Getting the balance right: the challenge for BIC

Peter Kilborn

New Trends 2011 seminar

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Last year’s seminar

• 2010: emphasis on physical supply chain
• How technology serves existing trading models
• Anxiety about new entrants
• Possibility of disruptive change
The change since last year

• Mists have cleared (a bit)
• Digital is here to stay
• ... and may not be as frightening as we thought
• Living in a mixed economy for some years to come
Problems for some

- Impact of a declining market for books
- High street bookselling
- Distribution volumes and industry contraction/consolidation
- Big issues around re-engineering workflows and systems
The challenge for BIC

- Balancing old and new: using old technologies to manage new processes
- Continue to support existing systems while being alert to new needs
- Promoting standards and good practice
- The quest for standards-based stability
Issues we confront

- Does anyone take the supply chain seriously?
- Integrating physical and e-book business
- Metadata madness
- Price and availability
- Facilitating discovery online
Issues we confront

• Standardisation/automation of sales reporting
• Interoperability issues arising from ‘best of breed’ investment policies
• Identification of digital products and sub-product components
• Rights and royalties
How are we doing?

• Raising profile of BIC’s work
• Contacts: who takes the decisions and on what basis?
• Need for strategic thinking
• Continuing need for consensus
• Widening membership
Meanwhile...

- We continue to support the ‘legacy’ standards – and will
- We support micro-constituencies
- We don’t lose sight of the bigger picture
- BIC survey indicates satisfaction with our work plan
Conclusion

• Support for BIC more important than ever
• Participation required
• Involve us your strategy plans
• Tell us what you want from us
Thank you for listening

+44 20 607 9021
peter@bic.org.uk
http://www.bic.org.uk