



- ◆ **Preliminary MIP Survey Results:**
NEW TECHNOLOGIES DRIVING
FUNDAMENTAL CHANGES.... **1**
- ◆ **ISTC Discussion Paper:**
BISG AND BIC PUBLISH *ISTC:*
A WORK IN PROGRESS..... **2**
- ◆ **New Board Members:**
BISG BOARD WELCOMES
TWO NEW DIRECTORS **3**
- ◆ **ONIX Code Lists, Issue 11:**
NEW RELEASE ADDRESSES
AGENCY TERMS **3**

○ March 2010

BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

PRELIMINARY RESULTS FROM THE MIP 2010 PRE-EVENT SURVEY

75% of Survey Respondents Said New Technologies Are Driving Fundamental Changes in Publishing

The pre-event survey for [Making Information Pay 2010](#) closed on March 29, 2010 with 177 respondents.

Preliminary survey results reveal that 3 out of 4 publishing professional respondents believe the publishing industry is in a period of fundamental change driven by new technologies. According to the survey, which drew respondents from all functional areas—editorial, production, marketing, sales and IT—nearly 70% said they see fundamental changes in the way they perform their jobs. While half believe this will lead to a more profitable industry, about half also believe their current employers need to invest more in education and in helping them develop new skills.

Specific responses include:

QUESTION: What do you think would be the best responses for companies like yours to address the changes in your functional area?

ANSWER: 50% say their company needs to help employees learn new skills; 38% say their company should put in new systems/tools; 31% say their company should change workflow; 18% say their company should shift budget allocation.

QUESTION: Within your functional area (i.e., editorial, marketing, sales, etc.), do you feel that change mostly means more jobs or fewer jobs?

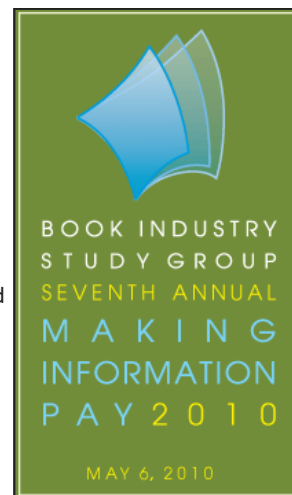
ANSWER: More than half don't know. Fewer jobs: 24%; more jobs: 21%.

Early Bird Registration Extended

Due to strong early registration, the Early Bird registration discount has been extended until April 16, 2010. Those who register now will save \$50 off the total registration fee .

Speakers for the half-day conference, to be held on May 6, 2010 in NYC's McGraw-Hill Auditorium, will be announced shortly.

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



RIGHTS COMMITTEE FORMS TWO NEW WORKING GROUPS

Subcommittees to Focus on "Collaboration with Communication Stakeholders" and "Beta Testing"

At the BISAC Rights Committee meeting last month, the group continued its ongoing effort to create a comprehensive specification of a rights communication protocol. Committee discussion led to the development of a new categorization schema that draws upon the Copyright Act, making it easier to identify, define and communicate the rights that book business professionals are and will be buying and selling.

To advance the project appropriately, the Committee is forming two working groups. The first, entitled "**Rights Communication Working Group**," will identify additional rights communication stakeholders and

collaborate directly with them to review the working draft of identified rights and definitions.

The second, entitled "**Beta Testing Working Group**," will develop a process for testing a communications protocol by elaborating on the use cases, creating requirements for each and specifying a language for communicating rights.

To involve your company in either working group contact Sara Raffel at sara@bisg.org.



IDENTIFICATION COMMITTEE REVITALIZES

Members and Nonmembers Attend Kick-Off Meeting on ISTC

Over 50 BISG members and nonmembers gathered on Tuesday, March 30, 2010 to revitalize the BISAC Identification Committee. The Committee, chaired by Laura Dawson of LJNDawson.com, plans to focus on the International Standard Text Code (ISTC) and other issues of relevance to identification.

During the first part of Tuesday's program, industry expert Michael Holdsworth presented an overview of the findings from the recently released BISG/BIC discussion paper entitled *ISTC: A Work in Progress* (see below). In his presentation, Michael focused on the difficulties of searching for a specific title and receiving myriad results—some more relevant than others.

According to Holdsworth, the adoption of the ISTC hinges on a number of different industry participants:

- ◆ Publishers and data providers will need to begin linking appropriate titles, which can currently be accomplished in the ONIX feed.

- ◆ Registration Agencies, currently Bowker in the U.S. and Nielsen in the UK, will need to actively promote the ISTC standard.
- ◆ The role of the rights registries and the amount of support needed from industry trade associations, such as AAP, BIC and BISG, will need to be solidified.
- ◆ User manuals and best practices will need to be developed.

Following Holdsworth's presentation, a panel comprised of Joe Gonnella (Barnes & Noble), Phil Madans (Hachette Book Group) and Andy Weissberg (Bowker) discussed the standard with attendees and presented specific case studies for the ISTC's use. Questions were raised on the logistics of applying for and implementing ISTC.

The Identification Committee will hold its next meeting on April 12, 2010 at 9:30 a.m. in NYC. BISG Members interested in joining the Committee should contact Sara Raffel, BISG Office Manager, at sara@bisg.org.

BISG & BIC RELEASE DISCUSSION PAPER

"ISTC: A Work in Progress" Now Available Online



On March 26, 2010, BISG and Book Industry Communication (BIC) co-published a discussion paper on the International Standard Text Code (ISTC) with the intention of fostering understanding of the unique book identifier and providing clarification as to its potential benefits.

The paper, entitled *The International Standard Text Code: A Work in Progress*, is the first in a new series of BISG discussion papers that will be published online for real-time reader review and comment.

The ISTC has been called one of most important identifiers since ISBN. The ISO standard, published in 2009, identifies an underlying textual "work" independently of a specific manifestation. It provides a much needed

mechanism for identifying an original text that may be available in many seemingly different published versions with different ISBNs. By doing so, it has the potential to provide better, more targeted online search and discoverability.

However, like ISBN, ISTC's path to adoption has not been a straight one. Misunderstandings—even controversy—with regard to its implementation and its efficacy in solving key book industry problems abound. The new BISG/BIC discussion paper is designed to look beyond the official documentation of the International ISTC Agency at the real opportunities available to publishers, retailers, rights and collection agencies, bibliographic aggregators and systems providers to derive benefit from early implementation of the standard.

To read and discuss the paper, visit BISG's new discussion site at: <http://www.bisg.org/contentweb/>

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 April 15, 2010.

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: Register by March 31, 2010 and save up to \$180.
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 BOARD WELCOMES TWO NEW DIRECTORS

Ken Michaels and George Tattersfield Nominated at Recent Meeting

At its meeting on March 25, 2010, the BISG Board approved the nominations of two new Directors.

Ken Michaels

*Executive Vice President and Chief Operating Officer
Hachette Book Group*

Ken Michaels joined Hachette Book Group as EVP & COO in January 2009. In his role as COO, Ken runs all operational areas: Distribution, Facilities, Fulfillment, IT, Managing Editorial, Production, Strategic Publishing Operations and Distribution Sales and Fulfillment to other publishers (13 clients to date).

Prior to HBG, Ken was Senior VP of Global Business Process Management for the McGraw-Hill Compa-

nies, reporting to the Chairman.

George Tattersfield

*Vice President of Merchandising
Ingram*

George joined Ingram Book Company in September of 2003 as Director of Merchandising, and became Vice President of Merchandising in March of 2007. He is responsible for all of the buying functions at Ingram and also the Title Information Management group. George lives in Nashville and has a BA in English from Amherst College.

To view a full list of BISG's Directors and Officers visit: <http://www.bisg.org/about/board.php>

ONIX CODE LISTS, ISSUE 11 NOW AVAILABLE

New Release Addresses Expressing Agency Terms in ONIX

Recent developments in the marketplace for digital products have led to (a) the introduction of a new "agency" model for the distribution of such products through the retail supply chain and (b) a new awareness of the need to deliver complete and accurate information to the supply chain about all aspects of the terms of supply that are applicable in a particular territory at a particular stage of a product life-cycle.

Thanks to timely action by the Metadata Committee of the Book Industry Study Group (BISG), and in collaboration with the Association of American Publishers, the UK Publishers Association and EDItEUR, rapid provisions have been made in ONIX for Books to allow for a standard means of communicating agency terms for e-book sales.

New code values have been assigned in the ONIX Code Lists Issue 11, which were published on March 18, 2010, to address the new agency model require-

ments. To help companies implement these new code values a "how to guide," with examples, is included in a new BISG/BIC publication entitled [How to Specify Different Terms of Supply in Different Territories](#).

This new business requirement is fully supported in both ONIX 2.1 and ONIX 3.0, and the guidelines and examples cover both releases. That said, the "how to guide" will also be helpful for those needing to specify different terms in different supply territories even if they are not adopting an agency model.

To download ONIX Code Lists, Issue 11, visit: <http://www.bisg.org/activities-programs/activity.php?n=d&id=31&cid=1>

To get your company involved in U.S. ONIX development, contact Karen Forster, BISG Associate Director, at karen@bisg.org.

UPCOMING BISG MEETINGS



- ◆ **On Sale Date Taskforce:**
April 1
11:30 a.m.–12:30 p.m.
- ◆ **BIC-BISAC Mapping:**
April 7
1:00 p.m.–2:00 p.m.
- ◆ **MRC Committee:**
April 8
2:00 p.m.–3:00 p.m.
- ◆ **Identification Committee:**
April 12
9:30 a.m.–11:00 a.m.
- ◆ **Subject Codes Committee:**
April 15
9:30 a.m.–12:30 p.m.
- ◆ **Metadata Committee:**
April 15
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.

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