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BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

SCEDI SALES REPORT READY FOR PILOTING

Working Group Plans to Roll Out Draft Sales Report to Senders and Recipients

In March 2010 a draft copy of the EDITX Sales Report Format version 1.1 was emailed to BISG membership for review. Along with specific feedback, a number of member companies also requested a broader conversation about the creation of best practice recommendations for digital sales reporting considering the new implications brought on by the Agency Model. In response, BISG formed the Sales Reporting Working Group

within the Supply Chain EDI (SCEDI) Committee to discuss and draft elements for inclusion in a new Sales Report, which is now ready for piloting.

Under the guidance of Working Group Chair Francis Cave of EDITEUR, Group members (comprised of participants from a wide array of companies, including Baker & Taylor, Google, HarperCollins, Ingram Digital, Lightning Source, Macmillan, Overdrive, Perseus, Random House, Royalty Share and Simon & Schuster, among others) met weekly throughout the spring to create the list of elements needed to express sales between publishers, distributors, retailers, agents and other intermediaries in the supply chain. The result is a standard vocabulary and a common data set useable for both digital and print products, and in any reporting format (e.g., flat file or XML).

The Working Group is now set to pilot the draft Sales Report best practices with sender and recipient organizations in order to assess for completeness and usability. Companies interested in learning more, or becoming part of the pilot, should contact Angela Bole, BISG Deputy Executive Director, at angela@bisg.org.

Next up for the Working Group: completion of best practice recommendations for Sales Tax Reporting.



PRESENTATION AVAILABLE: BOOKEXPO AMERICA 2010

New Results from Consumer Attitudes Toward E-Book Reading Released!

BISG's pioneering research survey *Consumer Attitudes Toward E-Book Reading* has been providing trend line data from hundreds of e-book consumers since November 2009. The survey asks questions of print book consumers about their current interest in and preference for various kinds of digital content, and the factors that influence their e-book reading habits and purchasing decisions. During a session at this year's BookExpo American conference, BISG highlighted new findings from the

survey's 3rd fielding, describing the ways in which book readers have altered their e-book consumption over the past six months in relation to how and where they acquire e-books, which genres they prefer, whether Digital Rights Management matters and more.

To download the presentation, visit: <http://www.bisg.org/docs/bea10.pdf>



ISTC PRESENTATION TO ID COMMITTEE

Bowker to Present at Next Meeting on July 14, 2010

In May 2010, BISAC's Identification Committee formed two working groups to explore the issues of Identification of E-Books and the International Standard Text Code (ISTC).

While discussing potential ISTC implementation issues at its kick-off meeting on June 2, 2010, the ISTC Working Group, chaired by Laura Dawson of LJNDawson.com identified several questions that halted its progress:

- ◆ What is the exact process for linking titles with the same ISTC?
- ◆ How will an automated system judge whether a textual work compares to another textual work?
- ◆ How will classics and public domain titles be listed and identified?
- ◆ How will links between titles affect those titles' standing on bestseller lists?
- ◆ Who will own the data, and which organization's data will take precedence in the event of inconsistencies?

To answer these questions, the ISTC Working

Group has asked Bowker, one of two current ISTC registries (along with Nielsen in the UK), to present on the current processes for linking texts via the ISTC standard at the next full meeting of the BISAC Identification Committee.

Meeting details are as follows:

Date: Wednesday, July 14, 2010

Time: 9:30 a.m.–11:30 a.m. ET

Location: HarperCollins

Room 906

10 East 53rd Street

New York, NY 10022

Cost: This free committee meeting is open to BISG members only

Please submit RSVPs via the link below by July 12, 2010, as a list of attendees will need to be provided to building security:

<http://www.bisg.org/events-0-547-bisac-identification-committee.php>

The current ISTC Manual can be reviewed at:

http://www.istc-international.org/html/resources_and_links.aspx

MRC EXPLORES CONSUMER EMPOWERMENT

New BISG Discussion Paper Released!

Earlier this year, BISAC's Machine Readable Coding (MRC) Committee, Chaired by Tom Clarkson (Cumberland Systems Review Group), was charged with exploring the potential uses and issues associated with consumer readable encoding.

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 an array of new opportunities to inform and empower potential customers.

The investigation of this new technology, conducted via bi-weekly meetings over the



course of five months, has culminated in the release of a new BISG Discussion Paper, *Consumer Empowerment through Smart Phones*.

The paper, developed by the MRC Committee and written by Tom Clarkson, discusses the following topics:

- ◆ Applications of this technology for the general public
- ◆ Applications of this technology within the book industry
- ◆ Considerations and guidance for companies implementing the technology
- ◆ The properties and applications of frequently encountered bar code symbolologies

As with all BISG Discussion Papers, industry comment is encouraged. To view, comment on or download *Consumer Empowerment through Smart Phones*, visit:

<http://www.bisg.org/contentweb/papers/consumer-empowerment/>

UPCOMING INDUSTRY CONFERENCES

Stay Connected with BISG Members

SAVE THE DATE!

BISG Annual Meeting of Members

Date: Friday, September 24, 2010

Time: 8:00 a.m.–1:00 p.m. ET

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*



10-MINUTE SURVEY FOR BOOK PROFESSIONALS

Help Define the Digital Book Publishing Transformation

The Gilbane Group (a division of Outsell, Inc.), together with research partner BISG, is reaching out to the communities of book publishing professionals. We invite you to participate in a Web-based survey, a central research mechanism for our upcoming study *A Blueprint for Book Publishing Transformation: Seven Essential Processes to Re-Invent Publishing*. The study will be published in July 2010, and all participants in this survey will have full access to the full-length study through The Gilbane Group website.

This survey will take most participants about 10 minutes to complete. We're trying to gain a clearer picture of e-book and related digital publishing efforts underway among the full spectrum of book publishers. Furthermore, the analysis team at The Gilbane Group seeks to identify a number of "pain points" or barriers encountered by book publishers when it comes to their developing or expanding digital publishing programs, including areas such as royalties,

digital format choices, digital print decisions and distribution problems.

Broadly speaking, *A Blueprint for Book Publishing Transformation: Seven Essential Systems to Re-Invent Publishing* is a professional education effort, and its utility will rely, in large part, on the active and open participation of the book publishing professionals on the front lines of the digital transformation of books. We're reaching out to a large number of book publishing professionals and our findings will be made free to the entire industry. Simply put: the more input from qualified high- and mid-level book publishing professionals, the more useful the study.

To take the survey, visit:
<http://publishing.questionpro.com/>



UPCOMING BISG MEETINGS



- ◆ **Identification Working Group:**
Identification of E-Books
July 7
9:30 a.m.–11:30 a.m.
- ◆ **Rights Working Group:**
Communication
July 8
10:00 a.m.–11:00 a.m.
- ◆ **Identification Committee:**
July 14
9:30 a.m.–11:30 a.m.
- ◆ **Rights Working Group:**
Beta Testing
July 14
1:00 p.m.–2:00 p.m.
- ◆ **Subject Codes Committee:**
July 15
9:30 a.m.–12:30 p.m.
- ◆ **Metadata Committee:**
July 15
1:30 p.m.–4:30 p.m.

PRESENTATIONS AVAILABLE: ALA 2010

BISG and NISO Again Host Successful Annual Standards Forum



BISG and the National Information Standards Organization (NISO) co-hosted the fourth annual Changing Standards Landscape on June 25, 2010, in conjunction with the American Library Association Annual Conference in Washington, DC. Upwards of 80 industry professionals joined BISG and NISO and their roster of expert speakers to hear about standards as they're experienced by readers and other content consumers and listen to thought leadership in the critical areas of identification, discovery and format.

Attendees heard about the importance of current identifiers such as ISBN and the debates in applying traditional identifiers to new products and for new uses, the changing nature of collections and archives, semantic markup and the advantages it provides publishers in making their content more responsive to user needs and new methods for measuring and analyzing content usage and download statistics.

The presentations from this conference are now available at <http://www.slideshare.net/event/ala-2010-the-changing-standards-landscape>. If you'd like more information on this year's show, please contact Karen Forster, BISG Associate Director, at karen@bisg.org.



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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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