

**BIC Digital Supply Chain Committee Meeting – Minutes****Location:** CILIP Building, 7 Ridgmount Street, London, WC1E 7AE**Date and time:** Thursday 15<sup>th</sup> September 2016, 2pm**Minutes taken by:** Alaina-Marie Bassett**Present**

Alaina-Marie Bassett, BIC  
 Graham Bell, EDItEUR  
 John Bell, HarperCollins Publishers  
 Tom Chalmers, Legend Times Group  
 Ingrid Harrold, Dorling Kindersley  
 Ruth Jones, Ingram Content Group (Chair)  
 Lada Kriz, Penguin Random House  
 Roger Miah, Vearsa  
 Prashant Narekuli, Lumina Datamatics  
 Georgie Stone, Pearson

**Apologies**

André Breedt, Nielsen  
 Gareth Hardy, Blackwell's  
 Alex Ingram, EDItEUR  
 Martin Klopstock, Kogan Page  
 Nicola Lewington, Wiley  
 Karina Luke, BIC  
 Peter Mathews, Cambridge University Press  
 Simon Pallant, Gardners

**1. Introductions and apologies**

RJ welcomed the Group to the meeting and delivered the apologies. It was noted that Alex Ingram of EDItEUR has now resigned from this Group. JB confirmed that AT will only attend the meetings of this Committee if JB is unable to do so.

**2. Competition Law – Conduct Reminder**

The Group was reminded about BIC's Competition Law Policy – please click the following link for more information regarding this policy: <http://www.bic.org.uk/149/BIC-Competition-Law-Policy/>

**3. Applications to join this Committee**

The Group received applications to join this Committee from Emma Cole (EC) of HarperCollins Publishers and David Eagle (DE) of NBN International; both of which were circulated to the Group prior to this meeting. RJ confirmed that should EC's application be accepted she will attend the meetings of this Group alongside JB, representing the digital supply / digital sales of HarperCollins Publishers.

❖ **DECISION:** The Group approved both EC's and DE's application to join this Committee.

➤ **ACTION:** AMB to inform EC and DE that their respective applications have been approved.

It was noted that the number of organisations represented on this Committee now stands at twenty. The Group agreed that the application form for this Committee should be amended to ask prospective members what they want to address / hope to achieve by joining the Committee. The Group discussed implementing a fixed term for each organisation's representative but agreed that gaining wider representation (i.e. from retailers) is more important for the time being. An update on the representation of this Committee can be found in Item 4 of these minutes.

➤ **ACTION:** KL to amend the Digital Supply Chain Committee application form accordingly.

**4. Review of actions from the last minutes**

The minutes from the last meeting of this Group were approved with minor corrections from GB. The following actions were discussed:

- Wiley's new representative on this Committee

The Group noted that NL was unfortunately not in attendance at this meeting.

- **ACTION:** AMB to make contact with NL, encouraging her to attend the next meeting.
- **ACTION CARRIED OVER:** AMB to liaise with NL regarding Julian Wilson's former action to update the Group on Wiley's EDItX usage and report back to KL and RJ on progress made.

*Post-Meeting Update: BIC has been informed that NL recently left Wiley so a new representative is now being sought out to attend this Committee in future.*

- Retailer Representation on this Committee

AB was not in attendance to provide an update regarding Amazon however LK noted that his contact previously suggested that they will put forward a representative to sit on this Committee in due course. LK also reported that Audible does not have the capacity to join the BIC Digital Supply Chain Committee at present. He noted that Audible does not currently use ONIX.

- **ACTION:** AB and LK to continue to liaise with their Amazon contacts regarding this Committee.
- **ACTION:** LK to continue to liaise with Audible about joining BIC and this Committee.

- Contacts for forthcoming EDItX events

- **ONGOING ACTION:** KL to continue to liaise with The PA regarding their help in establishing who should attend a future EDItX event.

- Contact details for Library Platforms & Suppliers

AMB reported that she has only received contact details for library platforms / suppliers from RM to date. RJ volunteered to provide contacts for ProQuest and EBSCO and JB suggested that EC may be able to provide further contacts also.

- **ACTION:** AMB to liaise with TC, RJ and EC regarding their suggested contacts.
- **ACTION:** AMB to liaise with the contacts provided to discuss the use of EDItX Sales Reporting in their respective organisations.

- Territorial Sales Rights for digital products

It was agreed previously that, in order to promote Best Practice for territorial sales rights, a distinction needs to be made between sales rights and distribution rights. GB reported that he has now written a document (which was circulated to the ONIX Implementation Group) to clarify this distinction; copies of this draft document were circulated during the meeting. GB noted that he received a high volume of responses to this document.

- **ACTION:** AMB to circulate the draft 'Sales Rights in ONIX' document to this Group via email.  
*NB this document is not intended for distribution beyond this Committee at present.*

AMB reported that a sponsor has been secured for the territorial sales rights BIC Breakfast and so it will take place on Wednesday 22<sup>nd</sup> February 2017. RJ and GB agreed that a publisher and globally-informed retailer should be approached to speak at this event. JB volunteered to speak at the event regarding sales and distribution rights. Lindsey Mooney of Kobo was suggested also.

- **ACTION:** AMB to liaise with JB and Lindsey Mooney of Kobo regarding this BIC Breakfast.
- **ACTION:** AMB to ensure that a BIC Bite for Territorial Sales Rights is produced once the corresponding BIC Breakfast has taken place.

*Post-Meeting Update: This event will go ahead on the advertised date, above, but will focus on publisher sales rights / the expression of rights. Another sponsor will be sought out for the Territorial Sales Rights BIC Breakfast that was suggested by this Group, asap.*

- BIC Breakfast on the expression of rights

KL circulated an update on the Single European Digital Market – a document written by The Publishers Association (PA), entitled ‘European Copyright Reform: Is legislation the answer?’ – to this Group on Monday 23<sup>rd</sup> May 2016. The PA has since provided further information on their website, dated Wednesday 14<sup>th</sup> September 2016, which the Group agreed should be circulated.

- **ACTION:** AMB to circulate the update on the Single European Digital Market to this Group.

- Sidecar files for ONIX 3.0.3 and proposals for ONIX 3.0.4

GB reported that he has not received notification of any volunteers from this Group with regards to joining the forthcoming EDItEUR Group which will address sidecar files for ONIX 3.0.3 and the proposals for ONIX 3.0.4. JB suggested that Alan Trewartha (AT) of HarperCollins may volunteer.

- **ACTION:** JB to liaise with AT regarding his joining the upcoming EDItEUR ONIX 3.0.4 Group.

**5. Update on Committee composition and Terms of Reference (ToR)**

AMB reported that KL has now approached GiantChair, Firebrand Technologies, ProQuest, Amazon and Google regarding joining this Committee, although no response has been received to date. KL will liaise with Apple and Kobo soon.

- **ACTION:** KL to chase up a response from the organisations listed above with regards to their joining this Committee (and joining BIC, where required).
- **ONGOING ACTION:** KL to continue to liaise with Committee members that miss two consecutive meetings. NB repeat “offenders” will be asked to step down from this Committee as per the ToR.

**6. Update on current Task & Finish Working Groups’ (T&FWG) activity**

BIC currently has a number of active T&FWGs. The following Groups are relevant to this Committee:

- Acquisitions & Divestments

RJ reported that the draft strawman document has now been circulated widely for feedback. The Acquisitions & Divestments T&FWG will go on to address print acquisitions / divestments once the digital phase of the project has been completed. The minutes from the last meeting of this T&FWG can be found here: <http://www.bic.org.uk/119/Digital-Supply-Chain-Committee/>

- Price & Availability (P&A)

AMB noted that the last meeting of this Group was postponed and is now scheduled to take place on Wednesday 23<sup>rd</sup> November 2016. The draft TRADACOMS document will be circulated to this Committee for comment as soon as possible, on completion. Minutes from the last meeting of this T&FWG are available here: <http://www.bic.org.uk/118/Physical-Supply-Chain-Committee/>

- **ACTION CARRIED OVER:** KL to circulate the draft P&A T&FWG's TRADACOMS document to this Committee once it has been completed.
  - **ACTION CARRIED OVER:** ALL to provide feedback on this draft document, on receipt.
- Product Data Excellence Award (PDEA) Accreditation Review
- AMB reported that this T&FWG has now agreed that timeliness for all eBooks should be the same as for all other products. GB explained the reasons for this decision, noting that the majority of organisations' backlist conversion projects have now been completed and retailers want to receive information for digital products within the same lead time as other products. He reminded the Group that only 60% of each organisation's catalogue has to be timely in order to gain an award. IH commented that this pass mark can be difficult to achieve for illustrated book publishers and expressed concern regarding any additional pressure that may be experienced by publishers (from retailers) on account of this decision. AMB noted that, providing the publisher liaises with BIC prior to its PDEA Accreditation Review, the PDEA Panel will continue to take into account relevant extenuating circumstances in order to make an informed decision on the publisher's application.

RJ asked the PDEA Review T&FWG to consider what relevance the revised PDEA Scheme will have to self-publishing organisations, suggesting that they are unlikely to engage with the revised PDEA Scheme as it currently stands. GB informed the Group that the revised PDEA Scheme has been radically simplified with only three tiers of accreditation: Bronze, Silver & Gold. The data element sets required will increase per award, alongside their method of delivery; use of ONIX is required to achieve Silver or Gold. GB noted that the percentages of the current PDEA will remain in place. A release date for the revised Scheme has not been agreed as yet.

## 7. Citation in eBooks

It was noted that KL recently received a query regarding how eBook citation should be carried out. GB noted that this topic has been discussed previously by W3C and IDPF. He reported that, in journals, Digital Object Identifiers (DOIs), ISBN-A and/or CIF can be used to cite, however they link only to a place where the article for further reading can be found (not to the article itself) and work only within a closed environment (such as a library management system) where the text is mostly available from a single source. He noted that there is no solution in sight which would work well in an open environment where eBooks are available from a variety of different sources; any future solution is likely to require a reliable and ubiquitous system of actionable work identifiers (which the book industry has not shown interest in, to date).

- **ACTION:** GB to provide an update on this topic at the next meeting of this Group.

## 8. Examples of bad practice / misuse of XHTML

JB informed the Group that HarperCollins is experiencing difficulties with how its data recipients deal with XHTML. He explained that the publisher makes every effort to use ONIX in styling its descriptive text yet some recipients are unable to accept the XHTML and so require the text to be wrapped in CDATA tags. TC noted that Nielsen also strips out XHTML from the data they disseminate for the same reason but is looking to provide a solution to its customers. IH suggested that systems providers may be able to do more to help facilitate the validation process alongside data aggregators.

The use of XHTML was discussed at the most recent meeting of the UK ONIX National Group on Wednesday 7<sup>th</sup> September 2016 where the Group suggested that a BIC workshop should be held to discuss Best Practice and explore examples of bad practice which attendees would bring along. In addition, GB wrote a document for the ONIX Implementation Group on this topic; copies of which were circulated to this Committee during the meeting. GB noted that the primary issue with the supply of this metadata is the stripping out of XHTML prior to it being disseminated since some organisations can accept XHTML and want to receive it.

- **ACTION:** AMB to add the proposed workshop to the agenda for the next meeting of this Group.
- **ACTION:** AMB to circulate 'Embedding HTML Markup in ONIX' to this Group via email.  
*NB this draft document is not intended for distribution beyond this Committee at present.*
- **ACTION:** ALL to provide feedback on this document directly to GB.

RJ suggested that this Committee should educate organisations about this issue. LK noted that Penguin Random House established a direct feed with Amazon to try to ensure that its metadata is displayed appropriately however JB confirmed that some large retailers do not accept the metadata as it is formatted by the publisher. GB noted that the first phase of educating publishers should be to ensure that they understand the need to provide this information in a standardised way going forwards; as metadata wrapped in CDATA tags cannot be checked / validated.

- ❖ **DECISION:** The Group agreed that a statement of Best Practice should be written in future to improve awareness about the use of XHTML in ONIX.
- **ACTION:** AB to provide an update on this topic at the next meeting, informing this Committee about the launch date of Nielsen's proposed solution.

## 9. Metadata for Assets

GB informed the Group that chapter-level metadata can be sold as a product (a tiny book, if you will) in its own right using ONIX; the records for each chapter can be stored in a single ONIX file for the book in its entirety and can then be removed to be sold separately, if required. He reported however that there isn't a way to provide information for assets using ONIX at present, although alternative systems designed specifically for assets do exist. Most asset systems allow organisations to treat each asset individually so it is not necessary to have to provide fields, such as a summary for each chapter, that organisations may otherwise have to provide when using ONIX. GB reported however that the schema will appear differently in the recipient's system, even if they use the same system as the publisher who created the asset file.

GB noted that there is no impetus for standardisation in this area at present, although a standard already exists for images. In addition, digital systems are not standardised as there is no commercial requirement for them to be so. IH commented that this topic may be of more interest to academic publishers, which are underrepresented on this Committee. PN agreed, noting that there has been a recent increase in sales of chapter-level metadata for schools and universities, etc. Consumption of products has changed in this way as a direct result of digital publishing and the possibilities it offers. GB noted that it is important for organisations to describe the rights for these products concisely using a program such as PLSclear to add information about a product's semi-automated license.

- ❖ **DECISION:** The Group agreed to discuss this topic again in 6 months' time.

- **ACTION:** AMB to remove this topic from the next agenda of this Group but include it on April 2017's agenda; the new item should include a discussion about the Linked Content Coalition.

## 10. Watching Briefs

- Accessibility  
AMB noted that a presentation on accessible publishing and the forthcoming Marrakech Treaty took place at the BIC New Trends in Publishing Seminar on Tuesday 6<sup>th</sup> September 2016.
- Single Digital Market  
This topic was discussed in Item 4 of these minutes (under 'expression of rights').

## 11. Round-the-table feedback from each Committee member on new areas that this Committee should be exploring / researching

- GS noted that she will look into Pearson's use of XHTML to see whether this is an issue for them.
  - **ACTION:** GS to report back to the Group regarding Pearson's usage of / issues with XHTML.
- TC commented that BIC should encourage publishers to consider the advantages of carrying out certain best practices, such as sending metadata in a standardised format. GB noted that BIC is in the process of creating a Metadata Supply Chain Map for this purpose. He also noted that BISG did a study of their own to address this topic.
  - **ACTION:** GB to circulate the BISG study to this Group for their information.
- IH informed the Group that Dorling Kindersley recently noted that new eBook records do not validate on EPUB check when using an older version of EPUB. She asked the Group what retailers' requirements are in regards to this matter, noting that it is often not worth updating the EPUB record. RJ suggested that retailers may be unaware that they will not receive backlist titles if they do not accept records below EPUB3. IH noted that, due to the continuous cycle of changes in digital publishing, this issue is likely to be ongoing and subject to escalation if a solution is not identified. RJ suggested that feedback is required from retailers on this matter, which is linked to digital preservation. GB proposed that the IDPF could look into this.
  - **ACTION:** AMB to 'add Validation of EPUB files' to the agenda of the next meeting for this Group with a view to the Group discussing ways in which this Committee can help.
- LK informed the Group that Penguin Random House recently received a question from a customer regarding Disc Description Protocol (DDP). He asked how publishers can supply metadata about this file type (which differs from MP3 files). GB noted that DDP files are used to master DVDs and is therefore a manufacturing process rather than a file type.
  - **ACTION:** LK to liaise with GB about DDP offline / after this meeting.
- GB informed the Group that EDItX sales reporting passes information back to publishers about both royalty charges (i.e. the rates to charge) and sales. He noted that it is a physical inventory reporting format which could be used in future for e-inventory reporting if additional codes were to be added; he suggested that this could help organisations to identify any issues within their digital supply chain. The Group agreed that digital reporting of this nature would be useful to them and EDItEUR should look into this matter further. GB suggested that it may be possible

to produce a draft document (outlining the semantics of this reporting) by London Book Fair 2017 as the codelist has already been created.

- **ACTION:** GB to provide an update on e-inventory reporting at the next meeting.

## 12. eBooks in EDI

AMB informed the Group that the Chair of the BIC Library Technical Implementation Clinic (LTIC), Simon Edwards (SE), is currently in the process of writing some introductory text explaining this issue. The LTIC will review this document and subsequently a sub-group will be set up to discuss potential solutions. GB noted that this issue will need to be addressed soon so that it does not evolve.

- **ACTION:** AMB to circulate Simon Edward's document to this Group, once it has been written.
- **ACTION:** AMB to provide an update on this topic at the next meeting of this Group.

## 13. Actions for BIC Training, Events & Communications Committee

AMB reported that a sponsor was not found for the BIC Breakfast on accessibility which was scheduled to take place in July 2016, as such this event will now take place in 2017.

AMB confirmed that the BIC Bites on Keywords in Metadata and BIC Basic Metadata respectively, which were circulated to relevant BIC Committees previously for comment, will be published shortly.

- **ACTION:** AMB to publish the two BIC Bites, asap.

*Post-Meeting Update: These BIC Bites have now been launched and are available on the BIC website.*

[http://www.bic.org.uk/files/pdfs/BIC%20BITES/BIC%20Bites%20Keywords%20in%20Metadata\\_FINAL.pdf](http://www.bic.org.uk/files/pdfs/BIC%20BITES/BIC%20Bites%20Keywords%20in%20Metadata_FINAL.pdf)

[http://www.bic.org.uk/files/pdfs/BIC%20BITES/BIC%20Bites%20Introduction%20to%20BIC%20Basic%20Metadata\\_FINAL.pdf](http://www.bic.org.uk/files/pdfs/BIC%20BITES/BIC%20Bites%20Introduction%20to%20BIC%20Basic%20Metadata_FINAL.pdf)

## 14. A.O.B.

None.

## 15. Date of next meeting

Thursday 19<sup>th</sup> January 2017.