



AN UNCOMMON SENSE  
OF THE CONSUMER™

# ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOKSELLERS WORLDWIDE - FREE LISTING SERVICE

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 to assist their purchasing decisions.

Product information can be supplied to Nielsen Book by the following methods:

- ONIX
- Electronic file (structured electronic file)
- Online via Nielsen Title Editor
- Printed material (but not handwritten).

## ONIX (ONLINE INFORMATION EXCHANGE)

Please see our guidelines for further details on the ONIX standard, ([www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk)) or go to the EDITEUR website: <http://www.editeur.org/>

## ELECTRONIC FILES:

The primary requirements for any supply of data in electronic form are that:

- Product data must be presented in a structured file with each element sufficiently delimited to allow import to our database – see overleaf for more information
- Data structure and any code lists used are clearly documented
- Files are supplied to an agreed regular schedule following the full period of testing.

Data may be supplied to create or to update existing product records on the Nielsen Book database.

## EDI (ELECTRONIC DATA INTERCHANGE)

Primarily useful to distributors, the Tradacoms and EDIFACT EDI message standards are both acceptable formats for the delivery of price and availability data. Further information on EDI formats are available from the BIC website: [www.bic.org.uk/14/EDI-Implementingguidelines/](http://www.bic.org.uk/14/EDI-Implementingguidelines/)

## OTHER STRUCTURED FILES

The use of tab delimited or other forms of delimited files may also be acceptable, provided the main conditions above are met (minimum data requirements apply) and we can write an import program to 'understand' your data and load it successfully into our editorial database.

## NIELSEN TITLE EDITOR

You can use our free data review and submission service – Nielsen Title Editor. This enables you to view, edit and add product information and images to our system. To Register for this service please go to: <http://nielsenbookdata.co.uk> and click on the button on the right hand side to or go direct to the service: <http://www.nielsentitleeditor.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 bookseller ordering
- Giving your titles a virtual shop window

## 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](http://www.nielsenbookdata.co.uk)

**Publishers and other organisations wishing to supply a large volume of data (1,000 product records and above) for listing on the Nielsen Book database should note that this will incur cost. For further information and a quote, please contact Clive Herbert, Head of Publisher Services: [Clive.Herbert@nielsen.com](mailto:Clive.Herbert@nielsen.com).**

## SUPPLYING PRODUCT INFORMATION: BASIC DATA REQUIREMENTS

### PRINTED MATERIAL

If you cannot supply data either electronically or via Nielsen Title Editor, we can accept hardcopy information as follows:

- Nielsen Book's Title Information Form - which is available to download from our website [www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk) in the "Publishers & Distributors section"
- Your own Advanced Information Sheets, supplied as one record per A4 page.

The above can be emailed to [newtitles.book@nielsen.com](mailto:newtitles.book@nielsen.com)

### WHAT INFORMATION SHOULD I SUPPLY?

Please ensure your data meets the BIC Basic Standard (see below).

Mandatory data elements are defined by BIC, to find out more about BIC Basic Standard, please go to the website: <http://www.bic.org.uk/17/BIC-Basic/>

### ADDITIONAL INFORMATION THAT CAN ALSO BE SUPPLIED WHERE IT IS AVAILABLE:

- Contributor e.g. author, editor
- Series information
- Edition statement
- Physical details
- Language of content
- Readership e.g. adult or children's
- Prize information e.g. Man Booker, Costa
- Successor product ID
- Jacket/cover images.

### BIC BASIC MANDATORY FIELDS THAT SHOULD BE SUPPLIED FOR ALL RECORDS

#### EAN 13 BAR CODE

Validated ISBN can be used to create an EAN.

#### TITLE

Full details should be supplied, not shortened or abbreviated.

#### PRODUCT FORMAT

Is it a book or audio book etc? If it's a book, what kind of binding? e.g. hardback, paperback etc.

#### SUBJECT CLASSIFICATION

BIC Subject Classification Code (at least to level 2, version 2) – you can download details from the BIC website: <http://www.bic.org.uk/7/Subject-Categories/> Please provide as much information as possible.

#### IMPRINT/PUBLISHER/SUPPLIER IDENTIFICATION

This must be sufficient to allow Nielsen Book to link each book record to all order sources (such as a distributor) for booksellers.

#### PUBLICATION DATE

Either unconfirmed 'future' (not yet published) or confirmed 'actual' for books already published.

#### AVAILABILITY STATUS CODE

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).

#### TERRITORIAL MARKET RIGHTS

The publishing rights that attach to a particular product, answering the question "where can this product be sold?" Rights for UK, Ireland, US, Canada, Australia, New Zealand and South Africa should be explicit wherever possible. A statement covering the whole world is preferred. Further information is available if needed.

#### PRICES

All known prices for each item – please indicate currency. UK price should also include VAT detail for non-book or mixed-media items.

#### JACKET/COVER IMAGES

Jpeg format. A minimum 650 pixels high, 100 DPI (dots per inch), with the ISBN as the filename e.g. 9781234567890.jpg Upload small numbers of images via Nielsen Title Editor or email: [images.book@nielsen.com](mailto:images.book@nielsen.com).

For more information, contact us:

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or visit [www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk)

