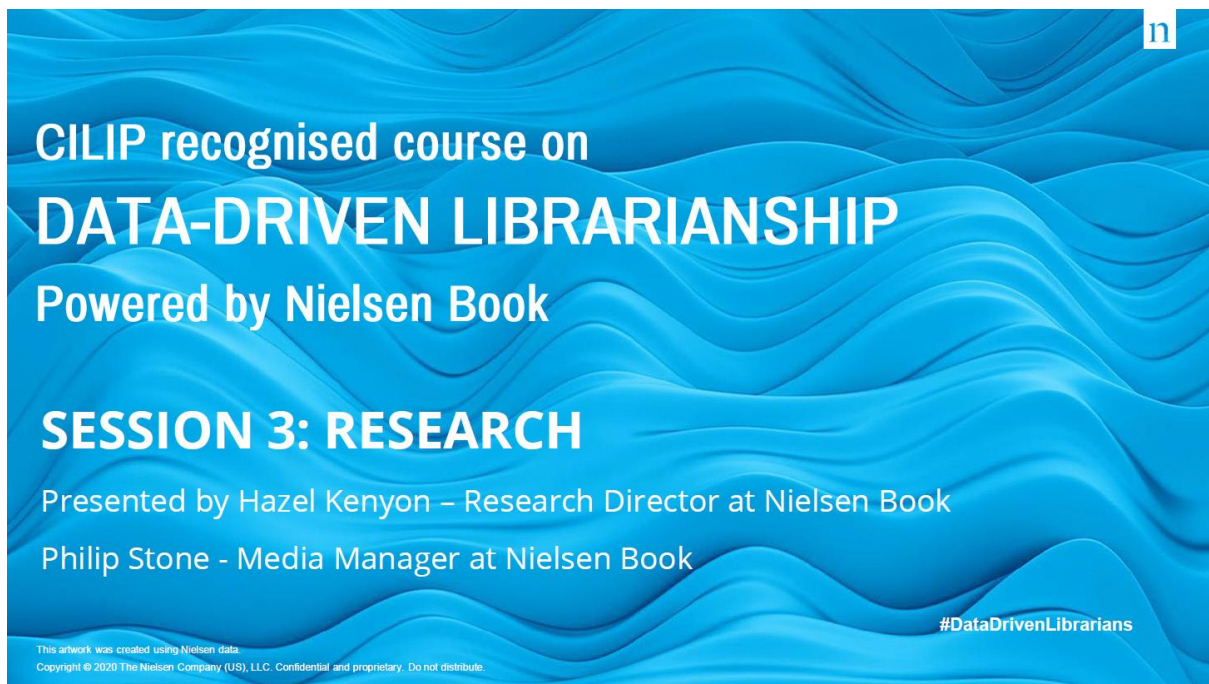




## **Hazel Kenyon**

Well welcome everybody. This is the third webinar run by Nielsen Book to help foster a data driven aspect to librarian ship, you've already heard from our colleagues in the discovery team who spoke about metadata. And so today I'm joined by my colleague, Philip Stone Hello Philip. We're in the same room socially distanced. And so in terms of introductions. I've been with Nielsen for 12 years with a background in science and now I head up the research division at Nielsen Book, and I'm delighted to be joined by Phil, who has an esteemed background working for the bookseller Penguin Random House and is one of our senior analysts, with a focus on how our data is used in the media. So we're both very comfortable the data and hopefully will give you a bit of a flavour of that today.

## What you will take away from this session

1. Know about the different tracking panels, how they work and what information they can provide
2. A top level understanding of book market trends in the UK both by genre and season
3. What data is available to public libraries, how you can take part and get access to the data and how it can be used as a tool to aid in buying decisions.
4. For those LibScan participants, we will show how some basic reports can provide you with a wealth of information on your own loans and those of the UK public.

So what we will take away from the session, we're going to talk about first of all different tracking panels, and how they work and what information they provide. We're going to then go and give you hopefully a top level understanding of book market trends in the UK and Phillip is going to talk about the trends that we're seeing in UK book sales. Then I'm going to talk about what data is available for public libraries through our tracking panel, and just touch on how you could get access to that data, and then talk about some of the data itself and show some trends and some graphs. And then finally, for those of you that do have access to LibScan or loan tracking panel. I'm going to just give you sort of a brief overview of how you can run some reports, should you have access.

## Counting Sales of print books - BookScan



- **Retail Measurement Services (RMS)**
- Transactional data at the **point of sale**, directly from tills and dispatch systems of all major book retailers.
- Approximately **90% of all retail print book purchases** in the UK are counted on a weekly basis
- Through over **6,000 retailers** in the UK each week - charts are available within 72 hours.

So starting with tracking panels so the first one that I wanted to talk about was counting sales of print books so this is like our flagship project product that we have in Nielsen Book research and it's called books scan we scan books, and this is a retail measurement service, and much like the wider Nielsen, that we're part of who count, many FMCG goods which is fast moving consumer goods. So we work very closely with a lot of the supermarkets to count things like toilet roll and toothpaste and gin, which I always find quite interesting in our division we count books. And so the way this works is from a transactional collection of the transactional data from the actual point of sale directly from tills and dispatch systems in both online and physical retailers. So we count approximately 90% of all books sold in the UK, and we count those weekly now for kind of mass market trade book, we would count pretty much all the sales for some specialist academic titles or for very specific books that sell through unusual channels we might not count the full remit of those but generally for most titles you see in the shops were counting all of those. And we measure that through over 6000 retailers in the UK and charts are available within 72 hours.

## The UK Total Consumer Market (TCM) panel

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### Chains

### Online

### Supermarkets



MORRISONS



### Independents

### Museums & Galleries

### Specialist & Niche

So these are some of the retailers that we collect data from just to give you a taste but we collect data from chain bookshops all the major bookstores Waterstones WH Smith works. We also get data from online channels such as Amazon and the more stones online the Book Depository and bookshop.org. We used to collect data from supermarkets that sell books. The independence in the UK we cover many of the general independent specialist independence children's book shops so we work very closely with the Booksellers Association and try and make sure that we count all of the sales from as many independents that can provide us data, museums and galleries and garden centres and obviously everybody seems to be selling books these days so we try and count as many as we can. And also specialists in the shop so specific to certain genres such as Forbidden Planet etc.

## HOW DO WE DO THIS?

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### FROM THE RETAILER

| ISBN          | Money | # copies |
|---------------|-------|----------|
| 9780857503619 | £273  | 45       |
| 9781787471986 | £195  | 16       |
| 9781785943249 | £145  | 11       |



### BOOKDATA

|               |       |        |     |           |          |        |          |
|---------------|-------|--------|-----|-----------|----------|--------|----------|
| 9780857503619 | Title | Author | RRP | Publisher | Pub date | Format | Category |
| 9781787471986 | Title | Author | RRP | Publisher | Pub date | Format | Category |
| 9781785943249 | Title | Author | RRP | Publisher | Pub date | Format | Category |

### BOOKSCAN



| ISBN          | TITLE                                     | AUTHOR      | RRP    | ASP    | VOLUME | VALUE       | CATEGORY                       |
|---------------|-------------------------------------------|-------------|--------|--------|--------|-------------|--------------------------------|
| 9780857503619 | Midnight Line, The (Jack Reacher 22)      | Child, Lee  | £7.99  | £4.06  | 35,942 | £146,019.96 | Crime, Thriller & Adventure    |
| 9781787471986 | Stories for Boys Who Dare to Be Different | Brooks, Ben | £17.99 | £12.48 | 7,583  | £94,668.74  | Children's General Non-Fiction |
| 9781785943249 | Classic                                   | Berry, Mary | £20    | £13.08 | 7,132  | £93,280.70  | Food & Drink: General          |

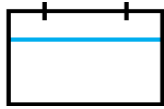
So how do we do this so what we collect from the bookshop is first of all, an identifier for the bookshop, and then all the data we collect from that retailer is the ISP n, the number of that ISP and that was sold, and how much was collected across that ISP and and that's it. And we collect that data, sometimes daily, usually weekly, and then what we do is we take that and we combine that with our bibliographic database so we basically bounced the isbn and then we pick and choose the data that we'd like returned back to us. So for the purposes of our chart. We don't need all of the attributes associated with the title because as you will have heard there, there are many hundreds of them, but we're interested in the main one so we pick up the title, the author, the RRP which is the recommended retail price. The publisher the imprint the category. And so when that's combined together with our sales data that gives us our bookscan database, and that is the data that publishers and retailers can then interrogate, To understand the market.

## Counting Sales of ebooks – PubTrack Digital

- Syndicated panel build
- Invoice data directly from 7 major publishers
- Approximately 55% of all ebook book purchases in the UK are counted on a monthly basis
- Bonnier
- Canongate
- Faber
- Hachette
- Pan Mac
- PRH
- S&S

So as well as counting print books we also count ebooks through a different mechanism. So rather than now collecting the sales of ebooks through the till. Instead what we do is we build up a syndicated market measure by collecting the data from the publishers themselves who are selling those books through retailers. And so we get that invoice data from seven major publishers in the UK. And that covers approximately 55% of volume sales in the market in the UK and these are the publishers that we collect. And we collect that data on a monthly basis, and then it broadly works in the same way as our previous tracking panel, And then we collect the data on the ESPN, we've bounced that against our bibliographic database to get the full data on that book that ebook.

## HOW IS BOOKSALES DATA USED AND WHAT ARE THE BENEFITS?



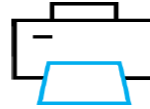
See weekly sales for your own titles



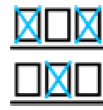
React to changes in the market by monitoring your weekly sales



Set realistic targets based on the performance of similar titles



Save time and money using sales data to plan your print runs



Supporting data for your stock management



View titles to understand a particular genre



Track your competitors titles



Spend your marketing budget wisely by understanding those titles that need it



Use sales data to inform your discussions and negotiations with retailers



Are price promotions working and what discounts are being applied across competitor titles?

And so how do these tracking panels benefit the trade. So, as well as being able to see your own weekly sales you can have a look at how promotions have operated if you've got a table in a bookshop, you can then see whether the the promotion and the budget spent on having that table has worked for you, you can keep an eye on how your authors are doing compared with benchmarks you've might have set when you initially commissioned them. And if you're commissioning, you can also say right well this book we think based on comparative titles is going to sell this many so it allows you to predict your ROI which you need obviously in the publishers. You can also and this was sort of the original purpose of bookscan is keep an eye on your print run so if you know that you've printed a certain amount by checking our day to week data, you can see the exact sellout figures, which then enables you to work out how much stock is still in the supply chain, and obviously at the current time that's ever more critical, and that allows you to decide whether you then need to work on another print run and how many needs to be included in that. If you're a retailer you can support your stock management and check that you're stocking the right books as well what is selling. Are you have you got all the big titles on your shelves for your consumers. You can also look at a more strategic level and look at what genres are doing well on both a macroscopic and microscopic level. I am a particular fan of Outback noir, which is the sort of Jane Harper type book which I'm pushing as a genre because I want to read more.