



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

September 7, 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 September 7, 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 9:32 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the July 21, 2006 BISAC General Meeting. The minutes were unanimously approved.

Chairman's Report (Wendell Lotz)

- Wendell Lotz introduced Michael Healy as the newly appointed Executive Director of BISG. Mr. Healy will officially begin his term as Executive Director in mid-October.
- He also reminded attendees that BISG's Annual Meeting of Members would take place on September 8, 2006.

BISG Office Report (Angela Bole)

- Angela Bole (BISG) reported that the office is currently involved in off-shoots of the work of several committees.
- She followed-up on the discussion from the July 21st meeting regarding the barcode software that was producing erroneous 979 barcodes.
 - The software in question is Barcode Pro.
 - The company is currently telling customers to contact the BISG office with questions.
 - Barcode Pro has agreed to remove the option for the 979 prefix, but it is unclear if that is a patch or an upgrade that customers would need to purchase.
 - The issue at hand is that the current software has the option of converting a 10-digit ISBN to a 979 barcode.
- ISBN-13 Taskforce
 - A subcommittee has been set up to deal with the issue of direct-dial EDI.
 - Traditionally, a fixed BISAC format had been used which does not support ISBN-13.
 - The subcommittee had their first conference call during which they discussed replacing fixed BISAC with the X-12 format.
 - The proposed plan is to recommend using the SCEDI Committee's recommendation to send all three identifiers in any order.
- EAN Transition Taskforce

- The prototype of the EAN Transition website is to be unveiled at the September 7th EAN Transition Task Force meeting.
- The website should be made public after a process of review.
- Warehouse Benchmarking
 - The contract on warehouse benchmarking has been closed and will be reopened for another cycle.
 - Those interested in participating in the second cycle should contact the BISG office for more information.
- Making Information Pay 2007
 - Making Information Pay 2007 has been scheduled for May 10, 2007.
 - VISTA International will once again be the key sponsor.
 - The agenda for the meeting has not yet been set.
- The new BISG Executive Director, Michael Healy, will be attending the Charleston Conference on November 8-11 to sit on a panel on the subject of ISBN-13.
- As it is the 30th Anniversary of BISG, a new logo will be unveiled at the Annual Meeting of Members.

Committee Reports

Identification Committee (Laura Dawson)

- Committee chair Laura Dawson (Muze) was not present and did not provide an update report.
- There has been no meeting of the Identification Committee since the last General BISAC Meeting in July.
- As a newly revitalized committee Ms. Dawson did request that a solicitation of members who would like to serve on the committee should be made.
- ISTC
 - A meeting is being held in Paris in mid-September between CISAC, Nielsen BookData, and Bowker.
 - IFFRO (The International Federation of Reproduction Rights Organisations) will contribute to the consortium as well and possibly widen interest.
- ISPI
 - The first ISO working group meeting on ISPI will take place in Paris in September.
 - The job of this working group is to create a committee draft of the new ISPI standard which will ultimately evolve into a final standard to be approved by ISO.
 - The entire process can take about 18-24 months.
 - A standard will be established before systems are in place.
 - The IPI is already being used by many national rights organizations.
 - The IPI is a proprietary numbering system.

Supply Chain EDI (SCEDI) Committee (Andrew LaCroix)

- Attendees were informed that the SCEDI Committee is still in need of a new chairperson. Mr. Lotz reported that there has been some interest in the chair position.
- Current committee chair Andrew LaCroix (Bowker) reported that a link to a survey has been sent to committee members in order to determine where interest lies and what topics the committee should focus on.
- Committee members are currently in the process of trying to reestablish the SCEDI Committee mission.
- Barnes & Noble announced that they are now capable of sending and receiving all three identifiers (ISBN-10, ISBN-13, GTIN-14) in purchase orders until July 7, 2007. After that date, they will trade on the GTIN-14 only.

- The next SCEDI Committee meeting was scheduled for the afternoon of September 21st. Now looking for a new date.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present, but Wendell Lotz, the acting chair, reported on what was taking place within the Metadata Committee.
- Mr. Lotz first reported that there has been no recent update on the well-being of Mr. Stark. (Note: At this writing we can advise that Mr. Stark is recovering nicely, is back at work on a part-time basis, and expects to resume the chairmanship at the committee's October meeting.)
- The Metadata Committee had its last meeting in July.
- Code List 6 of ONIX was released in July. Mr. Lotz emphasized that Code List 6 should be used no matter what version of ONIX you are using.
- Mr. Lotz should be able to report on the schedule for Version 3.0 of ONIX in November. The Metadata Committee should be able to vote on it around the fall of 2007.
- Version 3.0 will clean out deprecated fields and will not be backwards compatible.
- The committee is also working on broadening and enhancing the Best Practices document. They hope to dovetail Best Practices, Version 2.0 with ONIX 3.0.
 - The committee is using Barnes & Noble's A+ list of terms as a starting place.
 - The committee got through approximately twelve data points in July.
- The committee is trying to reach out to major players of the marketplace to participate in the Best Practices standard.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) announced that the proposal for the 2006 Edition of the Subject Codes was sent to members on August 1st.
- Ms. Harbison then made the motion to approve the new version and all were in favor, none were opposed.
- The complete package for the 2006 Edition of the BISAC Subject Codes should be available to members by the end of September. Ms. Bole will send out an e-mail to members once the package is ready. (Note: At this writing it can reported that the 2006 Edition became available on September 21, 2006).

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) stated that she hopes to reconvene the Rights Committee to work on digital rights management aspects of new identifiers.
- Once ready to do so, Ms. Appelbaum will send out a query to members.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (Barnes & Noble) noted that the MRC Committee was active during August.
- The topics being discussed by the committee are currently:
 - SAN/GLN Relationship
 - Andrew LaCroix (Bowker) and Al Garton (GS1 US) have been in discussions to develop a mutual understanding of how SAN and GLN (Global Location Number) are currently used in their respective arenas. Both GS1 US and the SAN Agency are concerned that any actions

- taken gong forward be structured in such a way that the impact on existing systems is minimized.
- UCC, predecessor of GS1 US, reserved 10 company prefixes for the book industry to use encoding a SAN in a bar code on the DEIG recommended shipping label. However, there are questions relating to the formality and extent of this arrangement.
 - Mr. LaCroix confirmed that all 10 prefixes are in use today. He stated that Barnes & Noble has incorporated the encoding approach into their guidelines and systems, but he is not aware of implementations beyond that of Barnes & Noble.
 - Mr. Garton will need approval from GS1 US management to make this agreement more formal. However, Mr. Garton has indicated support for continued use of these prefixes for encoding SAN in GLN-compatible format.
 - Literal “EAN” accompanying the Bookland EAN bar code on book covers.
 - In some displays of the Bookland EAN bar code, the literal “EAN” is shown in a vertical orientation, sometimes to the right and sometimes to the left of the bar code. The purpose of the literal, and a corresponding literal of ‘UPC’ for that bar code, is to differentiate or identify which bar code is displayed.
 - The sense of the committee was that although there is probably a decreasing need for the literal, eliminating it now would be premature.
 - The committee consensus was that the BISG website should indicate that the display of the literal is optional and as time goes by, there will likely be less of a need for it.
 - BISG specification for Bookland EAN barcode on Cover 2.
 - Tangent Systems is the manufacturer of a high-speed stripped cover returns processor that reads the bar code on Cover 2 and sorts the covers by group and publisher. John Georgacakis of Tangent informed the committee that users of their machine are reporting higher than desirable non-read rates.
 - Tangent specifies a more restrictive placement for the Bookland EAN on Cover 2 than the placement now recommended by BISG. Mr. Georgacakis asked the committee if it would consider recommending a revision to the BISG specifications.
 - Mr. Clarkson explained his concern that MRC be sure before proposing a change to the BISG recommendation that we do not adversely affect anyone’s operation. Barnes & Noble is interested in adopting a more stringent specification, to address a reject rate higher than the company believes it should be. However, Barnes & Noble wants to arrive at an industry consensus before making any change.
 - During further discussion, the point was made that a more restrictive specification would be unlikely to affect the performance of other equipment negatively; in fact, it would probably improve performance.
 - Mr. Clarkson proposed that the committee continue to inform the industry that the question is being considered, while simultaneously drafting a revised specification. MRC and BISAC can take any feedback received into account before acting. The draft of the revised specification is expected to be complete by November.

Liaison Reports

BookNet Canada (Michael Tamblyn)

- Michael Tamblyn (BookNet Canada) reported that BNC has moved forward with EDI enabled returns in X12 format. They hope to roll this out within the next year.
- There is a push in the Canadian market to include the nationality of the author within ONIX files. ONIX already contains the necessary fields, but BNC will be working towards making it part of the core set of data elements that make up the Canadian bibliographic standard.

- There was a question from Wendell Lotz about what level of granularity the information required would be (city, state, etc.); the answer being national only.
- BNC has made ONIX available to small publishers by allowing them to convert from an Excel file to an ONIX 2.1 file through the BNC website.

Distribution Executive Interest Group (Chris Demyanovich)

- Chris Demyanovich (Random House) provided a report of DEIG activity since their last meeting of August 7, 2006.
- The initial results of the DEIG Best Practices survey were reviewed at the last meeting.
 - The committee would like to see more participation in the survey.
 - The survey should be closed by the next DEIG meeting.
 - At that time, the committee will go over it to determine future initiatives.
- Mr. Demyanovich stated that there will be a label certification program. Both Borders and Barnes & Noble have expressed interest in it. Barnes & Noble is interested in it as an industry effort, as well as individually.
 - More people are needed at the table to make a decision on this program.

Publications Committee (Judith Appelbaum)

- Ms. Bole inquired about reactions to *TRENDS 2006* – which provides figures for the entire book market and not just its most conventional and visible parts.
 - Ms. Appelbaum reported that only a handful of responses questioned the comprehensive numbers, even though the contribution made by small and midsize publishers' revenues had previously been all but invisible to major houses. Several BISG members were interested in learning more about the magnitude of these revenues and the methodology for including them in *TRENDS*, and they sought and got more information from the office.
 - Ms. Appelbaum explained later that reliable figures for small and midsize houses' aggregate revenues had never before been available. As a result, industry statisticians traditionally had to size the market in terms of figures reported by large book industry companies, associations and institutions, and in terms of figures reported by the United States Census Department, which supposedly covers the entire book publishing industry but actually does not – and cannot – track more than a small fraction of it.
 - Realizing that BISG members and others needed a comprehensive view of the market, BISG came to the conclusion that it was necessary to engage directly with the entire body of U.S. publishers in order to track the small and midsize publisher data unavailable from traditional channels.
 - Therefore, using the denominator common to parties involved in publishing books – ownership of an ISBN – BISG employed well-established market research techniques to conduct both a Web-based structured survey of ISBN owners with annual revenues up to \$50 million and a non-response bias survey to confirm that responses were representative, and then worked with its research partners to incorporate findings from the survey in *Book Industry TRENDS 2006*.
 - Because the survey data used in creating *TRENDS 2006* reveal billions of revenue dollars that had never been included in any industry statistics, they necessarily affect market share estimates. During prepublication discussions of the new data, representatives of major houses, booksellers and trade associations found revised market share estimates more credible than traditional estimates.
 - BISG is, of course, aware of and sensitive to the need to measure this year's market share against market share estimates from the past. *TRENDS 2006* included a traditional summary data set to make that sort of comparison possible, and *TRENDS 2007* will provide summary data breakdowns for the same purpose. However, for the reasons outlined above, the comprehensive

new data sets now presented throughout *TRENDS* provide the most realistic basis for planning and action.

Old Business

- There was no old business to discuss.

New Business

- It was questioned whether the Metadata Committee will be addressing GDSN. The answer was yes, hopefully when Richard Stark returns. Until then, the issue has been tabled.

The next BISAC General Meeting will be Friday, November 3, 2006, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:30 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Abramowski, Richard	Harcourt, Inc.
Aden, Greg	NetRead
Appelbaum, Judith	Sensible Solutions
Bole, Angela	BISG
Clarkson, Tom	Barnes & Noble
Demyanovich, Chris	Random House
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
LaCroix, Andrew	Bowker
Lotz, Wendell	Ingram Book Company
Meyer, Thom	Mazer Corporation
Milroad, Roger	John Wiley & Sons
Mutter, John	Shelf Awareness
Patterson, Al	National Book Network
Phebus, Meredith	Penguin Group
Rosenheim, Shane	Map Link
Stark, Laurie	Random House
Tamblyn, Michael	BookNet Canada
Tobin, Carol	John Wiley & Sons
Toolan, Fran	Quality Solutions
Wright, George	PIPS