



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

September 5, 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 September 5, 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 9:36 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the May 2, 2008 BISAC General Meeting. The minutes were unanimously approved.

### **Executive Director Report (Michael Healy)**

- Michael Healy (BISG) noted that the last BISAC General Meeting was held in May.
- BISG Annual Meeting of Members
  - BISG runs its fiscal year ending June 30<sup>th</sup>. The audited results of the fiscal year will be announced at the BISG Annual Meeting on September 12, 2008.
  - There are currently about 170 members registered for that meeting.
  - The first half of the meeting will focus on the business (i.e., the year in review, the auditor presentation).
  - The second half of the meeting will feature four invited speakers:
    - Anita Elberse (Harvard Business School) will present *Revisiting the Long Tail: Implications for the Book Industry*.
    - Susan Danziger (DailyLit) will present *Books and Busy Lives: Adapting to Changes in Reading Habits*.
    - Mike Shatzkin (Idea Logical Company) will present *The StartWithXML Project: Understanding the Point and the Path to an XML Workflow*.
    - Andy Weissberg (Bowker) will present *Connecting Versions and Editions: The ISTC Has Finally Arrived!*
  - Financially, BISG had a successful year as their revenue grew by 23%. This is largely due to the number of new members (26) attracted this year and the ability to attract sponsorship for much

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of the work done. The revenue came in 10% higher than budget and the assets grew by 11%. This growth reflects the support from members.

- The Board of Directors has set the budget for the 08/09 fiscal. Mr. Healy was told to be cautious in setting the budget due to the economy; he was advised to look for no growth and to plan for a deficit.
- BISG will be hiring one new full-time staff member.
- There will be a complete redesign of the BISG website.
- Product Data Certification Program
  - The Product Data Certification Program launched in February and three publishers (Hachette Book Group, Simon & Schuster, and Waterford Press) had their product information certified. Recently, John Wiley became certified as well.
  - The PDCP takes the data in ONIX or Excel and analyzes it for the presence or absence of about mandatory 30 data elements.
  - The document *Best Practices for Data Recipients* is ready to be published and will be submitted to the Board of Directors.
- ONIX
  - The Metadata Committee is providing U.S. input into developing ONIX 3.0 which was supposed to be ready for the Frankfurt Book Fair in October, but will be a little delayed. There will be a clearer indication of when ONIX 3.0 will be published in Frankfurt.
  - Richard Stark (Barnes & Noble) is working on the feedback and hopes that 3.0 will be released at the end of 2008.
    - 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 September 18, 2008.
- Digital Standards
  - The BISG Digital Standards Committee, led by Leslie Hulse (HarperCollins), has completed a draft specification to standardize how online book content is searched and retrieved. This specification was approved by the BISG Board of Directors at their May 8, 2008 meeting. The "proof of concept" phase ran through June, July, and August and is now coming to an end. Final sign-off will not be until November 2008.
- Environmental Report
  - The Book Industry Environmental Council is looking at the possibility of a certification program and the possibility of tracking companies' environmental improvements.
- Annual Events
  - Making Information Pay was held May 9, 2008 in the McGraw-Hill Auditorium and had record attendance. The theme of MIP was *From Experimentation to Innovation in the Digital Age*. The BISG office is in the early stages of planning MIP 2009 which will take place on May 7, 2009.
  - BISG was involved in five sessions at Book Expo 2008 in Los Angeles:
    - The launch of the findings of *Book Industry Trends 2008*;
    - A session on the Metadata Product Data Certification Program;
    - A session which looked at standards for rights information in the digital age;
    - A session, held jointly with NISO, on helping libraries and publishers manage licensing and rights issues;
    - And a session on environmental trends in the book industry.

- At ALA, BISG ran a seminar, in conjunction with NISO, on the development of standards for the library supply chain.
- Mr. Healy also made presentations at PMA and the International Booksellers Federation Conference.
- Membership
  - Twenty-six new companies joined BISG in fiscal year 2007/08. Four companies have joined in the early 2008/09 fiscal year, including Hewlett-Packard.
- Publications and Research
  - There has been a huge overhaul of *Book Industry Trends*. The methodology for compiling the publication is being changed as is the research partner. An announcement will be made soon on the new partner.
  - The Research Committee will be looking at attitudes towards digital publications.
  - Copies of the BISG Annual Report will be distributed at the Annual Meeting on September 12, 2008.

Mr. Healy then asked Tom Smith of Simon & Schuster to present a report on the work being done by the MEIG Committee.

- MEIG is working on six new standards. The 810, 812, and 820 are being brought up to 5030 version. They are also working on the 204, 211, and 214 transportation documents.
- These X12 5030 documents were sent to General BISAC for review on August 5, 2008.
- The committee received a suggestion to add release notes showing what the changes in the documents are.
- Meetings were held on August 8<sup>th</sup> and 22<sup>nd</sup>.
- The committee is now working on the transportation message and is working with that industry to try to leverage the documents.
- Next, the committee will be revisiting the purchase order acknowledgement and purchase order change documents (850, 855, and 860). The two components of this are the regular order from the bookseller to the publisher and the order from the publisher to the bindery. They may break the 850 off into a separate working group.
- The committee has grown to over a hundred active participants.

### **Committee Reports**

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

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee met in June and August.
- Major revisions to the Computer section have been completed.
- Representatives from D.A.P. and Prestel are currently assisting the committee with the Architecture, Art, and Photography sections. They have also proposed the addition of a Design section.
- The committee was also contacted by a representative from Hal Leonard regarding revising the Music section. This section will be addressed for the 2009 edition.
- The 2008 edition of the BISAC Subject Codes should be completed in mid-October and released for approval shortly thereafter.

#### **MRC Committee (Tom Clarkson)**

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

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- Mr. Clarkson is unaware of any issues that need to be addressed, but is open to suggestions and receptive to ideas on what the committee should look into.
  - There are a growing number of publishers who are putting a barcode on Cover 3. There is no standard for this practice as it is relatively new. Publishers are putting what was formerly the price point UPC from the back cover onto Cover 3 to assist retailers who cannot scan the ISBN-13/EAN barcode.
    - There may be a need to put a price point UPC somewhere on the cover to meet the needs of smaller retailers who are never going to scan an EAN.
    - Most mass market publishers will probably start doing this as a practice.
    - Based on this practice, it was questioned if a standard will be necessary. Chris Demyanovich (Random House) noted that he has heard rumblings of placement and standardization.
    - If anything more were to come up with this issue, the MRC Committee would probably be the best place to deal with it.
    - There may be carton labeling issues; how would the retailer know whether a carton contains books that have a barcode on Cover 3?
    - It was decided to hold-off on this issue until a formal request is made.

#### **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 main focus of this committee is identifying digital publications.
- A discussion document was published in January with the intention of trying to move to a series of best practices.
- It may be difficult to establish best practices in the U.S. because the opinion of publishers in the U.S. is so fractured. In the UK, there is total unanimity amongst publishers; a different ISBN is assigned for each e-book format.

#### **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 the committee has been working on preparing a certification program for four core EDI messages in 4010 and 4030.

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

- Committee chair Richard Stark (Barnes & Noble) was not present but Mr. Lotz provided a report on the activity of the Metadata Committee.
- Code List 9 is currently being developed; additions should be submitted to Mr. Stark by September 12, 2008.

#### **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.

#### **Standards**

- Mr. Healy commented on the ISNI (International Standard Name Identifier), noting that the committee draft has been approved. The draft of the international standard will be submitted at the end of this year. Publication of the standard can be expected in about one year.

### **Liaison Reports**

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

- Al Garton (GS1) reported that the GS1 is in the early stages of integrating the ISBN into an electronic product code. He has requested to be included in this group.
- Work will commence with GS1 Global and Brian Green (International ISBN Agency) at the Frankfurt Book Fair.

#### **DEIG (Chris Demyanovich)**

- Chris Demyanovich (Random House) reported that DEIG has updated the shipping product label guidelines to accommodate set labels (for multi-volume sets of multi-carton sets).

#### **PIWIG (Phil Madans)**

- Phil Madans (Hachette Book Group) reported that the committee met on August 12, 2008 and continued on the theme of communications.
- The committee discussed how the use of electronic data communications would assist in solving the communication issues faced. The two legs to this communication would be publisher to wholesaler and wholesaler to retailer.
  - Member wholesalers were asked to provide a list of the data that they supply to their retail customers.
  - Data was received on about 30 different vendors. There appeared to be no clear pattern of standard nomenclature or structure being employed.
  - It is clear that electronic data transmission is needed and the form of that data transmission looks to be GDSN.
- Andrew LaCroix (Bowker) presented to PIWIG the findings of Bowker's GDSN pilot program which tests the efficacy of mapping ONIX to the GDSN standard and performs a gap analysis of what is missing on either side.
- 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.
- Work is also being done in GS1's GSMP (Global Standards Management Process), which is building a GPC (Global Product Classification) for books. So, where the extension for books is industry specific and something of an accepted exception to the base GDSN Metadata standard, the GPC for books is an addition to the core GDSN metadata standard, addressing the book industry. It is made up of basic metadata for books; seven attributes, called "bricks", are under consideration.
- GPC should be approved in 2010.
- The next PIWIG meeting will be held on October 14, 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, November 14, 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 10:55 am.

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**Attachment 1 – Attendees:**

<b><u>Name</u></b>	<b><u>Representing</u></b>
Clarkson, Tom	CSR Group
Demyanovich, Chris	Random House
Forster, Karen	BISG
Garton, Al	GS-1
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Kohn, Bob	Royaltyshare, Inc.
Lotz, Wendell	Ingram Book Group
Madans, Phil	Hachette Book Group
Moore, Helen	HarperCollins
Smith, Tom	Simon & Schuster
Wright, George, Sr.	PIPS, Inc.