



AN UNCOMMON SENSE  
OF THE CONSUMER™

# NIELSEN BOOKSCAN ANALYSIS TOOLS GIVE YOU MARKET INSIGHT THAT INFORMS YOUR BUSINESS DECISIONS

Nielsen BookScan services are available to you on a weekly basis and you can also receive market insight via our Bespoke reports.

The Nielsen United States Consumer Market Panel covers approximately 85% of print book sales. In a typical week over 500,000 different ISBNs are tracked selling approximately 14 million units in total. Sales information is available across the total market or by retail channel.

Data is available to subscribing publishers and contributing retailers on a weekly basis, just four days after the period ends, via a proprietary website. Nielsen BookScan provides key account data for Barnes & Noble to publishers.

Sales reports are available of units sold per week, year-to-date and historically along with sales searches by title and author.

Bestseller charts can be accessed by category, by region and Nielsen Designated Market Area (DMA); Reports on market information by category and publisher market share are also produced.

You can track market trends to see which titles are driving the results and patterns can easily be interpreted. In addition the actual selling price is tracked so levels of discounting can be reported so you know which books are selling and the level of discounting, by title, author, genre, format, region and publisher.

## Key Benefits

- Provide publishers with essential intelligence to assist their commissioning, sales, marketing, stock and inventory management decisions
- Help retailers decide which titles to buy, how long to keep them in stock, and how to promote their product
- Identify trending book categories within geographic regions
- Add credibility to reports for media (newspapers, TV, radio & magazines)



AN UNCOMMON SENSE  
OF THE CONSUMER™

**NIelsen BOOKSCAN PROVIDES  
ESSENTIAL INFORMATION YOU  
NEED TO KEEP AHEAD IN AN  
INCREASINGLY COMPETITIVE  
RETAIL BOOK MARKET.**

**METHODOLOGY:**

The Nielsen BookScan service is the world's largest continuous book sales tracking service in the world, operating in the UK, Ireland,

Australia, US, New Zealand, India, South Africa, Italy, Spain and Brazil.

Nielsen BookScan collects transactional data at the point of sale, directly from tills and dispatch systems of all major book retailers. This ensures detailed and highly accurate sales information on which books are selling and at what price, giving you the most up-to-date and relevant data.

**PARTICIPANTS IN THE NIelsen UNITED STATES CONSUMER MARKET PANEL:**

**RETAIL & CLUB**

Amazon.com  
Barbara's Bookstores  
Barnes & Noble  
Books-A-Million  
BooksAMillion.com  
Buy.com  
B&N.com  
BJs  
CatholicCompany.com  
CEORead.com  
CNI  
Cokesbury  
Cokesbury.com  
Cornerstone  
Costco  
Deseretbooks.com  
Deseret Book Company

Follett Stores  
Independents  
Hastings  
Hudson Group  
Mardel  
MicahTek, Inc.  
Musictoday.com  
NBC.com  
One World Enterprises  
Powells.com  
Premiere Collectibles  
Rabbitroom.com  
Sam's Club  
Seagull Books  
Stretch the Skies  
Target.com

**MASS MERCHANDISERS & OTHER**

AAFES  
Babies "R" Us  
H.E.B  
Home Shopping Network  
K-Mart  
Kroger  
Meijer  
QVC  
Shoprite  
Starbucks  
Stop & Shop  
SuperValu  
Target  
Toys "R" US  
Walmart  
Wegmans

For more information, Contact Jonathan Stolper at Nielsen BookScan US  
Tel: 646 654 4781 Email: [Jonathan.Stolper@nielsen.com](mailto:Jonathan.Stolper@nielsen.com)

Nielsen BookScan UK Tel: +44 (0) 1483 712 222  
Email: [info@nielsenbookscan.co.uk](mailto:info@nielsenbookscan.co.uk)