

Digital Product Overview for Publishers

What is a digital product?

A digital product is a text or audio product in electronic form, only accessible or downloadable from an online resource i.e. a website: this includes e-books and downloadable audiobooks. Products that include digital files, but are presented in physical media (e.g. CD/DVD or pre-loaded memory sticks/cards) are not regarded as digital product. In addition, a digital product is defined as a separately tradeable item – not a work, or a source file – and each different format sold, whether it is the same work available in multiple file formats or parts (such as a chapter or section) of a larger whole work, must be identified separately with a different ISBN allocated to each product to remove supply chain ambiguity.

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

We welcome product records for e-content by the following methods:

ONIX: It should be noted that ONIX version 2.1 is quite limited in its ability to express key details of e-content product records (see below) and is being reviewed to accommodate the range of additional data elements required to fully describe the characteristics and attributes of currently traded e-content.

PubWeb: Our online editing service enables e-content to be included and identified.

Non-Standard Electronic Feed: The use of other forms of file e.g. tab delimited. Other de-limited file types may be possible where the titles are supplied under a subscription to the BookData Enhanced Service and where there are

significant numbers of product records to be provided.

Listing digital products on Nielsen Book's database and services

Publishers subscribing to our Enhanced Service can list e-books at a standard subscription rate appropriate to the number of new products that are added. Records must be provided in a suitable, mutually agreed electronic form (ONIX or PubWeb). Publishers interested in receiving a quotation for the BookData Enhanced Service should contact the Publisher Subscription Department: publisher.services.book@nielsen.com

Why should I send my digital product information to Nielsen Book?

Nielsen Book is providing and developing a range of services covering e-books and other digital content: to help publishers distribute and manage their digital product information in the marketplace; to support retailers selling digital products; and to assist libraries buying digital resources.

How will Nielsen Book use digital product information?

Nielsen Book will include digital product records in our range of branded online services (e.g. BookData Online) to aid searching and discovery of your e-books and audio downloads. Digital products are also included (where selected by the customer) in our Record Supply Service provided to retailers, libraries, specialist library suppliers and other organisations.

Orders from customers for digital products should normally only be received online through appropriate URL links, but Nielsen Book cannot currently prevent



orders 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.

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

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

What information do I need to send?

- Product information sent should meet at least the BIC Basic minimum
- Nielsen Book's full ONIX guidelines are available, as are sample ONIX 2.1 records for e-books or downloadable audio product on request.

Minimum Data Set

Data element	Data supply notes (tags and code lists refer to ONIX 2.1).
ISBN*	One for each separately-tradeable product.
Title*	Full and distinctive title of the individual product, whether it is a full work, section/part or chapter.
Format* Limited details available in ONIX currently. Likely revision to ONIX 3.0	E-book: 1. ONIX <ProductForm> = DG = Electronic Book text use <EpubType> code using list 10 (rather than less-refined <EpubFormat> code.) 2. PubWeb – 'Ebook' in Format drop-down list plus enter file format detail (e.g. 'PDF') in 'Additional Format Information' Audio: 1. ONIX <ProductForm> = AJ = 'Downloadable audio' Use <ProductFormDetail> Code list 78 eg A103 = MP3 And <ProductContentType> code list 81 eg 01 = Audiobook 2. PubWeb – 'Downloadable Audio file' in Format drop-down list, plus enter file format detail (e.g. 'MP3') in 'Additional Format Information'.
Publisher/Imprint*	Publisher Name (owning organisation) and Imprint Name (name registered to use the ISBN prefix used). Product records must link to separate Imprint ('Item Group') in Nielsen Book database with appropriate online characteristics e.g. Links to 'WWW territory' (i.e. worldwide online) distributor, an organisation with appropriate web address(es) to buy product.
Distributor	Please provide all online distributors (organizations) providing the downloadable resource itself, relevant to the product.
Subject *	As per physical product.
Price*	Recommended retail price of the product, even though prices may vary from specific retailers/suppliers. E-books are subject to VAT at the standard rate.
Availability*	As per Physical product e.g. Not Yet Available/In Print/Out of Print etc.
Publication Date*	Date of first availability in the digital form of the product record.
Territorial Publishing Rights*	The territorial rights owned by the publisher and specifically applied to the product. This may be limited geographically or apply worldwide. How these rights are defined and enforced are determined by the publisher/author contract.
Related ISBNs and other Identifiers	Links to other formats available (e.g. link to other digital forms or to a physical form of the product using the same content). ISTC (International Standard Textual Code).
Edition	May be used to specify edition characteristics (3rd Revised) Edition statement should NOT be used to specify the form ("downloadable Audio version") or format (PDF version) of the product.