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○ April 2010

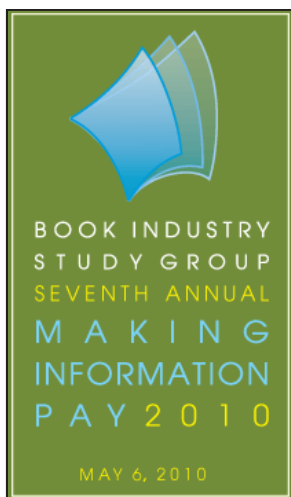
BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

MAKING INFORMATION PAY 2010 SPEAKERS ANNOUNCED

Leading Executives to Address the Digital Transformation of Publishing



Through a series of short, pragmatic presentations, *Making Information Pay 2010* will address the technological “points of no return” on how books—both print and digital—are being acquired, produced, distributed, marketed and sold.

In the first part of the morning, speakers will share their insights on where change is having its greatest impact :

◆ **Mike Shatzkin**
Founder & CEO, The Idea Logical Company
Analysis of the *Making Information Pay 2010* pre-event survey featuring opinions from people working on the front lines of editorial, production, marketing and sales.

- ◆ **Kelly Gallagher**
Vice President of Publishing Services, RR Bowker
The latest data on how digital technologies are transforming the way books are read, discovered and bought by U.S. consumers.
- ◆ **Bill Trippe**
Vice President & Lead Analyst, Gilbane Group
Key findings from *Blueprint for Book Publishing Transformation* looking at the “seven essential processes” for publishers, and whether or not they’re ready to support digital products and revenues.
- ◆ **George Lossius**
CEO, Publishing Technology Plc
Strategies for investing in technology solutions that meet evolving business needs.

Then, publishing professionals from a wide spectrum of houses and job functions will reveal how these changes are playing out within their organizations:

- ◆ **Jabin White**
Director of Strategic Content, Wolters Kluwer Health’s Professional & Education Division
Case studies portraying practical approaches to managing change and knowing when there’s no going back.
- ◆ **Bruce Shaw**
President & Publisher, The Harvard Common Press
The changing role of editors: from acquiring books to assembling portfolios of digital assets.
- ◆ **Matt Baldacci**
Vice President, Associate Publisher, St. Martin’s Press
The changing allocation of marketing resources: from traditional practices to digital marketing.
- ◆ **Phil Madans**
Director of Publishing Standards & Practices, Hachette Book Group
The changing role of production managers: from creating print books to repurposing content within a collaborative digital workflow.
- ◆ **Maureen McMahon**
President & Publisher, Kaplan Publishing
The changing role of the sales team; from just closing sales to actively connecting at every point in the publishing process.

Join us on May 6, 2010 in NYC’s McGraw-Hill Auditorium.

For more information about Making Information Pay 2010, and to register, visit: <http://www.bisg.org/mip>.



BISG AT BOOKEXPO AMERICA 2010

Sessions Announced on Consumer Attitudes and Millennials in Publishing



In 2010, BISG will present three educational sessions during BookExpo America in New York City.

During this session, BISG will highlight new findings from the [Consumer Attitudes Toward E-Book Reading](#) survey's 3rd fielding, describing the ways in which book readers have altered their e-book consumption over the past 6 months.

◆ A Conversation about the Agency Model

Date: Wednesday, May 26, 2010
Time: 10:00 a.m.–11:00 a.m. ET
Location: Room 1E15

Join this informal conversation among four astute industry observers and stakeholders, as they attempt to level-set our understanding of the adoption of an agency model for the sale of e-books.

◆ Who's Reading E-Books?

New Results from BISG's Consumer Attitudes Toward E-Book Reading

Date: Wednesday, May 26, 2010
Time: 2:00 p.m.–3:00 p.m. ET
Location: Room 1E16

◆ Millennials and Publishing: Meet the Next Generation

A look at the future of our business through the eyes of those up next

Date: Thursday, May 27, 2010
Time: 2:00 p.m.–3:00 p.m. ET
Location: Room 1E02

BISG and New York University's Master of Science in Publishing program invite you to a panel discussion featuring a team of publishing students who will share their thoughts about the current state of the industry, e-books, other new media—and what's coming next.

To view full session descriptions and speaker bios, visit: <http://www.bisg.org/events-0-532-bisg-at-bookexpo-america-2010.php>

BISG WEBCAST: E-BOOK FORMATTING

Register Now for Practical Advice on the Limitations and Optimizations

The e-book market is booming and the number of devices that can support e-books is growing fast. Join this BISG Webcast on **May 11, 2010 from 1:00 p.m. to 2:00 p.m. ET** to find out what formatting works and what doesn't on different platforms, with specific suggestions for making your e-books look great no matter where your consumers read them.

The 60-minute online workshop will be broken into three parts:

- ◆ **General Formatting:** an overview of the basic formatting and structure of an e-book, including general layout guidelines and a discussion on good coding and conversion practices.
- ◆ **Advanced Formatting:** an in-depth look at some more advanced features in e-books, like images, lists, outlines, fonts, Unicode text, tables, sidebars, pull quotes, footnotes, etc.
- ◆ **Extreme Formatting:** an overview of the

more extreme formatting possibilities that will only work on some devices and in certain settings, but that push the boundaries of e-book formats.

Because there are too many e-book devices and software programs to cover all of them, the formatting parts of this workshop will focus on the similarities and differences between multiple platforms, including Kindle, Sony Reader, B&N nook, iBooks, Adobe Digital Editions and more.

Questions and thoughts will be encouraged throughout the workshop, and sample e-book files and their sources will be available so that you can follow along.



Register now: <http://www.bisg.org/event-cat-6-webcasts.php>

Presented By:
Joshua Tallent
eBook Architects

UPCOMING INDUSTRY CONFERENCES

Stay Connected with BISG Members

Making Information Pay 2010



Date: Thursday, May 6, 2010
Time: 8:00 a.m.–1:00 p.m. ET
Location: McGraw-Hill Auditorium, NYC
Cost: \$125 for BISG members and \$225 for BISG nonmembers
URL: <http://www.bisg.org/mip>



GS1 US 2010 U Connect Conference

Date: June 7–10, 2010
Location: JW Marriott San Antonio Hill Country Resort
Cost: Group discounts available for three or more attendees
URL: <http://www.uconnectevent.org>



BISG & NISO at ALA Annual Conference

Date: June 25, 2010
Time: 12:30 p.m.–4:00 p.m. ET
Location: American Library Association Annual Conference, Washington, DC
Cost: **FREE!** Open to both BISG members and nonmembers.
URL: <http://www.bisg.org/events-0-511-bisg-niso-at-ala-annual-conference-2010.php>



BISG WELCOMES NEW MEMBERS

Ten Companies Added to Membership Roster since January 2010



BISG would like to welcome the several new members that have joined us in the past four months.

Collaboration between industry trading partners is essential to our mission of creating an informed, empowered and efficient book industry supply chain for both physical and digital products, and BISG extends thanks to all of the organizations and volunteers that continue to support our work.

- ◆ Above the Treeline
- ◆ Berkery Noyes

- ◆ Gilbane Group
- ◆ Kaplan Publishing
- ◆ Maruzen International
- ◆ Muze
- ◆ National Academies Press
- ◆ National Fire Protection Agency
- ◆ Open Road Integrated Media
- ◆ Sameer Raina

To view the full BISG membership directory, visit:
<http://www.bisg.org/directory/>

DIGITAL STANDARDS COMMITTEE'S CALL TO ACTION

New Work Underway on Standards for SEO and Structuring Content

BISG's Digital Standards Committee is back in action, tackling two new and timely projects:

1. Developing best practices and standards for search engine and social optimization as well as standards for mapping and tagging book content for online search and discovery. The goal of this subcommittee will be to establish recommended ways to optimize online search for book publishers and retailers, with an eye toward understanding the needs of the consumer.
2. Developing standards for structuring content in data models (e.g., DTDs), whether destined for print or digital output and delivery. Today's content providers need to think of the entire life cycle of their products from the very beginning when creating and structuring content.

"As our industry continues to move into the digital space, the need to engineer content to be format-

independent becomes increasingly important, as does the need to tag that content appropriately to optimize search functionality and maximize sales," notes Scott Lubeck, BISG Executive Director. "Our Digital Standards Committee is the perfect forum to bring all the relevant parties into the conversation."

The first meeting to kick off these two new initiatives will be on May 4, 2010 from 1:00 p.m. to 3:00 p.m. ET For more information, visit the Committees page on the BISG website: <http://www.bisg.org/committee-cat-1-bisg-committees.php>

Chaired by Leslie Hulse of HarperCollins, Digital Standards is focused on the development of industry-wide digital publishing standards and best practices that support the production, distribution, marketing, sale, discovery and use of digital books. To get your company involved, contact Karen Forster, BISG Associate Director, at karen@bisg.org or 646-336-7141.

UPCOMING BISG MEETINGS



- ◆ **SCEDI Working Group:**
Sales Reporting
April 30
11:00 a.m.–12:30 p.m.
- ◆ **Digital Standards Committee:**
May 4
1:00 p.m.–3:00 p.m.
- ◆ **BISAC General Committee:**
May 7
9:30 a.m.–11:30 a.m.
- ◆ **Identification Working Group:**
ISBN & E-Books
May 12
9:30 a.m.–11:30 a.m.
- ◆ **DEIG:**
May 18
2:00 p.m.–4:00 p.m.
- ◆ **Subject Codes Committee:**
May 20
9:30 a.m.–12:30 p.m.



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Working to create a more informed, empowered and efficient book industry supply chain for both physical and digital products.

The Book Industry Study Group (BISG) is a not-for-profit research and technology standards organization whose members come from every sector of the publishing community. BISG is a forum for managing change and enabling interaction among publishers, booksellers, librarians, wholesalers, manufacturers, authors and suppliers. For more information, visit www.bisg.org.

The BISG Bulletin is distributed to all BISG members. Please feel free to forward it. To offer suggestions, comments, corrections or contributions to future editions, contact Sara Raffel, BISG Office Manager, at sara@bisg.org.

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To follow BISG's recent conferences and events on Slideshare, visit <http://www.slideshare.net/bisg>.

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