

South African Online Panel

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in South Africa, the UK, Ireland, Australia, US, 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 the major book retailers. This ensures that very detailed and highly accurate sales information on which books are selling, and at what price, is available to the book trade.

The South African Consumer Market panel began releasing weekly analyses with effect from March 2004. The initial launch panel covered book sales from over 370 outlets within South Africa and this represented approximately 68% of all trade retail book purchases. In December 2005 the coverage was expanded to include a representation of general and academic independent outlets as well as internet and media book club consumer purchases. During

2006 we continued this expansion to make up the new extended panel which now represents 1,200 retail outlets including supermarket outlets and covers 80% of all trade retail book purchases.

The survey monitors approximately 40,000 different titles selling in a week and the consumer value in an average mid-year week is over R22 million. As other outlets continue to be recruited into the panel, this value will increase.

Data is delivered to subscribing publishers and contributing retailers on a weekly, four weekly, bi-annual and annual basis.

The sales database is already building into a very valuable data source for historical comparisons and the tracking of individual titles, genre, authors and more, over a period of nearly five years. The launch panel was put in place at the start of December 2003 and this historical data has been processed and like-for-like sales are available from this point.



Participants in the South African Panel (August 2009)

Adams & Co.	Kalahari.net
Caxton Books	Lapa
CNA	Leserskring
CUM	Loot.co.za
Dischem	PNA
Exclusive Books	Pick 'n Pay
Exclusive Books.com	Shoprite
Fascination Books	Sunday Times
Game	Wordsworth
General Independents	Woolworth's
Juta & Co.	

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