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BOOK INDUSTRY STUDY GROUP

Removing Friction from the Book Industry

IDPF Conference| June 5, 2012 | BookExpo America

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To create a more informed, empowered, efficient book industry.

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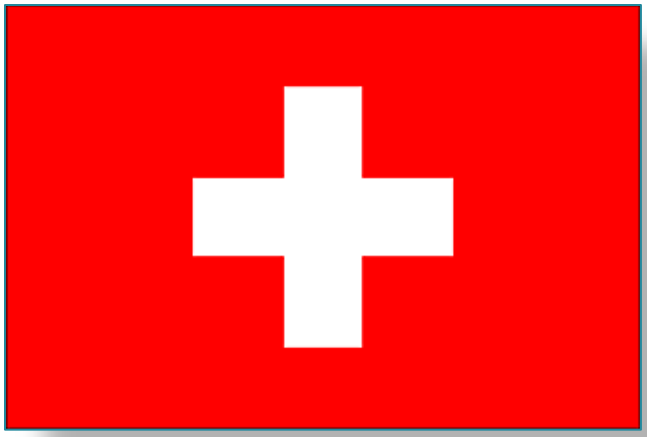

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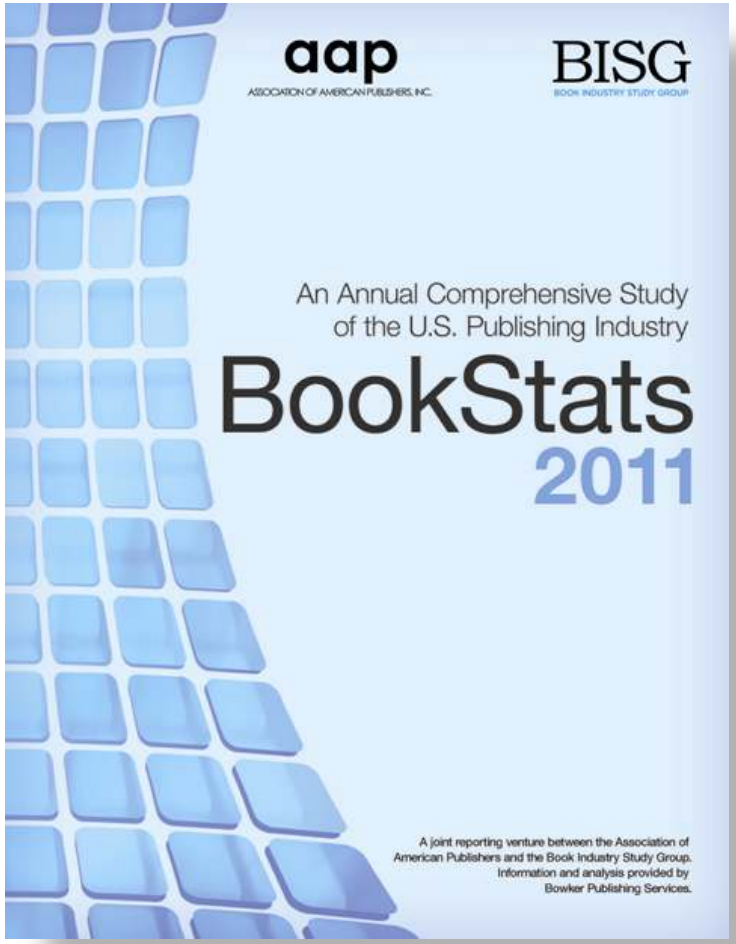

- Tracking publisher net sales and units in partnership with AAP
- $14.8 billion in source data
- 1,963 publisher participants from all publishing sectors

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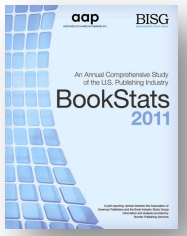
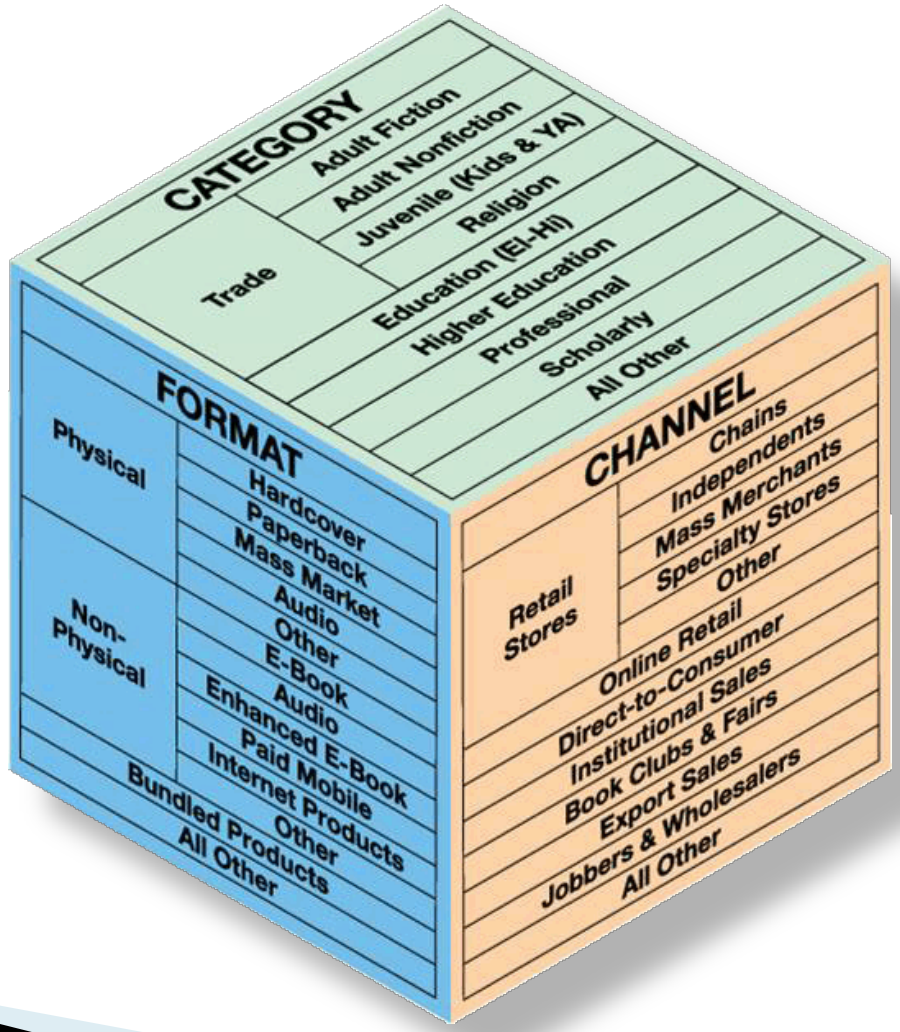


BookStats Data Cube



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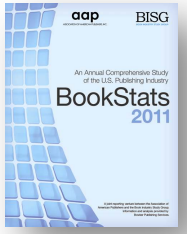

Total Market Results

$27,940,535,676

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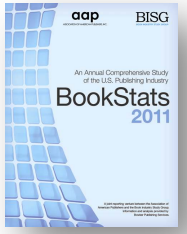

Total Market Results

2,570,791,667

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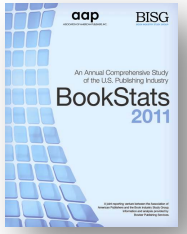
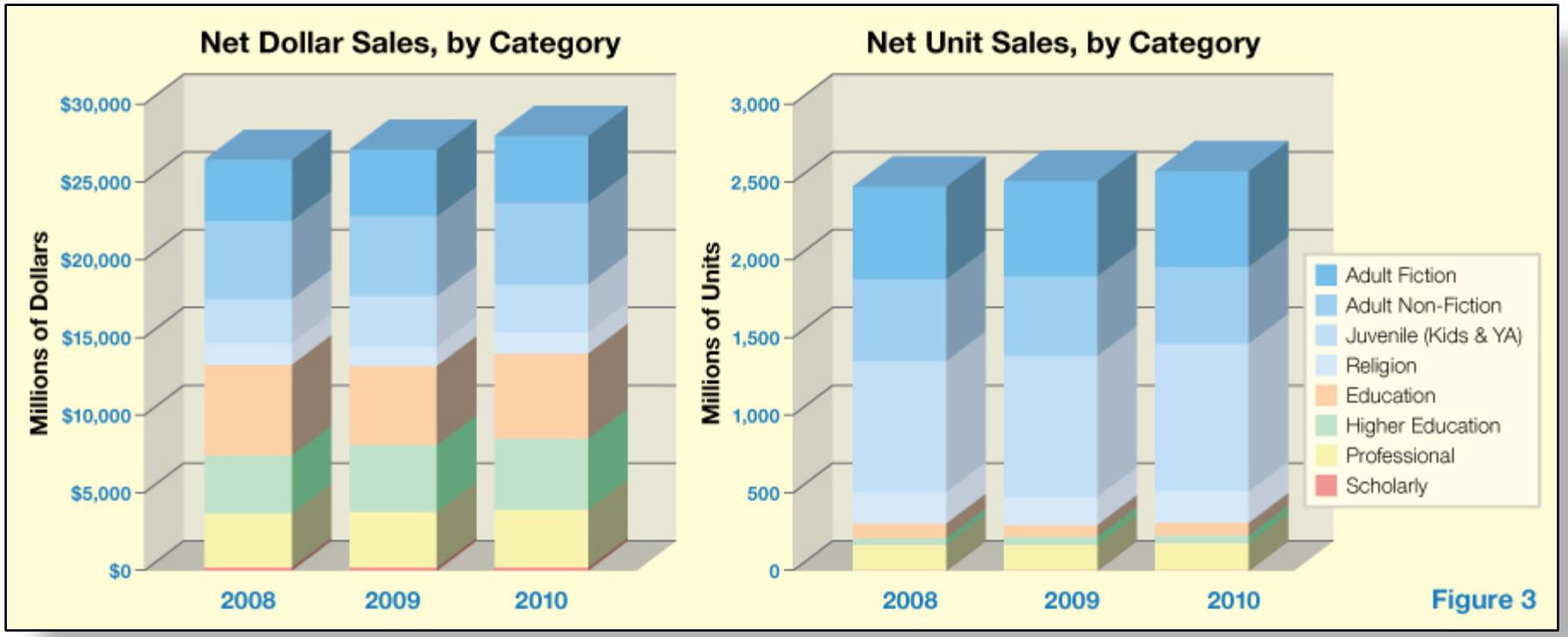


Total Market Results



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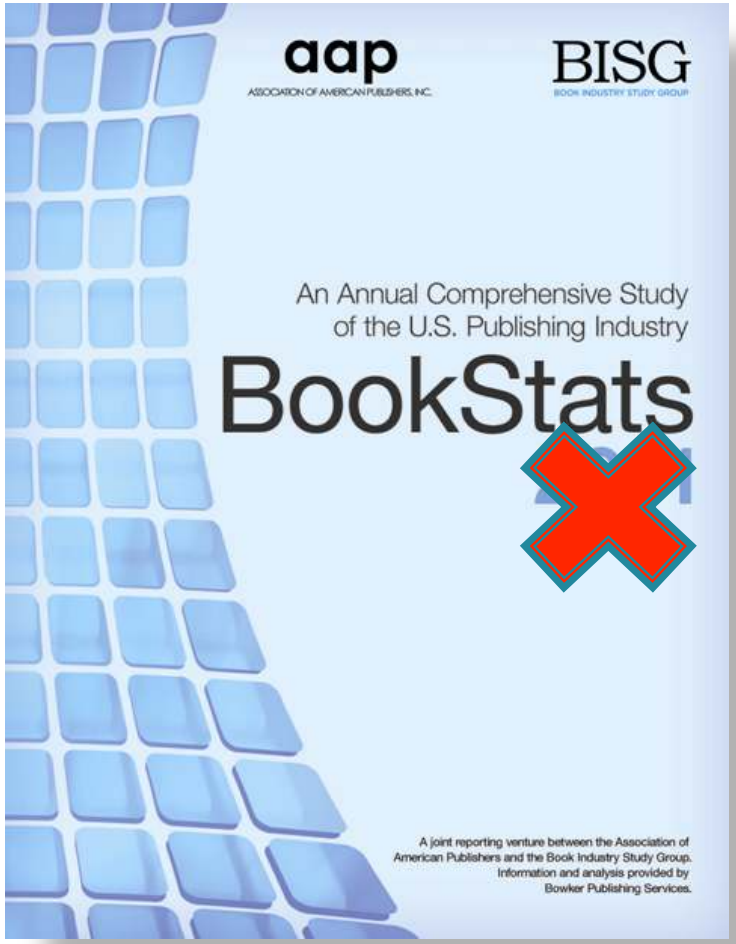

BookStats 2012 Preview!

Rom 1E11 - 2 p.m.

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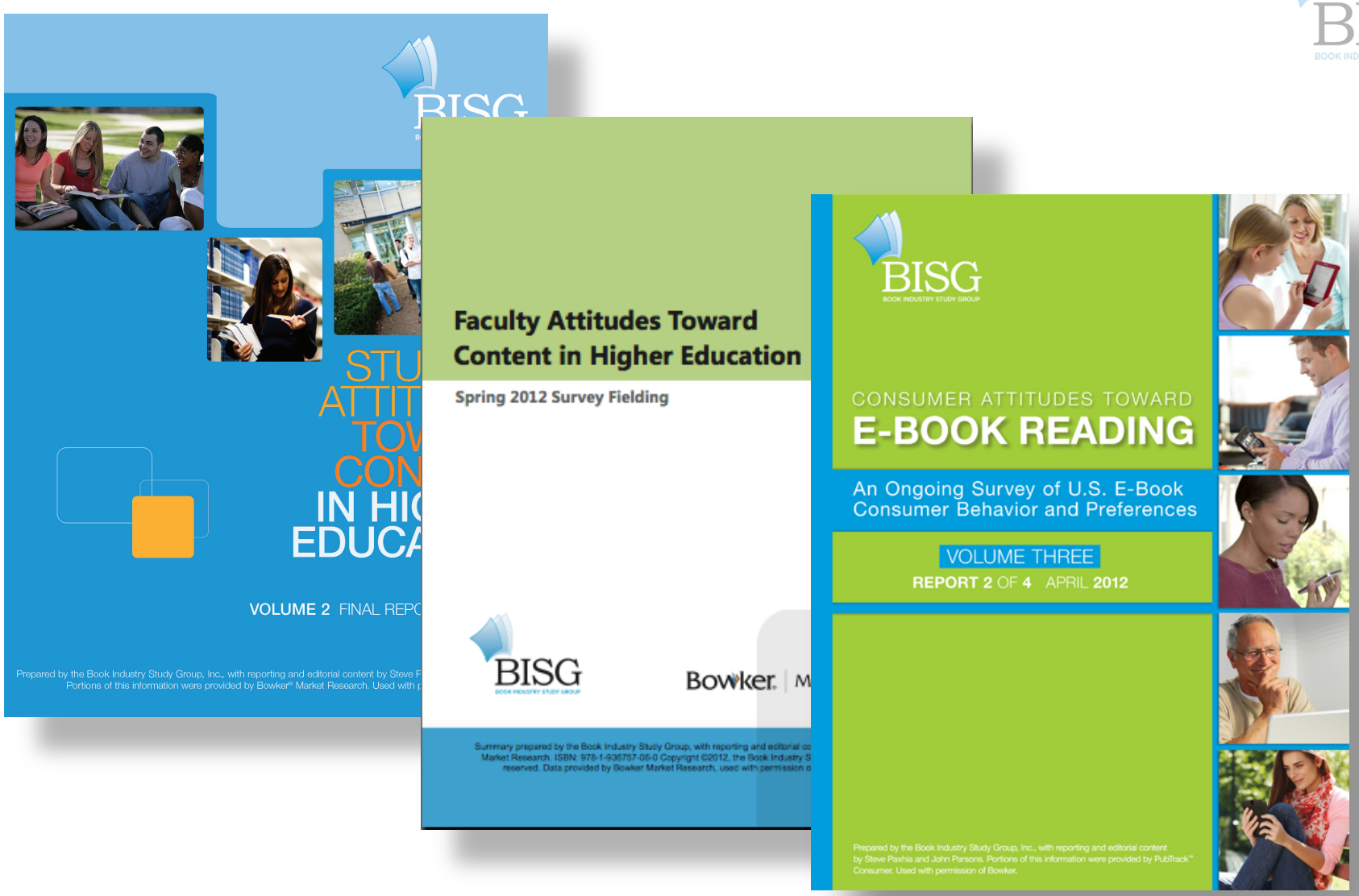

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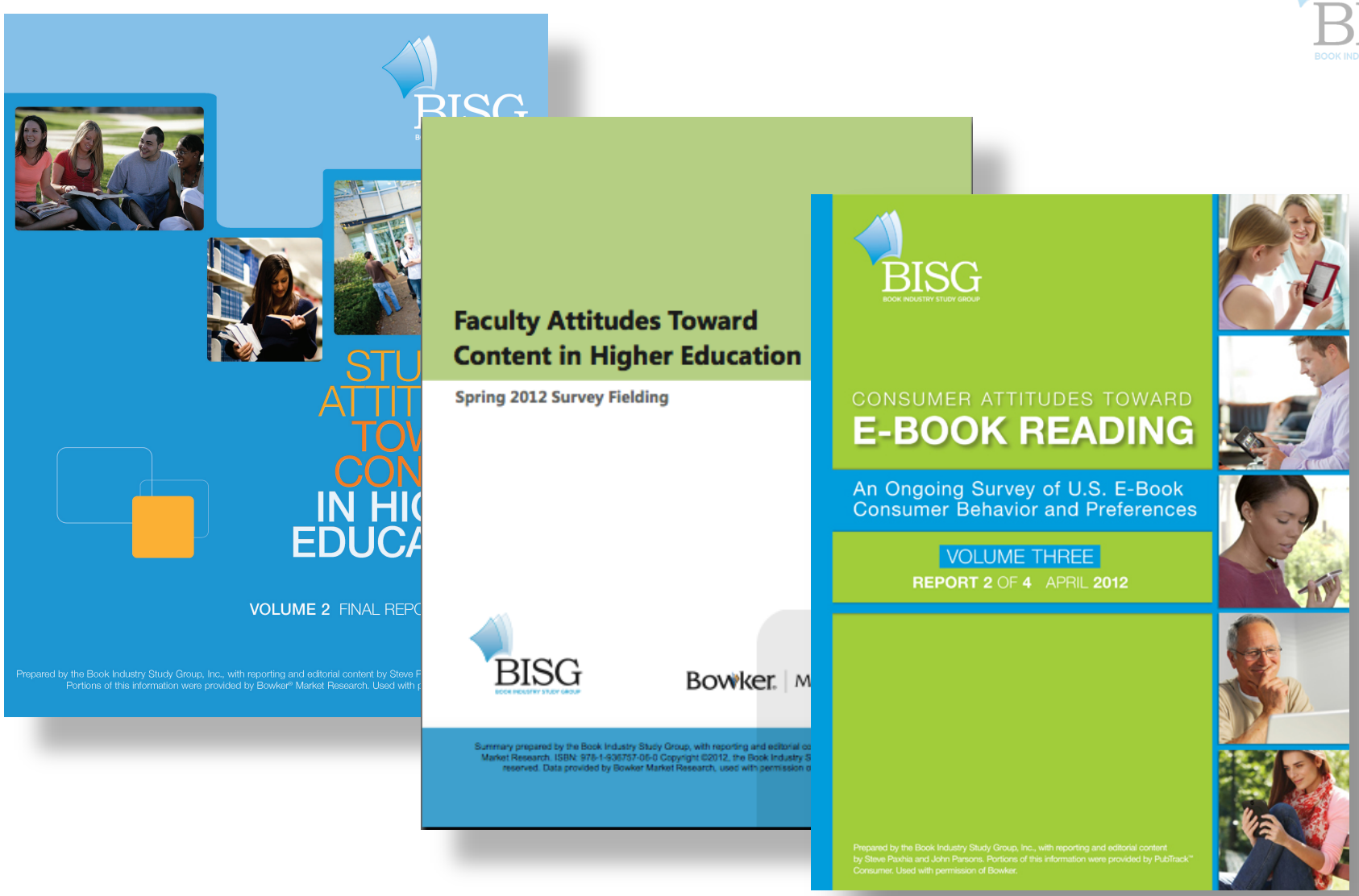

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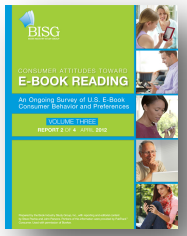

Consumer Purchases by Format

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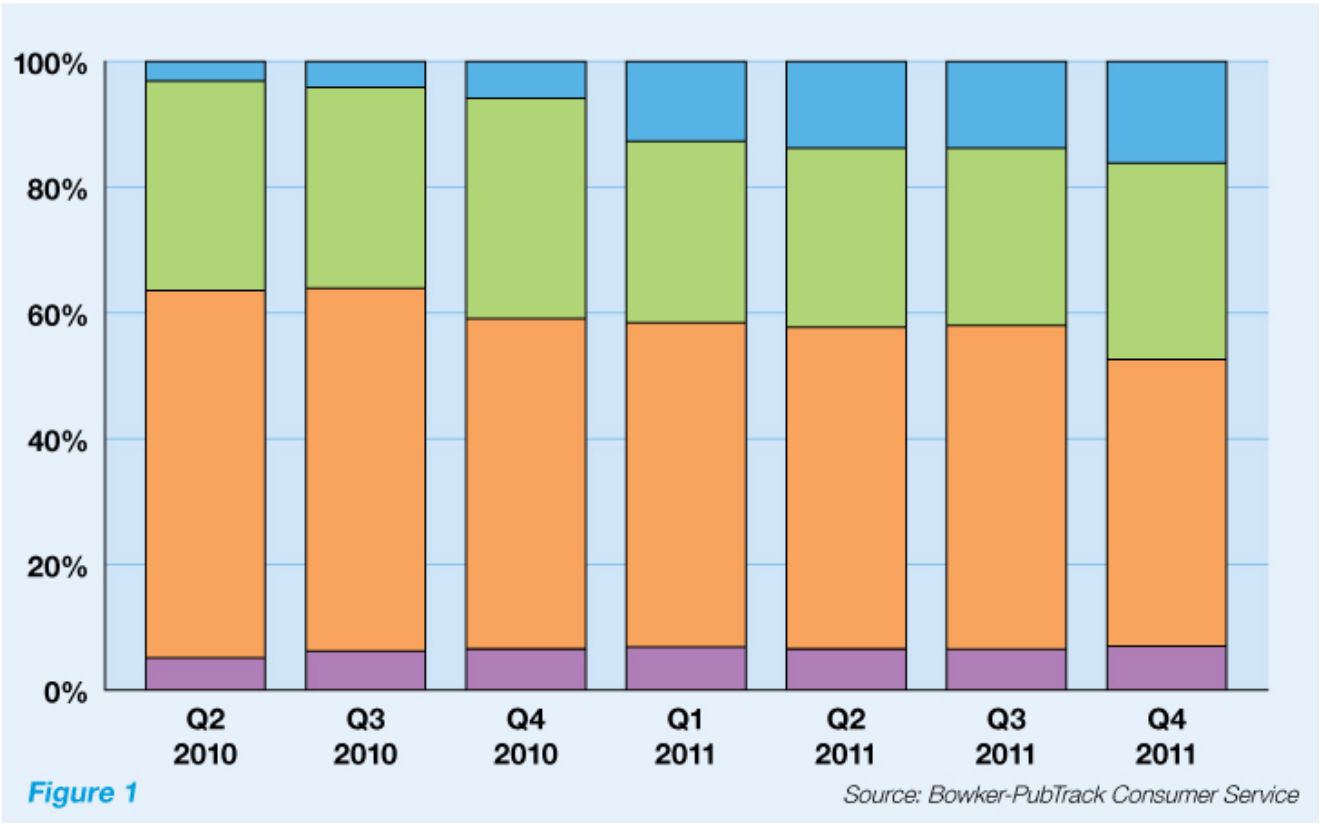

Figure 1

Source: Bowker-PubTrack Consumer Service

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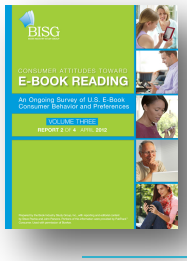

Consumer Purchases by Format

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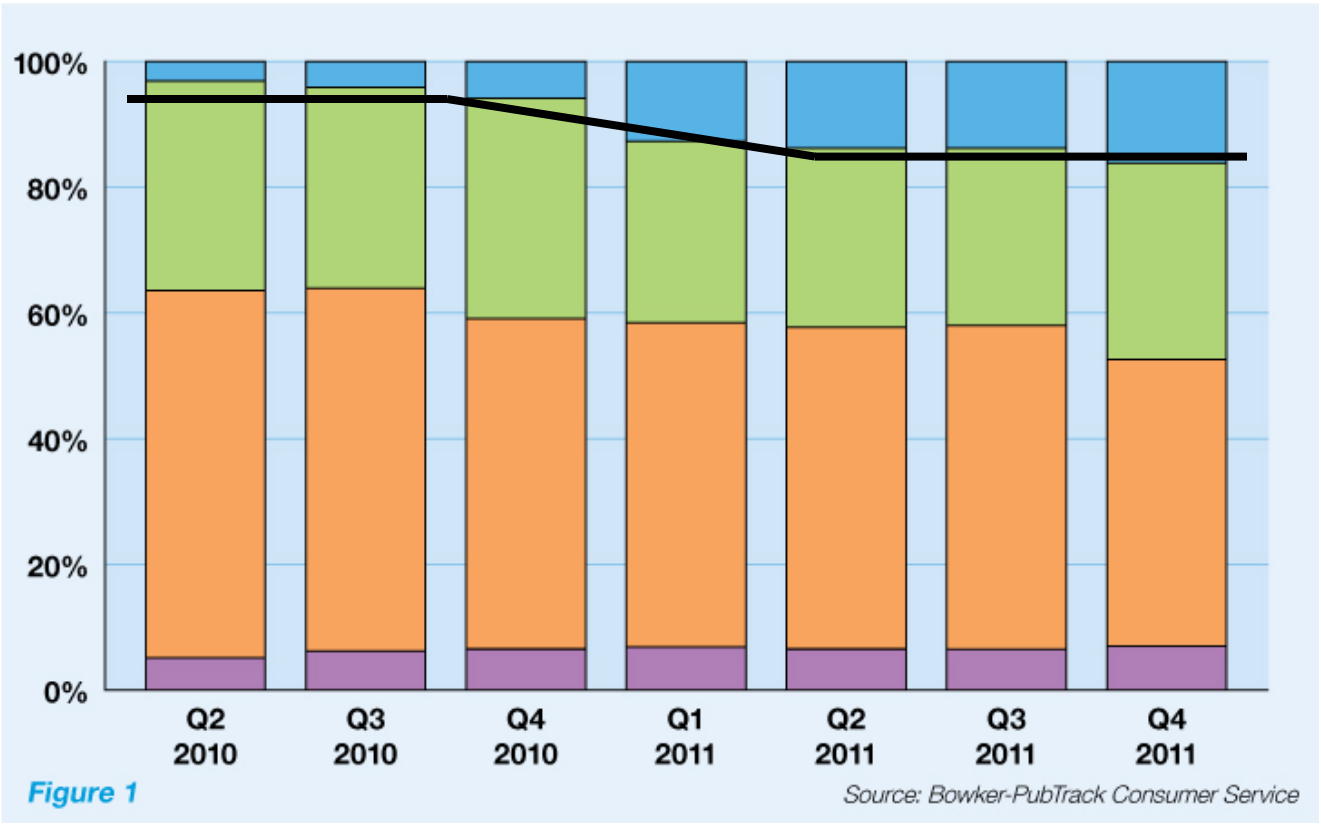

Figure 1

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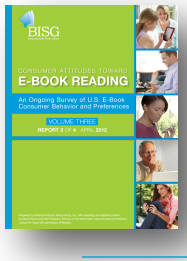

Spending Trends

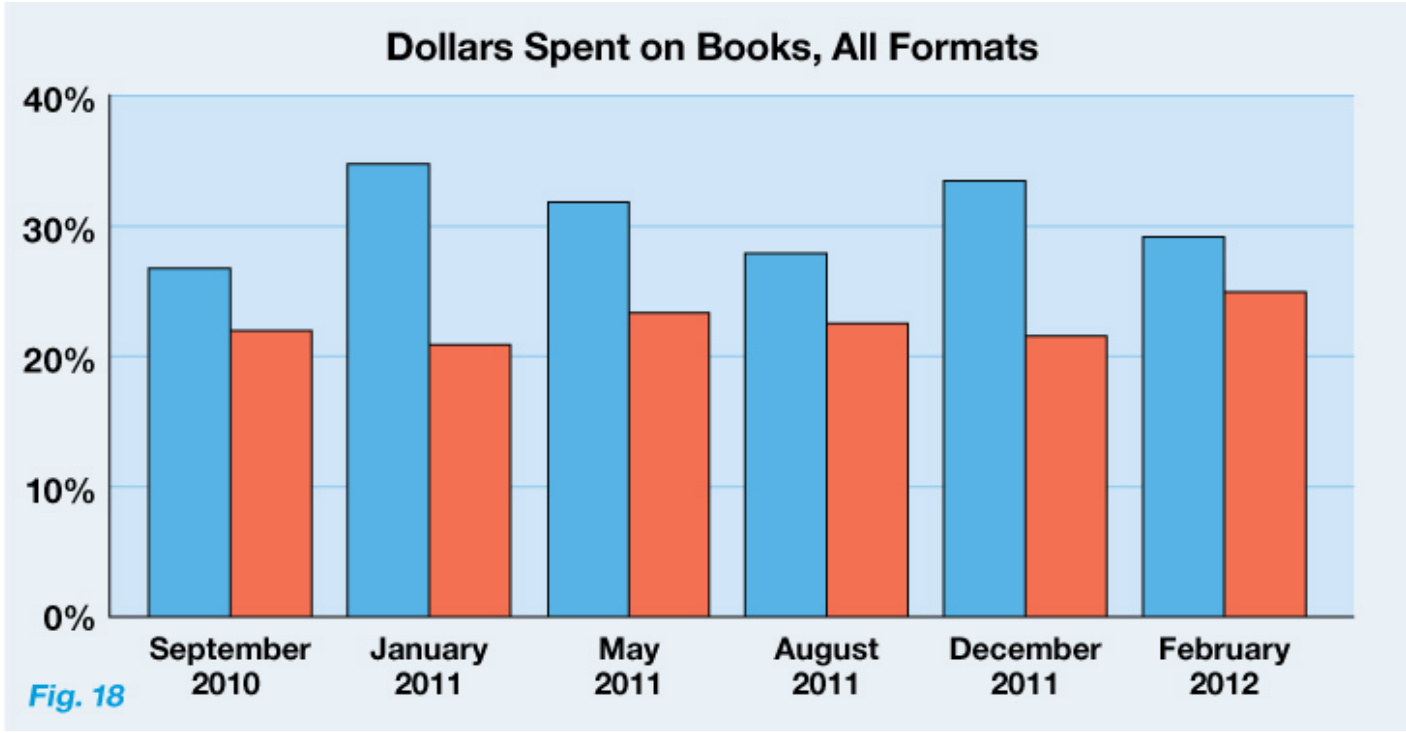

Fig. 18

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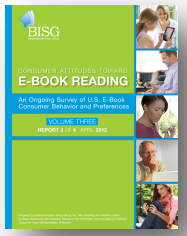

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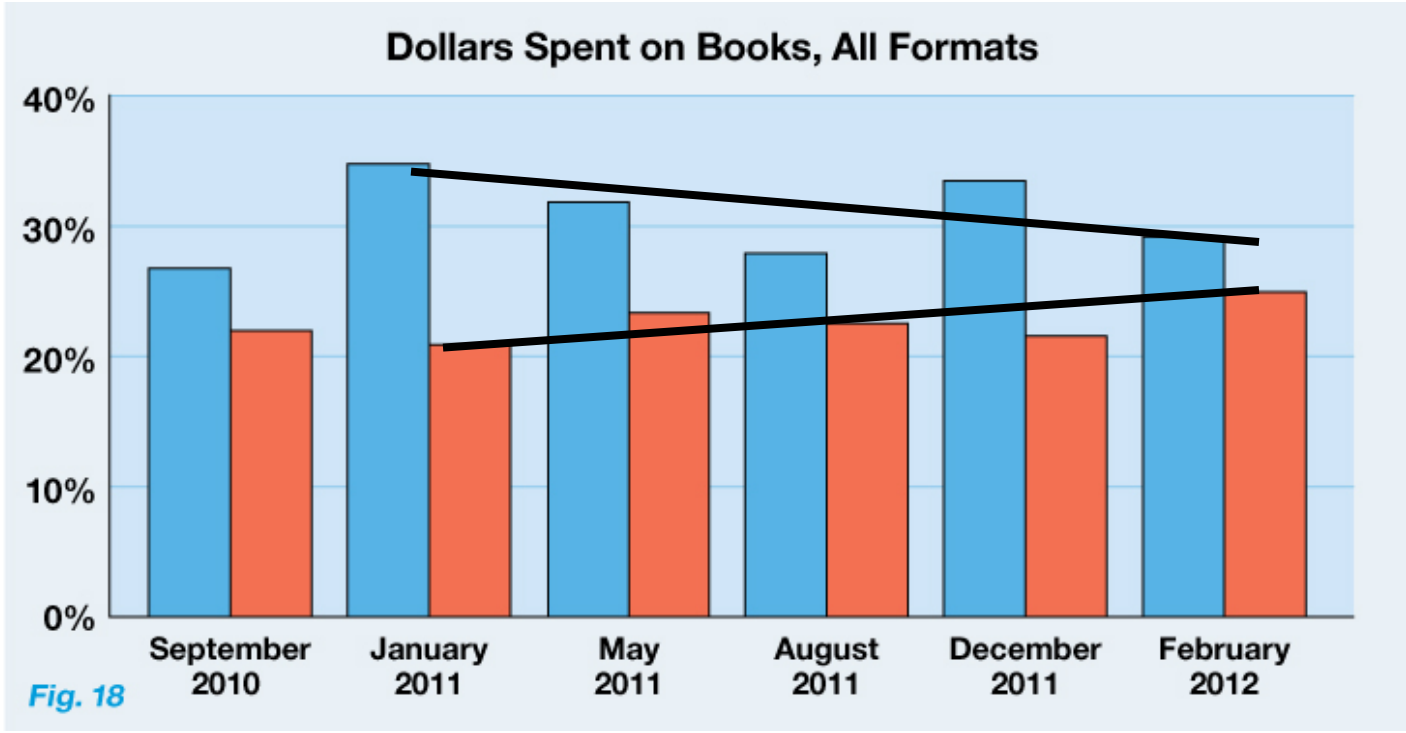

Fig. 18

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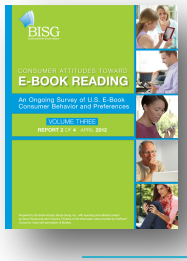

Device Preference

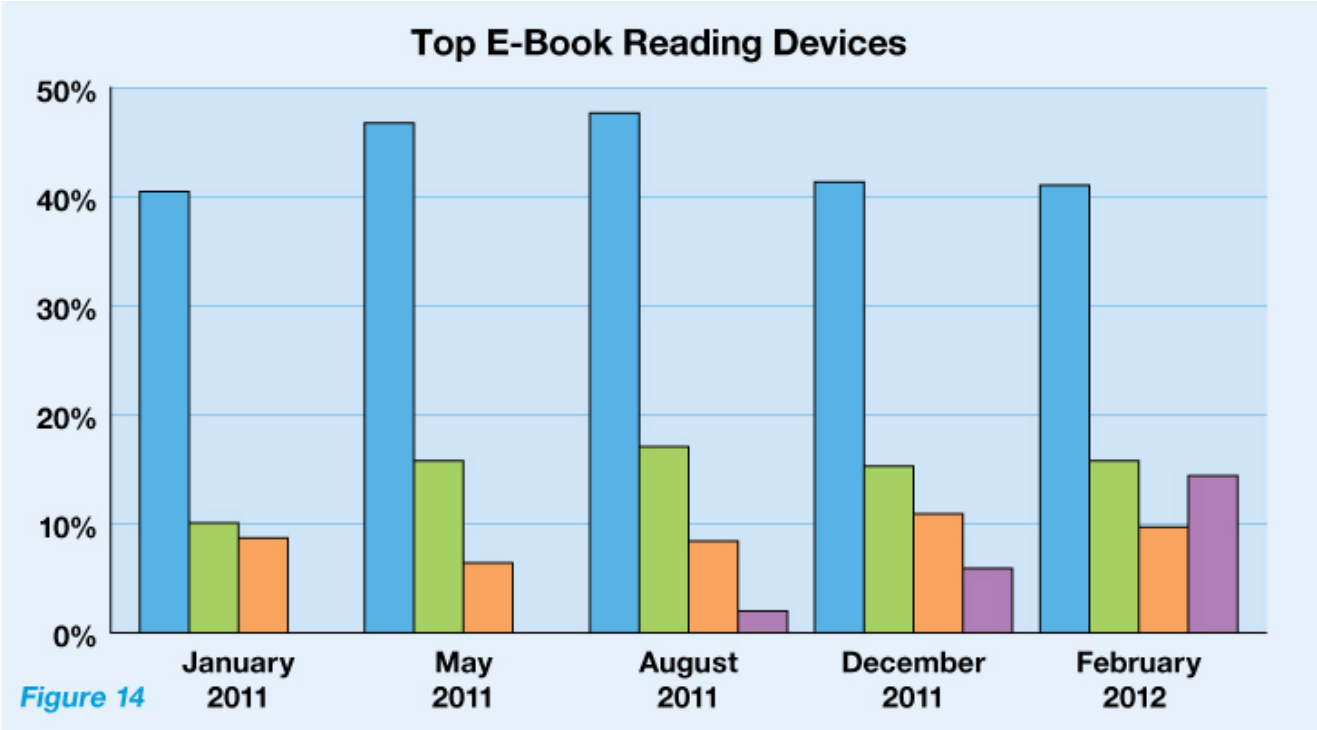

Figure 14

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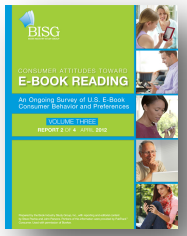

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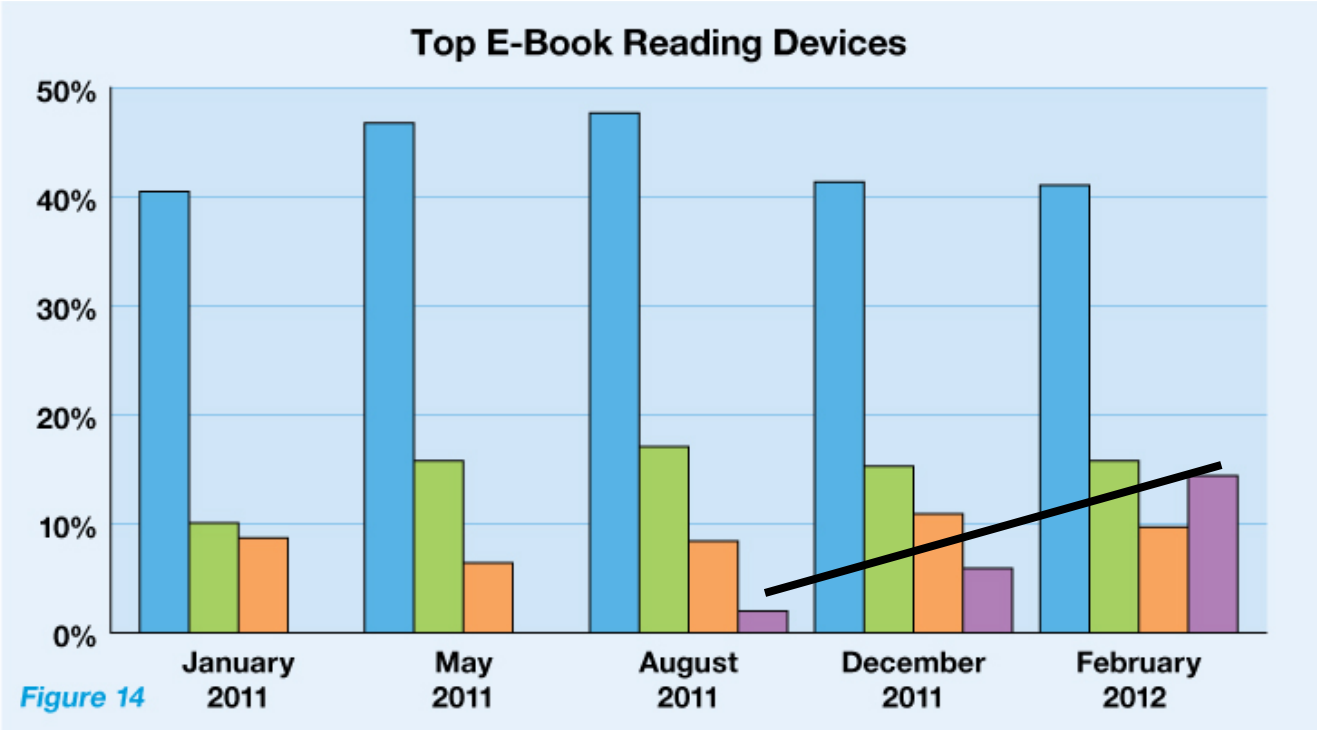

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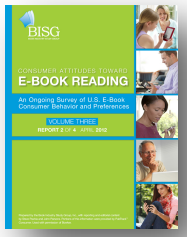
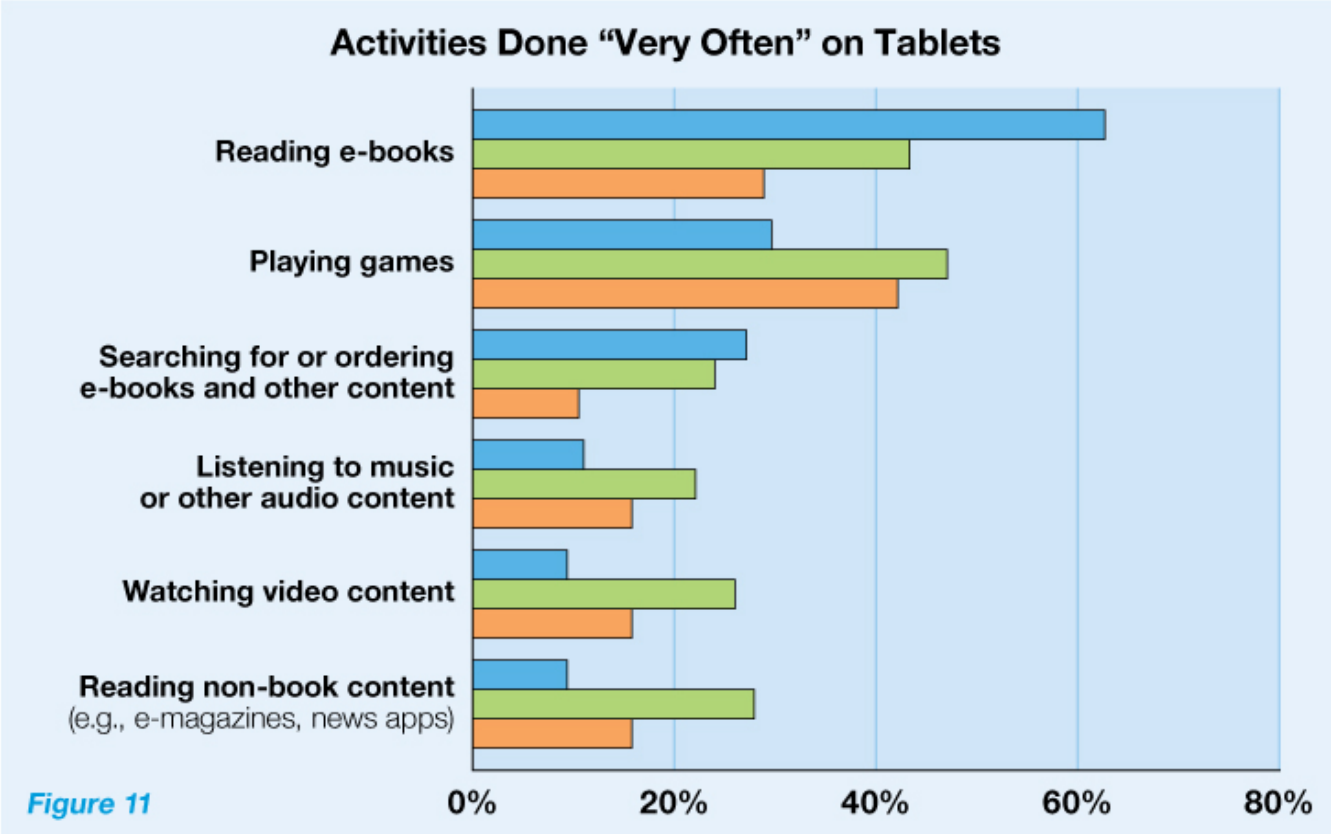


Activity by Device



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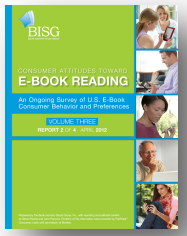

A New Problem for the Book Industry

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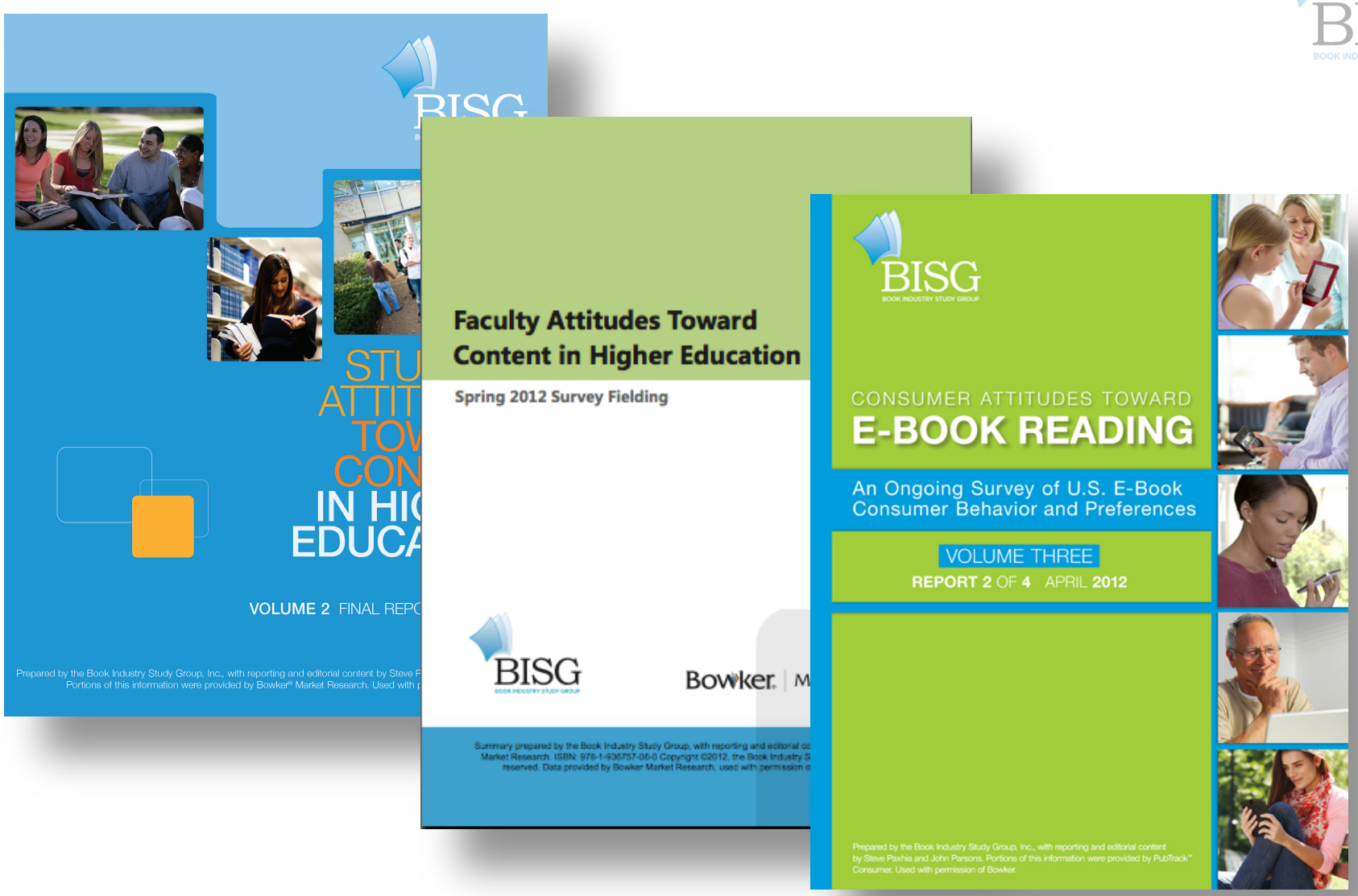

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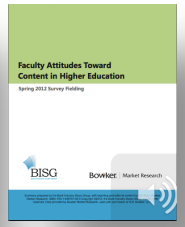
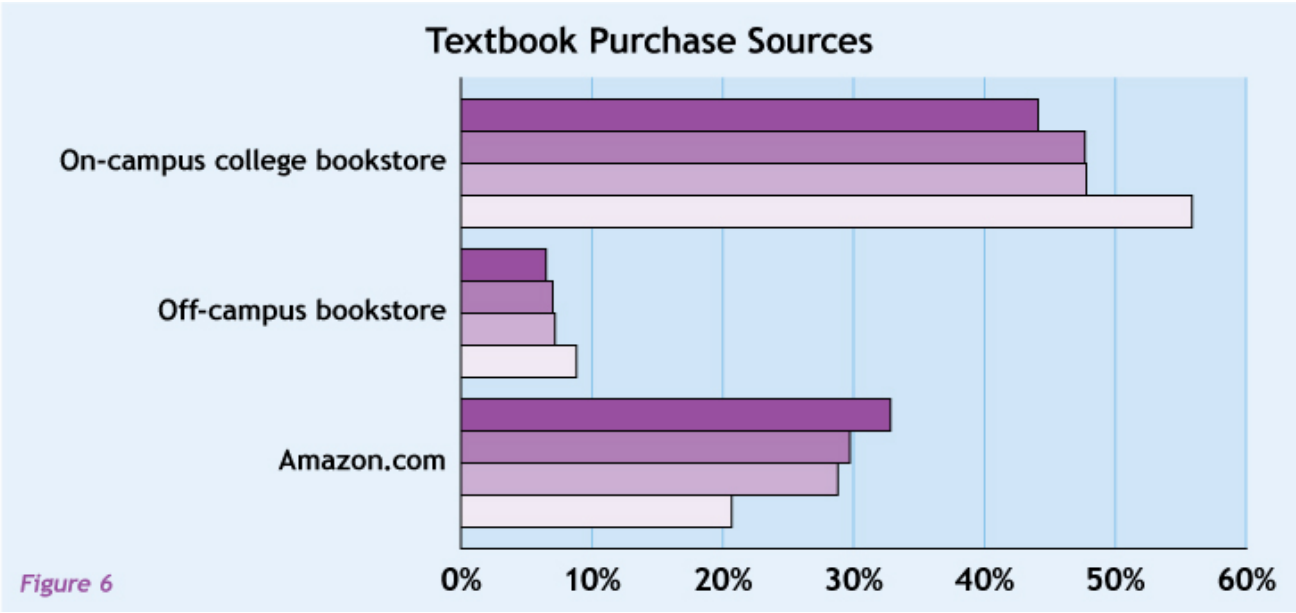


Where Students Buy Textbooks



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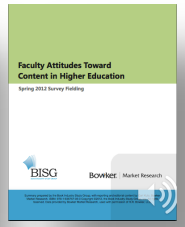

Integrated Learning Systems vs. Textbooks

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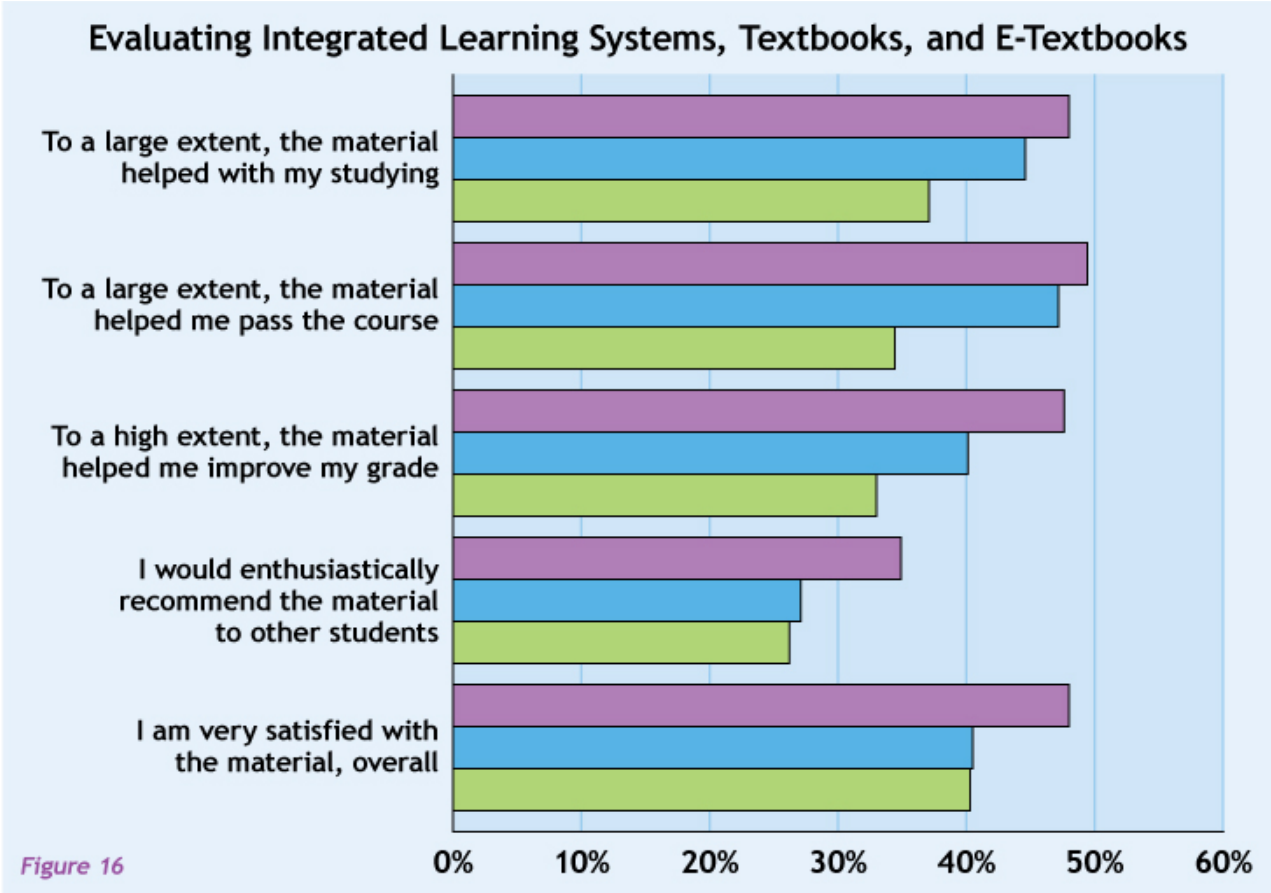

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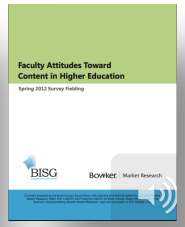
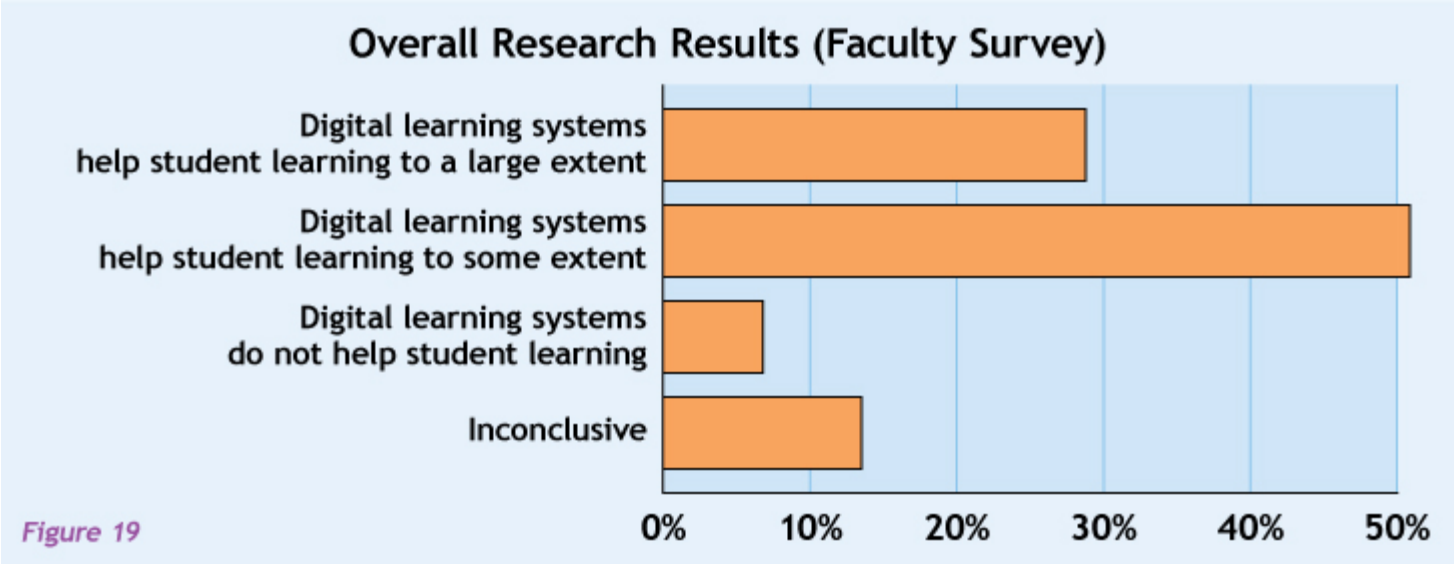


Faculty Attitudes Toward Digital Learning Systems



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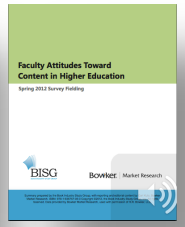
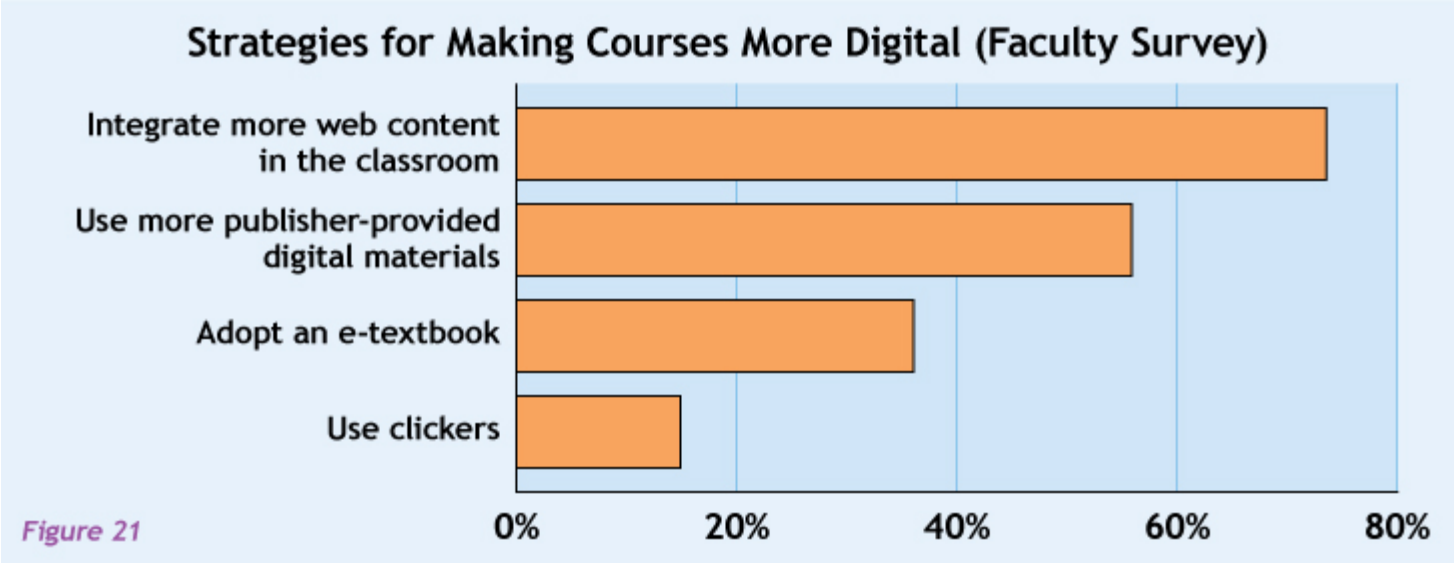


Faculty Plans to Go Digital



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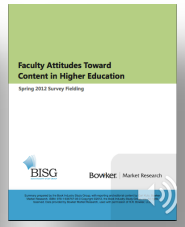
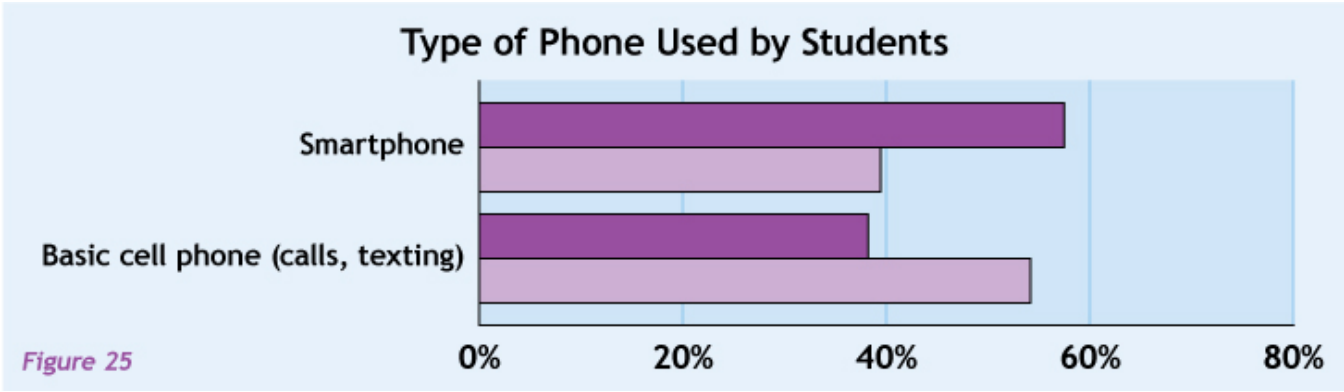


Changes in Technology



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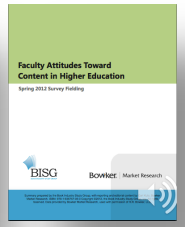

Faculty, Students, & Apps

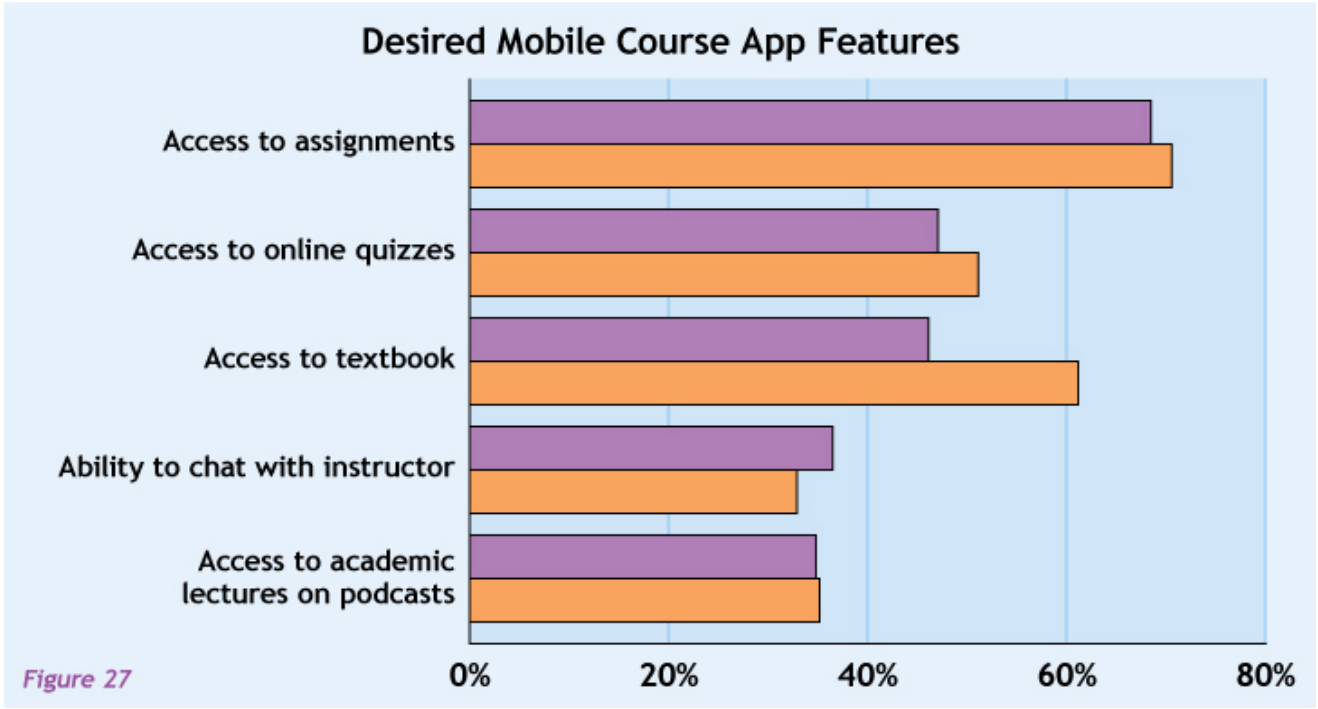

Figure 27

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Content Structure Committee

ePUB

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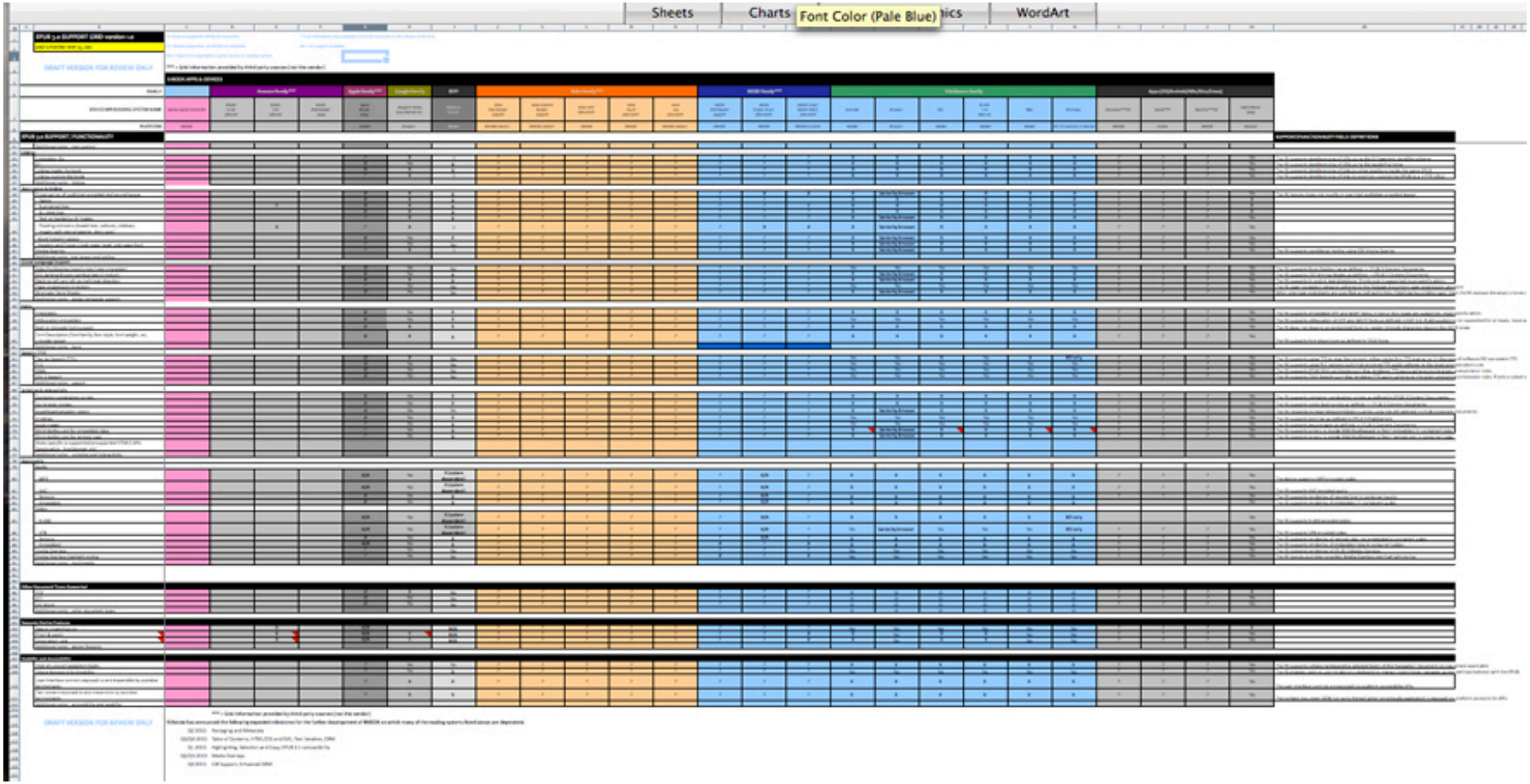
Content Structure Committee



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FAMILY		Adobe Family ***	Amazon Family***			Apple Family***	Google Family
DEVICE/APP/READING SYSTEM NAME		*Adobe Digital Editions‡‡*	*Kindle E-Ink (device)*	*Kindle Fire (device)*	*Kindle iPad Reader (app)*	*Apple iBooks (app)*	Google E-Books (app and online)
PLATFORM		*RMSDK*				*Webkit*	Browser
EPUB 3.0 SUPPORT / FUNCTIONALITY							
Navigation Elements							
	TOC navigation (toc nav)					***X***	**X**
	Page-List Navigation (page-list nav)					***X***	No
	Landmarks Navigation (landmarks nav)					*?*	No
	Custom Navigation Elements (nav)					***X***	No
	Additional notes - navigation						
Metadata							
	Multiple title types					*?*	No
	External metadata records (ONIX, MARC, XMP, etc.)					*?*	No
	Additional notes - metadata						
Pagination							
	Reflowable, scrolling					***X***	No
	Reflowable, paginated					***X***	**X**
	Fixed layout			**X**		***X***	No

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		E-BOOK APPS & DEVICES					
FAMILY		VitalSource Family					
DEVICE/APP/READING SYSTEM NAME		Android	Browser	iOS	Kindle Fire (device)	Mac	Windows
PLATFORM		Webkit	Browser	Webkit	Webkit	Webkit	IE9 (if installed) or Webkit
EPUB 3.0 SUPPORT / FUNCTIONALITY							
Navigation Elements							
	TOC navigation (toc nav)	X	X	X	X	X	X
	Page-List Navigation (page-list nav)	X	X	X	X	X	X
	Landmarks Navigation (landmarks nav)	X	X	X	X	X	X
	Custom Navigation Elements (nav)	X	X	X	X	X	X
	Additional notes - navigation						
Metadata							
	Multiple title types	No	No	No	No	No	No
	External metadata records (ONIX, MARC, XMP, etc.)	No	No	No	No	No	No
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Pagination							
	Reflowable, scrolling	X	X	X	X	X	X
	Reflowable, paginated	X	X	X	X	X	X
	Fixed layout	X	X	X	X	X	X

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Working Groups

- Fixed Layout
- Font
- iAuthor

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Identification Committee

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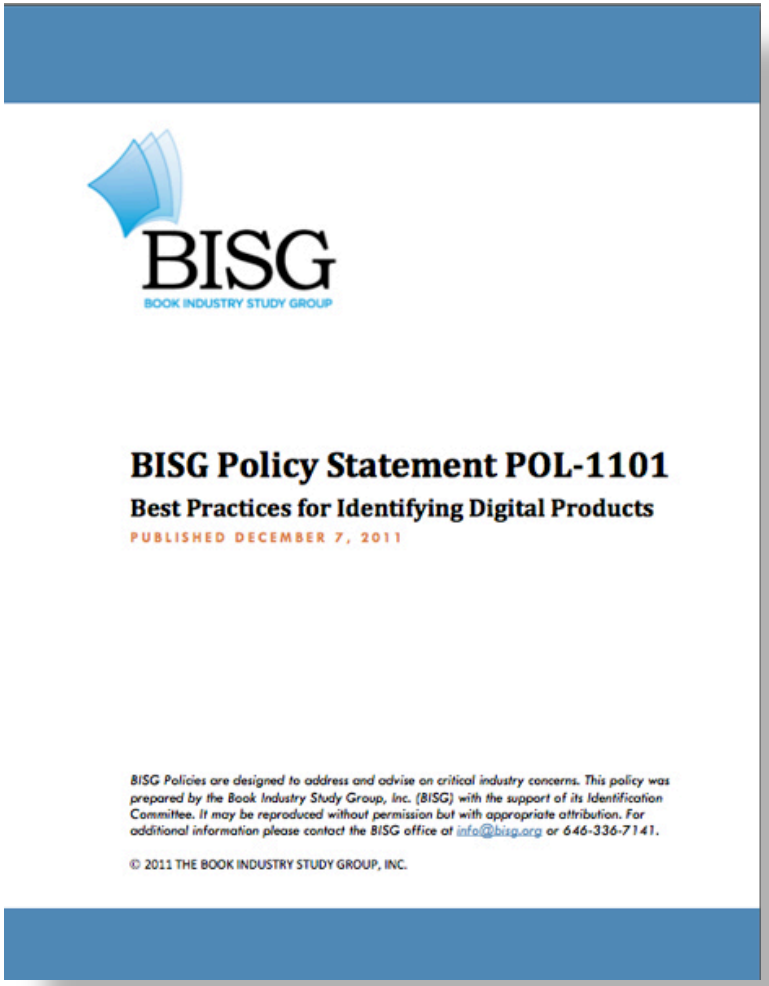
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BISG Policy Statement POL-1101

Best Practices for Identifying Digital Products

PUBLISHED DECEMBER 7, 2011

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POL-1101

- ISBNs are assigned note created.
- ISBNs for books should be labeled “ISBN,” not “eISBN.”
- Digital Books should never be identified with a number that is in the same format as an ISBN or labeled “ISBN” unless that number is a legitimate ISBN issued by an official ISBN registration agency.

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POL-1101

- Digital Books should not be assigned the same ISBN as any Physical Book.

- Digital Books of the same title but different file format (i.e., EPUB, PDF, etc.) and/or different usage rights should not be assigned or display the same ISBN.

- Ideally, identical Digital Books (i.e. an EPUB being sold on various vendor sites) should not carry different ISBNs.

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WLID

Participant	BISG USE CASE CATALOG FOR WORK-LEVEL IDS | DISCUSSION DOCUMENT FOR MAY 24, 2012 MEETING
Retail/Consumer Facing	WLIDs are critical in helping consumers/retailers/libraries discover content by aggregating or linking information about a particular work or related items; to present the various formats of a given work as a single search result on a retail website
	To share descriptive content from one ISBN across other manifestations of the same work (e.g., a synopsis of the book, an author biography, etc.)
	To share subject categories across different manifestations of the same work
	For sales and inventory planning and forecasting (e.g., if a retailer is making a large buy on a given title in hardcover they will also want to ensure that they plan for adequate stock for other editions - audio, large print, etc.)
	Track sales of the digital edition(s) of a title and use that information to plan purchasing and inventory on the print edition(s) of a title
Publisher	Licensor's identifier of a work in a multi-work Contract
	Higher Ed publishers would likely want to manage student edition, teacher edition, various splits of the content, test banks, etc. all together.
	When a managing editor sets up a new ISBN for a parent title, usually hardcover, it will save time keying in all of the common metadata by just linking the new format to the parent ISBN (WLID). Thus creating a work key.
	Needed to link related titles on publisher website.

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Metadata Committee

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BISG Metadata Research Project

- Contracted with Magellan Media
- 30 Companies Interviewed
- Survey of entire BISG membership
- Test data tracked through supply chain
- Preliminary results revealed at MIP

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High Level Findings

- Publisher concerns with modified, added data; risk of bad data
- Recipients report continued weakness in supplied metadata
- Separate feeds for physical and digital products

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High Level Findings

- As a standard, ONIX is significantly forked
- Metadata is added to improve discovery and purchase
- In the U.S., ONIX 3.0 is off to a slow start

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Key Recommendations

- Move the “book in hand” check upstream
- Confirm a shared vocabulary (e.g., page count, rights)
- Create feedback loops (improve the data supplied)
- Clearly articulate when updates occur

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Product Data Certification

- Panel of industry experts certifies sender data
- Retooling program to be scalable
- Projected relaunch in September 2012

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Subject Codes Committee

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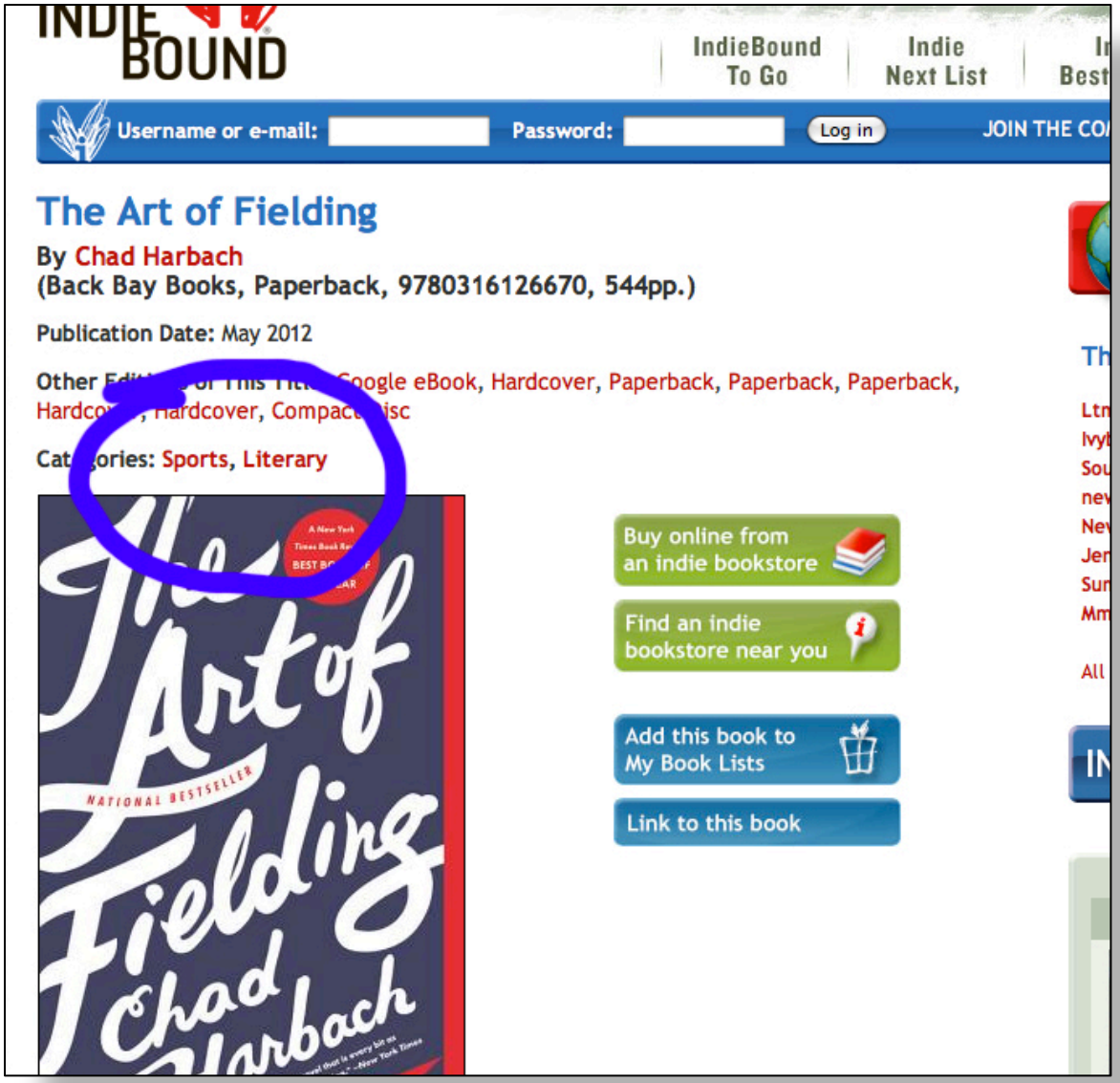

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Manufacturing & Distribution Committee

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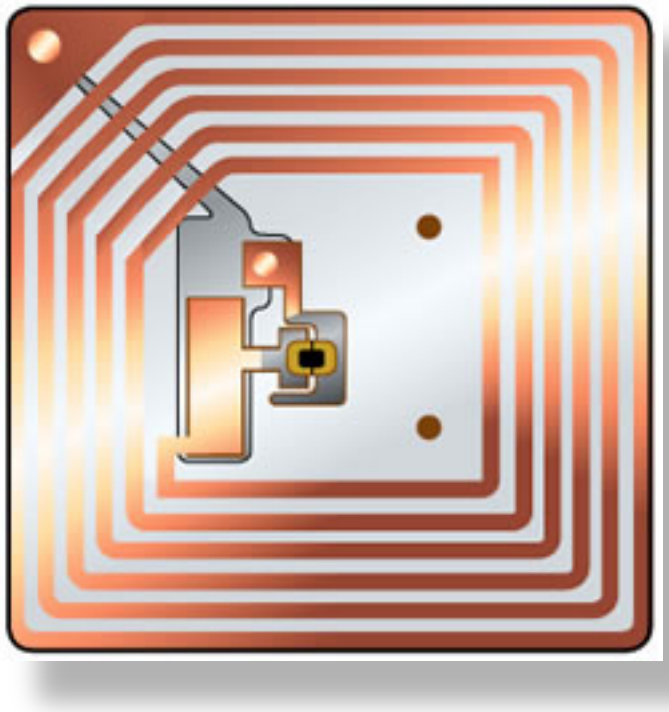

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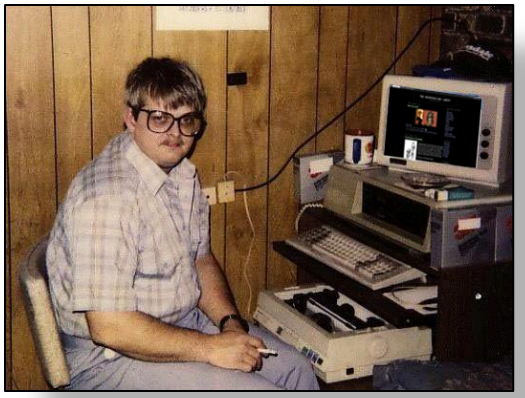

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Conferences

- Making Information Pay
- MIP for Higher Ed
- Digital Show & Tell
- Industry Conferences

Webcasts

- EPUB 3
- Metadata
- Rights
- Research Results

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Digital Show & Tell

- June 7, 9a - Noon
- Room 1E12
- $25 Registration Fee

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