

NIELSEN LIBSCAN BORROWING DATA SUPPORTS YOUR LIBRARY PROCESSES, ASSISTS YOUR PURCHASING DECISIONS AND HELPS YOU PROMOTE STOCK MORE EFFECTIVELY

Nielsen LibScan was launched in 2009 and uses Nielsen BookScan's established and proven analysis technologies to collect and measure public library print book borrowing data. There are currently over 70 public library authorities participating, allowing Nielsen Book to collect weekly borrowing data from more than 2,000 library branches.

Panel participation is free of charge and contributing authorities have access to our online reporting service. As the number of library authorities contributing borrowing statistics grows, the data becomes more valuable to the wider library community and to publishers.

Nielsen LibScan data can provide you with authority level and national library lending statistics to create genre, author and title charts, ranked by borrowing. This valuable borrowing data will assist your stock and purchasing decisions and help increase the number of users and borrowings.

We can also provide access to Nielsen BookScan retail sales data via our Nielsen BookScan for Libraries subscription service. Used alongside Nielsen LibScan the service enables librarians to make direct comparisons between retail sales and lending data to monitor trends and identify popular titles to purchase and promote.

NIELSEN LIBSCAN PROVIDES ESSENTIAL INFORMATION YOU NEED TO KEEP AHEAD IN AN INCREASINGLY CHALLENGING MARKET

METHODOLOGY:

Nielsen BookScan collects transactional data at the point of sale, directly from tills and dispatch systems of all major book retailers. This ensures detailed and highly accurate sales information on which books are selling and at what price, giving you the most up-to-date and relevant data.

KEY BENEFITS

- Unique picture of an individual authority's book borrowing
- Ability to compare with national trends
- Market library stock more effectively and inform stock revision processes

The Nielsen BookScan service is the world's largest continuous book sales tracking service, operating in the UK, Ireland, Australia, New Zealand, India, South Africa, Italy, Spain and Brazil.

Standard scripts are available for Capita LMS - Alto, Civica Spydus, Infor Vubus, SirsiDynix and Axiell Galaxy customers to simplify the provision of lending data.

PARTICIPANTS IN THE NIELSEN LIBSCAN PANEL

Anglesey	Kensington & Chelsea	Somerset
Bath & North East Somerset	Kent	Southampton
Bedford	Kingston-Upon-Thames	Southend-on-Sea
Bexley	Lambeth	South Gloucestershire
Bradford	Lewisham	South Lanarkshire
Bridgend	Lincolnshire	Southwark
Brighton	Liverpool	Staffordshire
Bristol	Medway	Stockton-on-Tees
Bromley	Merthyr Tydfil	Stoke-on-Trent
Buckinghamshire	Middlesbrough	Surrey
Caerphilly	Midlothian	Swansea
Cambridgeshire	Milton Keynes	Swindon
Camden	Neath Port Talbot	Thurrock
Carmarthenshire	North Lincolnshire	Torbay
Conwy	North Somerset	Torfaen
Durham	North Yorkshire	Trafford
Essex	Oldham	Vale of Glamorgan
Gateshead	Orkney Islands	Warwickshire
Gloucestershire	Oxfordshire	West Berkshire
Greenwich	Pembrokeshire	Westminster
Gwynedd	Poole	Wiltshire
Hammersmith & Fulham	Portsmouth	Windsor & Maidenhead
Hertfordshire	Richmond upon Thames	Wirral
Hillingdon	Salford	Wokingham
Islington	Slough	

For more information contact us:

Tel: +44 (0)1483 712 200

Email: infobookresearch@nielsen.com

Visit: www.nielsenbookscan.co.uk or www.nielsen.com