



# Dollar Price Limit Increase in the Bookland EAN Add-On Bar Code

*Developed by the Machine Readable Coding Committee of the Book Industry Study Group, Inc.*

## Updated Rules

An increase in US dollar price limit for the Bookland EAN Add-On bar code from \$99.98 to \$499.99 was approved during BISG’s Annual Meeting in September 2004. This action was taken in recognition of an increasing number of titles priced over \$100. The rules for price encoding resulting from this action are shown in the following table:

<b>Price Encoding in the Bookland EAN Add-On</b>		
<b>Data Stored in Add-On</b>	<b>Pricing Interpretation</b>	<b>Comments</b>
50001 – 59998	US\$0.01 – US\$99.98	Previously existing rule
59999	Price is not encoded and is understood to exceed US\$99.98. (Note: A price of US\$99.99 cannot be encoded.)	This value indicates a price greater than US\$99.98 and not encoded in the add-on, whether the price is within the increased range or not.
10000 – 19999	US\$100.00 – US\$199.99	Increased range
20000 – 29999	US\$200.00 – US\$299.99	Increased range
30000 – 39999	US\$300.00 – US\$399.99	Increased range
40000 – 49999	US\$400.00 – US\$499.99	Increased range
<b>Other Values in the Bookland EAN Add-On</b>		
<b>Data Stored in Add-On</b>	<b>Pricing Interpretation</b>	<b>Comments</b>
00000	None Designated	Do Not Use
50000	None Designated	Do Not Use
60000 – 89999	No current meaning for price information.	Values in this range are to be ignored for pricing.
90000	Price is not encoded for this title.	90000 is understood to mean a net priced title or a title for which a list price is not suggested
90001 – 99989	No current meaning for price information.	Range reserved for industry wide uses.
99990 – 99999	Interpretation specified by NACS	Range reserved for designation by NACS for College Store uses.

## **Background**

When the Bookland EAN was configured in the 1980s, the leading digit of the 5-digit Add-On bar code was designated as the currency indicator.

Leading digits of '0' and '1' were assigned to UK pounds sterling, while leading digits of '2', '3', '4', '5', and '6' were assigned to the currencies of other English speaking countries. A leading digit of '5' was assigned to US dollars, and a leading digit of '6' to Canadian dollars. A leading digit of '9' was set aside for internal use by organizations in the supply chain and for some industry-wide uses.

As books and book sets were increasingly priced above US\$100, BISAC asked the Machine Readable Coding Committee to recommend a means of increasing the price limit of US\$100. The committee investigated the present use of the data in the Add-On bar code in English speaking countries outside the US and Canada and found:

- the range of 00000 to 09999 still in use by some publishers in the UK for conveying title related information, including price in some cases (however, no instances were found of price encoding for scanning at point of sale in the UK)
- no instances of any use of the leading digit of '1' for any purpose in the UK
- no instances of price encoding for the leading digits of '2', '3', or '4' according to book industry groups in Australia, New Zealand, South Africa, and India

As a result, the Machine Readable Coding Committee concluded that:

- the range of 00000 to 09999 could not be used for US dollars less than \$100
- the leading digit of '5' must continue to be used for that price range (further, millions of books with US prices less than \$100 are coded with '5' as a leading digit)
- the range of 10000 to 49999 could be used for US dollars between \$100.00 and \$499.99

The BISG Board and membership approved rule changes adopting these conclusions as the approach to increasing the price limit from US\$99.98 to US\$499.99.