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Nielsen BookScan

Online, actionable, business critical sales information

www.nielsenbookscan.co.uk



Nielsen BookScan sales data service is the world's first continuous retail monitoring service for books based upon electronic point of sale data.

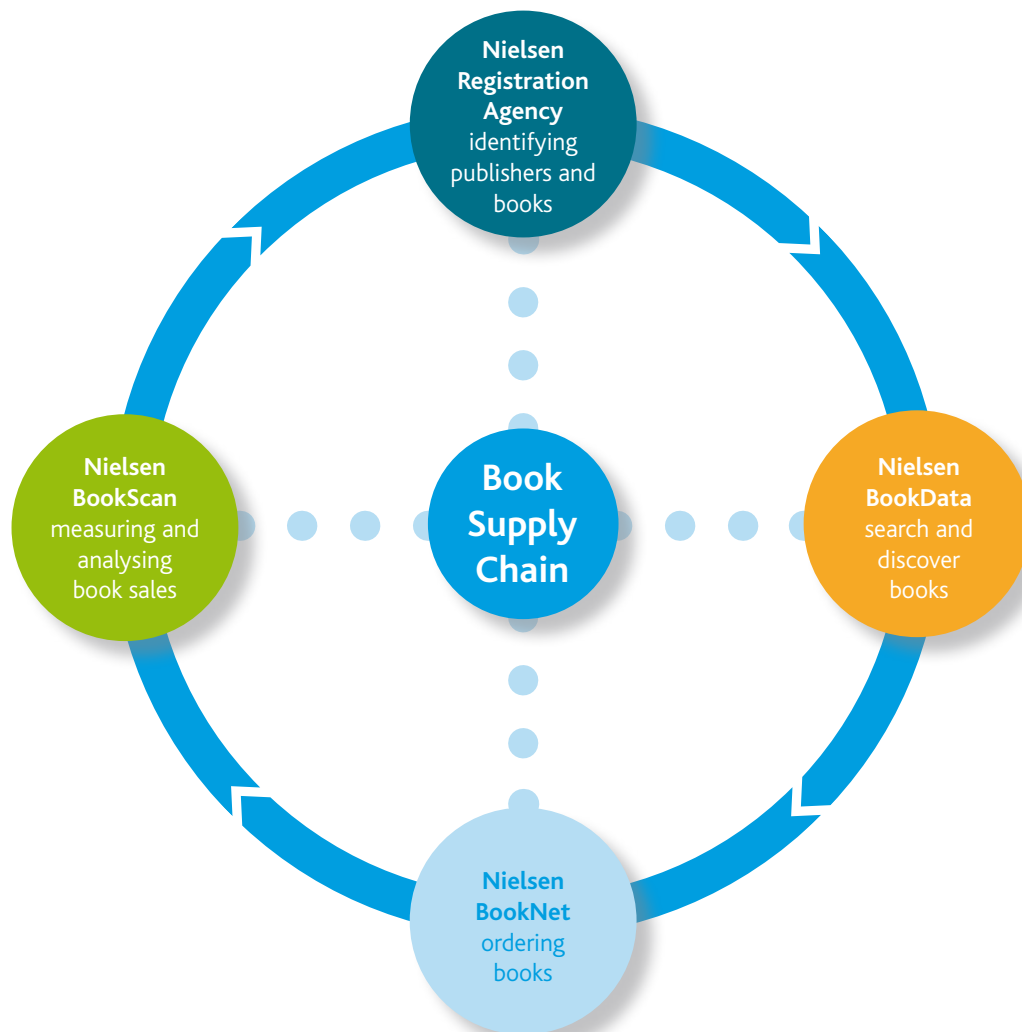
"Nielsen BookScan provides us with business critical information that is consistently used at all levels of the business. It is relied on to help us make the key decisions that result in more sales - and profit - for our business."

Stephen Clarke, Managing Director & Commercial Director, WH Smith High Street

Nielsen BookScan monitors sales from chain bookshops, internet book sites, supermarkets, specialist shops and independent bookshops in the leading English language markets, the USA, Australia, New Zealand, South Africa, UK, Ireland, Italy, Spain, Denmark and India. In all cases Nielsen BookScan monitors sales to the end-user, the consumer.

We collect critical data from each purchase made at thousands of locations in the key markets using data collected at the point of sale from every outlet. At regular intervals, this information is downloaded to Nielsen BookScan's production system and the information development process begins.

Since every book sale made within each reporting shop is collected, the data is very accurate and fully representative of both high and low selling titles. By aggregating the data by publisher, author, genre, format, category or price, for example, detailed market analysis can be performed. This allows both publishers and booksellers to assess their market share both at the market level and within defined categories.



Business critical information that has big financial paybacks for both large and small organisations

Retailers who contribute their sales data to Nielsen BookScan can monitor their market share each week; they can verify their sales by category to spot strengths and weaknesses; identify consumer trends towards certain categories or formats or prices; and make significant improvements in inventory, identifying titles that are selling but not being stocked and matching quantities held with market demand. All this adds up to improved stock management, better stock-turns and more profit.

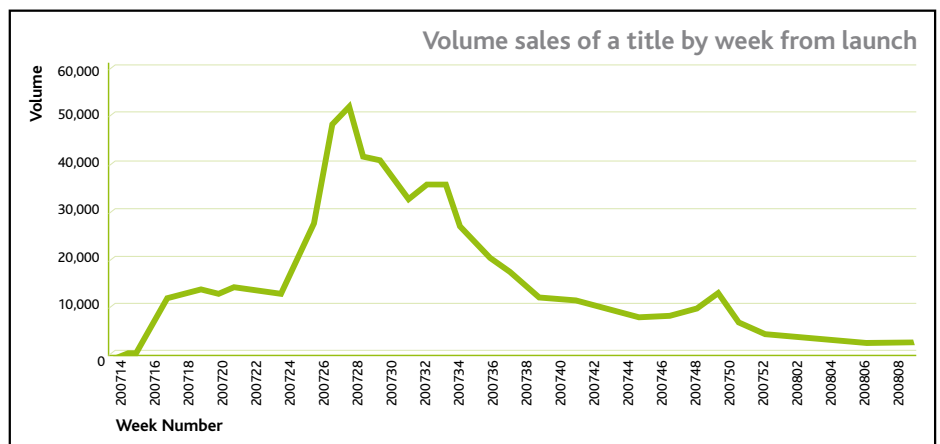
Libraries also gain from using Nielsen BookScan information. Combining the skill of the librarian with actual book sales data results in a very effective way to purchase books. This enables library acquisitions to be more closely matched to consumer preference and, once a title is purchased, the loan history of the book will begin to grow and provide more useful information for library management.

Literary agents also know how valuable Nielsen BookScan sales data can be. They can monitor the true consumer sales of their authors rather than rely on the publisher's information based on the number of copies distributed. They can also monitor promotional activity for their authors – in most territories at a regional level – and use the information in negotiations with publishers, film and TV companies, rights negotiations etc.

Many authors like to keep a watchful eye on their book sales as well. This data can be vital to their livelihood by providing a wealth of information including the ability to monitor a book's sale by geographic region, keep track of weekly trends, view sales following a promotional tour/event, and to use as a reference when comparing against a royalty statement.

Nielsen BookScan data also has many applications to companies beyond the publishing world. From major Hollywood studios looking for ideas for the next big movie to food manufacturers looking at what type of cookbooks consumers are reading, Nielsen BookScan data can help drive revenue and steer decision-making on a company's core and ancillary business.

The media – newspapers, magazines, TV & radio – use Nielsen BookScan sales data for their bestseller charts and to support editorial coverage. Nielsen BookScan has an awards scheme: Gold and Platinum book awards – run in the UK to help the media recognise titles that have reached the highest sales levels. Publishers often quote Nielsen BookScan data in media articles and bookshops regularly support city financial statements by reference to Nielsen BookScan market information.



Top 10 UK Bestselling Fiction Titles w/e 22nd August

| | Title | Author | Imprint | Total Qty | RRP | ASP |
|----|-----------------------------|--------------------|------------------|-----------|-------|-------|
| 1 | The Time Traveler's Wife | Audrey Niffenegger | Vintage | 29,591 | £7.99 | £5.71 |
| 2 | Keeping the Dead | Tess Gerritsen | Bantam Books | 27,728 | £6.99 | £3.84 |
| 3 | Doors Open | Ian Rankin | Orion | 24,169 | £7.99 | £5.12 |
| 4 | Songs of the Humpback Whale | Jodi Picoult | Hodder Paperback | 21,266 | £7.99 | £4.42 |
| 5 | New Moon | Stephenie Meyer | ATOM | 21,190 | £6.99 | £4.36 |
| 6 | It's the Little Things | Erica James | Orion | 19,922 | £6.99 | £3.72 |
| 7 | My Sister's Keeper | Jodi Picoult | Hodder Paperback | 19,250 | £7.99 | £4.73 |
| 8 | Eclipse | Stephenie Meyer | ATOM | 19,034 | £6.99 | £4.51 |
| 9 | Too Close to Home | Linwood Barclay | Orion | 17,492 | £7.99 | £4.86 |
| 10 | Twilight | Stephenie Meyer | ATOM | 17,027 | £6.99 | £4.53 |

Many publishers all over the world have reduced costs and improved sales by using Nielsen BookScan sales data

Publishers who have been using Nielsen BookScan sales information have found that the business case centres on three areas of improvement:

Publishing strategy & new title development

- How big is the genre?
- Is it growing or shrinking?
- What is already selling?
- In what quantities?
- What formats exist and at what price?
- What are the life cycle shapes of titles within this genre?
- Where is it selling regionally and in what type of store?
- How are our competitors performing and which authors are driving their success?
- What value should you put on an author?
- Who are the new and successful authors in other countries?

Supply chain & reprint decisions

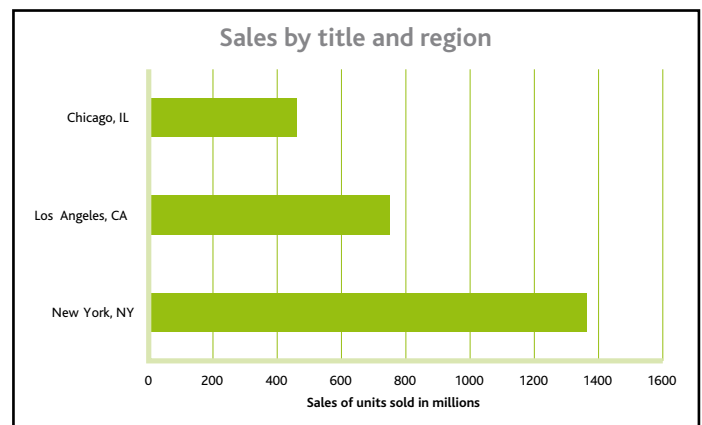
- How many are selling through?
- Is there pressure (an over-stocked issue) that will lead to returns or a vacuum (under-supply), which will lead to lost sales?
- When should reprints be timed or cancelled?
- What should the initial print run be and can we keep it low and then reprint quickly to match consumer demand?
- Controlling stock cost at the warehouse.

Sales by country

| Bestselling Edition by Volume | USA | UK | Ireland | Australia | Italy | South Africa |
|-------------------------------|-----------|---------|---------|-----------|-------|--------------|
| The Time Traveler's Wife | 1,322,199 | 965,291 | 31,812 | 156,382 | 4,513 | 649,709 |
| A Thousand Splendid Suns | 1,645,474 | 453,966 | 21,297 | 73,686 | 285 | 4,736,547 |

Sales & marketing

- Measuring the impact of promotion.
- Responding to competitors' initiatives.
- Learning what has worked for others (and what has not!).
- Reducing marketing spend on under-performing titles and increasing it on winners.
- Checking that sales levels are matching the business plan forecast for the title.
- Stimulating sales of a book that is overstocked for its consumer demand to eliminate high returns.



There are proven examples of how publishers have used Nielsen BookScan information for business benefit. The opportunity for publishers to re-engineer some of their processes to substantially reduce costs while improving sales through the use of sales data is available now to publishers of all sizes and internationally.

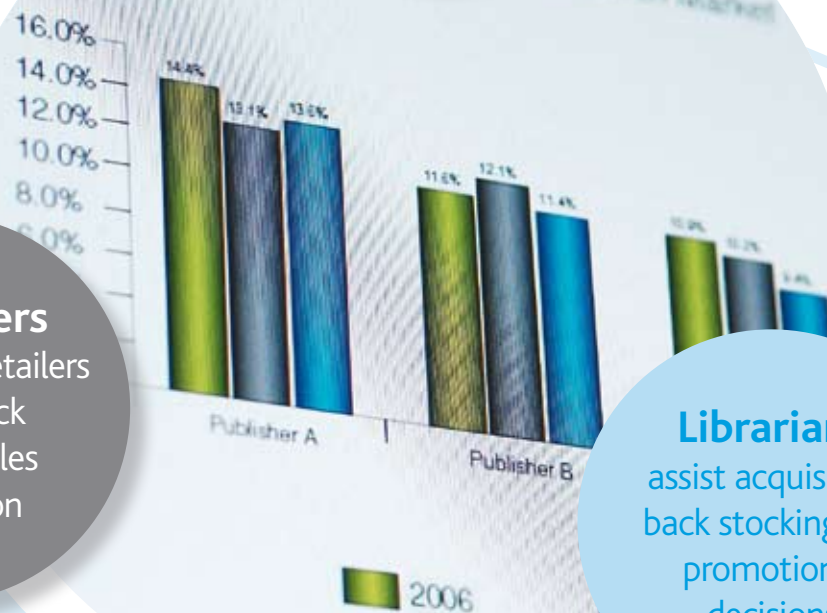
Nielsen BookScan Services

- Capturing, measuring and analysing sales in the key markets
- Sales of over 4 million different titles measured
- Collected from 31,500 different retailers
- Providing essential business information in 10 countries
(UK, Ireland, USA, Australia, South Africa, New Zealand, Italy, Spain, Denmark and India)

Publishers
inform
strategy and
new title
development

Booksellers
participating retailers
receive back
essential sales
information

Librarians
assist acquisition,
back stocking and
promotional
decisions



UK & Ireland

Nielsen BookScan International has been in operation since 1996 and current coverage is in excess of 90% of UK retail sales including general bookshops, internet sites, airport and other travel sites, campus bookshops and some specialist sites such as major museums and art galleries. Sales data collection covers both unit sales and actual consumer price paid by ISBN.

Market data is processed weekly with title level data available each Tuesday for sales the previous week. Weekly data is aggregated into four and twelve week blocks for detailed market analysis by category, format, author or publisher. Trending over time with a fifteen year history is also available. Regional analysis is possible within fourteen defined regions. Books and audio-books are covered. All data is supplied electronically via the Nielsen BookScan Online website and can be easily exported into a variety of formats.

The Irish panel was launched in December 2002 and now covers approximately 65% of all consumer retail books sales. The panel includes the major book chains, general independent bookshops, supermarket and specialist stores as well as internet sales. Market data is processed alongside the UK sales data and is available at title level each Tuesday through the web based system Nielsen BookScan Online.

With permission from a contributing retailer, retailer specific sales information can be supplied on request.

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USA

Nielsen BookScan US has been in operation since January 2001 and provides weekly point-of-sale data with the highest possible degree of accuracy and integrity. Functioning as a central clearing house for the US book industry, Nielsen BookScan enables its subscribers to access comprehensive reports from a wide variety of perspectives.

Nielsen BookScan US provides a continuous market measurement of US retail book sales based upon electronic sales data analysis. Basically, we collect point-of-sale information from a variety of retailers, approximately 13,000 locations, covering roughly 75% of the US book market, and make this information available to the industry. In a typical week, sales of around 500,000 different titles are collected, coded and analysed, producing complete market information for retailers, publishers and the media.

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India

Nielsen BookScan India has been in operation since October 2010. The shop panel has increased since then and current coverage is approx 300,000 units at a value of INR 0.07 billion and 63,000 different titles (ISBNs) each week. Books from all categories – Fiction; Non Fiction; Academic and Children's – are tracked via a shop panel that includes all the major bookshop chains; Internet bookshops and key independent stores.

Title level data is processed weekly and 4-weekly market share statistics are available from the Nielsen BookScan International reporting system.

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Australia

Nielsen BookScan Australia has been in operation since December 2000 and the service covers around 90% of all retail book sales in Australia. The shop panel includes the major book chains, discount and department stores, general independent bookstores, campus booksellers (non textbook sales) as well as some specialist stores.

Market data is processed weekly with data being available each Friday for sales the previous week. Australian data is processed on the UK production system and so essentially, the same reports are available for Australia as for the UK and all are available via Nielsen BookScan Online. Currently there are no geographic regional splits applied to the Australian product.

With permission from a contributing retailer, retailer specific sales information can be supplied on request.

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New Zealand

Nielsen BookScan New Zealand has been in operation since 2007 and was re-launched in December 2008 with comprehensive coverage of the New Zealand retail market covers 95% of all retail book sales in New Zealand. The panel includes major book retailers, internet retailers and general and specialist independent booksellers.

Market data is processed weekly with data being available by Friday for sales the previous week. New Zealand data is processed on the UK production system and reports are available via Nielsen BookScan Online.

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South Africa

Nielsen BookScan South Africa has been in operation since December 2003. The panel covers approximately 68% of consumer retail sales in South Africa, representing over 1,200 outlets from chain bookstores, supermarket and mixed multiple outlets.

Title level sales information is available on a weekly basis, each Thursday, and all data is supplied electronically in spreadsheet format.

For further information contact:

BookData SAPnet is the brand used to promote our services via Publications Network (Pty) Ltd t/a SAPnet

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