

ISO/IEC JTC 1/SC 2
CODED CHARACTER SETS
SECRETARIAT: JAPAN (JISC)

DOC TYPE: Other document

TITLE: ISO Council Resolution on Business plan for the distribution of JTC1 Standards [JTC 1 N 6216]

SOURCE: ISO Central Secretariat

PROJECT: --

STATUS: For information.

ACTION ID: FYI

DUE DATE:

DISTRIBUTION: P, O and L Members of ISO/IEC JTC 1/SC 2
WG Conveners and Secretariats
Secretariat, ISO/IEC JTC 1
ISO/IEC ITTF

NO. OF PAGES: 4

ACCESS LEVEL: Open

WEB ISSUE #: 089

Contact: Secretariat ISO/IEC JTC 1/SC 2 - Toshiko KIMURA
IPJSJ/ITSCJ (Information Processing Society of Japan/Information Technology Standards Commission of Japan)*
Room 308-3, Kikai-Shinko-Kaikan Bldg., 3-5-8, Shiba-Koen, Minato-ku, Tokyo 105-0011 JAPAN
Tel: +81 3 3431 2808; Fax: +81 3 3431 6493; E-mail: kimura@itscj.ipsj.or.jp
*A Standard Organization accredited by JISC

ISO/IEC JTC 1
Information Technology

ISO/IEC JTC 1 N 6216

DATE: 2000-06-29

REPLACES

DOC TYPE:
Other document (Defined)

TITLE:
Proposed Business Plan for JTC 1

SOURCE:
JTC 1 Secretariat

PROJECT:

STATUS:
This document is circulated to the JTC 1 national bodies for review and consideration at the November 2000 JTC 1 plenary meeting in Norway. The JTC 1 Chairman will keep National Bodies informed of any additional details as they become available.

ACTION ID: ACT

DUE DATE:

DISTRIBUTION: P and L Members

MEDIUM:

DISKETTE NO.:

NO. OF PAGES: 5

Secretariat, ISO/IEC JTC 1, American National Standards Institute, 11
West 42nd Street, New York, NY 10036; Telephone: 1 212 642 4932;
Facsimile: 1 212 840 2298; Email: lrajchel@ansi.org



ISO Central Secretariat

our date
2000-06-22

our reference
Council 2000/JTC1

TO THE CHAIRMAN AND SECRETARY OF
ISO/IEC JTC1

Dear Tom and Lisa,

Business plan for the distribution of JTC1 standards

I have pleasure in formally conveying to you the decision taken by the ISO Council earlier this month regarding the above subject.

We will soon start working towards the objectives fixed by Council. The first step is to set up the market trial project team and I will contact you shortly in this context.

I take this opportunity to personally thank you and the committee for all your efforts in meeting Council's request efficiently and promptly.

Yours sincerely,

Lawrence D. Eicher
Secretary-General

Enclosure

BF/pc/9188061

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Postal address	Office address	Telephone	Telefax	+ 41 22 733 34 30
Case postale 56	1, rue de Varembe	national (022) 749 01 11	E-mail	central@iso.ch



Council Resolution 25/2000

Council

thanks ISO/IEC JTC 1 for the efficiency with which it has handled the development of the *Business plan for the distribution of JTC 1 standards*, as requested by Council in October 1999 and as submitted by ISO/IEC JTC 1 in Annex 1 to document Council 29/2000 (Add),

supports the view that, in the rapidly developing e-commerce environment, major changes for successful marketing and sales of ISO standards must be expected and proactively introduced,

appreciates that, in JTC 1's field of competence (information technology), various consortia and the Internet Engineering Task Force (IETF) as well as some regional standards developers have made the electronic versions of their standards available free of charge, and that the level of prices of the ISO/IEC standards developed by JTC 1 could become a disincentive for the market players to choose JTC 1 as the place to do their standards work,

decides to undertake a new e-commerce market trial focused on a subset of the JTC 1 standards collection. A project team shall be set up, with a suggested membership of some ten relevant individuals – from JTC 1 and the commercial directors group (see Council Resolution 26/2000) – to provide assistance and guidance for the conduct of the trial, which will be implemented under the direction of the Secretary-General. The main objectives of the market trial project team include:

- choosing a subset of the JTC 1 standards collection (perhaps a limited number of subcommittees or technical domains), which can be considered as manageable for an effective market trial;
- introducing a fixed price (considering JTC 1's proposal of CHF 40) for all online purchases of single copy downloads, with the simultaneous introduction of a commercially attractive set of complementary products such as those described in Annex B of the JTC 1 report (special purpose CD ROMs, E-mail notification subscription services, new HTML hyperlink subscription products, etc);
- collecting the initial data (current sales revenues from all members for all forms of the relevant standards) that will be necessary for the impacts of the market trial to be assessed;
- deciding the start and finish dates for the trial, and reporting the results to Council,

emphasizes the importance of knowing the results of the market trial very promptly, and urges that it be completed as soon as possible, and at the latest by the end of 2001,

asks the Secretary-General to convey this decision to the IEC General Secretary and to invite IEC to be represented on the project team.