



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

March 14, 2008

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 14, 2008 at 9:30 a.m.

A list of attendees is available for review in Attachment 1 of this document.

Michael Healy (BISG) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Michael Healy at 9:36 am.
- Mr. Healy announced that he would be chairing the meeting in Wendell Lotz's absence.
- Attendees introduced themselves.
- Mr. Healy asked for approval of the minutes of the January 18, 2008 BISAC General Meeting. The minutes were unanimously approved.

**Executive Director Report (Michael Healy)**

- Product Data Certification Program
  - The pilot program proved to be useful for both submitters and receivers.
  - The program launched at the end of February/beginning of March.
  - At the next meeting, on March 26, 2008, the panel will re-examine older files and look at new files.
- Product Label Certification Program
  - This program stems from DEIG.
  - The intention was to improve the quality of product labels on cartons from publishers and distributors.
  - In this program, labels are submitted to both BISG and two DEIG members.
  - Simon & Schuster submitted samples for evaluation and are the first to have certified labels.
  - RR Donnelly has submitted eight labels to be considered for certification.
- DEIG
  - Since the last BISAC General Meeting, a DEIG meeting was held to review the future of the Warehouse Benchmarking Program.
  - The program will be reviewed before deciding whether to run a third cycle of the Warehouse Benchmarking Program.
  - There will be a two stage review. The first stage, presided over by Andy Johnson of Texas A&M, was a focus group open to past warehouse benchmarking participants only. This was held in

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January 2008 and feedback went well. The second stage, a focus group open to all BISG members, will be held in May 2008.

- ISNI (International Standard Name Identifier)
  - Mr. Healy reported that there has not been much progress on the ISNI (the standard for uniquely identifying authors).
  - A committee draft was submitted by NISO to international bodies for review and voting.
  - BISG recently participated in a meeting organized by the Coalition for Networked Information (CNI) intended to share information about the many library-based and commercial initiatives on author identification.
- 979 ISBN Prefixes
  - 979 ISBNs are coming in the second quarter of 2008.
  - Brian Green (International ISBN Agency) reports that the first batch will be issued somewhere other than Germany.
  - There seems to be some confusion with the ISMN publishers of music song and instruction books have been using the 9790 prefix, although it was supposed to be used for sheet music.
- Publications and Research
  - These committees are involved in putting the finishing touches on the *U.S. Book Industry Climate Impacts & Environmental Benchmarking Study* which debuted on March 10, 2008. The initial reception for the report has been quite positive.
  - Preparation continues for *Trends 2008*. The headline figures from *Trends* will be presented at Book Expo on May 31, 2008 or June 1, 2008.
  - In parallel to *Book Industry Trends 2008*, a new *Trends Advisory Group* chaired by Judith Appelbaum (Sensible Solutions) has been focusing on 2009 and beyond, looking for ways to improve the methodology on *Book Industry Trends* for those editions after 2008.
    - The group is looking for ways to improve coverage by making sure that such formats as digital, audio, downloadable audio, etc., are all covered.
    - Ms. Appelbaum is coordinating a team to look at new methodology and coverage and to prepare a report for the BISG Board.
  - Mr. Healy explored the proposal by America Reads Spanish to do a survey of Spanish language book sales in the United States. He solicited a proposal to the Research Committee and the reception was somewhat lukewarm. This is a market of intrinsic complexity. We need to take a moment to pause and consider whether BISG should be involved in this at all. The proposal will require some re-definition before moving forward.
- Events
  - Making Information Pay
    - Making Information Pay is scheduled for May 9, 2008.
    - BISG is working with a consultant, Mike Shatzkin, to organize the event, the theme of which is *From Experimentation to Innovation in the Digital Age*.
    - Presenters include: Carolyn Pittis (HarperCollins), Michael Cader (Publishers Marketplace), Todd Anderson (University of Alberta Bookstore), Michael Raynor (author), Malle Vallik (Harlequin Enterprises), Gwen Jones (John Wiley & Sons), Neil DeYoung (Hachette Book Group), Julie Grau (Random House Inc.).
    - As part of the preparation for the program, BISG conducted a survey of U.S. publishers and their attitudes toward experimentation and innovation within the industry. The survey resulted in approximately 500 responders. Mr. Healy and Mr. Shatzkin will draw-up case studies and present them at the event. Wiley has provided sponsorship to publish the findings.

- Making Information Pay is being sponsored by VISTA and Deloitte.
- Book Expo 2008
  - An expose of *Trends 2008* results is being prepared and results of *Trends* will be presented at Book Expo.
  - A session will be held on Product Certification.
  - A session will be held on Environmental and Green related programs with Green Press Initiative.
  - A session will be held with NISO on rights issues.
- ALA
  - BISG is collaborating with NISO for a session on trade standards.
- London Book Fair
  - Mr. Healy will be participating in the following seminars:
    - Going Green: What Publishing is Doing to and for the Environment,
    - Digitisation: International Solutions
    - LBF Supply Chain Seminar
    - LBF/PN Keynote Seminar
- ISTC
  - Mr. Healy reported that the articles of incorporation still need to be filed.
  - A handle system has been built and still need to be tested.
  - Registration agency assignments should be made in late summer/early fall.
  - Bowker has developed a title linking capability to support the ISTC option.

Mr. Healy then asked Tom Smith of Simon & Schuster to present a report on the work being done by the MEIG Committee.

- MEIG is in the process of developing X12 standards.
- Three documents have been circulated to BISG members in a formal review process.
- These documents will go before the BISG Board on March 27, 2008.
- Mr. Smith reported that early last spring, the committee recognized a need to work on the ASN. He went on to explain the process by which new standards were developed.
- The committee looked at the 856, 940, and 945 and tried to determine where we need to go as an industry in order to be in line with general retail. The main objective was to move these documents into the present.
- The guidelines filed are a result of the work done by MEIG's ASN Sub-Committee.
- The review period on the documents goes to March 21, 2008.
- The next step is a plan to reinvigorate the working group and look toward a certification process for the sending and receiving of messages.
- Mr. Smith cited the differences between the 30s, the 40s, and the 50s, and noted that most of the industry is at 30 something.
- It now seems to be the time to start migrating and updating internal systems.
- The goal is to remove cost from the supply chain.
- The goal is to certify 4010.
- The committee would also like to merge book industry standards with the general retail.
- Michael Healy questioned what percentage of trading partners were at 3030 or 3060 versus 4010. Mr. Smith noted 93% for the former and 7% for the latter.
- Mr. Smith also reported on the piloting of the 856.
  - Anderson Merchandisers wanted to pilot this right away.

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- Barnes and Noble will look at migrating to the 856.
  - The top five or six binderies have already been approached and they are moving ahead.
  - In the Canadian book market, Booknet Canada instituted a certification program for messages over a year ago. Indigo was very much in favor of such a program.
  - Charles Halpin, the General Manager of Pubnet/Pubeasy, has been supportive of such a certification program in the U.S.
  - POS vendors are also influential and should be involved in the development of a certification program, though, traditionally, these vendors have not been involved with BISG.

### **Committee Reports**

#### **Identification Committee (Laura Dawson)**

- Committee chair Laura Dawson (LJNDawson.com) was not present, but Mr. Healy provided a report on the activity of the Identification Committee.
- In early January, BISG and BIC published a discussion document written by Michael Holdsworth. The purpose of this document was to make a recommendation on how digital publications should be identified. Thus far, the document has received a good response.
- The next step is to develop a roundtable meeting to come up with some best practices for the industry on identifying digital content. These best practices will be based on the findings of Mr. Holdsworth's report.

#### **Supply Chain EDI (SCEDI) Committee (Doug Minett)**

- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.
- Mr. Healy reported that SCEDI has been dormant.
- The committee's future goal is to develop a certification program for X12 formats.

#### **Metadata Committee (Richard Stark)**

- Committee chair Richard Stark (Barnes & Noble) reported that the committee's main focus has been Product Data Certification.
- Most of the members of the certification panel also sit on the Metadata Committee. The panel is working with BISG to get some of the kinks ironed out.
- Mr. Stark noted that David Williamson (Library of Congress) has been very helpful and accommodating.
- Most glitches have been hammered out. Many of these were related to the Excel template, which is really geared toward the Canadian market.
  - Mr. Stark has been talking to Booknet Canada about developing some rules specifically for the U.S. market.
- The panel will meet again in late March.
- A new release of the ONIX for Books Code list (Issue 8) is scheduled for the end of April 2008.
- EDItEUR has hired Michael Holdsworth to gather the business requirements for ONIX 3.0.
  - The primary focus of ONIX 3.0 is to enhance the way ONIX can support digital products.
  - The Metadata Committee is working with EDItEUR and BIC to get feedback to them; they are looking at the specific business needs for digital products.
  - The new version of ONIX should be in place by the end of 2008.
- The committee is also working on the document on Best Practices for data recipients. They hope to have something for review in April or May.

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- Mr. Stark noted that the area of ONIX that needs an overhaul is the supply detail, which includes a number of different dates.

#### **Subject Codes Committee (Connie Harbison)**

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee continues to work with representatives from O'Reilly on revisions to the Computer section of the subject list.
- At the March meeting, the committee hopes to take a first pass at drafting up some definitions for headings within the Computer section.
- The committee also received suggestions from Christian publishers for the addition of a number of Juvenile headings. The committee's Zondervan representative reports that the Christian market is really pushing for these additions. As a result, the committee will focus on the Juvenile sections of the list upon the completion of Computers.
- Mr. Healy reported that there is no further update on the proposal submitted by OCLC regarding the BISAC Subject Codes. The proposal was presented to the BISG Board at the January meeting; the Board approved it subject to a draft license to be reviewed by BISG's legal council.

#### **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.

#### **MRC Committee (Tom Clarkson)**

- Committee chair Tom Clarkson (CSR Group) was not present and did not provide an update report.

#### **Liaison Reports**

##### **EAN Transition Taskforce (Phil Madans)**

- Phil Madans (Hachette Book Group) reported that the taskforce is looking to reorganize the EAN Transition Taskforce.
- Based on dialog between publishers and industry wholesalers, there is a lot of interest in global data synchronization networks and metadata.
- The taskforce will now be a wholesaler interest group.
- The new name of the taskforce is the Publishers and Independent Wholesalers Interest Group (PIWIG). The first meeting of PIWIG will take place on April 8, 2008.
- Mr. Madans also reported that Levy is cracking down on publishers who are sending products with two barcodes on them; they are insisting on an EAN only and one barcode.

##### **GS1 (Al Garton)**

- Al Garton (GS1) reported that U CONNECT 2008 Conference will be taking place June 9-12, 2008 in Dallas, Texas.
- An information session on GDSN (Book Publishing Industry Roadmap for GDSN) will take place on June 11<sup>th</sup>.

##### **DEIG (Chris Demyanovich)**

- Chris Demyanovich (Random House) reported that there has been no DEIG meeting since the last BISAC General Meeting In January; he had no new committee activity to report.

##### **ABA (David Walker)**

- David Walker (ABA) reported that for the past 2-3 months, he has been hearing concerns on ISBN-13 conversion. These appear to be sporadic problems almost exclusively related to electronic ordering (i.e., specific POS systems and publishers). Booksellers are unable to communicate with the publisher directly and are going to the wholesalers with their issues.
- Mr. Walker also reported on Batch.co, an automated invoicing/payment system, saying that the hope was to bring this system to the U.S. Most large UK publishers are using it, however the U.S. is having difficulty adapting the system to the U.S. market as it is a UK based system.

**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 Friday, May 2, 2008, 9:30AM to 12:00 PM at the offices of Random House (14<sup>th</sup> Floor, Dr. Seuss Room).

The meeting adjourned at 11:04 am.

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**Attachment 1 – Attendees:**

<b><u>Name</u></b>	<b><u>Representing</u></b>
Demyanovich, Chris	Random House
Dulber, Jill	Workman
Falvo, Tony	Brodart
Forster, Karen	BISG
Garton, Al	GS-1
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jon	Pearson
Logan, George	Klopotek
Madans, Phil	Hachette Book Group
Milroad, Roger	Wiley
Moore, Helen	HarperCollins
Palumbo, Jaime	Scholastic
Smith, Tom	Simon & Schuster
Stark, Richard	Barnes & Noble
Walker, David	ABA
Weissberg, Andy	Bowker
Wright, George	PIPS, Inc.