

NIELSEN BOOK RESEARCH

DATA AND INSIGHTS FOR
THE BOOK INDUSTRY

MARKET RESEARCH FOR PUBLISHERS, BOOKSELLERS, AGENTS, AUTHORS, LIBRARIES AND MEDIA OUTLETS

Through its varied products and services, Nielsen Book Research provides the book industry with comprehensive insight into market trends and consumer book purchasing and behaviour.



BookScan International

- Weekly print book sales
- Bestseller charts
- Trended sales by author & title
- Market share data



Books & Consumers

- Monthly survey of c3000 book-buyers
- Deep dive research projects
- Demographics and buyer behaviour
- Author profiles



PubTrack Digital

- Monthly e-book sales
- Bestseller charts
- E-book buying trends
- Digital market share data



Consultancy Services

- Reports on specific markets
- Pricing analysis
- Exit surveys
- Segmentation projects



Events

- Nielsen Bestseller Awards
- UK Children's Summit
- Presentations at conferences and industry events around the world

NIELSEN BOOKSCAN

Nielsen BookScan is the world's first continuous retail sales monitoring service for print books, based on electronic point of sale data collected directly from tills and despatch systems.

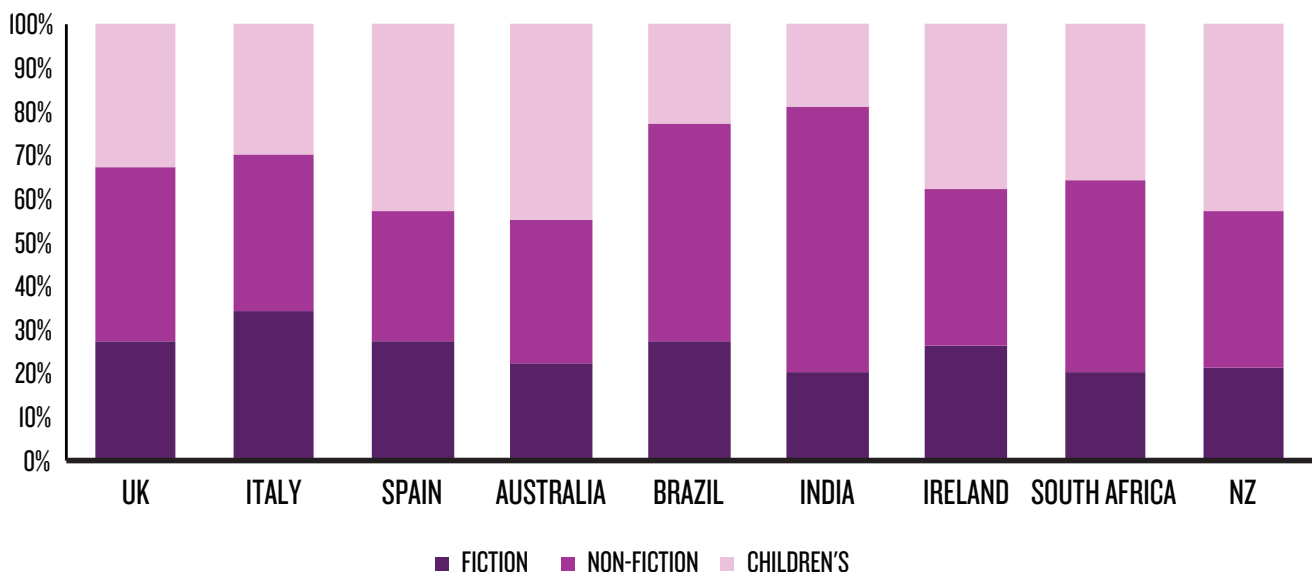
Nielsen BookScan monitors sales from high street and internet book shops, supermarkets, museums, specialist shops and independent bookshops in ten territories: United Kingdom, Ireland, Australia, New Zealand, South Africa, India, Italy, Spain, Brazil and Mexico.

Data is available via subscriptions or on an ad-hoc basis and can be catered to your organisation's size and needs.

WHY USE NIELSEN BOOKSCAN?

- Monitor titles and authors against the competition and overall market.
- Analyse pricing and discounting by format or category.
- Gauge the success of marketing campaigns and promotions.
- See which categories are growing and declining.
- Learn what works in your market and how that might differ from other countries.

NIELSEN BOOKSCAN MARKETS BY SECTOR



RETAILERS

Retailers who contribute sales data to Nielsen BookScan can monitor market share each week in order to see how your leading titles compare to the overall market and to identify popular titles that you may not be stocking. Nielsen BookScan allows you to verify your sales by category to spot strengths and weaknesses; monitor consumer trends by category, format or price point; and make improvements to your inventory and subsequent turnover.

RECEIVE ESSENTIAL MARKET INFORMATION IN RETURN FOR YOUR WEEKLY SALES DATA

Bestselling books in 2018	Author	Sales	Format
Eleanor Oliphant is Completely Fine	Gail Honeyman	866,200	Paperback
The Ice Monster	David Walliams	624,913	Hardback
This is Going to Hurt	Adam Kay	541,219	Paperback
Becoming	Michelle Obama	533,727	Hardback
Lose Weight for Good	Tom Kerridge	406,665	Hardback

WEEKLY BOOK SALES IN 2018 IN THE UK



PUBLISHERS

Nielsen BookScan can be used at any step of the publishing process to inform acquisitions, marketing and publicity campaigns, sales promotions, reprint decisions and overall publishing strategy.



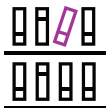
STRATEGY AND NEW TITLE DEVELOPMENT

Our data can help you research a new genre or potential acquisition, providing easy access to sales patterns, bestselling titles and authors and format and pricing information. Nielsen BookScan can help you identify when a certain type of book debuts successfully, what categories are in growth or decline, and how you are faring against your primary competitors.



SUPPLY CHAIN AND REPRINT DECISIONS

Nielsen BookScan provides visibility on what is selling through the trade, allowing you to estimate initial print runs for new titles and monitor whether retailers and distributors have the right amount of stock to meet demand, ultimately helping you to minimise returns and manage costs. You can also spot if there's a new trend that has the potential to increase your backlist sales, leading to repackaging or reprinting of older titles.



SALES AND MARKETING MEASUREMENT

You can measure the impact of promotions for your titles and those of your competitors in order to better understand what works and what doesn't for a particular title, genre or region. Use the Average Selling Price (ASP) to see how prices and discounts vary by week or by retailer, and regularly monitor whether you're on track to meet sales targets.

LIBRARIES

Combining the skill and knowledge of staff with actual sales and borrowing data allows libraries to use valuable book budgets effectively, and enable library acquisitions to more closely match consumer preference and demand.

Using Nielsen BookScan for Libraries, you can access weekly charts of bestselling authors and titles by genre to see what's selling through the UK market as well as run lifetime sales for specific authors and titles in order to curate title selection and reader lists.

Nielsen LibScan was launched in 2009 to collect and measure public library print book borrowing data. There are currently over 70 public library authorities participating, adding up to more than 2,000 individual branches.

Most borrowed books in 2018	Author	Loans	Format
The Midnight Line (Jack Reacher)	Lee Child	26,975	Hardback
The Getaway (Diary of a Wimpy Kid)	Jeff Kinney	19,005	Hardback
Origin (Robert Langdon)	Dan Brown	18,905	Hardback
Two Kinds of Truth (Harry Bosch)	Michael Connelly	18,744	Hardback
Night School (Jack Reacher)	Lee Child	17,985	Hardback

PANEL PARTICIPATION IS FREE OF CHARGE

Contributing libraries have access to our Nielsen LibScan online reporting tool, providing you with authority-level and national library lending statistics to create genre, author and title charts, ranked by borrowing. This valuable borrowing data will assist your stock and purchasing decisions and help increase the number of users and borrowings.

AUTHORS

As an author, you can see the sales performance of your titles regardless of whether they're published by you or a mainstream publisher. Nielsen BookScan data can help you gain a better understanding of your sales, giving you the ability to track weekly trends, monitor the effects of a promotional or signing tour, examine how your sales may differ by region, and use data as a reference when checking your royalty statements or negotiating future books.

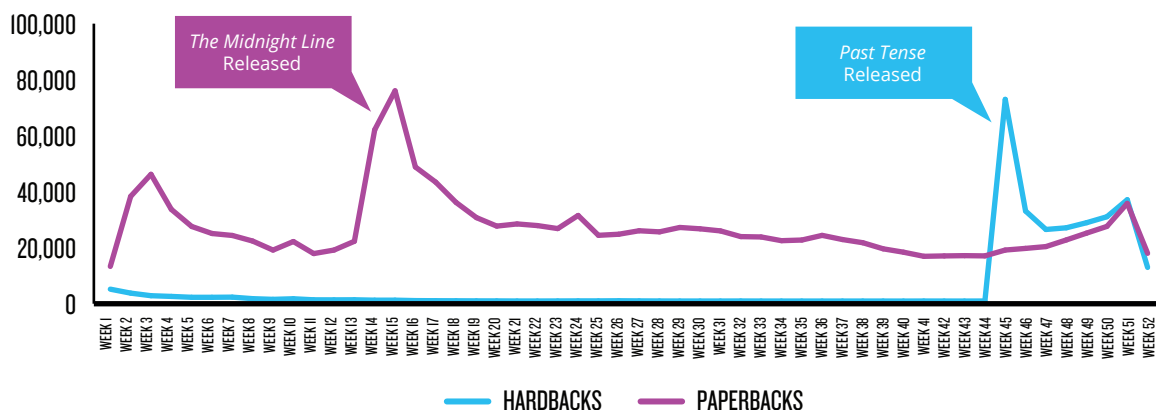
AGENTS

Through Nielsen BookScan, literary agents can see authors' sales firsthand, rather than relying on information provided by the publisher. You can monitor promotional activity for your authors in most territories by region and use concrete data in rights negotiations with publishers, film and TV companies and other potential outlets. The data can also be used to spot new trends and inform you on the potential market for new authors and titles.

MEDIA & MORE

Nielsen BookScan provides weekly bestseller charts to The Sunday Times, The Guardian and a number of other UK and Irish newspapers, as well as ad-hoc data for articles about trends in books. Beyond the publishing industry, BookScan data has been used by film studios and games companies looking to source new ideas and food manufacturers researching what types of cookbooks consumers are buying – our data can help to drive revenue and guide key decisions in any number of ways.

2018 WEEKLY SALES OF LEE CHILD TITLES



NIELSEN BOOKS & CONSUMERS

UNDERSTAND YOUR CONSUMER TO FOCUS YOUR MARKETING SPEND.

Nielsen Books & Consumers currently provides data back to 2012 on the who, what, when, where, why and how of consumer book purchasing, based on a monthly survey of c3,000 UK book-buyers that are nationally representative of those aged 13-84.

By asking buyers for the specific books that they've bought and matching those titles against our bibliographic database, we can profile by genre, author and sometimes even title, allowing unique and focussed insight into who is buying bestsellers and key genres, and how that changes year on year, in order to help you identify the best methods to reach or expand your audience.

Data is available via ongoing subscriptions, which include regular quarterly and annual reports, as well as on an ad-hoc basis catered to your business needs and areas of interest.

DEEP DIVES

Each year, Nielsen Book Research carries out additional 'deep dive' syndicated studies on specific market segments, to complement our monthly survey and allow greater investigation into a given topic.

Previous studies have included:

- Children's (each year from 2012 to 2020)
- Audiobooks (2016 to 2020)
- E-books (2014 and 2018)
- Students' Information Sources (2015 and 2019)
- Travel Guides (2015)



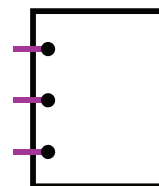
THE BUYER

▼
DEMOGRAPHICS

▼
MEDIA USAGE

▼
LEISURE HABITS

▼
ATTITUDES TOWARD BOOKS AND READING



THE BOOK

AUTHOR

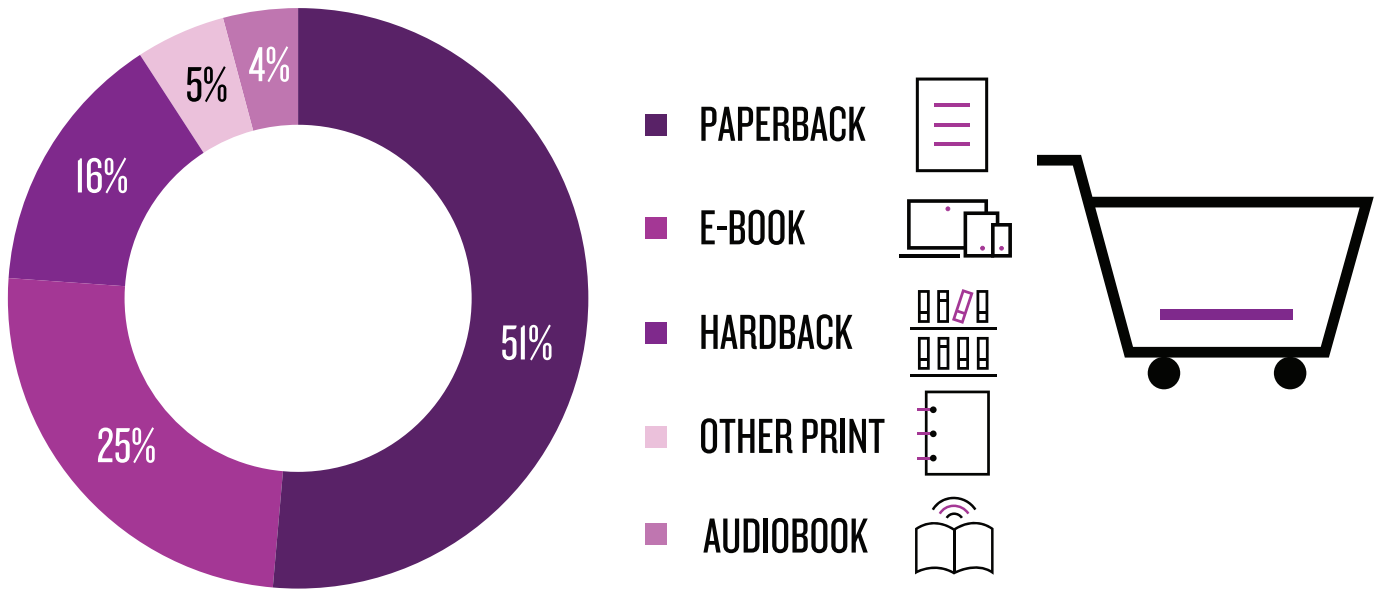
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FORMAT & CATEGORY

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CHANNEL SPLITS

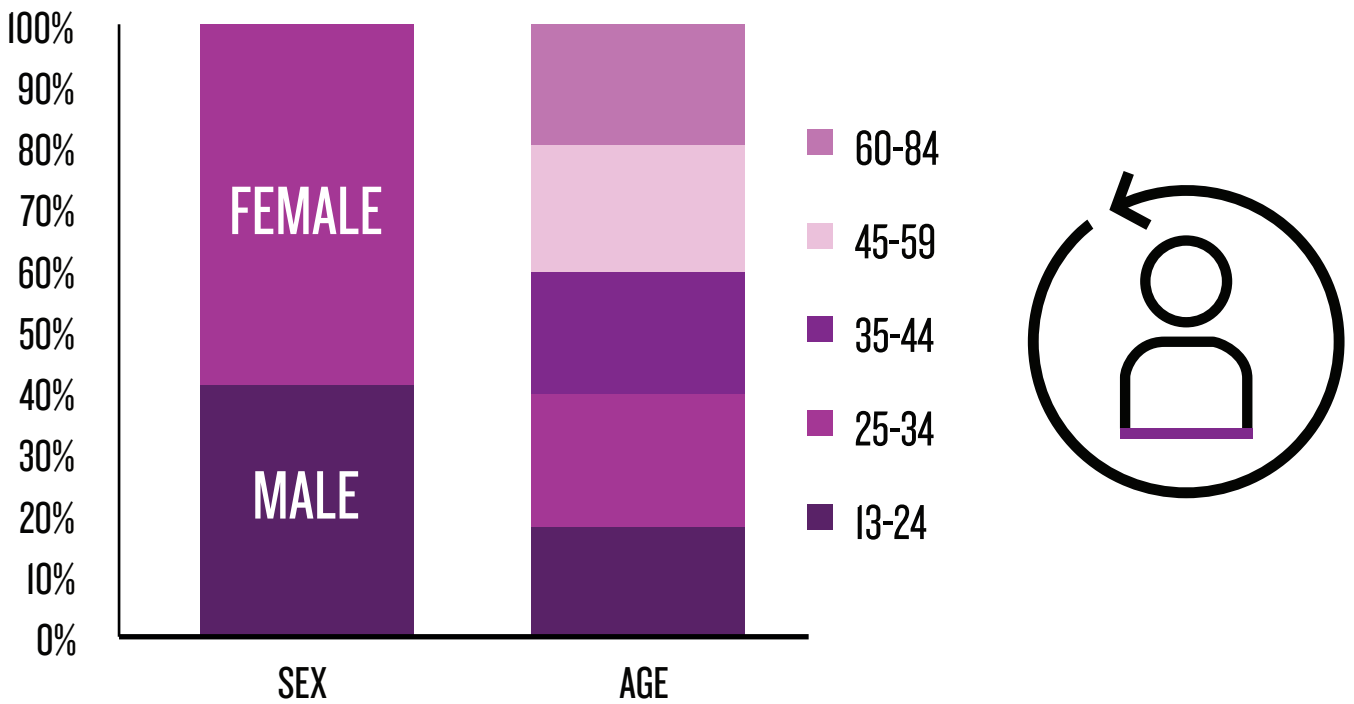
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DISCOVERY METHODS

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PURCHASE INFLUENCES

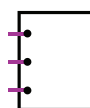
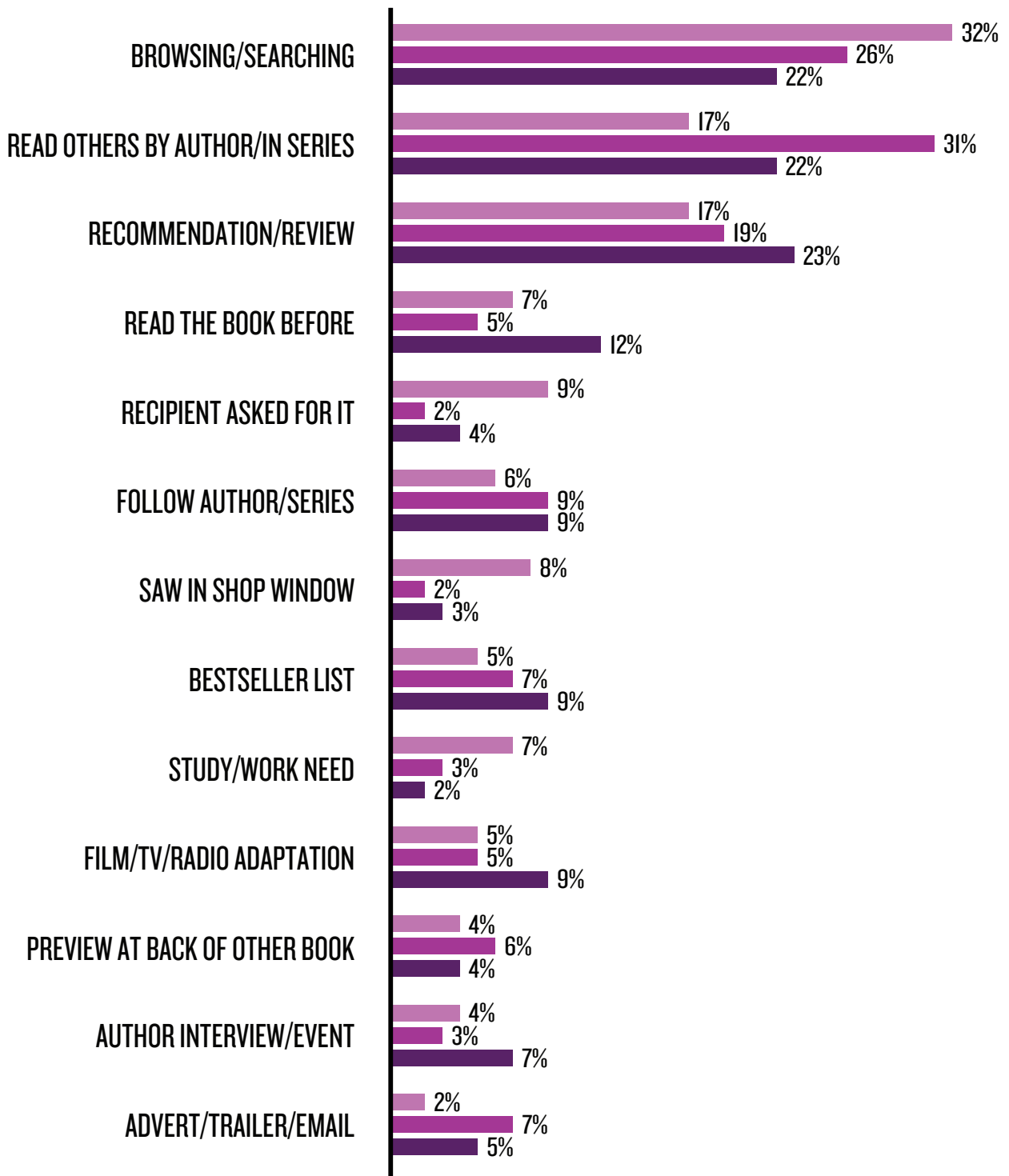
WHAT IS BEING BOUGHT?



WHO IS BUYING?



HOW ARE BOOKS DISCOVERED?



PRINT



E-BOOK



AUDIOBOOK

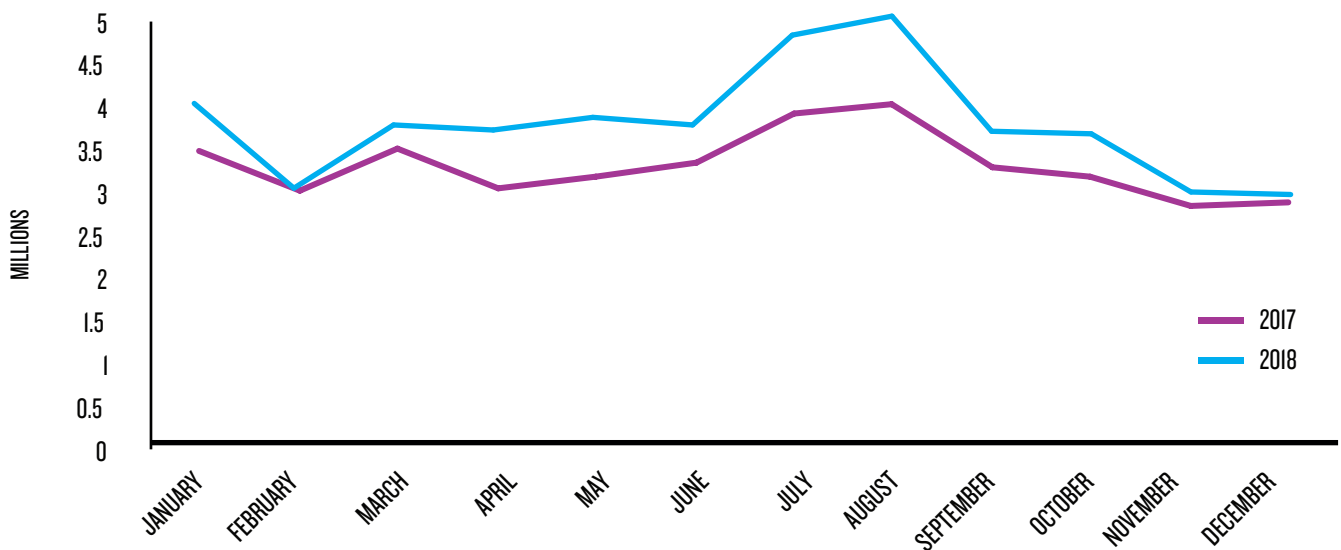
NIELSEN PUBTRACK DIGITAL

GAIN A MORE COMPREHENSIVE VIEW OF DIGITAL TRENDS AND BESTSELLERS

Nielsen PubTrack Digital was launched in 2016 as the UK's first dedicated e-book sales reporting service. Nielsen PubTrack Digital consolidates UK e-book sales data from a panel of participating publishers to form a market measure using invoiced sales data. E-book volume sales are reported monthly and in arrears, with users able to run reports based on author, title, ISBN, publisher and category.

Bestselling e-books in 2018	Author	Sales
Eleanor Oliphant is Completely Fine	Gail Honeyman	369,584
Close to Home	Cara Hunter	336,509
This is Going to Hurt	Adam Kay	230,245
One Day in December	Josie Silver	211,012
The Child	Fiona Barton	171,348

MONTHLY E-BOOK SALES THROUGH PUB TRACK DIGITAL PANEL

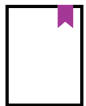


CONSULTANCY SERVICES

BESPOKE RESEARCH TO SUIT YOUR BUSINESS NEEDS

In addition to subscription services, syndicated studies and readily available data, Nielsen Book Research is able to carry out bespoke research on behalf of your organisation, from initial brainstorming through to final analysis.

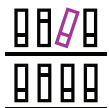
Past projects include:



- Data collection and reporting for the UK Publisher's Association's annual book market statistics across trade, academic, journals, rights and higher education
- Exit surveys for retailers to assist in improving customer experience and to inform new branch locations
- The India Book Market Report, undertaken with the support of the Association of Publishers in India and the Federation of Indian Publishers
- Knowledge partner with Brand Licensing Europe to provide statistics on UK book brands



- Examination of the translated fiction market in the UK for the Man Booker International Prize
- The annual Independent Publishing Report, a survey of members of the IPG that gives an overview of the state of independent publishing in the UK
- Consumer segmentation studies for publishers to allow for better understanding of, and communication with, their existing and potential readership



- Establishment surveys for new territories prior to launching BookScan
- Focussed cover testing prior to publication to help identify what resonates with consumers when choosing books
- Pricing analysis across publishers, genres and formats to identify ideal price points and improve strategy
- Consumer surveys undertaken in India and the UK during the COVID-19 pandemic to examine the impact of the lockdowns on book reading and buying habits

COMBINING NIELSEN BOOK RESEARCH TOOLS ALLOWS FOR A GREATER UNDERSTANDING OF EVER-CHANGING TRENDS IN PUBLISHING

Come to us with your questions about book sales and consumers and we will equip you with the data and tools to answer them. We have teams around the world that regularly monitor local and international trends and are there to help you get the most out of Nielsen data.

DID YOU KNOW THAT...



Throughout 2017 and 2018, *Eleanor Oliphant is Completely Fine* sold 1.3m copies in print across ten BookScan territories, 440k e-books in the UK, and garnered 30k UK library loans.



65% of UK consumers buy books.
57% of book-buyers read print books weekly.
28% of book-buyers read e-books weekly.



2018 was the fifth year of double-digit growth for audiobook sales in the UK, and 52% were bought by men.



The UK children's print book market reached its highest value on record in 2018, with £385m spent on Children's, Young Adult & Educational books.

FOR FURTHER INFORMATION CONTACT ONE OF OUR NIELSEN BOOK RESEARCH OFFICES LOCATED AROUND THE WORLD:

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



The background of the entire image is a vibrant purple color. Overlaid on this background is a complex, three-dimensional wavy pattern. The pattern consists of numerous overlapping, undulating lines that create a sense of depth and movement, resembling a topographical map or a series of ripples in water. The lighting is soft, highlighting the peaks and valleys of the waves, giving the overall effect a tactile, embossed quality.

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