

United States Consumer Market

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in the US, Australia, South Africa, the UK, Ireland, 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 is available to the book trade.

The United States Consumer Market panel covers approximately 75% of retail sales and continues to grow. In a typical week over 500,000 different ISBNs are tracked selling approximately 14 million units in total and sales information is available across the total market or by retail channel.

Data is available to subscribing publishers and contributing retailers on a weekly basis, just four days after the period end, via a proprietary website. BookScan US also provides key account data for Barnes & Noble and Borders/Walden to publishers.

Sales reports of units sold by week, year-to-date and historical are available along with sales searches by title and author. Bestseller charts by category, by region and DMA can be accessed. Reports on market information by category and publisher market share are also produced.



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Participants in the United States Consumer Market Panel

Retailers

B. Dalton
Barbara's Bookstores
Barnes & Noble
Books-A-Million
Borders
Deseret Book Company
Follett Stores
Hastings
Hudson Group
Independents
Walden Books

Discount and Others

Amazon.com
B&N.com

BJ's
BooksAMillion.com
Borders.com
Buy.com
CatholicCompany.com
CNI
CEORead.com
Cornerstone
Costco
Fatbrain.com
Home Shopping Network
K-Mart
Meijer
NBC.com
One World Enterprises

Powells.com
Stretch the Skies
Target

Non-Traditional (NEW for 2008)

Babies "R" Us
H.E.B
Kroger
Paradies
Starbucks (previously under
Discount & Others)
Stop & Shop
Shopko
Toys "R" Us