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○ January 2010

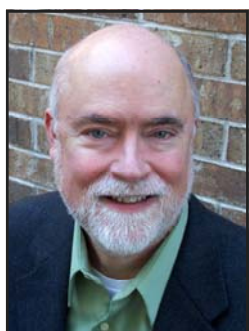
# BISG

## Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

## MEET BISG'S NEW EXECUTIVE DIRECTOR

*BISG Board Member Sally Dedecker Interviews Scott Lubeck*



On January 5, 2010 [Scott Lubeck](#) was appointed the new Executive Director of BISG. As he began settling into his new role, Scott responded to the following interview questions posed by BISG Board member Sally Dedecker.

**Q: What attracted you to publishing?**

I never planned a career in book publishing. For me it was an accidental career. I had been working as a journalist in Lima, Peru and returned to the US to pursue a degree in Latin American Studies at UT, Austin. I was then on my way to

the Columbia School of Journalism when I met my future wife. I decided journalism could wait and I looked for employment. I landed a job as director of publications at UT's Center for Middle Eastern Studies but I knew nothing about book publishing. They took a leap of faith with me. The combination of elation, adrenalin and hunger propelled me forward, and within a short time my department of one was acquiring, editing, producing, manufacturing and distributing a full line of scholarly books. In one fell swoop it taught me to appreciate the complexities of the entire value chain of publishing, albeit in miniature. I was hooked.

**Q: What was your most challenging job-project position?**

That's a hard choice. I ran a regional press, Texas Monthly Press, for nearly seven years during which time the Texas economy imploded as a result of the 1980s oil bust. Where publishing had flourished in green pastures, the desiccating winds and tumbleweed blew in. Within a matter of months, 30 percent of the region's bookstores closed. We were 100 percent dependent on the trade, so the math was frighteningly simple, and in many ways reminiscent of today's challenges. Personally, it was one of those turning point decisions: fight or flight. I decided to stand and fight (I was in Texas, after all). We were small, but we were among a group of even smaller publishers desiring to survive. I started a regional distribution company, Texas Monthly Publishing Services, which attracted nearly 30 publishers

on the premise that we'd have one catalog, produce one invoice and collect one bill. That value proposition was compelling enough to keep us together and afloat for many years. It was also exhilarating and great fun to work with so many other publishers in the Southwest at the time.

**Q: What are five significant changes that you have witnessed in the book industry over the past 10 years?**

1. The ubiquity of Internet bookselling
2. The massive scanning of book content
3. The ascension of metadata and taxonomy (if it can't be found it doesn't exist)
4. The recognition that content needs data models (DTDs are 21st century Rosetta Stones)
5. Customers (aka readers and authors) are in control and demand to be heard

**Q: As we start 2010, how would you describe some of the key issues facing our industry?**

I'll define the industry broadly and include trade, professional, education and STM. The key issues are, to my mind, the same for each:

1. Do we understand the behavior of our customers?
2. Are we connected to them organically and dynamically so that we drive value into their daily experiences?
3. Do we understand that publishing, and the value chain that supports it, is first and foremost about content, about the nurturing of ideas and the furthering of their impact wherever they are needed?
4. Do we appreciate that the future of our industry will depend on our command of data: customer data, product data and content as data? Businesses that prevail will do so on the basis of these types of analytics.



# EXPLORING CONSUMER READABLE ENCODING

## *BISAC MRC Committee Re-Energizes to Tackle Two-Dimensional Bar Codes*

Over the past several decades, companies throughout the supply chain have obtained information or initiated action through bar code scanning. These days, the advent of new smart phone applications have put bar code scanning technology into the hands of consumers, giving companies a myriad of options for disseminating and acting on product information.

One option for consumer readable encoding is the Quick Response (QR) code. QR codes are a type of two-dimensional bar code that allow for the encoding of more information in a smaller space than a one-dimensional bar code. The consumer can snap a picture of the bar code with their smart phone, for example, and access information such as:

- ◆ Phone number
- ◆ Price and order placement

- ◆ Store address and map
- ◆ Promotional information

BISAC's Machine Readable Coding (MRC) Committee, chaired by Tom Clarkson (Cumberland Systems Review Group) is re-energizing to explore the potential uses and issues associated with consumer readable encoding. The Committee plans to assemble information that may be published as a position paper or web page.

All BISG Members are invited to attend the kick-off meeting:

Date: Thursday, February 11, 2010  
Time: 2:00 p.m.–3:00 p.m. ET  
Location: Conference Call

Current MRC members will receive full meeting details shortly. To involve your company, contact Sara Raffel at [sara@bisg.org](mailto:sara@bisg.org).

## COMING SOON: BISG'S UPDATED PDCP

### *Good Product Information Sells Books!*

The importance of generating and transmitting accurate and timely product information continues to grow alongside demands for faster electronic data exchange, the growth of e-books and the increasing demand for easy search and retrieval of information and content. In recognition of this, BISG has updated the Product Data Certification Program (PDCP) for a Q1 launch.

New features of the program include:

1. A multi-tiered approach to certification: bronze, silver and gold levels to differentiate between good, excellent and ideal data
2. A new qualitative scorecard containing detailed feedback at the ISBN level by a panel of expert data recipients
3. An accommodation for Excel as well as ONIX 3.0 files

First introduced two years ago, the Product Data Certification Program was designed to provide publishers and other data suppliers a way to benchmark their product metadata against an industry-wide set of best practices. Participating publishers and other data suppliers receive objective and detailed

feedback about their product data from an expert panel of representatives from Baker & Taylor, Barnes & Noble, Bowker, Ingram and the Library of Congress.



Currently certified companies include David C. Cook, Hachette Book Group, Harlequin, Macmillan, Random House, Simon & Schuster, Wiley and Waterford Press.

Good product information promotes the efficient transfer of data between trading partners, more accurate information on retailer and other public websites and easier discoverability of title information and content—all of which can translate into higher sales!

For additional information on the revised program, please contact Karen Forster, BISG Associate Director, at [karen@bisg.org](mailto:karen@bisg.org) or 646-336-7141.

## SAVE THE DATE!

### *Making Information Pay 2010*

Date: Thursday, May 6, 2010  
Time: 8:00 a.m.–1:00 p.m. ET  
Location: McGraw-Hill Auditorium  
URL: <http://www.bisg.org/event-cat-4-making-information-pay.php>

BISG's Making Information Pay Conference is for senior executives in operations, sales and marketing who are responsible for increasing sales and reducing costs.

An agenda and speakers for this year's conference will be announced shortly. Stay tuned!

## BISG MEMBER DISCOUNTS

### *BISG Members Receive Discounts on Two Upcoming Conferences*

As an industry partner for the following events, BISG is pleased to offer member discounts.



#### **O'Reilly Tools of Change for Publishing**

Date: February 22–24, 2010  
Location: Marriott Marquis Times Square, NYC  
Discount: 15% off  
Code: **toc10bisg**

For more information or to register, visit:  
<http://www.toccon.com/toc2010>



#### **Publishing Business Conference and Expo**

Date: March 8–10, 2010  
Location: Marriott Marquis Times Square, NYC  
Discount: Registration at the discounted rate of \$775, plus a FREE Sony E-Reader for registrations made prior to January 15, 2010  
Code: **BISG2010**

For more information, visit:  
<http://publishingbusiness.cvent.com/EVENTS/Info/Summary.aspx?e=1af1c1c1-b104-4d22-9da1-3f27bb48a3e9>



# BISG AT DIGITAL BOOK WORLD

*Findings Presented from 1st Fielding of Consumer Attitudes Toward E-Book Reading*

As e-book sales continue to grow, many publishers are finding themselves in new and unfamiliar territory. What do readers want? Which formats do they prefer? How much are they willing to pay for digital content?

To answer these critical questions, BISG recently launched the *Consumer Attitudes Toward E-Book Reading* project with the aim of evaluating readers' actual interest in and preferences for digital content, along with the factors that influence their reading habits and purchasing decisions. The initial look at the 1st round data was presented at Digital Book World as part of a morning program on January 27th titled *E-Books: Opportunity or Threat?*

In the presentation, Angela Bole (BISG) and Kelly Gallagher (PubTrack Consumer) discussed key findings:

- ◆ Affordability is the most important characteristic of e-books, according to respondents.
- ◆ 30% of respondents would wait to buy an e-book by their favorite author, while 24% would by the hardcover right away.
- ◆ DRM has an adverse effect on 28% of respondents' decision to purchase an e-book.

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

## BISG WEBCASTS: REGISTER TODAY!

*Register Now for BISG Webcasts on Digital Printing and Member Survey Results*

BISG presents two upcoming Webcasts, one as part of the ongoing BISG Webcast series, and the other a special members-only presentation.

### **BISG WEBCAST — LAST CHANCE TO REGISTER!**

**Digital Book Printing: What Can Digital Do (or Not Do) for You?** (Sponsored by Océ)

Much has been written about the benefits of print on demand and ultra short run printing, including reduced inventory investment, increased speed to market and the end of out-of-print titles. Although certainly valuable for these reasons, taking advantage of print on demand technology is a significant business decision that must be made on a title-by-title basis. How do you decide if the move to digital printing is right for you and your company? Join tomorrow's 60-minute BISG Webcast to find out.

**Date:** Thursday, January 28, 2010  
**Time:** 2:00 p.m.–3:00 p.m. ET

**Location:** BISG Webcast  
**Cost:** Members—**FREE**; Nonmembers—\$49  
**Register:** <http://www.bisg.org/event-cat-6-webcasts.php>

Members can contact the BISG Office at [info@bisg.org](mailto:info@bisg.org) to obtain the discount code for complimentary registration.

### **BISG MEMBERS ONLY!**

#### **2009 BISG Member Survey Results**

At January's BISAC General Committee Meeting, participants were offered the opportunity to attend a BISG Webcast focused on a discussion of results from BISG's November 2009 Member Survey.

**Date:** Tuesday, February 9, 2010  
**Time:** 1:00 p.m.–2:00 p.m.  
**Location:** BISG Webcast  
**Cost:** **FREE**—Open to BISG Members only  
**Register:** Contact [info@bisg.org](mailto:info@bisg.org) for access codes

## UPCOMING BISG MEETINGS



- ◆ **Digital Printing Webcast:**  
January 28  
2:00 p.m.–3:00 p.m.
- ◆ **On Sale Date Taskforce:**  
February 3  
11:00 a.m.–12:00 p.m.
- ◆ **Member Survey Webcast:**  
February 9  
1:00 p.m.–2:00 p.m.
- ◆ **Subject Codes Committee:**  
February 18  
9:30 a.m.–12:30 p.m.
- ◆ **Metadata Committee:**  
February 18  
1:30 p.m.–4:30 p.m.
- ◆ **Pub/Man Committee:**  
February 23  
9:00 a.m.–5:00 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](http://www.bisg.org).

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