



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

March 20, 2009

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 20, 2009 at 9:30 a.m.

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

Tom Clarkson (CSR Group) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Tom Clarkson at 9:33 am.
- The meeting included a phone-in option for the first time.
- Attendees introduced themselves.
- Mr. Clarkson asked for approval of the minutes of the January 16, 2009 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- Product Data Certification Program
 - The Product Data Certification Program was introduced and launched about one year ago.
 - Recent ONIX files have been received from Penguin, Macmillan, Harlequin, and Random House.
 - The most-recently scheduled meeting was postponed, but it should take place at the end of March.
 - Those publishers previously certified are eligible for recertification.
- International Standard Name Identifier (INSI)
 - This is an ISO standard which is in preparation and is getting in shape to be voted on as a draft international standard.
 - Work is underway to put together a consortium of bodies interested in acting as the registration agency for the new standard. ISO will not let a standard be published without a registration agency. Among those organizations who have expressed an interest are Bowker, OCLC, the British Library, the National Library of France, and CISAC.
- International Standard Text Code (ISTC)
 - The ISTC standard has finally been published by ISO.
 - Bowker is the first registration agency of the standard and has launched a pilot program to encourage adoption.
- ONIX
 - ONIX 3.0 is expected to be released the week of March 30, 2009.

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- This is the first full release of ONIX that allows for handling and description of digital publications. It also includes handling of sets and series.
 - ONIX 3.0 is not backwards compatible.
 - The Metadata Committee continues to contribute ideas for the development of ONIX.
 - Last year the Committee recommended changes to relevant code lists to accommodate the Consumer Product Safety Improvement Act which mandates identification of choking hazards or contaminants contained in a product. These changes were part of ONIX 2.1.
 - Recently there has been some controversy between the Author's Guild and Amazon regarding text to speech capability on Kindle. At the request of the Author's Guild, the ONIX message needs to accommodate text to speech products.
 - GDSN
 - GS1 is the body responsible for GDSN. They gave approval last year to expand GDSN to the book industry.
 - In a book setting, the GDSN would be transmitted between publishers and retailers.
 - A committee has been formed and they are trying to persuade GS1 to reuse vocabularies for GDSN.
 - There would be no charge for ONIX to be used in a GDSN setting per an agreement between EDItEUR and GS1.
 - MEIG
 - MEIG will meet at the end of March to review John Wiley's pilot program on RFID tagging.
 - A representative from Wiley will meet with MEIG to demonstrate the program. They will address the issues of privacy and the tracking of reimported titles.
 - BISG has been trying to push RFID, so this is very good news.
 - Environmental Standards
 - The Book Industry Environmental Council (BIEC) has been looking at three priority areas:
 - Tracking environmental progress of the book industry;
 - Setting an industry wide goal for reducing greenhouse gas emissions; and
 - Establishing a label to identify publishers that are leading the way in reducing environmental impacts.
 - Events
 - Making Information Pay will be held on May 7, 2009 in the McGraw-Hill Auditorium. The theme of this year's event will be *Shifting Sales Channels and What Publishers Are Doing About Them*.
 - There is currently a survey out which is getting a good response from publishers.
 - The event has also gotten good sponsorship from around the industry.
 - BISG will be presenting at least two major educational events at BEA 2009 (May 28-31, 2009): the results of *TRENDS 2009* and an event or seminar on POD to coincide with the publication of *Print On Demand For Dummies*®.
 - BISG was a sponsor for the O'Reilly Tools of Change for Publishing Conference, which took place February 9-11, 2009 at the Marriott Marquis Times Square, in New York. Mr. Healy participated in *Greening the Book Industry: The Environmental Challenge and How We're Responding*, a round-table discussion with industry experts explaining the ways in which the book industry is responding to the mounting pressure to "green the presses."
 - At the Publishing Business Conference & Expo (March 23-25, 2009), Mr. Healy will serve on a panel discussing third party distribution in the supply chain.
 - At the London Book Fair (April 20-22, 2009), BISG has been asked to program a whole day on digital publishing. On April 19th BISG will be presenting a session looking at looking at *America's*
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Changing Reader: Strategies for Digital Publishing in a Time of Uncertainty. They have also been asked by Sony to participate in a session on e-reading devices on April 20th.

- Publications
 - *Print On Demand For Dummies*® is progressing well; the goal is to have it published by the end of May or beginning of June. Sponsors for this publication include Amazon, Wiley, Hewlett Packard, Lightning Source, and the Independent Book Publishers Association.
 - Under the direction of the Publications Committee, *Book Industry TRENDS 2009* has been progressing.
 - A glossary of industry terms is being compiled by Tom Clarkson to be posted on the new BISG website.
 - The roadmap of identifiers document is under review and is being updated as necessary.
 - Not too much work has been done on the project focusing on consumer attitudes towards digital publications.
- BISG Website
 - The BISG office will preview the new website to the Board at the March 2009 meeting and hope to be able to launch it in April.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the committee met on March 16, 2009 and discussed ISTC, ISBNs for e-books, and ISNI.
- Andy Weissberg (Bowker) presented on the ISTC.
- BISAC wants to help promote the availability of the standard and will post information on it on the new BISG website. They will also post an FAQ on the ISTC.
- The ISBNs for e-books is an issue of whether to assign ISBNs to each format or not. Committee members will start documenting cases that people can draw their own conclusions from. The publishers will ultimately do what they have to do, even if they do not like it.
- Someone questioned the notion of “chunks” of e-books and it was clarified that the standard calls for an ISBN for each tradable piece.
- Mr. Weissberg also briefed the committee on the ISNI.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.
- Michael Healy reported that SCEDI has put in a number of X12 documents that have been adopted.
- An E-Commerce Steering Committee has been established; this is an initiative to bring X12 to the 40XX level.
- The E-Commerce Steering Committee is being chaired by Tom Smith (Simon & Schuster). With the number of existing working groups, the conclusion was drawn that the steering committee was needed. Representatives from DEIG, MEIG, SCEDI, and the Publisher/Manufacturer Committee will sit on the steering committee to establish the trajectory.
- The core documents exist, but there is a lot of intermediary play going on.
- The steering committee will put together a mission statement to figure out what the footprint looks like.

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- Mr. Clarkson has been working with Mr. Minett at four core levels of business requirements: PO, PO Acknowledgement, ASN, and Invoice. This will be a standard set of business requirements to guide the technology.
 - The first goal is to put together the core requirement and then X12 will be addressed. A certification program for the four core documents will be looked into.
 - The four core documents will establish a standard process for e-commerce.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present; and an update report was provided by Karen Forster (BISG).
- ONIX 3.0 is due out at the end of March.
- Code List 9 is being addressed and should trail ONIX 3.0 by about one month.
- BISG will begin charging for the PDCP, but a fee structure has not yet been finalized.
- An update to Best Practices for Product Metadata for ONIX 3.0 was not addressed during the March meeting.
- For most, the biggest issue with ONIX 3.0 is its lack of backward compatibility. ONIX has been structured to keep the core schema as much the same as possible. However, the schema required revisions in order to handle electronic publishing.
- Historically, it has taken necessary parties six to twelve months to adopt any new version of ONIX.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee worked on revisions to the Language Arts & Disciplines and Nature section during their March meeting.
- The goal of the committee is to begin scope note development at the April meeting.
- Laura Dawson (LJNDawson.com) again brought up the idea of subject codes for “chunks” of books (i.e., sub-book level subject headings). Ms. Harbison was unsure of how these would differ from the existing subject codes. Ms. Dawson will e-mail her with more thoughts and information.
- NISO and OCLC have been researching the role that metadata plays in the book and library industry.
 - Standards for the two industries have been parallel, but have rarely taken account of each other.
 - They are now mapping how metadata moves around the library and supply chain.
 - It seems that there is an enormous cost and duplication of effort; the opportunity to eliminate the waste has been recognized.
 - Many libraries have already adopted BISAC subjects over Dewey.

Publisher/Manufacturer Committee (Brian Sharlach and Diane Degener)

- Committee chairs Brian Sharlach (McGraw-Hill) and Diane Degener (R.R. Donnelley) were not present and did not provide an update report.
- This committee meets quarterly and has been working to create and implement standards documents in XBITS (XML Book Industry Transaction Standards).
- The committee is looking to increase membership. Interested parties should contact Ms. Degener.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reported that the MRC Committee has been quiet.
- Barnes & Noble posted revised vendor guidelines earlier in the month. The previous guideline for barcode size permitted a reduction below BISG recommendations. The revised guideline is in conformance with BISG recommendations, calling for a size no less than 80% of GS1 specifications.

Liaison Reports

DEIG (Roger Milroad)

- Roger Milroad (John Wiley) reported that DEIG met for the first time since fall 2008.
- At the most recent meeting, they reviewed past initiatives.
- There does not seem to be a need to look at carton labeling guidelines or pallet labeling guidelines this year.
- As new initiatives the committee will look at: standards for carton strength, RFID from the distribution side, and pallet reuse and recycling.
- Also discussed was the issue of a single product in multiple cartons. Last year guidelines were developed for a set in multiple cartons. However, there is no identifier for the cartons; the product has a SKU, but each carton may have its own. This may be an issue DEIG will further pursue.

Old Business

- There was no old business to discuss.

New Business

- There was some question as to whether BISG was involved with the Google Book Registry. It was asked whether publishers can opt out of the book settlement and if Google is setting something up that is not taking BISG into account.
- Mr. Healy explained that the Book Rights Registry is a non-profit organization that will have a Board comprised of four authors and four publishers.
- The settlement needs to be reviewed by a court and will be in June. Members of the plaintiff class may submit comments to the judge; others can also submit comments to the judge, however he can choose to either look at those or ignore them. ALA and ACRL will be submitting comments, but are members of the non-plaintiff group.
- Google has digitized 8-10 million books. As many as 50% of the rights holders may be outside of the United States.
- They will have the most comprehensive database of rights holders.
- Mr. Healy has reached out to the Author's Guild and AAP to encourage them to ensure international standards are used.

The next BISAC General Meeting will be Friday, May 8, 2009, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:48 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Clarkson, Tom	CSR Group
Dawson, Laura	LJNDawson.com
D’Onofrio, Joe	Simon & Schuster
Forster, Karen	BISG
Fox, Dean	Penguin Group USA
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Holcombe, Scott	RoyaltyShare (dial-in)
Jarocha, Jon	Pearson
Kaplan, Scott	Pearson
Kohn, Bob	RoyaltyShare
Maurici-Arnone, Danielle	Pearson
Miller, Bruce	Impelsys
Milroad, Roger	Wiley
Moore, Helen	HarperCollins
Ruel, Mike	Bowker
Smith, Tom	Simon & Schuster
Weir-Williams, Nick	Publishing Technology