

nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

# NIELSEN SERVICES FOR INDEPENDENT PUBLISHERS



# NIELSEN SERVICES FOR INDEPENDENT PUBLISHERS AND SELF-PUBLISHED AUTHORS

Whether you're contemplating writing your own book or publishing titles for other authors, we can help you understand the book supply chain. We can guide you through the process from purchasing a publisher prefix and ISBNs to receiving your orders online, enhancing your book metadata and using book widgets to ensure you reach the widest possible audience and sell more copies of your books. We can also help you understand the market and show you how your titles and those of your competitors are selling.



# UNIQUE IDENTIFIERS FOR BOOKS AND PUBLISHERS

## **What are they and why do you need them?**

The International Standard Book Number is a unique product identifier for books and related material. It is the most important number you will need and aids listing, stocking and discovery of your book(s). Whilst it is not a legal requirement to allocate ISBNs to your books, it is used by publishers, booksellers and libraries for ordering, listing and stock control purposes. It enables them to identify a particular publisher and allows the publisher to identify a specific edition of a specific title in a specific format within their output. Systems used by publishers, booksellers and libraries all rely on the ISBN to identify books ensuring they select and stock the correct title and edition.

The Nielsen ISBN Agency for UK & Ireland is here to help and support you in the process of purchasing and allocating your ISBNs to your books. You can purchase your ISBNs and other Nielsen Book publisher services via our ISBN store: [www.nielsenisbnstore.com](http://www.nielsenisbnstore.com).

When you first purchase your ISBN(s) on the Nielsen ISBN Store you will be asked to register, please keep your User name and Password safe for the next time you need to make a purchase. Please note that all our services are on separate platforms so you will receive a User name and ID for each separately.

If you would prefer to purchase your ISBNs using our application form you can download a copy from our website: [www.isbn.nielsenbook.co.uk](http://www.isbn.nielsenbook.co.uk). Applying via our application form is subject to the following service levels:

1. Standard Service 10 working days
2. Fast Track Service 3 working days

More information is available on our website:  
[www.isbn.nielsenbook.co.uk](http://www.isbn.nielsenbook.co.uk)

# ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOK BUYERS WORLDWIDE

Once you have decided on your book content, format and pricing, etc, you will need to list it on our database. By doing so you ensure that retail and library customers have pre-publication information for your print and e-books as soon as possible. Providing timely comprehensive data to Nielsen Book enables your data to be available to over 3,500 booksellers and librarians worldwide, aiding their purchasing decisions. Our research validates our belief that good, timely information improves sales.

We offer two listing services – a free listing service with basic information or you can add descriptive content by subscribing to the Nielsen BookData Enhanced Service. Whichever service you choose your data must meet the BIC Basic Standard, mandatory data elements are defined by BIC on their website:

<http://www.bic.org.uk/17/BIC-Basic/>

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

- Online editing service - [www.nielsentitleeditor.com/titleeditor/](http://www.nielsentitleeditor.com/titleeditor/)
- ONIX
- Electronic file (structured electronic file)

If you have purchased your ISBN(s) via the Nielsen ISBN Store, you will have been asked to register for Nielsen Title Editor, our online title editing service. In which case you may already have a User name and Password.

For more information visit: [www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk)

Or contact our Publisher Help Desk: [Pubhelp.book@nielsen.com](mailto:Pubhelp.book@nielsen.com)

# NIELSEN BOOKDATA ENHANCED SERVICE

## ENRICHED DATA AIDS THE PURCHASING DECISION

The latest Nielsen Book research shows that titles perform better if the book records we license to booksellers and libraries contain four key enhanced metadata elements plus a jacket image and meet BIC Basic standards.

### **What are the benefits of subscribing to the Nielsen BookData Enhanced Service?**

If you invest in good and comprehensive metadata then sales will increase. In fact up to 55% of a book's sales could depend on having all the key enhanced metadata elements. 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. Our Editorial Team will manage your 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. An annual subscription is based on "a per title" rate for all publications. A minimum charge applies.

View a sample title from our Nielsen BookData Online service illustrating the key enhanced data elements:

[www.nielsenisbnstore.com/Home/EnhancedServicesSample](http://www.nielsenisbnstore.com/Home/EnhancedServicesSample)

Visit the Nielsen ISBN Store to purchase a fixed year contract:

[www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

For more information, contact us:

Tel: +44 (0)1483 712 200

Email: [publisher.services.book@nielsen.com](mailto:publisher.services.book@nielsen.com)

# NIELSEN BOOK2LOOK

## THE MOST ADVANCED ONLINE MARKETING TOOL FOR PUBLISHERS

Nielsen Book2Look is a book widget with search inside functionality. Using our online service you can create a book widget for your title quickly and easily enabling your rich book content to be available to book buyers worldwide.

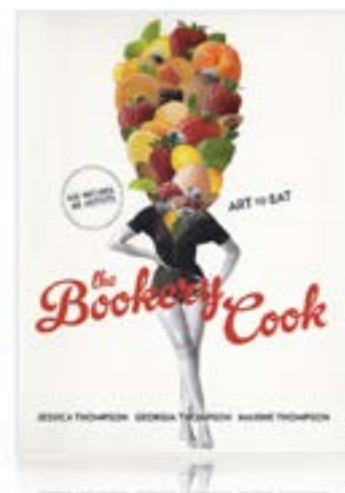
- Use book widgets to market and sell your titles via specific retailers or your own website
- Link directly to online reviews and take advantage of live Twitter feeds allowing users to highlight and share passages
- Share on Facebook, Pinterest and other social media
- Add audio and video clips
- Generate QR codes
- Reports can be run to track progress and success across social networks and linked to your Google Analytics
- Book widgets can be customised and provided to press contacts, bloggers as well as booksellers and online sites to allow maximum exposure

Visit the Nielsen ISBN Store to purchase your book widgets: [www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

For more information contact us:

Tel: +44 (0)1483 712 200

Email: [publisher.services.book@nielsen.com](mailto:publisher.services.book@nielsen.com)



# NIELSEN BOOKNET ONLINE ORDER COLLECTION SERVICE

## RECEIVE YOUR ORDERS ELECTRONICALLY

Retailers want to trade electronically with their suppliers as it is quick, efficient and cost effective. If you self-distribute then our Nielsen BookNet Online Order Collection Service enables you to receive your orders electronically and reply with an order availability status. It is easy to use and doesn't require any special software.

If you have supplied us with an email address, we will automatically set you up to receive your book orders online:

- You receive an email to tell you when orders are available for collection
- Download your order in CSV format and upload to your internal order system (if required)
- Provide order acknowledgements to book buyers
- Review order history online for up to 6 months

### WHAT ARE THE BENEFITS?

- Buyers receive order availability status information
- Save time and money
- Improve cash flow
- Trade with booksellers worldwide

For more information contact our Help Desk:

Tel: +44 (0)1483 712 260

Email: [help.book@nielsen.com](mailto:help.book@nielsen.com)

To register visit: <http://bookorders.nielsenbooknet.com/login.do>

# NIELSEN BOOKSCAN SALES DATA

## MEASURING YOUR SUCCESS

All businesses large or small need to understand the market in which they operate, especially in competitive market conditions. Nielsen BookScan retail sales data is a vital tool providing you with accurate information, informing your decisions at every stage of the publishing cycle – from deciding what to publish, the right price point and how many to print.

Once published you need to understand the demand for your title by reviewing its sales performance, ensuring the book is available during peak selling periods and reducing returns.

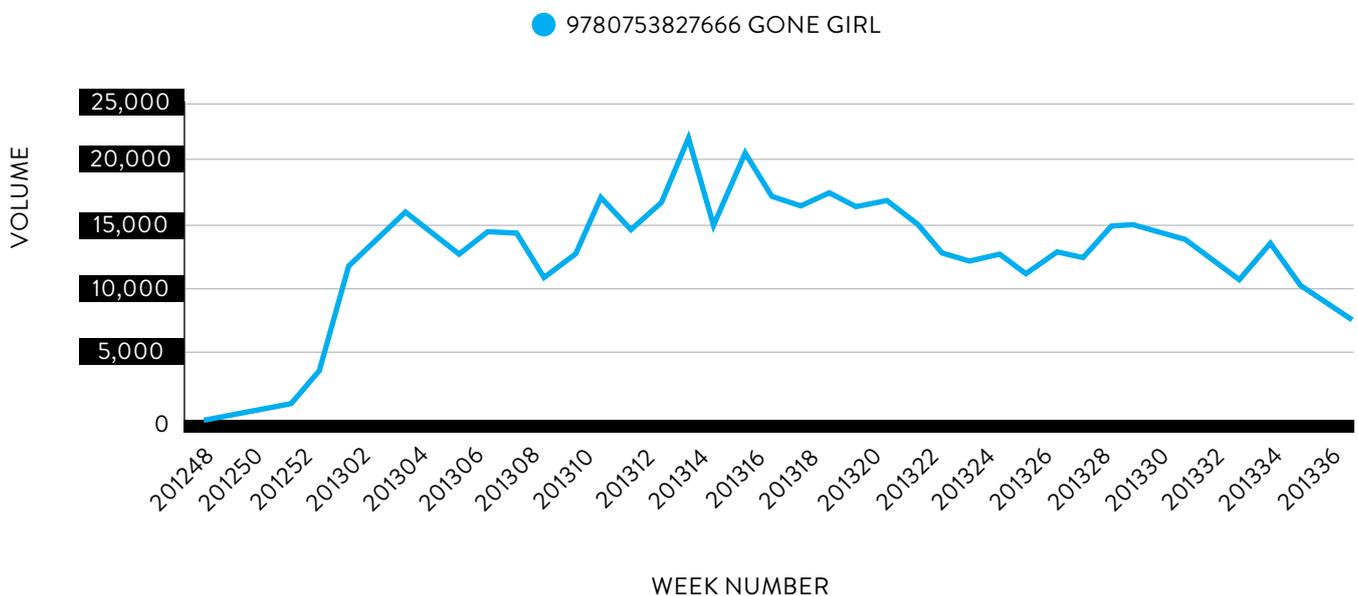
We also offer a range of bespoke reports of retail sales information if you wish to have small 'bites' of information or a more tailored report for consumer research to meet your specific business needs.

Our retail sales information and bespoke market research are vital tools in your publishing process, for more information on our range of services:

Tel: +44 (0)1483 712 230

Email: [salesbookresearch@nielsen.com](mailto:salesbookresearch@nielsen.com)

## VOLUME SALES OF A TITLE BY WEEK FROM LAUNCH



## NEW PUBLISHER INTRODUCTORY GUIDE

### NEW PUBLISHER IN THE UK AND IRELAND

Purchase your ISBNs from the Nielsen ISBN Store:  
[www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

Purchase a publisher prefix and an ISBN allocation from the Nielsen ISBN Agency.  
Visit [www.isbn.nielsenbook.co.uk](http://www.isbn.nielsenbook.co.uk) for prices and to download an application form.

### OVERSEAS PUBLISHERS

If you are based outside the UK and IRELAND and have already purchased your ISBNs from the appropriate agency you can provide your contact and publisher prefix details to our Trade Data Department who will verify them and add to the Nielsen Database.  
Email: [tradedata.book@nielsen.com](mailto:tradedata.book@nielsen.com)

IF YOU HAVE PURCHASED YOUR ISBNS VIA THE NIELSEN ISBN STORE YOU WILL BE ASKED TO REGISTER FOR NIELSEN TITLE EDITOR SO YOU CAN ADD YOUR FIRST TITLE TO THE NIELSEN BOOK DATABASE. IF YOU HAVE PURCHASED YOUR ISBNS VIA THE NIELSEN ISBN AGENCY THEY WILL ADD YOUR FIRST TITLE ON YOUR BEHALF

Subsequent titles submitted by the publisher to the Nielsen Book database.  
Choice of two options:

1. Nielsen Title Editor  
[www.nielsentitleeditor.com/titleeditor/](http://www.nielsentitleeditor.com/titleeditor/)
2. Nielsen Title Information Form-downloadable from [www.nielsenbookdata.co.uk/controller.php?page=88](http://www.nielsenbookdata.co.uk/controller.php?page=88), complete and then email to: [newtitles.book@nielsen.com](mailto:newtitles.book@nielsen.com)

**Supply a jacket/cover image**  
Nielsen Book will display a jacket/cover image free of charge.  
Upload your image via Nielsen Title Editor

Email your image to:  
[images.book@nielsen.com](mailto:images.book@nielsen.com)

Image specification available to download from our website:  
[www.nielsenbookdata.co.uk/controller.php?page=88](http://www.nielsenbookdata.co.uk/controller.php?page=88)

**Receive book orders by email notification**  
If you self-distribute, it is essential that you supply an email address so we can send your book orders electronically.

Contact  
[help.book@nielsen.com](mailto:help.book@nielsen.com)

To register: <http://bookorders.nielsenbooknet.com/login.do>

There are two ways to list your titles on the Nielsen Book database:

#### Free listing service

Information about your title will be listed free of charge on the Nielsen Book database. It must however meet the BIC Basic Standard. These are industry standards and are available to view at [www.bic.org.uk](http://www.bic.org.uk)

Nielsen BookData Enhanced Service (optional)

For more information about this subscription service see below.

#### Nielsen Book database

Information about your title will be held and maintained on the Nielsen Book database.

#### Updating the information we hold on your titles

It is very important that you keep us up-to-date with any changes relating to your titles, for e.g. price, availability and distribution information. You can do this in one of two ways:

1. Nielsen Title Editor - online editing tool for all changes including price and availability:  
[www.nielsentitleeditor.com/titleeditor/](http://www.nielsentitleeditor.com/titleeditor/)
2. Trade Data Department - for distribution changes: [tradedata.book@nielsen.com](mailto:tradedata.book@nielsen.com)

#### What we do with your title information

This information is disseminated via our information services to over 3,500 customers worldwide.

#### Nielsen BookData Enhanced Service

You can choose to enhance your title information with descriptions, tables of content, author biographies and reviews. This service is subject to a subscription charge. For more information email: [publisher.services.book@nielsen.com](mailto:publisher.services.book@nielsen.com)

To receive more information or to discuss your requirements with our sales team, please contact:

Tel: +44 (0)1483 712 200  
Email: publisher.services.book@nielsen.com  
www.nielsenbookdata.co.uk

Publisher Help Desk:  
Tel: +44 (0)1483 712 450  
Email: Pubhelp.book@nielsen.com

Trade Data Department  
Email: tradedata.book@nielsen.com

#### Useful Contacts:

Independent Publishers Guild (IPG)  
www.ipg.uk.com

Book Industry Communication (BIC)  
www.bic.org.uk

Publishers Association (PA)  
www.publishers.org.uk

Nielsen has offices and a network of agents around the world.

How to contact us:

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w: www.nielsenbookscan.co.nz

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w: www.nielsenbookdata.biz

#### South Africa

##### Nielsen Book

SAPnet is our exclusive distributor in South Africa  
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f: +27 21 853 3479  
e: data@sapnet.co.za  
w: www.sapnet.co.za

#### India

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w: www.nielsenbookscan.co.uk

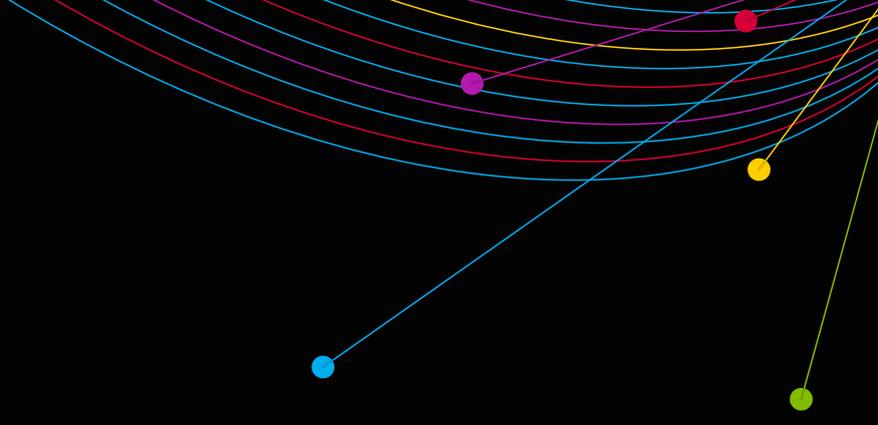
## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

For more information, visit [www.nielsen.com](http://www.nielsen.com).

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