



Press Release

## COVETED BESTSELLER AWARDS ANNOUNCE EXCITING NEW CATEGORY FOR 2025

**Nielsen BookData and BolognaBookPlus partner for a second year on the only awards predicated uniquely on UK sales data**

*London, Frankfurt, 16 October 2024:* Next year's Bestseller Awards Ceremony will take place on Monday 20 January at the Ham Yard Hotel in London's West End. The Awards are powered by Nielsen BookData's BookScan statistics, in partnership with BolognaBookPlus. The ceremony will once again celebrate the achievements of bestselling authors and illustrators in the UK.

2025 will see the introduction of a new **Series Platinum Award**, alongside the existing Silver Award (250k sales), Gold Award (500k sales) and Platinum Award (1 million sales). The Series Platinum Award will recognise outstanding sales of over 2 million across a single series.

**Matt Mansfield, Director of Business Development at Nielsen BookData**, says of the new award:

*"There are a number of authors and publishers who have enjoyed significant sales across a series of books, and we're delighted to introduce this new award to recognise and celebrate their achievements. We have been analysing the data and I'm excited to say there are already several series who are eligible."*

**BolognaBookPlus**, an advocate of authors, rights, and creativity, is delighted to partner with Nielsen BookData once again. **Jacks Thomas, Guest Director of BolognaBookPlus**, comments *'Data can paint a wonderful picture of a market, a genre or a trend. These awards distinguish the fact from the fiction of what the UK is buying and reading. To have the opportunity of celebrating those authors whose series have triumphed at the tills is a wonderful addition to this popular date in the industry calendar.'*

The Bestseller Awards are the only awards in the industry whose prize winners are determined according to consumer sales, on both print and digital formats. The data is provided by the Nielsen BookScan service, which has been tracking UK book sales continually for 30 years.

### Notes to editors:

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#### **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 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 NIQ. For more information, visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

#### **About BolognaBookPlus**

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general trade publishing audience via a three-day exhibit, training and conferences - among other opportunities - taking place alongside the acclaimed Bologna Children's Book Fair 31<sup>st</sup> March – 3<sup>rd</sup> April 2025. BolognaBookPlus is proud to partner on these awards, among its comprehensive suite of awards presented annually in Bologna. Working closely with the Bologna HQ, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

#### **About Bologna**

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.