



ANNUAL MEETING OF MEMBERS

September 18, 2015

New York, NY

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BISG Annual Meeting of Members Program and Annual Report 2014–2015

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Congratulations

Tom Clarkson

Recipient of

BISG's

**Lifetime Achievement
Award**

Richard Stark

Nominated for

**Most Valuable
BISG Volunteer**

From your friends at
Barnes & Noble

A LETTER FROM THE BISG EXECUTIVE DIRECTOR

September 18, 2015

Greetings, everyone!

Welcome to the BISG Annual Meeting of Members. I am delighted you have joined us as we gather together as one community, devoted to delivering great content into the hands of readers so it can inform, educate, and entertain the minds and hearts of a global audience.

Since joining BISG a little more than two months ago, I have been impressed by the dedication and devotion to this mission, which I heard in virtually every meeting and conversation I have had. That ideal allows us to move past our position as competitors and work together for the good of the community and, ultimately, the reader. I believe we are unique in this commitment to mission; not every industry can say the same.

I, and the staff of BISG, take our calling as shepherds of the work of this community seriously and with great passion. In the pages that follow, you will see the vast amount of work completed by literally hundreds of volunteers from this association of book-people spanning the entire ecosystem. Each one of these individuals adds their input and perspective so that the final result benefits everyone.

Although much has been done, it is clear there is more to do. A lot more! Nearly every person I spoke to over the last couple of months has offered ideas about other areas where we can reduce friction, or research and inform the book ecosystem. We will take this feedback, evaluate it, prioritize it, and act on it as quickly as is possible.

It is our sincere privilege and honor to serve you. Thanks for the opportunity.

Mark Kuyper
Executive Director, BISG

AGENDA

9:00 a.m. WELCOME AND INTRODUCTION

Mark Kuyper

Executive Director, BISG

9:05 a.m. FEATURED KEYNOTE

Carolyn Reidy

President and CEO, Simon & Schuster

9:45 a.m. BISG BUSINESS MEETING

Andrew Savikas

Vice Chair, BISG; and CEO, Safari

Mark Kuyper

Executive Director, BISG

Welcome and Introduction of New Members

Election of Officers

Year in Review

10:30 a.m. NETWORKING BREAK

11:00 a.m. A WORD FROM OUR SPONSOR

Jamie Israel

Director of Global Marketing, SPi Global

11:05a.m. KEYNOTE

Matthew Battles

Associate Director of MetaLAB (at) Harvard University and author of *Palimpsest: A History of the Written Word*

11:35 a.m. BISG ANNUAL INDUSTRY AWARDS

Most Valuable BISG Volunteer Award

Industry Innovation Award

11:45 a.m. KEYNOTE

Richard Carrier

Author of *Unbound: How Eight Technologies Made Us Human, Transformed Society, and Brought Our World to the Brink*

12:15 p.m. KEYNOTE

Nanette Delumpa-Roach

Director of Vendor & Product Compliance, Barnes & Noble

12:45 p.m. LUNCH SERVED

1:15 p.m. BISG ANNUAL INDUSTRY AWARDS

Industry Champion Award

Lifetime Service Award

1:25 p.m. KEYNOTE

Steve Lohr

Technology reporter for the *New York Times* and author of *Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else*

1:50p.m. CLOSING REMARKS

Mark Kuyper

Executive Director, BISG

The Independent Book Publishers Association
congratulates

TOM CLARKSON

on receiving

BISG's LIFETIME SERVICE AWARD!

*Thank you, Tom, for your tireless efforts
advocating for standards and best practices
in the publishing industry.*



IBPA's mission is to lead and serve the independent publishing community by providing advocacy, education, and tools for success. Visit www.ibpa-online.org.

2015 BISG INDUSTRY AWARDS

BISG's annual awards in four categories recognize extraordinary achievement and service in all segments of the publishing industry.

Lifetime Service Award

In recognition of an individual's outstanding work on behalf of BISG over the course of a career.

RECIPIENT

Tom Clarkson's career in book distribution systems began at Ingram Book Company in 1970. During his time at Ingram, he was responsible for implementing the original warehouse management system, the first automated order entry system, and the initial product database. In 1982, he formed a distribution systems consulting group and gained as clients a number of book wholesalers and retailers around the country. He joined Barnes & Noble, Inc. in 1991, where he served as corporate EDI Coordinator; Director of Systems for Barnes & Noble Distribution, and corporate Director of Supply Chain Technology. Tom authored the second edition of the Barnes & Noble vendor guidelines for shipping practices, incorporating BISG recommended standards.



Retiring from Barnes & Noble in 2007, Tom has continued consulting on physical distribution systems, operating as Cumberland Systems Review Group.

Tom has been a member of BISG since the mid-1970s. He served as BISAC Chair, BISAC EDI Coordinator, and member of several BISAC committees. He chaired the BISAC Machine Readable Coding Committee during the transition to ISBN-13. He was co-author of the BISG publication *Guidelines for Shipping Container Labeling*. He is a current member of the Identification Committee.



Firebrand

The Entire Firebrand Team is Proud to Congratulate

Catherine Toolan

Shortlisted for Most Valuable BISG Volunteer

as an active member of BISG's Metadata Committee
and was particularly cited for her work on the ONIX 3.0
Implementation Working Group.

And

Fran Toolan

Shortlisted for BISG's Industry Champion Award

IGNITING | UNITING | INSPIRING

Thank you Fran and Catherine for providing daily inspiration
and selfless dedication to publishing.



BAKER & TAYLOR

the future delivered

Baker & Taylor congratulates

Connie Harbison

Shortlisted for Most Valuable BISG Volunteer Award

Colleague | Tireless Industry Volunteer | BISAC Subject Headings Queen

Thank you for your service to our industry on behalf of Baker & Taylor

MOST VALUABLE BISG VOLUNTEER AWARD

In recognition of the recipient's commitment to solving industry challenges and finding new opportunities by working collaboratively with industry peers.

SHORTLIST

CONNIE HARBISON has been involved in the book industry for over 25 years, starting as a trade book buyer in one of Barnes & Noble's college bookstores. She was with RR Bowker for 13 years, working with data integration and quality. For the past 10 years, Connie has worked as Director of Quality Assurance for Baker & Taylor. She has served as Chairman of the BISAC Subject Committee for the past 11 years. Connie holds a BA and MA in English Literature from The Catholic University of America and a MLS degree from Rutgers University. In addition, she volunteers with local organizations and has served as Treasurer of the Hillsborough Public Library Advisory Board and secretary of the Hillsborough Baseball League for a number of years.



MICHAEL OLENICK, Business Analyst at Bowker, has been an integral member of the Subject Committee since its inception and has recently taken over the leadership of the Thema Working Group. Under his guidance, the Working Group updated the BISAC-to-Thema mapping to reflect the latest editions of each schema. He has also presented the mapping in BISG webcasts and is working with Thema to increase the US coverage in Thema's Geographic Qualifiers.



RICHARD STARK is the Director of Product Data at Barnes & Noble. Since 1999 he has chaired the BISG Metadata Committee. Mr. Stark has been a leader in the development of many book industry standards and practices, including ONIX, the ISBN standard, and BISG's *Best Practices for Product Metadata*. He has worked in bookselling and publishing for over twenty-six years. In addition to his long tenure at Barnes & Noble, he has worked for McGraw-Hill, Muze, Borders, Waldenbooks, and independent bookshops. Mr. Stark was educated at St. John's College in Santa Fe, New Mexico, and in the public schools of the City of New York.



CATHERINE TOOLAN graduated from Drew University after attending colleges in warm weather cities. Her work experience includes stints at AT&T, Bellcore, and Rutgers University. Catherine joined Firebrand Technologies in 2000, after a long absence from the work force to raise her family. She loves managing the Eloquence service and believes it makes a difference in how publishers "get the word out." She enjoys time with family and friends, horseback riding, outdoor activities, single malt scotch, and Indian food.



INDUSTRY CHAMPION AWARD

In recognition of an individual whose efforts have gone beyond the requirements of his or her position to advance the publishing industry while embracing BISG's mission.

SHORTLIST

PETER BALIS is Vice President and Director, Corporate Development, where he works across all of Wiley's business on acquisitions and strategic partnerships. Previously, he was the Vice President and Director of Business Development, Global Digital Books overseeing the sales and strategic development of Wiley's Professional and Development division's global digital book business. He joined Wiley in 2001 with the acquisition of IDG Books. Peter also co-chairs the AAP's Digital Issues Working Group and is on the Executive Board of Directors of BISG. He also teaches an advanced seminar for the Master of Science in Publishing program at New York University's School of Continuing and Professional Studies.



GRAHAM BELL is Executive Director of EDItEUR, responsible for the overall development of EDItEUR's standards and its management services on behalf of other standards agencies (including the International ISBN, ISTC and ISNI agencies). He joined EDItEUR as its Chief Data Architect in 2010, focused on ONIX for Books and other EDItEUR standards for the book and serials sectors. He previously worked for HarperCollins Publishers in the UK as Head of Publishing Systems and has also worked as an editor and in IT roles with Redwood Publishing and BBC Magazines. Graham has over a decade of ONIX for Books experience and is an active member of the BISG Board of Directors.



PATRICIA PAYTON, Senior Manager, Publisher Relations and Content Development, Bowker, is responsible for communicating metadata requirements and best practices to publishers of all sizes. She has experience in retail bookstores as well as international markets. She holds a Master's degree in Library Information Science specializing in Digital Libraries, as well as an MBA. She actively contributes to BISG, AAP, and other industry committees. You can find her on Twitter @Metadata24X7.



FRAN TOOLAN is the founder, President, and "Chief Igniter" of Firebrand Technologies. For more than 20 years, Fran has been working with book publishers to help them improve their businesses through the use of technology. Fran's passion for the book publishing business is exemplified by his constant involvement in industry standards groups as well as by his entrepreneurial approach to adapting Firebrand to the ever changing needs of the industry. Outside of work, Fran spends time with his family, enjoys sailing, hiking, and numerous athletic endeavors. Fran is an officer of BISG's Board of Directors and serves on its Executive Committee.



INDUSTRY INNOVATION AWARD

In recognition of a company or individual who boldly reimagines what publishing is and can be.

SHORTLIST

ATLAS is O'Reilly's innovative end-to-end HTML5-based platform for writing, designing, and production of print and digital books. Its version control system enables collaborative content development, allowing authors and editors to work on a project simultaneously regardless of geographic location. A single content source can be exported to PDF, EPUB, MOBI and HTML. O'Reilly has made their underlying XHTML5 model, HTMLBook, publicly and freely available, and contributed it as one of the source models from which EDUPUB was developed. O'Reilly spreads the knowledge of innovators through its technology books, online services, magazines, research, and tech conferences. Since 1978, O'Reilly has been a chronicler and catalyst of leading-edge development, homing in on the technology trends that really matter and galvanizing their adoption. An active participant in the technology community, O'Reilly has a long history of advocacy, meme-making, and evangelism.



Represented by Sanders Kleinfeld, Director of Publishing Technology, O'Reilly Media.

BIBBLIO curates and delivers learning material based on client needs. It offers a completely new, easy-to-use social space for collecting, consuming, and sharing educational resources. Students and lifelong learners gain access to a world of learning resources while educators, academics, and institutions benefit from a powerful new tool to extend their content, reach, and reputation to a wider audience than ever before. Users can find collections of content on a specific subject or pull together their own content from Bibblio and the web to create their own custom collection.



Represented by Mads Holmen, Co-Founder and Chief Executive Officer.

INKSHARES is a reader-driven publisher that connects writers directly with readers to produce incredible books. Writers start by sharing their book ideas and drafts. Inkshares publishes any work that successfully hits a pre-order threshold on their platform, at which point the author is assigned an editor and a designer. Inkshares handles all aspects of printing, marketing, and distribution into hundreds of independent bookstores as well as Amazon, Apple, and Barnes & Noble, bringing increased professionalism to the self-publishing space.



Represented by Jeremy Thomas, CEO

TRAJECTORY is an intelligent network that connects publishers with its global digital distribution network of ebook retailers, libraries, school, and APP distributors. The platform delivers 300+ international points of distribution representing 230,000+ digital endpoints including every relevant ebook retailer, library distributor, school distributor, and alternative digital sales channel from a single on-boarding point. Trajectory has recently introduced a series of algorithms that are being used to address the book discoverability issue facing the publishing world by powering book metadata enrichment and audience development. The company is focused on multi-lingual natural language processing, semantic analysis, machine and deep learning for the international book trade.



Represented by Jim Bryant, CEO and Co-Founder

BISG'S 2015 INDUSTRY AWARDS JURY

We are very grateful to our Awards Jury who contributed their time and insights to review nominations, and select shortlists and recipients:

JOHN BOHMAN, Vice President, Sales & Customer Operations, Penguin Random House

ANGELA BOLE, Executive Director, IBPA (Independent Book Publishers Association)

SALLY DEDECKER, President, Sally Dedecker Enterprises

SAM DEMPSEY, Vice President, Data Management & Development, Baker & Taylor

ANDREA FLECK-NISBET, Executive Director, Digital Strategy & Operations, Workman Publishing

BILL KASDORF, Vice President, Apex CoVantage

RANDY KLINGER, Metadata Manager, Capstone

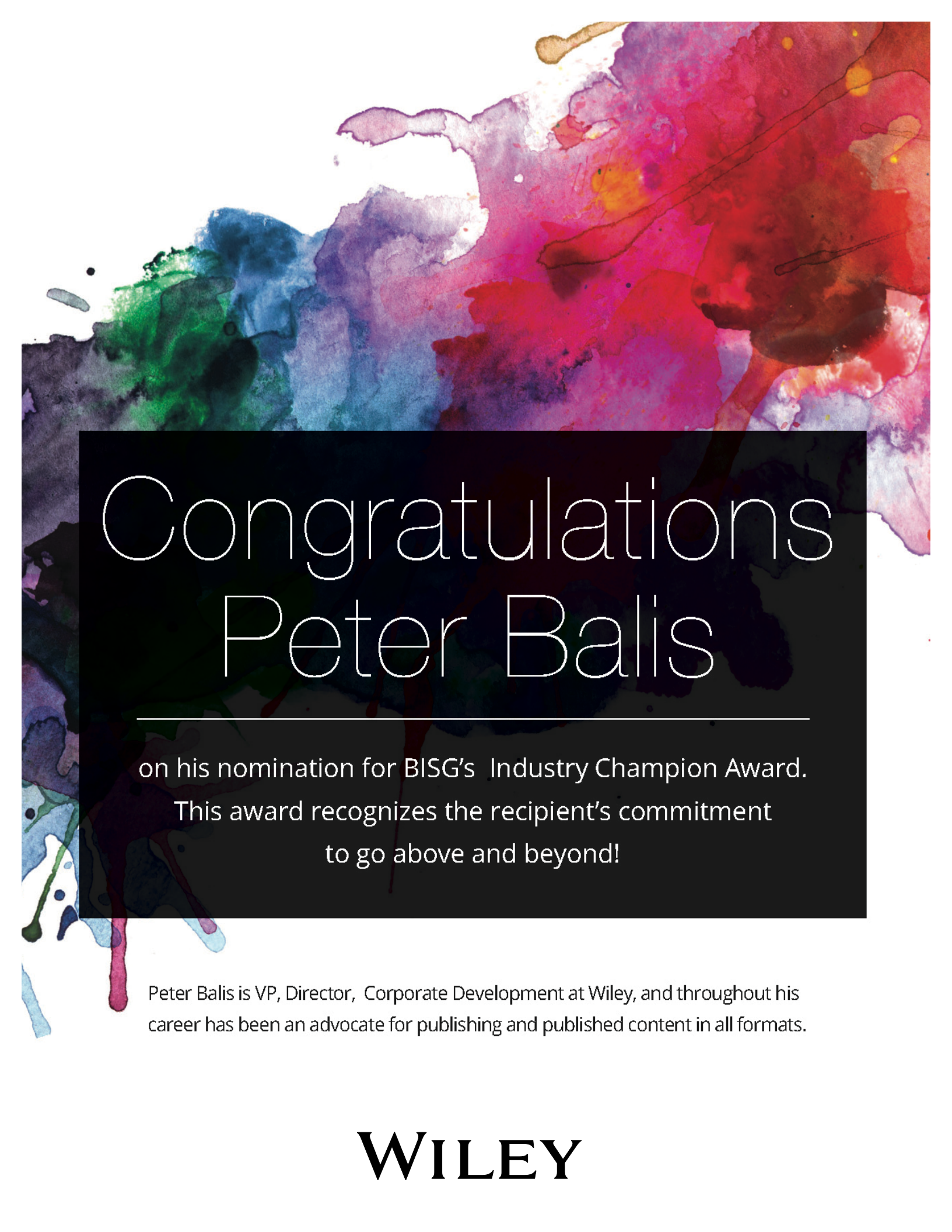
PHIL MADANS, Executive Director, Digital Publishing Technology, Hachette Book Group

MAUREEN MCMAHON, President and Publisher, Kaplan Publishing

JIM MILLIOT, Editorial Director, Publishers Weekly

KEMPTON MOONEY, Director, Research and Analytics, Nielsen Book

EOIN NOBLE, Product Manager, Safari



Congratulations Peter Balis

on his nomination for BISG's Industry Champion Award.
This award recognizes the recipient's commitment
to go above and beyond!

Peter Balis is VP, Director, Corporate Development at Wiley, and throughout his career has been an advocate for publishing and published content in all formats.

WILEY

ABOUT OUR SPEAKERS

MATTHEW BATTLES is a senior researcher with metaLAB (at) Harvard who has written about the cultural dimensions of science and technology for such venues as *The Atlantic*, *The Boston Globe*, *Harper's Magazine*, and *The Wilson Quarterly*. Matthew has published extensively on the history and changing roles of libraries in culture; his book *Library: An Unquiet History* (Norton) is available in eight languages worldwide and has been in print since 2003. In addition, he wrote the official history of Harvard's Widener library, and is a contributor to the *Oxford Companion to the Book*. His most recent book, a technological and cultural history of writing entitled *Palimpsest: A History of the Written Word*, has just been published by W. W. Norton & Company. With metaLAB, Matthew fosters research into the critical and curatorial dimensions of technology in art and culture; advances multidisciplinary, collaborative dimensions of scholarly community; and explores innovative models for publishing.



RICHARD CURRIER has won numerous awards for his work pioneering the design and development of interactive learning technologies. He has published feature articles, columns, and book reviews in national publications. He holds a PhD in Social and Cultural Anthropology from the University of California at Berkeley and has taught at U.C. Berkeley, the University of Minnesota, and the State University of New York at Plattsburgh. His new book, *UNBOUND: How Eight Technologies Made Us Human, Transformed Society, and Brought Our World to the Brink*, has just been published by Arcade Publishing.



NANETTE DELUMPA-ROACH is the Director of Vendor and Product Compliance at Barnes & Noble, where she is responsible for the development and implementation of the B&N Vendor and Product Compliance Program. With over 15 years combined experience in manufacturing, product compliance, and operations, she is committed to the development of collaborative vendor partnerships as a key strategy for organizational growth. Previously, she was Director of Production at Sterling Publishing, and prior to that, she held production management positions at Random House and Golden Books. Nanette has a Master's in Organizational Leadership from Mercy College.



MARK KUYPER joined BISG in June 2015. He has spent nearly thirty years working in the larger publishing ecosystem and has seen the industry from multiple perspectives. He was most recently President and Chief Executive Officer of the Evangelical Christian Publishers Association (ECPA). Prior to his role at ECPA, Mr. Kuyper was an executive at the Christian Retail Association, and prior to that, a sales director for Nav Press. He has extensive experience working with boards and committees, planning and managing a stellar lineup of events, and navigating the changing digital landscape. He has served on the BISG Board for the past ten years. Mr. Kuyper also holds a Certified Association Executive accreditation from the American Society of Association Executives.



STEVE LOHR has covered technology, business and economics for the *New York Times* for more than twenty years. In 2013, he was part of the team awarded the Pulitzer Prize for Explanatory Reporting. He was a foreign correspondent for a decade and served as an editor, and has written for magazines including the *New York Times Magazine*, the *Atlantic*, and the *Washington Monthly*. He is the author of *Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else* (Harper Business, 2015), which examines the field of data science and decision-making. He is also the author of a history of software and computer programming, *Go To* (Basic Books, 2001).



CAROLYN REIDY has been President and CEO of Simon & Schuster, Inc. since January 2008 and has published Hilary Rodham Clinton, Stephen King, Walter Isaacson, Doris Kearns Goodwin, and Robert Sabuda. She has developed innovative ventures with external partners, including the 2013 launch of Bookish, an industry-wide book discovery and marketing site, and the 2012 launch of Archway Publishing, a self-publishing service provider. She publishes books for diverse audiences all over the world while growing Simon and Schuster's leadership. She is on the Boards of Directors of the Association of American Publishers and the National Book Foundation and was named one of "The 50 Women to Watch" by the Wall Street Journal in 2007. (Image by David Jacobs via Indiana University Bloomington)



ANDREW SAVIKAS is the President and CEO at Safari. He sits on several boards, including the Book Industry Study Group, where he is a member of the Executive Committee, and is on advisory boards for Bookshare, MIT Press, and the University of Michigan Press. Previously, Andrew led the digital publishing and ebook program and strategy for O'Reilly Media as VP of Digital Initiatives, and was a Program Chair for the Tools of Change for Publishing conference. Andrew holds a B.S. in Media Studies from the University of Illinois at Urbana-Champaign, and an MBA from Northeastern University in Boston. He speaks frequently on digital publishing and ebooks, and is also the author of *Word Hacks: Tips & Tools for Taming your Text*.



Congratulations, Tom!

2015 Lifetime Service
Award Recipient



And most of all, thank you.

On behalf of BISG
and the
Executive Committee of the Board of Directors

Distribution systems and supply chain expert | Colleague | Volunteer | Mentor | Friend

BISG
BOOK INDUSTRY STUDY GROUP

What are your Content Pain Points?

SPI Global is working on a broad range of Enrichment and Technology Solutions including:

- **eBooks & Transformation:** Content Development, Editorial, Typesetting, Transformation, Rights & Permissions and eBooks (EPUB3, EduPub, XML, HTML5, DocBook, DITA, NLM, JATS and more)
- **Mobile & Digital:** Design, HTML5, Widgets, Interactive Media, Assessments, Accessibility, and Course Production
- **Enrichment & Analytics:** Semantics, Mining, Engineering, Data Analytics, Migration, Metadata, Taxonomy and QA/Testing
- **Technology & Platforms:** Content Authoring, Workflow, NLP, Concept & Pattern Recognition, Online Proofing, Dashboard & Project Tracking, Validation, OCR
- **Support & Project Management:** Customer Support, Social Media Support, Order Fulfillment & Management, Project Management, SME Support, Peer Review, Author Support, Marketing Support

SPI Global's services includes:

- eBooks
- Content Enrichment
- eLearning and New Media
- PreK-20 Content Development
- Editorial & Typesetting
- Content Technology and Migration
- Testing and QA
- Rights & Permissions
- Marketing Services Support
- Customer Support

SPI Global will be at the Frankfurt Book Fair from October 14-16. To schedule a meeting in Frankfurt or for a chat before, please email us at content@spi-global.com.

ABOUT OUR SPONSORS

DIAMOND SPONSOR

SPi GLOBAL is one of the world's largest and most diversified Business Process Outsourcing (BPO) service providers in terms of clients, geographic presence, and capabilities. It has defined the highest standards of excellence together with its clients for Knowledge Process Outsourcing (KPO) and Customer Relationship Management (CRM). Its global team of over 18,000 dedicated BPO professionals makes this possible. SPi Global provides domain expertise in the Customer Interaction, Healthcare, and Publishing markets. It also provides services across a wide range of industries, including banking and financial services, government, information technology, media, not-for-profit organizations, retail, and travel. Through SPi Global's key competencies, it supports the vibrant BPO industry worldwide.



PLATINUM SPONSORS

BOWKER is the world's leading provider of bibliographic information and management solutions designed to help publishers, authors, and booksellers better serve their customers. Creators of products and services that make books easier for people to discover, evaluate, order, and experience, Bowker is the official ISBN Agency for the United States and its territories and Australia. Follow them on Twitter: @Bowker.



INGRAM CONTENT GROUP is the world's largest and most trusted distributor of physical and digital content. Thousands of publishers, retailers, and libraries worldwide use of its products and services to realize the full business potential of books, regardless of format. Ingram has earned its lead position and reputation by offering excellent service and creating innovative, integrated solutions. Ingram's customers have access to best-of-class digital, audio, print, print-on-demand, inventory management, wholesale, and full-service distribution programs.



GOLD SPONSOR

MEDIA SERVICES GROUP (MSGL) has provided software solutions to the publishing industry since 1985. Over the years, MSGL's product portfolio has evolved to meet the ever-changing needs of publishers as they've embraced the web, ecommerce and cloud-computing. MSGL offers the ability to implement a strong digital strategy by using their Élan Publishing Business System as an enterprise-wide solution.



FRIEND SPONSOR

QUARTO PUBLISHING GROUP USA represents a dynamic group of imprints dedicated to providing quality and excellence to its readers.



MEDIA SPONSORS



**PUBLISHING
PERSPECTIVES**

BOOK INDUSTRY STUDY GROUP

annual report

2014–2015

*Facilitating innovation and shared solutions for the benefit
of all companies and practitioners who create, produce,
and distribute published content.*



STANDARDS AND BEST PRACTICES

BISG's standards and best practices work is undertaken primarily through its many committees and working groups. All committees are open to all BISG members; BISG relies on its members' generous donations of time and experience to develop standards, best practices documents, implementation guides and other resources for the benefit of the entire publishing ecosystem. Active committees typically meet monthly or quarterly; their many working groups meet more frequently.

Committee activities are coordinated at a strategic level by the BISG Coordinating Council, which is composed of the Coordinating Council chair (Beat Barblan, Bowker), all committee chairs, and BISG staff.

COMMITTEE ACTIVITIES

Content Structure Committee

The **Content Structure Committee** (chaired by Bill Kasdorf, Apex CoVantage) develops best practices for representing book content, whether destined for print or digital output and delivery.

The Content Structure Committee remained very active during the past fiscal year:

- The **EDUPUB Working Group** was formed in fall 2014, and completed its initial deliverable of creating the *Getting Started with EDUPUB* guide, published in July 2015 as a free PDF and EPUB document available from the BISG website.
- The **Accessible Publishing Working Group** was also formed in fall 2014, and continues to make good progress on its *Quick Start Guide to Accessible Publishing*, due out in fall 2015.
- The **EPUB 3 Grid Working Group** continued regular updates to the EPUB 3 Grid at EPUBTest.org, working in close partnership with the IDPF and DAISY Consortium. Major advancements in testing for accessibility were made in the past year, and the Grid continues to be a top industry resource for EPUB 3 conformance.

EDI Committee

BISG's **EDI Committee** creates and support electronic data interchange documents and best practices resources used by the US book industry to help remove friction from transactions between publishers, wholesalers, distributors, and their downstream trading partners. This committee is currently on hiatus.

Identification Committee

The **Identification Committee** (chaired by Phil Madans, Hachette Book Group USA) monitors, reviews, and develops best practices for the use of identifier standards in the book industry; and contributes to the development and implementation of new ones.

In the 2014-2015 fiscal year, the ID Committee:

- Monitored the International Standards Organization (ISO) revision of the ISBN standard; BISG was represented on the ISO ISBN Revision Working Group by Phil Madans, ID Committee Chair.
- Formed a working group to add a map of distribution identifiers to the *Guide to Identifiers*, to be published in fall 2015.

- Conducted research into existing models for a work-level identifier seen in various media sectors, primarily through guest presentations at committee meetings. The results of these presentations are being used to identify the distinct needs and business cases for a work-level identifier for the publishing industry.

Manufacturing and Distribution Committee

The **Manufacturing and Distribution Committee** (chaired by Shayna Webb Dray, Kaplan Publishing) investigates and formulates methods that increase the efficiency of print book manufacturing and distribution processes.

In the past fiscal year, BISG paused work on prior M&D Committee initiatives to investigate and refocus the committee based on the industry's current needs. To that end, BISG worked with the Book Manufacturers' Institute (BMI) to create and distribute a survey to identify the primary pain points felt by the manufacturing and distribution sectors in early spring 2015. BISG then held a Manufacturing & Distribution Summit in April 2015 at the BMI Managers' Conference to gain further insight on the needs of the M&D community.

After the resignation of Joe Upton (Edwards Brothers Malloy) from his role as chair, BISG welcomed Shayna Webb Dray to fill this role in summer 2015. The committee will meet on October 8, 2015 to begin setting new priorities using the research from the survey and summit as a guide.

Metadata Committee

The **Metadata Committee** (chaired by Richard Stark, Barnes & Noble) oversees the development and maintenance of the ONIX for Books standard in the US market and acts as a forum for discussing metadata in general, sharing ideas and solutions across a broad spectrum of member companies, including both data senders and recipients.

In addition to contributing to ongoing maintenance of ONIX for Books, the Committee formed two new working groups in the past year, and contributed to another:

- The **ONIX 3.0 Implementation Working Group** was formed to develop tools to assist the US book industry's transition for ONIX 2.1 to 3.0. The group published a major update to the *Product Metadata Best Practices* in spring 2015, followed by the *ONIX 3.0 Implementation Grid, Version 1.0* in June 2015.
- The **Schema.org Working Group** was formed to identify relationships between two metadata standards—ONIX for Books and Schema.org, the standard for markup language used by most modern browsers. The group continues to make progress on an ONIX to Schema.org mapping, expected to be completed in fall/winter 2015.
- The committee jointly oversaw and provided feedback to the new **Educational Taxonomy Working Group** (see description under the Subject Codes Committee recap).

Rights Committee

BISG's Rights Committee (chaired by Ashley Mabbitt, John Wiley & Sons) addresses points of friction in the management of rights and rights data.

During the past fiscal year, BISG relaunched the Rights Committee and welcomed Ashley Mabbitt as the new chair, who quickly began heading up new work:

- The **Rights Standards Working Group** was formed to conduct research to better understand how to meet the industry's rights management needs and the role of standards to ease friction in the area. The group completed a survey to identify pain points and opportunities as seen by rights stakeholders and will follow up with interviews to assess actionable resolutions.

Subject Codes Committee

BISG's Subject Codes Committee (chaired by Connie Harbison, Baker & Taylor) maintains the **BISAC Subject Headings**, Merchandising Themes, and Regional Themes, and provides guidance on the implementation and use of the lists by publishers, retailers, and other interested parties.

The 2014-2015 fiscal year brought significant and important changes to BISAC: through a process that involved in-depth BISG industry research, two town-hall style meetings, and lengthy discussions within and outside of Subject Codes Committee meetings, a process was laid out for adding new sections for young adult fiction and young adult nonfiction codes to the BISAC lists. The committee continues to work diligently to complete the work necessary to create these new sections, which will be available for use with the publication of the 2015 edition in the fall.

In addition to the YA changes, the committee formed the **Educational Taxonomy Working Group**, working jointly with the Metadata Committee to create a taxonomy of key terms describing learning objectives. This taxonomy and a corresponding document, *Recommendations for Citing Educational Standards & Objectives* were published in June 2015.

PRODUCT DATA CERTIFICATION PROGRAM (PDCP) RELAUNCH

Throughout the 2014-2015 fiscal year, BISG staff worked with BookNet Canada to plan and develop a replacement to BISG's former Product Data Certification Program (PDCP). Through the previous program, ONIX data files were manually evaluated by a certification panel managed, supervised, and supported by BISG. The panel comprised representatives from leading data recipients in North America, including Baker & Taylor, Barnes & Noble, Bowker, Ingram, and the Library of Congress.

The new program, which launched in beta in early September, utilizes BookNet Canada's Biblioshare platform to provide a more automated system through which publishers can check the quality of their ONIX metadata files, and receive feedback more quickly based on a more transparent, objective, and consistent method for evaluation than was previously attainable. Formal certification will be rolled out in a secondary phase. Once tested, the program is expected to launch to all BISG members later this fall. *If you are interested in being a part of the beta test group or for more information, please contact Julie Morris at Julie@bisg.org.*

EDUCATION AND EVENTS

Each year, BISG offers a robust program of BISG-branded events and participates in other notable industry events and conferences. In FY 2014–2015, BISG offered content designed to help members and other stakeholders understand the value of data and metrics in making business decisions, develop professional skills, and better understand the continually unfolding digital transformation being experienced by the publishing sector.

CONFERENCES

- **2014 Annual Meeting of Members** | September 19, 2014 | NY, NY
- **BISG's Higher Education Conference 2015: Adapt, Learn, Innovate** | April 28, 2015 | NY, NY
- **Making Information Pay 2015: How Standards Empower Innovators** | May 28, 2015 | NY, NY
- **BISG and NISO at ALA Annual Conference: The Changing Standards Landscape** | June 26, 2015 | San Francisco, CA.

PROFESSIONAL DEVELOPMENT

- **EBOOK NINJAS Workshops in Ebook Development with Joshua Tallent:** Five full-day, in-person workshops in New York, Austin, and Chicago
- **ONIX Training Workshops with Graham Bell:** Annual in-person, day-long workshops in ONIX in NYC and Boston

BISG SUMMITS AND TOWN HALL MEETINGS

These focused, three-hour events feature presentations on topics of interest to the BISG community, solicit feedback from BISG members, or explore industry needs in a specific area. The 2014-2015 program included:

- **Reading Data Analytics** | Jul 22 2014 | NYC.
- **Digital Subscription and Publishing Models** | Oct 23, 2014 | NYC
- **EDUPUB: Unlocking the Potential of Digital Content for Education** | Dec 4, 2014 | NYC
- **BISG Town Hall Meetings on BISAC Children's Subject Codes** | Mar 13 & 20, 2015 | NYC and via webcast
- **Manufacturing & Distribution Summit** | April 28, 2015 | BMI Managers' Conference, Orlando, FL
- **Metadata: Raise the Standard with ONIX 3.0 and Data Certification** | May 8, 2015 | NYC

BISG WEBCASTS

BISG hosted 13 webcasts in FY 2014-2015:

- **Fonts for Ebooks**, Presented by Lucy Albanese, Design Director, HarperCollins Publishers

- **Part 2 in BISG's Common Core Webcast Series: The Impact of Common Core**, Presented by Sarah Garland, Executive Editor, The Hechinger Report and Patricia Payton, Senior Manager of Publisher Relations and Content Development, Bowker
- **Part 2 in BISG's Common Core Webcast Series: Product Development and Common Core State Standards**, Presented by Ashley Andersen Zantop, Group Publisher and General Manager, Capstone, Patricia Payton, Senior Manager of Publisher Relations and Content Development for Bowker; and Emma Williams, Collection Development Manager, Booksource
- **Part 3 in BISG's Common Core Webcast Series: Recommendations for Citing Common Core in Metadata**, Presented by Connie Harbison, Director of Quality Assurance, Baker & Taylor; Patricia Payton, Senior Manager of Publisher Relations and Content Development, Bowker; and Josh Weiss, VP, Managing Editorial/Digital Publishing Services, HarperCollins Children's Books
- **XBITS: Recommendations for Implementation**, Presented by Diane Degener, IT Business Analyst and Project Manager, Courier Corporation
- **ONIX for Books: Migrating from ONIX 2.1 to 3.0**, Presented by Graham Bell, Executive Director, EDItEUR (offered three times)
- **BISAC Subject Headings, 2014 Edition**, Presented by Connie Harbison, Director of Quality Assurance, Baker & Taylor
- **BISG's Educational Taxonomy**, Presented by Connie Harbison, Director of Quality Assurance, Baker & Taylor; and Patricia Payton, Senior Manager of Publisher Relations and Content Development, Bowker
- **Best Practices for Book Metadata**, Presented by Alex Ingram, Standards Editor, EDItEUR
- **BISAC to THEMA Mapping**, Presented by Michael Olenick, Business Analyst, Bowker

RESEARCH AND INFORMATION

In FY 2014-2015, BISG continued to focus its research efforts on collecting sound industry data through partnerships with organizations including the American Library Association and Nielsen Book.

All research reports are available for purchase or download via the BISG website (<https://www.bisg.org/publications>); as is the case with all BISG products and services, members receive substantial discounts.

RESEARCH PUBLICATIONS

- **BookStats:** A joint venture with the Association of American Publishers, *BookStats* provided a comprehensive view of the size and scope of book publishing in the US, including the only reliable means for understanding the ebook growth rate. The *BookStats* Volume Four PDF Annual Report, containing extrapolated US publisher sales data for calendar years 2008-2013, was published in August 2014.

After four years, the AAP and BISG elected not to continue this joint venture into FY 2016.
- **Student and Faculty Attitudes Toward Content in Higher Education:** BISG published two new reports in the *Student Attitudes Toward Content in Higher Education* series (now in its sixth year), and one new report in its companion project, *Faculty Attitudes Toward Content in Higher Education*. These ongoing studies continue to track transformational changes in the way students learn and instructors teach, along with the declining role of the traditional print textbook and increased reliance on digital learning systems.
- **Digital Books and the New Subscription Economy:** BISG's landmark study *Digital Books and the New Subscription Economy* was published in September 2014. An executive summary of the findings was also made available in January 2015. This critical research project helps BISG members make sense of how content producers and others in the publishing value chain are evaluating and interacting with new, subscription-based distribution models.
- **Digital Content in Public Libraries:** In partnership with ALA, BISG launched the first major survey of public library patrons to focus on their attitudes toward and usage of digital content. The survey was fielded in spring 2015, and results were presented at the ALA Annual Conference. A report of the results will be published in late September 2015.
- **International Markets:** BISG launched a new series of research reports intended to help US publishers optimize their business in international markets. The first in this series, *International Markets: Doing Business in Brazil*, was published in August 2015. The report includes data on the size of the Brazilian book business, key demographic and economic factors, Brazilian book buyers' current interest in and acceptance of digital formats, the state of standards in Brazil, and the unique opportunities and challenges publishers can expect when engaging there. Thanks to the generous support of our sponsors, the report is free to BISG members.

NEW MEMBERS FY 2014-2015

BISG welcomed 35 new members during FY 2014-2015:

Adobe: Global leader in digital marketing and digital media solutions.

AMAC Accessibility Solutions: Integrates a full range of services and technology into easy, timely, cost-effective accessibility solutions that work.

Bluebottlebiz: Worldwide digital platform where publishers can offer their content to business professionals (like you!) who are searching for business solutions and ideas.

Capstone: A leading publisher of children's books in nonfiction and fiction, digital products and services and literacy programs.

Cheryl Dickemper: Collection Development Manager at The Booksource.

Classroom Library Company: An educator owned and operated company that publishes and distributes educational media correlated to the new Common Core Standards.

Codex Group: The leader in book audience research and pre-publication testing

Columbia University Press: A scholarly press that seeks to enhance Columbia University's educational mission by acquiring and publishing outstanding original works

DAISY Consortium: A global consortium of organizations that pools and coordinates resources to contribute to the development of open international standards and creating the best way to read and publish, enabling everyone equal access to information and knowledge regardless of disability.

Digi-EXPress: A global provider of consulting, automation and rights management for publishers, self-publishers, media companies and rights agents - including a patented suite of SaaS cloud-based software technologies and "best-practice" processes for copyright registration, permissions acquisition, copyright clearance, rights licensing and contract management.

Draft2Digital LLC: Provides a simple process to turn authors' documents into professionally-formatted ebooks and release them through all the industry's most powerful sales channels.

EBOUND Canada: A not-for-profit organization with the purpose of advancing digital engagement and enabling publishers to engage in the digital marketplace.

Health Administration Press: One of the largest publishers of books and journals on health services management and practitioners, and textbooks for college and university courses.

Highlights Press publishes activity books, innovative formats, craft books, joke books, and seasonal titles, and publishes high quality fiction and non-fiction titles under a range of imprints.

Inscribe Digital: Provides customized solutions for production, conversion, distribution to a variety of global retailers and eReading devices, and marketing, and sales reporting and analytics to our partners.

Lerner Publishing: One of the nation's largest independently owned children's publishers, offering nonfiction and fiction books and digital content for grades K-12 with more than 5,000 books in print.

Little Bee: A children's book publisher dedicated to making creative and fun books for ages 0-12.

Market Partners International: A consulting firm that caters to the rapidly changing needs of traditional and online book publishing.

Matthew Smith: Designer and publisher at arenotbooks.com.

MIT Press: One of the largest university presses in the world, producing rigorous and innovative information products, publishing over 200 new books and 20 journals annually.

MLA (Modern Language Association): Promotes the study and teaching of languages and literatures through its programs, publications, annual convention, and advocacy work.

Mofibo: A leading subscription service for ebooks and audio books.

MPS North America: Global leader of high-quality publishing solutions that cover every stage of the author-to-reader publishing process.

Nicholas Day: Bookshop worker in Perth, Australia.

Nicole Gaines: NIMAC & Digital Accessibility Manager, American Printing House for the Blind.

Pierce County Public Library: A system of 18 libraries that bring people together, enrich lives and provide children and adults with opportunities to learn.

RAILS (Reaching Across Illinois Library System): One of two multi-type regional library systems in the state; membership includes academic, public, school, and special libraries.

Robert Kasher: VP Business Development, Firstsource.

Rosetta Books: The leading independent ebook publisher, annually selling over 1,000,000 ebooks worldwide

Sage Publications: Founded 50 years ago, SAGE is an independent company that publishes journals, books, and library products for the educational, scholarly, and professional markets.

Scholastic: Leading U.S. publisher and education and media company known for publishing, selling, and distributing books and educational materials for schools, teachers, parents, and children.

SPi Global: Empowers leading book publishers to maximize the value of their content online and offline by infusing technology, know-how, and innovation into their businesses.

Steven Furr: Director, Global Distribution Services, Author Solutions.

Toronto Public Library: The largest public library system in Canada, and the world's busiest urban library system, with 100 branches and 18.5 million annual users who borrow over 32 million items.

University of Hawaii Press: Academic publisher of books and journals, especially in Asian and Pacific studies; part of the University of Hawaii.

BISG BOARD OF DIRECTORS

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Bill Trippe | Director of Technology | MIT Press
Andrew Weinstein | VP, Content Acquisition | Scribd

**Also members of the Executive Committee*

¹ *Board Member Elect*

² *Completing term*

SPONSORS OF BISG WORK FY 2014-2015

American Library Association

- *Digital Content in Public Libraries* (Research Partner)

Baker & Taylor

- *Digital Content in Public Libraries*
- *International Markets: Doing Business in Brazil*

Baker Publishing Group

- *Digital Content in Public Libraries*

Barnes & Noble College

- *Faculty Attitudes and Student Attitudes Toward Content in Higher Education V5*

Bert Davis Executive Search

- 2014 Annual Meeting of Members

Bowker

- 2014 Annual Meeting of Members
- BISG's Higher Ed Conference 2015
- *International Markets: Doing Business in Brazil*
- Metadata Summit
- Webcasts: BISG's 3-part Common Core series

Cengage Learning

- *Faculty Attitudes* (lead sponsor) and *Student Attitudes Toward Content in Higher Education V5*

Firebrand Technologies

- 2014 Annual Meeting of Members
- eBook Ninjas Ebook Production and Quality Assurance Workshops
- *International Markets: Doing Business in Brazil*
- ONIX Training with Graham Bell

Follett

- *Faculty Attitudes and Student Attitudes Toward Content in Higher Education V5*

GiantChair

- Metadata Summit
- Webcast: Best Practices for Product Metadata

Gutenberg Technologies

- 2014 Annual Meeting of Members
- Reading Data Analytics Executive Lunch

Ingram Content Group

- 2014 Annual Meeting of Members
- *Digital Content in Public Libraries*
- *International Markets: Doing Business in Brazil*

Kaplan Publishing

- *International Markets: Doing Business in Brazil*

Kobo

- *International Markets: Doing Business in Brazil*

Macmillan Higher Education

- *International Markets: Doing Business in Brazil*

McGraw-Hill Education

- *Faculty Attitudes and Student Attitudes Toward Content in Higher Education V5*

Media Services Group

- 2014 Annual Meeting of Members

Media Services Group

- BISG's Higher Ed Conference 2015

MIT Press

- *International Markets: Doing Business in Brazil*

Penguin Random House

- *International Markets: Doing Business in Brazil*

Publishers Weekly

- BISG's Higher Ed Conference 2015
- *Digital Content in Public Libraries*

Quarto Publishing Group USA

- 2014 Annual Meeting of Members
- *International Markets: Doing Business in Brazil*

ReaderLink

- *International Markets: Doing Business in Brazil*

Roman & Littlefield Publishers

- *Digital Content in Public Libraries*

Safari

- *International Markets: Doing Business in Brazil*

Sally Dedecker Enterprises

- *International Markets: Doing Business in Brazil*

Sony DADC

- *Digital Content in Public Libraries*

SPi Global

- BISG's Higher Ed Conference 2015

Vitalsource Technologies, Inc.

- BISG's Higher Ed Conference 2015

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ABOUT BISG



The Book Industry Study Group, Inc. (BISG) is the book industry's leading trade association for policy, standards, and research. The mission of BISG is to facilitate innovation and shared solutions for the benefit of all companies and practitioners who create, produce, and distribute published content, and the organizations that support them. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians, and others engaged in the business of print and electronic media.

For more than thirty-five years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community.

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