Welcome

BIC Open Day

Wednesday 15 May 2013
RIBA, 66 Portland Place, London, W1B 1AD

Follow the event on twitter
#bicopenday
BIC Open Day

Introduction

Mark Majurey
BIC’s Operations Board Chair

Event kindly sponsored by

INGRAM

the book industry’s supply chain organisation
BIC Open Day

Overview

Karina Luke
Executive Director, BIC
@KarinaLuke

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the book industry’s supply chain organisation
New Structure

- Exec Board
- Executive Director
- Business Manager
- Operations Board
- Committees
- Panels
- Clinics
- Task & Finish Working
New Committees

Digital Supply Chain
Libraries
Metadata
Physical Supply Chain
Training, Events & Communications
New Events

BIC Battles
BIC Breakfasts
Generation BIC
BIC Open Days
Information Days
New Approach

Transparency

Training – expansion and consultation

Members and Community

New Website 2013

Sponsorship

The Bookseller: Supply Chain Award & Webinars

Social Media
BIC Open Day
Meet the New Members

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Meet the New Members

DataMatics
Prashant Narekuli, European Head – Business Development

Event kindly sponsored by INGRAM
Roger Miah | Sales Director
e: rmiah@epubdirect.com | m: 07741 317 274 | w: www.epubdirect.com
About ePUBDirect

- Launching in 2011, we provide simple, cost effective global eBook distribution services supported by powerful web-business reporting tools

- Headquartered in Cork, Commercial Managers based in UK, USA and Ireland

- 15 employees across Sales, Marketing, Finance and IT

- Originally focused on the SME sector, and selling a Software as a Service (SaaS) model, recent contracts and opportunities have required the company to invest on opportunities in the enterprise sector to the benefit of all clients

Key Services:
- eBook Distribution - worldwide
- Sales Reporting / Analytics
- eCommerce
- Conversion
- Marketing Packages / Training courses
- Other value added services
Our Product
Innovative Sales Reporting

Monthly Dashboard Report
February 01, 2012 to February 29, 2012
You have selected EUR as your base currency. For display purposes all values will be converted to this currency.

Monthly Summary
- Titles Sold: 670
- Earnings: 3059.62
- Unit Difference on Last Month: -15.3%

Year To Date
- Titles Sold: 1461
- Earnings: 6587.17
- Average Revenue per Title Sold: 4.51

Average Selling Prices
- Your Average: 9.13
- ePubDirect Average: 7.43
- Difference: +23.0% more expensive

Top Selling Countries

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<tr>
<td>5</td>
<td>AU</td>
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</tr>
</tbody>
</table>

Breakdown
- US: 65%
- IE: 11%
- GB: 9%
- CA: 7%
- AU: 6%

Top Five Selling Countries

Country Sales Breakdown

Amazon
- Units Sold: 1216
- Revenue Earned: 5789.14

Apple
- Units Sold: 108
- Revenue Earned: 781.66

Retailer Revenue Breakdown
- Amazon: 63.4% of Total Revenue
- Apple: 8.6% of Total Revenue

eBook Insights
From ePubDirect

Global eBook Distribution
Some of our Clients

- Marco Polo
- Random House
- Top That!
- How To Books
- Bonnier
- Gill & Macmillan
- HyperInk
- Thank You -
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Physical Supply Chain Committee

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the book industry’s supply chain organisation
Physical Supply Chain Committee

• PURPOSE
  ▫ Print Matters!
  ▫ Leaner, more efficient supply chain with less waste
  ▫ Saving costs, improving services & information exchange
  ▫ Support, evolve & enhance standards & best practice
  ▫ UK supply chain always with an international view
  ▫ Engagement with Publishers Green Network
Physical Supply Chain Committee

• SCOPE
  ▫ Publishing decision/sales and inventory management all the way through to
  ▫ Returns
  ▫ Includes POD
  ▫ Metadata considerations
  ▫ BIC TEC Committee Relationship
Physical Supply Chain Committee

• MEMBERSHIP
  ▫ Chair & Deputy Chair
  ▫ Current Representation
  ▫ Additional Representation wanted
Physical Supply Chain Committee

- STANDING AGENDA
  - Technical Implementation Clinic
  - Supply Chain Review Panel
  - Relationship with BIC TEC Committee
  - Training requirements
  - Regulatory & compliance awareness
Physical Supply Chain Committee

• PROPOSED WORKING GROUPS
  ▫ Review of physical supply chain to inform strategy
  ▫ IRI Review
  ▫ Pack sizes, shelf ready packaging?
  ▫ Reverse Logistics & the Green question
  ▫ E-commerce
  ▫ P & A Part 2
  ▫ Publishers’ Green Network areas?
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Digital Supply Chain Committee

the book industry’s supply chain organisation
Digital Print Committee

PURPOSE

- Anticipate and interpret the needs of the digital publishing industry, devising a standard response, promoting the BIC approach, strategy, and mobilising adequate resources to provide solutions

Getting things done so the digital supply chain works a little better...
Digital Supply Chain Committee

WE ARE

- Publishers
- Aggregators
- Bibliographic organisations
- Solutions suppliers
- Retailers
- Gurus
- You
Digital Supply Chain Committee

WE ARE WORKING ON

- Digital Sales/Revenue Reporting Task & Finish Group – revised message Oct 2013
- EC VAT changes – impact on digital supply chain
- Rights question
Digital Supply Chain Committee

WE NEED

- Input
- Support
- Members
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Metadata Committee

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Metadata Committee

PURPOSE

• Support and promote the implementation and best practice use of existing standards;

• Evolve and enhance standards to meet the changing commercial and technological environment;

• Develop new standards and best practice guidelines to meet new business needs;

• In all areas where metadata is of central or significant concern
Metadata Committee

MEMBERSHIP

- Chair: Jon Windus, Nielsen
- Deputy Chair: Gabrielle Wallington, Waterstones
- Publishers
- Aggregators
- Systems Suppliers
- Retailer (nb no “s”)
Metadata Committee

WORKING METHODS

- The purpose of the group is to steer action of one kind or another, not to act as a reporting forum.
  - Regular tasks
  - Ad hoc tasks
  - Discussion Points

- Other BIC Activities: eg Open Days, Newsletters should fill the reporting and communications role

- Task and Finish Working Groups, starting with Project Briefs.
  - Committee will sign off Project Briefs and facilitate T&F Group
  - Success criteria and Project Closure procedures to measure effectiveness
Metadata Committee

STANDING AGENDA

- BIC Standard Subject Categories Committee
- Product Data Accreditation Review Panel
- Metadata Clinic
- UK ONIX National Group
- UK Thema National Group
Metadata Committee

ACTIVE / PROPOSED WORKING GROUPS

• P&A Working Group

• Apps & In App Purchase Working Group

• Best practice regarding sale and acquisition of Imprints
Metadata Committee

OTHER ACTIVE AGENDA ITEMS

• ONIX 3 Migration
• Best Practice use of Publication Date fields
• THEMA International Standard Subject Category Scheme
• “Embedded” Metadata in Epub files
• Identifiers in Practice – Use, Misuse, Abuse
• Content-centred Publishing – metadata and identification of fragments, bundles, chunks
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Training, Events & Communications Committee

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Training, Events & Communications Committee

• PURPOSE
  ▫ Promotion of BIC and all BIC activities/work
  ▫ Internal & external communications
  ▫ Training – by the industry for the industry
  ▫ Research, papers etc for BIC Committees as required
  ▫ Listen
  ▫ Marketing & promotional activity
  ▫ Develop & grow member benefits
  ▫ Events programme
Training, Events & Communications Committee

• STANDING AGENDA
  ▫ Sponsorship for Generation BIC
  ▫ BIC Production Directors Council
  ▫ Awareness of all BIC Committees’ activities
  ▫ Event planning, promotion & logistics
  ▫ Development of the BIC training programme
Training, Events & Communications Committee

- CURRENT AREAS
  - e4Libraries – new scheme promotion
  - Supply Chain Excellence – new scheme promotion
  - Product Data Excellence – new scheme promotion
  - UKSLC – marketing & promotions plan
  - EU VAT Changes – guidance & timeline paper
Training, Events & Communications Committee

• MEMBERSHIP
  ▫ Currently BIC only

We need you!
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Libraries Committee

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Libraries Committee

• Strategic
• Representative
• Manages BIC's work in libraries
Libraries Committee

- Richard Butler (Peters Bookselling Services)
- Karen Carden (University of the Arts, London)
- Paul Dalton (Bibliotheca)
- Simon Edwards (BIC)
- Mick Fortune (BIC, Deputy Chair)
- Eric Green (The BDS Group)
- Emma House (Publishers Association)
- Stuart Hunt (University of Warwick)
- Karina Luke (BIC)
- Ian Manson (Infor)
- Martin Palmer (Essex County Council)
- Heather Sherman (Dawson Books, Chair)
Libraries Committee

Task & Finish Working Groups:

- RFID & Privacy
- LCF
- Impact of RDA on MARC
- E4libraries Accreditation Scheme Review

Library Technical Implementation Clinic (about which more later!)
Libraries Committee

Task & Finish Working Groups:

• RFID & Privacy (RFID - Radio Frequency Identification – tags on library books and resulting issues on privacy from the EU)

• LCF (Library Communications Framework) (A framework for library systems interoperability e.g. connecting LMS – Library Management Systems with RFID systems)
Libraries Committee

Task & Finish Working Groups:

• Impact of RDA on MARC
  (RDA – Resource Description and Access – new cataloguing standard and MARC is the standard for communicating product metadata in libraries)

• E4libraries Accreditation Scheme Review
  (E4libraries scheme to test, encourage and reward libraries and other organisations)
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Clinics

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BIC Library Technical Implementation Clinic

- Practical, detailed
- Representative
- Manages EDI Code lists in TRADACOMS, EDIFACT
- Meets quarterly
- Agenda covers issues raised by members
BIC Library Technical Implementation Clinic

- Celia Burton, BIC
- Andrew Coburn, Essex Libraries
- Jennifer Cox, Bromley Libraries
- Simon Edwards, BIC
- William Scott, Bertrams
- David Thomas, SirsiDynix
- Tony Wareing, Nielsen BookNet
- Grant White, Capita
- Steven Wright, Bucks Libraries
Examples of the work done:

- How to use sub-locations in EDI Orders
- How to cope with mixed rate VAT in Invoices
- How to order an element within a set (e.g. a CD)
BIC Library Technical Implementation Clinic

- Needs more members
- It's there for your issues/problems
- Friendly, helpful
- Minutes are available to BIC members
- To raise an issue contact Charlotte at BIC charlotte@bic.org.uk
BIC Trade Technical Implementation Clinic

- Practical, detailed
- Representative
- Manages EDI Code lists in TRADACOMS, EDIFACT
- Updates guidelines and publishes on BIC website
- Meets quarterly
- Agenda covers issues raised by members
BIC Trade Technical Implementation Clinic

- Celia Burton, BIC
- Simon Edwards, BIC
- Angus Gormley, Random House
- Steve Lamb, OUP
- Darren Lussenden, MDL
- Mike Maxwell, Cengage Learning
- Peter Morley, Publishing Technology
- Simon Parker, Batch.co.uk
- Steve Prior, Trust Media
- Steve Roe, Blackwell’s
- Tony Wareing, Nielsen Booknet
Examples of the work done:

- How to cope with Country of Origin in EDI messages
- How to cope with mixed rate VAT in Invoices for Supermarkets
- How to indicate a not supplied quantity in an order response sent to Amazon
BIC Trade Technical Implementation Clinic

- Needs more members, booksellers
- It's there for your issues/problems
- Friendly, helpful
- Minutes are available to BIC members
- To raise an issue contact Charlotte at BIC charlotte@bic.org.uk
Back in 15 minutes

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BIC Open Day
Meet the New Members

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Egmont UK

Peter Blunt – Digital Process Manager
Character publishing
Picture Book and Fiction

EGMONT UK

We bring stories to life
eBooks and Apps
Thank You
Peter Blunt
Getting good quality metadata into the book supply chain.
Metadata

SO MANY BOOKS; SO LITTLE TIME.

Text

onixsuite™
BY GIANTCHAIR
Getting the basics information right

- Title
- Contributor
- Price
- Format
- An availability date
- A cover image
- A description
- Publisher
Making sure the information is as rich as possible

- Market information
- Right price, right currency, right supplier.
- Table of contents
- Related titles or formats
- Audience
- Subject classification
- Identifiers (ISBN, ISNI, ISTC, ISSN...)
- Reviews and other resources
# A Tale of Two Cities

Paris and London

## General Info

### Work Level Identification

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<th>ISTC</th>
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### Edition Number

1 | No Edition

### Classification schemes

Click here to see the categories associated with this title

### Tags

Click here to associate tags with this title

## Collection Information

<table>
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<th>Volume number in a set</th>
<th>Part number</th>
<th>Issue number for a journal/Number within a series</th>
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6478 errors on 918 formats of 895 titles

### High Priority Errors (970)

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Export Data

Word Files  Excel Files  Onix Files

Add a New File Transfer Task

Task Information

Name

Frequency

One time only

Starting on

2013  May  15
Good quality metadata is essential
Discoverability
Sales
LET'S TALK ABOUT METADATA

IT MIGHT BE THE GIANT IN THE ROOM, BUT IT DOESN'T HAVE TO BE SCARY

onix suite™
BY GIANTCHAIR
The Trading Platform for Licensing of Book Rights
The Opportunity

More rights available to license in more markets than ever before
The Idea

A central marketplace on which specific rights can be found and licensed
The Launch

www.iprlicense.com
Launched in 2012
The Progress

On target for 250 publishers in over 25 countries by end of 2013
The Target

The world’s largest sub-agency for licensing of written work
Get in Touch

Tom Chalmers, Managing Director
tom.chalmers@iprlicense.com
+44 (0) 207 448 5162
www.iprlicense.com
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Future Direction of BIC

Round Table Session

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Questionnaire

- Areas for Future Consideration
  - Rights
  - Open Access
  - Retailer compliance esp. e-retailers
  - Easier information exchange e.g. publisher-retailer
  - Greater libraries standards promotion
  - E-books and libraries
Strategy and Future Direction

• 3 Questions (10 minutes each)

  ▫ What would excellent customer service look/feel like?

  ▫ Rights - what’s the issue?

  ▫ The future – what do you see as the biggest supply chain/business model/commercial challenges over the next 2-3 years?
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Your Feedback
BIC Open Day

Next Steps

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