



Book Industry Study Group

GDSN and the Book Industry

Chris Demyanovich
Random House, Inc.

Agenda

- GDSN Recap
- The Role of GDSN in the Book Industry
- The Good News
- The Challenges Ahead
- Why GDSN Now?
- What's Next for BISG?
- What's Next for the Industry?

GDSN Recap

- What Is GDSN?
 - GDSN stands for the Global Data Synchronized Network. The GDSN is a central repository for item data. All of the data in the GDSN must meet the same global GS1 standards which maintain data integrity.

- How Does Information Get In and Out of the GDSN?
 - Companies use datapools to enter information into or retrieve information from the GDSN. Datapools act as a company's portal into the GDSN. Datapools also assist in validating a company's data against the GS1 global standards.

- How Are Items Registered in the GDSN?
 - Items are stored by their GTIN (Global Trade Item Number). Additional attributes (currently over 150) can be assigned to provide information on the GTIN. All GTINs are registered to their owner by a GLN (Global Location Number).



The Role of GDSN in the Book Industry

□ For Booksellers

■ Single source solution

- Receive title information from multiple publishers.
- Receive item information across multiple product lines.

■ More accurate and timely data

- There is less likelihood of duplicate records with a single source approach.
- Information is retrieved as the owner of the record, the publisher, intended it to be.
- Updated records would be available faster.

The Role of GDSN in the Book Industry

- For Booksellers (continued)
 - Scalable
 - Either obtain updates on only the titles you subscribe to.
 - Or take entire feeds of all products.
 - Greater access
 - GDSN provides greater accessibility to data for companies not able to use ONIX or other EDI transmissions.
 - GDSN permits robust search capabilities across all data and allows retrieval by only the GTINs that are of interest.

The Role of GDSN in the Book Industry

□ For Publishers

- Easier communication of data
 - Reduces multiple title feeds by type, version or customer by having to only publish information to one place.
 - Potential to increase the number of customers taking title information electronically.
- Better data integrity
 - You own and control your own data!
 - Datapools do not change or manipulate your data--they simply pass it through the GDSN and through other datapools.

The Role of GDSN in the Book Industry

- For Publishers (continued)
 - Faster communication of new title information and changes
 - Once published to the GDSN, new product information is immediately available.
 - Changes are automatically sent to subscribers of the product information.
 - Greater access to your catalog
 - Title information can be made available to any member of any datapool.
 - Your titles can be located during searches of attributes defined within the GDD (Global Data Dictionary).

The Role of GDSN in the Book Industry

□ For Distributors

- Distributors will enjoy the same benefits as booksellers
 - Single source solution.
 - More accurate and timely data.
 - Scalability.
 - Greater access.
- As well as some of the same benefits as publishers
 - Easier and faster communication of new title information and changes.
 - Able to have an integrated database across vendors and customers.

The Role of GDSN in the Book Industry

- For Distributors (continued)
 - There are additional benefits for the distributor
 - Able to pass through data rather than having to set up title information.
 - Their customers subscribe directly to the publisher's GTIN.

The Role of GDSN in the Book Industry

□ Other Considerations

■ GLN – Global Location Number

- Entry into the GDSN also allows for the creation of Global Location Numbers.
- A GLN is like a GTIN assigned to an address.
- A company uses its UPC manufacturer prefix to create a GLN.
- A GLN can be assigned to a company, a department, physical location or even a receiving or shipping door.

■ Participation in the GDSN Is Necessary for RFID

- A key component to moving to RFID is being GTIN compliant and a part of the GDSN.
- As RFID continues to become more of a reality in the supply chain, participation in GDSN becomes more and more critical.



The Role of GDSN in the Book Industry

- Other Considerations (continued)
 - Leads to greater collaboration
 - Participation in GDSN accomplishes the first three steps to Collaborative Commerce
 1. Item Identification
 2. Communicating Information
 3. Continuous Updates
 - Globalization of books
 - As part of the GDSN, book information becomes part of the global network of product information.

The Good News

□ ISBN

- The book industry already utilizes an international standard identifier for book product--the ISBN.
- The rules that have been established for assigning ISBNs are compatible with the rules established for the assignment of EAN and item-specific UPC identifiers.
- The ISBN is expanding to become a 13-digit identifier, making it a true member of the GTIN family of identifiers and compatible with the GDSN. Additionally, all current 10-digit ISBNs can be converted to a 13-digit ISBN.



The Good News

□ SAN

- Much like its use of the ISBN, the book industry currently utilizes the SAN for uniquely identifying locations.
- A SAN functions much the same way a GLN functions in that it can be assigned to represent a physical location or possibly different receiving areas within a physical location.
- GS1 and the book industry are looking at how the SAN and GLN can function together in GDSN.



The Good News

□ ONIX

- ONIX has been developed as a method for communicating book information.
- Through the development of ONIX, standards have been developed for the many attributes used to describe book product.
- Many of the attributes in ONIX are similar or the same as many of the attributes that exist in the GDD.
- ONIX may be used as a vehicle for communicating book information.

The Challenges Ahead

- Missing Attributes
 - Not all of the attributes that have been developed for ONIX exist in the GDD. Other industries have been successful at identifying necessary attributes and having them approved and added to the GDD.

- Content
 - GDSN does not handle content (chapters, cover images, etc.) the same way ONIX does. As general retailing industries continue to expand their web presence there is a growing need for content. Retailers have expressed interest in access to images and other content through GDSN.

The Challenges Ahead

- Role of the Distributor
 - There is ongoing discussion and analysis on how the role of the distributor functions in GDSN.
 - Distributors need a way to attach their GLN and different attributes to existing GTINs.

- ISBN Uniqueness
 - GS1 does not recognize the publisher prefix following 978 or 979. Therefore, there is no way to stop a publisher/distributor from registering a GTIN that does not belong to them.

Why GDSN Now?

- GDSN Is Not an “If” but a “When.”
 - GDSN is coming. Many major companies, both retailers and manufacturers, are either already participating in GDSN or have plans to. Just like EDI and bar codes, this is going to impact our industry.

- We Need to Set the Standards. (Don’t let the standards be set for us.)
 - The book industry needs to get involved now to make sure that we driving the setting of standards for our products. Standards for attributes assigned to “printed material” are already being developed in the GPC (Global Product Classification).

Why GDSN Now?

- GDSN Brings Books into the Global Market.
 - Involvement in GDSN brings books into the same general retail world as other consumer products.

- Benefits All Aspects of the Supply Chain.
 - Better data helps everyone: retailers, publishers and distributors.
 - Utilizing the GDSN can provide better, more effective and more accurate means to communicate item information.

What's Next for BISG?

- Formation of a BISG group to examine GDSN, steer the industry and serve as liaison between different BISG/BISAC committees that are also impacted by GDSN.
- BISAC Metadata Committee should continue to analyze the differences between ONIX and GDD attributes and identify missing attributes.
- BISG to work with the Global Product Classification (GPC) group to have additional attributes added to the GDD.
- BISG to get involved with other committees as necessary to work on other challenges such as the role of the distributor.

What's Next for the Industry?

- ❑ Publishers should check their databases to make sure there are no duplicate uses of an ISBN and that all items are (or will be) assigned a 13-digit identifier.
- ❑ Look for opportunities to learn more about GDSN through GS1 and GS1 US to make sure your companies are prepared.
- ❑ Everyone in the book industry should continue to monitor events in GDSN and alert the BISG group where appropriate to issues that may impact us as an industry.
- ❑ Get involved! If you are not actively involved in BISG and BISAC, now is the time to get involved.