

Nielsen BookData

Nielsen Book to rebrand as Nielsen BookData

Woking, 20 January 2022—Following recent changes within parent company NielsenIQ, Nielsen Book is to be renamed Nielsen BookData. The change in name will coincide with the business adopting the NielsenIQ branding.

Nielsen BookData will maintain its existing legal entities in each of its territories and all bank details will remain the same as will the nielseniq email addresses introduced last year. Product and service names will also stay the same including Nielsen BookScan, the sales data of which is widely referenced in the media.

Andre Breedt, managing director of Nielsen BookData explains: *“The new name aligns us within the NielsenIQ business but also relates more accurately to what we do for the book industry globally. Our name has evolved over the years but providing book data is what we specialize in and to have that represented in our name offers clarity as we continue to service our clients and grow the business internationally.”*

The change of name will take effect immediately and the new branding will be introduced over the coming months. Any questions relating to the name change should be sent to:
marketing.book@nielseniq.com

Notes to editor:

Stephanie Enderby, Senior Marketing Manager, Nielsen BookData International
E: stephanie.enderby@nielseniq.com

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its electronic trading solutions, including Nielsen Pubeasy, help everyone involved in the book supply chain trade more easily and its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books.

The company is wholly owned by NielsenIQ. For more information, visit nielsenbook.co.uk

Nielsen BookData

About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decision-making for the world's leading consumer goods companies and retailers.

Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth.

NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population. For more information, visit [NielsenIQ.com](https://www.nielseniq.com).