



The Nielsen Company  
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## Press Release

### THE PHENOMENON THAT IS STIEG LARSSON

21 June 2010, Woking

Nielsen Book today released sales information for the Millennium Trilogy in some of its key markets worldwide. Nielsen Book runs BookScan the world's largest book market measurement and analysis service, which tracks retail sales data in the: UK, Ireland, US, Australia, New Zealand, South Africa, Italy, Spain and Denmark. Transactional data is collected at the point of sale from 33,500 retailers and provided to publishers, booksellers and the media worldwide. Nielsen Book also measures Library borrowings in the UK through its LibScan service to provide data to libraries both at local and national level.

#### Book sales in key markets

The total volume sold in the UK across the three titles is 2.3m, in the US the figure is 3m YTD (year to date) and in Ireland 215,000, whilst in Italy the figure is 1.1m and Denmark 373,000.

Looking slightly further afield, in South Africa sales total 108,000 and in New Zealand, total sales are 130,000. At least one of the Larsson titles has been in the New Zealand Top 10 Fiction chart for 38 consecutive weeks.

In Australia, the three titles have been in the Top 10 for each of the 23 weeks YTD and held the number one position in the All Titles chart for 8 individual weeks and the number one slot in the 'Fiction' chart for 12 individual weeks. Total volume is 952,000.

#### Winner of the Marketing Campaign of the Year

In the UK the titles are published by Quercus, who won the Bookseller Industry Award for Marketing Campaign of the Year – for the promotion of the Millennium Trilogy. The Award was presented by best selling author Maggie O'Farrell to Iain Miller, Marketing Manager of Quercus, at the Bookseller Industry Awards held at the Royal Courts of Justice on Monday 17 May.

Quercus won the award for its bold approach to its marketing campaign. The judges commented: *they changed the landscape for translated fiction in this country, outstanding communication of 'the Stieg Larsson brand'; innovative ideas for promotional texts and the first translated novel to top the hardback fiction chart.* Nielsen Book is proud to sponsor this award, recognising skill and creativity in the book industry.

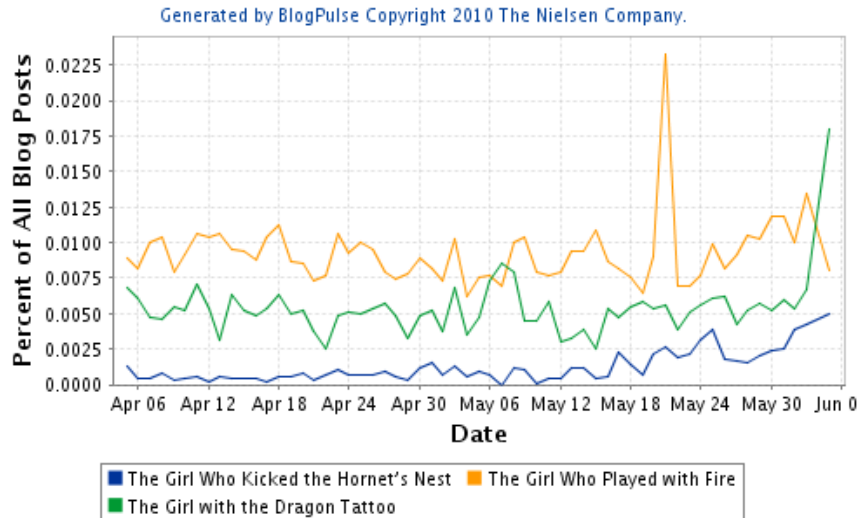
#### UK Library borrowings

*The Girl Who Kicked the Hornet's Nest* was released in paperback on 1 April and has only recently been released in hardback in the US (1 May). The borrowings through libraries measured by Nielsen LibScan puts the title at number 25 in the Adult Fiction chart. All three titles are featured in the LibScan chart. *The Girl Who played with Fire* is number 42 in the Adult Fiction chart, whilst *The Girl with the Dragon Tattoo* is number 20 in the Adult Fiction chart.

*The Girl with the Dragon Tattoo* has also been adapted for the screen and was released earlier this year (March) and has proved to be a European box office success. The other two titles have been filmed but as yet no date for their release has been announced in the UK. The US is also taking options on the three books, but again no dates have been released.

### BuzzMetrics from Nielsen Online

Nielsen BuzzMetrics reveals the buzz online in relation to this trilogy. As you can see from the chart below, there was a distinct peak for *The Girl Who Played with Fire* in mid May and a lesser peak for *The Girl with the Dragon Tattoo* in late May. There has been a lot of coverage online about the novels and the dispute between his partner Eva Gabrielsson and his family over the ownership and management of his work and of course the recently discovered manuscript found in an archive of the *Jules Verne* Magazine which was written when Larsson was 17. Furthermore his unfinished fourth novel is still on his laptop!



### Word Cloud: "The Girl Who Played with Fire"



18 April – 11 June  
UK Data. Includes: Blogs, Boards, Groups, Blog Comments

The Word Cloud shows that the books (rather than the film) are driving the buzz online for *The Girl Who Played with Fire*, but it is the film that is causing the recent increase in the buzz, generally.

### Notes to the Editor:

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**Nielsen Book has four key brands: Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), BookData, BookNet and BookScan.** The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for 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 company launched LibScan last year, allowing the collection and analysis of library borrowing data. To-date, 41 UK public library authorities have joined the panel and the aim is to continue building this number in 2010. 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](http://www.nielsenbook.co.uk)

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