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BISG

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP
November 2011

Bulletin

AN UNPRECEDENTED MOMENT OF TRANSFORMATION

Greetings from BISG's Executive Director, Len Vlahos



More books are being published and sold, in more formats and through more channels, than ever before. International borders are blurring, requiring supply chain partners to behave in a truly global way, in many cases for the first time. And new modes of creating and delivering content are forcing companies to replace old systems and procedures, to manage workflows in different ways and

to engage in entirely new business models. To badly paraphrase Charles Dickens—it is an exciting time, it is a terrifying time.

This unprecedented moment of transformation has exposed a critical need for improved communication, standardization, education and data. This is where BISG comes in. Being uniquely positioned at the center of the industry, we are here to help all stakeholders communicate and transact business in better and smarter ways. From our research projects (*BookStats*, *Consumer Attitudes Toward E-Book Reading*, etc.) to our educational offerings (webcasts, *Making Information Pay*, etc.) to our work on standards and best practices (identifying digital products, a controlled rights vocabulary, best practices surrounding metadata and ONIX, etc.), BISG is working to create a more informed, efficient and empowered supply chain.

In the coming days, you will receive an email from me with a link to our Fall 2011 BISG Member Survey. In order to understand how best to serve you, we're asking all BISG members to complete this short survey. Our organization is only as strong as the feedback we hear from members. To add an extra incentive, we'll be giving away a free registration to our signature event, *Making Information Pay* (scheduled for May 3, 2012 in New York City), to one lucky respondent.

On a personal note, I'd like to thank the Executive Committee and Board for putting their trust in me to lead BISG, and to take a moment to say wow! In the short two months I've been your Executive Director,

I've been blown away by the volume and quality of work done by everyone involved with the organization. From the Board, to committee members, to my colleagues on the staff, BISG is one of the most engaged, dynamic organizations I've had the pleasure to work with.

I and my colleagues on the staff—Angela, Karen, and Nadine—stand ready to help you navigate the turbulent waters of the 21st century book industry. You can reach us at info@bisg.org, and you can reach me directly at len@bisg.org or 646-336-7141, ext. 12.

I look forward to hearing from you and to working with you in the months and years to come.

BookStat of the Day

American Publishers' Revenue from Digital Products

2010	\$3.38 billion
2009	\$2.35 billion
2008	\$1.88 billion

Originally published in *BookStats 2011*, a joint venture between the Association of American Publishers and the Book Industry Study Group. Visit www.bookstats.org.

Now available!
BookStats 2011
Summary Overview
Presenting a high-level snapshot of the *BookStats* project

ORDER HERE

MAKING INFORMATION PAY FOR HIGHER ED PUBLISHING

Latest Offering in BISG's Successful Conference Series



Last February, a group of higher education publishing professionals gathered for the first ever *Making Information Pay for Higher Ed Publishing* conference, a half day dialogue that explored the migration from print to digital in the Higher Ed space. Focusing on results from BISG's own *Student Attitudes Toward Content in Higher Education* survey, the conference provided attendees with actionable information on how best to leverage shifts in technology to reach college students and professors alike. With strong attendance and very positive feedback, the event was a resounding success.

Building on that success, BISG is pleased to reprise *MIP for Higher Ed* on February 8, 2012. Staying true to the *Making Information Pay* brand, this year's conference will feature an array of speakers offering new insights into the unfolding digital transformation, focusing on data collected and developments observed over the last 12 months.

In addition, *Making Information Pay for Higher Ed Publishing* will feature exclusive preliminary findings from the second volume of *Student Attitudes Toward Content in Higher Education*. Covering two-year, four-year and for-profit institutions, this major study provides in-depth analysis into how students perceive and use different types of educational materials in their courses of study. Join us at the Yale Club of New York City on February 8, 2012 to debate, be inspired and, most importantly, gain practical insights into how you can benefit from an industry in transformation.

Several sponsorship packages are also available. Please contact Len Vlahos, Executive Director, at len@bisg.org or 646-336-7141 for more information.

BISG ANNOUNCES NEWEST PRODUCT DATA CERTIFICATIONS

Hachette Book Group Leads the Way With Gold Certification

BISG is pleased to announce that four companies have recently been certified under its Product Data Certification Program (PDCP), with Hachette Book Group leading the way with a Gold certification. Gale-Cengage and University of Nebraska Press both earned Silver certifications, while The RAND Corporation scored a Bronze.

Len Vlahos, Executive Director of BISG, noted: "It's great to see that the production of quality product metadata continues to be a priority throughout the industry, and BISG is thrilled to be able to recognize and acknowledge companies that achieve that goal."

Ken Michaels, COO of Hachette Book Group, stated: "We're extremely pleased to have achieved Gold Certification from the BISG. By providing high quality book metadata to search engines, e-retailers, and social media platforms, HBG is able to help our authors' content stand out in a crowded and rapidly evolving marketplace. It enables the connection between readers and our books, which is our primary goal as publishers."

For more information on BISG's Product Data Certification Program, please contact Karen Forster, BISG Associate Director, at karen@bisg.org or 646-336-7141.

GOLD



SILVER



BRONZE



INDUSTRY CONFERENCES

DIGITAL BOOK WORLD 2012

Date: Monday, January 23, 2012 to
Wednesday, January 25, 2012

Time: 9:00 am–5:00 pm ET

Location: Sheraton New York

811 7th Avenue

New York, NY 10019

Save \$450 off registration until Nov 18th
and \$200 thereafter with the discount
code 'BISGDBW12'

www.bisg.org/events-0-751-digital-book-world-conference-expowhen-change-is-the-only-constant-its-time-to-get-with-the-program.php

O'REILLY TOOLS OF CHANGE FOR PUBLISHING CONFERENCE

Date: Monday, February 13, 2012 to
Wednesday, February 15, 2012

Location: New York Marriott Marquis

1535 Broadway

New York, NY 10036

Save 15% off registration with the
discount code 'toc12bisg'

www.bisg.org/events-0-755-oreilly-tools-of-change-for-publishing-conference.php

PUBLISHING BUSINESS CONFERENCE AND EXPO 2012

Date: Monday, March 19, 2012 to
Wednesday, March 21, 2012

Location: New York Marriott Marquis

1535 Broadway

New York, NY 10036

www.bisg.org/events-0-752-publishing-business-conference-expocashing-in-with-cross-media-content.php



BISG REVAMPS TWO COMMITTEES

Inaugural Meetings for Manufacturing & Distribution and Content Structure

As part of BISG's unified committee structure, two new Committees have emerged: Manufacturing & Distribution and Content Structure.

Recognizing that the many of the priorities and concerns within manufacturing and distribution are closely aligned, the Manufacturing & Distribution Committee was combined from what used to be the Manufacturing Executives Interest Group (MEIG) and the Distribution Executives Interest Group (DEIG). Co-chaired by Jim Lichtenberg (Lightspeed LLC) and Roger Milroad (John Wiley & Sons), the Committee will tackle issues such as best practices surrounding RFID and digital printing. The first meeting is scheduled for Thursday, December 1, from 2 p.m. to 4 p.m. ET, at the offices of Hachette Book Group and via WebEx.

The Content Structure Committee morphed from a working group within the Digital Standards Committee. The Committee's new name and focus will better reflect its most recent activities and acknowledge that "digital" standards now coexist equally with traditional "print" standards. The Committee, led by Bill Kasdorf of Apex CoVantage, will provide practical guidance that will enable companies to take advantage of the many benefits of structuring content and will work to support the adoption and use of the EPUB 3 standard.

Any BISG member interested in joining either of these two Committees should contact Karen Forster, BISG Associate Director, at the BISG office at karen@bisg.org or 646-336-7141.

LAUNCH OF *STUDENT ATTITUDES, VOLUME TWO*

BISG Provides Greater Insight into Student Attitudes Towards Content

The way students learn and instructors teach is undergoing a radical shift, and the role of the traditional print "textbook" as the foundational tool for instruction is changing along with the traditional publishing model. To help shed light on these changes, Volume Two in the Book Industry Study Group's *Student Attitudes Toward Content in Higher Education* will continue to provide a baseline for tracking the rapid changes underway in the Higher Education marketplace.

Volume Two will contain data from two Fieldings of a core set of survey questions aimed at students enrolled in for-profit, two- and four-year colleges. The Fieldings, to be conducted in November 2011 and February 2012, will provide information to help answer the following questions:

- How do students define and seek value?
- What are the key factors in student buying (and non-buying) behaviors?
- What categories of students prefer e-textbooks?
- What is the current penetration and significance of textbook rental programs?

In addition to a PDF Summary Report format, Volume Two of *Student Attitudes Toward Content in Higher Education* will be published as a dynamic online data set via Real-Time Reporting: a unique web-based tool which displays raw data derived from responses – drillable, sortable and accessible when you want it, how you want it.

Volume One, representing Fieldings conducted in November 2010 and February 2011, is also available. Contact Angela Bole at angela@bisg.org for details.

UPCOMING BISG MEETINGS



- ◆ **Governing Council**
November 11
9:30 am—12:00 pm
- ◆ **General Membership**
November 11
1:00 pm—3:00 pm
- ◆ **Content Structure Committee**
EPUB 3 Pilot Working Group
November 16
3:00 pm—4:30 pm
- ◆ **Executive Committee**
November 17
12:30 pm—2:00 pm
- ◆ **Metadata Committee**
November 17
1:30 pm—4:30 pm
- ◆ **Board of Directors**
November 17
2:00 pm—4:00 pm
- ◆ **Subject Codes Committee**
November 18
9:30 am—12:30 pm
- ◆ **Manufacturing & Distribution Committee**
December 1
2:00 pm—4:00 pm

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 national, not-for-profit U.S. book trade association with the mission of creating a more informed, empowered and efficient book industry. We're committed to the development of effective industry-wide standards, best practices, research and events related to both physical and digital products that enhance relationships between all trading partners. 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 Nadine Vassallo, BISG Project Coordinator, at nadine@bisg.org.

To follow BISG on Twitter, visit twitter.com/bisg.

To access BISG's conferences and events on Slideshare, visit www.slideshare.net/bisg.

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