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AN UNCOMMON SENSE
OF THE CONSUMER™



NIELSEN SERVICES FOR PUBLISHERS

NIELSEN BOOKDATA SERVICES FOR PUBLISHERS

Nielsen BookData helps English-language publishers to reach book buyers worldwide by providing your book information (print and digital) to your prospective clients.

Thousands of booksellers, libraries and other data users rely on our products and services. Nielsen provides sophisticated search functionality and enriched data allowing those searching for titles to find what they want easily. We provide your customers with the services to order these books and for you to receive those orders efficiently. Nielsen Book also provides market-leading services to analyse your print book sales providing invaluable market research. We also run the ISBN and SAN Agencies in the UK and Ireland and the ISTC Agency.



NIELSEN BOOK SERVICES FOR PUBLISHERS

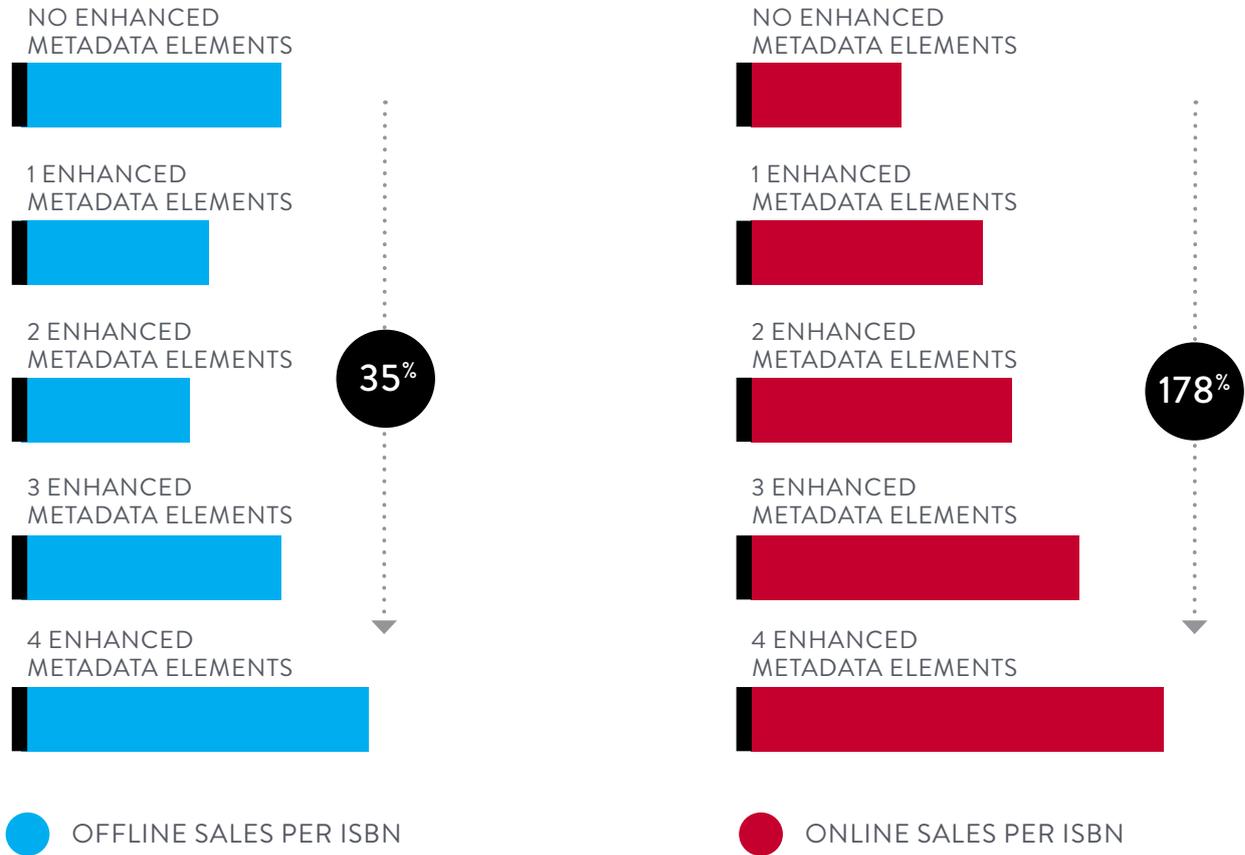
You can list your titles on the Nielsen Book database and gain access to thousands of customers worldwide. We license the title records via a range of Nielsen BookData services to all major retailers in the UK, Ireland and worldwide, including Amazon and Waterstones plus wholesalers, library suppliers and libraries so that your books are made available to the key buyers in over 100 countries.

We provide prospective purchasers of your titles with timely, accurate data and ensure that up-to-date price and availability information is widely available to your customers, no matter their location or size.

NIELSEN BOOKDATA ENHANCED SERVICE

Our research shows that publishers providing enriched metadata for their title records will increase their sales. Our research shows that 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 by doing so you ensure thousands of book buyers worldwide can purchase your books. Subscribing to our Nielsen BookData Enhanced Service allows you to add these rich data elements to your records to ensure that your customers make informed purchasing decisions based on the quality of your books and the information you provide.

THE EFFECT OF ENHANCED METADATA ON OFFLINE AND ONLINE SALES



Ensuring that all four key enhanced metadata elements (long and short descriptions, reviews and author biography) are present on your product records can help average sales increase, in comparison to records where none of the elements are present.

To receive a copy of the Nielsen White Paper: The Link Between Metadata and Sales, please email: marketing.book@nielsen.com

NIELSEN BOOKDATA ONLINE

The definitive search, selection and sales ranking service for publishers Nielsen BookData Online is our market leading service used by thousands of your customers worldwide, and is also available to you so that you can see how your title records are presented to your customers.



ONE OF THE MANY BENEFITS OF NIELSEN BOOKDATA ONLINE IS THAT IT SHOWS THE NIELSEN BOOKSCAN SALES POSITION OF A TITLE. THIS IS ALWAYS OF INTEREST ESPECIALLY WHEN COMPARING EDITIONS OF OUT-OF-COPYRIGHT TITLES. IT IS FAR FROM THE CASE THAT THE CHEAPEST IS ALWAYS AT THE TOP. THIS IS ANOTHER GREAT FEATURE OF NIELSEN BOOKDATA ONLINE THAT ENABLES BETTER, MORE INFORMED PUBLISHING DECISIONS TO BE TAKEN.

JOHN SEATON, HEAD OF BACKLIST & INVENTORY, CANONGATE BOOKS

Publishers subscribing to our Nielsen BookData Enhanced Service can subscribe to Nielsen BookData Online at a special rate:

- Check bibliographic data, up to 12 months prior to publication
- Check if competitors' out-of-copyright editions are in print
- Check pricing of competitors' editions
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NIELSEN BOOKDATA WEB SERVICES FOR PUBLISHERS

As a publisher, you may need to populate or update your own website or database with high quality, consistent and content rich data and doing this yourself can be time-consuming and costly. A more effective option is to use the Nielsen BookData service to provide you with an updated feed of your own data in a format and frequency of your choosing. Nielsen already provides a number of publishers with raw data in this way, Penguin Random House, Hachette, Berlitz and Yale University Press.

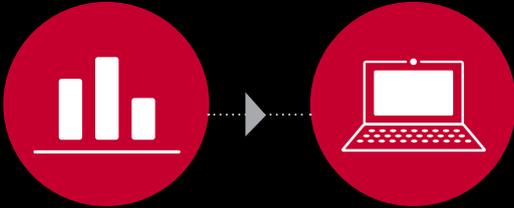
NIELSEN BOOKDATA MARC RECORDS

Did you know Nielsen is also able to provide all your product data in a MARC format? If you have a requirement to supply MARC records to your customers; then Nielsen can provide a cost-effective and high quality feed of tailored data in either MARC21 or UKMARC. We have a number of publisher clients, both academic and trade, who have used Nielsen to convert their own catalogue data into MARC records for onward supply or for use on websites. Understanding, developing and maintaining MARC records for your titles can be confusing and expensive. However, using the expertise of Nielsen's editorial and classification teams, along with our extensive knowledge of the library market, will provide you with high quality MARC records for your titles at an affordable price.

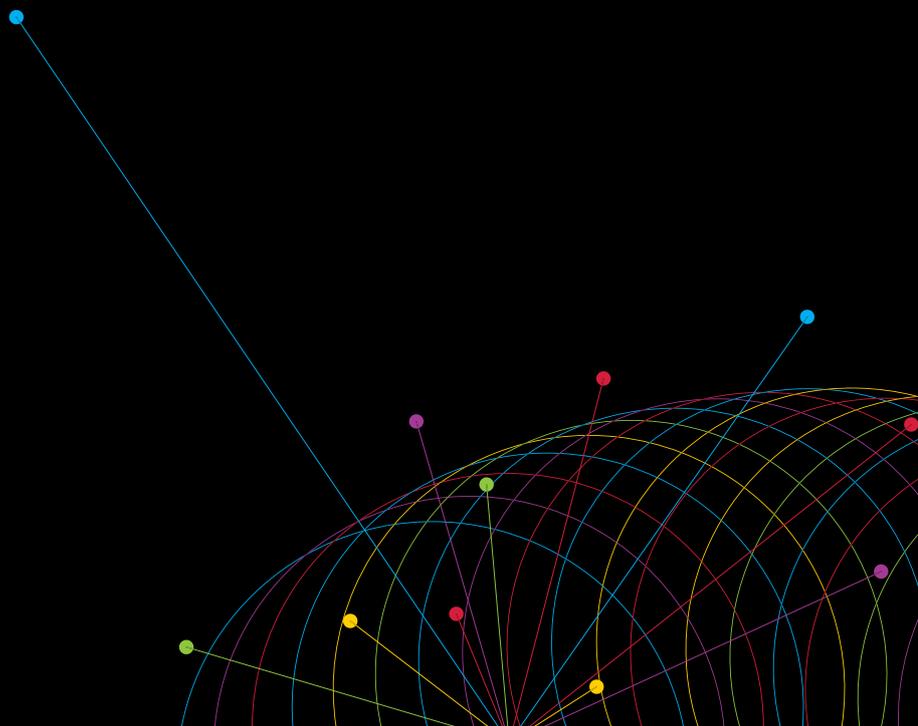
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NO OTHER SERVICE CAN OFFER THE DEPTH OF INFORMATION, MARKET COVERAGE, FLEXIBILITY OF SUPPLY OR QUALITY OF SUPPORT.

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THE SUPPLY OF ACCURATE INFORMATION INTO NIELSEN IS EXTREMELY IMPORTANT IN ENSURING ACCURATE MARC RECORDS. THIS IS A GREAT SERVICE AND WE ARE DELIGHTED TO BE WORKING WITH THE NIELSEN TEAM. THE COMPANY PROVIDES EXTREMELY GOOD TECHNICAL SUPPORT AND DOCUMENTATION AND THE INTEGRATION OF THE DATA INTO OUR SYSTEM COULDN'T HAVE BEEN EASIER.



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Nielsen BookData Enhanced Service (optional)

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Nielsen database

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www.nielsentitleeditor.com/titleeditor/
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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

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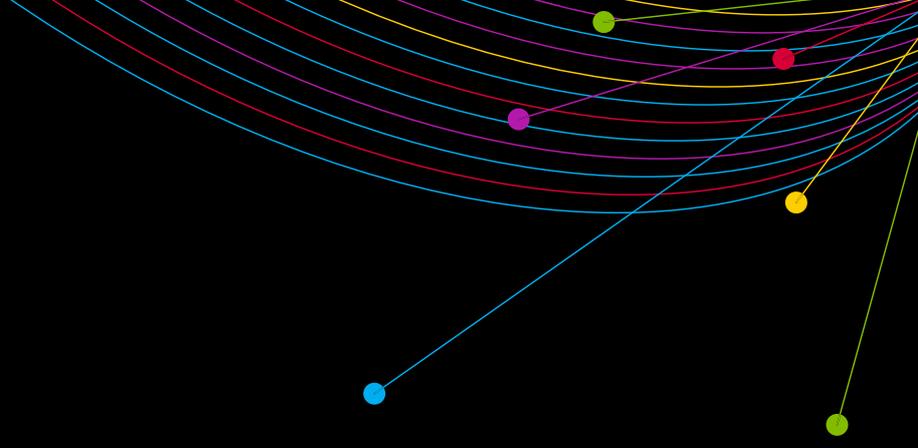
ABOUT NIELSEN

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.

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