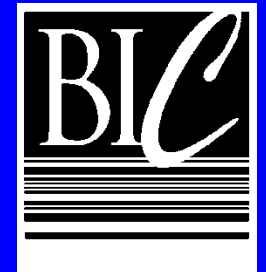


Getting the balance right: the challenge for BIC

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New Trends 2011 seminar

28 June 2011



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



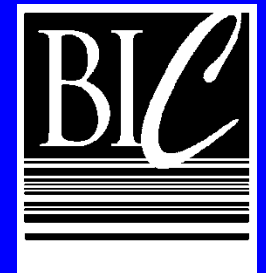
Meanwhile...

- 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

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