



**BISG**

BOOK INDUSTRY STUDY GROUP

# BISG @ BEA 2008

---

*Working to create a more informed, efficient, and empowered book industry*



## Raising the standard of product information: BISG's new data certification program

Michael Healy, Book Industry Study Group  
John Helmus, John Wiley & Sons  
George Tattersfield, Ingram  
Jean Srnecz, Baker & Taylor

---

*Working to create a more informed, efficient, and empowered book industry*

# Product information

---

- Good product data sells more books
- Has everyone got the message by now?
- “While some individual publishers have made progress on the quality of their data for new titles, overall improvement of new title data quality in the past three years has been marginal.” (Joe Gonnella, B&N)

# Product information

---

- 120,000 active publishers in the U.S.
- 3.3 million active titles in the supply chain
- 800 new titles every day
- 7.4 million titles in the B&N database
- 30%+ growth in three years
- The demise of OP
- How do your titles get attention?

# Help is at hand ....

---

- Challenging perceived complexity
- What is *good* product information?
- BISG's *Product Metadata Best Practices*
- 31 essential data points
- Formatting & sending the data to trading partners
- ONIX or Excel?
- Going it alone or seeking partners?

# Help is at hand ....

---



## Product Data Certification Program



# What is PDCP?

---

- A free service available to everyone
- How does it work?
  - Send an Excel or ONIX file to BISG
  - BISG tests it for the presence of key data points
  - Certification = 80% of the records have all data points
  - File is then analyzed by key sales partners:
    - Barnes & Noble, Borders, Bowker, Ingram, Baker & Taylor
  - Free scorecard and report





# What is PDCP?

---

- Launched by BISG in February 2008
- First publishers certified in April 2008
  - Hachette Book Group
  - Simon & Schuster
  - Waterford Press
- “I would encourage all small publishers to utilize the best practices protocol set up by BISG. Publishers can only win, as this translates to increased sales and fewer returns.” Jill Smith, CEO Waterford Press



# Thank you for listening!

---

Michael Healy

646 336 7141

[michael@bisg.org](mailto:michael@bisg.org)

