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○ August 2010

BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

SPEAKERS ANNOUNCED: BISG ANNUAL MEETING OF MEMBERS 2010

Maureen McMahon of Kaplan and Skip Prichard of Ingram to Deliver Keynotes

BISG's 2010 Annual Meeting of Members will explore how new media and technology are shaping how the book industry redefines and reconnects with consumers to tell stories in ways that could not be told otherwise. In today's brave new publishing world, the sky's the limit with regard to "the next big thing." Consumer perception about how book content can, should and will be purchased, accessed, used and shared is changing.

To respond, forward-thinking companies need to build products, services and marketing campaigns that are sophisticated, creative, and—above all—consumer-focused. Not tomorrow: today.

BISG has assembled an exciting roster of speakers and topics:

- ◆ **BISG: Alternative Abbreviations**
Maureen McMahon, President & Publisher, Kaplan Publishing
- ◆ **BISG: Improving the Ratio of Signal to Noise for an Industry in Transformation**
Scott Lubeck, Executive Director, BISG
- ◆ **"It's publishing, Jim, but not as we know it."**
Kate Wilson, Founder, Nosy Crow

- ◆ **The Next Chapter in Educational Publishing**
David Jolliffe, Vice President, Cross Media Publishing Services at Pearson Canada
- ◆ **Ensuring That "The Book" Will Survive**
David "Skip" Prichard, President & CEO, Ingram Content Group

The Annual Meeting is **FREE** to BISG members, and is open only to BISG members.

For more information or to register, visit:

<http://www.bisg.org/events-0-560-annual-meeting-of-members-2010.php>

Companies interested in sponsoring the BISG Annual Meeting of Members should contact Angela Bole at angela@bisg.org or 646-336-7141.

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GOLD SPONSOR



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FALL COURSES: NYU CENTER FOR PUBLISHING

Registration Is Now Underway for Courses from E-Books to Blogging

NYU's Center for Publishing offers a wide range of courses designed to help expand your skills and widen your industry knowledge. Fall registration is now underway for courses including:

- ◆ X59.9202 **NEW!** E-Books: What You Need to Know
- ◆ X59.9162 Book Marketing Strategies in Print and Online

- ◆ X59.9960 Blogging Workshop
- ◆ X59.9192 Freelance Opportunities in Book Publishing
- ◆ X59.9200 Social Media: Strategies for Marketing Success

Visit <http://www.bisg.org/docs/nyu.pdf> for more information.



BIC-TO-BISAC SUBJECT CODES MAPPING

New Document Available for BISG Member Review

A BIC-to-BISAC mapping has been developed by a subcommittee with the BISAC Subject Codes Committee after requests were received from several different sectors within the industry, indicating a strong need for such a tool. Intended to map the subjects found in the *BIC Subject Categories 2, Revision 01* to those of the *BISAC Subject Headings, 2010 Edition*, it does not take into account BIC Qualifiers.

Because the new mapping uses the 2010 Edition of the BISAC Subject Headings, its approval is pending approval of the changes to the Code List.

The document was circulated to BISG members on August 30, 2010. BISG is asking for any feedback or questions to be directed to Connie Harbison, Chair of the BISAC Subject Codes Committee, at

bisac_subjectcodes@bisg.org by Monday, September 13, 2010 at 5:00 p.m. EDT.

Once through Member Review, the document will be voted on at the BISAC General meeting on September 20, 2010 and, pending

approval there, will be brought before the BISG Board of Directors at their meeting on September 23, 2010.

Once approved by the Board, the BIC-to-BISAC mapping will be made available in other formats in addition to the PDF format, such as Microsoft Excel (.xls) or Text (.txt). BISG members and current nonmember license holders will have access to the mapping. For more information on this document, or to participate in further Subject Codes Committee initiatives, please contact Sara Raffel, BISG Office Manager, at sara@bisg.org or 646-336-7141.

To review the new BIC-to-BISAC mapping, visit:

<http://www.bisg.org/members/viewtopic.php?t=3806>

Member login is required.

To review proposed changes to the BISAC Subject Headings List, visit:

<http://www.bisg.org/members/viewtopic.php?t=3804>

Member login is required.

ON SALE DATE BEST PRACTICES

New Document Now Available for BISG Member Review



In response to requests by BISG members, the On Sale Date Taskforce of the Distribution Executives Interest Group has developed *Recommended Best Practices: On Sale Date Compliance*.

The On Sale Date Task Force, led by Tom Clarkson of Cumberland Systems Review Group, developed these recommendations throughout the spring and summer of 2010. The Task Force included representatives from publishers, distributors, wholesalers, independent retailers and major chain retailers. The goal of these recommended best practices is to enable “the simultaneous availability of new releases to consumers from all consumer purchasing sources, such as online or bricks-and-mortar retailers. The objective is to maintain a ‘level playing field’ for all trading partners so as not to favor one consumer sales channel over another.”

The document was circulated to BISG members on August 19, 2010. BISG is asking for any feedback to be directed to Karen Forster, Associate Director, at karen@bisg.org, by Thursday, September 2, 2010 at 5:00 p.m. EDT.

Once through Member Review, the document will be voted on at the BISAC General meeting on September 20, 2010 and, pending approval there, will be brought before the BISG Board of Directors at their meeting on September 23, 2010.

Once approved by the Board, the Best Practices will be published and posted to the BISG website. For more information on this document or to participate in further DEIG initiatives, please contact Karen Forster.

To review *Recommended Best Practices: On Sale Date Compliance*, visit:

<http://www.bisg.org/members/viewtopic.php?t=3805>

Member login is required.

UPCOMING INDUSTRY CONFERENCES

Stay Connected with BISG Members

Register Today!

BISG's 2010 Annual Meeting of Members

Date: Friday, September 24, 2010

Time: 8:00 a.m.–2:00 p.m. EDT

Location: The Yale Club

Grand Ballroom

50 Vanderbilt Avenue

New York, NY 10017

Cost: **FREE!** Open to BISG members only

URL: <http://www.bisg.org/event-cat-3-annual-members-meeting.php>



Tools of Change at Frankfurt Book Fair

Date: October 5, 2010

Time: 8:30 a.m.–6:00 p.m. local time

Location: Frankfurt Marriott Hotel

Cost: BISG members save €100 with discount code **TOC10BISG**

URL: <http://www.bisg.org/events-0-561-tools-of-change-returns-to-the-frankfurt-book-fair.php>

Description: Following a successful inaugural event last year, the Frankfurt Book Fair and O'Reilly Media, Inc. are teaming up again to bring the industry-shaping Tools of Change for Publishing Conference to Frankfurt. With its incisive keynotes and engaging panels, TOC Frankfurt will once again delve into the biggest issues facing an industry in flux—from mobile publishing to social media, from transmedia to emerging pricing models for digital products.

Speakers:

Chris Palma, Strategic Partner Development Manager of *Google*

Jeff Howe, Founder of “One Book, One Twitter,” a Twitter-based book club

Sophie Rochester, Founder and Editor of *The Literary Platform*

Rhys Cazenove, Co-Founder of *Enhanced Editions*

Richard Nash, Founder of *Cursor*

Eoin Purcell, Publishing Industry Analyst and Editor of *Irish Publishing News*

Kate Pullinger, Creator of the digital fiction project *Inanimate Alice*



DID YOU KNOW? FACTS ABOUT PUBLICATION DATE

How Does the Book Trade Define "Publication Date?"



At the BISG Office, we get many inquiries each week dealing with metadata, bar coding, classification standards and industry statistics.

We thought a recent question regarding best practices for transmitting publication dates via ONIX was particularly interesting. Here's the answer we found using [Product Metadata Best Practices](#) (pages 40-43).

Publication Date: Definition and Style Guide

There is no consensus in the U.S. book trade on a single definition of Publication Date that would apply to all books and related products. It is up to the publisher or manufacturer (or that company's distributor or agent) to determine its own definition of publica-

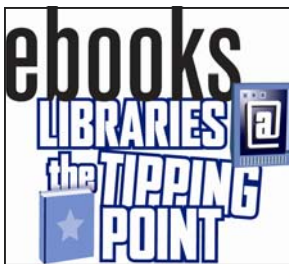
tion date. It should be noted that Publication Date is defined by many key accounts in our market as:

The date on which a retail consumer may purchase and take possession of a given product.

This is typically the date on which a book is put on sale in traditional bricks-and-mortar bookshops, but in cases where a book is sold via online or mail order prior to its appearance in physical stores, the publication date is defined by many key accounts as the date the consumer will receive the book. Products that have a Strict On Sale (SOS) Date (a.k.a. national lay-down titles, affidavit titles, embargo titles, etc.) should have a publication date that is equal to the SOS Date.

EBOOKS: LIBRARIES AT THE TIPPING POINT

Register Now for this BISG Supported Industry Event



BISG is a supporting organization for several industry conferences each year, including **ebooks: Libraries at the Tipping Point** presented by Library Journal & School Library Journal.

URL: www.ebook-summit.com

Description:

ebooks: Libraries at the Tipping Point is an online conference that functions just like an in-person conference, with keynote speeches, special tracks and an exhibit area. The day-long event will bring together librarians, technology experts, publishers and vendors in a virtual setting to explore how the book is changing in the digital world.

Keynote Speakers:

Ray Kurzweil, National best-selling author

Kevin Kelly, Founder, *Wired* magazine

R. David Lankes, Director of the Information Institute, Syracuse

Interested in exhibiting? Contact Roy Futterman at 646-380-0718 or rfutterman@mediasourceinc.com

Sponsored By: OverDrive (Platinum)

Gold sponsors: Baker & Taylor; Capstone Digital; Gale Cengage; and Springer

Date: September 29, 2010

Time: 10:00 a.m.–6:00 p.m. EDT

Location: Online event

Cost: Early bird pricing extended through August 13, 2010 with registration as low as \$19.95

UPCOMING BISG MEETINGS



- ◆ **Rights Working Group: Communication**
September 2
10:00 a.m.–11:00 a.m.
- ◆ **MRC Working Group: Consumer Empowerment**
September 2
11:00 a.m.–12:00 p.m.
- ◆ **Research Working Group: Consumer Survey**
September 2
3:00 p.m.–4:30 p.m.
- ◆ **Rights Working Group: Beta Testing**
September 8
1:00p.m.–2:00 p.m.
- ◆ **Research Working Group: Student Survey**
September 9
3:00 p.m.–4:30 p.m.
- ◆ **Subject Codes Committee:**
September 16
9:30 a.m.–12:30 p.m.
- ◆ **BISAC General Committee:**
September 20
9:00 a.m.–11:00 a.m.
- ◆ **Metadata Committee:**
September 23
1:30 p.m.–4:30 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.

To subscribe to BISG's Twitter feed, visit <http://twitter.com/bisg>.

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

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