

NIELSEN SERVICES FOR BOOKSELLERS

NIELSEN BOOK DISCOVERY SERVICES

Nielsen Book is the leading provider of book information, playing a pivotal role within the trade. We offer the most comprehensive and trusted source of bibliographic data and associated services in the UK and internationally. We provide our data services to thousands of customers across a wide range of market sectors, so we are well placed to bring together a wealth of expertise for your benefit.

A ONE-STOP SOLUTION FOR YOUR DATA NEEDS

Our unique range of services provides integrated solutions for booksellers:

- One source of trusted and consistent data to select your new and backlist titles
- Complements the experience and local knowledge of staff, using independent and objective sales information so you buy the bestselling titles, ensuring good stock turn
- Electronic trading services to improve your work processes and speed up order turnaround
- You can receive retail sales information to inform your business decisions if you provide your weekly sales data to our Nielsen BookScan UK Total Consumer Panel

Our services help you not only meet, but exceed your customers' demands and expectations whilst saving you time and money.

SEARCH & SELECTION

NIelsen BOOKDATA ONLINE IS AN ESSENTIAL TOOL FOR BOOKSELLERS - TRADE AND ACADEMIC, BRICKS & MORTAR AND INTERNET

Whatever your requirement, we have data solutions throughout your bookseller processes that assist – searching for new titles, responding to customer enquiries or replenishing stock.

Nielsen BookData Online is a fast, flexible and efficient means of gaining timely, accurate information to check bibliographic detail as well as the latest price and availability. Real time data is available from participating distributors. You can also check which titles are selling and rank by sales position, ensuring you have the most popular titles in stock. You can order online and your orders are automatically routed to the correct distributor or wholesaler and you can track your order and history for up to 6 months.

KEY BENEFITS

- **One source of search & selection**
- **Latest price & availability**
- **Sort results by sales ranking**
- **Order online & track orders**
- **Set up new title alerts**

“WE HAVE BEEN USING BOOKDATA ONLINE FOR MANY YEARS AND COULD NOT FUNCTION DAILY WITHOUT IT. IT IS ESSENTIAL NOT ONLY AS A FEED FOR ALL THE NEW TITLES ENTERING OUR SYSTEM, BUT A CHECK SYSTEM FOR AVAILABILITY, DISTRIBUTION, PRICE, ETC. HAVING ALL THIS INFORMATION IN ONE DATABASE MAKES IT INDISPENSABLE.”

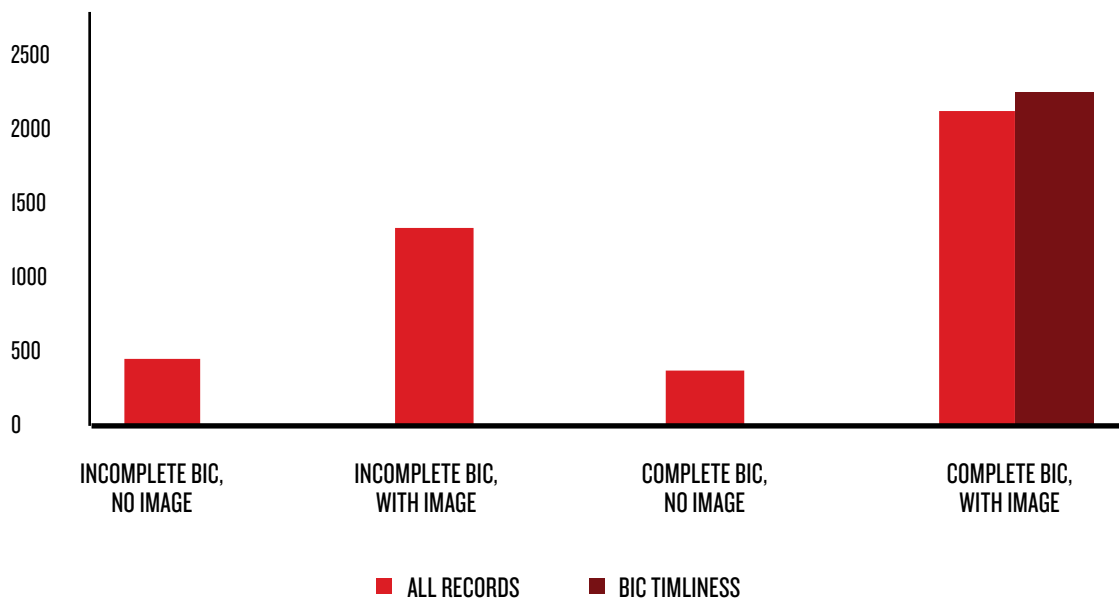
www.nielsenbookdataonline.com –

FREE trial available to see the benefits first hand!

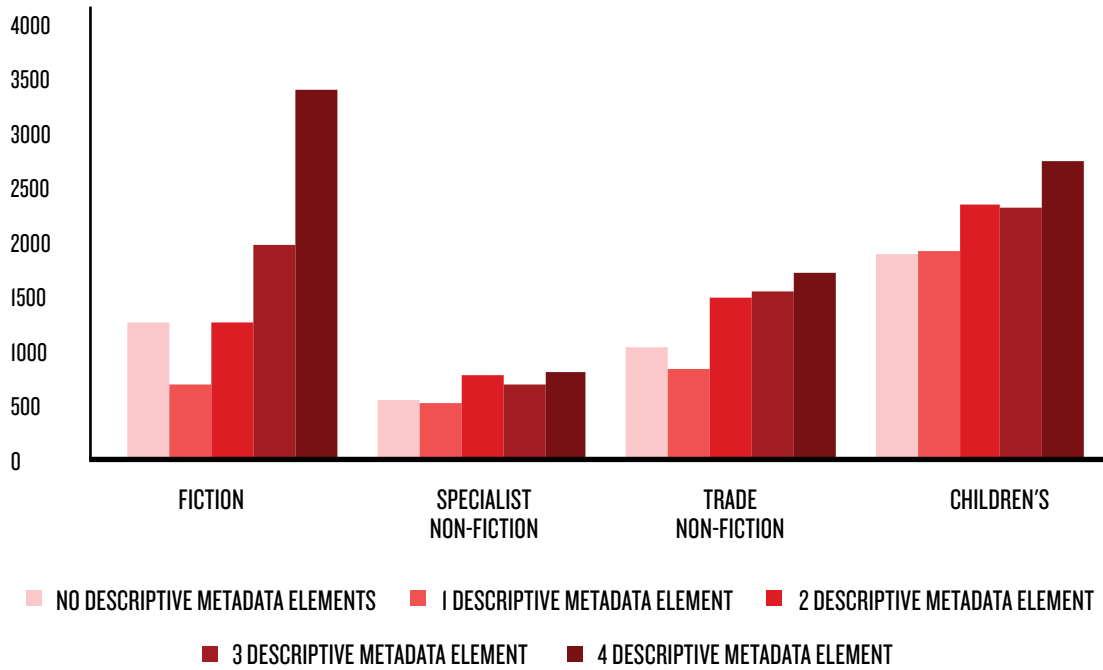
SEE THE BENEFITS OF TIMELY, ENRICHED METADATA

The value and benefits of good, timely and comprehensive metadata can be seen below – our research shows that title records with the four key elements and a cover image has a positive impact on sales.

AVERAGE SALES PER ISBN FOR RECORDS WITH COMPLETE BIC BASIC DATA, WITH AND WITHOUT A COVER IMAGE, AND THOSE WHICH ALSO MEET THE BIC BASIC TIMELINESS REQUIREMENT



AVERAGE SALES PER ISBN ACROSS BROAD GENRES FOR RECORDS WITH ZERO TO FOUR DESCRIPTIVE METADATA ELEMENTS.



These charts are taken from the Nielsen Book UK Metadata Study: The Importance of Metadata for Discoverability and Sales 2016.

IMPROVING YOUR CUSTOMERS' ONLINE EXPERIENCE

Our research shows that offline and online sales can increase if title records have four key metadata elements: long and short descriptions, author biogs and reviews. In addition, jacket images enhance your online presence ensuring your customers have the most comprehensive information to aid their purchasing decisions.

Using Nielsen BookData Record Supply Service allows you to compete online with your competitors. The service can provide up-dates at a frequency of your choosing ensuring your website offers the latest titles with the most relevant information – data includes print and e-books, audio books, CDs, DVDs and videos.

KEY BENEFITS

- **Save time by using a single data source**
- **Improve the user experience**
- **Increase sales - making the point of discovery the point of purchase**
- **Make the best use of your limited budgets**
- **Nielsen Book offers high quality content, including jackets and descriptions**

BRING YOUR ONLINE SHOP TO LIFE WITH NIELSEN BOOK2LOOK WIDGETS

Nielsen Book2look is a versatile bespoke retailer widget that brings books to life by sharing content via your online shop and social media. Nielsen Book2Look widget is the perfect search inside tool for your website and is a sophisticated online marketing tool.

The Nielsen Book2Look retailer widget will have your shop logo and links through to your social media pages, further increasing discoverability and always directing the buyer back to your shop.

"AT SWEET APPLE, WE'VE FOUND THE BOOK2LOOK 'BIBLET' TO BE A VERY USEFUL TOOL FOR SHOWCASING SAMPLE PAGES FROM OUR CHILDREN'S BOOKS, WHOSE DELIGHTFUL ILLUSTRATIONS PLAY A HUGE ROLE IN THE APPEAL OF THE BOOK. WE LOVE THAT VIEWERS CAN WATCH THE BOOK TRAILER, LISTEN TO AUDIO CLIPS, READ REVIEWS, AND SHARE SOCIALLY, AS WELL AS SHOP - ALL WITHIN THE SAME SPACE – TRULY VALUABLE."

Zanib Mian, Sweet Apple Publishers

ELECTRONIC TRADING

Our Nielsen BookNet TeleOrdering routing service is at the forefront of electronic ordering in the book trade. Our services are used by the majority of booksellers in the UK and internationally.

Our Nielsen BookNet Business Messaging Service is the market leader and enables the exchange of data direct between computers with little or no human intervention. Electronic Data Interchange (EDI) is the accepted way of communicating routine commercial messages from business to business in standard formats. You can send and receive quotes, orders, order response, order fulfilment, and returns notes across our network. It is secure and auditable.

KEY BENEFITS

- **Trade electronically with 60,000 suppliers**
- **Receive order acknowledgements from over 44,000 suppliers**
- **Track orders and order history for up to 6 months**
- **Receive electronic business messages from trading partners**
- **Download order status, acknowledgements and delivery notes**

Nielsen PubEasy is part of the Nielsen Book Commerce portfolio of services allowing booksellers and suppliers to trade electronically internationally with speed and efficiency. Nielsen BookNet EDI business messaging service is timely and accurate and helps book buyers and suppliers to trade electronically with partner companies regardless of size or location or technical capability.

RETAIL SALES ANALYSIS

We collect retail sales data for print books (via shop and EPOS systems) from over 6,500 retailers in the UK. In return for your sales data we provide you free access to the Top 5,000 TCM chart and each week the Top 100 UK Independent chart as well as a range of nine genre Top 100 charts. This is exclusive to panel participants. If you are based in Ireland then you receive the Top 1,000 ICM chart each week.

KEY BENEFITS

- **Analyse book sales to see trends**
- **Monitor your market share each week and spot bestsellers early**
- **Improve your stock turn**
- **Reduce returns and admin costs**
- **Improve your customer service**

USEFUL INFORMATION:

Standard Address Number (SAN) – in order to trade within the book industry you need to have a SAN. This is a unique identifier that is assigned to a specific geographical address. Nielsen is appointed to issue SANs/GLNs on behalf of Book Industry Communication (BIC). For more information visit our website:

www.san.nielsenbook.co.uk

We have knowledgeable staff with years of experience and offer high levels of service and support. We can provide integrated solutions which help you to support your business, from search and selection through to improving your online offering and customer experience; improving sales, stock turnaround and customer service.

We can offer you tailored services to meet your business needs – contact us to find out more:

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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 Nielsen 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.



The background of the image consists of a series of overlapping, wavy, horizontal bands in various shades of red, creating a sense of depth and movement. The waves are more pronounced in the center and fade towards the top and bottom edges. In the lower center, the word "nielsen" is written in a white, lowercase, serif font. Below the text, there are six small white dots arranged in a horizontal line.

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