



Providing Digital Product Metadata to Nielsen Book

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Nielsen Book is the primary bibliographic provider for *book* product metadata services to book trade customers in the UK and around the world. *Our* customers for metadata are *your* customers for the products themselves. Digital books need product metadata as much* as physical books do to:

- Enable the discovery of each separately traded product
- Persuade and inform the customer with clear characteristics shown
- Enable unambiguous selection and sale of the chosen product
- Enable the supply chain to understand what has been sold and when.

* In fact they need it more: the metadata in a product record is the primary way your product is able to be assessed by any potential buyer. At least in a bookshop a customer can take the book off the shelf and view it. If the product record is full, up-to-date, timely, informative, persuasive, accessible and trustworthy then customers are more likely to respond positively.

Product information for current and forthcoming digital publications should now be provided to Nielsen Book that:

- Is provided at least 6 weeks prior to its availability to sell-through by Waterstone's
- Covers all separately tradable products available
- Is sufficiently complete to meet BIC Basic minimum completeness
- Contains at least the same level of descriptive content as alternative physical product
- Contains any additional marketing URL links that may be appropriate
- Is provided through your normal data supply means. e.g. ONIX, PubWeb.

Nielsen Book is happy to provide individual advice and support for publishers who are not sure how to meet these requirements. We are happy to discuss any concerns publishers may have with appropriate staff or third-party system suppliers. Separate advice sheets on the range of metadata we recommend publishers to provide are available on request or via the Nielsen Book website. [Digital Product Overview](#)

IMPORTANT NOTE ON THE INCLUSION OF DIGITAL PRODUCT RECORDS AT NIELSEN BOOK
Digital products will only be listed on the Nielsen Book Database and in Nielsen Book products and services if they are identified in accordance with the ISBN standard.

We strongly believe that all digital products should be listed with all appropriate aggregators – such as ourselves – and we will continue to actively collect and list all ISBNs which unambiguously identify a discrete tradable product in a specified format. However, ISBNs that refer to a generic 'master' record which provides information not on a tradable product in a specified format, but rather on a package of content *tradable in a number of formats* will not be eligible for inclusion in the database.

This policy decision is based on our firm belief that comprehensive and unambiguous *product* identification is crucial to supply chain efficiency and that one ISBN per tradable product represents supply chain best practice now and in the future. Fuller details of our e-Book Listing policy are available in a policy statement on our website. [E-book Policy](#)

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