

# Welcome

## New Trends in Publishing 2017

Tuesday 5<sup>th</sup> September 2017  
The Stationers' Hall, London

@bic1uk #bicnewtrends

Event kindly sponsored by:



*the book industry's supply chain organisation*

# New Trends in Publishing 2017

## Introduction

**Karina Luke**

Executive Director, BIC

@KarinaLuke

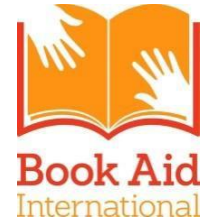


*the book industry's supply chain organisation*



## Trend v Fad

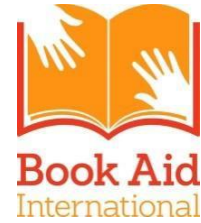
# Book Aid International: Where Books Change Lives



New Trends in publishing seminar 5 September 2017



# The haves & the have nots?

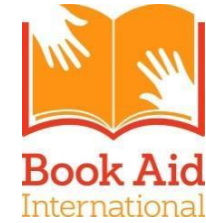


‘All of us have at some point in our lives enjoyed the work of a great author, used a high quality textbook, or benefitted from the sharing of academic literature and that is only possible due to the continued success of the publishing industry.’

Stephen Lotinga, CEO, Publishers Association

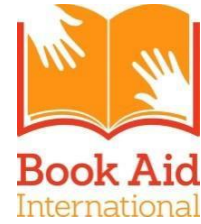


# Who we are

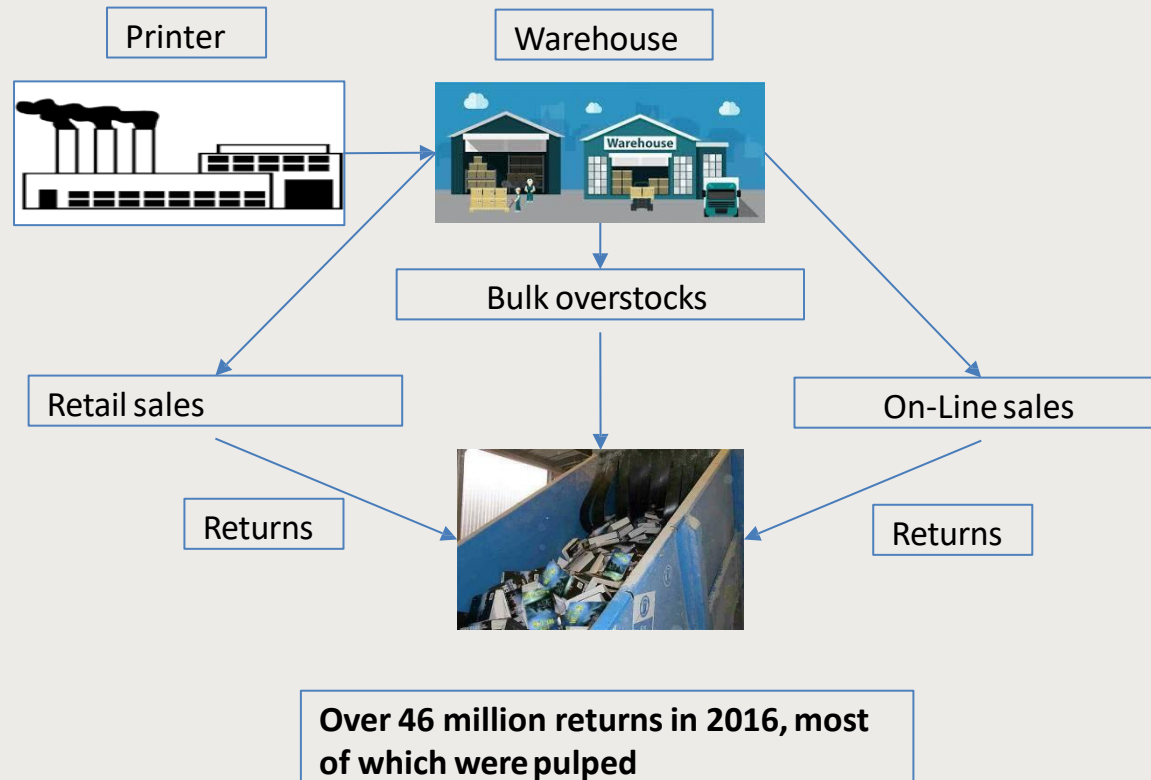
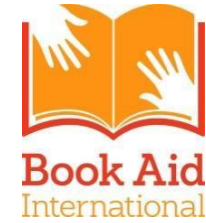


Book Aid International is the UK's leading book donation charity. Our vision is a world where everyone has access to books that will enrich, improve and change their lives.

# The embarrassment of riches: 71m books a year pulped



# The books we receive



## Why donate to BAI?

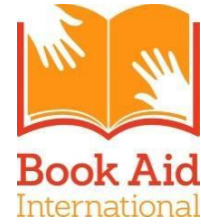
- Excellent CSR messaging for staff
- Reduced cost of pulping
- A sense of the difference you are making to others

And..

- Book lovers hate the thought of good books being pulped!



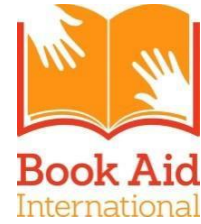
# Access to information for all



In 2016, we sent  
**1,032,610** books  
to **3,583** libraries  
in 14 countries.  
These books  
reached an  
estimated **29.8m**  
people.

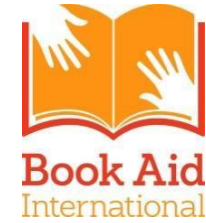


# Books for children



We send thousands of beautiful children's story books to libraries to help children learn to love reading.

# Books for education

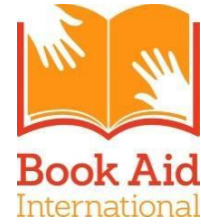


We send books to schools and school libraries, further education and university level libraries.





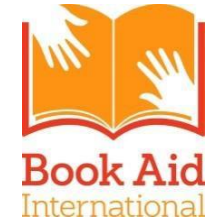
# Books for health



We provide up to date medical textbooks to training colleges and support hospital libraries.



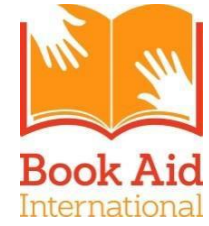
# Books for the marginalised



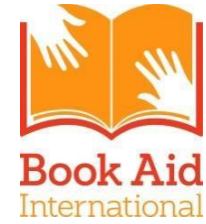
The books we send reach people in prisons, refugee camps, villages... and are even delivered by donkey to ensure they get to the most isolated communities!



# New beneficiaries in southern Europe

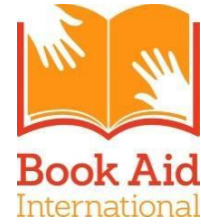


# Working with Ebola-affected communities in Sierra Leone

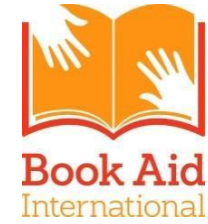




# Working in slum communities

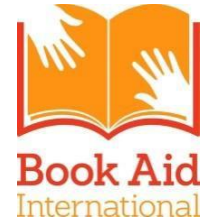


# Rebuilding Mosul University's library collection





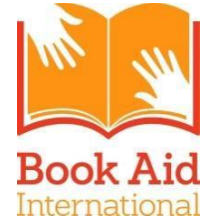
# Operational challenges



- Small warehouse – it's a constant challenge to balance goods in and goods out and manage the space.
- Small dedicated workforce.. supported by great volunteers.
- Shipping costs getting ever more expensive
- Import duty becoming a real issue as local customs authorities see charitable donations as a “soft target”
- New and challenging locations -Iraq, Lebanon, South Sudan, Somalia

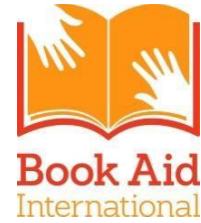


# How we are funded



We receive no government funding, so our work is only possible thanks to the generosity of individual donors, trusts, foundations and corporate supporters.

# What could you do to help?



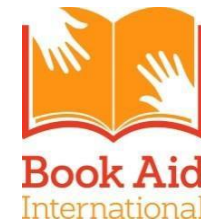
- If you are not already donating books- or cash- why not ? It's easy to get involved!
- If you already donate could you give more?
- Could you help us with off-site storage for our stock?
- Could you fund some of our work, for example help with shipping costs?
- Would you like to organise a volunteer day at our warehouse?
- Tell others about our work – become an ambassador!





# Thank you for listening!

[Bookaid.org](http://Bookaid.org)  
[info@bookaid.org](mailto:info@bookaid.org)



# Data Protection: Getting ready for the GDPR

BIC's New Trends in Publishing Seminar

@AlexHardy\_





# UK Data Protection Act 1998 or 'DPA'

## Key concepts

- 'Personal data'
- 'Process' 'Processing'
- 'Data controllers'
- 'Data processors'
- 'Data subjects'



Data Protection Act 1998

## The 8 'data protection principles'

- Principle 1: A data controller may only process a data subject's personal data fairly and lawfully



# European General Data Protection Regulation or 'GDPR'

- Direct effect in EU from 25 May 2018
- Sweeping reforms to data protection laws



## — Extra-territorial scope

- **DPA** - data controllers established outside UK but using equipment in UK
- **GDPR** - data controllers and *processors* established outside EU but processing data in relation to:
  - Offering goods or services in EU
  - Monitoring behaviour in EU

## — Strengthened rights of data subjects

- **DPA** - rights of access, rectification, object to processing for marketing
- **GDPR** - strengthens existing rights + right to erasure, right to restrict processing, right to data portability

## — Accountability for compliance

- **DPA** - basic registration requirements
  - **GDPR** - no registration requirements but obligations throughout to demonstrate compliance (e.g. maintaining records of processing activities)
-

## — Increased requirements for consent

- “any freely given, *specific, informed and unambiguous indication of his or her wishes by which the data subject, either by a statement or by a clear affirmative action, signifies agreement to personal data relating to him being processed*”

## — Data processors on the hook

- DPA - obligations only for data controllers
- GDPR - obligations and liability for data processors (DPOs, security, potentially accountable to data controllers and subjects)

## — Significantly increased fines

- DPA - up to £500,000
  - GDPR - up to greater of €20 mil or 4% worldwide turnover
-



# Brexit?



# Getting ready for May 2018

1. Compliance = Awareness

2. Demonstrating compliance = Admin

# GDPR: 5 ways to get prepared

1. Raise awareness
  2. Data amnesty and data audit.
  3. Recording and reviewing your processing.
  4. Devise your policies.
  5. Implement policies and training programmes
-





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@alexhardy\_

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# Audio Publishing – Panel Discussion

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## Panel:

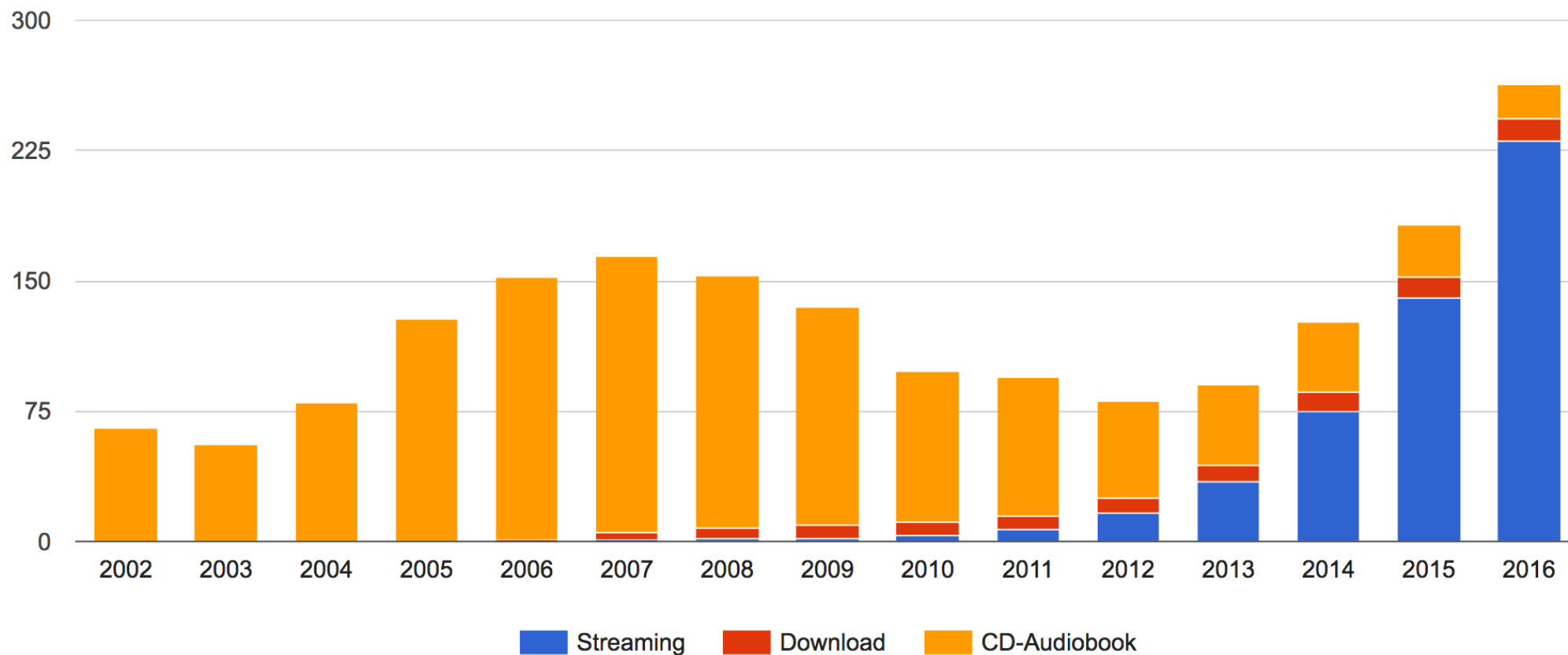
Caroline Beggan, Storytel Group  
Tom Herbert, Ingram Content Group  
Hazel Kenyon, Nielsen Book  
Sarah Shrubbs, Hachette



*the book industry's supply chain organisation*



**Svenska ljudboksmarknaden i förlagsledet (mio SEK)**





# Coffee break

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# Book Industry Communication New Trends In Publishing 2017

Transactional Data Trends

Clive Herbert  
5 September 2017

# AGENDA

## Topics

- Introduction to Nielsen
- The book supply chain in 2017
- Consolidation & fragmentation
- Trends
- The role of book trade standards
- Compliance
- Summary



# NIELSEN

Central to the supply chain



# NIELSEN BOOK COMMERCE **TRANSACTION BOOKS**

## From Teleordering in 1979 to Pubeasy 2017

- Providing solutions to allow exchange of business messages electronically
- Enabling publishers of all sizes to trade electronically with huge range of retailers
- **Millions** of order lines handled each year
- 42m price & availability updates each year
- Consultancy services provided to link to back office systems e.g. SAP, Oracle and other ERP and EPOS systems



# BOOK SUPPLY CHAIN IN 2017

# CONSOLIDATION & FRAGMENTATION

## Factors

### Consolidation

- Organisations
  - Publishers: Penguin Random House, Taylor & Francis
  - Distributors: Ingram & NBNi
- Globalisation
- Wholesalers and third parties

### Fragmentation

- Bespoke solutions & formats
- Infrequent & Ad Hoc relationships
- Limited trading partners



# BOOK SUPPLY CHAIN IN 2017

## Trends

- Providing more translation services
- More publishers wanting to trade electronically with organisations outside of the book trade
- Surprisingly, fewer distribution queries from new publisher entrants to the market - micro publishers and self-published authors
- A few more requests for us to test returns notes: IRI - Industry Returns Initiative standard
- More questions about: SSCC - Serial Shipping Container Code

# THE ROLE OF BOOK TRADE STANDARDS

# THE ROLE OF BOOK TRADE STANDARDS



A fully automated supply chain?

- BIC's leadership role has been central in developing & maintaining booktrade standards
- EDI Standards are vital and provide the foundation to our work
- Making booktrade standards work with the non trade
- Continue to monitor developments in non book trade standards

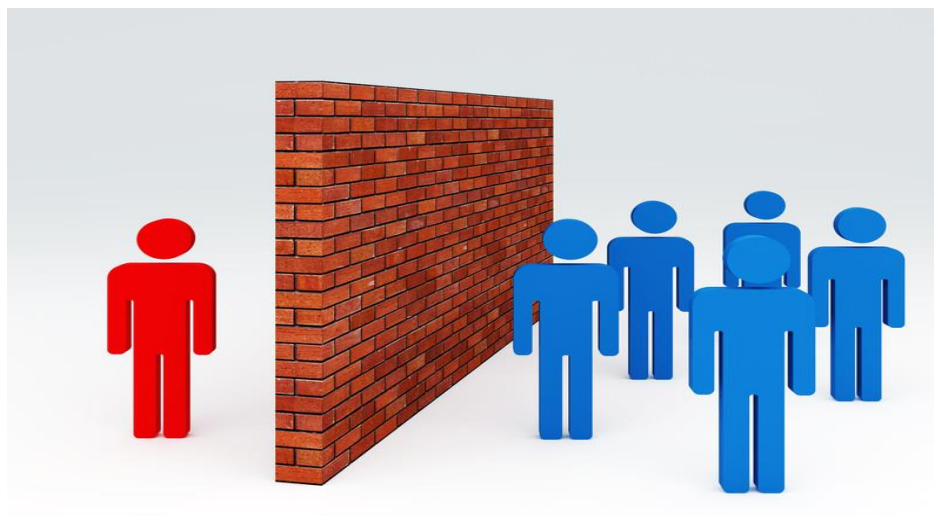
*\*But will we achieve 100% compliance in the near future?*

# WHY HASN'T IT HAPPENED ALREADY?

## Barriers

Knowledge

Expense



Confusion

Resource



# GEOGRAPHERS' A-Z

## Example

- EDI standard where possible
- Established networks .e.g Teleordering
- Direct sales
- Non standard - including web sites, e-mail, phone & fax

*Where possible these orders are imported electronically*



# IN SUMMARY

# SUMMARY....

- *A huge amount of progress has been made*
- *Importance of standards*
  - *Not 100% compliance, but continuing to move forwards*
- *Global standards & Brexit*

The background of the slide is a solid blue color with a pattern of flowing, wavy lines that create a sense of movement and depth. The waves are more pronounced in the center and fade towards the edges.

nielsen  
.....

# Thank You!

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