WHAT IS NIELSEN BOOKSCAN?

The Nielsen BookScan Service provides quantitative sales statistics for the consumer book market in nine countries: including the UK, Ireland and the US to aid decision making for the book trade and related industries and is *the* common language across the trade for measuring book sales performance.

1. WHAT SALES STATISTICS ARE AVAILABLE?

- Overall Markets, Genre and Publisher Sizing and Trends
- Title level sales data in the form of complete and comprehensive bestseller listings and as sales trended over time.

2. WHAT CAN BE DONE WITH THIS INFORMATION?

- Accurate market measurement through a stated panel of bookshops in each country
- Measuring movements in genres and publishers and trends within prices, formats, etc
- Measuring performance and share for booksellers and publishers
- Measuring authors, imprints, series though the Nielsen BookScan panels
- Title level sales data provides sales information for titles
    - Understand which titles are driving a genre or publisher down to one sale
    - Understand how many different titles are selling and the quantities
    - Past trends for previous titles, series and authors' works
    - Weekly data allows spotting of 'new trends'
    - Understanding past sales (quantities) can help quantify/hone print runs and orders and so reduce returns, administration costs, remaindering and pulping
    - Understand the role of discounting by measuring the price paid at the till as well as the RRP (not available in the US)
- Our Nielsen LibScan service collects ***library borrowings*** from UK public libraries.

3. WHAT DOES THE NIELSEN BOOKSCAN SERVICE ACTUALLY DO?

- The Nielsen BookScan Service provides a continuous market measurement of retail book sales based upon electronic sales data analysis in country specific panels. This means information is collected from bookshops and internet retailers on what books are sold, the quantity and the price. The data is validated and analysed to produce bestseller lists, price and imprint comparisons, backlist analyses and other essential information such as distribution and stock levels for booksellers and publishers
- The information comes directly from bookshop EPoS systems; therefore the data is highly accurate
- **Every** title sold is tracked not just the fast sellers or 'Top 50s'
- Data is collected weekly and is consolidated 4-weekly, quarterly, annually.
- Statistics are by volume, by value* and actual selling prices*, so the effect of pricing and discounting on sales can be measured (*US and Spain have volume information only)
- Titles can be consolidated to imprint and publisher levels, as well as to genre, giving an accurate picture of market shares, both within sector and trended over time
- The Nielsen BookScan Service is the most accurate and most comprehensive data in the industry
- Nielsen is working with all major players to measure the e-book trade with the same high level of accuracy and coverage as we do for our print book panels. This will be available in due course

4. THE BOOKTRADE IS WORLDWIDE - WHICH COUNTRIES HAVE THE NIELSEN BOOKSCAN SERVICE?

- UK, Ireland, Australia, New Zealand, South Africa, Italy, India, US and Spain

5. HOW CAN I ACCESS THE NIELSEN BOOKSCAN SERVICE?

- Depending on client requirements we provide data for one-off Nielsen BookScan Bespoke reports or queries (usually via Excel) or for an annual subscription data via our web-based online service
- Individual client requirements are discussed and costed accordingly – reports start from just £75

6. HOW DO I FIND OUT MORE ABOUT THE NIELSEN BOOKSCAN SERVICE?

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