WHAT IS NIELSEN BOOKSCAN?

The Nielsen BookScan Service provides quantitative sales statistics for the consumer book trade market in a ever growing number of countries around the world to aid decision making for the book trade and related industries and is the common language across the trade for measuring book sales performance.

WHAT SALES STATISTICS ARE AVAILABLE?

- Title level sales data in the form of complete & comprehensive bestseller listings, also as sales trended over time

- Overall Market, Genre and Publisher Sizing and Trends

WHAT CAN BE DONE WITH THIS INFORMATION?

- Accurate market measurement through a stated panel of booksellers in each country

- Measuring movements in genres and publishers and trends within prices, formats, etc

- Measuring performance and share for booksellers and publishers

- Measuring authors, imprints, series through the Nielsen BookScan panels

- Title Level sales data provides sales information for titles

  - ✓ Understand which titles are driving a genre or publisher down to one sale

  - ✓ Understand how many different titles are selling and the quantities

  - ✓ Past trends for previous titles. Series, and authors' works

  - ✓ Weekly data allows spotting of 'new trends'

  - ✓ Understand past sales (quantities) can help quantify/hone print runs and orders and so reduce returns, administration costs, remaindering and pulping

  - ✓ Understand the role of discounting by measuring the price paid at the till as well as the RRP

WHAT DOES NIELSEN BOOKSCAN SERVICE ACTUALLY DO?

- The Nielsen BookScan Service provides a continuous market measurement of retail book sales based upon electronic sales data analysis in country specific panels. This means information is collected from bookshops and internet retailers on what books are sold, the quantity and the price . The data is validated and analysed to produce bestseller lists, price an imprint comparisons, backlist analyses and other essential information such as distribution and stock levels for booksellers and publishers

- The information comes directly from bookshop EPoS systems; therefor the data is highly accurate

- **Every** title sold is tracked, not just the fast sellers or the 'Top 50s'

- Data is collected weekly and is consolidated 4-weekly, quarterly, annually

- Statistics can be by volume and value and actual selling price, so the effect of pricing and discounting on sales can be measured

- Titles can be consolidated to imprint and publisher levels, as well as to genre, giving an accurate picture of market shares, both within sector and trended over time

- The Nielsen BookScan Service is the most accurate and most comprehensive data in the industry

HOW CAN I ACCESS THE NIELSEN BOOKSCAN SERVICE?

For participating retailers, we work on a 'quid pro quo'country basis.

For all others, subscription or ad hoc services can be tailored to your requirements.

THE WORLDWIDE BOOK TRADE RELIES ON NIELSEN BOOKSCAN:

UK, Ireland, Australia, New Zealand, India, Italy, Spain, Brazil, South Africa.

Coming soon: Mexico; Others: Pending

NIELSEN BOOKSCAN

THERE ARE 6 KEY INGREDIENTS TO A NIELSEN BOOKSCAN INTERNATIONAL SERVICE:

1) **RETAILER COOPERATION** – We need a list of target Retailers to speak to who we can convince (we have a very strong success rate in this using various examples of the benefits). This would be in the form of a list and a rough estimate of their contribution to Consumer Retail sales. BookScan International would also work with the Nielsen Office in the territory to incorporate any book sales information gathered from Nielsen's other services. Note also that they must have EPoS as a way of delivering sales files and that EPoS suppliers often act as a conduit for Panel recruitment.

2) **BIBLIOGRAPHIC REFERENCE** – We need to be able to access a reliable, up to date and consistent Database of 'in-print' and 'forthcoming' titles in which to reference 'active' ISBNs received through our retailer data feeds. In the UK we have an Agency Service (BookData) that maintains and develops this with the majority of the top 100 Publishers delivering this AI (Advanced Information) relating to new ISBNs into the database 12 weeks ahead of Publication. This is ideal but we have worked with non-agency databases which are acceptable enough to match with active ISBN's and attach key fields such as title, author, imprint pub date, Recommended Price and category.

3) **PUBLISHER NEED FOR DATA** – The business model calls for Publishers to buy annual subscriptions for access to the 'syndicated data analysis'. Publishers pay a small (approx. 0.25%) fraction of their annual turnover (as measured by the BookScan service). The business will only survive if the sum of the Publishers subscription exceeds the base cost for setting up and maintaining the service.

4) **TERRITORY MANAGER** – The 'sell in' and the 'servicing and maintenance' of a BookScan International Territory is the responsibility of the Territory Manager. The role will be most likely be based in (the Nielsen Offices of) that territory supported by the Woking based team. Panel Build and management is also a key responsibility in this role.

5) **MEDIA EXPOSURE** – Although not a key business requirement in terms of revenue, a recognised Media Chart acts as a 'glue' in keeping the data relevant to both contributing Retailers and subscribing Publishers requiring the access to the data ahead of published Media Charts and stories that impact on following week sales.

6) **AND FINALLY** – A robust and reliable data collection, processing, validation and Production system to deliver results in an accurate and timely manner. This, along with a front-end reporting 'point and click' on-line access which presents the latest data along with historical trends. This was built at great investment / expense and is continually being maintained and developed and is fully resourced. (See link to article below)

http://www.thebookseller.com/feature/hit-makers
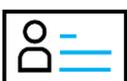
For more information, please contact:
Jeremy Neate: jeremy.neate@nielsen.com
Reeta Windsor: reeta.windsor@nielsen.com
Carol Brownlee: carol.brownlee@nielsen.com