



AN UNCOMMON SENSE
OF THE CONSUMER™

ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOKSELLERS WORLDWIDE - SUPPLYING DATA VIA ONIX (ONLINE INFORMATION EXCHANGE)

In these challenging market conditions it is essential for your titles to be visible to your customers. Providing timely, comprehensive data to Nielsen Book enables your data to be available to book buyers, assisting their purchasing decisions.

THE ONIX FOR BOOKS PRODUCT INFORMATION MESSAGE IS THE INTERNATIONAL STANDARD FOR REPRESENTING AND COMMUNICATING BOOK INDUSTRY PRODUCT INFORMATION IN ELECTRONIC FORM.

ONIX is therefore Nielsen Book's preferred message format for receiving extensive rich product information from publishers and other data suppliers. Nielsen Book currently receives ONIX feeds from over 300 sources and many more are either testing or have expressed interest in participating in ONIX.

The ONIX standard is developed and maintained by EDItEUR jointly with Book Industry Communication (BIC) in the UK and the Book Industry Study Group (BISG) in the US. It is a truly global standard with active user groups also in

Australia, Canada, France, Germany and the Republic of Korea.

GETTING STARTED:

The process to an ONIX output is necessarily unique for each company, as so much depends on the current state of the data and the system on which it is held.

We are able to provide the following guidelines for supply of information to Nielsen Book:

- (a) ONIX for Books
- (b) ONIX P&A Only

To request either, please contact your Publisher Account Manager or email: pubreg.book@nielsen.com

The EDItEUR or BIC websites also have essential information which can be downloaded (see below). New users should go straight to Release 3.0. There is other useful background information on these sites, including details of the ONIX_IMPLEMENT email listserv, which new users are strongly advised to join (email: ONIX_IMPLEMENT-subscribe@egroups.com)

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



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ONIX is an XML based standard; new users must acquire some XML expertise, either internally or by using consultants. New users should go straight to 3.0 but Nielsen Book currently accepts ONIX 2.1 (version 2).

ONIX is not just for large publishers a number of tools and services exist to help smaller users and a number of smaller publishers are now sending us data using the standard.

If you are interested in ONIX or have a sample feed available, contact Nielsen Book and we will engage in a period of extensive testing to help you develop a well formed ONIX message.

Take advantage of our experience by working with us to deliver better data to your customers.

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 our subscription service: Nielsen BookData Enhanced Service.

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

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
Useful contacts:
EDiTEUR: www.editeur.org
BIC: www.bic.org.uk

