

Australian Panel

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in Australia, the UK, Ireland, US, South Africa, Italy, Spain, Denmark and New Zealand.

We collect total transaction data at the point of sale directly from the tills and dispatch systems of all major book retailers. This ensures that detailed and highly accurate sales information on which books are selling, and at what price, is available to the book trade.

In Australia in 2009, BookScan measured a total of 65 million units to a value of Aus\$1.29 billion, making the average selling price of a title Aus\$19.91, from over 506,000 different titles.

The Australian panel covers over 90% of retail sales in the territory and in a typical mid-year week over 90,000 different titles are sold generating approximately Aus\$20 million and selling 1m units.

Data is available to subscribing publishers and contributing retailers on a weekly basis just five days after the period end via BookScan Online, our flexible, web-based analysis tool. Information is also available as ad hoc reports.

The Australian sales database has a consistent panel from December 2002 providing valuable historical data to monitor trends. Market information can be analysed by publisher, distributor, genre, format and date of publication. Also as the actual price paid for the book is tracked, levels of discounting can be reported. Through BookScan Online market trends are readily linked to the titles driving performance so patterns can be interpreted easily.



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Participants in the Australian Panel (AP3) December 2009

ABC
ACBA (trade sales)
Angus & Robertson (corporate & franchise)
AWPL (Runway News/ News Travels)**
Big W
Book City*
Borders
Coles****
Collins

David Jones
Dymocks
Kmart
Kinokuniya*
Myer
Newlink***
Retail Adventures*
Selected Internet
Target
Toys R Us***
Uni Co-op (trade sales)

Woolworths*

Plus sales from a weighted sample of general independents including Gleebooks, Readings and Shearers.

* added Dec 2005
** added Dec 2006
*** added Apr 2007
**** added Dec 2009