

Audio Product Overview for Publishers

What sort of audio product is Nielsen Book interested in?

Book-related audio products such as audiobooks, spoken word performance and language courses. These can be on a range of media, e.g. CD, cassette, DVD, digital files and pre-recorded MP3 player.

How can I send information about my audio products to Nielsen Book?

We welcome product records for audio product by the following methods:

ONIX: the industry standard way of delivering data, based on XML tagging. Please see <http://www.editeur.org/ONIX> for Books or ask for our Nielsen Book ONIX guidelines which are a reduced version of the full ONIX guidelines.

NB: It should be noted that ONIX version 2.1 is quite limited in its ability to express key details of digital product records. Nielsen Book can accept ONIX 2.1 (version 2) and 3.0. New users are advised to go straight to 3.0.

Nielsen PubWeb: Our online editing service enables audio products to be included and identified.

Non-Standard Electronic Feed: The use of other forms of file (e.g. tab delimited) may be possible where there are significant numbers of product records to be provided.

What is it going to cost to add audio products to Nielsen Book's database and services?

If you would like to add descriptive content (such as descriptions, table of contents, reviews and author biographies), have a named editorial

contact and have your work prioritised, our usual rate card for the BookData Enhanced Service applies.

Publishers interested in receiving a quotation should contact the Publisher Subscription Department: publisher.services.book@nielsen.com

Audio product records can also be added to the database with basic bibliographic details free of charge. Normal non-subscriber conditions apply (short record only, no descriptive content, no named editorial contact, and it may take up to 6 weeks to add product information to Nielsen Book's products and services).

How will Nielsen Book use audio product information?

We will include product records in our range of branded services (e.g. BookData Online) to aid searching and discovery of audio products. Digital downloadable audio products can also be included (where selected by the customer) in our Record Supply Service provided to retailers, libraries, specialist library suppliers and other organisations.

Orders for digital products should normally only be received online through appropriate URL links. However, Nielsen Book cannot currently prevent orders for digital product being placed through its order routing service BookNet TeleOrdering.

In addition, Nielsen Book provides the bibliographic information to enable its sales analysis service (BookScan) to provide specialist sales charts and market share data which will be available once an appropriate level of sales collection coverage is achieved.



Who should I contact to arrange provision of Digital Product Data?

In the first instance, contact your Publisher Relations Manager (pubreg.book@nielsen.com).

What information do I need to send?

Product information sent should meet at least the BIC Basic minimum*, adhering to the following fields mentioned overleaf.

Contact Us:

tel: +44 (0)1483 712 200

fax: +44 (0)1483 712 201

email: pubreg.book@nielsen.com

website: www.nielsenbookdata.co.uk

Audio Product Overview for Publishers

* These fields are mandatory to meet the BIC Basic standard. This is also the minimum information we require for titles to be eligible to go out to all our customers.

Data element	Data supply notes (code list references below refer to ONIX version 2.1). For ONIX 3 code lists refer to http://www.editeur.org/files/ONIX%203/ONIX_Books_Digital_Products_3.0.pdf
ISBN*	One for each separately-tradeable product
Title*	Full and distinctive title of individual product, whether full work, section/part or chapter
Format*	Audio product on physical media 1. ONIX (and all other structured electronic files) <ProductForm> = A codes from code list 7. e.g. AC CD-Audio And <productcontenttype> code list 81 e.g. 01 = Audiobook 2. PubWeb Choose appropriate value from Format drop-down list e.g. 'CD-Audio', plus enter further detail such as audiobook in 'Additional Format Information' if appropriate
	Downloadable audio: 1. ONIX (and ALL other structured electronic files) <ProductForm> = AJ = 'Downloadable audio' Use <ProductFormDetail> Code list 78 e.g. A103 = MP3 And <ProductContentType> code list 81 e.g. 01 = Audiobook 2. PubWeb Select 'downloadable audio file' in format drop-down list, plus enter file format detail (e.g. 'MP3') in 'Additional Format Information' and further detail such as audiobook if appropriate
Edition	1. ONIX (and ALL other Structured electronic files) <EditionTypeCode> = ABR (Abridged) or UBR (unabridged) code list 21 2. PubWeb Enter 'Abridged' or 'Unabridged' in Edition Statement. May also be used to specify other edition characteristics (3rd Revised, Student etc.) or Market sector specific characteristics: e.g. Library edition or Trade-only edition e.g. "Unabridged Library Edition" Edition statement should NOT be used to specify the form ("downloadable audio version") or format (PDF version) of the product
Publisher/Imprint*	Publisher Name (owning organisation) and Imprint Name (name registered to use the ISBN prefix used). Records for downloadable products must link to a separate 'list' of titles in the Nielsen Book database that share online characteristics e.g. link to 'WWW territory' (i.e. worldwide online) distributor – an organisation with web address(es) to buy the product
Subject *	BIC Subject Classification codes, version 2. Please see http://www.bic.org.uk/
Authorship	At least one name and the role played (author, editor etc) but all relevant names can be accepted and added to the database. Include the "reader" of the work.
Price*	Recommended retail price of the product IMPORTANT: ALL audio product is VATable if sold in the UK except product agreed by your local VAT office as 'Educational' (e.g. language courses). Please ask for advice on how to represent VAT detail on mixed audio/book product
Availability*	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)
Publication Date*	Date product first available
Territorial Publishing Rights*	The territorial rights owned by the publisher and specifically applicable to the product. This may be limited geographically or apply worldwide. Use ONIX code lists 47 (rights region) and 91 (country code)
Resource location	Downloadable product only: <WebsiteRole> codes 01 or 02 from code list 73 plus Website URL (Multiple URLs possible)
Related ISBNs and other Identifiers	Links to related bibliographic records, e.g. to physical or digital forms of the product using the same content. ISTC (International Standard Text Code).
Running time	Provide overall running time in minutes
Number of Items	The number of CDs, cassettes etc. in the product