



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

September 11, 2009

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 11, 2009 at 9:30 a.m.

A list of attendees is available for review in Attachment 1 of this document.

Wendell Lotz (Ingram) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Wendell Lotz at 9:31 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the May 8, 2009 BISAC General Meeting. The minutes were unanimously approved.

### Executive Director Report (Michael Healy)

- Webcasts
  - The following webcasts on ONIX 3.0 were conducted: *ONIX for Books 3.0: An Introduction* (presented by Mark Bide, Executive Director of EDItEUR, and David Martin, Technical Consultant to EDItEUR) and *ONIX for Books 3.0: Best Practices for Implementation* (presented by Richard Stark of Barnes & Noble).
  - The webcasts were very well attended.
  - An additional webcast from Mark Bide is planned as is one on the business cases for RFID from Jim Lichtenberg.
- RFID
  - A short survey on RFID usage was conducted in July 2009.
  - The webcast *RFID: Exploring Publishing's New Supply and Demand* will be presented on October 20, 2009.
- Product Data Certification Program
  - Four companies (Hachette, Simon & Schuster, Waterford and Wiley) have been recertified and one (Macmillan) has been newly certified.
- Environmental Study
  - The Book Industry Environmental Council (BIEC) has been looking at three priority areas:
    - Tracking environmental progress of the book industry;
    - Setting an industry wide goal for reducing greenhouse gas emissions; and

- Establishing a label to identify publishers that are leading the way in reducing environmental impacts.
- Events
  - For the third year, BISG co-hosted a session with NISO at ALA. This year, the session was on the changing standards landscape for e-books.
  - At BookExpo a session was conducted on this year's edition of *Book Industry TRENDS*. Another was conducted on the business of print on demand.
  - The BISG Annual Meeting of Members took place on September 9, 2009.
  - The new BISG website was launched in July 2009.
- Membership
  - New members since the last BISAC General Meeting include Page Foundry, CrossRef, and Thomson Shore.
- Research
  - The Research Committee is conducting a survey on consumer attitudes toward e-book reading. This initiative is being led by Debbie Stier (HarperCollins).
- Publications
  - The next publication planned is *Digital Book Printing for Dummies*<sup>®</sup>; originally this was entitled *Print on Demand for Dummies*<sup>®</sup>.
  - A glossary of supply chain terminology is planned.
  - The pdf version of *TRENDS 2009* became available in July; the print version became available in August 2009.
- Subject Codes
  - The 2009 revisions to the BISAC Subject Headings were presented by Connie Harbison. These revisions were unanimously approved by General BISAC. They will go before the BISG Board of Directors in mid-November for final approval.
- X12 (5030) Documents
  - As developed and approved by BISG's Manufacturing Executives Interest Group (MEIG) and the BISAC Supply Chain EDI Committee (SCEDI), the two latest draft X12 v5030 documents (850 Purchase Order and 855 Purchase Order Acknowledgement) were presented by Tom Smith (Independent Consultant).
  - All documents are available for review on the BISG website.
  - Tom Smith noted that many companies are not yet transacting in 5030. He explained that the conversion is simple as most of the same elements in v4010 are contained in v5030. Companies should look toward moving away from the older standard and taking a step toward the new one, with the goal of being up-to-date with GS1 standards for other retail.
  - The new transaction includes subtle changes (e.g., the word "required" was replaced with "must use") and allows for a move forward to RFID related information.
  - The pdf versions of the 5030 documents only show what we use in the book industry.
  - The documents were unanimously approved and will go before the BISG Board of Directors in mid-November for final approval.

### Digital Rights

- Laura Dawson (LJNDawson.com), Emily Williams (LJNDawson.com), Adam Marlin (MetaComet), and David Marlin (MetaComet) presented a proposal for establishing a committee to develop rights standards.
- The proposal was to create a group that will work toward standardizing rights information.
- Ms. Dawson introduced Ms. Williams as a literary scout who has worked with a number of authors.

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- A common rights language would ease transition and communication along the supply chain and reduce costs.
  - Standards could improve clarity in communication.
  - Preliminary work has included: Identifying the needs for standards; identifying key interfaces; establishing strategic uses and needs; researching standards for communicating with the rights organizations.
  - Communication needs to be standardized between rights holders, reproduction rights organizations, and licensees.
  - Systems already studied include:
    - ACAP (Automated Content Access Protocol), a standard for discovering and identifying the use of online content. See <http://www.rightsandroyalties.com/2009/07/acap/> for research conducted.
    - Arrow, which was designed to identify rights holders of content and to aid in claiming of orphan works. See <http://www.rightsandroyalties.com/2009/07/arrow/> for research conducted.
    - ONIX for RRO, a partnership between EDItEUR and IFFRO designed to communicate rights between RROs. This is structured to handle most, if not all, messages.
      - Modest code list work is required; can build off UKRRO.
  - The next steps include: Establishing a subcommittee; Recruiting participants; Refining the mission statement and goals; Identifying deliverables; Creating a project plan; and Recruiting pilot organizations.
  - If a working group were to be created, it could be a sub-committee of the Rights Committee or the Metadata Committee. The Rights Committee is still in existence, but is dormant.
    - It was approved to establish a working group within the rights committee to work on developing rights standards. The working group will be chaired by Laura Dawson, Emily Williams, Adam Marlin and David Marlin.

### **Glossary Project**

- This project is being coordinated by Tom Clarkson (CSR Group).
- It was decided that a glossary is needed to support the new website. Mr. Clarkson will come up with the definitions to 100 relevant terms to kick this project off. He has prepared a list of about 106 terms that are now ready for review.
- This project may evolve into a supply chain database of industry terms with linkages throughout the BISG website.
- The first set of terms is in the second level of review.
- Integration into the website still needs to be worked out.

### **Committee Reports**

#### **Identification Committee (Laura Dawson)**

- Committee chair Laura Dawson (LJNDawson.com) reminded those present that the identification webcast from Mark Bide was coming up.
- She also reported that Andy Weissberg (Bowker) notified her that Bowker is about to reduce the price of ISBNs by up to 50%.
- Ms. Dawson will be giving a presentation to the AAP on identifiers in the digital book landscape, including the identification of e-books, chunks and individual chapters.

#### **Supply Chain EDI (SCEDI) Committee (Doug Minett)**

- Committee chair Doug Minett (The Bookshelf) was not present; Tom Clarkson provided an update report.
- The primary project of SCEDI has been working toward EDI certification.
- The core four documents never really had a set of business requirements.
- A draft of these business requirements, toward which EDI should be structured for certification, is being compiled.

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

- Committee chair Richard Stark (Barnes & Noble) was not present; Wendell Lotz provided an update report.
- The committee is working on examples for ONIX 3.0 in conjunction with the ONIX Technical Group.
- Mr. Stark is in the process of developing an example record for e-books.
- Also, an annotated version of an ONIX record will be rolled into Best Practices for ONIX 3.0.

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

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee began work on the 2010 Edition of the Subject Codes at their September meeting.
- The committee continues work on scope notes for the Fiction section.
- Sections to be reviewed for the 2010 Edition include Body, Mind & Spirit, Science, Business & Economics, and Math.

#### **Publisher/Manufacturer Committee (Diane Degener)**

- Committee chair Diane Degener (R. R. Donnelley) was not present and did not provide an update report.

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

- Committee chair Tom Clarkson (CSR Group) reported that though the MRC Committee has been dormant, it will be reactivated in order to consider QR (Quick Response) codes.
- QR Codes are 2D barcodes that can be read with a mobile phone.
- As an action item, the MRC Committee will look at these barcodes from a technical aspect (e.g., what specifications will be necessary for placement, size, etc.) and a practical application (e.g., background and education). Dependent on the priorities of BISG, the committee will begin looking at background and education.

#### **Liaison Reports**

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

- Phil Madans (Hachette) reported that PIWIG has had no movement.
- Work has been focused on GDSN for metadata extensions of books.
- GS1 is awaiting a licensing agreement with EDItEUR for ONIX to be signed.

##### **Old Business**

- There was no old business to discuss.

##### **New Business**

- The BISG Board wants to open up a discussion among all of BISG members to see what they are most interested in. This will be done in the form of a Membership Survey to be conducted in October 2009.
- The results of this discussion will provide the new Executive Director guidance on the directions to take BISG.
- It is also an attempt to get people to weigh in on what they think is important and valuable.

The next BISAC General Meeting will be Friday, November 13, 2009, 9:30 AM to 12:00 PM at the offices of Random House (14<sup>th</sup> Floor, Dr. Seuss Room).

The meeting adjourned at 11:10 am.

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**Attachment 1 – Attendees:**

<b><u>Name</u></b>	<b><u>Representing</u></b>
Aden, Greg	Netread
Appelbaum, Judith	Sensible Solutions
Arnone, Danielle	Pearson
Barblan, Beat	Bowker
Bole, Angela	BISG
Clarkson, Tom	CSR Group
D’Agnes, Glenn	Workman
Dawson, Laura	LJNDawson.com
Forster, Karen	BISG
Greenfield, Betty	Dial-a-Book
Harbison, Connie	Baker & Taylor
Healy, Michael	BISG
Jarocha, Jon	Pearson
Lichtenberg, Jim	Lightspeed, LLC
Lotz, Wendell	Ingram
Madans, Phil	Hachette
Marlin, Adam	Metacommet
Marlin, David	Metacommet
Meyer, Carol Ann	CrossRef (dial-in)
Moore, Helen	HarperCollins
Reid, Heather	Copyright Clearance Center
Smith, Tom	Independent Consultant

Stark, Laurie	Random House (dial-in)
Underwood, Vivian	Anderson Merchandisers (dial-in)
Weir-Williams, Nick	Publishing Technology
Williams, Emily	LJNDawson.com
Wright, George, Sr.	PIPS