NPD PubTrack Digital Overview

Insight Into the U.S. E-book Market
Contents

1. Introduction
2. Methodology
3. Insights
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
- Units sold
- Digital list price
- E-tail and library/distributor channels (no e-tailer identity)
- BISAC subject codes
- Monthly collection frequency
NPD PubTrack Digital™ Data Suppliers

- Disney Publishing Worldwide
- Penguin Random House
- Harlequin
- Norton
- Kensington
- Chronicle Books
- The University of Chicago Press
- Sourcebooks
- Macmillan
- Abrams The Art of Books
- Workman
- Open Road Integrated Media
- Houghton Mifflin Harcourt
- Scholastic
- Hachette Book Group
- Simon & Schuster
- HarperCollins Publishers
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

<table>
<thead>
<tr>
<th>Industry Trends</th>
<th>ISBN Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlights the concentration of sales at all market levels. Metrics include quantity, percentages per month, and percentages per market.</td>
<td>Provides complete metadata on a title, distribution activity, and monthly activity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market Share</th>
<th>Publisher Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a detailed breakdown of the publisher's share of market by BISAC, eetail, library, and distributors.</td>
<td>Provides visibility of the publisher’s own sales to facilitate benchmarking against the market.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bestseller by Category</th>
<th>Publisher’s Vendor Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a bestseller list of titles in a selected category.</td>
<td>For the publisher’s own titles, profiles the vendor groups by the most familiar categories, by markets supplied, and by metric assortments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bestseller by ISBN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers ability to create custom bestseller lists at the ISBN level by category, publisher, pub date, price, and other variables.</td>
</tr>
</tbody>
</table>

*Note: All reports can be exported to Excel and other formats for manipulation.*
A View of the System
Thank you