



AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN TITLE EDITOR – ONLINE EDITING SERVICE FOR ENGLISH-LANGUAGE BOOK PRODUCTS

Nielsen Title Editor is the new online editing tool for publishers and data suppliers.

Nielsen Title Editor has a number of new features:

- Extended data field set enables a more comprehensive record to be created on the Nielsen Book bibliographic database, including formats, packaging and product links
- Fully supports the different requirements needed for digital products
- Supports multiple currencies including GBP and Euro pricing, allowing you to provide the appropriate price for each market
- New Easy Add function is a simple one page template for uploading records for hardbacks, paperbacks and e-book records

By providing your title records to Nielsen you ensure that timely, accurate and comprehensive data is available to leading Internet retailers, chains, specialist and independent retailers, libraries and other book buyers worldwide.

Nielsen Title Editor enables you to check your books online, ensuring that Nielsen has the most up-to-date information to provide to your customers. You can also ensure your product records meet international standards.

In order for titles to be listed on the Nielsen Book Database:

- All books and related products must be Identified by a unique and valid ISBN
- Pricing information for at least one of the following countries must be supplied: Australia, Canada, India, New Zealand, South Africa, UK, USA or Euro

KEY BENEFITS

- One service to add and edit your metadata
- Ensure you capture important pre-publication sales
- Add jacket/cover images to enhance your data (free)
- Gain international coverage of your title data

For more information, including other material that may be listed, please view our Data Collection Policies on the website.



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All new title records created in Nielsen Title Editor will meet the important UK standard: 'BIC Basic'. Please use this link for further details: <http://www.bic.org.uk/17/BIC-Basic/>

We offer coverage of the following types of material:

- Traditional printed books
- e-books and other digital content
- Print-on-demand books
- Audiobooks and other spoken word audio material (e.g. downloadable audio books)
- Maps and globes
- Mixed media packs (e.g.: book & CD or book & toy)
- Novelty books (e.g.: bath books, die-cut books, pop-up & lift-the-

flap books)

- Calendars and diaries (where the product includes a significant amount of text)

Nielsen Book offers two levels of service: A free listing service with basic information included on the Nielsen Book database and in our products and services *or* For a more comprehensive entry, which will assist your book sales, you can add descriptive content via our subscription service: Nielsen BookData Enhanced Service. Please see our website for further details: www.nielsenbookdata.co.uk

Important Information for publishers:

The addition of descriptive content in the following fields is reserved for publishers that subscribe to our

Nielsen BookData Enhanced Service:

- Short description
- Long description
- Table of contents
- Author biography
- Reviews

However, Nielsen Title Editor users who list their titles under our free listing service will be able to provide a short description of the content to assist the classification process. Please note that this description will not appear in Nielsen Book's products and services.

For more information, contact us:

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