



TO: School District Administrator
FROM: Association of American Publishers School Division
DATE: August 15, 2005
RE: **TRANSITIONING TO ISBN-13 – WHAT EVERYONE SHOULD KNOW**

As the primary trade organization for the publishing industry, the Association of American Publishers School Division (AAP), in cooperation with the Book Industry Study Group, Inc. (BISG), is contacting school districts throughout the U.S. to let them know that the length of the International Standard Book Number (ISBN) will be changing from 10 to 13 digits effective January 1, 2007. Over the next few years, the publishing industry will begin introducing 13-digit ISBNs. The school publishing companies will work with districts to gradually transition to 13-digit numbers in a seamless manner. Most publishers will provide dual 10- and 13-digit ISBNs beyond 2007 to accommodate the needs of individual districts.

Why is this change occurring? The change from 10- to 13-digit ISBNs is needed in order to expand the numbering capacity of the ISBN system and prevent numbering shortages from occurring in certain areas of the world. The change will also allow the publishing industry to fully align the numbering system for books and instructional materials with the global European Article Numbering-Uniform Code Council 9EAN-UCC) numbering system that is widely used to identify most other types of consumer goods.

What does this mean for school districts? This change will eventually require school districts to begin using 13-digit product identifiers when transacting business with their suppliers for books and instructional materials. Textbook requisitioning/purchasing officials in each school district will want to evaluate their system's ability to accommodate 13-digit identification numbers. Some districts may need to implement a systems change. The educational publishers are committed to assisting their customers throughout the transition. Most publishers have indicated that they will continue to provide 10-digit ISBNs beyond 2007 – for a period of time – to accommodate those school districts who may need a longer period of time to adapt to 13 digits. During the transition, many publishers will be using dual 10- and 13-digit ISBNs to identify their instructional materials. This will allow school districts to use either number as they make the transition to ISBN-13.

The AAP represents all the major publishers of textbooks and other instructional materials. Through cooperation with BISG, a key resource for publishing professionals in every facet of the book industry, we are coordinating with our membership and



working with all our customers through the next several years to ensure a smooth transition to ISBN-13.

Where can I get more information about the transition to ISBN-13?

www.publishers.org/ISBN-13 - AAP website for ISBN-13

www.bisg.org/ISBN-13 - BISG sit for details on the migration to ISBN-13

www.ISBN.org - International Standard Book Number (ISBN) site

www.uc-council.org/ean_ucc_system/pdf/GTIN.pdf - For details on the EAN.UCC global trade item numbering system

As the ISBN-13 transition evolves, we will be in touch with you periodically to provide updates.

Please share this letter with district officials including those whose operations will be affected by the transition to ISBN-13 (purchasing officers/MIS/IT, etc). Should you have questions that aren't answered on the Websites above, please contact Ed McCoyd at AAP emccoyd@publishers.org or BISG at isbn-13@bisg.org.