



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

November 3, 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 November 3, 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 9:40 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the September 7, 2006 BISAC General Meeting. The minutes were unanimously approved.

**Executive Director Report (Michael Healy)**

- Michael Healy (BISG) reported that he has been reviewing BISG and BISAC committees and their future plans.
- He has also begun preparing contributions to seminar programs for BookExpo 2007 and planning Making Information Pay 2007. Planning meetings have been held for both events.
- An initial planning meeting was held for the 2007 edition of *TRENDS*; publication is expected to coincide with BookExpo in June 2007.
- Mr. Healy reported that he has also reviewed key strategic relationships between BISG and other organizations within the book trade.
  - He has set up a meeting with Pat Schroeder of AAP.
  - He has set up a meeting with Michael Tamblyn of Booknet Canada.
  - He will be setting up a meeting to meet with the new executive director of NISO, Todd Carpenter.
- Mr. Healy has a number of presentations throughout November, including:
  - Chairing the International ISBN Annual meeting in Paris, November 6-7.
  - Making a presentation on the ISBN-13 transition at the Charleston Conference, November 8-11.
  - Making a presentation on book trade standards to ECPA Publishing University, November 12-14.
- It was announced the BISG office will welcome suggestions on what issues members would like to see BISG pursuing (including suggestions for BookExpo and Making Information Pay).

**Committee Reports**

**Identification Committee (Laura Dawson)**

- Committee chair Laura Dawson (Muze) was not present and did not provide an update report.
- Wendell Lotz reported the Identification Committee in its present state will be disbanded and a new committee will be formed. This means that current members will need to rejoin the committee.

- Mr. Healy and Ms. Bole (BISG) will be meeting with Ms. Dawson in mid-November to develop a mission and goals for the re-formed committee.

#### **Supply Chain EDI (SCEDI) Committee (Andrew LaCroix)**

- Andrew LaCroix (Bowker) announced that the SCEDI Committee's revised ISBN-13 best practices document (*EDI Strategies for the Book Industry and the 13-digit ISBN*) was complete and ready to be published on [www.bisg.org](http://www.bisg.org)
- As an aside, it was noted that currently there are no bylaws for BISAC; thus, there is no formal procedure written out for the presentation and approval of documents under consideration.
  - It was decided that the policy would be that if a committee approves a document, it will be sent out with the minutes and agenda of the next General BISAC Meeting for vote at that meeting. This procedure should speed the approval process.
  - This new version of *EDI Strategies for the Book Industry and the 13-digit ISBN* will be the first document using this policy.
  - More official bylaws for BISAC will be developed over the coming year.
- After this procedure was agreed upon, attention was turned back to the document in question. When put to the vote of those present, all were in favor of accepting the document, none were opposed. Ms. Bole reported that the new documents should be posted on [www.bisg.org](http://www.bisg.org) by November 7<sup>th</sup>.
- Mr. LaCroix then reported on the state of direct dial-up EDI, which currently uses the old fixed BISAC format. There has been some discussion on what should be done in light of ISBN-13 with the consensus being that the X12 4010 format should now be used.
- Mr. LaCroix also noted that he had heard from Francis Cave regarding the EDItX XML documents. These documents have not been adopted in the U. S. because they were never formally completed and presented.
- The survey results on what issues the SCEDI committee should focus on in the future indicated a range of topics that members were interested in, including XML documentation, the unification of standards, and ISBN-13.
- In their earlier meeting, the Executive Committee discussed the issue of obtaining a new chairman for the SCEDI Committee. Though no new chairman has been selected, the Executive Committee has identified one potential candidate and will be reaching out to that person in the next few days.

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

- Committee chair Richard Stark (Barnes & Noble) reported that the committee's primary focus has been expanding the *Product Metadata Best Practices* document.
- The committee expects to be able to publish a new version of the document in early 2007. The new version will encompass most of the ONIX data points.
- ONIX 3.0 is currently under development. The committee is soliciting input from people within the industry.
  - 3.0 will be a major revision.
  - It will be published in the fourth quarter of 2007.
  - The version will not be backwards compatible.
- The ONIX support team in London has established several listservs devoted to the development of various topics in the ONIX message. Anyone interested in joining these listservs should contact Mr. Stark.
- It was questioned whether *Best Practices* included anything on the timing of each data point. Mr. Stark indicated that the timing of core bibliographic data is 180 days out. He also noted that each data point does have a statement regarding timing.

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

- Committee chair Connie Harbison (Baker & Taylor) announced that the 2006 Edition of the Subject Codes was posted on [www.bisg.org](http://www.bisg.org) in late September.
- The committee has now begun discussion on the 2007 Edition of the Subject Codes. The first major section under discussion is the Technology section.
- Representatives from Thomas Nelson were present at the October meeting to present the findings of a research study Nelson conducted on consumers' Bible buying habits.
  - Although the committee has made major revisions to the Religion section for the 2006 Edition, the section on Bibles within Religion has not yet been addressed. The findings from the Nelson study may assist the committee in updating the Bible section so that it best meets the needs of the industry.

**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) reported that the ISTC is still in limbo.
- Michael Healy added that the consortium (comprised of Bowker, Nielsen BookData, and CISAC) had difficulty establishing a cost-effective registration process and that ISO rules dictate that if the ISTC standard is not formally published by September 2007, it will be shelved.
- He also reported that a fourth organization, IFFRO (International Federation of Reproduction Rights Organisations), is interested in making ISTC a reality since IFFRO believes that the ISTC standard should be published and believes that some of its members may be willing to invest financially in it. Mr. Healy noted that the revitalization of the ISTC standard looks more hopeful than it has at anytime in the past eight months.
- The party identifier currently known as ISPI is now beginning to be developed in parallel with the ISTC. Work on the standard is underway in a formal ISO committee.

**MRC Committee (Tom Clarkson)**

- Committee chair Tom Clarkson (Barnes & Noble) reported on the current state of the SAN/GLN Relationship:
  - An informal arrangement was made in 1994 enabling the book industry to encode the SAN in GLN format using 10 UCC prefixes. This encoding made it possible to use the SAN in place of a GLN on shipping labels and in other applications.
  - As we increasingly align practices in the book industry with practices in general retailing, there is more and more need to use this approach in general applications. Al Garton (GS1 US) and Andrew LaCroix (Bowker) have been reviewing the status of the arrangement and discussing how it should be formalized going forward.
  - Mr. Garton reported that internal concerns at GS1 US have been resolved. He has brought management up to speed on how SAN works.
  - The next steps are to understand how the SAN/GLN relationship should function, and to work with the SAN Agency at Bowker to put it in place.
  - Mr. Garton will continue to involve the MRC Committee with this issue moving forward.
- Also discussed by the MRC Committee was the printing of the suggested retail price on books.
  - The Christian Retail Solutions Committee's ad hoc team on pre-printed product pricing is considering a Best Practice that calls for eliminating pre-printed suggested retail prices on all products (including, but not specifically, books).
  - The team contacted the MRC Committee and asked for comment on the practice for books.

- The committee agreed that pricing policies per se are outside of the appropriate subject matter for the committee. However, the committee noted during the discussion that many bookseller store systems depend on the combination of pre-printed suggested retail prices and the accompanying price in the add-on of the Bookland EAN to ensure accurate pricing charging.
- Therefore, the committee reported back to the Christian Retail Solutions Committee that it would be unlikely that the secular book industry would recommend eliminating the pre-printed suggested retail prices.
- Mr. Clarkson reported that the committee had also discussed which format of the ISBN should be displayed above the Bookland EAN bar code in examples on the BISG website.
  - The committee agreed that all displays of the ISBN above examples of the Bookland EAN bar code on the BISG website should be changed to ISBN-13 format.
  - A note will be included with the examples indicating that the ISBN-13 format is the standard (as of January 2007), but that both ISBN-10 and ISBN-13 formats may be displayed at the publisher's option.
  - Ms. Bole agreed to make this change to the website in November.
- Finally, Mr. Clarkson conveyed a report from Brian Green that Korean bookselling is interested in using the 5-digit bar code add-on for the price.
  - Mr. Green will check to determine if the intended use is for scanning at the point of sale or if it is to be used only for warehouse handling. Depending on the intention, he will counsel them on which prefix to use.
  - There is a possibility that the Korean market may use the '4' prefix, which is to be used in the U.S. for prices over \$400. The committee agreed that this is unlikely to cause much conflict if it becomes the chosen direction.
- Mr. Clarkson then distributed the proposed section on Cover 2 for the BISG website.
  - This document was originally distributed about a month and a half ago.
  - The document was presented for the approval of those present.
  - When put to the vote, all were in favor of accepting the document without question or comment, none were opposed.
- Ms. Bole suggested that all bar coding documents currently on [www.bisg.org](http://www.bisg.org) be pulled together into one .pdf file to be posted on the website. In the interim, the new document will be posted by November 7<sup>th</sup>.
- The MRC Committee will be working on the recommended appropriate identifier document for the retail supply chain and retail booksellers in an effort to eliminate dual identifiers and dual bar coding.
  - The committee is continuing to stress the message that any one product should have only one identifier.
  - Maps and calendars seem to be the biggest challenge.

### **Liaison Reports**

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

- GS1 will use the first edition of its Spring Newsletter to announce to all general retailers that the book industry became the first to go completely with a 13-digit identifier at point of sale. This will help spread the word to retailers who are not yet 2005 Sunrise compliant.
- There is still a lot of pushback on 13-digit identifiers from general retailers.
- On the GS1 website there can be found a business case for Reduced Space Symbology (RSS) bar codes. Anyone with questions should contact Al Garton.
  - RSS bar codes were endorsed and adopted by GS1 after a compelling business case review by a global task force comprising retailers, fast moving consumer goods manufacturers, pharmaceutical companies, GS1 Member Organizations (MOs), and trade associations.

- RSS bar codes and GS1 Application Identifiers will be available in all trade item scanning systems beginning January 1, 2010.

#### **Distribution Executive Interest Group (Chris Demyanovich)**

- Chris Demyanovich (Random House) reported that two major book retailers have indicated support of an Industry-based Certification Program for Labels. The DEIG committee made a motion to create the program based on the product label.
  - A subcommittee will be created to outline the requirements and process beginning with the product label and moving on to the carton label at a later time.
- Additional BMI firms the DEIG has spoken with also indicated issues with multiple unique “standards” being issued from publishers for labeling guidelines.
  - A subcommittee will be formed to identify the barriers of adoption for the approved spec at leading publishers and print bind manufacturers. The group will begin with the top 10-12 domestic print binders and publishers.
- It was announced that anyone with relevant information, should feed that information to Jim Lichtenberg (Lightspeed, LLC) so that he may report on it at the Book Manufacturers Institute Roundtable on Information Technology in March.

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

- Phil Madans (Hachette Book Group) announced that the EAN Transition Taskforce has created three subcommittees to deal with specific issues where the most impact can be made:
  - Product Delivery: The Product Delivery subcommittee's goal will be to produce a best practice document outlining the need for timely delivery of product to wholesalers and distributors who must further prepare or package product inventory for other vendors down the supply chain.
  - Partner Communications and Data Delivery: This subcommittee will deal with more technical matters concerning the feasibility and efficacy of digital data transmissions, focusing on digital communication of title information and, most importantly, changes to that title information across the products lifespan.
  - EAN Transition Task Force Website: The website subcommittee will deal with developing out-facing communications. Using the model website the BISG office created as a starting point (<http://www.bisg.org/ean/index.html>), this subcommittee will flesh out the site, adding and updating content as needed to ensure that the message going out to all sectors of the industry is pertinent and up-to-date, and that it accurately represents and addresses the needs and concerns of all affected parties. The subcommittee will also design strategies for driving traffic to the site.
- There are already a number of participants for each subcommittee. Bi-monthly meetings of the entire taskforce have been scheduled starting in mid-November.

#### **Old Business**

- There was no old business to discuss.

#### **New Business**

- The Christian Industry has announced a sunset date of January 2007 for the replacement of their category codes with BISAC Subject Headings.
- Mr. Lotz has received a proposal to establish a committee on Digital Sales Reporting.
  - The purpose of this proposed committee would be to set up XML standards to access digital content between senders.
  - It may be necessary to look at what others in the industry are doing as we do not want to duplicate efforts.
  - The purpose of the committee was proposed as such:

We are beginning to investigate tagging the text and images in our books. This would be different from metadata. It would include tagging the book so that the XML file can be used to create different versions of the book or extract different sections of the book. Is anyone looking into this going forward or would BISAC consider creating a committee to investigate and come up with standards. We do not want to create our own standard to find out later that other publishers are doing the same thing with a different set of standards.

- Anyone interested in joining this proposed committee should send an e-mail indicating so to [info@bisg.org](mailto:info@bisg.org).

### **RFID in BGN Bookstores**

- Before the meeting adjourned, Jim Lichtenberg (Lightspeed, LLC) presented a study on a bookstore in Holland that implemented RFID at the item level in retail selling.
- This is a new initiative in The Netherlands put forth by BGN, one of the largest bookstore chains in The Netherlands.
- The initiative derived from a business motivation to better serve the customer. Goals included the creation of a physically open retail space and empowering customer self-service.
- Results have been positive thus far. These positive aspects include better stock reliability and inventory information and real-time management of information. These aspects result in greater customer satisfaction.
- John Mutter (Shelf Awareness) reported that the October 4, 2006 edition of *Shelf Awareness* contains an article on this initiative (see *Dutch Treat: Microchips in Books Change Bookstore Fundamentals* at <http://news.shelf-awareness.com/nview.jsp?appid=411&j=124466>).
- For a more detailed report on Mr. Lichtenberg's presentation, please refer to the accompanying .pdf document (RFID in BGN Bookstores.pdf).

The next BISAC General Meeting will be Friday, January 19, 2007, 9:30AM to 12:00 PM at the offices of Random House (14<sup>th</sup> Floor, Dr. Seuss Room).

The meeting adjourned at 11:27 am.

**Attachment 1 – Attendees:**

<b><u>Name</u></b>	<b><u>Representing</u></b>
Appelbaum, Judith	Sensible Solutions
Bole, Angela	BISG
Clarkson, Tom	Barnes & Noble
Demyanovich, Chris	Random House
Gamble, David	Map Link, Inc.
Garton, Al	GS1-US
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jan	Pearson
LaCroix, Andrew	Bowker
Lotz, Wendell	Ingram Book Company
Lynch, Jerry	Borders Group
Madans, Phil	Hachette Book Group
Moore, Helen	HarperCollins
Mutter, John	Shelf Awareness
Rosenheim, Shane	Map Link, Inc.
Stark, Richard	Barnes & Noble
Tobin, Carol	John Wiley & Sons
Wright, George	PIPS