

CILIP recognised course on **DATA-DRIVEN LIBRARIANSHIP**

Powered by Nielsen Book

SESSION 3: RESEARCH

Presented by Hazel Kenyon – Research Director at Nielsen Book

Philip Stone - Media Manager at Nielsen Book

#DataDrivenLibrarians



**How being informed about the trade and
loan market trends and performance can
aid with your stocking decisions**

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.

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TRACKING PANELS

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.

The UK Total Consumer Market (TCM) panel

Chains

Online

Supermarkets

W

FOYLES



Book Depository
.com

amazon



Bookshop.org

wordery
your online bookshop

ASDA

Waitrose

M

MORRISONS

Sainsbury's

TESCO

Independents

Museums &
Galleries

Specialist & Niche



HOW DO WE DO THIS?

n

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

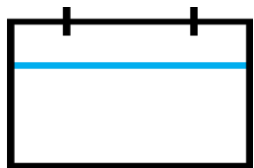


ISBN	TITLE	AUTHOR	RRP	ASP	VOLUME	VALUE	CATEGORY
9780857503619	Midnight Line, The (Jack Reacher 22)	Child, Lee	£7.99	£4.06	35,942	£146,019.96	Crime, Thriller & Adventure
9781787471986	Stories for Boys Who Dare to Be Different	Brooks, Ben	£17.99	£12.48	7,583	£94,668.74	Children's General Non-Fiction
9781785943249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

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

HOW IS BOOKSALES DATA USED AND WHAT ARE THE BENEFITS?



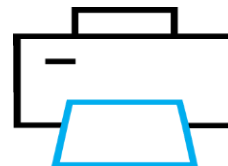
See weekly sales for your own titles



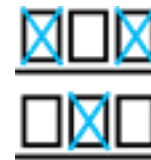
React to changes in the market by monitoring your weekly sales



Set realistic targets based on the performance of similar titles



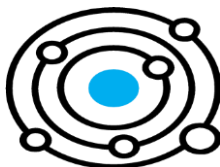
Save time and money using sales data to plan your print runs



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



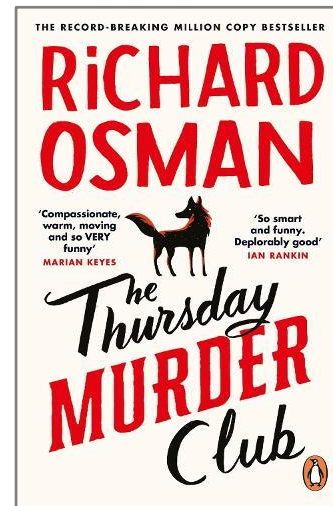
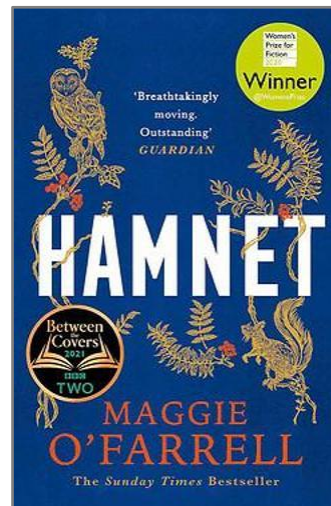
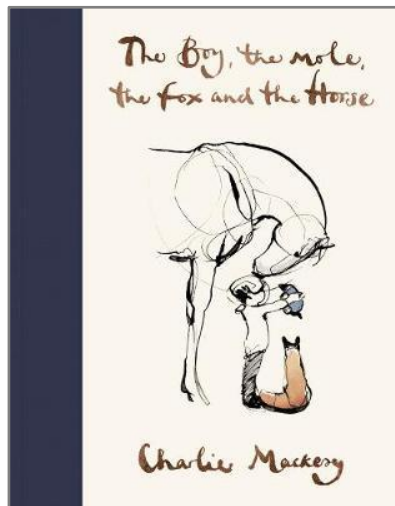
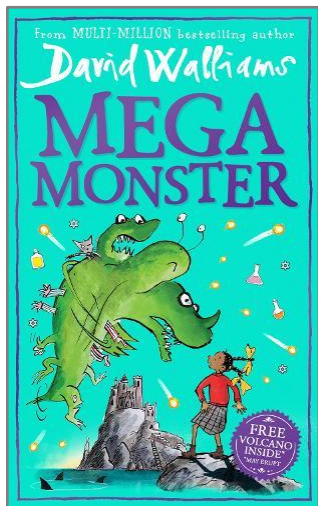
Use sales data to inform your discussions and negotiations with retailers



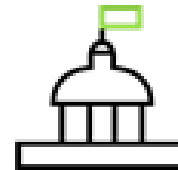
Are price promotions working and what discounts are being applied across competitor titles?

- Question to you!

Between shops reopening in March and the end of August, what is the best selling title of 2021?

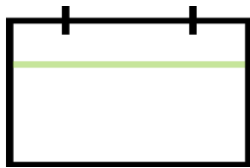


Counting loans of library books - LibScan



- Public loan figures, collected directly from library systems since 2009
- Over 50 public library authorities participating, providing 4 weekly borrowing data from more than 1,500 library branches.
- Panel participation is free of charge
- We work with many Library Management systems to make supply of data straightforward

APPLYING TO LIBRARIES AND LOAN DATA



See 4 weekly loans for
your own titles



React to changes in the
market by monitoring your
loans



Maximise the offering to your
library users to improve their
use of the library



View titles to
understand a
particular genre



Spend your budget wisely by
understanding those titles that
will have most impact



Use data to inform your
discussions and negotiations
with publishers/library suppliers

What you will take away from this session

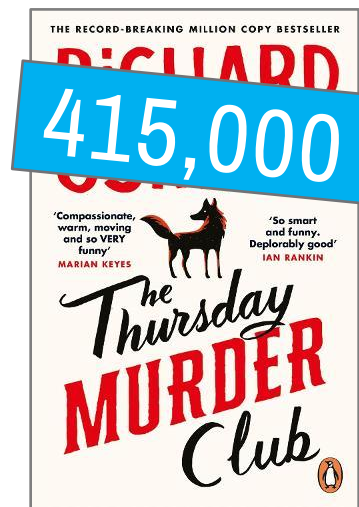
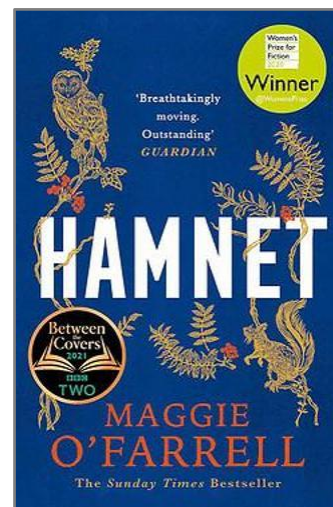
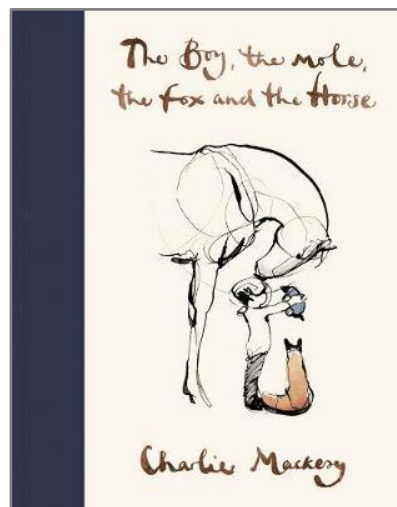
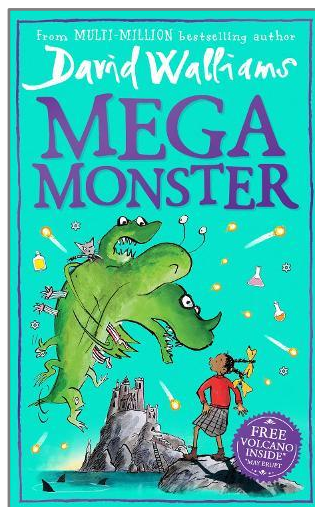
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THE UK BOOK MARKET

Poll answers



UK book market summer snapshot

Total

£265m

(+0.2%)



Adult Fiction

£73m

(+13%)



Adult Non-Fiction

£125m

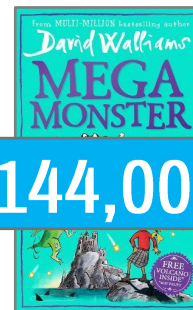
(-8%)



Children's

£67m

(+5%)

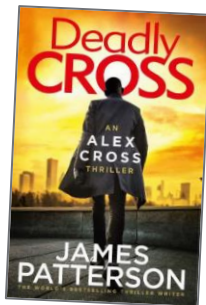
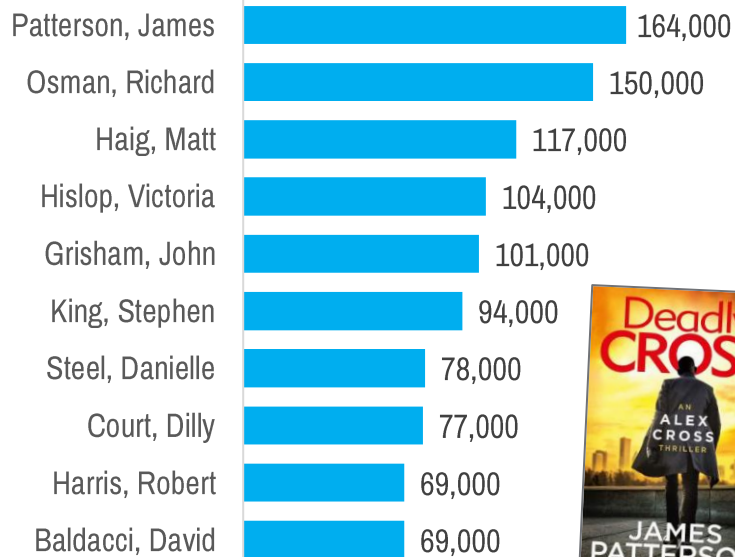


Source: Nielsen BookScan: nine-week period ending 4th September 2021

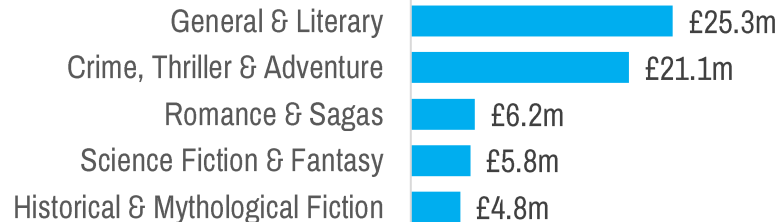
summer snapshot: adult fiction

£73m
(+13%)

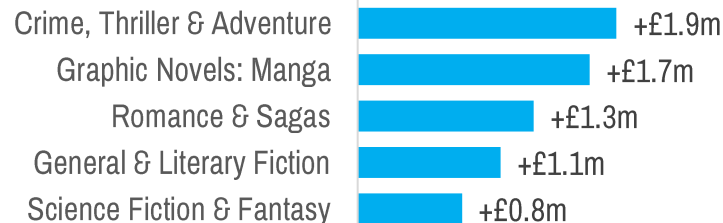
top-selling authors



top-selling sub-genres



sub-genres in growth

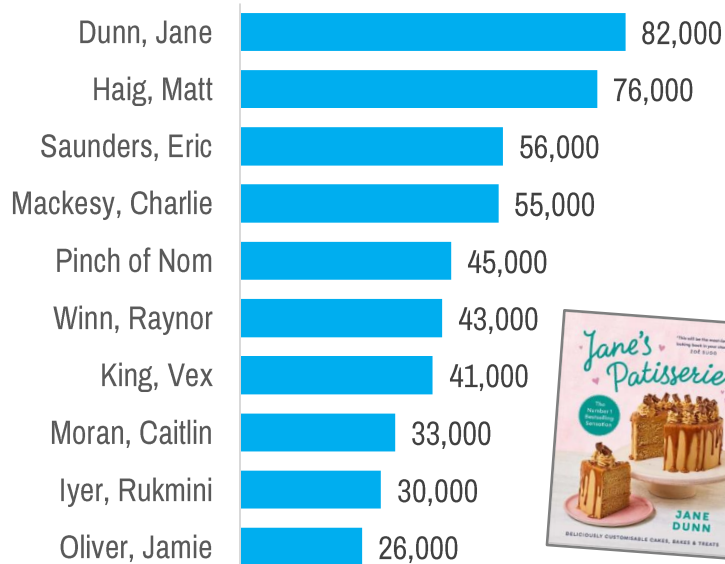


Source: Nielsen BookScan: nine-week period ending 4th September 2021

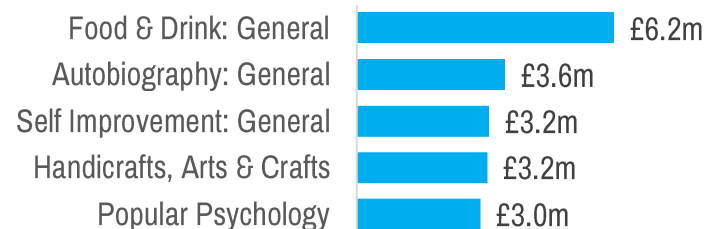
summer snapshot: adult non-fiction

£125m
(-8%)

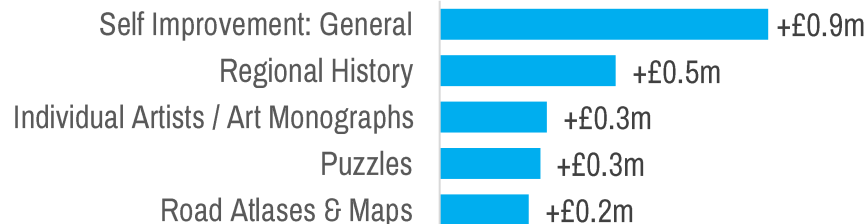
top-selling authors



top-selling sub-genres



sub-genres in growth

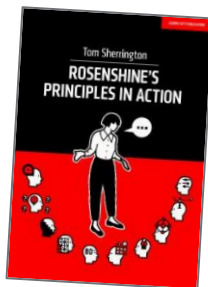
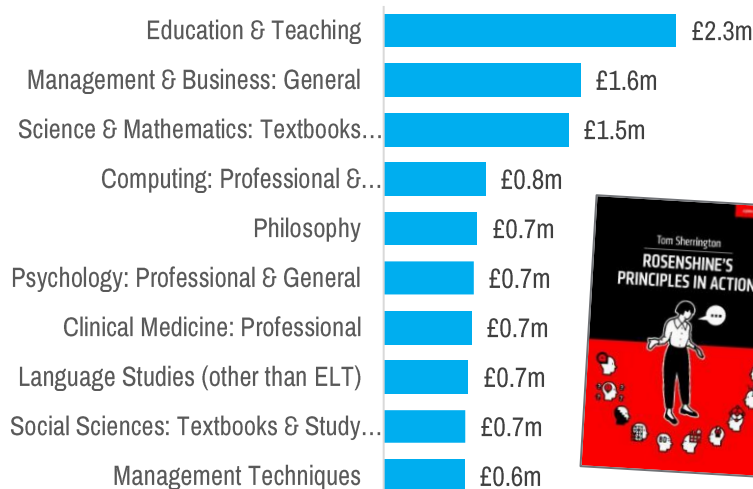


Source: Nielsen BookScan: nine-week period ending 4th September 2021

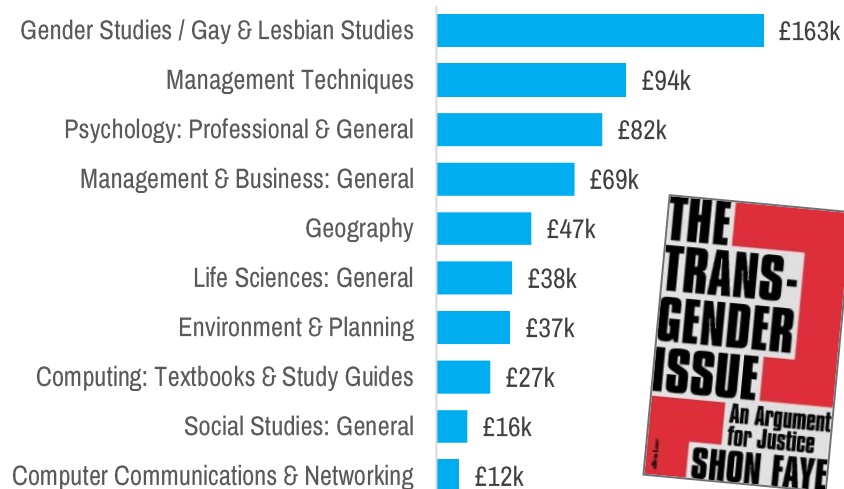
summer snapshot: specialist non-fiction

£22m
(-5%)

top-selling sub-genres



sub-genres in growth

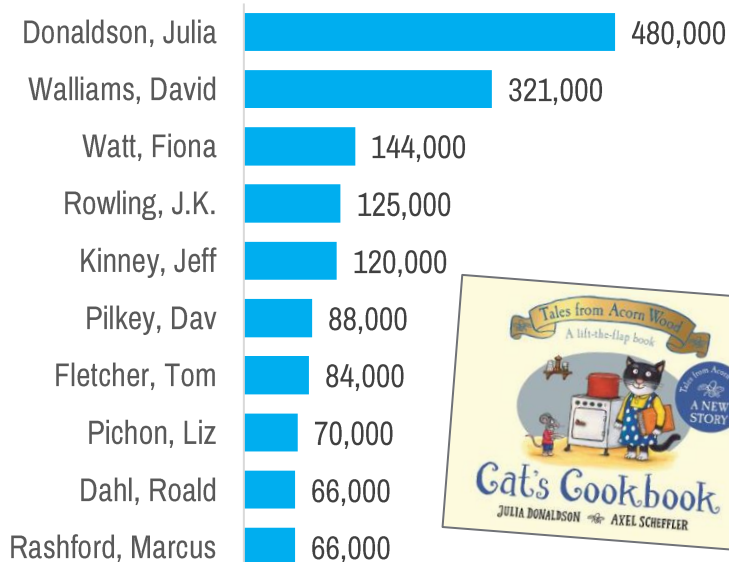


Source: Nielsen BookScan: nine-week period ending 4th September 2021

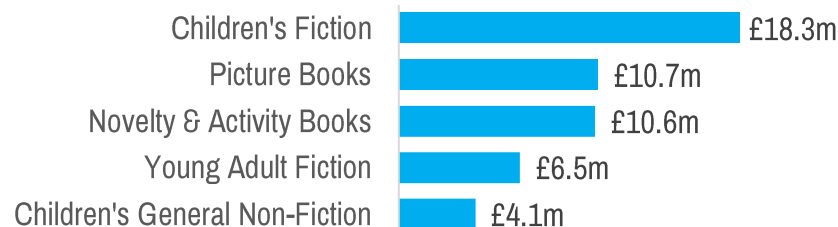
summer snapshot: children's

£67m
(+5%)

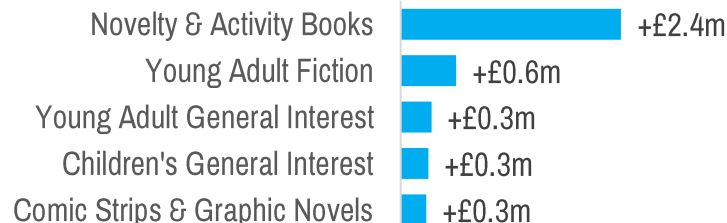
top-selling authors



top-selling sub-genres

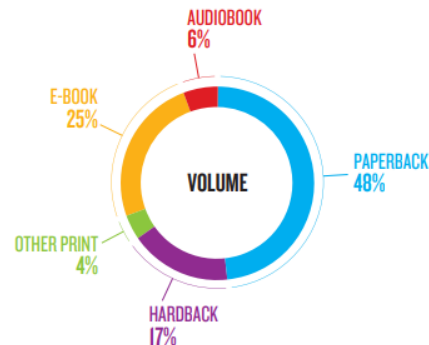


sub-genres in growth



Source: Nielsen BookScan: nine-week period ending 4th September 2021

Books & Consumers



PRINT BOOKS

- 17% READ AUTHOR/SERIES BEFORE
- 15% ONLINE BROWSING
- 14% OFFLINE BROWSING
- 11% WORD OF MOUTH

E-BOOKS

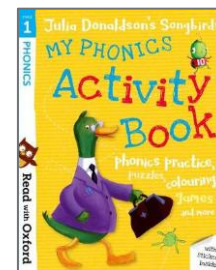
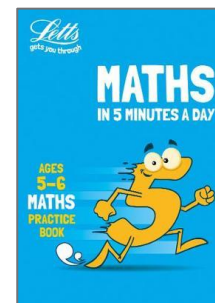
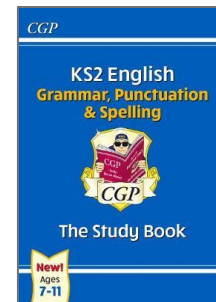
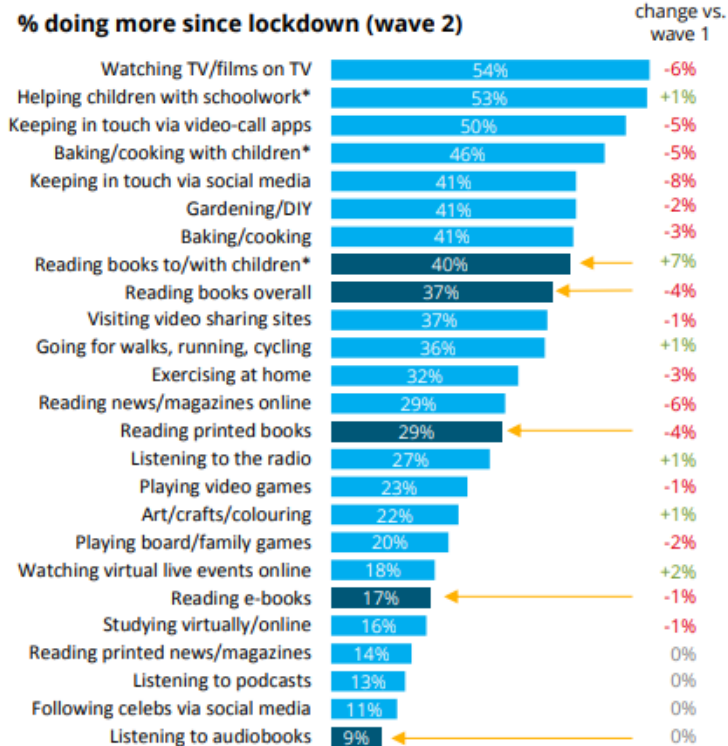
- 33% READ AUTHOR/SERIES BEFORE
- 23% ONLINE BROWSING
- 11% FOLLOW AUTHOR/SERIES
- 10% ONLINE REVIEW

AUDIOBOOKS

- 21% READ AUTHOR/SERIES BEFORE
- 20% ONLINE BROWSING
- 11% WORD OF MOUTH
- 11% FOLLOW AUTHOR/SERIES
- 10% ONLINE REVIEW
- 10% FILM/TV/RADIO ADAPTATION

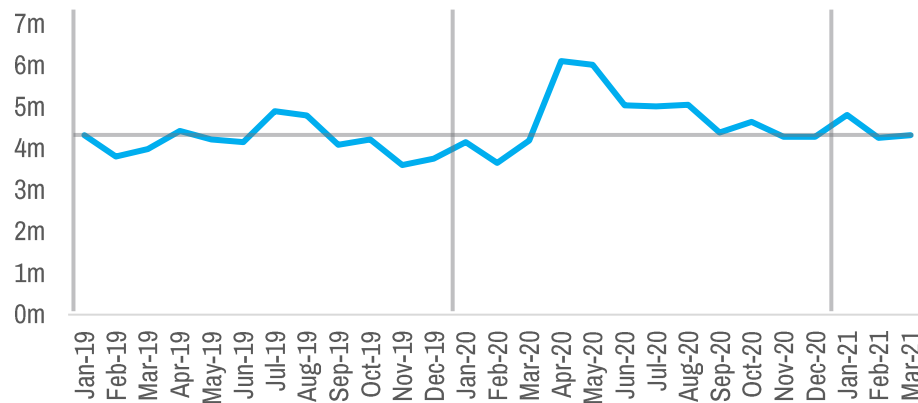
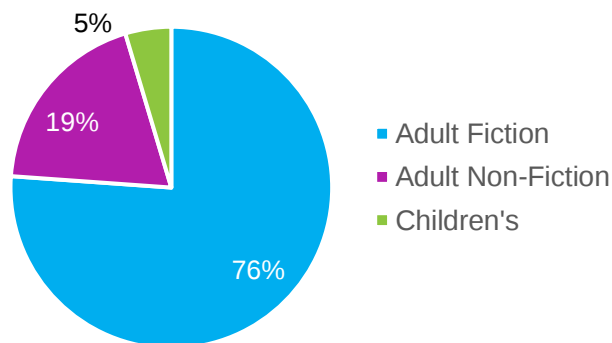
Source: Nielsen Books & Consumers 2020

Books & Consumers: pandemic attitudes



Source: Nielsen Books & Consumers 2020

PubTrack Digital



Source: Nielsen PubTrack Digital 2021

International data



Source: Nielsen BookScan

LIBSCAN: PUBLIC LIBRARY LOANS

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Standard scripts are available for most LMS systems to simplify the provision of lending data.

Data Format Options

Ideally, you should send comma-delimited files to BookScan, containing the following details:

Library Branch Identifier

ISBN

Quantity (usually 1)

Price (usually 0.00)

Date of loan/renewal (ideally yyyyMMdd - example 20160430).

Example: `CENTRAL,9780007230013,1,0.00,20160430`

We can also accept PLR data format:

`9783409232833|1|6|KING|`

`9780007230013|3|4|GREG|`

`9780553175219|1|4|HAWK|`

carol.hugheshallett@nielseniq.com

Period Market Overview (Libscan)

[User Reports \(Libscan plus vs Sales\)](#)[User Reports Authority Data \(Libscan\)](#)

Welcome to the UK Library Market (Period)

This page is currently showing Period 202108 (p/e 14-AUG-2021)

nielsen

Current Period Full Market Breakdown

Market Description	Lendings	VS This Period Last Year	Isbn Count	VS This Period Last Year
Library Full Market	3,277,138	▲286.2%	313,751	▲69.0%

Current Period Major Genre Most Lent Titles

Fiction (F) Most Lent Title

9780241425442 Thursday Murder Club, The: The Record-Breaking Sunda 1,223

Childrens (Y) Most Lent Title

9780008305796 World's Worst Parents, The 929

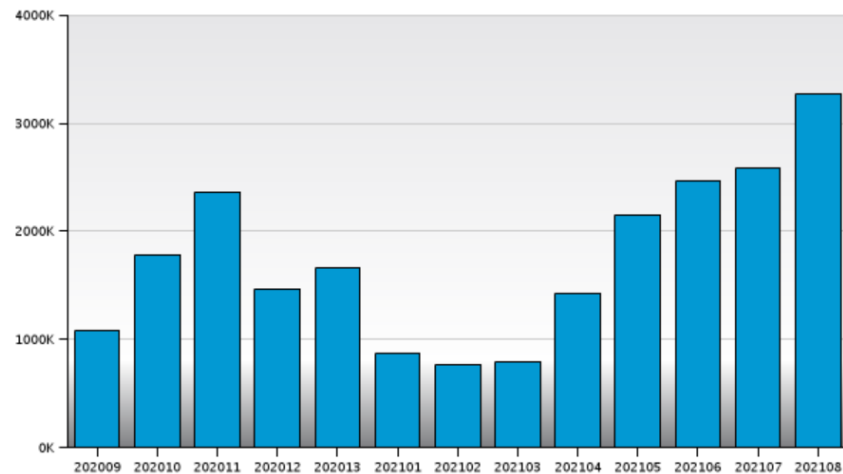
Non Fiction (S) Most Lent Title

9780241445426 Secret Explorers and the Rainforest Rangers, The 146

Non Fiction (T) Most Lent Title

9780241334140 Becoming: The Sunday Times Number One Bestseller 453

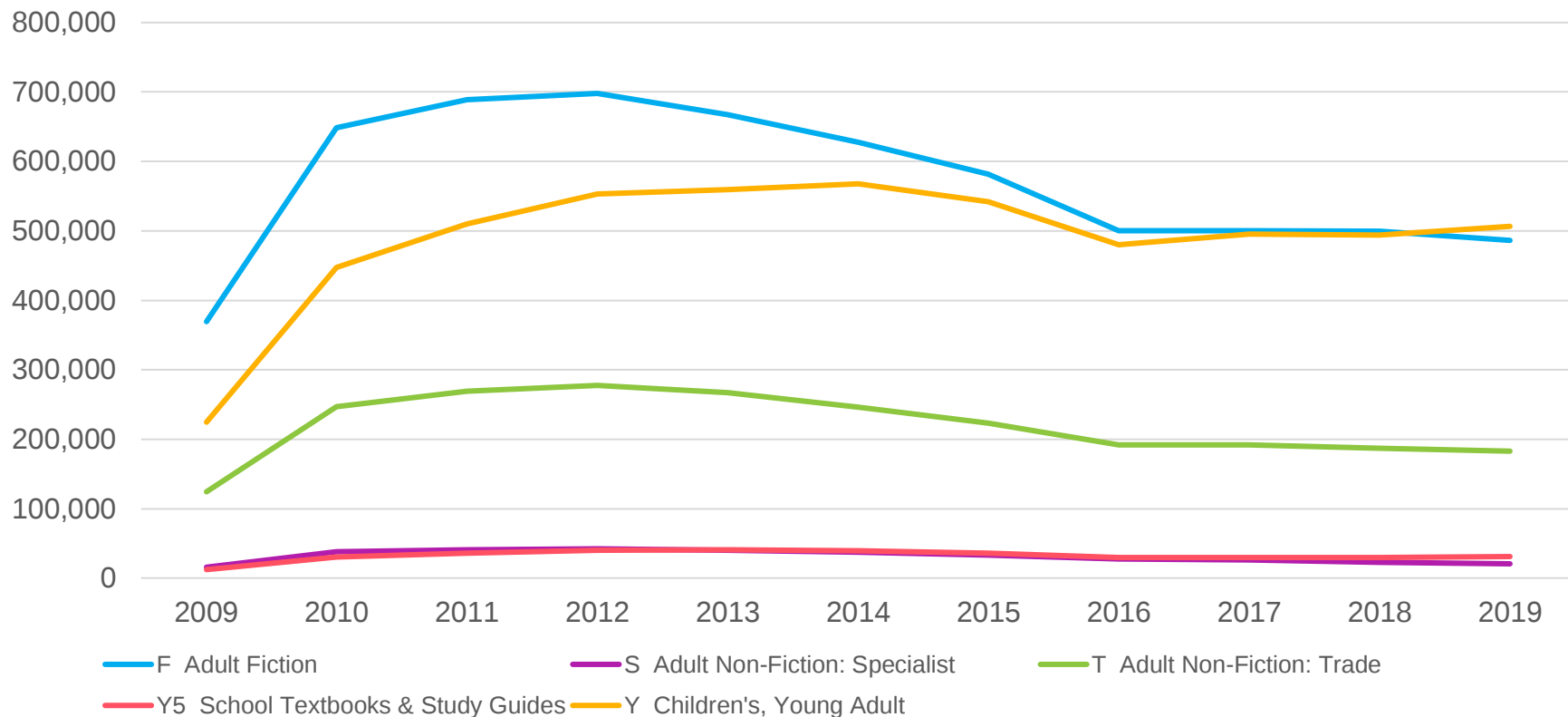
13 Period Market Summary (Lendings)



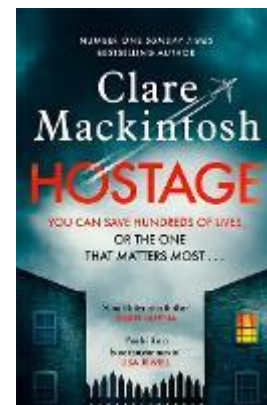
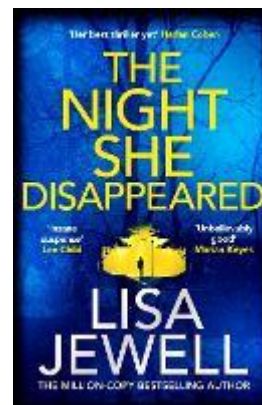
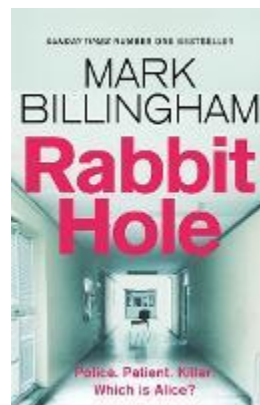
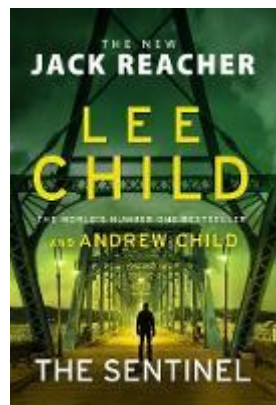
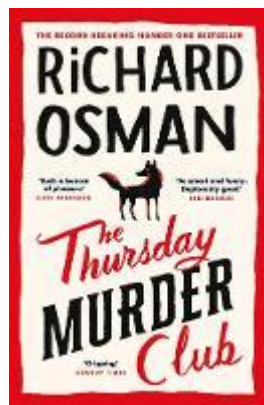
Let's look at some loan data!

The genre mix of loans shows fiction and children's dominate

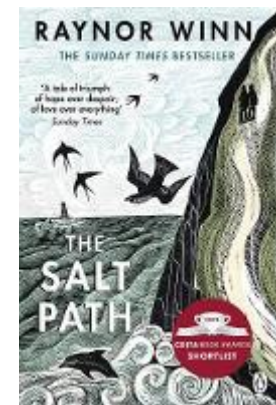
Average library loans by category over time



Fiction

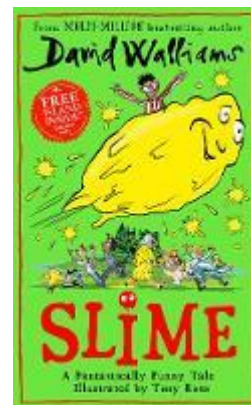
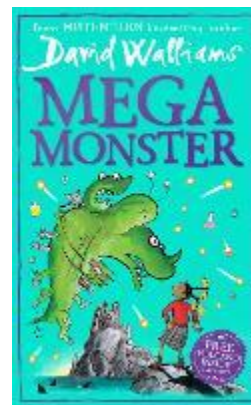
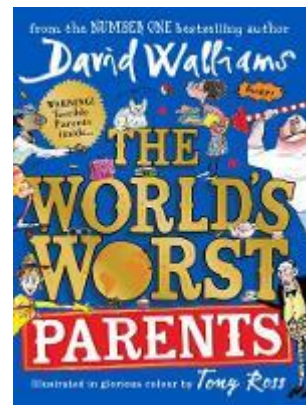
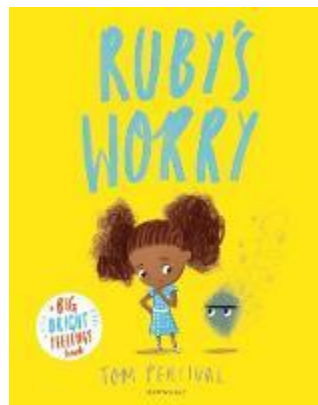
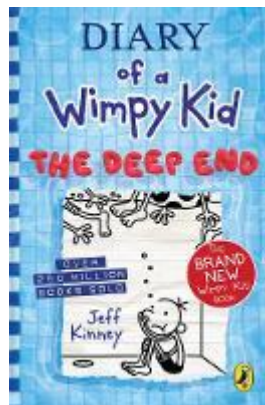


Trade Non-Fiction

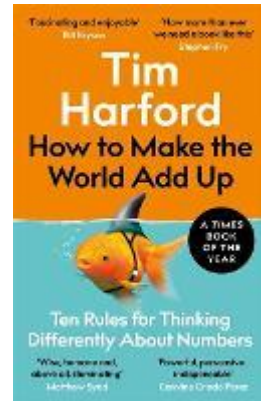
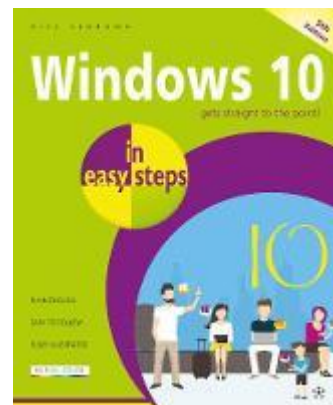
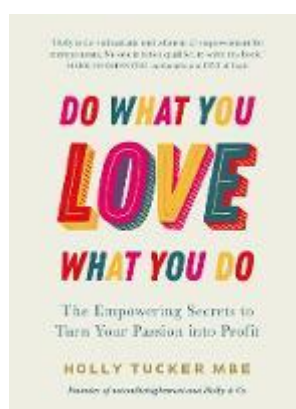
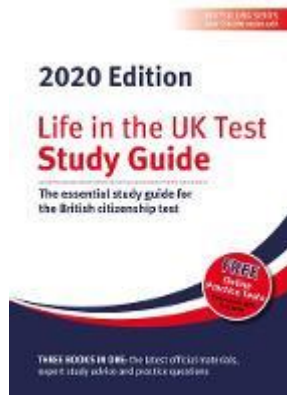


Period 9: 15 Aug 2021 – 11 Sept 2021

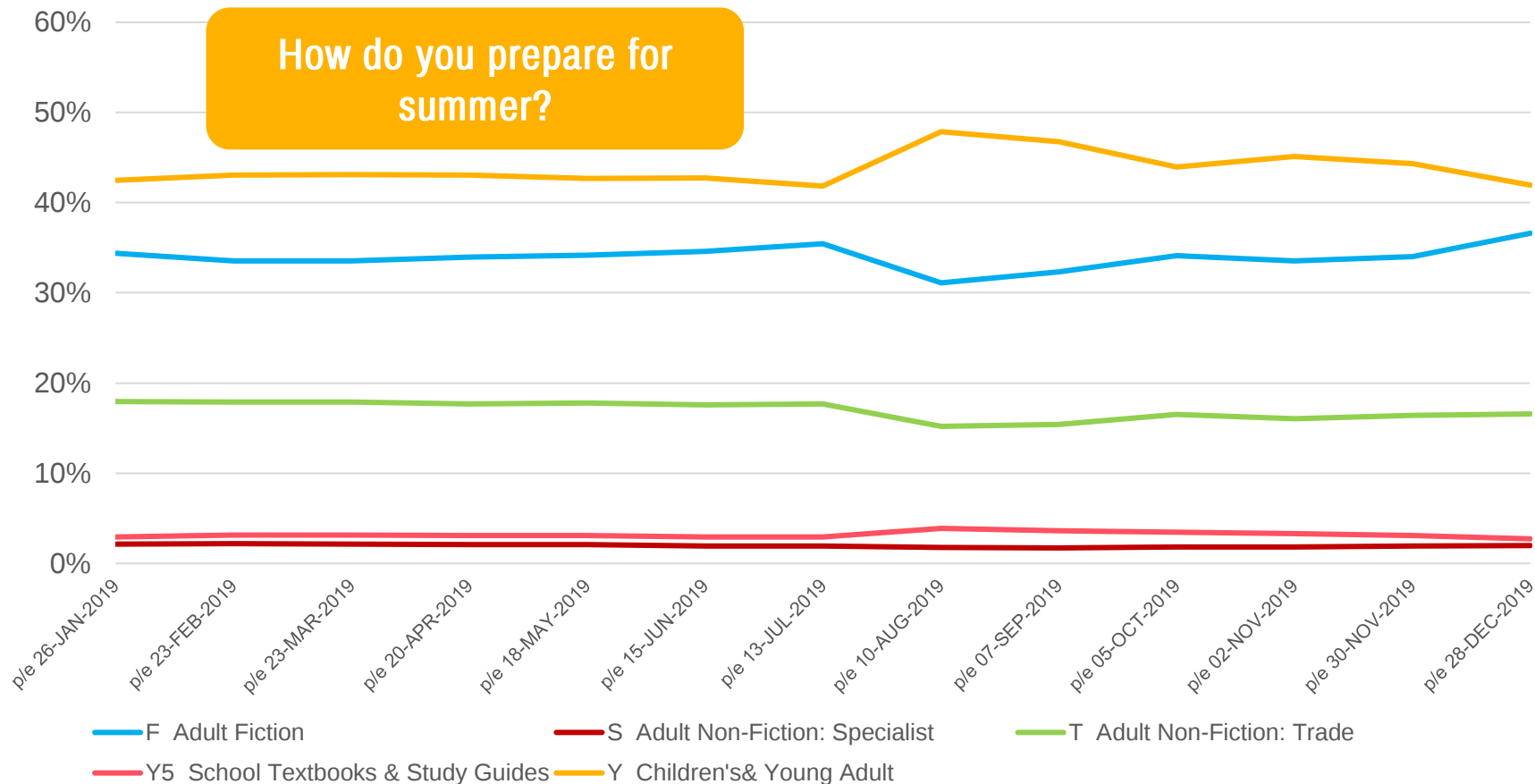
Children's



Specialist
Non-
Fiction



The seasonality of book loans for an example library



What did well last year?

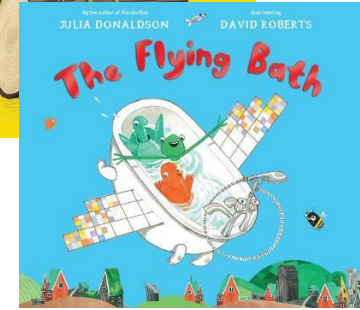
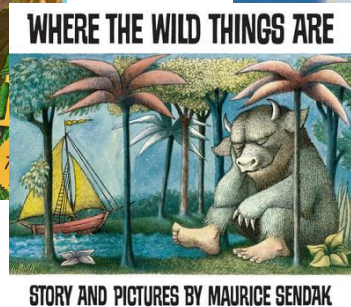
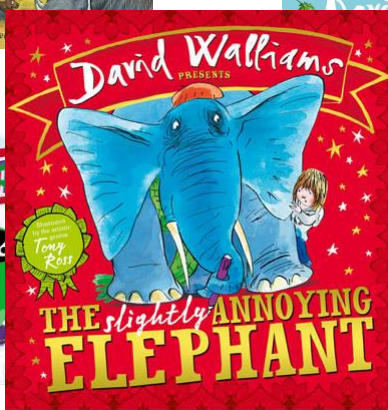
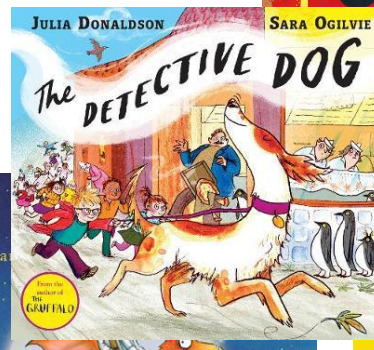
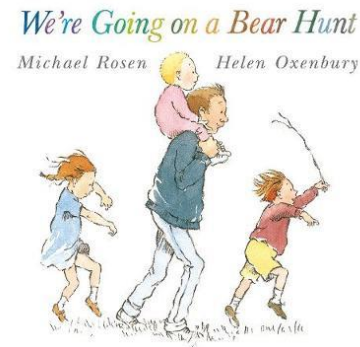
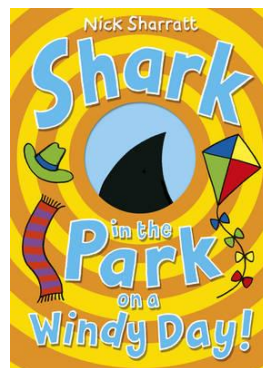
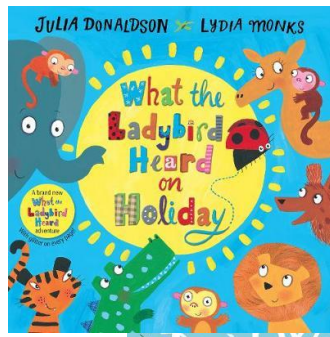
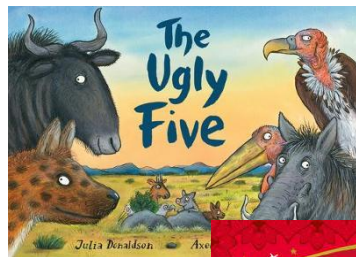
Of the top 5,000 loaned titles in the UK in August 2018

3,024 were Children's titles

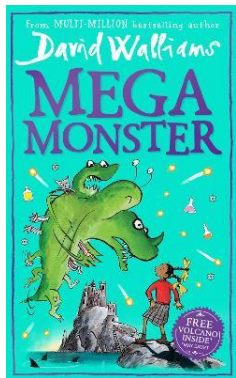
34% of the top loaned fiction titles were front list

Only 13% of picture books were front list!

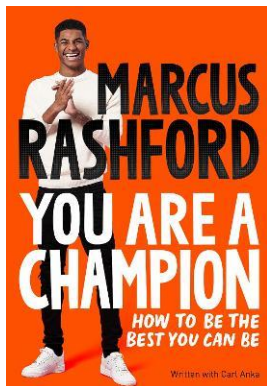
What did we sell last year?



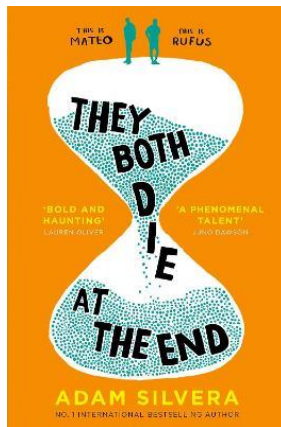
What is selling well?



#5 in UKL



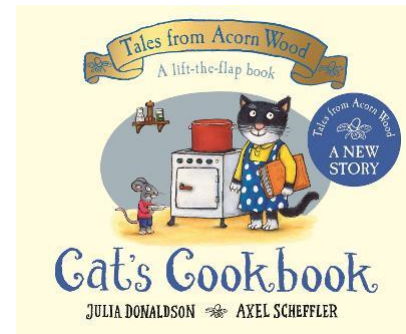
#934 in
UKL



#3,211 in
UKL



#865 in
UKL



#81 in
UKL



What did well last year?

What is selling well?

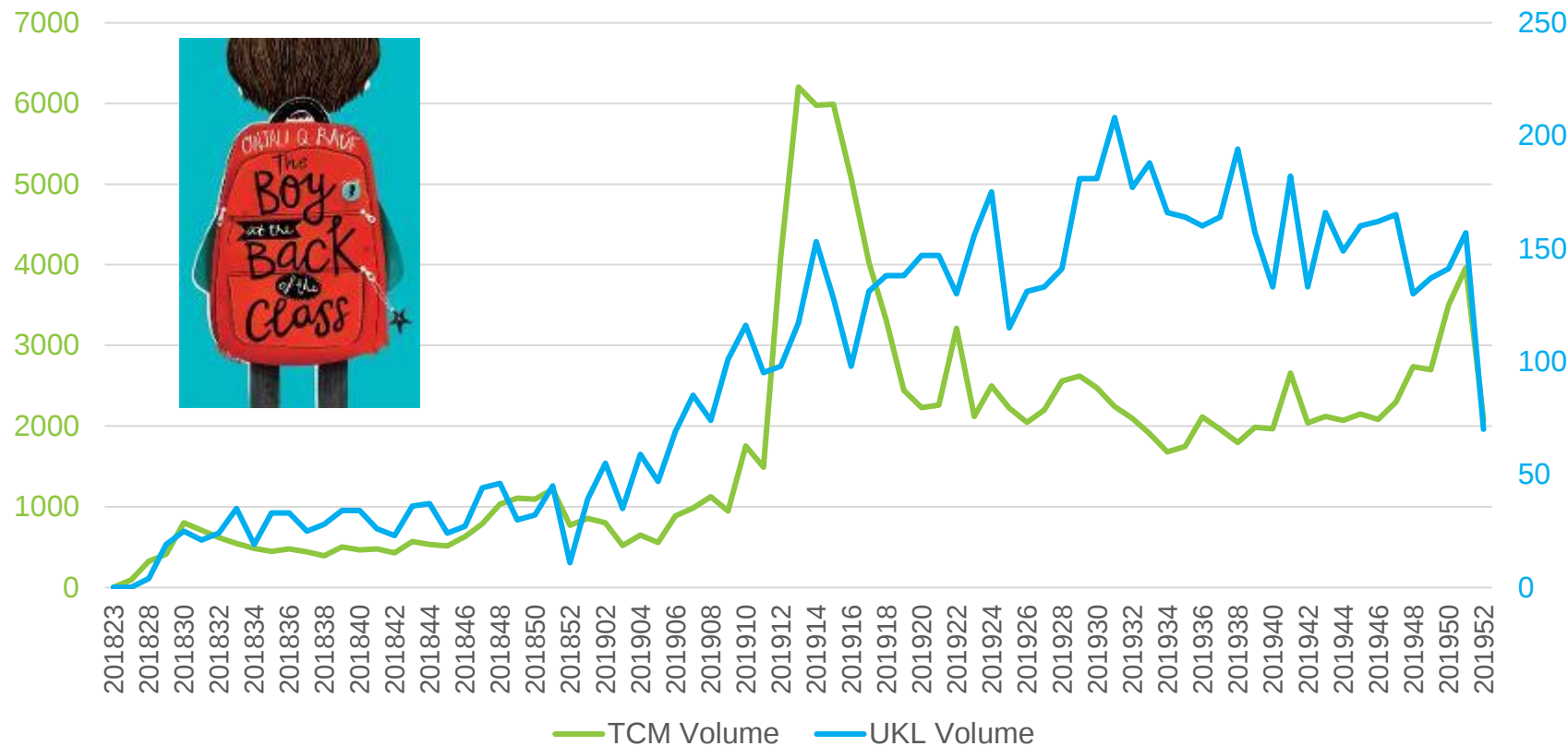
What is due out?

What did well for World Book
Day?

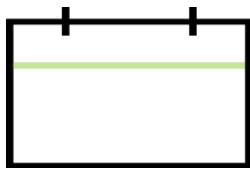
Who are the big authors for
the year?

Prize winners!

Sales vs loans – what does it tell us?



APPLYING TO LIBRARIES AND LOAN DATA



See 4 weekly loans for
your own titles



React to changes in the
market by monitoring your
loans



Maximise the offering to your
library users to maximise their
use of the library



View titles to
understand a
particular genre



Spend your budget wisely by
understanding those titles that
will have most impact



Use data to inform your
discussions and negotiations
with publishers/library suppliers

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.

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Welcome to Nielsen BookScan Online

Log on

Please type your credentials for authentication.

User ID:

Password:

OK

Cancel



Welcome to the UK Library Market (Period)

Quick-launch Timeline

Run a Current Period and Lifetime Timeline:



Enter An Isbn Into The Prompt And Click Finish



A Volume and Value Summary for the Current Period and a Lifetime Sales Analysis will appear

Enter ISBN

Finish

Title Level Reports

Period

Name



Top 5000 Period Chart

Top 100 Period Author Chart

Top 5000 Rolling 12wk Chart

UK Libraries Chart

UK Libraries Author Chart

UK Libraries Timeline

UK Libraries Trended Timeline

LibScan Processing Periods



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LibScan Processing Periods

UK Libraries Top 5000 Chart

Period - 202108 p/e 14-AUG-2021

		Market: UK Libraries	Volume Total: 3,277,138				Title Count: 313750					
Position	ISBN	Title	Author	Imprint	Publisher Group	Volume	RRP	Format	Publ Date	Product Class	Dewey Code	Dewey Scheme
1	9780241425442	Thursday Murder Club,The:The Record-Breaking Sunday Times Number One B	Osman, Richard	Viking	Penguin Grp	1,223	£14.99	BB Hardback	3 Sep 2020	F2.1 Crime, Thriller & Adventure	823.92	23
2	9781787633612	Sentinel,The:(Jack Reacher 25):Jack Reacher	Child, Lee & Child, Andrew	Bantam Press	Transworld Grp	942	£20.00	BB Hardback	27 Oct 2020	F2.1 Crime, Thriller & Adventure	823.92	23
3	9780008305796	World's Worst Parents,The	Walliams, David	HarperCollins	HarperCollins Grp	929	£14.99	BB Hardback	2 Jul 2020	Y2.1 Children's Fiction	823.92	23
4	9780241396643	Diary of a Wimpy Kid: The Deep End (Book 15):Diary of a Wimpy Kid	Kinney, Jeff	Puffin	Penguin Grp	907	£12.99	BB Hardback	27 Oct 2020	Y2.1 Children's Fiction	813.6	23
5	9780008305833	Code Name Bananas	Walliams, David	HarperCollins	HarperCollins Grp	836	£14.99	BB Hardback	5 Nov 2020	Y2.1 Children's Fiction	823.92	23
6	9780008342579	Fing	Walliams, David	HarperCollinsChildren'sBooks	HarperCollins Grp	826	£12.99	BB Hardback	21 Feb 2019	Y2.1 Children's Fiction	823.92	23
7	9781529004243	Left You Dead:Roy Grace	James, Peter	Macmillan	Pan Macmillan Grp	823	£20.00	BB Hardback	13 May 2021	F2.1 Crime, Thriller & Adventure	823.92	23
8	9780008487591	Megamonster	Walliams, David	HarperCollins	HarperCollins Grp	821	£14.99	BB Hardback	24 Jun 2021	Y2.1 Children's Fiction	823.92	23
9	9781408892152	Ruby's Worry:A Big Bright Feelings Book:Big Bright Feelings	Percival, Tom	Bloomsbury Childrens Books	Bloomsbury Grp	799	£6.99	BC Paperback	12 Jul 2018	Y1.3 Picture Books	823.92	23
10	9781509840175	Missing Sister,The:The Seven Sisters	Riley, Lucinda	Macmillan	Pan Macmillan Grp	789	£20.00	BB Hardback	27 May 2021	F2.5 Romance & Sagas	823.92	23
11	9780751577068	Hostage:The gripping new Sunday Times bestselling thriller	Mackintosh, Clare	Sphere	Little, Brown Book Grp	785	£14.99	BB Hardback	22 Jun 2021	F2.1 Crime, Thriller & Adventure	823.92	23
12	9780241458815	Rowley Jefferson's Awesome Friendly Adventure:Rowley Jefferson's Journ	Kinney, Jeff	Puffin	Penguin Grp	776	£12.99	BB Hardback	4 Aug 2020	Y2.1 Children's Fiction	813.6	23
13	9780008342586	Slime	Walliams, David	HarperCollins	HarperCollins Grp	772	£12.99	BB Hardback	2 Apr 2020	Y2.1 Children's Fiction	823.92	23
14	9780702302527	Tom Gates 18: Ten Tremendous Tales (HB):Tom Gates	Pichon, Liz	Scholastic	Scholastic Ltd. Grp	765	£12.99	BB Hardback	18 Feb 2021	Y2.1 Children's Fiction	823.92	23
15	9780751579932	Troubled Blood:Winner of the Crime and Thriller British Book of the Ye	Galbraith, Robert	Sphere	Little, Brown Book Grp	756	£20.00	BB Hardback	15 Sep 2020	F2.1 Crime, Thriller & Adventure	823.92	23
16	9781472154668	Where the Crawdads Sing	Owens, Delia	Corsair	Little, Brown Book Grp	733	£8.99	BC Paperback	12 Dec 2019	F1.1 General & Literary Fiction	813.6	23
17	9780008303501	False Witness	Slaughter, Karin	HarperCollins Publishers	HarperCollins Grp	709	£20.00	BB Hardback	24 Jun 2021	F2.1 Crime, Thriller & Adventure	813.6	23
18	9780141324906	Diary Of A Wimpy Kid (Book 1):Diary of a Wimpy Kid	Kinney, Jeff	Puffin	Penguin Grp	709	£6.99	BC Paperback	3 Jul 2008	Y2.1 Children's Fiction	813.6	DC22
19	9780241426823	Suspects:The Sunday Times Top 5 Bestseller	Pearse, Lesley	Michael Joseph	Penguin Grp	709	£20.00	BB Hardback	24 Jun 2021	F2.5 Romance & Sagas	823.92	23
20	9781787477803	Night Hawks,The:Dr Ruth Galloway Mysteries 13:The Dr Ruth Galloway Mys	Griffiths, Eily	Quercus Publishing Plc	Quercus Grp	706	£20.00	BB Hardback	4 Feb 2021	F2.1 Crime, Thriller & Adventure		



Welcome to the UK Library Market (Period)

Quick-launch Timeline

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Finish

Title Level Reports

Period

Name



Top 5000 Period Chart

Top 100 Period Author Chart

Top 5000 Rolling 12wk Chart

UK Libraries Chart

UK Libraries Author Chart

UK Libraries Timeline

UK Libraries Trended Timeline

LibScan Processing Periods



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Title Level Reports

Period

Name

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	Top 100 Period Author Chart
	Top 5000 Rolling 12wk Chart
	UK Libraries Chart
	UK Libraries Author Chart
	UK Libraries Timeline
	UK Libraries Trended Timeline
	LibScan Processing Periods

Select Time Period

Start Period		End Period	
Start Qtr		End Qtr	

Select a Year	Year
Latest Reporting Period	UKL Current Reporting Period
Latest Reporting Quarter	UKL Current Reporting Qtr
Rolling 12 Week	UKL Rolling 12 Week
Moving Annual Total	UKL MAT
This Period Last Year	UKL Current Period Last Year

Product Classes

NPC1 - Reprompt	NPC2 - Reprompt	NPC3
F Adult Fiction S Adult Non-Fiction: Specialist T Adult Non-Fiction: Trade Y Children's, Young Adult & Educational Z Unclassifiable Select all Deselect all	F1 Fiction General F2 Genre Fiction F3 Graphic Novels S1 Language & Linguistics S10 Computing & IT S2 Philosophy & Psychology S3 Social Sciences S4 Management, Business, Economics & Industry S5 Law S6 Medicine S7 Mathematics & Sciences Select all Deselect all	F1.1 General & Literary Fiction F1.2 Short Stories & Fiction Anthologies F2.1 Crime, Thriller & Adventure F2.2 Science Fiction & Fantasy F2.3 Historical & Mythological Fiction F2.4 Horror & Ghost Stories F2.5 Romance & Sagas F2.6 Erotic Fiction F2.7 War Fiction F2.8 Westerns F3.0 Graphic Novels: General Select all Deselect all

Author

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

[Select all](#) [Deselect all](#)

Choice:

[Select all](#) [Deselect all](#)

Title

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

[Select all](#) [Deselect all](#)

Choice:

[Select all](#) [Deselect all](#)

Select Time Period

Start Period		End Period	
Start Qtr		End Qtr	
Select a Year	Year		
Latest Reporting Period	UKL Current Reporting Period		
Latest Reporting Quarter	UKL Current Reporting Qtr		
Rolling 12 Week	UKL Rolling 12 Week		
Moving Annual Total	UKL MAT		
This Period Last Year	UKL Current Period Last Year		

Product Classes

NPC1 - Reprompt	NPC2 - Reprompt	NPC3
F Adult Fiction S Adult Non-Fiction: Specialist T Adult Non-Fiction: Trade Y Children's, Young Adult & Educational Z Unclassifiable Select all Deselect all	F1 Fiction General F2 Genre Fiction F3 Graphic Novels S1 Language & Linguistics S10 Computing & IT S2 Philosophy & Psychology S3 Social Sciences S4 Management, Business, Economics & Industry S5 Law S6 Medicine S7 Mathematics & Sciences Select all Deselect all	F1.1 General & Literary Fiction F1.2 Short Stories & Fiction Anthologies F2.1 Crime, Thriller & Adventure F2.2 Science Fiction & Fantasy F2.3 Historical & Mythological Fiction F2.4 Horror & Ghost Stories F2.5 Romance & Sagas F2.6 Erotic Fiction F2.7 War Fiction F2.8 Westerns F3.0 Graphic Novels: General Select all Deselect all

Author

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

[Select all](#) [Deselect all](#)

Choice:

[Select all](#) [Deselect all](#)

Title

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

[Select all](#) [Deselect all](#)

Choice:

[Select all](#) [Deselect all](#)

Select Time Period

Start Period	202106	End Period	202106
Start Qtr		End Qtr	

Select a Year	Year
Latest Reporting Period	UKL Current Reporting Period
Latest Reporting Quarter	UKL Current Reporting Qtr
Rolling 12 Week	UKL Rolling 12 Week
Moving Annual Total	UKL MAT
This Period Last Year	UKL Current Period Last Year

Product Classes

NPC1 - Reprompt	NPC2 - Reprompt	NPC3
F Adult Fiction S Adult Non-Fiction: Specialist T Adult Non-Fiction: Trade Y Children's, Young Adult & Educational Z Unclassifiable	F1 Fiction General F2 Genre Fiction F3 Graphic Novels S1 Language & Linguistics S10 Computing & IT S2 Philosophy & Psychology S3 Social Sciences S4 Management, Business, Economics & Industry S5 Law S6 Medicine S7 Mathematics & Sciences	F1.1 General & Literary Fiction F1.2 Short Stories & Fiction Anthologies F2.1 Crime, Thriller & Adventure F2.2 Science Fiction & Fantasy F2.3 Historical & Mythological Fiction F2.4 Horror & Ghost Stories F2.5 Romance & Sagas F2.6 Erotic Fiction F2.7 War Fiction F2.8 Westerns F3.0 Graphic Novels: General

[Select all](#) [Deselect all](#)

Author

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

Insert

Remove

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

Insert

Remove

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Select Time Period

Start Period	202106	End Period	202106
Start Qtr		End Qtr	

Select a Year	Year
Latest Reporting Period	UKL Current Reporting Period
Latest Reporting Quarter	UKL Current Reporting Qtr
Rolling 12 Week	UKL Rolling 12 Week
Moving Annual Total	UKL MAT
This Period Last Year	UKL Current Period Last Year

Product Classes

NPC1 - Reprompt	NPC2 - Reprompt	NPC3
F Adult Fiction S Adult Non-Fiction: Specialist T Adult Non-Fiction: Trade Y Children's, Young Adult & Educational Z Unclassifiable	F1 Fiction General F2 Genre Fiction F3 Graphic Novels S1 Language & Linguistics S10 Computing & IT S2 Philosophy & Psychology S3 Social Sciences S4 Management, Business, Economics & Industry S5 Law S6 Medicine S7 Mathematics & Sciences	F1.1 General & Literary Fiction F1.2 Short Stories & Fiction Anthologies F2.1 Crime, Thriller & Adventure F2.2 Science Fiction & Fantasy F2.3 Historical & Mythological Fiction F2.4 Horror & Ghost Stories F2.5 Romance & Sagas F2.6 Erotic Fiction F2.7 War Fiction F2.8 Westerns F3.0 Graphic Novels: General

[Select all](#) [Deselect all](#)

Author

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

Insert

Remove

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:
Type one or more keywords separated by spaces.

[Options](#)

Results:

Insert

Remove

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Y Children's, Young Adult & Educational Z Unclassifiable Select all Deselect all	S1 Language & Linguistics S10 Computing & IT S2 Philosophy & Psychology S3 Social Sciences S4 Management, Business, Economics & Industry S5 Law S6 Medicine S7 Mathematics & Sciences Select all Deselect all	F2.2 Science Fiction & Fantasy F2.3 Historical & Mythological Fiction F2.4 Horror & Ghost Stories F2.5 Romance & Sagas F2.6 Erotic Fiction F2.7 War Fiction F2.8 Westerns F3.0 Graphic Novels: General Select all Deselect
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Author

Keywords:

Type one or more keywords separated by spaces.

Options

Results:

Choice:

[Select all](#) [Deselect all](#)

Title

Keywords:

Type one or more keywords separated by spaces.

Options

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Format

[Select all](#) [Deselect all](#)

Date of Publication

From:

☒ Earliest date

To:

☒ Latest date

Choices:

[Select all](#) [Deselect all](#)

UK Libraries Chart

Market:
UK LibrariesVolume Total:
31,453

Position	ISBN	Title	Author	Imprint	Publisher Group	Volume	RRP	Format	Publ Date
1	9781473224346	What Abigail Did That Summer:A Rivers Of London Novella	Aaronovitch, Ben	Gollancz	Orion Grp	224	£12.99	BB Hardback	Mar 18, 2021
2	9781529100617	Project Hail Mary:From the bestselling author of The Martian	Weir, Andy	Del Rey	Random House Grp	116	£20.00	BB Hardback	May 4, 2021
3	9781785652509	Invisible Life of Addie LaRue,The	Schwab, V.E.	Titan Books	Titan Books Grp	109	£17.99	BB Hardback	Oct 6, 2020
4	9780006546061	Fahrenheit 451	Bradbury, Ray	Flamingo	HarperCollins Grp	102	£8.99	BC Paperback	Aug 16, 1993
5	9780340960196	Dune	Herbert, Frank	Hodder Paperback	Hodder & Stoughton Grp	99	£9.99	BC Paperback	Jul 16, 2015
6	9781780897431	Ready Player Two:The highly anticipated sequel to READY PLAYER ONE	Ciine, Ernest	Century	Random House Grp	98	£20.00	BB Hardback	Nov 24, 2020
7	9781473224322	October Man,The:A Rivers of London Novella	Aaronovitch, Ben	Gollancz	Orion Grp	92	£7.99	BC Paperback	Jun 11, 2020
8	9781408857861	Court of Thorns and Roses,A:A Court of Thorns and Roses	Maas, Sarah J.	Bloomsbury Publishing PLC	Bloomsbury Grp	91	£8.99	BC Paperback	May 5, 2015
9	9781473224315	October Man,The:A Rivers of London Novella	Aaronovitch, Ben	Gollancz	Orion Grp	90	£12.99	BB Hardback	Jun 13, 2019
10	9780007458424	Hobbit,The	Tolkien, J. R. R.	HarperCollinsChildren'sBooks	HarperCollins Grp	89	£7.99	BC Paperback	Jun 7, 2012
11	9780349428352	Lightning Game:Ghostwalker Novel	Feehan, Christine	Piatkus Books	Little, Brown Book Grp	88	£14.99	BC Paperback	Mar 2, 2021
12	9781408883358	Priory of the Orange Tree,The	Shannon, Samantha	Bloomsbury Publishing PLC	Bloomsbury Grp	87	£10.99	BC Paperback	Feb 6, 2020
13	9781408885147	Lost Future of Pepperharrow,The	Pulley, Natasha	Bloomsbury Publishing PLC	Bloomsbury Grp	87	£8.99	BC Paperback	Mar 18, 2021
14	9780349414966	Year One:Chronicles of The One	Roberts, Nora	Little, Brown Book Group	Little, Brown Book Grp	72	£8.99	BC Paperback	Oct 11, 2018
15	9781526602312	Court of Silver Flames,A:A Court of Thorns and Roses	Maas, Sarah J.	Bloomsbury Publishing PLC	Bloomsbury Grp	70	£16.99	BB Hardback	Feb 16, 2021
16	9780241473924	Absolute Book,The:'An INSTANT CLASSIC, to rank [with] masterpieces of	Knox, Elizabeth	Michael Joseph	Penguin Grp	68	£14.99	BB Hardback	Mar 18, 2021
17	9780349426815	Leopard's Rage:Leopard People	Feehan, Christine	Piatkus Books	Little, Brown Book Grp	68	£8.99	BC Paperback	Nov 10, 2020
18	9781473222427	Furthest Station,The:A PC Grant Novella	Aaronovitch, Ben	Gollancz	Orion Grp	66	£12.99	BB Hardback	Sep 28, 2017
19	9781473207837	Lies Sleeping:The Seventh Rivers of London novel:A Rivers of London no	Aaronovitch, Ben	Gollancz	Orion Grp	64	£8.99	BC Paperback	May 16, 2019
20	9781526623119	Kingdoms,The	Pulley, Natasha	Bloomsbury Publishing PLC	Bloomsbury Grp	63	£14.99	BB Hardback	May 27, 2021

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Sep 16, 2021

[Top](#)
[Page up](#)
[Page down](#)
[Bottom](#)

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Volume Total:
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10	9780007458424	Hobbit,The	Tolkien, J. R. R.	HarperCollinsChildren'sBooks	HarperCollins Grp	89	£7.99	BC Paperback	Jun 7, 2012
11	9780349428352	Lightning Game:Ghostwalker Novel	Feehan, Christine	Piatkus Books	Little, Brown Book Grp	88	£14.99	BC Paperback	Mar 2, 2021
12	9781408883358	Priory of the Orange Tree,The	Shannon, Samantha	Bloomsbury Publishing PLC	Bloomsbury Grp	87	£10.99	BC Paperback	Feb 6, 2020
13	9781408885147	Lost Future of Pepperharrow,The	Pulley, Natasha	Bloomsbury Publishing PLC	Bloomsbury Grp	87	£8.99	BC Paperback	Mar 18, 2021
14	9780349414966	Year One:Chronicles of The One	Roberts, Nora	Little, Brown Book Group	Little, Brown Book Grp	72	£8.99	BC Paperback	Oct 11, 2018
15	9781526602312	Court of Silver Flames,A:A Court of Thorns and Roses	Maas, Sarah J.	Bloomsbury Publishing PLC	Bloomsbury Grp	70	£16.99	BB Hardback	Feb 16, 2021
16	9780241473924	Absolute Book,The:'An INSTANT CLASSIC, to rank [with] masterpieces of	Knox, Elizabeth	Michael Joseph	Penguin Grp	68	£14.99	BB Hardback	Mar 18, 2021
17	9780349426815	Leopard's Rage:Leopard People	Feehan, Christine	Piatkus Books	Little, Brown Book Grp	68	£8.99	BC Paperback	Nov 10, 2020
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20	9781526623119	Kingdoms,The	Pulley, Natasha	Bloomsbury Publishing PLC	Bloomsbury Grp	63	£14.99	BB Hardback	May 27, 2021

UK Libraries Chart

Market:
UK Libraries

Volume Total:
31,453

Position	ISBN	Title	Author	Imprint	Publisher Group	Volume	RRP	Format	Publ Date
1	9781473224346	What Abigail Did That Summer:A Rivers Of London Novella	Aaronovitch, Ben	Gollancz	Orion Grp	224	£12.99	BB Hardback	Mar 18, 2021
2	9781529100617	Project Hail Mary:From the bestselling author of The Martian	Weir, Andy	Del Rey	Random House Grp	116	£20.00	BB Hardback	May 4, 2021
3	9781785652509	Invisible Life of Addie LaRue,The	Schwab, V.E.	Titan Books	Titan Books Grp	109	£17.99	BB Hardback	Oct 6, 2020
4	9780006546061	Fahrenheit 451	Bradbury, Ray	Flamingo	HarperCollins Grp	102	£8.99	BC Paperback	Aug 16, 1993
5	9780340960196	Dune	Herbert, Frank	Hodder Paperback	Hodder & Stoughton Grp	99	£9.99	BC Paperback	Jul 16, 2015
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UK Libraries Chart

Market:
UK LibrariesTitle Count:
6142

Position	ISBN	Title	Author	Imprint	Publisher Group	Volume	RRP	Format	Publ Date
1	9781473224346	What Abigail Did That Summer:A Rivers Of London Novella	Aaronovitch, Ben	Gollancz	Orion Grp	224	£12.99	BB Hardback	Mar 18, 2021
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Welcome to the UK Library Market (Period)

Quick-launch Timeline

Run a Current Period and Lifetime Timeline:



Enter An Isbn Into The Prompt And Click Finish



A Volume and Value Summary for the Current Period and a Lifetime Sales Analysis will appear

Enter ISBN

Finish

Title Level Reports

Period

Name

- Top 5000 Period Chart
- Top 100 Period Author Chart
- Top 5000 Rolling 12wk Chart
- UK Libraries Chart
- UK Libraries Author Chart
- UK Libraries Timeline
- UK Libraries Trended Timeline
- LibScan Processing Periods

Author

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

ISBN13 (Maximum 1000)

9781529068177

Choices:

[Select all](#) [Deselect all](#)

Select Time Period

Start Period

End Period

Start Qtr

End Qtr

Select a Year

Latest Reporting Period

Latest Reporting Quarter

Rolling 12 Week

Moving Annual Total

This Period Last Year

Author

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

ISBN13 (Maximum 1000)

9781529068177

Choices:

[Select all](#) [Deselect all](#)

Select Time Period

Start Period	
Start Qtr	

End Period	
End Qtr	

Select a Year	Year
Latest Reporting Period	UKL Current Reporting Period
Latest Reporting Quarter	UKL Current Reporting Qtr
Rolling 12 Week	UKL Rolling 12 Week
Moving Annual Total	UKL MAT
This Period Last Year	UKL Current Period Last Year

Author

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

Choice:

[Select all](#) [Deselect all](#)

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Select a Year

 ▾

Latest Reporting Period

 ▾

Latest Reporting Quarter

 ▾

Rolling 12 Week

 ▾

Moving Annual Total

 ▾

This Period Last Year

 ▾

Author

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

▲

▼

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

Title

Keywords:

Type one or more keywords separated by spaces.

[Options](#) ▾

Results:

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▼

Choice:

[Select all](#) [Deselect all](#)

[Select all](#) [Deselect all](#)

ISBN13 (Maximum 1000)

▲

▼

Choices:

9781529068177

[Select all](#) [Deselect all](#)

Select Time Period

Start Period

Start Qtr

End Period

End Qtr

Select a Year

Year ▾

Latest Reporting Period

UKL Current Reporting Period ▾

Latest Reporting Quarter

UKL Current Reporting Qtr ▾

Rolling 12 Week

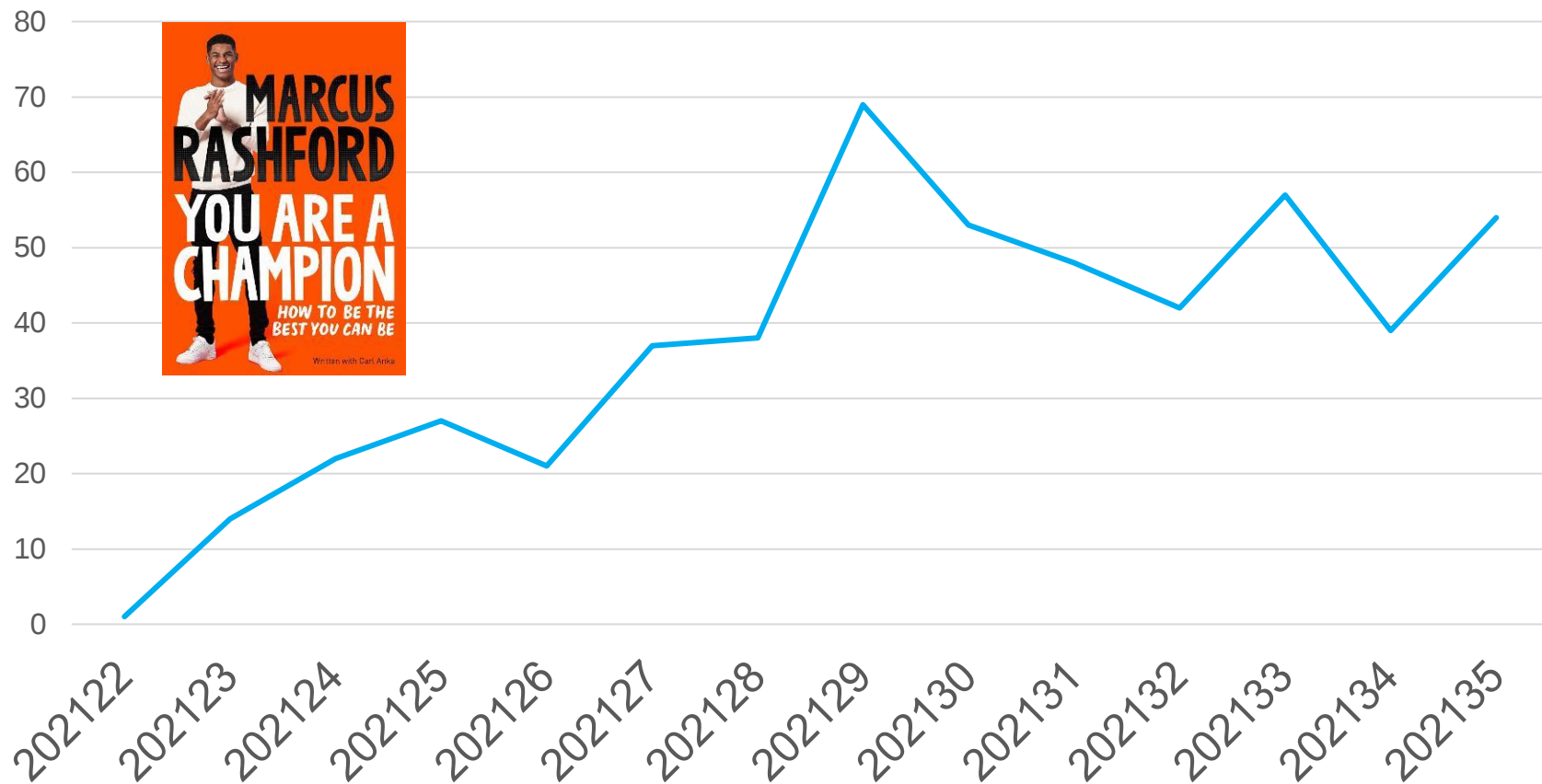
UKL Rolling 12 Week ▾

Moving Annual Total

UKL MAT ▾

This Period Last Year

UKL Current Period Last Year ▾



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.

The end!

OPTIONAL FOLLOW UP TASK

How being informed about the trade and loan market trends and performance can aid with your stocking decisions

Optional task to do after the session

Requirements: a license for LibScan via <https://online.nielsenbookscan.net/> (obtained only if your library is a LiBScan participant)

Task:

You have noticed that your library users are borrowing more computer guides. Using LibScan extract a chart of your library's most loaned computer-related titles for the year to date and compare them to the books loaned across the whole libraries panel. For the latter case also look at the same chart of YTD for the prior year.

What can you conclude from these charts about what books you should be stocking? Do you believe your library has thorough enough coverage of the category or is it dominated by only a few titles? Are there any titles that you should be stocking to cover any shortfalls?

If you would like to have feedback on your findings then please email no more than 300 words to: hazel.kenyon@nielseniq.com with the subject: **Data driven Librarian: LibScan task** and we will aim to get back to all of you.

THANK YOU

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