

Nielsen LibScan Panel

WHAT IS LIBSCAN?

- LibScan is a continuous market measure of UK public library book issues (lending information) based upon information received directly from individual library authority LMS (library management system). This means information is collected from public library authorities covering all books (and related products) that have been issued, the location of the issuing library and the number of issues.
- The data is then validated and analysed to produce overall borrowing lists by a number of elements including author, genre, title and format.
- LibScan was formally launched in Spring 2009, with historical data available from this date.
- LibScan is delivered through an online service available to participating libraries only.
- Every title borrowed is tracked, not just the most borrowed.
- Top 1,000 title charts are produced on a 4-weekly basis.
- Statistics include volume, format, Dewey code and Dewey scheme.
- Libraries can use this information to support their stock purchasing decisions, to review/inform their stock supplier selection arrangements and to understand the trends both at local and national levels.

HOW DOES LIBSCAN WORK?

- Data is collected directly from an individual library's LMS using FTP technology in order to automate the process.
- This does not affect the libraries' operations and there is *no cost to the libraries*.
- *Data is collected on a weekly basis and currently released 4-weekly.*
- Only four pieces of information are collected: ISBN, quantity issued, date of issue and, if applicable, library identifier.
- Data is matched to Nielsen Book's bibliographic database and checked for validity and quality, initially by computer comparisons and then by our experienced staff, before being processed.
- Our product measurement covers all the formats being borrowed including print books, e-books and books on tape/CD (spoken word).
- LibScan is delivered to participating libraries via an online reporting tool.

WHAT CAN YOU USE LIBSCAN DATA FOR?

- Since we collect and report on the book issue data on a 4-weekly basis we are able to provide very accurate and timely information to help you better understand your customer habits/requirements along with how your local trends compare with the national picture.
- Identify which products are issued in your authority.
- Identify issues by author, title and genre.
- Compare your local issues with the national trends.
- Identify gaps in your stock.
- Identify and promote titles that are issuing well nationally.

- Compare local and national issue data with the national retail sales information (for those subscribing to BookScan for Libraries).
- Identify titles which are selling but not being issued.
- Use issue data to help define stock selection requirements.
- Use issue data to help produce/review supplier selection profiles.

WHO CONTRIBUTES?

- Over 30 authorities and nearly 1,000 libraries are now contributing.
- We are constantly welcoming new participants and you must be a panel member to receive data – from which you will have the benefit of immediate results.

HOW ACCURATE IS THE DATA?

- LibScan has the best and most comprehensive data in the industry.
- This is still a developing panel and grows in accuracy and depth with each additional library participant.
- The broadest possible sample of library authorities will increase the value of the data collected.
- Remember participating libraries pay no fees and only participating libraries are eligible to receive regular and useful data in return. Non-participating libraries can't access this data.

WHO ELSE CAN SEE THE DATA?

- As a commercial organisation, Nielsen Book is seeking commercial opportunities to sell the aggregated library issue data. Possible customers include (but are not limited to) publishers and library suppliers.
- By making library issue data more accessible to the book trade we believe that libraries will benefit from publishers and library suppliers having a better understanding of the library market.
- It is envisaged that publishers will learn about the role of libraries, especially in relation to their important place in introducing and supporting new fiction authors along with the broad interests in non fiction titles.
- In addition to the local and national issue statistics, it is envisaged that a range of other reports will be applicable and available at an extra charge.

HOW DO I FIND OUT MORE ABOUT THE LIBSCAN PANEL?

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