

BOSS: Ireland BookScan Online Sales Summaries

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in Ireland, the UK, Australia, US, South Africa, Italy, Spain, Denmark and New Zealand.

The Irish Consumer Market (ICM) panel was launched in December 2002 and then expanded in September 2004. It is estimated that coverage is approximately 65% of retail book purchases made from within the Republic of Ireland.

2008 saw BookScan measure a total of 13.9 million units (volume) to a value of €165 million in the Irish market, with an average ASP of €11.85 measured against 278,867 unique ISBNs.

The sales data is available by volume and value (Euro), though the RRP listed continues to be Sterling as not all books have a published Euro price on the Nielsen Book database.

BOSS Ireland is a simple web-based service that lets you look up lifetime sales* by ISBN, title or author, week-by-week to assist your day to day business decisions.

What does BOSS Ireland provide?

- Online access to all Irish book sales in the ICM since Jan 2003
- Enter an ISBN and its lifetime sales, within the BookScan ICM database, will be returned including: units sold, retail value, and ASP (the actual price paid by consumers for the book)
- Enter an author's name and sales of ALL that author's titles will be returned including units sold and retail value
- Enter a title to view its lifetime sales
- Each week we also post the details of the top 20 bestselling titles by five key genre (Hardback and Paperback Fiction; Hardback and Paperback Non-Fiction and Children's).

BOSS provides the key information your business needs to keep ahead in the increasingly competitive retail book market.

Benefits of BOSS Ireland include:

- Improve stock and inventory management
- Analyse the effectiveness of marketing spend not only of your titles but those of your competitors
- Analyse sales of your titles and those of your competitors to see what is selling.



* Lifetime sales is for the defined BookScan panel of retailers and covers the period from January 2003 to date. Note all figures quoted are for actual customer purchases via the BookScan panel of retailers.

Contact us:

tel: +44 (0)1483 712 222

email: info.bookscan@nielsen.com