



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

November 2, 2007

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 November 2, 2007 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 September 7, 2007 BISAC General Meeting. The minutes were unanimously approved.

Executive Director Report (Michael Healy)

- Standards
 - Work continues on the International Standard Name Identifier. This is an ISO standard to create a standard name identifier (i.e., a unique number for authors, illustrators, editors, etc.).
 - Michael Healy and Richard Stark (Barnes & Noble) are the representatives for the United States.
 - The most recent meeting took place on September 13, 2007 in Washington, D.C.; the next meeting takes place in Paris and neither Mr. Healy nor Mr. Stark will be attending.
 - The chairperson of the committee hopes to have a Committee Draft ready before the end of 2007.
 - The ISNI standard is probably about a year away from being produced and published.
 - Mr. Healy and Mr. Lotz attended the International Steering Committee meeting for ONIX while in Frankfurt.
 - The United States and Canada expressed frustration with the slow movement on ONIX 3.0.
 - A need for accelerating the requirements gathering process is recognized.
 - A consultant is being brought on board to assist with this process. Brian Green is currently reviewing resumes.
 - An update from the supply chain meeting in Frankfurt indicates that good progress is being made on ISTC.
 - The standard should be published by the end of 2007 with implementation in 2008.

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- The first ISBNs prefixed with 979 will appear in April 2008 and will be issued in Germany. Anyone who has not transitioned yet needs to do so. BISG and Bowker are working to promote awareness of the 979 numbers.
 - BISG and BIC have commissioned a white paper on how to identify digital publications; this white paper is being written by Michael Holdsworth (formerly Managing Director of Cambridge University Press).
 - Mr. Holdsworth has produced a draft and will be previewing some of his findings at the BISG Annual Meeting on November 6, 2007.
 - MEIG, chaired by Tom Smith of Simon & Schuster, has made tremendous progress on the 856 Advance Shipping Notice.
 - Anderson Merchandisers is piloting the message along with Hachette and Random House.
 - The committee is next turning its attention to the 940 Warehouse Shipping Notice.
 - Work has begun on *Trends 2008* as publication is scheduled for June 2008.
 - The survey for the environmental benchmarking study closes in mid-November. Once the survey is closed, the project will move to the writing stage.
 - The final report is due out in March 2008.
 - A presentation on the environmental benchmarking study is being made in Toronto in late November.
 - Mr. Healy has been approached by the Spanish government and an organization called America Reads Spanish with the suggestion to do a survey of Spanish language book sales in the United States. This project is in its early stages; it is currently at the stage of identifying a consultant.
 - The BISG Annual Meeting will take place on November 6, 2007 at the Yale Club. Presentations will be made by Michael Holdsworth, Richard Stark, and Ian Singer (R. R. Bowker).

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) was not present and did not provide an update report.
- The committee is awaiting the draft of Michael Holdsworth's white paper.
- Work is underway on assigning identifiers to digital objects.
- The Identification Committee is the one that will take on any 979 issues, including education and awareness. The first 979 numbers should be issued in the United States around May 2008.
- Mr. Stark raised an issue regarding a publisher who contacted Barnes & Noble asking if printing a UPC-12 barcode on cover 3 would present any problems.
 - Phil Madans (Hachette Book Group) stated that major publishers are going with an EAN on cover 4.
 - Some small publishers may never go to EAN.
 - Mr. Stark was not certain if the publisher was referring to an item specific UPC or a price point UPC.
 - The question at hand was whether chains would be willing to scan cover 3.
- It was questioned whether the Identification Committee should put together a standardization process. There does exist already a best practice and a standard for what goes on a book, but should BISG be getting involved with what goes on between a publisher and a trading partner?

Supply Chain EDI (SCEDI) Committee (Doug Minett)

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- Committee chair Doug Minett (The Bookshelf) was not present and did not provide an update report.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) reported that the committee continues to discuss issues that require revisions in ONIX; Mr. Stark then notifies EDItEUR of these issues.
- The Metadata Committee's main work has involved codifying the Data Certification Program.
 - The Data Certification Program is complete in its first phase and has been approved by the BISG board.
 - The program will be launched on November 6, 2007.
 - The program leans on Product Metadata Best Practices, v1.1.
 - In this program, data suppliers will submit a file to BISG to be evaluated. The file should be a one year snapshot of the publisher's output.
 - Data recipients will form a panel and evaluate the data from their point of view.
 - The panel would meet once every two months to discuss candidates for certification.
 - Scores from both BISG and the panel would be taken into account.
 - The program would also have an appeals process built in.
 - Participation will be free for the first year. After that, there will be a small fee for certification.
 - Piloting is taking place now with software created for BISG.
 - Hopefully, certification will begin in January 2008.
 - Phase II of the project will revolve around the certification of data recipients.
 - The committee is in the process of developing a list of practices for data recipients to follow in order to keep data consistent throughout the supply chain.
 - There are some issues with the display of data on websites; a consensus of the best way to display data will be identified.
 - Recipients should not deviate from that received from the data supplier and should be prepared to explain where deviations are made.
 - The Phase II proposal should be complete in the first quarter of 2008.
 - Phase III may be an expansion of the existing data points.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the 2007 Edition of the Subject Codes were released and are now available. Those interested in obtaining the package should contact the BISG office.
- The committee is currently in the process of revising the Computer section of the subject list.

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) reported that the purpose of Policy POL-0701 is to supply guidance on the elimination of dual identifiers. BISAC and the BISG Board approved the policy last spring; and the BISG office published it on March 15, 2007.
- The BISG office has received feedback expressing support as well as concern. Some questions and negative comments indicated confusion or misunderstanding of terms and definitions in the policy. The MRC Committee has reviewed the feedback, and have developed wording that they believe will

provide clarification where there has been confusion. The wording is intended to clarify only; there is no intent to change the substance of the policy.

- In addition to the revised wording, the committee added definitions of *Item Identifier* and *Bar Code Symbology*, which appeared to be the two terms most frequently misinterpreted. They also added links to appropriate sections of the BISG and GS-1 websites.
- The proposed clarification was distributed with the agenda for the General Meeting. The committee believes that since this is a clarification of terms rather than a change or addition to the substance of the policy, a formal approval process should not be necessary. Mr. Clarkson suggested that we proceed by establishing a two-week visibility period for comments from BISAC membership and the BISG Board. The visibility period would run through November 16, 2007.
- Mr. Clarkson presented a motion to approve the plan to update the policy. All present were in favor, none were opposed.
- The MRC Committee also discussed building a glossary of terms for Policy POL-0701, as an additional step to improve clarification. After some discussion, the consensus was that a master glossary on the BISG website covering the broad range of terms used within BISG would be a better approach. The suggestion was reviewed with Michael Healy and Angela Bole, and they enthusiastically concurred with it. They are planning a major rework of the website and will consider incorporating a master glossary. Al Garton (GS1-US) acknowledged that it was okay for the committee to utilize some of the glossary found on the GS-1 website. The glossary would include those terms in use with the supply chain standards.
- The BISG office has received communications from several sources asking about guidelines for the display of human-readable ISBN and price on books. One of the agencies contacting the office is the Product Coding Committee of the Christian Retail Solutions group. Leslie Mosher of Zondervan, chair of this committee, is participating with MRC in discussing the form this guidance might take. It is important to note that the topic is the mechanics of format and placement, not pricing policies.

Liaison Reports

EAN Transition Taskforce (Phil Madans)

- Phil Madans (Hachette Book Group) noted that on the cover 3 issue mentioned earlier in the meeting (see Identification Committee section), the decision is really on a publisher by publisher basis.
- The last meeting was spent looking at what the existing taskforce should transition into.
- The next meeting will take place in January 2008.
- Mr. Clarkson reported on a project that he has undertaken with BISG to examine why retailers are still requesting dual barcodes. The project has been initiated to contact publishers.
 - Jill Dulber (Workman Publishing) reported that she did a lot of research and found that the term UPC is often used as a synonym for barcode.
 - Mr. Clarkson will build a database at the BISG office with a mechanism for people to go to get answers to questions regarding the acceptance of the Bookland EAN.
 - Mr. Clarkson should have something complete by the January 2008 General Meeting.

DEIG (Chris Demyanovich)

- Chris Demyanovich (Random House) reported that a DEIG meeting took place on October 29, 2007.
- The Warehouse Benchmarking Program is currently on hiatus. The third cycle will be put on hold until September 2008. During the 12-month hold period, two focus groups aimed at refining the processes will be held. The first focus group, open to past warehouse benchmarking participants

only, will be held in January 2008. The second focus group, open to all BISG members, will be held in May 2008. Further details regarding both focus group meetings will be sent over the DEIG listserv.

- Product label compliance is being looked into. It is believed that Product Label Certification will help with this issue.
- The committee is working on adjustments to the product label for those items that have no price (e.g., free promotional material) and for those items that are net priced (i.e., items which do not display a suggested retail price).
- Also under discussion is the addition of horizontal shipping label specifications to the Guidelines for Shipping Container Labeling. This item has been tabled until January 2008; at that time the committee will determine if updates are necessary.
- Mr. Clarkson reported that Barnes & Noble conducted a quick, informal survey of carton labeling in their warehouse. It appeared that 23 of 25 major publishers are making an effort to comply with the product label guidelines. The level of format compliance is moderate; often data was out of order or missing. The level of placement compliance is low. It was concluded that responsiveness is great, but placement can be worked on.

ISTC (Andy Weissberg)

- Andy Weissberg (R. R. Bowker) reported that it is still the early days of ISTC.
- The business rules for ISTC registration agencies are being developed.
- Mr. Weissberg reported that ISTC assumptions are being made about catalogs; agencies are not just issuing numbers out to the market.
- Duplication methodology will be built into the new system.

RFID Working Group (Jim Lichtenberg)

- Jim Lichtenberg (Lightspeed) was not present, but sent the minutes of the October 23, 2007 RFID Working Group Meeting.
- Despite recent press criticism about Wal-Mart's lack of progress, RFID uptake is substantial across a wide range of industries and is estimated at \$2.7 billion this year, with a projected compound growth rate of 20% over the next five years.
- The UHF Gen2 tag is working well in a wide range of situations, and the possibility of backwards compatibility is moving forward.
- EPCglobal has formed a Media and Entertainment group including motion pictures, sound recordings and books. Already in process is a two-phase pilot of item-level tagged DVDs in a retail environment.
- Patrick Javick, the committee chairman for the Media and Entertainment group has expressed interest in the book community being involved in the working group.
- Hard ROI calculations about RFID use are being developed featuring total cost of ownership, and total business benefit calculations, well beyond simply estimating the cost of affixing tags and installing readers.
- Based on the size of annual print runs at each major publisher, per-tag costs would fall below 10 cents per tag. Mr. Healy reported that a drop in the price of the tag would increase use. Low prices are now attainable for a much greater constituency than originally thought.
- In a report from the Queensborough Public Library, Kitty Little reported that the library is seeing significantly productive results from the RFID implementation. She did observe, however, that they are still only at the edge of what they see as even greater potential benefits, including inventory control and physical goods management.

- Vivian Underwood (Anderson Merchandisers) reported that the DVD pilot is almost complete. Participants were sent item level tagged DVDs and use cases were tested.
 - Among those items tested were hand held readers on the sales floor and tag placement.
 - One goal was to determine if off the shelf Gen2 technology would work.
 - A full report on the pilot will be presented at the Media and Entertainment Interest Group Meeting in Anaheim, California, December 12-13, 2007.
 - The group analyzed 23 weeks worth of data.
 - There are plans for 2008 to conduct the pilot again on a larger scale.
 - Ms. Underwood noted that a lot of manual processes took place during the pilot. In 2008, it is hoped that more time can be spent on planning a more automated infrastructure.

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, January 18, 2008, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:57 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Bole, Angela	BISG
Clarkson, Tom	CSR Group
Demyanovich, Chris	Random House
Dulber, Jill	Workman Publishing
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jon	Pearson
LaCroix, Andrew	R. R. Bowker
Lotz, Wendell	Ingram Book Company
Madans, Phil	Hachette Book Group
Moore, Helen	HarperCollins
Rosenheim, Shane	Map Link, Inc.
Stark, Richard	Barnes & Noble
Underwood, Vivian	Anderson Merchandisers
Weissberg, Andy	R. R. Bowker
Wright, George	PIPS, Inc.