



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

May 2, 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 May 2, 2008 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 9:40 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the March 14, 2008 BISAC General Meeting. The minutes were unanimously approved.

**Executive Director Report (Michael Healy)**

- Product Data Certification Program
  - The Product Data Certification Program launched in February and three publishers (Hachette Book Group, Simon & Schuster, and Waterford Press) have had their product information certified.
  - Further publisher submissions are being reviewed by the certification panel in time for the next PDCP meeting on May 21, 2008.
  - The document *Best Practices for Data Recipients* is close to being completed. Upon completion, this will be distributed to all BISG members for review. This document is expected to be published in June.
- Product Label Certification Program
  - Simon & Schuster has been successfully certified under the Product Label Certification Program.
  - Submissions from Thomas Nelson, R. R. Donnelley, and Random House are currently under review.
  - Tom Clarkson (CSRG) is coordinating some minor modifications to the program in response to issues raised by some of the companies certifying their labels.
- EDI Standards
  - Three new EDI standards in X12 (5010/5030) developed by the MEIG ASN Sub-committee were published. These standards were:

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- The 856 Advanced Ship Notice (ASN) for shipments between manufacturers/binders and publishers/retailers;
  - The 940 warehouse shipping order;
  - The 945 warehouse order acknowledgement.
  - Work has now moved on to a set of transportation messages starting with a draft of the 214: Transportation Carrier Shipment Status and further message development has been scheduled throughout the remainder of the year.
  - Identification Issues
    - In January, Michael Holdsworth's document, *The Identification of Digital Book Content*, was issued.
    - Feedback is being gathered and the Identification Committee will meet on May 15, 2008 to discuss.
      - Current Practices will be reviewed at the meeting and an effort will be made to develop industry best practices in this area.
      - At the London Book Fair, the International ISBN Agency announced its new policy to allow distributors and other intermediaries to assign ISBNs to digital publications in situations where publishers are unwilling or unable to assign them to every different format. This announcement was short on detail. Hopefully there will be some feedback at the May 15<sup>th</sup> meeting.
  - ONIX
    - Also from the London Book Fair, EDItEUR has announced its intention to release ONIX 3.0 in time for this year's Frankfurt Book Fair in October.
      - The new release, which will not be entirely compatible with previous releases, is designed mainly to improve ONIX's ability to handle digital publications.
      - An announcement about the planned release was included in the April issue of the BISG Bulletin.
      - The Metadata Committee will consider any final requirements it has for the forthcoming release at their next meeting on May 7, 2008.
  - Digital Standards
    - Work is close to completion by the BISG Digital Standards Committee on a draft specification to standardize how online book content is searched and retrieved. This specification will be presented to the BISG Board of Directors at their May 8, 2008 meeting and preliminary approval sought for publication once a "proof of concept" phase has been organized in June.
  - OCLC Agreement
    - BISG has received from OCLC a draft agreement to license the BISAC Subject Categories for use within their various catalog products. The draft has been reviewed by BISG's counsel and comments will be sent to OCLC. If all goes well, BISAC subjects will be included in OCLC records.
  - Events
    - Making Information Pay
      - Making Information Pay will be held May 9, 2008 in the McGraw-Hill Auditorium.
      - 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*.
      - 265 people have registered for the conference so far.
      - The principal sponsors of the event are Publishing Technology and Deloitte, with additional support from Nielsen BookScan, Microsoft Live Book Search and John Wiley.
      - Attendees will receive a copy of ten case studies developed from the publisher survey prepared earlier this year in conjunction with Mike Shatzkin.
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- Executive Leadership Summit
    - BISG has organized a half day session on trends in digital publishing for the Executive Leadership Summit run by the ECPA and scheduled for May 4-6, 2008 in Dallas. The session will include presenters from Macmillan, Cengage Learning, O'Reilly Media and Unbound Media.
  - Book Expo 2008
    - Preparations are continuing with support from Sally Dedecker to plan BISG's contribution to Book Expo 2008.
    - Four sessions are planned:
      - The first will launch the findings of *Book Industry Trends 2008*;
      - The second will be entitled *Digital Books and the Standards for Identifying, Describing and Trading Them*;
      - The third will deal with the quality of product information and certification;
      - The fourth, run in conjunction with NISO, will look at standards for rights information in the digital age.
    - In addition, BISG will contribute to a seminar on environmental trends in the U.S. book industry organized by Green Press Initiative.
  - ALA
    - BISG will run a seminar in conjunction with NISO on the development of standards for the library and book supply chains.
  - London Book Fair
    - BISG presented at four separate seminars. Two sessions dealt with trends in U.S. electronic publishing and two focused on the results of the environmental survey published in March.
  - PMA
    - BISG has been asked to contribute this year to PMA University in June in Los Angeles.
  - Membership
    - Twenty-four new companies have joined BISG so far in fiscal year 2007/8. Since the last Board meeting on March 27, 2008, the following organizations have joined BISG: Association of Canadian Publishers, Egmont USA, Hewlett Packard.
  - Publications and Research
    - To coincide with Making Information Pay 2008, BISG will publish *From Experimentation to Innovation in the Digital Age: The View from the North American Book Industry 2008*. This report documents ten case studies developed from the responses received to the publisher survey on experimentation and innovation and presents the main survey results. It will be distributed to those who register for MIP and subsequently to all BISG members. The publication was sponsored by John Wiley.
    - *Book Industry Trends 2008* will be published on June 16, 2008. The findings will be presented at a special session at Book Expo in Los Angeles.
      - The Book Industry Trends Advisory Group, chaired by Judith Appelbaum (Sensible Solutions), has prepared a set of recommendations for changing how future editions of *Trends* will be compiled and these recommendations will be considered by the BISG Board at its meeting in May.
    - Mr. Healy reported that discussions are continuing with America Reads Spanish about a proposal for BISG to conduct a detailed survey of the size of the market for Spanish-language books in the U.S. The Research Committee is considering a new proposal provided by a potential research partner.
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Mr. Healy then asked Tom Smith of Simon & Schuster to present a report on the work being done by the MEIG Committee.

- MEIG has grown to 78 members and has been conducting meetings via Webex.
- Mr. Smith encouraged attendees to join MEIG.
- MEIG continues work on ASN draft standards. They are currently setting the stage to migrate to 5030 format.
- A draft of the 214 has been finalized.
- Next on the MEIG agenda is revision to the Credit/Debit Adjustment (814) used by one party to notify the other party of a monetary adjustment that is being taken, or to request that one be issued.
- The committee is also working on setting up the initial drafts of the 204, 211, and 990.
- User notes are now being incorporated into the standards.
- Also on the agenda is review of the Invoice (810) and Remittance (820) documents.
- By fall, the committee will be revisiting the purchase order acknowledgement and purchase order change documents (850, 855, and 860).
- Wendell Lotz questioned whether there was any connection with the SCEDI Committee. Mr. Smith noted that he has touched base with Doug Minett on the 4010 certification process.
- Nothing is being done on the EDItX side; all work is being done in X12.
- It was also questioned when MEIG might work on transmission notices in XML as XML is coming into play rather quickly and is an effective way to get information to the bindery. Also, whether messages will be re-expressed in web services format. Mr. Smith stated that it was hard to say at this point, but perhaps about two years after the 5030 migration.

### **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.
- The committee will meet on May 15, 2008 to discuss the document *The Identification of Digital Book Content*.
  - The problem seems to be diverging practices within the industry on how to number e-versions of the same item. Different publishers take different positions. Some publishers do not assign ISBNs to different e-versions, while others do.
  - In early January, BISG and BIC published a discussion document written by Michael Holdsworth proposing different ISBNs for different digital formats.
  - The next step is to come up with some best practices for the industry on identifying digital content.
- ISTC
  - On the ISTC front, arrangements for establishing a registration authority have been formalized and completed. It is expected to launch in September 2008.
- ISNI
  - An ISO working group has been working on the ISNI (International Standard Name Identifier) document since September 2007. A committee draft was released in January 2008 to national standards bodies. The document received almost unanimous approval; comments received will be incorporated into the new version. The next meeting of the working group is mid-May.
  - ISO hopes to publish the ISNI standard in about a year. The next step is to choose a registration authority to govern the standard.

- The format of the ISNI is likely to be a 16-character hexadecimal identifier, however Mr. Healy will verify and report back.

#### **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 he has been working with Mr. Minett and Charles Halpin (Pubnet/Pubeasy) on the early stages of certification for the 4010.

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

- Committee chair Richard Stark (Barnes & Noble) was not present and did not provide an update report.
- The main focus of the committee has been Product Data Certification.

#### **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.
- The committee has also been working on revisions to the Juvenile headings based on suggestions received from the CBA and ECPA.
- The goal of the committee is to release the 2008 edition of the BISAC Subject Codes in the fall.

#### **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) relayed an anecdote describing how every book he looked at on a recent trip to Krogers had a Bookland EAN printed on it.

#### **Liaison Reports**

##### **DEIG (Tom Clarkson)**

- Tom Clarkson reported that the guidance on packaging and carton labeling for multi-volume sets was approved by DEIG at its April 22, 2008 meeting for inclusion in the *DEIG Guidelines for Shipping Container Labeling*. The purpose of these procedures is to reduce the likelihood of multi-volume sets not being recognized as such by stock receivers in distribution centers, retail stores, and libraries.
- Development was initiated in response to reports of sets being erroneously broken up and the members of the set stocked as individual items. Mr. Clarkson has also spoken with several publishers on the issue.
- Multi-volume sets occur in several different configurations. Each configuration presents different challenges in packaging and handling. Four configurations will be addressed:
  - Set is a small number of volumes;
  - Set is packed in a single carton (all volumes);
  - Set requires more than one carton;
  - Individual volumes that may be included in a set.
- The proposed solution would be used for books, non-books, and mixed media.

- The timeline for incorporating a solution to this issue will be discussed at the next DEIG meeting.

**GS1 (Al Garton)**

- Al Garton (GS1) reported that the U CONNECT 2008 Conference will be taking place June 9-12, 2008 in Dallas, Texas.
- Mr. Garton also reported that the recording industry is struggling with a digital identifier as well. The International Standard Recording Code (ISRC) is now in its early stages.

**PIWIG (Phil Madans)**

- Phil Madans (Hachette Book Group) reported that the EAN Transition Taskforce held their first meeting as the Publishers and Independent Wholesalers Interest Group (PIWIG) on April 8, 2008.
- The first meeting was an organizational meeting during which ideas for what to work on were discussed.
- Mr. Madans acknowledged the need for PIWIG to have more communication with other committees.
- The group is working with retailers through wholesalers on standard book industry practices.
- There is a need for a glossary of terms. The first step in compiling this is to collect the terminology being used by the retailers. This will be discussed at the next PIWIG meeting on June 10, 2008.

**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, September 5, 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 10:49 am.

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**Attachment 1 – Attendees:**

<b><u>Name</u></b>	<b><u>Representing</u></b>
Clarkson, Tom	CSR Group
Charchat, Jeff	Meadows Wye
Cornacchia, Len	Taylor & Francis
Dulber, Jill	Workman
Falvo, Tony	Brodart
Forster, Karen	BISG
Garton, Al	GS-1
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jon	Pearson
Lotz, Wendell	Ingram Book Group
Madans, Phil	Hachette Book Group
Moore, Helen	HarperCollins
Palumbo, Jaime	Scholastic
Rosenheim, Shane	MapLink
Smith, Tom	Simon & Schuster
Wright, George, Sr.	PIPS, Inc.