

nielsen  
.....



## Nielsen BookScan

Online, actionable, business critical sales information

[www.nielsenbookscan.co.uk](http://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

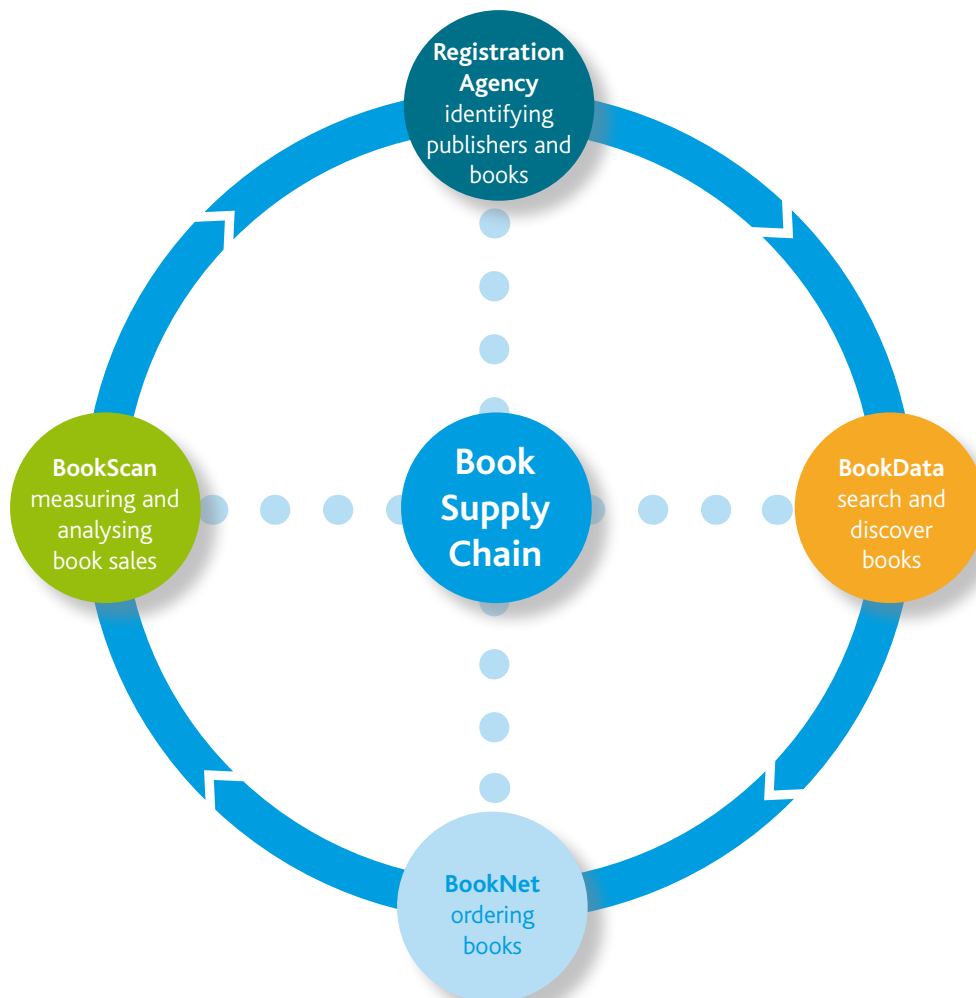
"BookScan is an invaluable resource for Borders. It helps us to monitor performance, identify opportunities and spot trends."

Philip Downer, Managing Director, Borders UK

BookScan monitors sales from chain bookshops, internet book sites, discount outlets and independent bookshops in the leading English language markets, the USA, Australia, New Zealand, South Africa, UK and Ireland – we now also monitor sales in Italy, Spain and Denmark. In all cases 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 BookScan's production system and the information development process begins.

Since every book sale made within each reporting store is collected, the data is very accurate and fully representative of both high selling 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 bookstores 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 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.

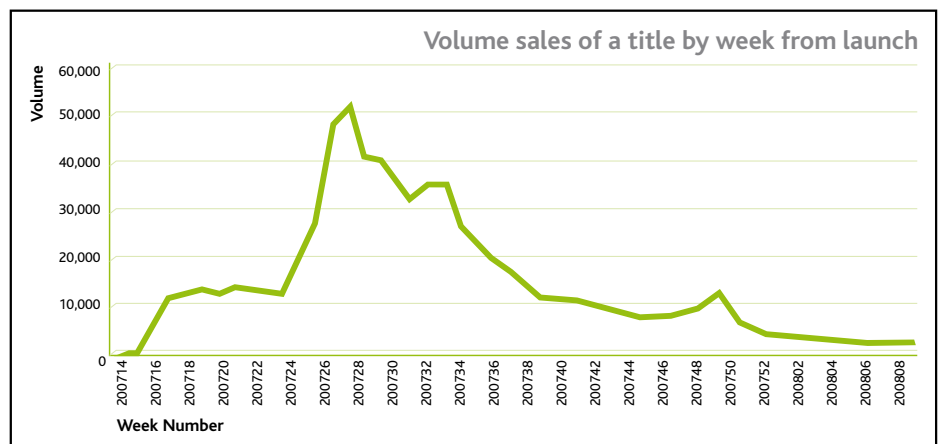
Libraries also gain from using BookScan information. Combining the skill of the librarian with actual book sales data, results in a very effective way to purchase books. This enables library acquisitions to be more closely matched to consumer preference and, once a title is purchased, the loan history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

Literary agents also know how valuable 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.

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, 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 BookScan sales data for their bestseller charts and to support editorial coverage. 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 BookScan data in media articles and bookstores regularly support city financial statements by reference to BookScan market information.



## Top 10 UK Bestselling Fiction Titles w/e 22nd March 2008

	Title	Author	Imprint	Total Qty	RRP	ASP
1	Two Caravans	Marina Lewycka	Penguin Books	24,593	£7.99	£4.77
2	A Thousand Splendid Suns	Khaled Hosseini	Bloomsbury Publishing	21,202	£11.99	£9.22
3	Sisters	Danielle Steel	Corgi	19,664	£6.99	£4.37
4	Bad Luck and Trouble	Lee Child	Bantam	18,254	£6.99	£4.09
5	The Other Boleyn Girl	Philippa Gregory	Harper	15,863	£7.99	£5.40
6	Going Dutch	Katie Fforde	Arrow Books	14,731	£6.99	£4.42
7	Mister Pip	Lloyd Jones	John Murray	13,986	£7.99	£5.40
8	The 6th Target	James Patterson	Headline Publishing	13,925	£7.99	£4.64
9	The Secret Life of a Slummy Mummy	Fiona Neill	Arrow Books	13,895	£6.99	£4.48
10	Notes from an Exhibition	Patrick Gale	HarperPerennial	12,721	£7.99	£5.77

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

Publishers who have been using 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

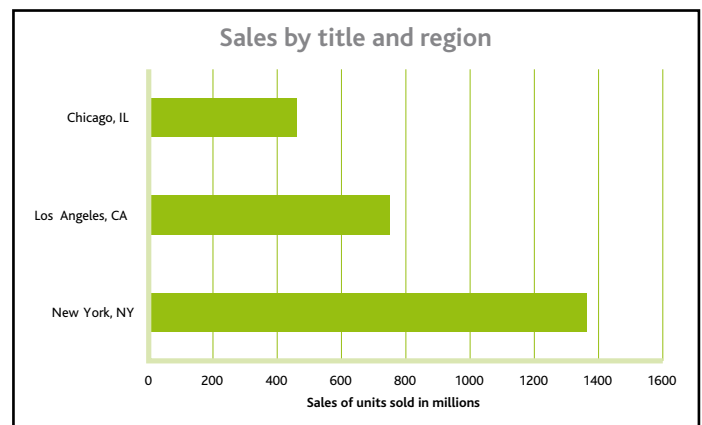
- How many are selling through?
- Is there pressure (an over-stocked issue) that will lead to returns or a vacuum (under-supply), which will lead to lost sales?
- When should reprints be timed or cancelled?
- What should the initial print run be and can we keep it low and then reprint quickly to match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

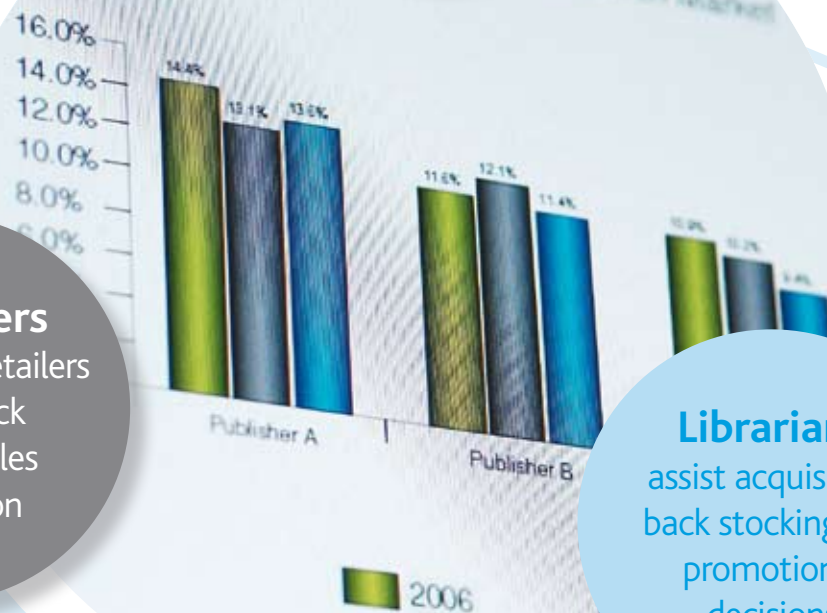
# BookScan Services

- Capturing, measuring and analysing sales in the key markets
- Sales of over 4 million different titles measured
- Collected from 33,500 different retailers
- Providing essential business information in 9 countries (UK, Ireland, USA, Australia, South Africa, New Zealand, Italy, Spain & Denmark)

**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

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 twelve 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 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 75% of all consumer retail books sales. The panel includes the major book chains, general independent bookstores, 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 BookScan Online.

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

### For further information contact:

3rd Floor  
Midas House  
62 Goldsworth Road  
Woking  
Surrey GU21 6LQ  
t: +44 (0)1483 712 222  
f: +44 (0)1483 712 220  
e: sales.bookscan@nielsen.com  
w: www.nielsenbookscan.co.uk

## USA

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 clearinghouse for the US book industry, BookScan enables its subscribers to access comprehensive reports from a wide variety of perspectives.

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 400,000 different titles are collected, coded and analysed, producing complete market information for retailers, publishers and the media.

### For further information contact:

14th Floor  
1 North Lexington Avenue  
White Plains  
New York 10601  
t: +914 684 5537  
f: +914 3280234  
e: Jim.King@nielsen.com  
w: www.bookscan.com

## Australia

BookScan Australia has been in operation since December 2000 and the service covers around 85% 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 (Thursday for UK and USA based clients) 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 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.

### For further information contact:

ACNielsen Centre  
11 Talavera Road  
Macquarie Park NSW 2113  
Australia  
t: +61 2 8873 7450  
f: +61 2 8873 7217  
e: info@nielsenbookscan.com.au  
w: www.nielsenbookscan.com.au

## New Zealand

BookScan New Zealand was set up in late 2007. The shop panel includes major book retailers and a number of general and specialist independent bookstores.

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 BookScan Online. Currently there are no geographic regional splits applied to the New Zealand service.

### For further information contact:

P.O. Box 46-018, Herne Bay  
Auckland 1147  
New Zealand  
t: +64 (0)9 360 3294  
f: +64 (0)9 360 8853  
e: info@nielsenbookdata.co.nz  
w: www.nielsenbookdata.co.nz

## South Africa

BookScan South Africa has been in operation since December 2003. The panel covers approximately 80% of consumer retail sales in South Africa, representing over 350 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

Unit 4368  
Greenways  
Strand 7140  
South Africa  
t: +27 21 852 3716  
f: +27 21 852 3763  
e: data@bookdatasapnet.co.za  
w: www.bookdatasapnet.co.za

[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)