



NIELSEN BOOK

# NIELSEN BOOK DISCOVERY SERVICES

# INTRODUCTION

Welcome to our Discovery Services Brochure. Over the next few pages we aim to provide you with an introduction to Nielsen Book and how we gather our bibliographic data. We will then outline our range of data solutions to help you choose which package will best suit your business needs.

## NIELSEN BOOK

Nielsen Book was first established in 1858 when Joseph Whitaker founded The Bookseller magazine. The early issues included a listing of publications each month compiled from 129 publishers including Cambridge University Press, Chambers, Hatchard, Macmillan & Co, John Murray, Oxford University Press and Routledge. The data elements listed included price, publisher, author and a brief description of the book.

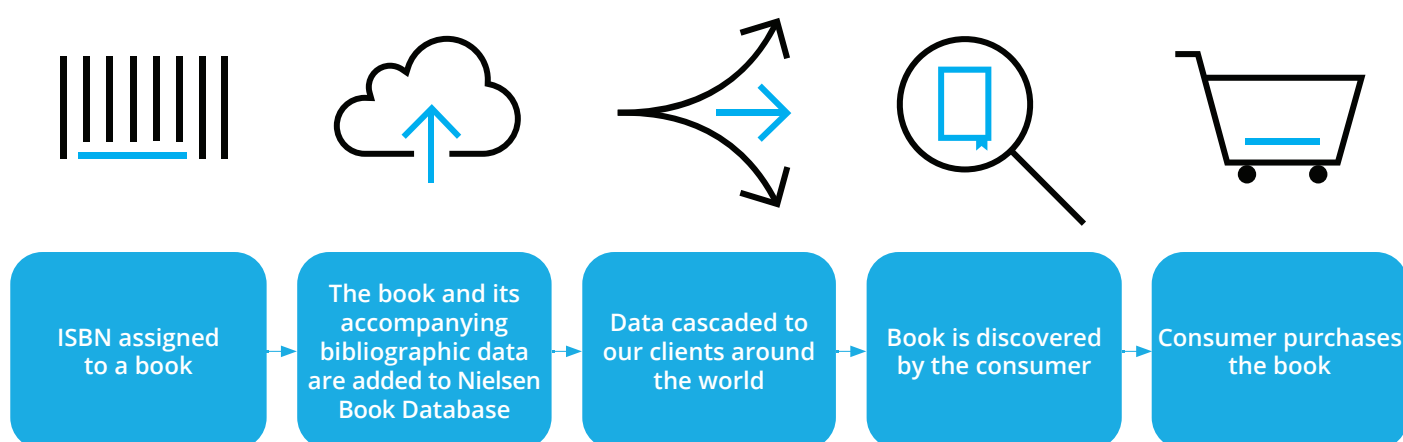
Since then the number of publishers and elements we gather has grown exponentially but the principle remains the same: to disseminate bibliographic data to the industry to aid the discovery and purchase of books.

As well as our Discovery services, we also have a long and established role within the book supply chain and measure book sales in 11 territories around the world. We are extremely proud to run the ISBN and SAN Agencies for the UK & Ireland and a number of Nielsen Book employees play key roles in the development and preservation of international industry standards such as THEMA, working closely with organisations such as BIC and EDItEUR. Please visit our websites if you would like to know more about any of our services.

<https://nielsenbook.co.uk/> | <https://nielsenbook.com.au/> | <https://nielsenbook.co.nz/>



# HOW WE GATHER BIBLIOGRAPHIC DATA



Nielsen Book collects data for English-language books, including audio and ebooks, from publishers in 93 countries worldwide. The data is gathered from over 60,000 publishers and suppliers worldwide via electronic data feeds and our online title editing service. We also work with a number of data partners in the US to ensure comprehensive coverage.

## THE COUNTRIES FROM WHICH NIELSEN BOOK GATHERS METADATA



The data provided is gathered to create unique, timely, up-to-date records and we currently list over 44m titles on our database. Below is the number of titles listed on our database for each territory.

|                                     |           |                                 |          |
|-------------------------------------|-----------|---------------------------------|----------|
| Number of UK records:               | Over 19m  | Number of South Africa records: | Over 2m  |
| Number of Irish records:            | Over 1.5m | Number of India records:        | Over 2m  |
| Number of Australia and NZ records: | Over 15m  | Number of US records:           | Over 38m |



# OUR BIBLIOGRAPHIC DATA

The level of detail we hold for each title depends on what each publisher provides to us but we strive to encourage all publishers to adhere to the BIC Basic standard and indeed our recent research shows that titles meeting that standard enjoy double the average sales of books that don't.

## BIC BASIC: COMPLETE vs. INCOMPLETE

1,910

COMPLETE

910

INCOMPLETE AVG. SALE

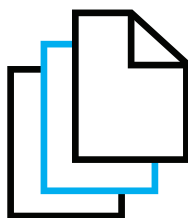
▲ +110%

DIFFERENCE

To read our recent free report: **The Importance of Metadata for Discoverability and Sales** visit here:

<https://nielsenbook.co.uk/metadata-report/>

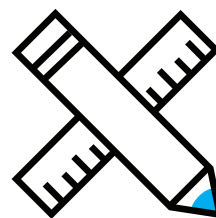
With 825 data fields available for publishers to complete, the breadth of our data is extremely wide and supports many business functions.



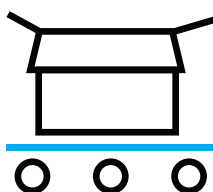
ISBN, Title, Author,  
Price, Availability and  
Jacket Image



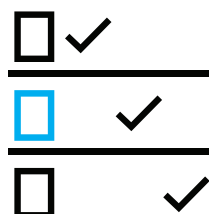
Formatted Descriptions,  
Keywords and Reviews



Weight, Dimensions  
and Pagination



Brexit Import and Export  
Codes, Market Rights and  
Wholesaler Flagging



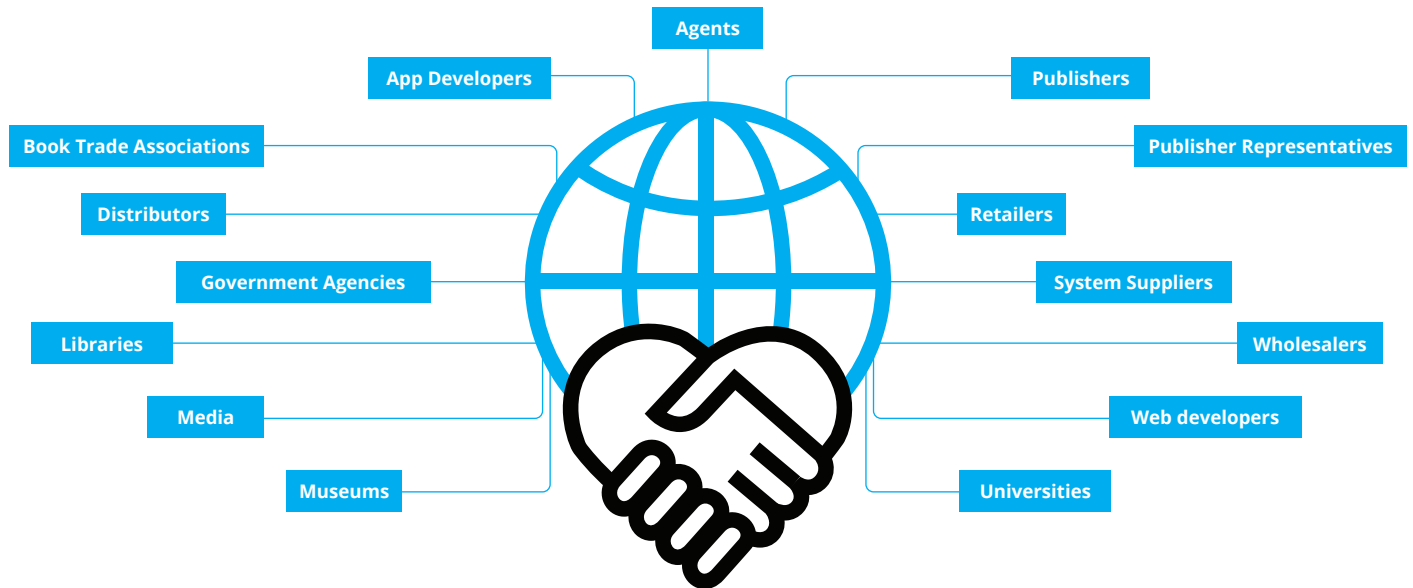
Thema, BISAC  
and Dewey



Related works, Book2Look  
Media Links, Keywords,  
Multiple resolution image sizes  
and organisation files

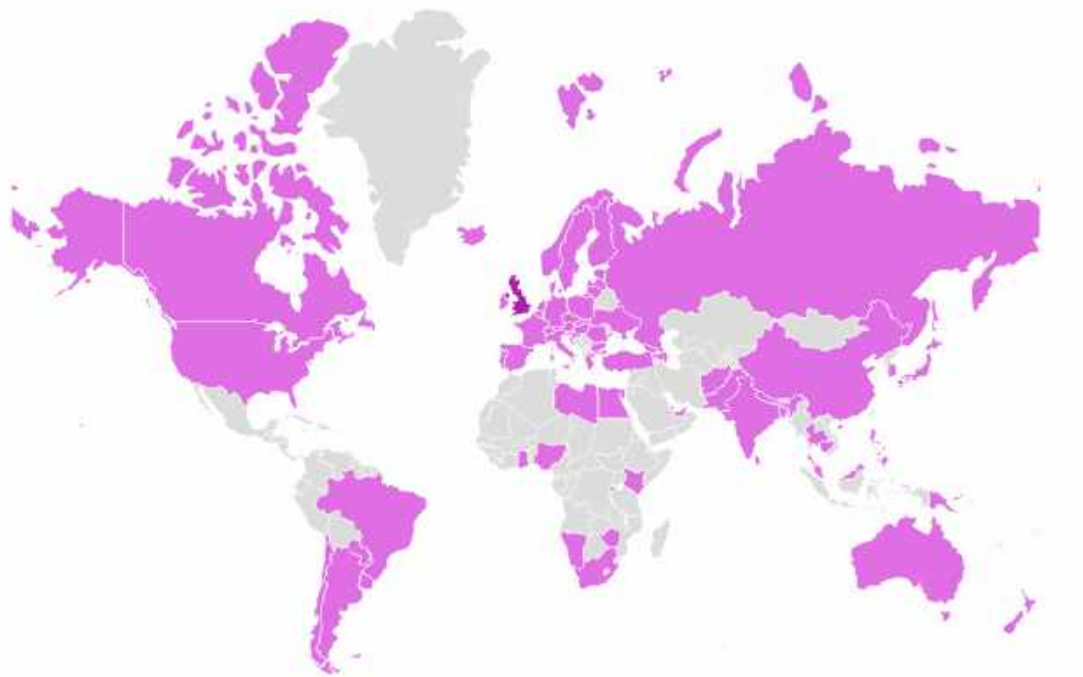
# WHO USES OUR DATA

Traditionally booksellers and librarians have used our data to search, select and purchase books but as digital channels have evolved so have other types of users. We now count among our clients many different types of retailer including online and physical book stores, libraries in all their different forms as well as web and app developers.



We have clients in over 87 countries including the UK & Ireland, Australia, Germany, The Netherlands, France and Sweden.

## THE COUNTRIES TO WHICH NIELSEN BOOK DISSEMINATES METADATA



# WHY CHOOSE NIELSEN BOOK DISCOVERY SERVICES

Why choose us over other bibliographic data providers?

- Our comprehensive coverage of English-language titles published around the world
- Data is not just gathered from the big publishers, we also list the titles of thousands of publishers who publish less than five titles
- We are a consistent and trusted source of up-to-date metadata for the whole book industry
- Our data is enriched with additional bibliographic elements such as keywords, related works and dimension information
- Our services are bespoke and have the flexibility to be customised to your business
- We can supply multiple datasets harmonised into industry standard formats needed to feed your systems (i.e. ONIX or MARC as well as CSV, Tagged and Tab Delimited)
- We focus on providing packages and solutions to suit any budget



*As the largest bookstore chain in Japan, and with stores spread across the globe, it's essential for Kinokuniya to meet the vastly diverse demands of customers worldwide. Nielsen Book's data is a vital part of our success with this challenging task. The detailed information provided for such a wide variety of titles is an essential resource for both our staff and our customers.*



# HOW WE DELIVER OUR DATA

We can deliver our bibliographic data via a range of unique services:

- Data Feed (Record Supply Service)
- Web Service API
- On Demand
- Online Search Tool (Nielsen BookData Online)

Below is an overview of our various delivery methods we can provide and how they compare with each other:

|                                                                       | BOOKDATA ONLINE | ON DEMAND | WEB SERVICE API | RECORD SUPPLY SERVICE |
|-----------------------------------------------------------------------|-----------------|-----------|-----------------|-----------------------|
| Data Delivery Method                                                  | URL             | FTP       | API             | FTP                   |
| Cloud based                                                           | ✓               |           | ✓               |                       |
| Updated daily or weekly                                               | ✓               | ✓         | ✓               | ✓                     |
| <b>Features</b>                                                       |                 |           |                 |                       |
| XML, CSV, Onix or MARC                                                | ✓               | ✓         | ✓               | ✓                     |
| Tab Delimited, Tagged                                                 |                 | ✓         |                 | ✓                     |
| You can download the data in real time, as required                   | ✓               |           | ✓               |                       |
| You specify which titles you want and even which fields               |                 | ✓         | ✓               | ✓                     |
| You don't need to download the whole database into your server        |                 | ✓         | ✓               | ✓                     |
| <b>Benefits</b>                                                       |                 |           |                 |                       |
| Enhance your website to sell books (print and digital)                |                 | ✓         | ✓               | ✓                     |
| Build and maintain your company's product database                    |                 | ✓         | ✓               | ✓                     |
| Enhance the service you offer to customers                            | ✓               | ✓         | ✓               | ✓                     |
| Real time                                                             | ✓               |           | ✓               |                       |
| Access to in print, out of print and forthcoming titles               | ✓               | ✓         | ✓               | ✓                     |
| Descriptive content, jacket images, publisher and distributor details | ✓               | ✓         | ✓               | ✓                     |

# DATA FEED: RECORD SUPPLY SERVICE

Our Record Supply Service is our fully tailored service allowing you to pick and mix the data coverage and elements you require. For example you can choose whether to receive our whole data file (UK or Global) or to make a selection based on subject area (Thema or BIC code) or from specific wholesalers or publishers.

We will discuss your requirements with you in detail before creating your bespoke data package. Once agreed we will provide you with an initial load of data and thereafter your daily or weekly updates will be available to collect via our FTP site. Then all you need to do is apply the update files and your system will be kept up-to-date and accurate.

## WHY CHOOSE THE RECORD SUPPLY SERVICE?

- Save time and money by using one single data feed rather than trying to manage many sources of information
- Complete flexibility in terms of what data you choose, how it is delivered and at what frequency to suit your business needs
- Make your selection from the complete Nielsen Book database of over 44m titles
- Data is updated daily ensuring you and your customers can base your decisions on the latest and most accurate title information available
- Enrich your website with elements including descriptions, author biographies, classifications, table of contents, reviews and 'Look Inside' media links to help drive traffic to your site and secure those all important sales
- Detailed set up process with the complete guidance of our expert team from the selection of your data feed through to the delivery



*Nielsen Book's Record Supply Service gives us good quality bibliographic data for our broad selection of titles. Our contacts at Nielsen Book were very helpful when we identified some gaps in our bibliographic data and we were able to work together to track down the issue and resolve the problem.*

For smaller businesses wanting to kick start your online offering, we have a range of "off the shelf" packages available.

**Contact us for more information.**



# DATA FEED: WEB SERVICE API

Our Web Service API allows you to collect only the data you need at the point when you need it. It means that you can request data for a single ISBN or a whole data set when you want it, secure in the knowledge that the data you download is as up-to-date as it can be.

The data is delivered in an XML format using SOAP or REST web service protocols so it can be used to support existing websites.

## WHY CHOOSE WEB SERVICES API?

- Simple way to manage large, complex bibliographic data sets without the need to invest in expensive hardware, software or maintenance allowing you to make considerable savings
- Make your selection from the complete Nielsen Book database of over 44m titles
- Data is delivered in an extremely versatile transfer format which can easily be incorporated into your website or internal system
- You can decide if and when you need to update a particular record so you control the timeliness of the data you hold
- Enrich your website with elements including descriptions, author biographies, classifications, table of contents, reviews and 'Look Inside' media links to help drive traffic to your site and secure those all important sales
- Simple set up process with the support of our expert team



*CLA has had a positive relationship with Nielsen Book for over 20 years. We use their services on a daily basis as a trusted source to identify bibliographic metadata in order for us to accurately distribute our revenue to copyright holders: authors, publishers and visual artists. The variety of services offered ensures CLA's needs are met by having accurate and timely reference data. Our close working relationship means that when Nielsen Book develops their systems, we can improve ours in parallel, which in turn also supports all the CLA teams and our customers.*

# DATA FEED: ON DEMAND

Our On Demand service enables you to provide a list of ISBNs you require bibliographic data for and we supply you with that data.

The service can be provided as a one off load or an annual subscription. If you sign up for an annual subscription we will provide you with an initial load of data and then any daily or weekly updates on this initial load will be available to collect from our FTP site. You can also make ISBN requests via our FTP site throughout your 12 month subscription.

## WHY CHOOSE ON DEMAND?

- The ideal solution for managing highly curated or specialist catalogues
- Save time and money by using one single data feed rather than trying to manage many sources of information.
- If you know the titles you want to list, this service allows you to enrich the data with elements including descriptions, author biographies, classifications, table of contents, reviews and 'Look Inside' media links to help drive traffic to your site and secure those all important sales
- Data is updated daily ensuring you and your customers can base your decisions on the latest and most accurate title information available
- Download via FTP up to 250k ISBNs each week giving you the flexibility to manage your metadata to suit your business needs
- The service is simple and quick to set up and you will receive the full support of our expert team



*We use Nielsen Book's On Demand service to enrich our product metadata. Nielsen Book was able to adapt its service to meet some specific requirements we had. The result is a simple workflow that delivers well-structured, comprehensive data. Exactly what you want when it comes down to metadata feeds.*

**Nick Sidwell, Director at Monwell**

# ONLINE SEARCH TOOL: BOOKDATA ONLINE

BookData Online is our online search and discovery tool providing access to over 44m title records from over 60,000 publishers. It is an essential resource for booksellers, librarians and publishers around the world.

The service allows you to look up a title and view its bibliographic data:

[illegible]

It has a range of useful features including: detailed searching, new title alerts, the ability to create and share book lists, 'Look Inside' media links and the ability to download MARC records. It also provides the option to order from over 60,000 book suppliers, track your orders for up to six months and obtain real-time price and stock information \*.

\* Stock information only applies to UK titles.

## WHY CHOOSE BOOKDATA ONLINE?

- Reliable information to help you run your business efficiently
- All the information you need to easily answer customer enquiries and help build your business' reputation
- Streamline your ordering to reduce unnecessary paperwork and phone calls
- Share book lists with customers and local organisations to support your local community
- Although you may have limited space for physical stock, BookData Online gives you access to the whole database allowing you to compete on a level playing field
- Search using a wide range of classifications and subject headings, including Thema/BIC Subject Categories, Dewey Decimal Classification and UK Standard Library Categories
- Publishers can use BookData Online for competitor analysis to see what is being published as well as critical information including publication dates and pricing
- Provide advice to your customers on the bestselling books in the genre they are interested in by sorting by BookScan chart position
- Access the service anytime and anywhere



*We have been using Nielsen BookData Online for over 30 years and it is critical to our print book business as an international library supplier. We use the features extensively including checking core bibliographic data and availability, compiling title lists for customers and downloading MARC records. It is very hard to imagine life without it.*



# CONTACT US

If you would like to discuss our services in more detail please contact your Account Manager or email:  
[sales.book@nielseniq.com](mailto:sales.book@nielseniq.com)

If you are based in **Australia** email: [infobookdataaus@nielseniq.com](mailto:infobookdataaus@nielseniq.com)

If you are based in **New Zealand** email: [salesbooknz@nielseniq.com](mailto:salesbooknz@nielseniq.com)

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