

nielsen



# Nielsen Book: Bookseller Services

Integrated information and transaction solutions

[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

Nielsen Book is the partner of choice for information and transaction services in the book industry. Playing a pivotal role within the trade, Nielsen Book offers the most comprehensive and trusted source of bibliographic data and associated services in the UK and internationally. With thousands of customers across a wide range of market sectors, Nielsen Book is uniquely placed to bring together a wealth of expertise and experience for the benefit of all our bookseller customers.

## Bookseller Services – a one-stop solution

Our unique range of services means that only Nielsen Book can provide truly integrated solutions to our bookseller customers:

- Use one source of trusted data to select your new and backlist titles
- Complement the experience and local knowledge of bookselling staff by using independent and objective sales information to ensure you buy the best selling titles to achieve good stock turn
- Use electronic trading to improve work processes and speed up order turnaround times.

Our services help you to exceed customers' demands and expectations, whilst saving you time and money.

Nielsen Book's services provide timely, accurate and comprehensive book information, electronic trading and sales analysis – allowing you to improve your stock turn, sales, customer service and work processes.



Nielsen  
Book  
Database

Search &  
Selection

Promotion

### The facts:

- Over 9 million English-language titles listed
- From publishers in over 70 countries worldwide
- Supplier database lists over 60,000 publishers worldwide
- Routing tens of millions of order lines a year to these suppliers
- Millions of business messages sent between trading partners
- Sales of over 4 million different titles measured
- Collected from 33,500 different retailers in 9 countries.

### Search & Selection:

Whatever your search & selection requirements, new titles, customer enquiries, and more, Nielsen BookData Online is here to help.

The most comprehensive, timely and complete picture of the book market available, including:

- What is and is not available?
- What is forthcoming?
- Which titles have sold in the last week and their position.

BookData Online is uniquely placed to provide you with the information you need to inform all your selection and ordering decisions, including:

- Customer enquiries
- Stock selection
- New title selection
- Bibliographic detail checking
- Price & availability checking (real time data from participating distributors)
- Bestselling titles by any genre
- Order routing to distributors and wholesalers
- Order tracking and history.

A range of disc services are available for customers without internet access.



## Ordering

## Sales Information

### Promotion – Improving the consumer experience:

What is the point of great data if your customers don't know about it? Nielsen BookData's Website Enrichment Services are designed to help bring your online site to life:

- Allows you to compete in the electronic age alongside the major players
- Makes your online catalogue accessible, attractive and useful to your customers
- Jacket/cover images, descriptions, contents lists, author biographies and much more
- Updated when you want
- Direct data-feeds and cutting edge Web Services
- Drives increased sales through bespoke editorial enhancement services
- Includes books, non-books, audio books, e-books, CDs, DVDs and videos.

### Ordering:

The BookNet TeleOrdering routing service continues to be at the forefront of electronic ordering within the book trade.

- Our services are used by the majority of booksellers in the UK
- Trade electronically with 60,000 publishers, distributors and wholesalers in one place
- Receive order acknowledgements from over 18,000 suppliers
- Check the latest price & availability with key distributors
- Track orders and look up order history for up to 6 months
- Provides trusted and proven efficiencies: time and cost savings
- Receive electronic business messages from trading partners.

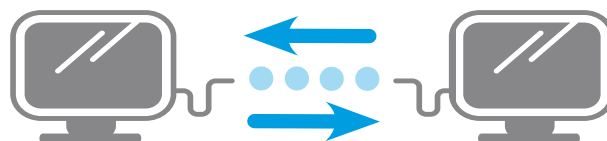
In order to trade within the book industry you need to have a SAN (Standard Address Number). This is a unique identifier that is assigned to a specific geographical address. Nielsen Book is appointed to issue SANs/GLNs on behalf of Book Industry Communication (BIC). For more information visit our website: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

### BookNet EDI

Our BookNet EDI service has been the market leader for 20 years.

- EDI enables the exchange of data direct between computers with little or no human intervention
- EDI is the accepted way of communicating routine commercial messages from business to business in standard formats
- Send and receive quote, order, order response, order fulfillment, order acknowledgement, invoice, delivery note, credit note and returns note messages across our networks
- Secure and auditable.

### BookNet EDI Network



Send multiple book orders from computer to computer

A complete solution – levelling the playing field to allow retailers of all sizes to trade electronically.

### Sales Information:

We collect sales data (via shop and EPOS systems) from over 8,500 retailers in the UK.

Participating retailers will receive FREE access to the weekly bestseller charts in exchange for providing end-of-day sales on a weekly basis. Use the data to:

- Analyse book sales to see the trends
- Monitor your market share each week and spot bestsellers early
- Improve your stock turn and promotions
- Improve stock management by reducing returns and administration costs
- Sell more books and improve your customer service.

**Our staff are knowledgeable, with expertise within their respective fields. We can offer you tailored services to meet your business needs.**

Only Nielsen Book can provide an integrated solution, helping you to support your business, from search and selection through to the end user experience.

Why not talk to us about what we can offer you and how we can help you make the most of our services?

Detailed product sheets for each of the services (and brochures for each of our leading brands) are available on request.



To find out more look out for our monthly Booksellers e-bulletin (news and help tips emailed to your desktop) – if you don't currently receive a copy, then email: [marketing.book@nielsen.com](mailto:marketing.book@nielsen.com)

[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

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