



AN UNCOMMON SENSE
OF THE CONSUMER™

ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOKSELLERS WORLDWIDE – AUDIO PRODUCT LISTING SERVICE

In these challenging market conditions it is essential for your titles to be visible to your customers. Our services provide vital data and analysis tools to the book industry which assists their purchasing decisions.

WHAT SORT OF AUDIO PRODUCT DOES NIELSEN BOOK LIST?

Book-related audio products such as audiobooks, spoken word performance and language courses. These can be on a range of media, e.g. CD, cassette, DVD, digital files and pre-recorded MP3 player.

HOW CAN YOU SEND INFORMATION ABOUT YOUR AUDIO PRODUCTS?

We welcome product records for audio product by the following methods:

ONIX: the industry standard way of delivering data, based on XML tagging. Please see <http://www.editeur.org/ONIX> for Books or ask for our Nielsen Book ONIX guidelines which are a reduced version of the full ONIX guidelines.

NB: New users are advised to go straight to 3.0 but Nielsen Book can accept ONIX 2.1 (version 2).

Nielsen Title Editor: This online editing service enables audio products to be included and identified.

Non-Standard Electronic Feed: The use of other forms of file (e.g. tab delimited) may be possible where there are significant numbers of product records to be provided.

NIELSEN BOOK'S DATABASE AND SERVICES

There are two services – a free listing service with basic information or you can add descriptive content via a subscription service: Nielsen BookData Enhanced Service.

Please see our website for further details: www.nielsenbookdata.co.uk

HOW WILL NIELSEN BOOK USE AUDIO PRODUCT INFORMATION?

We will include product records in our range of branded services (e.g. Nielsen BookData Online) to aid searching and discovery of audio products. Digital downloadable audio products can also be included (where selected by the customer) in our Nielsen BookData Record Supply Service provided to retailers, libraries, specialist library suppliers and other organisations.

Orders for digital products should normally only be received online through appropriate URL links. However, Nielsen Book cannot

Key benefits:

- Ensure your titles are visible to book buyers
- Provide the latest price & availability to assist purchasing decisions
- Distributor/supplier details available to assist ordering
- Giving your titles a virtual shop window

currently prevent orders for digital product being placed through its order routing service Nielsen BookNet TeleOrdering.

In addition, Nielsen Book provides the bibliographic information to enable its sales analysis service (Nielsen BookScan) to provide specialist sales charts and market share data which will be available once an appropriate level of sales collection coverage is achieved.

What information do I need to send?

Product information sent should meet at least the BIC Basic minimum*, adhering to the following fields mentioned overleaf.

AUDIO PRODUCT: BASIC DATA REQUIREMENTS

* These fields are mandatory to meet the BIC Basic standard. This is also the minimum information we require for titles to be eligible to go out to all our customers.

ISBN*

One for each separately-tradable product

TITLE*

Full and distinctive title of individual product, whether full work, section/part or chapter

FORMAT*

Audio product on physical media

1. ONIX (and all other structured electronic files)

<ProductForm> = A codes from code list 7. e.g. AC=CD-Audio And <productcontentType> code list 81 e.g. 01 = Audiobook

2. Nielsen Title Editor

Select the 'Single item' tab from the menu on the left hand side of the screen. Choose an appropriate value from the 'Format' drop-down list e.g. 'CD-Audio', plus add further detail such as 'audiobook' from the 'Content' drop-down list.

DOWNLOADABLE AUDIO:

1. ONIX (and ALL other structured electronic files)

<ProductForm> = AJ = 'Downloadable audio' Use <ProductFormDetail> Code list 78 e.g. A103 = MP3 And <ProductContentType> code list 81 e.g. 01 = Audiobook

2. Nielsen Title Editor

Select the 'Single item' tab from the menu of the left hand side of the screen. Choose an appropriate value from the 'Format' drop-down list e.g. 'CD-Audio', plus add further detail such as 'audiobook' from the 'Content' drop-down list.

EDITION

1. ONIX (and ALL other Structured electronic files)

<EditionTypeCode> = ABR (Abridged) or UBR (unabridged) code list 21

2. Nielsen Title Editor

From the 'Edition and Language' tab select the edition drop down list and select 'Abridged' or 'Unabridged' as required.

PUBLISHER/IMPRINT*

Publisher Name (owning organisation) and Imprint Name (name registered to use the ISBN prefix used).

Records for downloadable products must link to a separate 'list' of titles in the Nielsen Book database that share online characteristics e.g. link to 'WWW territory' (i.e. worldwide online) distributor – an organisation with web address(es) to locate or buy the product

SUBJECT*

BIC Subject Classification codes, version 2. Please see <http://www.bic.org.uk/>

AUTHORSHIP

At least one name and the role played (author, editor etc) but all relevant names can be accepted and added to the database. Include the "reader" of the work.

PRICE*

Recommended retail price of the product
IMPORTANT: ALL audio product is VATable if sold in the UK except product agreed by your local VAT office as 'Educational' (e.g. language courses). Please ask for advice on how to represent VAT detail on mixed audio/book product

AVAILABILITY*

Not Yet Available/In Print/Out of Print etc. Use ONIX code list 54 (availability status code) OR list 64 (publishing status) WITH list 65 (product availability)

PUBLICATION DATE*

Date product first available/published – anywhere in the world

TERRITORIAL PUBLISHING RIGHTS*

The territorial rights owned by the publisher and specifically applicable to the product. This may be limited geographically or apply worldwide. Use ONIX code lists 47 (rights region) and 91 (country code)

RESOURCE LOCATION

Downloadable product via ONIX only: <WebsiteRole> codes 01 or 02 from code list 73 plus Website URL (Multiple URLs possible)

RELATED ISBNs AND OTHER IDENTIFIERS

Links to related bibliographic records, e.g. to physical or digital forms of the product using the same content. ISTC (International Standard Text Code).

RUNNING TIME

Provide overall running time in minutes

NUMBER OF ITEMS

The number of CDs, cassettes etc. in the product

For ONIX 3 code lists refer to http://www.editeur.org/files/ONIX%203/ONIX_Books_Digital_Products_3.0.pdf (Code list references above refer to ONIX version 2.1).

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