

Breaking the logjam, oiling the engine and other metaphors

QSI user group meeting, April 2008

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Agenda

- Background to BISG Michael
- Current programs and priorities Michael
- Improving product information Richard
- Issues in the digital supply chain Laura
- Q&A

Background to BISG

- Founded in 1977
- Non-profit membership body
- Based in New York City
- Approximately 200 member organizations
- Three full-time staff members
 - Executive Director
 - Associate Director
 - Office Manager



Membership profile

- Drawn from all parts of the supply chain
- Our unique strength
- Printers, paper mills, book manufacturers
- Publishers
- Booksellers and wholesalers
- Service suppliers
- Libraries
- Trade associations

Membership profile

QUALITY SOLUTIONS, INC.

Bowker[®]

RR DONNELLEY

Sourcebooks, Inc.

THOMAS NELSON
Since 1798

ANDERSON
MERCHANDISERS

COLUMBIA UNIVERSITY PRESS

AUP Association of American University Presses

SCHOLASTIC

Hachette Book Group USA

BOOKS·A·MILLION[™]

GS1
US Where Standards Get Down to Business

INGRAM
INGRAM BOOK GROUP

Berryville Graphics

amazon.com[™]

Baker & Taylor, Inc.
Libraries | Retailers | International | Suppliers | About Us | Help

BORDERS[®]

Google[™]

BARNES & NOBLE
www.bn.com

BISG
BOOK INDUSTRY STUDY GROUP

OC LC

BISG's mission

“Working to create a more informed, empowered, and efficient book industry supply chain.”

BISG's mission

- Focusing on the supply chain
- Finding solutions to persistent inefficiency
- Promoting best practice
- Measuring and benchmarking
- Educating and raising awareness
- Research

BISG's mission

- Consensus
- Broad participation
- Authority
 - Impartiality
 - Trust
 - Credibility
- Relevance

Committees and forums

- BISAC committees
 - Subject Codes
 - Identification
 - Metadata
 - Supply Chain EDI
 - Machine-readable Coding

Committees and forums

- BISG committees
 - Digital Standards 
 - Distribution Executives Interest Group
 - Manufacturing Executives Interest Group
 - Publications
 - Research
 - EAN Transition Task Force


Mission in action

- Standards
- Best practices
- Certification
- Research
- Publications
- Education
- Events


Standards

- Development and maintenance
- National and international
- Collaboration
 - ISO
 - BookNet Canada, EDItEUR, BIC, etc.
 - NISO/ANSI
 - GS1
 - AAP, ALA, ABA, AAUP, etc



Standards

- Identifiers
 - ISBN-13, GTIN, GLN, ISTC, ISNI
- Product Identification and description
 - ONIX 3.0, BISAC subject categories
- Business communication
 - EDI
- Product and carton labeling
- Digital publications 

Best practices

- Product metadata
- Identifiers for books
- Bar coding guidelines
- Shipping container labeling
- Pallet header guidelines
- Warehouse benchmarking
- Identifying digital publications 

Certification

- Product Labeling 
- Product Metadata 

Research

- Industry statistics
 - Book Industry TRENDS
 - Under the Radar
 - Used Book Sales
 - African-American Book Buyers Study
- Benchmarking studies
 - Warehouse benchmarking
 - Environmental impacts



Publications

- Book Industry TRENDS 2008
 - Print and PDF
- Used-Book Sales
- Environmental Trends and Climate Impacts 
- BISAC Subject Headings 2007
- ISBN-13 for Dummies

Events

- Annual meeting (September 2008)
- London Book Fair (April 2008)
- ECPA Leadership Summit (May 2008)
- Making Information Pay (May 2008)
- Book Expo America (May/June 2008)
- American Library Association (June 2008)

Current priorities

- Certification programs – data, labels and EDI
- New EDI standards
- Standards for the digital supply chain
- Measuring the U.S. book industry
- Education programs

Product information

- Good product information sells more books
- What is good product information?
 - Accurate
 - Comprehensive
 - Timely

BISG and product information

- BISAC Metadata Committee
- U.S. ONIX group
 - Co-ordination of input to ONIX development
 - Now focusing on requirements for ONIX 3.0
 - Improved handling of metadata on digital books
- *Product Metadata Best Practices* version 1.1
- Product Data Certification Program (PDCP)

Product Data Certification Program



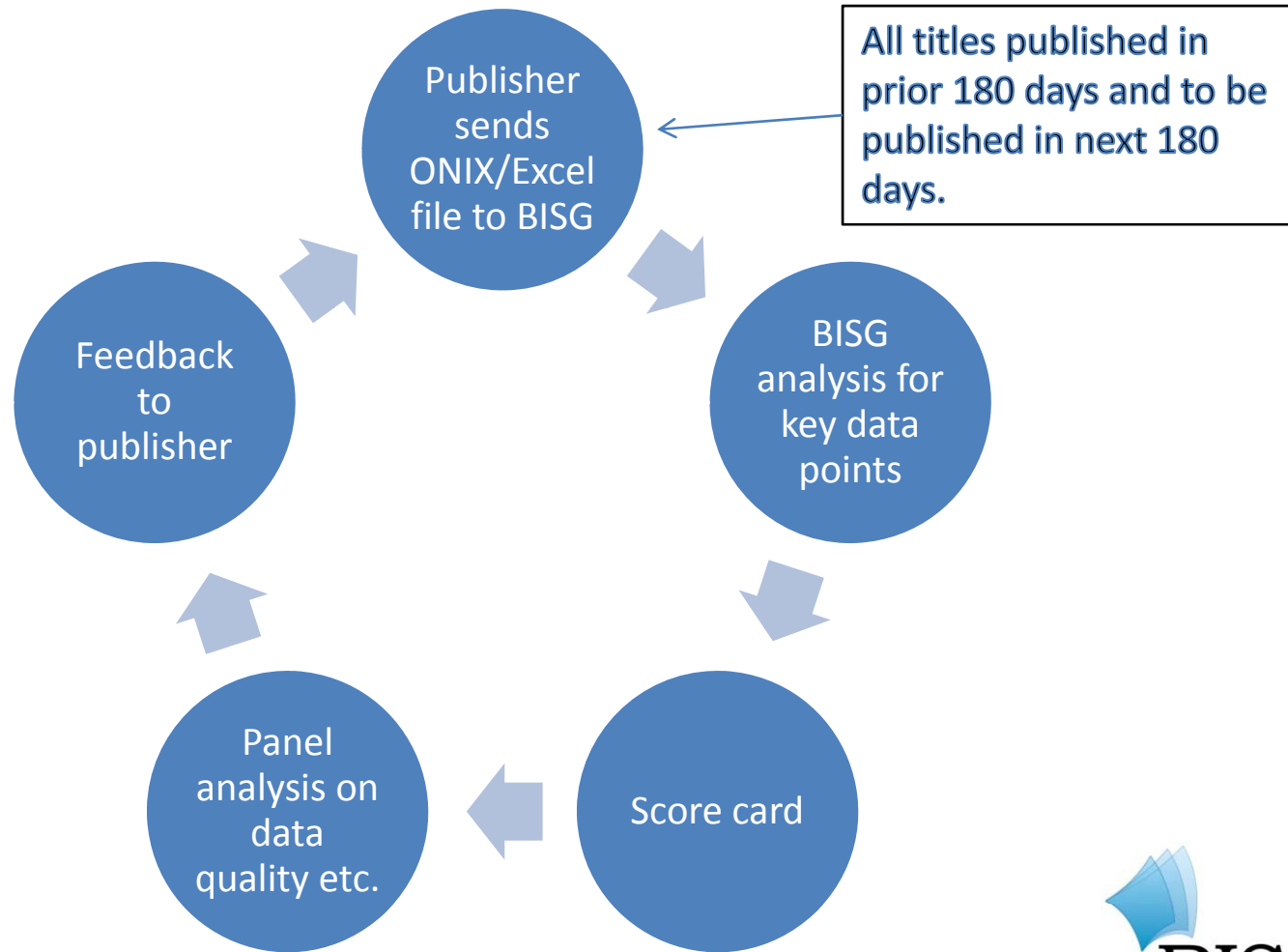
Product Data Certification Program

- Developed by BISAC Metadata Committee
- Launched in March 2008
- Voluntary program for publishers and their intermediaries
- No charge for publishers in Year 1
- Impartial analysis of ONIX and Excel files
- Measures presence/absence of key data points
- Scorecard returned to the publisher

Product Data Certification Program

- Additional evaluation of the files
- Feedback and report to publisher
- Certification panel
 - Baker & Taylor
 - Barnes & Noble
 - Bowker
 - Ingram
 - Library of Congress

Program procedure



Mandatory data points

Pre-publication data points

- ISBN-13/EAN-13
- Title
- Contributor(s)
- Publisher/Imprint/Brand
- Price
- Publisher's discount code
- Publisher status code
- Product availability code
- Product form/format
- Publication date
- Strict on sale date
- BISAC subject code
- Language of product content
- Series data
- Edition data
- Replaces/replaced by
- Case pack/carton quantity

Post-publication data points

- All pre-publication data points PLUS
- Volume number/set data
- ONIX audience
- Age range of target audience
- Territorial rights
- Bar code indicator
- Weight and dimensions
- Return code
- Page count, running time and extent
- Distributor/vendor of record
- Number of pieces (if more than one)
- Textual description of product
- Digital image of product

Current status

- First publishers certified in March 2008
 - Hachette Book Group
 - Simon & Schuster
 - Waterford Press
- More publishers under review now
- Best practices for data recipients

Issues in the digital supply chain

- Identification
 - Digital products
 - Works
 - Authors and other contributors
- Standards for digital product description
- Standards for search and retrieval
- Content protection

Identification

- Digital products
 - BISG discussion document – January 2008
 - Is the ISBN fit for purpose?
 - Search, retrieval, sales reporting
 - Diverging practices today
 - Urgent need for standards and best practices
 - BISAC Identification Committee's role

Identification

- Works
 - Growth of product formats
 - Printed – hardcover, paperback etc.
 - E-Books – e.pub, Mobipocket, Kindle etc.
 - Audio – CD, download, etc.
- Value of linking and collocation
- International Standard Text Code (ISTC)
- Coming Q3 2008

Identification

- Authors and other contributors
 - Unambiguous identification
 - Problems with personal names
 - Shared names, pseudonyms, etc.
 - Improved search and retrieval
 - Management of royalties and dues
- International Standard Name Identifier (ISNI)
- Coming 2009

Digital product description

- Preparation of ONIX 3.0
- Improved handling of digital product data
- Requirements gathering now underway
- BISAC Metadata Committee
- Expected late 2008 or early 2009

Search and retrieval standards

- Online book content and distributed servers
 - Publishers' servers
 - Intermediaries' servers
 - Channel partners' servers, e.g. Google, Microsoft
 - Social networking sites, e.g. Facebook
- Standardizing calls and responses
- AAP work
- Digital Standards Committee
- Initial specification – June 2008

Content protection

- What's the future of DRM
- Hachette, RH announcement of DRM-free audio
- Expressing permission statements digitally
- ONIX for licensing terms
- Automated Content Access Protocol (ACAP)

Thank you.



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