



The Nielsen Company  
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## Press Release

### ***THE LOST SYMBOL* BY DAN BROWN: A GLOBAL PHENOMENON?**

**28 September 2009, Woking**

Following the release of UK and Ireland (TCM) sales last week of 573,000, the global sales figures are now coming through; giving an English language sales total (excluding Canada), since release on 15 September, of 1.9m copies worldwide.

Previous Dan Brown titles in the UK and Ireland (TCM), including *The Da Vinci Code*, *Angels and Demons*, *Deception Point* and *Digital Fortress* have sold a total of 8.7m copies, including film editions and boxed sets, with a further 66,000 copies of audio works sold through the TCM Audio Panel.

The US hardback sales of *The Lost Symbol* have totalled 1.2m copies in the first week. Whilst hardback sales of *Angels and Demons* reached 1.3m, total sales have reached 7.5m. *The Da Vinci Code* sales to-date is 9.2m with total sales of 11.9m. US total book sales for the 3 titles in the series is 25.9m TCM (the total figures quoted here include paperbacks, audio books, but exclude foreign editions).

Film adaptations of the previous two Robert Langdon novels, starring Tom Hanks, were blockbusters off the back of the books' success. Data from Nielsen EDI shows worldwide box-office for *The Da Vinci Code* (2006) at \$757.2m, with 2009's *Angels and Demons* at \$485.0m. Across the US and Canada, the two films rank at 71 and 227 respectively in the all-time box-office chart. Across the UK and Ireland, *The Da Vinci Code* grossed £30.5m, making it the 46th highest-grossing film of all time in this country. 2009's *Angels and Demons* grossed £18.5m, placing it just outside the Top 100 films of all time. A film adaptation of *The Lost Symbol* is expected to be announced shortly.

In Australia *The Lost Symbol* has sold 127,378 copies and 19,795 copies in New Zealand with sales in South Africa reaching 8,531 through each country's respective BookScan Panel following release, up to and including Saturday September 19th 2009.

These sales may be compared with previous books published on a sequential basis, which have received a lot of publicity and hype prior to publication, such as J.K. Rowling. *Harry Potter and the Deathly Hallows* for example (published July 2007) which sold 573,000 books in Australia on its first day and 2.7m in the UK and Ireland (including adult and children's editions).

*The Lost Symbol* has achieved the highest single week's sales after the last 3 Harry Potter releases in Australia (if you look at sales since December 2002). Previous Dan Brown titles, including *The Da Vinci Code*, *Angels and Demons*, *Deception Point* and *Digital Fortress* have sold a total of 2.6m copies in Australia since release, including film editions and boxed sets.

Data from Nielsen EDI shows that across Australia and New Zealand, *The Da Vinci Code* grossed \$31.5m, making it the 39th highest-grossing film of all time in these countries. 2009's *Angels and Demons* grossed \$20.5m, placing it just outside the Top 100 films of all time.

*\* Sales were tracked through the BookScan TCM panel of UK bookshops, supermarkets, internet sites, other retailers and newspapers and through the ICM panel in Ireland. Further sales will have been made to libraries, schools, institutions and book clubs and other non-panel shops. TCM is the leading market measure and the source of bestseller lists used by the media in the UK and Ireland.*

*\*\* Australian sales were tracked through the BookScan Australia panel of chain, franchise internet and independent booksellers. New Zealand sales were tracked through the BookScan New Zealand panel of chain, franchise, internet and independent booksellers. New Zealand panel data is available from December 2008, so comparative figures for Harry Potter titles or other Dan Brown titles are not available for the New Zealand market.*

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