



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

May 5, 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 May 5, 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 9:35 am.
- Mr. Lotz asked for approval of the minutes of the March 10, 2006 BISAC General Meeting. The minutes were unanimously approved.

Chairman's Report (Wendell Lotz)

- Mr. Lotz announced that Laura Dawson (independent consultant) and Jim Lichtenberg (LightSpeed) would be making a presentation on the NISO Identifier Roundtable that they attended March 13-14 later in the meeting.
- The Executive Committee discussed whether this body should be more informed on what the strategic plan is about. It was decided that attendees would be interested in the strategic plan. Therefore, Angela Bole (BISG) would be making a presentation on it later in the meeting.
- Mr. Lotz announced that the BISAC Metadata Committee has temporarily lost a chairman as Richard Stark (Barnes & Noble) was in an accident and had to be off his feet for some time. Mr. Lotz is temporarily taking over as chairman of the Metadata Committee until Mr. Stark is well enough to resume that role.
- Mr. Lotz announced that the Executive Board has decided that the dates of the next General Meetings will be July 21 and September 8.
- Angela Bole is in the process of trying to schedule an informational seminar with Batch.co.uk on July 20.

BISG Office Report (Angela Bole)

- *Making Information Pay*
 - The Making Information Pay conference was held on April 27, 2006.
 - The conference was sold-out with over 200 attendees.
 - The presentations made at the conference can be found at http://www.bisg.org/conferences/biz3_presentations.html.
 - Press coverage of the conference can be found at http://www.bisg.org/conferences/biz3_press.html.
- *BEA 2006*
 - BISG will be sponsoring three sessions at BEA 2006:
 1. Are You Ready for ISBN-13? (May 18th)
 2. AIM GLOBALLY! Think GDSN (May 19th)

3. *Book Industry TRENDS 2006 - A First Look* (May 19th)
 - The *TRENDS* session will be incorporating the small and mid-sized publisher data.
 - Press preview sessions have been set up to give certain publications a “sneak peak” prior to BEA.
- *Book Industry TRENDS*
 - Ms. Bole continues work with AAP to bring numbers together for the 2007 edition.
- *BISG 30th Anniversary*
 - This year marks the 30th anniversary of BISG.
 - Ms. Bole noted plans to create a BISG logo reflecting the anniversary.
 - The BISG office will also review archives with the hope of pulling together an oral history with the assistance of Judy Appelbaum (Sensible Solutions).
- *Strategic Plan*
 - Ms. Bole then made a presentation of the strategic plan. The full strategic plan can be found at http://www.bisg.org/docs/BISG_strategic_plan_2006.pdf.
 - The goal of the strategic planning process was to evaluate and modify BISG’s mission, structure, and focus over the next few years.
 - The BISG Strategic Planning Subcommittee based their planning on three fundamental questions:
 1. How do we sustain and build value and momentum?
 2. What will be BISG’s unique and significant contributions to its members in the next several years?
 3. What impact can and should BISG have on the future of the book industry?
 - The key findings were that BISG works best when:
 1. facilitating broad supply chain consensus;
 2. establishing industry-wide standards; and
 3. improving efficiency among trading partners
 - The mission statement formulated by the new Strategic Plan is: “BISG’s mission is to create a more informed, empowered, and efficient book industry supply chain.”
 - BISG core values will be maintained in all activities. These core values being: consensus, broad participation, authority, and relevance.
 - The key findings of the process included four major themes that were evaluated in terms of significance, industry need and fit with BISG’s mission and capacity:
 1. Data related services;
 2. Standards certification and accreditation;
 3. Research, education and communication; and
 4. Digital content management.
 - Some restructuring of the BISG committees was recommended as a number of committees were found to be dormant.
 - It was recommended that BISG be staffed with four full-time positions.
 - Ms. Bole’s presentation can be found at: http://www.bisg.org/docs/BISG_Strategic_Plan_050506.pdf.
- *Executive Director Transition Status*
 - There are currently seven potential candidates for the Executive Director position.
 - Final interviews will be conducted at the end of May; the seven candidates will be interviewed in mid-May and the final candidates will be interviewed on May 31st.
 - The Executive Board may have a decision by May 31st.
 - *[Secretary’s Note: As of June 12th, the office reports that a decision on the new Executive Director is imminent. There are a number of logistical issues to work out, but they expect to have someone in the position soon.]*

Committee Reports

Identification Committee (Albert Simmonds)

- Committee chair Albert Simmonds (independent consultant) was not present and did not provide an update report.

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

- Committee chair Andrew LaCroix (Bowker) reported that a special session on returns took place on March 10.
- The goal of the meeting was to establish a mandate for SCEDI to pursue establishing EDI standards in the US book industry for handling returns. The consensus was that SCEDI should move ahead, with this project using the BNC X12 documents as a basis for discussion of needs in the US industry.
- The next SCEDI meeting will be held on May 25.
- There will be a special conference call held on May 8 to discuss ISBN-13.
 - The purpose of the May 8 meeting is to review the current *EDI Strategies for the Book Industry* recommendation to send all three identifiers (ISBN-10, ISBN-13, GTIN-14) for all line items in ASC X12 transmissions.
 - Findings now indicate that some systems cannot handle all three identifiers; these systems reject transmissions when they cannot read them.
 - Mr. LaCroix has called this special session to discuss this issue and to look for an alternative guideline.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present, but Mr. Lotz reported on what was taking place within the Metadata Committee.
- The Metadata Committee did not have a meeting in March or April.
- Mr. Lotz will try to host a teleconference in May from BEA.
- The committee needs to begin work on Code List 6, which is due, according to the schedule, on June 23. The deadline for change requests is May 26.
- GDSN work may be put on hold until Mr. Stark returns.

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 May 18th meeting.
- Once discussion of the Religion section is complete, the committee will resume reviewing suggestions received over the past several months.
- A draft of the new version of the subject codes is expected to be submitted for approval in July.

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, but Mr. Lotz read a report received from Ms. Appelbaum on what was taking place within the Rights Committee.
- The ISTC, which has been the committee's focus for several years, is stalled.

- DRM (Digital Rights Management) activity continues throughout the industry at all levels. The board is currently looking at what should be the role of BISG or BISAC in DRM.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (Barnes & Noble) reported that the committee still believes a list on the BISG website indicating which identifier (ISBN or UPC/EAN) is proper for a given class of products will be useful. However, the committee has concluded that the prominent emphasis in their work must be the elimination of dual identifiers, with the list of identifiers being one element in that effort.
- The detrimental impacts of dual identifiers include:
 - Confusion (and frequent delay) at all steps along the supply chain, especially at point of sale.
 - Confusion as to which identifier should be used in ordering and sales reporting.
 - Unnecessary expense and effort on the part of the publisher or manufacturer in maintaining two identifiers for an item.
- Points made about the issue of dual identifiers at the last MRC meeting included:
 - The problem of dual identifiers is a legacy of the existence for many years of two distinct and then incompatible product identifiers in the United States and Canada, ISBN(-10) and UPC(-12).
 - Given this legacy, some publishers and manufacturers still find themselves caught between retailers requesting ISBN as the product identifier and retailers requesting UPC. All too often, the result is the assignment of two identifiers to an item.
 - The transition to ISBN-13 and the 2005 Sunrise initiative in the United States and Canada provide an opportunity to end the practice of dual identifiers. It appears, however, that not all booksellers and general retailers are aware of this opportunity; thus the change in emphasis to the impact of dual identifiers.
 - To address this situation, the committee is recommending pro-active steps be pursued by BISG and other organizations to encourage and support the elimination of dual identifiers.
 - BISG/BISAC should reach out to the International ISBN Agency, the US ISBN Agency, Booknet Canada, GS1, and GS1 US to coordinate efforts to eliminate dual identifiers.
 - Such efforts should emphasize the enabling ramifications of the 2005 Sunrise initiative to general retailers who have not yet become EAN compatible and stress to booksellers the compatibility of ISBN-13 and EAN. In both cases, the end result being that dual identifiers are no longer needed.
 - Education and promotion of existing guidelines for identifier assignment is appropriate rather than revision of existing guidelines.
- There will be a meeting of representatives of ISBN International and GS1 in earlier July.
 - Al Garton (GS1 US) suggested that the focus of this meeting be on the dual bar code issue. He suggested that the Machine Readable Coding Committee not adopt a position until the outcome of this meeting is known.
 - The concern of GS1 US is on blatant applications of ISBNs on general merchandise.
 - If at anytime a company wants to participate in GDSN, the practice of putting an ISBN on merchandise will not “pass muster”.
 - There may also be a legacy problem of ISBN’s incompatibility with UPC.
- One step toward increased communication is a recent addition to the GS1 website: http://www.gs1us.org/ean_ucc_system/education_support/education_support.html.
 - On the publishing side, there is a page under General Merchandising accessed from the page above that speaks to ISBN-13 and dual bar coding issues.
 - Mr. Garton distributed a summary of the GS1 initiatives for the publishing industry: http://www.gs1us.org/ean_ucc_system/membership/publishing.html.
- Mr. Clarkson reminded attendees of the U Connect Conference where he and Chris Demyanovich will be making two presentations on June 6th – *Standards for Books* and *SSCC Fundamentals*.

- GLN was touched upon and George Wright (PIPS) noted that he predicts there to be a problem between GLN and SAN.
- The MRC Committee has not yet addressed price add-on or bar code size.

Liaison Reports

GS1 US (Al Garton)

- Al Garton (GS1) indicated that the SCEDI Committee may find a possible resource in the XRG (X12 EDI Requirements Group). Mr. Garton will put Mr. LaCroix in touch with the chairman, Steve Rosenberg, if he is interested.
- Mr. Garton handed out final brochures for the U Connect Conference (June 6th – 8th)
- Standards in the book industry will be promoted in a session at the newcomer meeting.

Distribution Executive Interest Group (Craig Bauer)

- Craig Bauer (Houghton Mifflin) noted that the next DEIG meeting will be May 16th.
- The committee is currently working on a best practices survey for shippers and receivers.
 - The first draft of the survey went out to members in mid-April.
 - The survey will first be rolled out to BISG and then possibly to non-BISG members.
- The committee is still looking to reach critical mass on the warehouse benchmarking project.
 - The GeorgiaTech Warehouse Benchmarking team completed a forty page report on the project findings. The report will be made available only to companies who submitted data. Thereafter an evaluation will be made of the value of the project and recommendations made to the Board on whether the contract should be continued another cycle.

EAN Transition Task Force (Philip Madans)

- Philip Madans (Time Warner) reported that the main focus of the taskforce has been:
 - A series of meetings with retailers in which the taskforce is getting answers from retailers to various questions regarding readiness.
 - Two meetings have taken place so far – Albertson's and Safeway (April 13).
 - Safeway is 2005 Sunrise certified. However, they indicated that they have no process to manage data electronically.
 - A pilot program with one publisher was discussed. HarperCollins offered to be the test publisher.
 - The issue of price changes came up at the March meeting.
 - With the EAN, the retailers do not scan the price add-on, so wholesalers cannot resticker books. Ultimately, when a price changes, the books will be returned.
 - The issues surrounding this practice really need to be known so decision makers know the ramifications of price changes.
 - Mr. Madans noted that this is a topic for the Research Committee and he has discussed with Kelly Gallagher.
 - The committee is working with the Research Committee to develop a 5-10 page white paper on the impact of price changes on the mass merchant channel in an EAN/ISBN 13 environment.
- The next EAN Transition Task Force meeting is June 13.

ISBN-13 Liaison Report (Laura Dawson)

- The committee is still looking at issues with textbooks and statewide adoptions. Among the states who have already adopted ISBN-13 are Texas, Louisiana, and Tennessee.
- There has also been discussion of back office concerns, such as reporting royalties.

- A question arose on naming conventions for cover images and how that will change since the file name is the ISBN. The committee agreed that 13-digit file names are the way to go.
 - Mr. Lotz noted that Ingram is currently developing the capability to deliver images named by 10 or named by 13.
- The topic of proprietary identifiers came up and their naming conventions. The general consensus was that nothing should be included in these names that could be confused with the ISBN (i.e., no acronym with SBN in it should be used).

NISO Identifier Roundtable (Laura Dawson and Jim Lichtenberg)

- Laura Dawson (independent consultant) and Jim Lichtenberg (LightSpeed) gave an overview of the NISO Identifier Roundtable they attended on March 13-14, 2006 at the National Library of Medicine.
- The purpose of the meeting was to define current problems in identifier standards.
- NISO is trying to come up with what their concrete tasks ought to be, including:
 - Educate decision-makers and technology developers in the community about identifiers and their uses.
 - Create a standard that supports a registry of services that are available for identifiers in the NISO community's environment.
 - Use the "info" URI registry as a focal point for community identifier needs.
- It was discussed what an identifier's attributes should be. The attributes agreed upon were:
 - Granularity: The level of detail that an identifier can address.
 - Opaqueness (Opacity): The degree of relationship between the content of the identifier string and the content of the object identified.
 - Persistence: The length of time that the relationship between the identifying string and the object is maintained.
- Proliferation of identifiers means that some items will have more than one identifier and some identifiers will appear to reference more than one item.
- As identifiers age, and their uses and the needs of the community evolve, there is often a certain amount of "mission creep." This is how the ISBN, designed to identify books in the publishing and retail supply chain, came to be associated with teddy bears and biscotti.
- NISO has been facing the issue that identifiers are being created, but then no one supports it.
- What NISO can do is provide education for service providers, system developers, and people who want to create identifiers, registry of services, and use of an "info" Uniform Resource Identifier.
- The full report of the roundtable can be found at http://www.niso.org/news/events_workshops/ID-docs/ID-06-report.pdf.
- The question arose as to whether BISAC should become a member of NISO, but no definitive decision was reached.

Old Business

- There was no old business to discuss.

New Business

- David Walker (ABA) brought up the fact that he has been hearing an increasingly large number of complaints about the terminology that is used to indicate the date of when a book is allowed to go on sale. This date is often referred to as street date, on sale date, lay-down date, etc.
- Mr. Walker inquired if it was worth it to suggest that a standard terminology be used by all publishers.
- The Metadata Committee has defined publication date and strict on sale date in *Product Metadata Best Practices*. Here, the publication date is defined as "the date on which a retail consumer may purchase and take possession of a given product" and the strict on sale date is defined as "the date on

which a retail consumer may purchase and take possession of a given product when there is an embargo on sales to consumers before this date. This date is sometimes known by one of these names: National lay-down date or Embargo date”.

- There is still, however, a lack of consistency among publishers.
- Mr. Walker noted that there is one publisher who uses all three of the terms – lay-down date, on sale date, and strict on sale date.
- There seems to definitely be a need to further define what a publication date is.
- The best path to a solution would probably be certification of metadata. Right now, however, there are no metadata best practices “police”. If a certification program existed, the use of proper terminology could be enforced.
- At this time, there exist too many meanings and interpretations of the terminology.
- Per Tom Clarkson, something about which terminology to use for which date will go into Barnes & Noble’s guidelines.

The next BISAC General Meeting will be July 21, 2006, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 11:12 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Aden, Greg	NetRead Software & Services
Bole, Angela	BISG
Clarkson, Tom	Barnes & Noble
Dawson, Laura	independent consultant
Demyanovich, Chris	Random House
Garton, Al	GS1 US
Harbison, Connie	Baker & Taylor
Jarocho, Jonathan	Pearson
LaCroix, Andrew	Bowker
Lichtenberg, Jim	LightSpeed, LLC
Lotz, Wendell	Ingram Book Company
Madans, Phil	Hachette Book Group USA
Moore, Helen	HarperCollins
Rosenheim, Shane	MapLink
Walker, David	ABA
Wright, George	PIPS