looking for one or two new members to join the consortium; ideally, a library services company, a rights organization, and a technology provider.
 - Mr. Green doubts that there will be ISTCs allocated before the end of 2006.
- ISBN
 - Come April 1, 2006, EDItEUR will become the managing agency of the International ISBN Agency. Brian Green will take over as director of the agency.

**Supply Chain EDI (SCEDI) Committee (Andrew LaCroix)
(formerly Internet Commerce Committee)**

- Committee chair Andrew LaCroix (Bowker) reported that a meeting on returns will take place on March 10th, directly following the BISAC General Meeting.
- After this meeting, the focus of the committee will be on returns. This shift in focus will hopefully boost attendance.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) reported that the committee is working on two major topics.
- The first topic is the relationships between ONIX and existing standards.
 - On the Global Data Synchronization front, some mapping has been completed and a write-up will be available shortly.
 - The committee will petition GS1 for some new data points which are necessary to describe books.
 - The driver on this project is general retailers who want to get their product data from GDSN-approved data pools.
 - Mapping ONIX into the Global Data Dictionary makes it easier for people to get into the data pool.
- The second topic has been the Price/Availability message.
 - The U. S. has been asking for an abbreviated ONIX message to reduce the size of file.
 - Some data points are more volatile than others, namely the price and availability.
 - Some companies receive frequent stock messages multiple times per day.
 - A Price/Availability message would show only price, availability, and stock levels.
 - The proposal from EDItEUR was to take the Supply Detail (and perhaps a handful of additional data points) out of the ONIX message into a separate message.
 - At the last Metadata meeting, the committee tried to consider making it an even smaller message, but was met with resistance from the UK.
 - There is some skepticism on how widely adopted this abbreviated message would be.

- The counter proposal was something akin to an Excel spreadsheet.
 - Booknet proposed a message developed in the SCEDI committee which is XML, but not ONIX. They noted that there has been a lot of support for this message in Canada.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee is continuing working with the ECPA on revising the Religion section and hopes to complete these revisions at the April 20th meeting.
- The BISAC Regional Themes are now available on the BISG website. An updated BISAC Subject Headings package was sent to members on March 7, 2006.

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 and did not provide an update report.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (Barnes & Noble) reported that the MRC committee will be reactivated.
- Mr. Clarkson will work with Ms. Bole (BISG) to get a general note out the week of March 12th.
- The re-established MRC Committee will continue to use the teleconference approach as this seems to work well for that committee.
- The first MRC meeting will be March 23, 2006 at 11:00 EST. Mr. Clarkson will be sending out a meeting notice.
- The committee will start with discussion of the following issues:
 - BISG policy calls for one identifier and one bar code per item. Mr. Clarkson proposes to have the committee develop a list for BISG on which identifier is recommended for each product.
 - The committee will work on publicizing and clarification of bar coding issues, and even tie-breaking when necessary.
 - There is a need for the committee to address issues on three types of products:
 - Greeting Cards: Mr. Clarkson showed a greeting card he purchased which had two bar codes. The person who checked him out scanned the Bookland EAN.
 - Calendars: 2008 calendars are dual coded, but the goal will be to have a guideline so that 2009 calendars will have a single identifier.
 - Maps: Michelin has asked if Barnes & Noble will accept dual coded maps.
 - Questions have been raised on the proper size of bar codes.
 - According to GS1 the smallest acceptable size of a bar code is 80% of the standard recommended by GS1.
 - Bar code size will go on the MRC Committee's agenda for investigation.
 - Currently, the only guideline is in the recommended international standard.
 - Truncation of bar code seems to be a major issue.
 - If the bar code cannot be read, it will require multiple scans thus lengthening check-out time.
- Mr. Clarkson thanked *Shelf Awareness* for its note on ISBN-13.

Liaison Reports

Booknet Canada (Doug Minett)

- Doug Minett (Booknet Canada, The Bookshelf) reported that Booknet is working on EDI bibliographic data certification and sales analysis. The sales analysis data collected should be released to Canadian retailers by the end of March. Certified biblio data providers will get a discount.
- BNC is also working on a suite of X12 return documents that include:
 - 180N (notification of books to be returned by retailer)
 - 180A (response (authorization) to 180N)
 - 856R (ASN for returns with references to 180 docs)
 - 810DR (debit memo document matched to 856R or standalone)
 - 810CR (credit memo document matched to 810DR)
- Indigo is piloting with one of its trading partners: 856R and 810DR first, followed by 180 pair.
- BNC has developed X12 documents to request PO line status from a supplier and for the supplier to respond to the status request.

Distribution Executive Interest Group (Craig Bauer)

- Craig Bauer (Houghton Mifflin) announced that DEIG will recommend a label certification process.
- DEIG approved the Shipping Container Label with the updated D2 table.
- A warehouse benchmarking report on the performance of participating companies is being prepared. The report includes 25 companies, but not all have full data.
- The committee is looking to roll-out their Best Practices survey to the DEIG listserv. This survey will capture current practices on packaging distribution trends.
- For product labels, the label recommended will remain as is. Some thought that it may be modified, but it was agreed not to.

BIC, EDItEUR (Brian Green)

- Mr. Green began by announcing that he has been managing BIC for 15 years and would now be handing the reigns over to Peter Kilborn.
- A major project for BIC is called e4books; the goal of this project is to try to get small publishers and independent bookshops to participate in EDI by May 2008. More information can be found at www.e4books.org.
- There is a considerable interest within BIC and internationally on RFID in libraries. BIC is working on data standards and has applied for an Application Identifier Standard, which will be used to differentiate library loan items from retail items and prevent security alarms in stores from reacting to library books.
- On the EDItEUR front, Mr. Green reported that ONIX for Serials is going well and can be found on www.editeur.org.
- EDItEUR is developing standards for the communication of licensing terms which would allow licensing information to be machine readable.
 - There is a lot of interest on the trade side from publishers planning digital repositories to attach terms and conditions to each product.
- International ISBN Agency
 - There has been a lot of interest in when the 979 prefix will appear.
 - Doug Minett did some research to enable the agency to say that we're safe until 2007.
 - Mr. Minett will do the analysis again as it needs to be updated.
 - A technical advisory committee has been newly formed.

GS1-US (Al Garton)

- Al Garton (GS1) reported no update on the 2005 Sunrise initiative.

- Smaller retailers will understand the need to change systems as more suppliers and distributors mark products with EAN-13.
- The 2006 U-Connect Conference will take place in Nashville on June 6-8, 2006. Tom Clarkson and Chris Demyanovich will do two sessions. One of these will be on standards in the book industry.
- For pre-priced items, if the price changes, the GS1 standard says that the barcode should change, but the ISBN standard says that the ISBN should not change.
- The question was raised if the EAN code should include the price add-on since the GS1 standard does not include it.
 - It was questioned whether GS1 could remove this language from the GS1 Global Standard
 - It seems that the United States is the only country that uses the add-on and changing the standard may cause confusion in Europe because of various taxes.
 - The standard should at least indicate that it is problematic.
 - BISAC should make the request to GS1 to include use of the add-on in the guidelines.
 - Someone needs to sponsor the change request on behalf of the industry.
 - It was decided that the change request should come from the MRC Committee.

EAN Transition Task Force (Philip Madans)

- Philip Madans (Time Warner) was not present, but e-mailed an update to Angela Bole (BISG) who delivered the report.
- A delegation met with Albertson's to discuss their readiness to accommodate EAN bar codes. Mr. Madans reported that Albertson's is going through their sale transition so that may be a factor in the follow-up.
 - Albertson's is almost compliant with all divisions.
 - The POS was just about finished.
 - They are working on backroom functions, though there is no firm timetable on when backroom will be completed.
 - They embraced the theory of being able to track books by title.
- The plan is to set up additional meetings, including one with Walgreen's.
- Also on the agenda for the task force is the price change issue; mass merchants and other retailers continue to have problems with books changing price but keeping the same identifier.
- The task force will also discuss notification of backlist barcode changes from UPC to EAN. Apparently the wholesalers are not getting good up-front notification of those changes.

ISBN-13 Task Force

- There was some debate within the ISBN-13 Task Force concerning GTIN-14. Some have indicated confusion about packing level identification since there is not a way to express what the first digit means. There may need to be something added to the ONIX message to indicate what the first digit means.
- AAP is watching over the school market. According to the AAP, only 60-70% of that market will be ready by January 1, 2007 (including Texas).
- 35 POS vendors indicated in a Pubnet survey that they are ISBN-13 compliant.

Book Manufacturers Institute Roundtable on Information Technology (Jim Lichtenberg)

- Jim Lichtenberg (Lightspeed, LLC) gave an overview of the BMI Roundtable on Information Technology he attended on March 7-8, 2006 in Chicago. This was the second annual IT roundtable and attendees were mostly those responsible for IT at the printer.
- Mr. Lichtenberg reported on BISG and provided a report on RFID.
- Of particular note were the following:
 - The size of the symbol is being watched.

- There is a question of a standardized shipping label.
- As more digital files go from composers to printers, there is a lack of clarity as to what the file should look like. This results in a tremendous feedback loop. One suggested solution was that if the file is received correctly the first time, a discount is given on printing costs.
- In terms of labels, as RFID goes online, manufacturers would like to see an “out of the box” RFID approach.
- The question was raised as to who will keep digital archives of printed material. There is some concern with digital backup and publishers pulling the file back into their houses. This will require a lot of dialog to resolve.

Old Business

- There was no old business to discuss.

New Business

- VISTA has commissioned a study conducted by Rightscom focusing on the rising trends in Digital Asset Management (DAM) in the publishing industry. The complete report can be found at www.vistacomp.com.
- Brian Green noted that there are publishers who have not attached rights to digital assets. Therefore, an extension of ONIX to include rights would be very useful.
 - B&N is currently receiving very little rights information in an ONIX message.
- Mr. Lotz announced that NISO is organizing a roundtable on Digital Identifiers to be held March 13-14, 2006.

The next BISAC General Meeting will be May 5, 2006, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 11:29 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Bauer, Craig	Houghton Mifflin
Bole, Angela	BISG
Clarkson, Tom	Barnes & Noble
Dawson, Laura	LJNDawson.com
Demyanovich, Chris	Random House
Garton, Al	GS1 US
Green, Brian	BIC, EDItEUR
Greenfield, Stanley	Dial-A-Book
Harbison, Connie	Baker & Taylor
Janusz, Julie	Borders Group
Jarocho, Jonathan	Pearson
Kullman, John	Macrosoft
LaCroix, Andrew	Bowker
Lichtenberg, Jim	Lightspeed, LLC
Logan, George	Klopotek
Lotz, Wendell	Ingram Book Company
Miller, Barbara	Barnes & Noble
Milroad, Roger	John Wiley & Sons
Minett, Doug	Booknet Canada, The Bookshelf
Moore, Helen	HarperCollins
Mutter, John	Shelf Awareness
O'Toole, Kevin	GPO
Patterson, Al	NBN Books

Stark, Richard

Barnes & Noble

Tobin, Carol

John Wiley & Sons

Turner, Jeffrey

GPO

Wright, George

PIPS