

| JANUARY |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|
| Week:   | S  | M  | T  | W  | T  | F  | S  |
| 201553  |    |    |    |    |    | 1  | 2  |
| 201601  | 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 201602  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 201603  | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 201604  | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 201605  | 31 |    |    |    |    |    |    |

| FEBRUARY |    |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|----|
| Week:    | S  | M  | T  | W  | T  | F  | S  |
| 201605   |    | 1  | 2  | 3  | 4  | 5  | 6  |
| 201606   | 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 201607   | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 201608   | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 201609   | 28 | 29 |    |    |    |    |    |

| MARCH  |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201609 |    |    | 1  | 2  | 3  | 4  | 5  |
| 201610 | 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 201611 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 201612 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 201613 | 27 | 28 | 29 | 30 | 31 |    |    |

| APRIL  |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201613 |    |    |    |    |    | 1  | 2  |
| 201614 | 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 201615 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 201616 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 201617 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

| MAY    |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201618 | 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 201619 | 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 201620 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 201621 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 201622 | 29 | 30 | 31 |    |    |    |    |

| JUNE   |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201622 |    |    |    | 1  | 2  | 3  | 4  |
| 201623 | 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 201624 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 201625 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 201626 | 26 | 27 | 28 | 29 | 30 |    |    |

| JULY   |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201626 |    |    |    |    |    | 1  | 2  |
| 201627 | 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 201628 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 201629 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 201630 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 201631 | 31 |    |    |    |    |    |    |

| AUGUST |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| Week:  | S  | M  | T  | W  | T  | F  | S  |
| 201631 |    | 1  | 2  | 3  | 4  | 5  | 6  |
| 201632 | 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 201633 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 201634 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 201635 | 28 | 29 | 30 | 31 |    |    |    |

| SEPTEMBER |    |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|----|
| Week:     | S  | M  | T  | W  | T  | F  | S  |
| 201635    |    |    |    |    | 1  | 2  | 3  |
| 201636    | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 201637    | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 201638    | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 201639    | 25 | 26 | 27 | 28 | 29 | 30 |    |

| OCTOBER |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|
| Week:   | S  | M  | T  | W  | T  | F  | S  |
| 201639  |    |    |    |    |    |    | 1  |
| 201640  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 201641  | 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 201642  | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 201643  | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 201644  | 30 | 31 |    |    |    |    |    |

| NOVEMBER |    |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|----|
| Week:    | S  | M  | T  | W  | T  | F  | S  |
| 201644   |    |    | 1  | 2  | 3  | 4  | 5  |
| 201645   | 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 201646   | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 201647   | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 201648   | 27 | 28 | 29 | 30 |    |    |    |

| DECEMBER |    |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|----|
| Week:    | S  | M  | T  | W  | T  | F  | S  |
| 201648   |    |    |    |    | 1  | 2  | 3  |
| 201649   | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 201650   | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 201651   | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 201652   | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

| BANK HOLIDAYS / KEY DATES  |        |
|----------------------------|--------|
| New Year's Day             | 1 Jan  |
| Good Friday                | 25 Mar |
| Easter Monday              | 28 Mar |
| May Day Bank Holiday       | 2 May  |
| Late May Bank Holiday      | 30 May |
| Late August Bank Holiday   | 29 Aug |
| Christmas Day Bank Holiday | 26 Dec |
| Boxing Day Bank Holiday    | 27 Dec |

Online data is normally processed one day later in the event of each Bank Holiday

| 2015 Nielsen Book Research  |                            |                            |
|-----------------------------|----------------------------|----------------------------|
| 4-Weekly Data               | Quarterly Data             | Date for Online Scheduler* |
| Period 201601 (03/01-30/01) |                            | 5 Feb                      |
| Period 201602 (31/01-27/02) | Qtr 201601 (03/01 - 26/03) | 4 Mar                      |
| Period 201603 (28/02-26/03) |                            | 1 Apr                      |
| Period 201604 (27/03-23/04) |                            | 29 Apr                     |
| Period 201605 (24/04-21/05) | Qtr 201602 (27/03 - 18/06) | 27 May                     |
| Period 201606 (22/05-18/06) |                            | 24 Jun                     |
| Period 201607 (19/06-16/07) |                            | 22 Jul                     |
| Period 201608 (17/07-13/08) | Qtr 201603 (19/06 - 10/09) | 19 Aug                     |
| Period 201609 (14/08-10/09) |                            | 16 Sep                     |
| Period 201610 (11/09-08/10) |                            | 14 Oct                     |
| Period 201611 (09/10-05/11) | Qtr 201604 (11/09 - 03/12) | 11 Nov                     |
| Period 201612 (06/11-03/12) |                            | 9 Dec                      |
| Period 201613 (04/12-31/12) | Qtr 201605 (04/11 - 31/12) | 6 Jan (2017)               |

\*Online data is normally available on the Tuesday evening after the period / qtr end day. We advise clients to schedule reports to run on the Wed morning (1am – 7am) on the dates noted due to heavy user loads on the Tuesday afternoon.

See note about Bank Holiday processing (far left).

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## Nielsen Book Research International Calendar 2016

| Sun Start Date | Sat End Date | Week No. | 4 Week Range | Quarter Range |
|----------------|--------------|----------|--------------|---------------|
| 03-Jan-16      | 09-Jan-16    | 201601   | 201601       | 201601        |
| 10-Jan-16      | 16-Jan-16    | 201602   |              |               |
| 17-Jan-16      | 23-Jan-16    | 201603   |              |               |
| 24-Jan-16      | 30-Jan-16    | 201604   | 05-Feb-16    |               |
| 31-Jan-16      | 06-Feb-16    | 201605   | 201602       |               |
| 07-Feb-16      | 13-Feb-16    | 201606   |              |               |
| 14-Feb-16      | 20-Feb-16    | 201607   |              |               |
| 21-Feb-16      | 27-Feb-16    | 201608   | 04-Mar-16    |               |
| 28-Feb-16      | 05-Mar-16    | 201609   | 201603       |               |
| 06-Mar-16      | 12-Mar-16    | 201610   |              |               |
| 13-Mar-16      | 19-Mar-16    | 201611   |              |               |
| 20-Mar-16      | 26-Mar-16    | 201612   | 01-Apr-16    | 01-Apr-16     |
| 27-Mar-16      | 02-Apr-16    | 201613   | 201604       | 201602        |
| 03-Apr-16      | 09-Apr-16    | 201614   |              |               |
| 10-Apr-16      | 16-Apr-16    | 201615   |              |               |
| 17-Apr-16      | 23-Apr-16    | 201616   | 29-Apr-16    |               |
| 24-Apr-16      | 30-Apr-16    | 201617   | 201605       |               |
| 01-May-16      | 07-May-16    | 201618   |              |               |
| 08-May-16      | 14-May-16    | 201619   |              |               |
| 15-May-16      | 21-May-16    | 201620   | 27-May-16    |               |
| 22-May-16      | 28-May-16    | 201621   | 201606       |               |
| 29-May-16      | 04-Jun-16    | 201622   |              |               |
| 05-Jun-16      | 11-Jun-16    | 201623   |              |               |
| 12-Jun-16      | 18-Jun-16    | 201624   | 24-Jun-16    | 24-Jun-16     |
| 19-Jun-16      | 25-Jun-16    | 201625   | 201607       | 201603        |
| 26-Jun-16      | 02-Jul-16    | 201626   |              |               |
| 03-Jul-16      | 09-Jul-16    | 201627   |              |               |
| 10-Jul-16      | 16-Jul-16    | 201628   | 22-Jul-16    |               |
| 17-Jul-16      | 23-Jul-16    | 201629   | 201608       |               |
| 24-Jul-16      | 30-Jul-16    | 201630   |              |               |
| 31-Jul-16      | 06-Aug-16    | 201631   |              |               |
| 07-Aug-16      | 13-Aug-16    | 201632   | 19-Aug-16    |               |
| 14-Aug-16      | 20-Aug-16    | 201633   | 201609       |               |
| 21-Aug-16      | 27-Aug-16    | 201634   |              |               |
| 28-Aug-16      | 03-Sep-16    | 201635   |              |               |
| 04-Sep-16      | 10-Sep-16    | 201636   | 16-Sep-16    | 16-Sep-16     |
| 11-Sep-16      | 17-Sep-16    | 201637   | 201610       | 201604        |
| 18-Sep-16      | 24-Sep-16    | 201638   |              |               |
| 25-Sep-16      | 01-Oct-16    | 201639   |              |               |
| 02-Oct-16      | 08-Oct-16    | 201640   | 14-Oct-16    |               |
| 09-Oct-16      | 15-Oct-16    | 201641   | 201611       |               |
| 16-Oct-16      | 22-Oct-16    | 201642   |              |               |
| 23-Oct-16      | 29-Oct-16    | 201643   |              |               |
| 30-Oct-16      | 05-Nov-16    | 201644   | 11-Nov-16    |               |
| 06-Nov-16      | 12-Nov-16    | 201645   | 201612       |               |
| 13-Nov-16      | 19-Nov-16    | 201646   |              |               |
| 20-Nov-16      | 26-Nov-16    | 201647   |              |               |
| 27-Nov-16      | 03-Dec-16    | 201648   | 09-Dec-16    | 09-Dec-16     |
| 04-Dec-16      | 10-Dec-16    | 201649   | 201613       | 201605        |
| 11-Dec-16      | 17-Dec-16    | 201650   |              |               |
| 18-Dec-16      | 24-Dec-16    | 201651   |              |               |
| 25-Dec-16      | 31-Dec-16    | 201652   | 06-Jan-17    | 06-Jan-17     |

Note: Italic dates are the latest contractual date for Nielsen Book Research to deliver your data.  
Data Source: Nielsen Book Research

Nielsen Book Research International Calendar 2016

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Nielsen Book Research is the world's largest continuous book sales tracking service operating in the UK, Ireland, Australia, US, South Africa, Italy, Spain, New Zealand, India and Brazil. Nielsen Book also collects public library borrowing data in the UK.

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.

The UK Total Consumer Market (TCM) data covers over 90% of all retail book purchases in the UK – the remaining being very specialist sites such as gift shops, specialist booksellers and tourist information centres. This represents sales through 6,500 retailers in the UK each week and charts are available within 72 hours of the week end.

Our information is used regularly and effectively by retailers, publishers, wholesalers, distributors and libraries. The Nielsen BookScan bestseller charts appear in the national media including The Sunday Times.

### Total Consumer Market (TCM)

|                                     |                           |                               |
|-------------------------------------|---------------------------|-------------------------------|
| Amazon.co.uk                        | National Portrait Gallery | <b>Historically included:</b> |
| Asda                                | Natural History Museum    | Alpha Retail                  |
| Asda Online                         | QVC                       | Books Etc                     |
| B&Q                                 | RHS                       | Books Etc Travel              |
| BBC Retail                          | Royal Botanic Garden Kew  | Borders                       |
| Blackwell                           | Satchi Gallery            | British Bookshops             |
| British Museum                      | Sainsbury's               | Computer Manuals              |
| CLC Bookshops                       | SSG (formerly SPCK)       | Fopp Music & Books            |
| Daurt Books                         | St. Andrew's              | Hughes and Hughes             |
| Early Learning Centre               | Stanfords                 | Travel                        |
| Eason & Son (NI)                    | Tate Gallery              | Martins (inc. Forbuys         |
| Eden Project                        | The Science Museum Group  | & McColls)                    |
| English Heritage                    | The Stationery Office     | PC World                      |
| Forbidden Planet                    | Tesco                     | Play.com                      |
| Foyles                              | Tesco Online              | Somerfield                    |
| Games Workshop                      | The Book Depository       | Wesley Owen                   |
| HMV Music                           | The Book People           | Woolworths (via EUK           |
| Independents (General & Specialist) | (excluding core range)    | zavvi (formerly Virgin        |
| Imperial War Museum                 | V&A Museum                | Retail)                       |
| Institute of Waitrose               | Waterstones               | Plus sales from:              |
| Contemporary Arts                   | Waterstones Online        | Guardian Media, Daily         |
| John Smith & Son                    | WH Smith Retail           | Mail, Mail on Sunday          |
| Morrison's                          | WH Smith Online           | and Daily Telegraph.          |
| Mothercare                          | WH Smith Travel           |                               |
| National Gallery                    | Wordery                   |                               |

Did you know that Nielsen Book Research also produces consumer reports on book purchasing behaviour?

Nielsen's Books & Consumers provides publishers and booksellers with valuable insights into the book purchasing behaviour of consumers in the UK and US, helping inform their marketing, sales and editorial strategies. Each year, Nielsen's Books & Consumers tracker collects information on consumer book purchasing of both print and e-books through all sources from 36,000 book consumers aged 13-84 in the UK and 72,000 in the US.

With detailed information subscribers gain a deep understanding of book consumers' demographics, purchase preferences, book buying behaviours and book shopping occasions. Nielsen's Books & Consumers provides accurate and reliable data, delivered to clients in a variety of formats.

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