NPD PubTrack Digital Overview

Insight Into the U.S. E-book Market

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Introduction

Could we create a…

🌐 Global sales collection process fully independent of retail reporting that provides a true and complete picture of e-book sales?

$ Low cost, secure system for reporting and accessing e-book sales data?

🤝 Product partnership with participating publishers to give clients a greater voice in product development and direction?

Resulting in…

A publisher-driven process using invoicing sales data for global e-books in a common repository, according to a common reporting schema and common set of definitions.
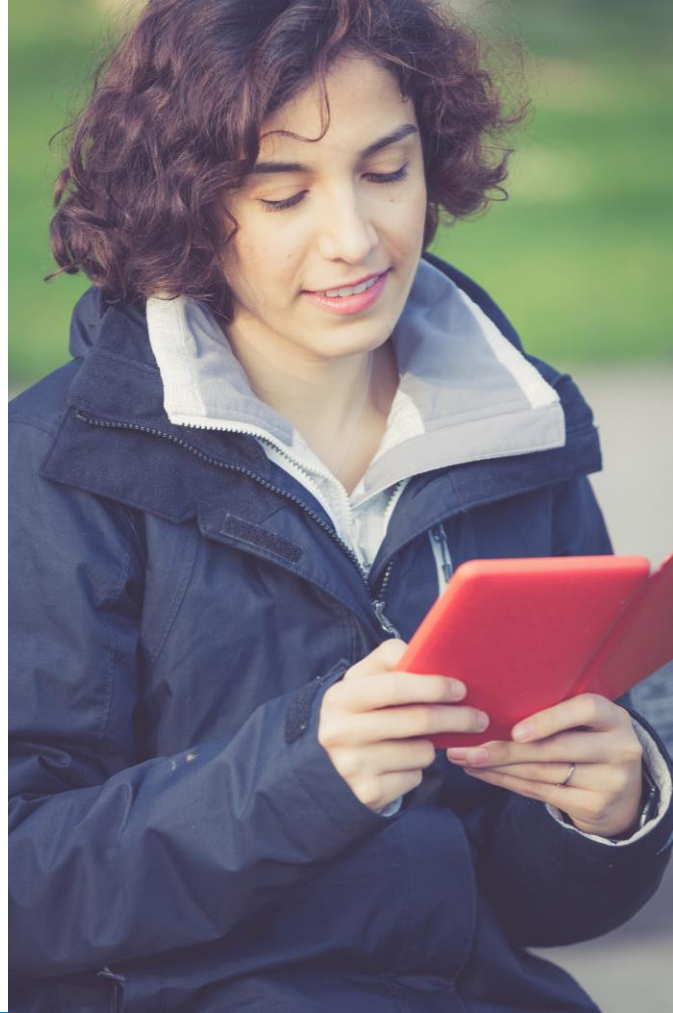
How is This Data Shared Among Participants?

For participants to view data, they must submit their own data that would be relevant to the system.

All participants agree to the level and frequency with which data is to be viewed in aggregate.

U.S. data is aggregated and viewable by:

ISBN (identifier) level

E-tail and library/distributor channels
(no e-tailer identity)

Units sold

BISAC subject codes

Digital list price

Monthly collection frequency

NPD PubTrack Digital™ Data Suppliers

U.S. Participants

- Abrams
- Andrews McMeel
- B&H Publishing
- Baker Publishing
- Bloomsbury
- Chronicle
- Disney
- Dorling Kindersley
- F+W Media
- Hachette
- Harlequin
- HarperCollins
- Houghton Mifflin Harcourt
- Hyperion
- IPG
- Kensington

- Lonely Planet
- Macmillan
- Moody Publishers
- Open Road Media
- Penguin Random House
- Perseus Books
- Rodale
- Scholastic
- Simon & Schuster
- Sourcebooks
- Thomas Nelson
- Time Inc
- Tyndale
- Workman
- WW Norton
- Zondervan

Examples of Reporting Capabilities

Industry Trends
Highlights the concentration of sales at all market levels. Metrics include quantity, percentages per month, and percentages per market.

Market Share
Provides a detailed breakdown of the publisher's share of market by BISAC, etail, library, and distributors.

Bestseller by Category
Provides a bestseller list of titles in a selected category.

Bestseller by ISBN
Offers ability to create custom bestseller lists at the ISBN level by category, publisher, pub date, price, and other variables.

ISBN Tracking
Provides complete metadata on a title, distribution activity, and monthly activity.

Publisher Performance
Provides visibility of the publisher's own sales to facilitate benchmarking against the market.

Publisher's Vendor Share
For the publisher's own titles, profiles the vendor groups by the most familiar categories, by markets supplied, and by metric assortments.

Note: All reports can be exported to Excel and other formats for manipulation.

A View of the System
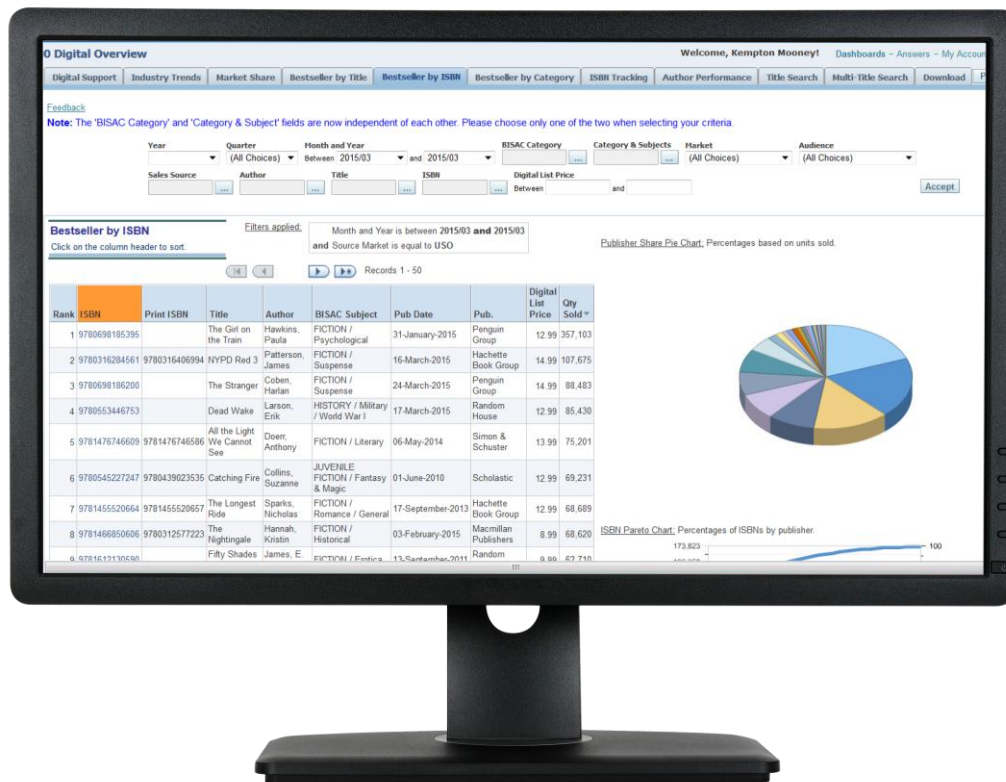
Thank you

Apparel
Appliances
Automotive
Beauty
Consumer Electronics
Diamonds
E-commerce
Entertainment
Fashion Accessories
Food Consumption
Foodservice
Footwear
Home
Mobile
Office Supplies
Retail
Sports
Technology
Toys
Video Games
Watches / Jewelry