



DAVID WALTER ON FORMAT & CHANNEL TRENDS IN TRADE & HIGHER ED

Diversity and Disruption: Format and Channel trends in the Trade and Higher Ed Sectors

Join us at the Evolution of Delivery on April 21st from 8:30 to 4:30 for a eight sessions on the evolution of delivery and how to get more content to more readers.

David Walter of NPD Bookscan will be using data from NPD to show format and channel trends in Trade and Higher Education sectors of publishing.

David Walter joined Nielsen Book in the UK in 2009. There he held several roles across the Metadata, Commerce Solutions and Research teams, covering data quality, research and analysis, and business development. Highlights from this period include delivering industry presentations in both the UK and Europe, authoring Nielsen Book's Metadata White Paper, and working on the setup of BookScan in Brazil. David moved to New York in early 2015, taking a leading role for the Commerce Solutions and Research businesses.

David joined the NPD Group in early 2017 as Executive Director, Client Solutions, following the acquisition of the Nielsen Book US products and services by NPD.

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