



ISBN-13 Update: Erroneous Bookland EAN bar codes reported to the BISG office

Several instances of books carrying a Bookland EAN bar code with an erroneous number encoded have been reported to the BISG office. For reference, this is the number encoded in the bar code and displayed below the bar code itself. A correctly encoded Bookland EAN bar code, dual numbered to indicate both the ISBN-10 and the ISBN-13 above the bar code, is below:



In contrast to the correctly encoded number in the bar code above, the erroneous number begins with '979', an invalid prefix for today's Bookland EAN and an ISBN range not yet activated by International or National ISBN Agencies.

The erroneous number is unlikely to be recognized by the computer systems of many booksellers who are not yet prepared for ISBN-13. For those who are prepared, it will not "match" the correct ISBN previously stored for the book. **The result will be a delay in processing or selling at best, and a likely loss of sales and reorder data.**

The erroneous number is also a potential duplication of an ISBN that will be issued in the future when the ISBN Agencies activate the '979' prefix.

Publishers, distributors, and retail booksellers must be alert for any occurrence of a number beneath the bar code that begins with '979'. Please report these mistakes immediately to the publisher (or bar code vendor, if you are a publisher). Copy the BISG office at info@bisg.org so that we can follow up and provide information as appropriate.

Book production layout staffs especially must be careful not to select the '979' prefix option for encoding ISBN-10s if such an option is offered by their software provider. In addition, they should notify their software provider and ask that the option be removed.

For further information about the ISBN-13 transition, please visit <http://www.bisg.org/isbn-13/index.html>.