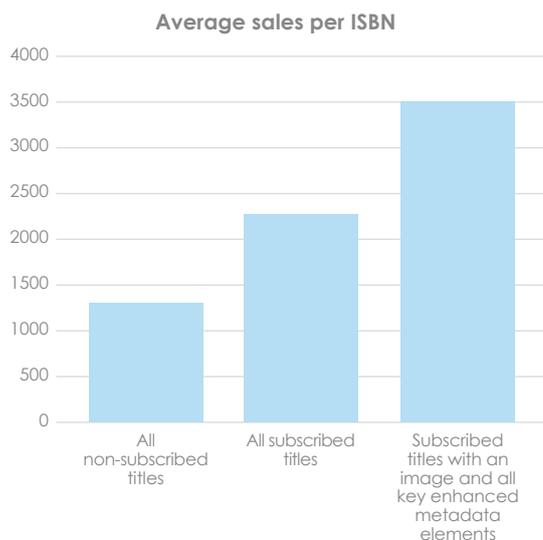


GET YOUR TITLES IN FRONT OF THOUSANDS OF INTERNATIONAL BOOK BUYERS NOW!

Nielsen collects data for English-language books, including audio and e-books, from publishers worldwide, aggregating this information to create unique, timely, up-to-date records which are then disseminated via a range of subscription services to booksellers and libraries in 100 countries. We also work with a number of data partners in the US to ensure comprehensive coverage.

WHAT ARE THE BENEFITS OF SUBSCRIBING TO THE NIELSEN BOOKDATA ENHANCED SERVICE?

Nielsen research shows that publishers who invest in good and comprehensive metadata will see improved sales. In fact up to 55% of a book's sales could depend on having all the key enhanced metadata elements. The benefits of supplying Nielsen with rich content is self evident and has now been validated by our research as the graph below illustrates.

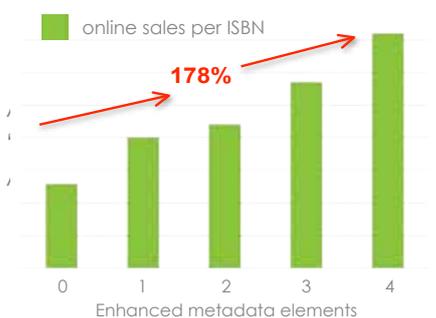
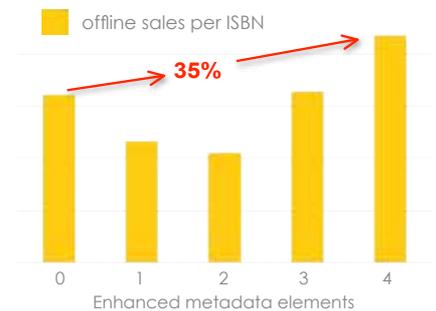


Our research shows the effect enhanced metadata has on both offline and online sales as the graphs on the right illustrate. The more metadata elements your title record contains the more likely it is to sell.

SUBSCRIBE NOW AND HELP YOUR BOOKS SELL THEMSELVES!

Where appropriate your title record will contain enriched metadata information including descriptions, table of contents, reviews, promotional information and author biographies.

A member of our Editorial Team will manage information, ensuring accuracy, consistency, timeliness and completeness of your records, which will give your titles the competitive edge when viewed by book buyers around the world.



DIGITAL PRODUCTS

New and existing publishers subscribing to the Nielsen BookData Enhanced Services can list e-books at the agreed chargeable subscription rates appropriate to the number of new products that are added, providing that your records are delivered electronically.

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