

Welcome to
Book Industry Study Group's
Are You Ready for ISBN-13?



Book Industry Study Group



Are You Ready for ISBN-13?

- **Moderator**

Sally Dedecker, *Sally Dedecker Enterprises*

- **Publisher**

Robert Bolick, *McGraw-Hill Education*

- **Retailer**

Tom Clarkson, *Barnes & Noble, Inc.*

- **Wholesaler / Distributor**

Wendell Lotz, *Ingram Book Company*

Why Book Industry Study Group?

- Industry's leading trade association for policy, standards and research.
- Represents all segments of the supply chain.
- Develops and maintains standards that enable effective communication among all segments of the industry supply chain.
- Conducts research and gathers data on issues affecting the book industry as a whole.

The New Look: ISBN-13

- On January 1, 2007, the book industry will begin using 13 digits to identify books in global trade.
 - *The College Board College Handbook 2007* -
Pub Date June 2006
 - **ISBN-10**: 0-87447-767-0
 - **ISBN-13**: 978-0-87447-767-8
 - ISBN-13: Identical to the 13-digit number already encoded within the Bookland EAN-13 bar code

Why is the ISBN Changing?

- Increase numbering capacity - more publishers, more books and related products and more countries
 - E-books
 - Print-on-Demand

- ISBN-13 is compatible with product numbering systems throughout the world

What is Not Changing?

- There is no change to the Bookland EAN Bar Code on Cover 4, or to the number encoded within it.



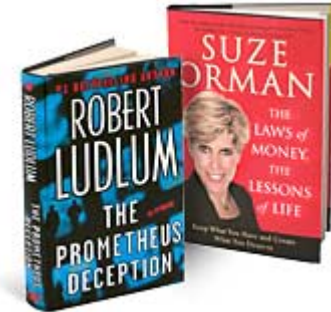
Bookland EAN

www.bisg.org/isbn-13

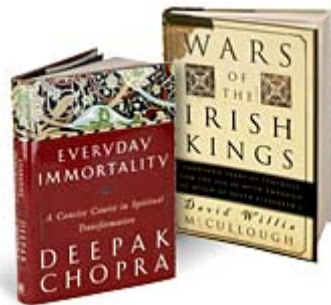
In the Future...

- **As each ISBN Agency exhausts its supply of 10-digit ISBNs** in various prefix ranges, the International ISBN Agency begin issuing complete 13-digit ISBNs carrying the new EAN prefix “979”
- “979” prefixed ISBNs are ISBN-13 only – there is no ISBN-10 equivalent for ISBNs prefixed with “979”
- 979-1-234-56789-0

Are You Ready For ISBN-13?



What Publishers Are Doing



www.bisg.org/isbn-13



Book Industry Study Group

Publisher Plans

- Many of us have attended the BISG ISBN-13 Webinars available at www.bisg.org.
- Many of us have downloaded and distributed to staff the free Webinar materials.
- Many of us are conducting or creating staff training sessions to educate staff about how processes will change for:

Editorial, Design

Marketing & Sales

Warehousing & Distribution

Finance

Production & Manufacturing

Customer Service

IT

www.bisg.org/isbn-13



Book Industry Study Group

Publisher Plans

- Many of us are already producing titles with bar codes that look like this:



NOTE: When displaying dual ISBNs above the bar code, publishers may display the ISBNs in the sequence they prefer (i.e., ISBN-13 above ISBN-10 or ISBN-10 above ISBN-13).

Publisher Plans

- Many of us have altered or are altering our EDI systems to send and receive all three identifiers:
 - **ISBN-10** **1-4028-9462-7**
 - **ISBN-13** **978-1-4028-9462-6**
 - **GTIN-14** **09781402894626**
- We are arranging for EDI map tests directly with customers or through VANs and aggregators such as Pubnet.

Pubnet and PubEasy

□ Pubnet

- Testing ongoing in 2006 with all trading partners (including POS vendors)
- Updates being sent to the community about changes to testing guidelines based on real-world results
- Partners are notified about ISBN-13 developments through e-mail communications and on the Pubnet web site at http://www.pubnet.org/scs/isbn13_certified.html

□ PubEasy

- All publishers who install Patch 19 and all pre-requisite patches are ISBN-13 certified – approximately 70% are certified today
- For those that are not certified, Bowker will be reaching out to them this summer to ensure compliance

Publisher Plans

- Many of us are looking at all of our customer- and author-facing documents, materials and services to determine how best to present ISBN-10 and ISBN-13 during the transition:

Royalty Statements

Credit Notices

Packing Slips

Carton Labels

Vendor Feeds (ONIX and others)

Inventory Reports to Third Parties (e.g., depositories)

Invoices

Catalogs

Websites

Other Promotional Material

Publisher Plans

- Many of us are re-programming systems and modifying applications to:
 - Facilitate changes to those outward-facing documents
 - Track product by ISBN-13 rather than ISBN-10 or, at a minimum, by both
 - Enable searching by ISBN-13 or ISBN-10

Publisher Plans

- Many of us are placing pointers on our Website to www.bisg.org/isbn-13 to provide our customers with background on the change to ISBN-13.
- Some of us are providing links to ISBN-10 / ISBN-13 converters for use by staff and third parties.

www.bisg.org/isbn-13/converters.html

Publisher Plans

- We are **NOT** restickering or reprinting existing stock with new barcodes showing just ISBN-13 or the dual-numbered barcode.
- We are **NOT** reregistering old titles with the Library of Congress or Bowker Books-in-Print to have the new ISBN-13 applied.
- We are **NOT** (or should not) be creating ISBN-13s by merely slapping a 978 or 979 prefix onto an ISBN-10 without recalculating the last digit (the check-sum digit).
- We are **NOT** (or should not) be recalculating ISBN-10s by merely stripping off the 978 from the old EAN without recalculating the check-sum digit.

Publisher Plans

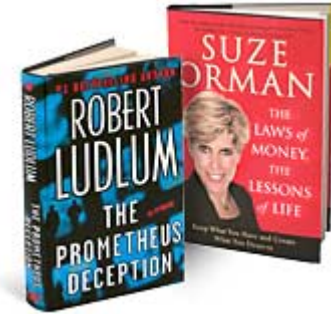
- Many of us **ARE** responding and maintaining our responses to BISG's "Are You Ready For ISBN-13" online survey.
- The survey touches all areas of change that publishers should be considering while preparing for ISBN-13.
- Go to www.bisg.org/isbn-13 to find out how publishers are coming along in their preparations for January 2007.

ISBN-13 Readiness Directory

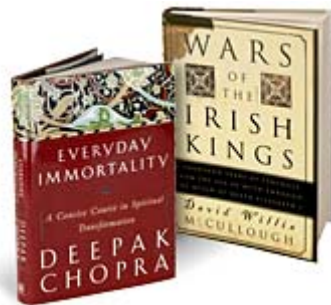
□ Some of the registered publishers include:

- American Psychiatric Publishing
- AMG Publishers
- Cookie Bear Press, Inc.
- Elsevier
- F A Davis Company
- Harlequin Enterprises Ltd.
- Harper Collins Publishers, Canada
- Harper Collins Publishers, USA
- Harvard University Press
- Health Administration Press
- Holtzbrinck Publishers
- Independent Publishers Group
- John Wiley & Sons
- Kids Can Press
- Lippincott Williams & Wilkins
- McGraw-Hill
- North Star Books
- Oxford University Press
- Pearson Education (Canada)
- Pelican Publishing Company
- Penguin Group (Canada), Inc.
- Penguin Group (USA), Inc.
- Princeton University Press
- Publications International, LTD
- Publishers Group West
- R R Bowker
- Random House, Inc.
- Scholastic Inc.
- Simon & Schuster
- Simon & Schuster Canada
- The Globe Pequot Press
- Thomson Learning
- University of Ottawa Press

Are You Ready For ISBN-13?



What Retailers Are Doing



www.bisg.org/isbn-13



Book Industry Study Group

Retailer Plans

- First, the good news: Retailers are **NOT** preparing to sticker books
 - Remember: **NO** change in the bar code
 - The bar code already on most books now in retailers' stores is the bar code we'll use



Retailer Plans

- Observing ISBN-13s beginning to appear in advertising materials, announcements and catalogs
- Educating staff to expect ISBN-13 in vendor materials and in customer inquiries
- Planning to begin using ISBN-13 in verbal communications (placing orders, making inquiries) with vendors
- Availing themselves of BISG information and services

Retailer Plans

- Counting on “dual coding” to assist through the transition
 - Most publishers and distributors are planning to accept ISBN-10 for a time into the era of ISBN-13
 - It is most unlikely that a vendor will be unable to accept an order in ISBN-10 *for those books that formerly had ISBN-10s*
- Remembering though, that completing the full transition to ISBN-13 is vital

Retailer Plans

- Changing the practice of extracting the ISBN-10 from the Bookland EAN number in the bar code to using the number itself as the ISBN-13:
 - ISBN-10 1-4028-9462-7
 - ISBN-13 **978-1-4028-9462-6**



www.bisg.org/isbn-13

Retailer Plans

- Changing store management systems (POS systems) to use all 13-digit identifiers instead of 10-digit ISBN-10s (including “dummies”)
- Ensuring that POS system providers are truly changing their systems to scan and process **ANY** 13-digit EAN identifier
 - Not just converting ISBN-13 to ISBN-10 “on the fly”
 - Enabling the store system to support the management and selling of **any** product without stickering

Retailer Plans

- Preparing to accept any 13-digit EAN (including UPC) as a valid product identifier on:
 - Calendars
 - Greeting Cards
 - Gift Items
 - Toys and Games

Retailer Plans

- Ensuring that POS system providers are modifying their system to communicate electronically in accordance with revised practices
 - Communication of ISBN-13 (EAN) is a must
 - Communication of GTIN-14 is highly recommended
- Ensuring that ***their own*** POS system has been tested in electronic communication with suppliers

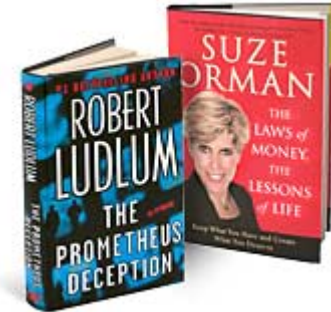
Retailer Plans

- Beginning to see Bookland EAN on Cover 4 (back cover) of mass market paperbacks and some childrens' titles
 - The “Price Point UPC” on Cover 4 is being replaced with an “item-specific” ISBN and bar code
 - This means the book can be identified by the bar code on Cover 4
 - General retailing is beginning to identifying these books by title, and not just by price, along with the move to ISBN-13

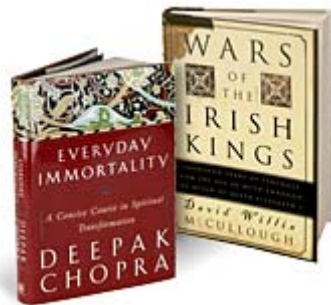
Retailer Plans

- Anticipating Benefits:
 - No longer having to sticker non-book products with dummy ISBNs
 - Avoiding confusion associated with two bar codes on a product and two different numbers assigned to it
 - No longer having to open a mass-market paperback in order to scan the bar code on Cover 2

Are You Ready For ISBN-13?



What Wholesalers Are Doing



www.bisg.org/isbn-13



Book Industry Study Group

Wholesaler/Distributor Plans

Sometimes you just have to be two-faced



www.bisg.org/isbn-13

Wholesaler/Distributor Plans

- What wholesalers/distributors must do when working with **publishers**:
 - Building EDI documents with multiple identifiers
 - Accepting EDI documents with multiple identifiers
 - Working with PubNet
 - Deciding what to do if the dual numbers don't point to the same product

Wholesaler/Distributor Plans

- What wholesalers/distributors must do when working with **retailers**, **libraries** and the **international world**:
 - Remodeling systems to use ISBN-13 as a primary key
 - Revising EDI processing systems which will process documents with any of four identifiers
 - Modifying accounting systems
 - Testing with POS and ILS systems vendors
 - Maintain ISBN 10 handling well into 2007

Wholesaler/Distributor Plans

- Special issues wholesalers and distributors have to be ready for:
 - Modifying indexes, processes, and displays on the B2B/B2C website
 - Modifying systems that ship on behalf of the retailer
 - Dealing with ‘real estate’ and cutover times for paper documents
 - Managing multiple projects across the organization
 - Revising bibliographic metadata vehicles like ONIX, 832, and Excel spreadsheets
 - Deciding when to rename cover images

Book Industry Study Group, Inc.

How is BISG helping you get ready for ISBN-13?



www.bisg.org/isbn-13

Book Industry Study Group, Inc.

What tools has BISG developed for the industry?

- Are you ready for ISBN-13?
 - Information
 - Guidelines
 - Education
- ISBN-13 Readiness Directory
- ISBN-13 for Dummies
- Webinars
 - Now Downloadable
- News/Publicity Archive



www.bisg.org/isbn-13

Book Industry Study Group, Inc.

What tools has BISG developed for the industry?

□ Forums

- ISBN-13 Transition Task Force
- EAN Transition Task Force



□ Standing Committees

- Machine Readable Coding Committee (MRC)
- Supply Chain EDI Committee (SCEDI)
- Metadata Committee

Book Industry Study Group, Inc.

What kinds of questions can BISG answer?

- Where do I go to apply for an ISBN?
 - www.isbn.org

- What is the difference between a UPC, and a Bookland EAN? Which one do I need?
 - 12 digits vs. 13 digits
 - Products for which each is the correct identifier
 - Source

Book Industry Study Group, Inc.

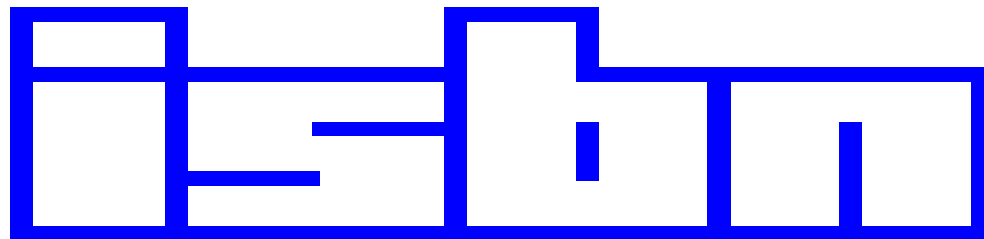
What kinds of questions can BISG answer?

- How will the transition to 13 digits affect my electronic communications?
 - In just a few ways
 - Mostly by adding ISBN-13 and GTIN 14 to the identifiers included in the transactions

The U.S. ISBN Agency

ISBN AGENCY AND R.R. Bowker, LLC

Support and Services



www.isbn.org

www.bisg.org/isbn-13

U.S. ISBN Agency Services

□ ISBN Online Converter

- Convenient for those looking to convert their 10-Digit ISBNs to 13-Digit ISBNs and vice-versa. The ISBN online converter is a free service and is located at: <http://isbn.org/converterpub.asp>.

□ ISBN Online Log Book

- Publishers can access their entire list of ISBNs at Bowker's title registration site located at www.bowkerlink.com. Basic listings in Books In Print are free of charge. Automatic conversion and display of 10-digit ISBNs and 13-digit ISBNs starting January 1, 2007.

□ Conversion for Large Lists

- The U.S. ISBN Agency provides services to convert larger lists of ISBNs which will also provide reports of the title information listed in Books In Print.

Book Industry Study Group, Inc.

For more information, please contact:

Angela Bole

Marketing & Communications Manager

Book Industry Study Group, Inc.

angela@bisg.org

(646) 336-7141

www.bisg.org

www.bisg.org/isbn-13

