



AN UNCOMMON SENSE
OF THE CONSUMER™

ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOKSELLERS - DIGITAL PRODUCTS 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 IS A DIGITAL PRODUCT?

A digital product is a text or audio product in electronic form, only accessible or downloadable from an online resource i.e. a website: this includes e-books and downloadable audiobooks. Products that include digital files, but are presented in physical media (e.g. CD/DVD or preloaded memory sticks/cards) are not regarded as digital product. In addition, a digital product is defined as a separately tradable item not a work, or a source file and each different format sold, whether it is the same work available in multiple file formats or parts (such as a chapter or section) of a larger whole work, must be identified separately with a different ISBN allocated to each product to remove supply chain ambiguity.

HOW CAN I SEND INFORMATION ABOUT MY DIGITAL PRODUCTS TO NIELSEN BOOK?

We welcome product records for e-content by the following methods:

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

Nielsen Title Editor: Our online editing service enables e-content to be included and identified.

Non-Standard Electronic Feed: The use of other forms of file e.g. tab delimited. Other de-limited file types may be possible where the titles are supplied under a subscription to the Nielsen BookData Enhanced Service and where there are significant numbers of product records to be provided.

WHY SHOULD YOU SEND YOUR DIGITAL PRODUCT DATA TO NIELSEN BOOK?

Nielsen Book is providing and developing a range of services covering e-books and other digital content: to help publishers distribute and manage their digital product information in the marketplace; to support retailers selling digital products; and to assist libraries buying digital resources.

HOW WILL NIELSEN BOOK USE DIGITAL PRODUCT INFORMATION?

Nielsen Book will include digital product records in our range of branded online services (e.g. Nielsen BookData Online) to aid searching and discovery of your e-books and audio downloads. Digital products are also included (where selected by the customer) in our Nielsen

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

BookData Record Supply Service provided to retailers, libraries, specialist library suppliers and other organisations.

Orders from customers for digital products should normally only be received online through appropriate URL links, but Nielsen Book cannot currently prevent orders 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.

DIGITAL PRODUCT: BASIC DATA REQUIREMENTS

WHAT INFORMATION DO I NEED TO SEND?

- Product information sent should meet at least the BIC Basic minimum
- Nielsen Book's full ONIX guidelines are available on our marketing website (www.nielsenbookdata.co.uk).

ISBN*

One for each separately tradable product.

TITLE*

Full and distinctive title of the individual product, whether it is a full work, section/part or chapter.

FORMAT*

LIMITED DETAILS AVAILABLE IN ONIX CURRENTLY. LIKELY REVISION TO ONIX 3.0 E-BOOK:

1. ONIX <ProductForm> = DG = Electronic Book text
Use <EpubType> code using list 10 (rather than less-refined <EpubFormat> code.)
2. Nielsen Title Editor
Product records for e-books can be created using the 'easy add' function.

AUDIO:

1. ONIX <ProductForm> = AJ = 'Downloadable audio'
Use <ProductFormDetail> Code list 78 eg A103 = MP3
And <ProductContentType> code list 81 eg 01 = Audiobook
2. Nielsen Title Editor
Product records for downloadable audio files can be created using the 'add' function.

Data supply notes - For ONIX 3 code lists refer to <http://www.editeur.org/> (code list references above refer to ONIX version 2.1).

For more information, contact us:
Tel: +44 (0) 1483 712 200
Fax: +44 (0) 1483 712 201
Email: pubreg.book@nielsen.com
or visit www.nielsenbookdata.co.uk

NIELSEN BOOK'S DATABASE AND SERVICES

There are two services – a free listing service with basic information listed on the database 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

PUBLISHER/IMPRINT*

Publisher Name (owning organisation) and Imprint Name (name registered to use the ISBN prefix used).
Product records must link to separate Imprint ('Item Group') in Nielsen Book's database with appropriate online characteristics e.g. Links to 'WWW territory' (i.e. worldwide online) distributor, an organisation with appropriate web address(es) to buy product.

DISTRIBUTOR

Please provide all online distributors (organizations) providing the downloadable resource itself, relevant to the product.

SUBJECT *

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

PRICE*

Recommended retail price of the product, even though prices may vary from specific retailers/suppliers. E-books are subject to VAT at the standard rate.

AVAILABILITY*

As per Physical product e.g. Not Yet Available/In Print/Out of Print etc.

PUBLICATION DATE*

Date of first availability in the digital form of the product record.

TERRITORIAL PUBLISHING RIGHTS*

The territorial rights owned by the publisher and specifically applied to the product. This may be limited geographically or apply worldwide. How these rights are defined and enforced are determined by the publisher/author contract.

RELATED ISBNS AND OTHER IDENTIFIERS

Links to other formats available (e.g. link to other digital forms or to a physical form of the product using the same content).

ISTC (International Standard Textual Code).

EDITION

May be used to specify edition characteristics (3rd Revised) Edition statement should NOT be used to specify the form ("downloadable Audio version") or format (PDF version) of the product.

