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Press Release

MORE BOOKS PUBLISHED IN 2008 – But Nielsen Book reports that the figure is still down on five years ago

4 February 2009, Woking

The number of new books published in the UK last year was higher than 2007, but remains well below those of five years ago, according to the figures just released from Nielsen Book.

Nielsen Book, the leading supplier of bibliographic information worldwide, announced today that the number of new books published in the UK in 2008 is 120,947, an increase of 4.4% on the previous year but still not reaching the heights of the 2003 figure of 129,762.

The total number of English-language books held on the Nielsen Book database now stands at over 8m globally and 5m for UK & Ireland published titles, this includes in-print, print-on-demand, e-books and out-of-print titles.

Nielsen Book is in a unique position within the UK book industry, running four key elements of the supply chain: the ISBN Agency, book data collection and aggregation, transaction services and sales data collection from 8,500 retailers in the UK. The BookScan sales monitoring service is the world's largest continuous retail monitoring service in the world and now covers nine countries including the UK, Ireland, US and Australia.

In the UK Nielsen BookScan reported 2008 volume sales were down by -0.4% to 236.8m units sold and value sales declined by -1.5% taking the TCM market (Total Consumer Market) in 2008 to £1.77bn. However, taking out *Harry Potter and the Deathly Hallows* sales in 2007 (and the 2008 Paperback sales) would mean that 2008 saw both volume and value growth. Volume sales would have been up by +1.3% and value sales up by +0.5%.

Nielsen Book will be issuing a more comprehensive release shortly. However the ability of the company to collect data at the point of sale gives Nielsen Book a unique opportunity to feed this back into the system to verify records on their database for publication dates and prices against those supplied by publishers and distributors, ensuring a greater level of accuracy.

Read on for full details.

Title volumes

The chart below shows (Fig 1) the total number of books recorded as being published in the UK & Ireland (published by a UK or Ireland registered publisher or made available from a UK or Ireland distributor for the first time) for the period 1994-2008. The second chart (Fig 2) provides a global comparison with the number of English-language titles recorded by Nielsen Book as having been published somewhere in the world. In 2008 this figure increased to 381,250, a 31% increase on 2007.

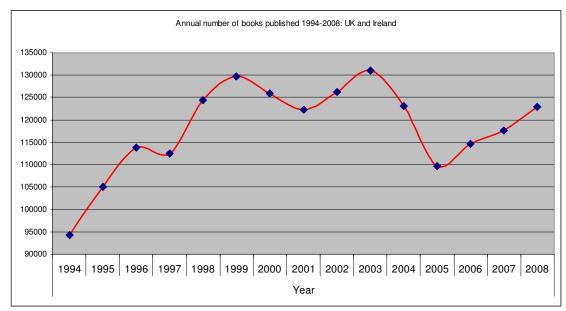


Fig 1

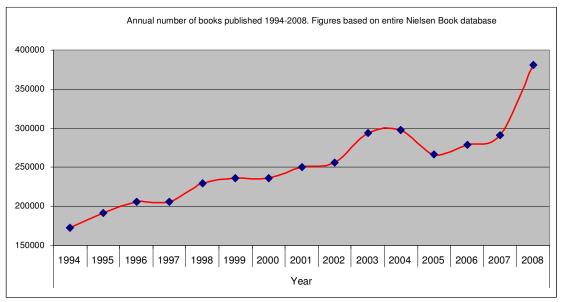


Fig 2

Annual totals of books published in the UK:

The table below shows the number of books published in the UK, year on year since 1994.

1994	1995	1996	1997	1998	1999	2000
93,475	104,118	112,627	111,348	122,922	128,115	124,423

2001	2002	2003	2004	2005	2006	2007	2008
120,895	124,940	129,762	121,556	108,086	112,865	115,816	120,947

Annual totals of books published in Ireland:

The book production figure in Ireland also increased in 2008 from 1,807 to 1,902 an increase of 5.3%. The table below shows the number of books published in Ireland, year on year since 1994.

1994	1995	95 1996		19	1997 19		998	1999	2000
804	804 992 1,128		1,1	111 1,489		,489	1,546	1,406	
							•		
2001	2002	2003	20	004	200	5	2006	2007	2008
1,290	1,252	1,265	1,	478	1,66	69	1,740	1,807	1,902

The definition of 'Book' includes some 'book-related' products where an ISBN can be used as a legitimate identifier, and works in all formats including electronic.

New publisher figures decrease in 2008

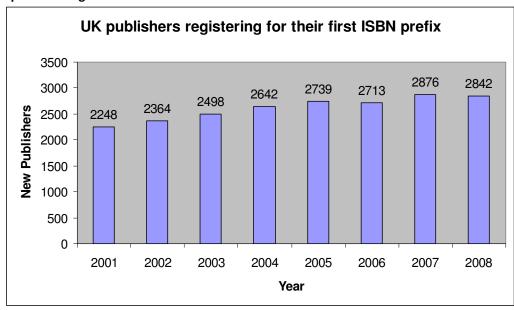


Fig 3

Nielsen Book runs the ISBN Agency for UK & Ireland and is able to capture figures for those entering the UK market for the first time. The chart above (Fig 3) illustrates the number of publishers applying for a UK publisher prefix for the first time between 2001 and 2008.

Nielsen Book data collection and aggregation statistics for 2008

As the leading data aggregator in the UK, Nielsen Book is able to provide figures for the number of changes made by suppliers in the last year which have been applied to their database.

These figures illustrate the number of titles added to the company's multi-territory database which is then supplied via its data services to booksellers and libraries worldwide. In 2007 the figure was 290,980, however in 2008 this rose to 443,560 an increase of 52%. The number of new records being added to the database on an average daily basis increased from 1,170 in 2007 to 1,770 a 50% increase.

Record Updating

2006	2007	2008	Comment
35.0m	43.2m	51.0m	Total number of updates made to the database
30.0m	37.0m	42.3m	Price and availability changes made to the database
2.3m	2.0 m	2.1m	Updates to bibliographic data elements
2.5m	2.9m	4.7m	Updates to classification data

Notes to the Editor:

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About Nielsen Book

Nielsen Book has four key brands: Registration Agencies (ISBN, ISTC and SAN), BookData, BookNet and BookScan. The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services to booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world's only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Denmark and Spain. The group employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: www.nielsenbook.co.uk

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.