



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

November 14, 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 November 14, 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 9:39 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the September 5, 2008 BISAC General Meeting. The minutes were unanimously approved.

StartwithXML Survey Selected Results

- Mike Shatzkin (The Idea Logical Company) started off the meeting with a presentation of the results of the StartwithXML publisher survey about the current attitudes towards and use of XML.
- This presentation can be accessed at http://www.bisg.org/docs/SWXML_Survey_Results.pdf.
- A one-day forum entitled StartwithXML (Why & How) is scheduled for January 13, 2009, at the McGraw-Hill Auditorium in New York. Those interested may register at <http://www.bisg.org/> or <http://toc.oreilly.com/startwithxml/>.
- It was questioned whether a standard will be necessary if this venture takes off. It was agreed that there probably would be a need for standardization.

Executive Director Report (Michael Healy)

- Michael Healy (BISG) started off by introducing the meeting as one held every two months in order to review the standards portion of BISG work.
- ONIX
 - The Metadata Committee is providing U.S. input into developing ONIX 3.0
 - For more than a year, the committee has been preparing contribution to this new version of ONIX.
 - The Main purpose of ONIX 3.0 is to improve ONIX's ability to handle digital publications.
 - Internationally, ONIX is handled by a steering committee.

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- ONIX 3.0 is now delayed until January 2009; this date was decided on at a meeting of the ONIX International Steering Committee held at the Frankfurt Book Fair in October.
 - Product Data Certification Program
 - The document *Best Practices for Data Recipients* was approved by the BISG Board of Directors in September and was published in October.
 - The Product Data Certification Program, launched in February 2008, allows publishers to send their bibliographic data in ONIX and Excel files to the BISG office to be evaluated and scored. A small certification panel analyzes the data quality and provides feedback.
 - This program is free in its first year.
 - Digital Standards
 - The BISG Digital Standards Committee, led by Leslie Hulse (HarperCollins), has compiled specifications to standardize how online book content is searched and retrieved.
 - These web services protocols were approved by the BISG Board of Directors on May 8, 2008. However, the protocols had to be tested during a “proof of concept” phase that ran through June, July, and August.
 - This will now go before the Board at their November 2008 meeting for permission to be published.
 - The technical specification is referred to as BookDROP.
 - Though BIC has a number of web services protocols, these standards could be adopted internationally.
 - EDI Standardization
 - Best practices and standards are being created for supply chain EDI.
 - Standards for shipping container labeling have been revised by DEIG in order to support the labeling of multi-volume sets or multi-carton sets.
 - Environmental Standards
 - The Book Industry Environmental Council, of which BISG is a founding member, is looking at the possibility of a certification program and the possibility of tracking companies’ environmental improvements.
 - International Standard Name Identifier
 - This is an ISO standard being developed and managed by an international working group.
 - The committee draft of the international standard has been approved and will be submitted to ISO member countries at the end of this year.
 - If less than 2/3 of the members agree, then the standard has to go through a further draft process.
 - Publication of the standard can be expected in about one year.
 - It was asked if there is any talk of expanding the INSI to recipients of content. The INSI numbers a public identity, including corporate individuals; It can be anywhere in the supply chain (analogous to the SAN).
 - Events
 - Making Information Pay will be held on May 7, 2009 in the McGraw-Hill Auditorium.
 - The O’Reilly Tools of Change for Publishing Conference will take place February 9-11, 2009 at the Marriott Marquis Times Square, in New York. Mr. Healy will be participating 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.”
 - Research Activities
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- The Research Committee will be putting together a study on consumer attitudes toward digital publishing.
 - *Print On Demand for Dummies* will be published by BISG in conjunction with Wiley in May 2009; the publication will be about 100 pages.
 - ISTC
 - The ISTC standard is awaiting formal publication.
 - Pilot program participants are being sought.
 - The ISTC numbers the intellectual work to which ISBNs of different formats link back.
 - BISG, along with the Identification Committee, will look at ways to help the industry understand the benefits of the ISTC.
 - Metadata
 - The Metadata Committee has been working with the ONIX Steering Committee and BookNet Canada to get added to ONIX a message regarding environmental-related elements (e.g., how much recycled paper was used).
 - Subject Codes
 - The proposal for the 2008 Edition of the BISAC Subject Codes was distributed to members on October 28, 2008 and is scheduled to go before the Board for final vote on November 20, 2008.
 - GDSN
 - GS1 has started a project team to create a business case document to justify the creation of an extension to the GDSN metadata standard for the book industry.
 - GS1 sent out a call to action to recruit users to the GDSN Books Extension Work Group. The objective of this work group is to define business requirements around the books extension.
 - The ONIX standard will be used as a starting point in creating this extension.
 - One important issue that will need to be confronted in the new working group is the issue of identifiers and price changes. In some sectors in which GDSN has been successfully adopted it is standard practice to issue a new product identifier every time a price is changed, a practice never adopted in book publishing. The working group will be exploring these issues in the course of its work.
 - The first conference call will be December 8, 2008. Additional teleconferences will take place every two weeks. Publication is expected in 2010.
 - There is a link to the call to action on the BISG website.
 - The GDSN extension will allow people to get to the product that they are really interested in.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (LJNDawson.com) reported that the committee continues to focus on ISBN usage for digital publications.
- Ms. Dawson is looking to put together an agenda for an in-person meeting.
- The committee is looking at putting together a policy paper for ISTC use.
- The committee is also looking at instances of ISBN abuse.

Supply Chain EDI (SCEDI) Committee (Doug Minett)

- Committee chair Doug Minett (The Bookshelf) was not present. Michael Healy provided an update report.
- Mr. Healy reported that under the direction of Tom Smith (Simon & Schuster), MEIG has been preparing standards at the 5030 level. MEIG has published about ten core EDI messages in 5030.

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- Most EDI activity is at the 3020 level, which is pre-Y2K.
 - The focus of SCEDI has been the 4020 and 4030 EDI messages.
 - The committee will be developing best practices and a certification program for 4010 and 4030 messages.
 - The goal is to ensure that whatever level users come in at, they will find something that they can use.
 - The Publisher/Manufacturer Committee is also working on EDI messages.
 - EDI activity between SCEDI, MEIG, and the Publisher/Manufacturer Committee should be harmonized. Mr. Healy is in talks with all three committees about creating one EDI framework.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present but Mr. Healy reported that the Metadata Committee is still working on ONIX 3.0.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) gave an overview of the proposal for the 2008 Edition of the BISAC Subject Codes that was distributed to members for review on October 28, 2008 and will go before the Board on November 20, 2008.
- Several major changes have been implemented in the 2008 Edition. Representatives from O'Reilly Media were consulted in the extensive revision of the COMPUTERS section. In response to requests from representatives of the Christian Retail Solutions Committee, the BISAC Subject Codes Committee worked to add Religious codes to the JUVENILE sections. Additionally, the BISAC Subject Codes Committee consulted with specialists from D.A.P and Prestel Publishing to update the ART, ARCHITECTURE and PHOTOGRAPHY sections and add a new major section: DESIGN.
- No objections were received to the proposed revisions during the review period.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (CSR Group) reported that the committee is on standby and awaiting its next project.

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.

Liaison Reports

PIWIG (Phil Madans)

- Phil Madans (Hachette Book Group) reported that work continues on using electronic data communications to assist in solving the communication issues faced between publishers to wholesalers and wholesalers to retailers. It seems that much of this communication still takes place on spreadsheets.
- PIWIG will focus on coming up with a vocabulary and map it against the ONIX Metadata Best Practices to produce a glossary.

DEIG

- It was reported that Craig Bauer (Houghton Mifflin) has stepped down as the chairman of DEIG and Roger Milroad (John Wiley) has taken on that role.

RFID

- One of the benefits of RFID is to prevent shrinkage and loss. It also assists in moving books through the system more efficiently. RFID eases inventory and makes it easier to locate misplaced books.
- Implementation has been very successful in Europe.
- Queens Library has also successfully implemented RFID, resulting in no human intervention in the borrowing and returning of books.
- Overall, RFID has lacked the support of a major retailer in the United States.
- Activity may accelerate as one major publisher is now looking at RFID implementation.

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 16, 2009, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:59 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Barblan, Beat	Bowker
Clarkson, Tom	CSR Group
Dawson, Laura	LJNDawson.com
Forster, Karen	BISG
Fox, Dean	Penguin Group
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocho, Jon	Pearson
Kaplan, Scott	Pearson
Lacroix, Andrew	Bowker
Levi, Naomi	Pearson
Logan, George	Klopotek
Lotz, Wendell	Ingram Book Group
Madans, Phil	Hachette Book Group
Moore, Helen	HarperCollins
Owen, Laura	Publishing Trend
Piccotti, Natalie	Bowker
Pocock, Doug	Egmont USA
Shatzkin, Mike	Idea Logical Company
Weir-Williams, Nick	Publishing Technology
Weissberg, Andy	Bowker
Wright, George, Sr.	PIPS, Inc.