SALES MEASUREMENT

GAIN MARKET INSIGHT BEHIND ALL YOUR PRINT BOOK BUSINESS DECISIONS

BOOKSCAN

Nielsen BookScan is the international sales data monitoring and analysis service for the English-language book industry worldwide. The service tracks approximately 85% of general retail sales for physical books within the USA on a weekly basis including chains, internet retailers, discount stores, large and small independents and a variety of non-traditional booksellers. Point-of-Sale data is acquired from a growing list of retailers who send Nielsen scanned data on 500,000 ISBNs/14 million units from 16,000 locations a week.

KEY BENEFITS

- Dynamically keep track of Market Share by Category, Title, etc.
- Sell more books with competitive data
- Sell and place product in optimal regions and geographic areas
- Identify trending book categories
- Forecast / Manage inventory more accurately – increase profitability
- Increase marketing ROI by applying POS data to promotional campaigns and advertising
- Validate and clean up bibliographic information which will lead to greater discoverability
GAIN INTELLIGENCE ON THE DIGITAL MARKET WITH ACCESS TO PUBLISHING’S PREMIER SOURCE OF E-BOOK SALES DATA

PUBTRACK™ DIGITAL

Make informed decisions on editorial, sales, author acquisition, marketing, and management with Nielsen PubTrack™ Digital, the only resource offering a comprehensive view of today’s digital market. Featuring information from more than 30 major publishers, Nielsen PubTrack™ Digital gives unprecedented access to two of the main market segments (e-tail and Libraries/Distributors).

KEY BENEFITS

• Access Title, Publisher, and BISAC market share data from 2010 - present
• Identify trending categories and best acquisition opportunities
• Optimize marketing and publicity impact
• Measure cannibalization of print sales by e-books
• Correlate pricing strategies with confirmed unit sales volumes
UNDERSTAND HIGHER ED BOOK SALES ACTIVITY, ADOPTION, AND HOW THEY MEASURE UP TO COMPETITION

PUBTRACK™ HIGHER EDUCATION

From ISBN to market level data, Nielsen PubTrack™ Higher Ed allows you to get a granular or top level view of academic print and e-book sales and adoptions to make better decisions across editorial, sales, marketing, and management—no guesswork involved.

KEY METRICS OFFERED INCLUDE:

• Sales— Point-of-sale data from over 3,630 U.S. college bookstores and e-tailers to track market share and competition across 60 disciplines and more than 2,700 courses

• Adoption— Coursebook in-use data from U.S. college registrars’ offices shows who has adopted your (and your competitors’) titles, making it easy to identify sales targets, reviewers, and contributors

• Demand— Pre-order sell-in data from 4,200+ U.S. campus bookstores informs future semester adoption trends
ACCESS THE MOST COMPLETE VIEW OF THE CHRISTIAN BOOK MARKET

PUBTRACK™ CHRISTIAN

PubTrack™ Christian is the leading data warehouse, aggregation and analysis tool set created exclusively for today’s Christian publishers and retailers. PTC provides access to weekly sales information from retail stores and can participate in a collaborative data sharing program with other publishers that provides a complete channel view for the Christian book market—including e-books.

KEY METRICS INCLUDE:

• Comparative price analysis
• Sales tracking by unit
• Trend analysis
• Growths and decreases in percent of volume
• Bestseller information
• Market share information
• Author performance
CONSUMER AND MARKET RESEARCH

AN UNPRECEDENTED VIEW OF HOW AMERICANS PURCHASE BOOKS

BOOKS & CONSUMERS™

Books & Consumers™ is the publishing industry’s premier resource for understanding consumer book buying behavior and gaining actionable insights into how books are discovered and purchased. We provide the publishing industry with key book consumer measures, such as demographics and genre preferences, and provide insight into book buying behaviors and habits, as well as print and digital format preferences and trends.

Data is accessible in a number of ways, including a comprehensive toolset containing all variables, the Books & Consumer Dashboard (see page 6), quarterly reports, custom reports, or by request from our research experts.

THIS MONTHLY SURVEY OF 6,000+ BOOK BUYERS PROVIDES DETAILED BOOK CONSUMER INFORMATION, INCLUDING:

- Market size and segmentation by publisher, channel, genre, and format (including e-books)
- Buyer profiles
- Detailed competitor profiles
- Where and how books are purchased
- Sources of book discovery, including impulse vs. planned
- Social media, online and offline activities of book consumers
- Devices used for reading e-books
- Uptake of book subscription services forms future semester adoption trends
BOOKS & CONSUMERS™ DASHBOARD

Gain easy access to Books & Consumers™—the publishing industry’s most authoritative panel-based survey data. The Dashboard provides data in a visual way on who is buying books, how and where they are buying them, what formats they are buying, and how they are discovering them.

KEY FEATURES:

• Trendable data across 3 years for discovery, pricing, genre, demographics, profiling segments for e-books versus print books
• Market share performance (in units and dollars by genre, channel, format, and publisher)
• Demographic data to see who buyers are and how they’re changing
• Savable reports
• Actionable analytics without the need for data processing
CUSTOM STUDIES

Nielsen helps publishers and booksellers design custom studies of book consumers to help them make better informed business decisions that fulfill research objectives. Our experienced analysts will help you ask the right questions and analyze the data to provide actionable and accurate results. This comprehensive service covers the entire project, from the development of the questionnaire through detailed analysis and reporting including direct access to the data, with the ability to filter and run your own analysis.

CUSTOM RESEARCH WE PROVIDE:

• **Industry Standard Report Sets**—Market trends highlighting key industry performance indicators, with expert analysis and interpretation of the latest figures

• **Deep Dive Studies**—Syndicated or customized surveys of specific types of book consumers to provide actionable data (i.e. Children’s, Cookbooks)

• Uptake of book subscription services forms future semester adoption trends
Nielsen hosts many lower-cost syndicated studies, where multiple clients agree on a core set of key questions, with the ability to ask their own custom questions that only they see. Among both our previous and currently slated projects are studies in the following subjects:

- Children’s Books in the Digital Age
- Understanding the Mystery/Crime Buyer
- The Hispanic Book Consumer
- Student Attitudes Toward Content in Higher Education (with Book Industry Study Group)
- Faculty Attitudes Toward Content in Higher Education (with Book Industry Study Group)
COMMERCE SOLUTIONS

STREAMLINE CUSTOMER SERVICE WITH BOOK ORDERS IN ONE PLACE

PUBEASY®

PubEasy® offers thousands of publisher imprints and millions of titles to more than 16,000 booksellers in 110 countries. Publishers, distributors and wholesalers join PubEasy® to streamline customer service with booksellers. Booksellers globally save time and energy using PubEasy® online to:

- Check price and availability (including personal price)
- Place an order
- Track an order, regardless of how it was placed
- Cancel a back order
- Request copy invoices

INVOICE CENTRAL

Streamline your invoice process and go green using Invoice Central—an efficient method for sending invoices electronically through PubEasy®. Your invoices will be achieved for up to one year, allowing customers to easily sort by invoice date, PO#, and book title.

OTHER BENEFITS INCLUDE:

- Reduce costs associated with printing, envelopes, and shipping & handling of all invoices
- Eliminate invoice reprint requests
- Receive email notifications when customers fail to download their invoice
- Provide customers with access to their invoices 24/7/365
PURCHASE AND TRACK BOOK ORDERS WITH THE SIMPLEST ORDERING PROCESS

PUBNET®

The publishing industry’s leading electronic commerce service is used by more than 4,000 booksellers in the United States and Canada. Enhanced with end-to-end POS integration, web-based ordering/management tools, fast response ordering, invoicing capabilities, shipment tracking, and a unique title database, Pubnet® streamlines the ordering process, which gives booksellers more time to spend with customers.
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ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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