

Supplying Data

Product information can be supplied to Nielsen Book by the following methods:

- ONIX
- Electronic file (structured electronic file)
- Online
- Printed material (but not handwritten)

Please contact your Editor or the Publisher Helpdesk by emailing pubhelp.book@nielsen.com if you would like further information or help with any of these options.

Electronic Files:

The primary requirements for any supply of data in electronic form are that:

- Product data must be presented in a structured file with each element sufficiently delimited to allow import to our database – see overleaf for more information
- Data structure and any code lists used are clearly documented
- Files are supplied to an agreed regular schedule following the full period of testing

Data may be supplied to create or to update existing product records on the Nielsen Book database.

We welcome files in the following internationally recognised file format types:

ONIX (ONline Information eXchange)

Please see our guidelines for further details on the ONIX standard, or go to the EDItEUR website: <http://www.editeur.org/>

EDI (Electronic Data Interchange)

Primarily useful to distributors, the Tradacoms and EDIFACT EDI message standards are both acceptable formats for the delivery of price and availability data. Further information on EDI formats are available from the BIC website: <http://www.bic.org.uk/ecommerce-implementation.html>

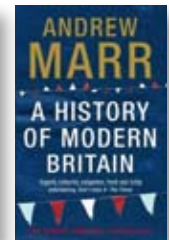
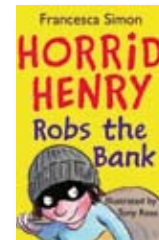
Other structured files

The use of tab delimited or other forms of delimited files may also be acceptable, provided the main conditions above are met (minimum data requirements apply) and we can write an import program to 'understand' your data and load it successfully into our editorial database.

For further information please see our guidelines or contact our Publisher Relations Managers by emailing: pubreg.book@nielsen.com

Online – PubWeb

You can use our free data review and submission service – PubWeb. This enables you to view, edit and add product information and images to our system. To register for this service please go to: <http://www.nielsenbookdata.com/pubweb/htmlDocs/PubWebRegistrationForm.doc>



Contact Us:

tel: +44 (0)1483 712 200

fax: +44 (0)1483 712 201

email: pubreg.book@nielsen.com

website: www.nielsenbookdata.co.uk

Supplying Data

Printed material

If you cannot supply data either electronically or via PubWeb, we can accept hardcopy information as follows:

- Nielsen Book's New Title Form - which is available to download from our website www.nielsenbookdata.co.uk in the "Publishers & Distributors section"
- Your own Advanced Information Sheets, supplied as one record per A4 page.

The above can be emailed to newtitles.book@nielsen.com or posted to: Data Preparation, Nielsen Book, 89-95 Queensway, Stevenage, Hertfordshire SG1 1EA.

What information should I supply?

Please ensure your data meets the BIC Basic Standard. There are 9 BIC Basic mandatory data elements defined by BIC's (Book Industry Communication) UK minimum bibliographic standard. To find out more about the BIC Basic Standard, please go to the website: <http://bic.org.uk/productinfo-basic.html>

Additional information that can also be supplied where it is available:

Contributor e.g. author, editor
 Series information
 Edition statement
 Physical details
 Language of content
 Readership e.g. adult or children's
 Prize information e.g. Man Booker, Costa
 Successor product ID
 Jacket/cover images.

You can supply enriched information, which will then be made available on Nielsen Book's products and services, if you subscribe to our BookData Enhanced Service.

Descriptive Information:
 Long descriptions
 Short descriptions
 Table of contents
 Author biography
 Review quotes
 Promotional information

To find out more about our Enhanced Service, please email: publisher.services.book@nielsen.com

| BIC Basic Mandatory fields that should be supplied for all records | |
|--|---|
| • EAN 13 Bar Code | NB ISBNs with 13-digits – mandatory from 01/01/07 |
| • Title | Full details should be supplied, not shortened or abbreviated |
| • Product Format | Is it a book or audio book etc? If it's a book, what kind of binding? e.g. hardback, paperback etc. |
| • Subject Classification | BIC Subject Classification Code (at least to level 2, version 2) – you can download details from the BIC website: http://www.bic.org.uk/7/Subject-Categories/ Please provide as much information as possible. |
| • Imprint/Publisher/Supplier identification | This must be sufficient to allow Nielsen Book to link each book record to all order sources (such as a distributor) for booksellers |
| • Publication Date | Either in the future (NP) or confirmed 'actual' for books already published (dd/mm/yyyy) |
| • Availability status code | e.g. OP/RP/NP/TU/UR/NY/IP |
| • Territorial Market Rights | The publishing rights that attach to a particular product, answering the question "where can this product be sold?" Rights for UK, Ireland, US, Canada, Australia, New Zealand and South Africa should be explicit wherever possible. A statement for the "world" is preferred. Further information is available if needed. |
| • Prices: | All known prices for each item – please indicate currency. UK price should also include VAT detail for non-book or mixed-media items. |