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○ October 2009

BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

2009 BISG MEMBERSHIP SURVEY NOW OPEN

Tell Us What's Important to You and Your Company



As announced during the September 9, 2009 Annual Meeting of Members, the BISG Board of Directors invites all BISG Members to help define the future of our organization by completing the **2009 BISG Membership Survey**.

This short Membership Survey is a critically important part of the recent strategic planning process initiated by the BISG Board of Directors. By completing this survey, you'll guarantee your opinion is represented to the Board as it continues to address strategic issues and tactical priorities over the next few months.

Make sure your voice is heard; click the button above to complete the survey by **Friday, October 30, 2009 at 6:00 p.m. ET**. You may also complete the survey by pasting the link below into your web browser:

http://www.surveymonkey.com/s.aspx?sm=Fop48FL7Sn7iT0DU8xjNKg_3d_3d

The survey opened on Thursday, October 15, 2009, and has already realized strong pickup by BISG members. Final results will be shared with the BISG Board during their November 19, 2009 Board of Directors meeting.

Of course, completing this survey is a great first step but, as always, feel free to contact Angela Bole in the BISG office with additional comments or suggestions at 646-336-7141 or angela@bisg.org.



FREE BISG WEBCAST ON RFID: PRESENTATION AVAILABLE

Presentation on Publishing's New Supply & Demand Available at BISG's Slideshare Account

Since 2003, when RFID first came to the collective attention of BISG and the book industry, the focus has been on the evolution of a technology rather than the development of a business case. This was a mistake.

During a free 60-minute BISG Webcast held on Tuesday, October 20, 2009, Jim Lichtenberg from BISG's RFID Interest Group and Michele Southall and Patrick Javick from GS1 US tied together the possibilities inherent in this fascinating technology with a business case that promised to cut costs and increase visibility.

In addition to the business case, the presenters also provided an understanding of identification issues as the industry moves beyond barcodes

and ISBN to a technology that identifies individual books, in real time, automatically.

For a full program description or to view the presentation, visit: <http://www.bisg.org/events-0-470-bisg-webcastradio-frequency-identificationtaking-hold-of-emerging-opportunities.php>

For more information about future BISG Webcasts, visit: <http://www.bisg.org/event-cat-6-webcasts.php>

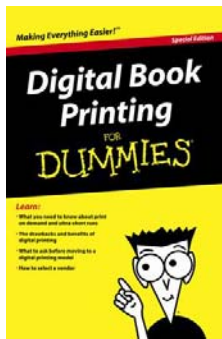
Presented in partnership with:



DIGITAL BOOK PRINTING FOR DUMMIES®

Coming in November: Pre-Order Your Copy Today!

Are you struggling with the pros and cons of whether to “go digital” with your book manufacturing? BISG, under license from and with the editorial assistance of Wiley Publishing, Inc., is pleased to publish a new industry resource designed to guide you through the world of digital printing and print on demand. Written by leading industry experts, *Digital Book Printing For Dummies®* provides practical information on such topics as current capabilities of digital print technology, choosing the right product mix for digital printing and selecting vendors. The book also provides case studies that illustrate how traditional and non-traditional publishers are taking advantage of digital printing, along with a useful glossary of industry terms.



BISG would like to thank the following companies for their generous support:

Hewlett-Packard, Independent Book Publishers Association (IBPA), Lightning Source and Wiley Publishing, Inc.

BISG members will receive one complimentary copy of this publication; additional copies may be purchased at the discounted member price of \$11.95.

For more information on this publication, contact Karen Forster, BISG Associate Director, at karen@bisg.org or 646-336-7141.

Order your copy today at: <http://www.bisg.org/publications/product.php?p=20&c=437>.

GET INVOLVED IN NEW BISG INITIATIVES

Explore Transmission of Rights, Laydown Dates and Multi-Carton Sets

BISG has launched three new initiatives to deal with recent industry concerns:

Rights Committee

As agreed during the September 2009 BISG General Meeting, the Rights Committee will be revived in November 2009 with the mandate of developing and maintaining industry-wide best practices that support the electronic transmission of rights information between trading partners.

The Committee will be chaired by David Marlin and Adam Marlin of MetaComet Systems and Laura Dawson and Emily Williams of LJNDawson.com. It will be concerned with rights related to both digital and physical products in various formats.

All BISG members are invited to join David, Adam, Laura and Emily for a kick-off meeting to be held as follows:

Date: Tuesday, November 10, 2009
Time: 9:30 a.m.–11:30 a.m. ET
Location: TBA in NYC (dial-in available)

To learn more about participating in the Rights Committee’s work, contact Angela Bole, BISG Deputy Executive Director, at angela@bisg.org.

DEIG Subcommittees

At its meeting on September 15, 2009, BISG’s Distribution Executives Interest Group (DEIG) formed two new subcommittees to deal with distribution logistics for managing laydown dates and multi-carton sets.

The subcommittee on laydown dates will review the increased utilization of street dates among publishers and take up the following issues:

- ◆ Industry-wide guidelines for display of inventory and title status on Public Consumer Websites, though Wholesaler/Publisher B2B Ordering Tools, etc.
- ◆ Workflow issues created in the book distribution supply chain caused by the requirement for street date compliance.

The subcommittee on multi-carton sets will review specifications laid out in the [current carton labeling guidelines](#) with an aim toward streamlining and further automating the receipt of multi-carton sets.

To get your company involved in these or other DEIG initiatives, contact Karen Forster, BISG Associate Director, at karen@bisg.org.

BISG MEMBER DISCOUNTS

BISG Members Receive Discounts on Three Upcoming Conferences

As an industry partner in three upcoming events, BISG is pleased to offer discounts to its members.

Digital Book World

Date: January 26–27, 2010
Location: Sheraton New York Hotel & Towers
Discount: \$100 discount on early registration and \$200 discount on regular registration
Code: **DBWBISG**

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

O’Reilly Tools of Change for Publishing

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

Registration for the fourth annual Tools of Change for Publishing Conference will open in early November 2009. As in years past, BISG members will be eligible to receive a discount for this event. The discount code will be circulated via the BISG Website and BISG Bulletin when it becomes available.

For more information on the conference, visit: <http://www.toccon.com/toc2010>

Publishing Business Conference and Expo

Date: March 8–10, 2010
Location: Marriott Marquis Times Square, NYC
Discount: \$100 discount on the full conference pass and free expo passes (a \$25 value)

BISG members will be eligible to receive a discount for the Publishing Business Conference and Expo when registration opens. The discount code will be circulated via the BISG Website and BISG Bulletin when it becomes available.

A free online conference will also be held on October 29, 2009.

For more information or to register, visit: <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=24240a5e-50e9-49c2-a72a-16356286aeb1>



BISAC-TO-BIC MAPPING

Subject Codes Committee to Explore Standardized Industry Mapping

As a response to requests received from industry participants, the BISAC Subject Codes Committee, chaired by Connie Harbison of Baker & Taylor, has agreed to look into the creation of a standardized industry mapping between the BISAC Subject Codes and the Book Industry Communications (BIC) Standard Subject Categories.

Like the BISAC Subject Codes, the BIC Standard Subject Categories are used with the UK market to classify books based on content; the codes can determine where a book is shelved in a brick-and-mortar store and can facilitate searching within an online or internal database.

The Subject Codes Committee, which is responsible for the yearly revision of the BISAC Subject Headings List, the BISAC Merchandising Themes and the BISAC Regional Themes, will be comparing several existing

proprietary mappings to determine whether the consolidation of these mappings into one standardized mapping is feasible. Organizations interested in participating in the discussion should contact Sara Raffel, BISG Office Manager, at sara@bisg.org or 646-336-7141.

A full list of the BISAC Subject Headings, 2008 Edition can be accessed via the BISG website:

<http://www.bisg.org/what-we-do-20-73-bisac-subject-headings-2008-edition.php>

The Committee plans to release the 2009 Edition of the Subject Headings List in late November.

A full list of the BIC Standard Subject Categories can be accessed via the BIC website:

<http://www.bic.org.uk/7/BIC-Standard-Subject-Categories/>

RESEARCH COMMITTEE FINALIZES SURVEY

Consumer Attitudes toward eBook Reading Takes Shape

Although much of the book publishing industry is working hard to develop and implement digital strategies, there is little available research that evaluates book consumers' actual interest in and preferences for digital content, or the factors that influence their reading habits and purchasing decisions.

BISG's newest research study, *Consumer Attitudes toward eBook Reading*, will shed light on this important area and provide practical guidance on how best to refine digital publishing strategies to reach a targeted market.

After 2 months of preparation, the BISG Research Committee has finalized over 35 survey questions. The questions will be asked of a U.S. Census based panel of ebook consumers three times over the next year. Survey reports will be available for purchase by

BISG members and nonmembers after each fielding.

In appreciation of their generous support, BISG would like to thank the following survey sponsors:

Baker & Taylor (Champion), Hachette Book Group (Supporter), Sony Reader (Supporter), OCLC (Contributor), Random House (Contributor), HarperCollins (Contributor), Impelsys (Friend), Macmillan (Friend), Pearson (Friend), Publishing Technology (Friend) and Publishers Weekly (Media Partner).

To become a sponsor, or to otherwise involve your company, contact Angela Bole, BISG Deputy Executive Director, at angela@bisg.org.

For more information as it becomes available, visit:

<http://www.bisg.org/publications/product.php?p=19&c=437>

UPCOMING BISG MEETINGS



- ◆ **Rights:**
Kick-off Meeting
November 10
9:30 a.m.–11:30 a.m.
- ◆ **DEIG:**
Laydown Dates Subcommittee
November 12
2:00 p.m.–4:00 p.m.
- ◆ **BISAC General:**
November 13
9:00 a.m.–11:30 a.m.
- ◆ **DEIG:**
November 17
2:00 p.m.–4:00 p.m.
- ◆ **Subject Codes:**
November 18
9:30 a.m.–12:30 p.m.
- ◆ **BISG Board of Directors:**
November 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.

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.

To subscribe to BISG's Twitter feed, visit <http://twitter.com/bisg>.

To follow BISG's recent conferences and events on Slideshare, visit <http://www.slideshare.net/bisg>.

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