

NIELSEN SERVICES FOR INDEPENDENT PUBLISHERS

NIELSEN SERVICES FOR INDEPENDENT PUBLISHERS AND SELF-PUBLISHED AUTHORS

Whether you're contemplating writing your own book or publishing titles for other authors, we can help you understand the book supply chain. We can guide you through the process from purchasing ISBNs to receiving your orders online, enhancing your book metadata and using book widgets to ensure you reach the widest possible audience and sell more copies of your books. We can also help you understand the market and show you how your titles and those of your competitors are selling.



UNIQUE IDENTIFIERS FOR BOOKS AND PUBLISHERS

WHAT ARE THEY AND WHY DO YOU NEED THEM?

The International Standard Book Number (ISBN) is a unique product identifier for books and related material. It is the most important number you will need and aids listing, stocking and discovery of your book(s). Whilst it is not a legal requirement to allocate ISBNs to your books, it is used by publishers, booksellers and libraries for ordering, listing and stock control purposes. It enables them to identify a particular publisher and allows the publisher to identify a specific edition of a specific title in a specific format within their output. Systems used by publishers, booksellers and libraries all rely on the ISBN to identify books ensuring they select and stock the correct title and edition.

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Once you have decided on your book content, format and pricing, etc, you will need to list it on our database. By doing so you ensure that retail and library customers have pre-publication information for your print and e-books as soon as possible. Providing timely comprehensive data to Nielsen Book enables your data to be available to over 3,500 booksellers and librarians worldwide, aiding their purchasing decisions. Our research validates our belief that good, timely information improves sales.

We offer two listing services – a free listing service with basic information or you can add descriptive content by subscribing to the Nielsen BookData Enhanced Service. Whichever service you choose your data must meet the BIC Basic Standard. Mandatory data elements are defined by BIC on their website: <http://www.bic.org.uk/17/BIC-Basic/>

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- Online editing service - www.nielsentitleeditor.com/titleeditor/
- ONIX
- Electronic file (structured electronic file)

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Or contact our Publisher Help Desk: Pubhelp.book@nielsen.com

NIELSEN BOOKDATA ENHANCED SERVICE

ENRICHED DATA AIDS THE PURCHASING DECISION

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SUBSCRIBE NOW AND HELP YOUR BOOKS SELL THEMSELVES!

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View a sample title from our Nielsen BookData Online service illustrating the key enhanced data elements:

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NIELSEN BOOKSCAN SALES DATA

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Once published you need to understand the demand for your title by reviewing its sales performance, ensuring the book is available during peak selling periods and reducing returns.

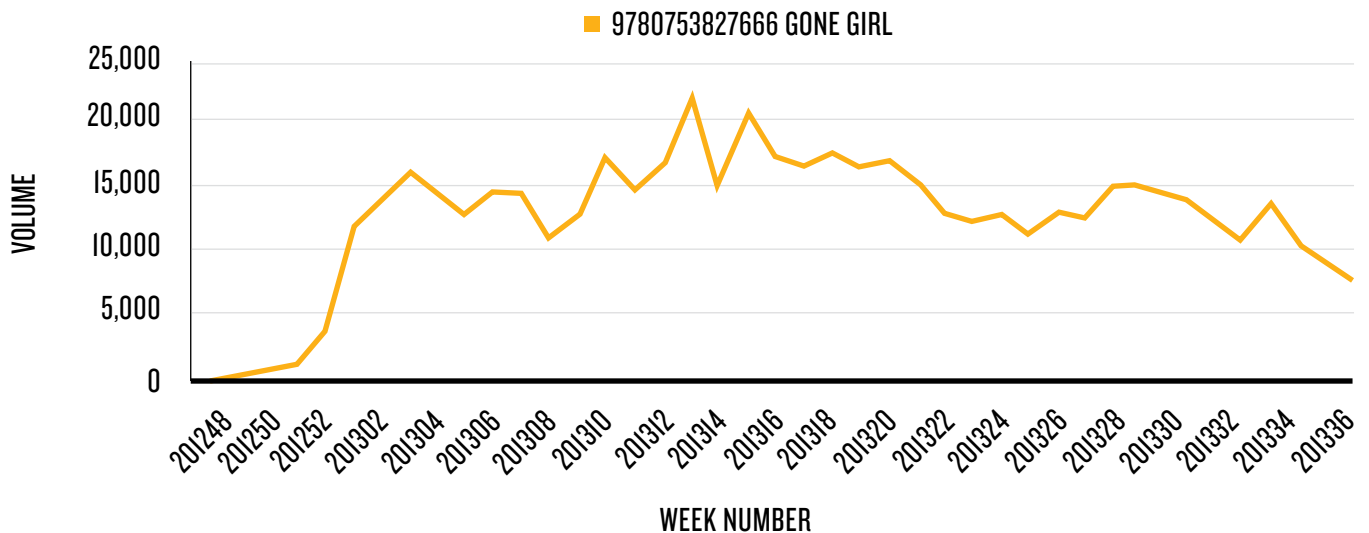
We also offer a range of bespoke reports of retail sales information if you wish to have small 'bites' of information or a more tailored report for consumer research to meet your specific business needs.

Our retail sales information and bespoke market research are vital tools in your publishing process, for more information on our range of services:

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VOLUME SALES OF A TITLE BY WEEK FROM LAUNCH



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OVERSEAS PUBLISHERS

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Information about your title will be listed free of charge on the Nielsen Book database. It must however meet the BIC Basic Standard. These are industry standards and are available to view at www.bic.org.uk

Nielsen BookData Enhanced Service (optional)
For more information about this subscription service see below.

Nielsen Book database
Information about your title will be held and maintained on the Nielsen Book database.

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2. Trade Data Department - for distribution changes: tradedata.book@nielsen.com

What we do with your title information

This information is disseminated via our information services to over 3,500 customers worldwide.

Nielsen BookData Enhanced Service

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www.ipg.uk.com

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