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○ September 2010

BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP



PRODUCT DATA CERTIFICATION PROGRAM: NEW COMPANIES CERTIFIED!

The Johns Hopkins University Press and Rutgers University Press achieve Gold; Tyndale House earns Silver

Three new companies joined the ranks of those that have already successfully submitted product data files under BISG’s Product Data Certification Program. The Johns Hopkins University Press and Rutgers University Press achieved Gold, while Tyndale House Publishers earned a Silver.

“The fact that we continue to have new companies apply for certification every month validates the program and underscores the importance of product metadata,” noted Scott Lubeck, BISG Executive Director. “And, we are especially pleased to see Gold level certification. This is a real achievement that pays real dividends to both supply chain partners and customers.”

For more information on how your company can have its metadata files evaluated and certified, please contact Karen Forster, BISG Associate Director at karen@bisg.org or 646-336-7141, or visit our website at:

<http://www.bisg.org/what-we-do-3-4-product-data-certification-program.php>

GOLD LEVEL CERTIFICATION



THE JOHNS HOPKINS UNIVERSITY PRESS



SILVER LEVEL CERTIFICATION



TYNDALE HOUSE PUBLISHERS

NOW AVAILABLE: FISCAL YEAR 2010 BISG ANNUAL REPORT

Take a Look Back at How BISG Helped Shape the Book Industry in 2009-2010



BISG Executive Director Scott Lubeck released his first Annual Report at last week’s 2010 Annual Meeting of Members.

In his letter to members, Scott elaborated on the importance of research and metadata to help improve the ratio of signal to noise in a publishing

industry that has undergone immense evolution over the past decade.

Other highlights of the report include financial results for fiscal year 2010, summaries of activities and deliverables and reports from the myriad committees that drive much of BISG’s work.

To read current or past Annual Reports, visit: <http://www.bisg.org/about/book-industry.php>



APPROVED: NEW STANDARDS DOCUMENTS

BISG Board Approves Four New Member-Reviewed Documents

At its meeting on September 23, 2010, the BISG Board approved documents that were developed and reviewed by BISG members.

◆ Recommended Best Practices: On Sale Date Compliance

Developed by: The On Sale Date Task Force of the Distribution Executives Interest Group. Chaired by Tom Clarkson (Cumberland Systems Review Group), the Task Force included representation from publishers, distributors, wholesalers, independent retailers and major chain retailers.

What is it? The new best practices enable the simultaneous availability of new releases to consumers from all consumer purchasing sources, such as online or bricks-and-mortar retailers. The objective is to maintain a “level playing field” for all trading partners so as not to favor one consumer sales channel over another.

URL: <http://www.bisg.org/what-we-do-12-143-recommended-best-practices-on-sale-date-compliance.php>

◆ Product Metadata Best Practices for Data Recipients (version 1.3)

Developed by: The Metadata Committee. Chaired by Richard Stark (Barnes & Noble), the Committee oversees the development and maintenance of the ONIX for Books standard in the U.S. What is it? The best practices provide detailed instruction on improving the accuracy of data throughout the supply chain while speeding the processing of that data among trading partners. Revisions to the document, last updated in 2008, include recommendations for faster updating of critical data fields and guidance for providing more standardized and specific levels of service between data providers and recipients.

URL: <http://www.bisg.org/what-we-do-21-8-product-metadata-best-practices.php>

Also approved were the **BISAC Subject Headings, 2010 Edition** and the **BIC-to-BISAC Mapping**, which will be available next month.

PRESENTATIONS: BISG ANNUAL MEETING

Presentations Now Available on BISG's SlideShare Account



Last week's 2010 Annual Meeting of Members explored how new media and technology are shaping how the book

industry redefines and reconnects with consumers to tell stories in ways that could not be told otherwise. In today's brave new publishing world, the sky's the limit with regard to “the next big thing.” Consumer perception about how book content can, should and will be purchased, accessed, used and shared is changing.

To respond, forward-thinking companies need to build products, services and marketing campaigns that are sophisticated, creative, and—above all—consumer-focused. Not tomorrow: today.

Attendees may complete a feedback form at: <http://www.surveymonkey.com/s/5GZJXX6>

Download presentations from SlideShare:

<http://www.bisg.org/events-0-560-annual-meeting-of-members-2010.php>

See what people are saying! Search Twitter hashtag #bisg10:

<http://twitter.com/search#search?q=%23bisg10>

Download the new Bowker whitepaper *Emerging Best Practices for Book Publishers: Using Consumer Data* by Ted Hill: <http://www.bowkerinfo.com/pubtrack/whitepaper/BestPractices.pdf>

BISG would like to extend thanks to the sponsors of this year's event:

DIAMOND SPONSOR

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GOLD SPONSOR

Nielsen BookScan

SILVER SPONSORS

Bert Davis Executive Search
Ingram Content Group Inc.

FRANKFURT BOOK FAIR

Visit with BISG staff and members!

32nd International Supply Chain Seminar

Date: October 5, 2010

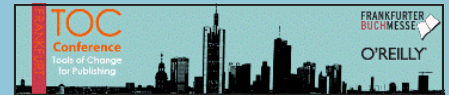
Time: 10:00 a.m.–4:30 p.m. local time

Location: Dimension Room in Hall 4.2

Cost: €125 for EDItEUR members

URL: <http://www.editeur.org/3/Events/Event-Details/68>

Description: Presentations at the Seminar will be given by leading industry experts from across the globe who will examine a variety of themes including challenges to traditional publishing models, the opportunities offered by emerging identifiers, the infrastructure for digital publishing and the use of digital technology to increase the sales and profitability of print products. Come visit BISG Executive Director Scott Lubeck as he presents, “A supply chain or a supply network?”



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.

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*



EXECUTIVE COMMITTEE WELCOMES NEW MEMBERS

Ken Michaels and George Tattersfield Elected by BISG Board

At its meeting on September 23, 2010, the BISG Board approved the nominations of two new Executive Committee members.

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. Prior to HBG, Ken was Senior VP of Global Business Process Management for the McGraw-Hill Companies. Ken has been elected as BISG Vice-Chair.

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. George has been elected to lend his expertise to the BISG Executive Committee.

To view a full list of BISG's Directors, Officers and Executive Committee members, visit:

<http://www.bisg.org/about/board.php>

UPCOMING BISG MEETINGS



UPDATED DOCUMENTS ON THE BISG WEBSITE

New Versions of Roadmaps and BISG By-Laws Released!

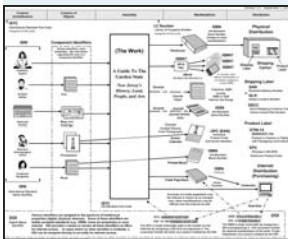
Several updated documents have been posted on the BISG Website recently.

BISG By-Laws

As a result of changes approved at the May 25, 2010 Board of Directors meeting, BISG's By-Laws have been revised to take into account changes to the Board composition and the compensation of Directors for contract work.

The updated document, version 3, can be found at:

http://www.bisg.org/docs/BISG_bylaws.pdf



Roadmap of Identifiers

Developed to illustrate the relationships between key identifiers used by the publishing

industry, the Roadmap graphically presents the various identifiers as they're assigned to the spectrum of intellectual properties—digital, physical and abstract.

The updated document, version 3, can be found at:

<http://www.bisg.org/what-we-do-18-32-roadmap-of-identifiers.php>

Roadmap of Organizational Relationships

Developed as a tool illustrating the relationships between key organizations important to the book industry, the Roadmap graphically presents the organizations as they relate to BISG, to each other and to the processes, functions and/or identifiers they service.

The updated document, version 2, can be found at:

<http://www.bisg.org/what-we-do-18-33-roadmap-of-organizational-relationships.php>

- ◆ **Research Working Group:**
Student Survey
September 30
3:00 p.m.–4:30 p.m.
- ◆ **SCEDI Working Group:**
Sales Reporting
October 1
10:00 a.m.–11:00 a.m.
- ◆ **Research Working Group:**
Student Survey
October 18
3:00 p.m.–4:00 p.m.
- ◆ **Subject Codes Committee:**
October 21
9:30 a.m.–12:30 p.m.
- ◆ **Metadata Committee:**
October 21
1:30 p.m.–4:30 p.m.
- ◆ **SCEDI Working Group:**
Sales Reporting
October 22
10:00 a.m.–11:00 a.m.



370 Lexington Avenue
Suite 900
New York, New York 10017
Telephone: 646 336 7141
Fax: 646 336 6214
Email: info@bisg.org

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.

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

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