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○ February 2010

# BISG

## Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

## WHAT ARE THE “POINTS OF NO RETURN” IN DIGITAL PUBLISHING?

*BISG Opens Survey to Gauge How Technologies Are Changing the Publishing Landscape*

On May 6, 2010, the Book Industry Study Group’s 7th annual *Making Information Pay* event will address the technological “points of no return” currently facing our industry and identify the new technologies dictating advanced ways in which books—both digital and physical—are being acquired, produced, distributed, marketed and sold.

Every day we see how new technologies are changing the way we acquire, edit, produce, market, sell and distribute the books we publish. But how far are we from a business driven by:

- ◆ Books without bindings?
- ◆ Bestsellers without agents or publishers?
- ◆ Retailers without storefronts?
- ◆ Sales without sales reps?
- ◆ Distributors without warehouses?

Leading up to the program, all BISG members (and in fact everyone in the book industry) are encouraged to participate in the conversation by helping us identify the degree to which they feel traditional publishing prac-

tices are under pressure to change.

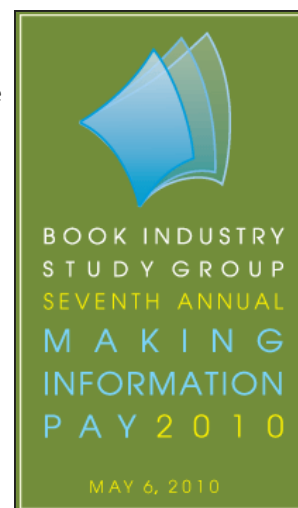
How do we know when systemic change is actually happening? What are the indicators? What are the responses that make a difference in managing the challenges and opportunities to profitable result? To begin addressing these questions, please take a minute to fill out this brief survey.

We’re aiming for the broadest possible participation from across the book industry, so feel free to respond even if you know others in your company are completing the survey as well.

To complete the survey, visit:

<http://www.bisg.org/mip/?p=243>

To register for the conference, visit: <http://www.bisg.org/mip>



## ON SALE DATE TASKFORCE PICKS UP THE PACE

*DEIG Subcommittee to Recommend Best Practices for New Title Releases*

The On Sale Date Taskforce, formed in October 2009 by the Distribution Executives Interest Group (DEIG), has picked up the pace in the new year, meeting weekly to draft a Best Practices document recommending ways to handle new release titles, with an emphasis on the observation and communication of on sale dates.

The Taskforce defines “on sale date” as the date specified by a publisher on which a new title can be made available to consumers. The goal is to enable the simultaneous availability of new title releases to consumers

from all consumer sources, thus leveling the playing field for all participants, and not favoring one channel over another. Chaired by Tom Clarkson of Cumberland Systems Review Group, the Taskforce comprises a diverse group of industry experts from all sectors, including publishers, retailers, distributors and wholesalers. More information to come!

To get your company involved, contact Karen Forster, BISG Associate Director, at [karen@bisg.org](mailto:karen@bisg.org) or 646-336-7141.



# REVISED CERTIFICATION PROGRAM LAUNCHED

*BISG Now Accepting New Submissions for Next Review Cycle*

Following months of process improvements, BISG introduced on February 16, 2010 an enhanced [Product Data Certification Program \(PDCP\)](#). For the first time, PDCP offers:

- ◆ descriptive qualitative feedback at the ISBN level
- ◆ new data categorization as good, excellent or ideal using three new certification levels: Bronze, Silver and Gold
- ◆ special acknowledgement for those using ONIX 3.0 and/or including additional marketing detail

As a means of quantifying the quality of product data against industry best practices, BISG's Product Data Certification Program gives applicants an objective evaluation of their ONIX or Excel data files via a panel of leading North American data recipients, including Baker & Taylor, Barnes & Noble, Bowker, Ingram and the Library of Congress. Applicants whose data files meet the best practice criteria for data content and timeliness are certified by BISG as Quality Informa-

tion Providers.

"To compete effectively today, data has to be right and it has to be on time," said BISG Executive Director Scott Lubeck. "With literally millions of new products competing for buyers' attention, you can't afford a missing title or cover image, or an incorrect price. The Product Data Certification Program plays an essential role in helping publishers, distributors and retailers—both online and bricks-and-mortar—improve the quality of this critical information."

Companies interested in applying to become Quality Information Providers under BISG's Product Data Certification Program should contact Karen Forster, BISG Associate Director, at [karen@bisg.org](mailto:karen@bisg.org) or 646-336-7141. The deadline for applications for the next review cycle is **March 5, 2010**.



# BISG & GILBANE GROUP ENTER PARTNERSHIP

*Strategic Relationship to Focus on Agile, Market-Centric Research*



In recognition of the success of the recent *Consumer Attitudes Toward E-Book Reading* study, BISG has committed to releasing re-

search and industry commentary that is timely, actionable and valuable to our membership.

To that end, on February 8, 2010 BISG and The Gilbane Group formed a multi-faceted strategic partnership that brings Gilbane into BISG membership with the goal of collaborating on agile market-centric research.

Highlighted deliverables of the partnership include:

- ◆ **Full-Length Research Reports**  
Joint planning and development on Gilbane's current study, *A Blueprint for Book Publishing Transformation*, as well as future studies.

- ◆ **White Papers**

A least six white papers per year on topics of interest to the book publishing industry.

- ◆ **Events**

Gilbane will participate in a session during the upcoming [Making Information Pay 2010](#), presenting key findings from the *Blueprint* study referenced above.

Information on ongoing BISG initiatives can be found at: <http://www.bisg.org>

More information on The Gilbane Group can be found at: <http://gilbane.com>

For additional information on the partnership, contact Scott Lubeck, BISG's Executive Director, at [scott@bisg.org](mailto:scott@bisg.org) or 646-336-7141 or Bill Trippe, Gilbane's Vice President and Lead Analyst, at [bill@gilbane.com](mailto:bill@gilbane.com) or 781-526-2564. A joint press release will be issued in the coming weeks.

## 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  
**Discount:** Register at the discounted early-bird rate of \$75 for BISG Members and \$175 for nonmembers until March 15, 2010.

**URL:** <http://www.bisg.org/mip>



### Publishing Business Conference and Expo

**Date:** March 8–10, 2010  
**Location:** Marriott Marquis Times Square, NYC  
**Discount:** BISG Members receive \$50 off the full conference rate.  
**Code:** **BISG2010**  
**URL:** <http://publishingbusiness.cvent.com/EVENTS/Info/Summary.aspx?e=1af1c1c1-b104-4d22-9da1-3f27bb48a3e9>



### BISG & NISO at ALA Annual Conference

**Date:** June 25, 2010  
**Time:** 12:30 p.m.–4:00 p.m.  
**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 AT O'REILLY'S TOOLS OF CHANGE

Findings Presented from 2nd Fielding of Consumer Attitudes Toward E-Book Reading



Following a successful presentation of the 1st survey fielding of *Consumer Attitudes Toward E-Book Reading* at Digital Book World, Angela Bole (BISG) and Kelly Gallagher (PubTrack Consumer) reprised their performance to present results from the 2nd survey fielding at Tools of Change on February 24, 2010.

Again focusing on consumers' actual interests in and preferences for digital content, as well as the factors that influence their reading habits and purchasing decisions, the presentation delved into a multitude of trendable data points between the 1st and 2nd sur-

vey fieldings conducted in November 2009 and January 2010, including:

- ◆ Affordability continues to be the most important feature of e-books, according to respondents.
- ◆ 32% of respondents acquired their first e-book within the last six months.
- ◆ The desktop computer is losing market share as the most popular e-reading device, but remains in use by 44% of survey respondents.

For more information or to order a copy visit: <http://www.bisg.org/publications/product.php?p=19&c=437>

## E-BOOKS AND ISBNs

*International ISBN Agency Publishes Position Paper*

In a recently-released position paper, the International ISBN Agency reaffirmed its 2005 recommendation regarding the assignment of ISBNs to different forms of an electronic publication. According to the paper:

*Since its creation in the late 1960s the purpose of the ISBN has been to facilitate book supply chains which by their very nature will evolve and create new demands over time. In the digital environment, it has become less clear how supply chains will develop and, because of that, there has been uncertainty amongst some publishers of the role of ISBN in this market.*

*One of the principles of ISBN has been that it identifies a unique product (e.g. an edition of a book). This has facilitated discovery and acquisitions, and enabled e-commerce, distribution and aggregation of product information, and sales data reporting. The ISBN standard, ISO 2108, has always required that*

*different product forms of a publication, where these are made separately available, be assigned separate ISBNs.*

*When the standard was revised in 2005, there was considerable discussion about the appropriate level of granularity for electronic publications. It was agreed that the same rules that had been applied to printed books should also apply to e-books and the current edition of the ISBN standard, ISO 2108:2005, therefore reads:*

*"Each different format of an electronic publication (e.g. '.lit', '.pdf', '.html', '.pdb') that is published and made separately available shall be given a separate ISBN."*

The full paper is available via the BISG Website at: [http://www.bisg.org/docs/isbn\\_agency.pdf](http://www.bisg.org/docs/isbn_agency.pdf)

Questions on the paper should be directed to: [info@isbn-international.org](mailto:info@isbn-international.org)

## UPCOMING BISG MEETINGS



- ◆ **On Sale Date Taskforce:**  
March 4  
11:30 a.m.–12:30 p.m.
- ◆ **On Sale Date Taskforce:**  
March 11  
11:30 a.m.–12:30 p.m.
- ◆ **Subject Codes Committee:**  
March 18  
9:30 a.m.–12:30 p.m.
- ◆ **Metadata Committee:**  
March 18  
1:30 p.m.–4:30 p.m.
- ◆ **BISAC Executive Committee:**  
March 19  
8:30 a.m.–9:30 a.m.
- ◆ **BISAC General Committee:**  
March 19  
9:30 a.m.–11:30 a.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](http://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](mailto:sara@bisg.org).

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