

New Zealand Panel

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

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 and other interested parties.

The New Zealand panel was launched in December 2007 and expanded in December 2008.

In New Zealand in 2009, BookScan measured a total of 9.3 million units to a value of NZ\$ 239 million from over 235,000 different titles.

The panel covers over 95% of all retail book sales in New Zealand and in a typical week will measure over 34,000 different titles, with a sales volume of over 180,000 and value of over NZ \$4.6m.

Data is available to subscribing clients and contributing retailers on a weekly basis via BookScan Online, our flexible, web-based analysis tool. Information is also available to clients in the form of timely ad hoc reports.

Market information can be analysed by various criteria including category, publisher, country of publication and format. Market trends are readily linked to the titles driving the results, so patterns can be interpreted easily. The actual price paid for the book is tracked so levels of discounting can also be reported.



Participants in the New Zealand Panel (December 2009)

Borders
Dymocks
KMart
PaperPlus
The Warehouse
Whitcoulls

Plus sales from a weighted sample of independents in New Zealand.

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