



BISG Implementation Timelines

These suggested implementation timelines are divided into two sections: one focusing on the events related to the 2005 Sunrise initiative of the Uniform Code Council, and the other focusing on the implementation of the ISBN-13.

Events Related to 2005 Sunrise

Only Single Bookland EAN on Cover 4

Replacing Price Point UPC

Eliminating dual bar code (Item Specific UPC in addition)

New Publications

Adult Titles (mass market and other formats): Only a single Bookland EAN bar code on Cover 4 (back cover). Books that may be stripped for return should continue to have the Bookland EAN printed on Cover 2 (inside front cover).

Recommended Target Implementation:	Third Quarter 2005
AAP Has Recommended:	September 2005 On Sale

Children's Titles (all formats): Only a single Bookland EAN bar code on Cover 4 (back cover). Books that may be stripped for return should continue to have the Bookland EAN printed on Cover 2 (inside front cover).

Recommended Target Implementation:	Third Quarter 2005
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Reprints of Existing Publications

All Titles (adult and children's titles, all formats): Only a single Bookland EAN bar code on Cover 4 (back cover) of all books that previously carried a UPC bar code. Books that may be stripped for return should continue to have the Bookland EAN printed on Cover 2 (inside front cover).

Recommended Target Implementation:	Third Quarter 2005
Recommended Target Completion:	Third Quarter 2007

Events related to the ISBN-13

These dates anticipate the approval of the ISBN-13 Standard by January 1, 2005, and may be adjusted if there is a delay in approval of the standard.

ISBN-10 and ISBN-13 on Copyright Page (Verso of Title Page)

The following is the format as recommended by the International ISBN Agency, in the order shown:

ISBN-13: 978-1-56619-909-4

ISBN-10: 1-56619-909-3

Printing both ISBN-10 and ISBN-13 may start by:	January 1, 2005
Single ISBN (13 digit) on publications after:	January 1, 2007

For new publications or reprints after January 1, 2007, only the ISBN-13 should be printed and identified as "ISBN".

Note that publishers have the discretion to continue printing ISBN-10 along with the ISBN-13 if they perceive it to be needed by a market segment (not yet converted) or if a title is expected to have limited life.

Eye-Readable ISBN Above Bar Code on Cover 4

Before January 1, 2007

Printing only the ISBN-10 above the bar code is recommended for titles published before January 1, 2007.



Eye-Readable ISBN Above Bar Code on Cover 4

After January 1, 2007

Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



Both ISBN-10 and ISBN-13 Above Bar Code

Although printing only one version of the ISBN above the bar code is recommended, publishers have the discretion to continue printing ISBN-10 along with the ISBN-13 if they perceive it to be needed by a market segment (not yet converted) or if a title is expected to have limited life.



Notes: Dual numbering is valid only for ISBN-13s that begin with '978'.

There is no dual numbering for ISBNs that begin with '979'.

If both ISBNs are printed, they should be printed in the same sequence as on the copyright page, with the ISBN-13 above the ISBN-10.

Dual Numbering During the Transition to ISBN-13

BISAC recommends a dual numbering approach throughout the transition period leading to January 1, 2007.

Dual numbering means that a publisher or wholesaler furnishes a book's identifier in both ISBN-10 and ISBN-13 format to customers wherever possible. The purpose of dual numbering is to allow each organization to make the transition at its own pace, instead of subjecting the industry to an abrupt cutover.

Before a publisher or wholesaler can publicize dual numbers, however, that they must be capable of accepting either version in communication, whether that communication is written, verbal or electronic.

Therefore the elements below are in roughly the sequence in which they must be undertaken, with overall recommended timeframe as shown.

1. Readiness to accept manual inquiries in ISBN-13

Be able to accept manual inquiries using ISBN-13 as well as ISBN-10

2. Readiness to accept manual orders in ISBN-13

Be able to accept manual orders in ISBN-13 as well as in ISBN-10 or other key presently used

3. Both ISBN-10 and ISBN-13 in Displays on Web Pages

Show ISBN-13 as well as ISBN-10 on publisher or wholesaler web pages

4. Both ISBNs in catalogs and other sales materials

Show ISBN-13 as well as ISBN-10 in catalogs, announcements, advertising, and other sales and promotional materials.

5. Both ISBNs in paper business documents d

Show ISBN-13 as well as ISBN-10 on paper documents supporting fulfillment, such as Invoices and Packing Lists

All aspects may start by:	January 1, 2005
Critical to be complete before:	January 1, 2007

After January 1, 2007 the ISBN-13 becomes officially the "ISBN"; and the ISBN-10 should be phased out. However, customers can be expected to order using ISBN-10 beyond that date. Publishers and wholesalers should plan to maintain the capability to communicate in ISBN-10, while actively discouraging its use.

Product Identifiers in Electronic Transmissions

Organizations are reminded that BISG supports the use of the full Global Trade Item Number (GTIN) group of identifiers (including the EAN/UCC-14, as well as the EAN/UCC-13, UPC-12 and EAN-8), and recommends that companies become GTIN compliant. Thus an organization making changes to accommodate transacting in 13 digits is strongly encouraged to plan on accommodating 14 digits as well.

BISAC and the Internet Commerce Committee are promoting the sending of all three identifiers in electronic transmissions throughout the transition period. The purpose of this approach, similar to the dual numbering of books, is to allow each organization to make the transition at its own pace, instead of subjecting the industry to an abrupt cutover.

1. Preparation for Communicating Three Product Identifiers

Ensure that data communications system will not be affected by providing all three product identifiers.

Organizations still using BISAC fixed field formats research alternate methods of communication.

From Present to:	January 1, 2005
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2. Implementing Communication of Three Product Identifiers

Begin including all three product identifiers in transmissions.

May start after:	January 1, 2005
Should be compliant by:	July 1, 2006
Critical to be compliant by:	January 1, 2007

3. Terminate Communication of ISBN-10

Begin eliminating ISBN-10 on a trading partner by trading partner basis.

May start after:	January 1, 2007
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