

# Widening horizons for BIC

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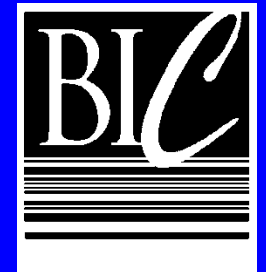
# An industry in flux

- The end of 500 years of the book?
- Traditional business models at risk
- Disruptive – or complementary - technologies
- New players
- Changing retail patterns
- Libraries confronting change



# Where does BIC stand?

- The end of a period of stability
- New business models challenge consensus
- Need to foster consensus and restore stability in the digital supply chain
- Framework for evaluation of future strategies



# The market today

- Digital still a tiny part of the business
- Little input to digital revolution from UK
- Exponential growth will threaten much of present infrastructure
- BIC must support both old and new models



# Action plans

- Digital sales reporting
- Identifiers
- Product information
- Digital content standards
- Rights



# Action plans

- Dealing with supermarkets and generic retailers
- RFID in libraries
- Communication between RFID and library management systems
- Real time transactions



# Action plans

- Relaunch BIC Product Data Excellence Awards
- Review e4books accreditation scheme for 2011
- Revise and review BIC standard subject categories



# BIC's objectives

- To work with members to promote standards and good practice
- To maintain cross-industry consensus
- To extend membership to printers, digital services providers and generic retailers
- To speak for the industry



# Thank you!

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