

# NPD BookScan

## An Overview of the NPD BookScan System

**April 2017**

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# NPD BookScan

The world's first and largest continuous sales monitoring service

- The NPD BookScan™ panel covers approximately 85% of the U.S. trade physical book market.
- In an average week over 500,000 different ISBNs are tracked, selling approximately 14 million units from 16,000 locations.
- Data is accessed through a subscription-only, proprietary website; data is refreshed every Wednesday morning.



# NPD BookScan Data Suppliers



ABA Independent  
Bookstores



# NPD BookScan U.S. Reporting Panel

## Retail and Club

Amazon.com	CEORead.com	Independent Bookstores*	Parable
Barbara's Bookstores	CNI	Hudson Group	Powells.com
Barnes & Noble	Cokesbury.com	Lifeway	Premiere Collectibles
Books-A-Million	Cornerstone	Mardel	Rabbitroom.com
BooksAMillion.com	Costco	MicahTek, Inc.	Sam's Club
B&N.com	Deseretbooks.com	Musictoday.com	Seagull Books
BJs	Deseret Book Company	NBC.com	Target.com
CatholicCompany.com	Follett Stores**	One World Enterprises	

## Mass Merchandisers and Other

AAFES	ShopRite
Babies "R" Us	Starbucks
H.E.B.	Stop & Shop
Home Shopping Network	SuperValu
K-Mart	Target
Kroger	Toys "R" Us
Meijer	Walmart
QVC	Wegmans

\* Weighted | \*\* Census (Trade)

# Make Smarter Decisions with NPD BookScan

“You can’t improve what you can’t measure”

Identify publishing/acquisition opportunities and strategies

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Sell more books with competitive data and category trends

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Increase marketing ROI

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Distribute in optimal regions and geographic areas

Track market share by category, book, and more

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Forecast / manage inventory and print runs more accurately

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Minimize returns – increase profitability

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Validate and clean up bibliographic information, leading to greater discoverability

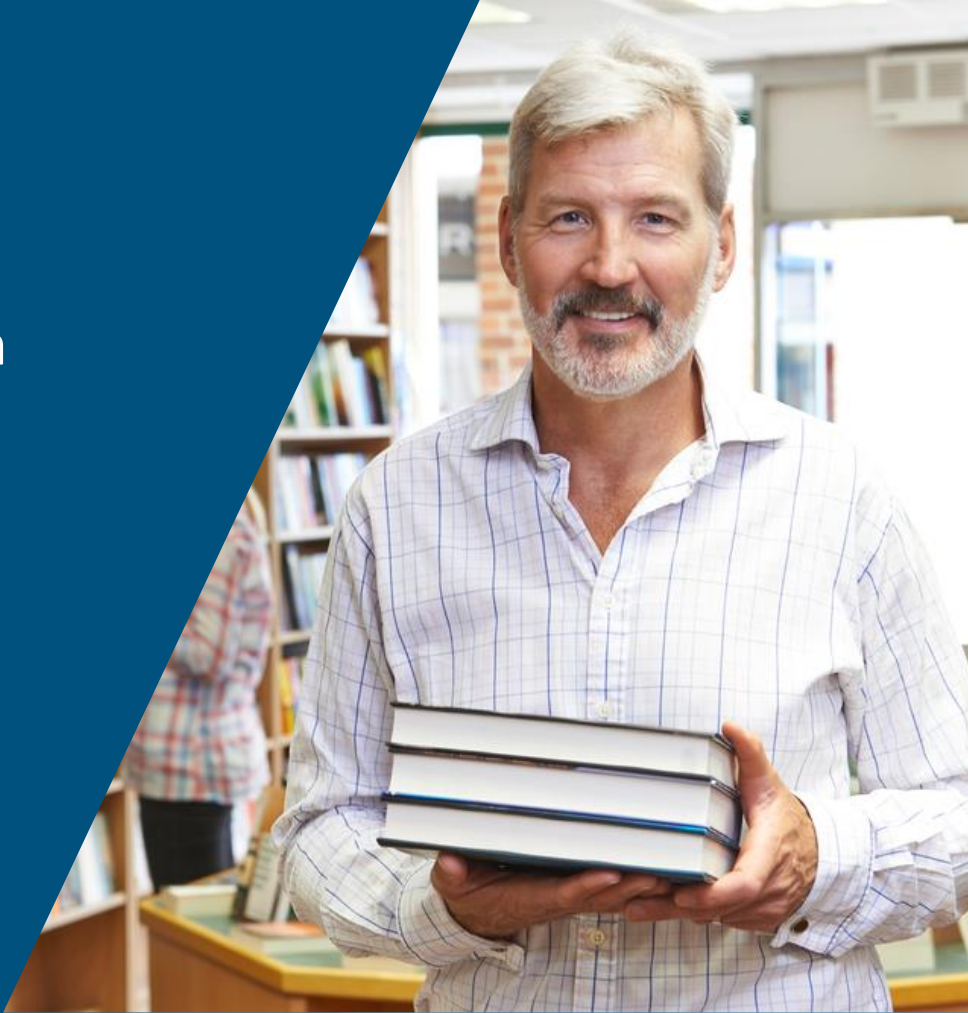
# What is Not Included in NPD BookScan

- NPD BookScan does not include sales direct to institutions such as schools, university libraries, public libraries, or book clubs
- Although NPD BookScan partners with wholesalers for data, wholesale and jobber shipments to bookstores are not measured by NPD BookScan
- Corporate, premium, export, and some specialty retail sales are not part of the NPD BookScan panel
- E-books and digital downloads (audio, et al) are tracked through a separate NPD system: NPD PubTrack Digital™
- Publishers' direct-to-consumer measurement is in development



# Additional Books POS Systems

- Barnes & Noble NPD BookScan
- Walmart NPD BookScan
- Target NPD BookScan
- NPD PubTrack Digital™
- NPD PubTrack Higher Ed™
- NPD PubTrack Christian™





# SAMPLE ONLINE REPORTING

# NPD BookScan Summary Report

## National sales summary

Subject Group: All Format: All Price Point: All	Number of Units Sold in Thousands							
	Current Year					Prior Year		
	Week End 03/4/12	% CHG	Week End 02/26/12	YTD	% CHG	Week End 03/06/11	% CHG	YTD
<b>Total</b>	<b>10,422</b>	<b>-0</b>	<b>10,447</b>	<b>94,486</b>	<b>-16</b>	<b>12,981</b>	<b>-20</b>	<b>112,220</b>
<b>Store Strata</b>								
Retail and Club	8,829	-1	8,922	83,187	28	7,936	11	65,102
Mass Merchandisers and Other	1,593	4	1,526	11,299	-75	4,697	-66	44,501
Non-Traditional	0		0	0	-100	349	-100	2,617
<b>Geographic Region</b>								
Northeast	662	-7	710	6,268	-19	868	-24	7,773
Middle Atlantic	1,518	0	1,517	13,762	-16	1,862	-18	16,348
East North Central	1,503	4	1,452	13,099	-16	1,897	-21	15,557
West North Central	652	-3	671	6,014	-13	828	-21	6,923
South Atlantic	1,947	-0	1,954	17,722	-16	2,406	-19	21,060
South Central	1,422	-0	1,428	13,087	-8	1,575	-10	14,166
Mountain	840	0	838	7,541	-18	1,086	-23	9,219
Pacific	1,878	0	1,877	16,993	-20	2,459	-24	21,172
<b>Geographic Place</b>								
City	3,648	-1	3,668	33,076	-17	4,676	-22	40,060
Suburb	4,069	0	4,068	36,666	-18	5,213	-22	44,657
Rural	2,705	-0	2,711	24,745	-10	3,092	-13	27,503
<b>Vintage</b>								
Current	4,156	-0	4,174	38,708	-19	5,208	-20	47,629
Backlist	6,265	-0	6,274	55,778	-14	7,773	-19	64,591

This aggregated report reflects all sales in NPD BookScan for a sample week. Additional Summary Reports are also created for other subjects, including adult fiction, adult non-fiction, juvenile fiction, juvenile non-fiction, and other.

# NPD BookScan Summary Report

## Category summary

Format: All Price Point: All	Number of Units Sold in Thousands							
	Current Year					Prior Year		
	Week End 03/4/12	% CHG	Week End 02/26/12	YTD	% CHG	Week End 03/06/11	% CHG	YTD
<b>Total</b>	<b>10,422</b>	<b>0</b>	<b>10,447</b>	<b>94,486</b>	<b>-16</b>	<b>12,981</b>	<b>-20</b>	<b>112,220</b>
<b>Adult Fiction</b>								
Classics	105	-1	106	1,125	-23	151	-30	1,459
Occult/Psychological/Horror	53	-9	58	526	-15	82	-35	618
Religion	52	4	50	469	-12	67	-22	530
Fantasy	147	-4	153	1,278	-34	330	-55	1,927
Science Fiction	77	7	72	660	-28	112	-31	915
Suspense/Thrillers	326	-9	357	3,085	-13	354	-8	3,537
Action Adventure	65	23	53	532	4	69	-6	511
Graphic Novels	121	-2	124	1,109	-37	219	-45	1,773
Western	21	0	21	185	-43	37	-43	322
Mystery/Detective	325	-8	355	2,804	0	334	-3	2,794
Romance	484	34	362	3,602	-32	670	-28	5,326
General Fiction	617	1	610	5,519	-32	992	-38	8,131
<b>Total Adult Fiction</b>	<b>2,392</b>	<b>3</b>	<b>2,322</b>	<b>20,896</b>	<b>-25</b>	<b>3,417</b>	<b>-30</b>	<b>27,844</b>

**Additional Category Summary Reports are also created within broader subjects, including:**  
adult non-fiction, fiction, juvenile fiction, juvenile non-fiction, and other

# NPD BookScan Marketing Report

## Units sold – publisher/subject group summary

Format: All	Total				
	TW	% CHG	LW	YTD	YTD Last Year
<b>Total</b>	<b>10,421,737</b>	<b>0</b>	<b>10,447,342</b>	<b>94,486,278</b>	<b>112,220,098</b>
Random House	1,969,108	-3	2,027,661	14,991,130	17,869,954
Penguin Group USA	933,018	-2	954,600	8,924,127	11,263,682
DK Publishing	135,090	-4	140,552	1,093,580	1,281,086
<b>Total Penguin Group (USA)</b>	<b>1,068,108</b>	<b>-2</b>	<b>1,095,152</b>	<b>10,017,707</b>	<b>12,544,768</b>
HarperCollins Publishers	676,301	-6	717,276	6,319,516	8,468,005
Hyperion from 07/15/07	26,007	11	23,486	243,877	360,615
Disney from 07/15/07	104,990	-6	112,233	904,167	1,276,190
<b>Total HarperCollins</b>	<b>807,298</b>	<b>-5</b>	<b>852,995</b>	<b>7,467,560</b>	<b>10,104,810</b>
Simon & Schuster	754,423	-2	766,911	6,866,078	8,267,545
<b>Total Simon &amp; Schuster</b>	<b>754,423</b>	<b>-2</b>	<b>766,911</b>	<b>6,866,078</b>	<b>8,267,545</b>
<b>Hachette Book Group ****</b>	<b>518,959</b>	<b>3</b>	<b>503,110</b>	<b>4,544,979</b>	<b>5,593,681</b>
Macmillan	519,691	5	493,096	4,723,474	5,688,255
Scholastic	594,139	12	528,183	4,119,580	2,931,118
Harlequin Books Inc	194,666	34	144,936	1,390,945	2,037,234
John Wiley and Sons	205,001	-2	209,571	2,080,257	2,617,303

This report includes the top 50 publishers. Additional views include:  
subject, category, frontlist / backlist

# NPD BookScan Marketing Report

## Market share by publisher/subject group

Format: All	Level	Total	Adult Non-Fiction	Adult Fiction	Juvenile Non-Fiction	Juvenile Fiction	Other	Current	Backlist
<b>Total</b>		<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>
<b>Publisher</b>									
Random House	1	18.89	11.75	22.53	19.39	27.99	6.32	17.09	20.09
Penguin Group USA	2	8.95	5.25	17.54	6.66	8.37	3.97	10.52	7.91
DK Publishing	2	1.30	0.96	0.02	8.44	1.27	0.07	1.26	1.32
<b>Total Penguin Group (USA)</b>	<b>1</b>	<b>10.25</b>	<b>6.21</b>	<b>17.56</b>	<b>15.11</b>	<b>9.64</b>	<b>4.04</b>	<b>11.79</b>	<b>9.23</b>
HarperCollins Publishers	2	6.49	4.23	7.22	3.93	10.13	4.25	6.84	6.26
Hyperion from 07/15/07	2	0.25	0.48	0.24	0.02	0.00	0.06	0.33	0.20
Disney from 07/15/07	2	1.01	0.07	0.05	0.77	3.36	0.20	0.94	1.05
<b>Total HarperCollins</b>	<b>1</b>	<b>7.75</b>	<b>4.78</b>	<b>7.51</b>	<b>4.71</b>	<b>13.50</b>	<b>4.50</b>	<b>8.10</b>	<b>7.51</b>
Simon & Schuster	2	7.24	5.89	11.19	2.44	7.42	4.74	9.12	5.99
<b>Total Simon &amp; Schuster</b>	<b>1</b>	<b>7.24</b>	<b>5.89</b>	<b>11.19</b>	<b>2.44</b>	<b>7.42</b>	<b>4.74</b>	<b>9.12</b>	<b>5.99</b>
<b>Hachette Book Group ****</b>	<b>1</b>	<b>4.98</b>	<b>3.35</b>	<b>11.84</b>	<b>1.10</b>	<b>2.86</b>	<b>2.54</b>	<b>8.06</b>	<b>2.94</b>
Macmillan	1	4.99	4.08	8.83	5.90	3.43	0.97	6.76	3.81
Scholastic	1	5.70	0.01	0.00	5.67	19.26	2.89	3.12	7.41
Harlequin Books Inc	1	1.87	0.06	7.93	0.00	0.09	0.00	4.25	0.29
John Wiley and Sons	1	1.97	4.97	0.00	0.23	0.00	0.11	1.95	1.98

This is a variation on the previous report and is based on market share. Additional views include categories within adult fiction, adult non-fiction, juvenile fiction, juvenile non-fiction, and other

# NPD BookScan Bestseller Reports

## Overall bestseller list

Publisher	Title	ISBN	Author	Pub	Price	TW Sales	% Change	LW Sales	YTD Sales
Scholastic	The Hunger Games	9780439023528	Suzanne Collins	07/01/10	8.99	112,853	38	81,732	688,705
Scholastic	Catching Fire	9780439023498	Suzanne Collins	09/01/09	17.99	76,036	22	62,269	485,930
Scholastic	Mockingjay	9780439023511	Suzanne Collins	08/01/10	17.99	61,244	17	52,380	406,265
Random House	The Lorax	9780394823379	Dr. Seuss	08/01/71	14.95	51,541	64	31,501	110,273
Simon & Schuster	Lone Wolf	9781439102749	Jodi Picoult	02/01/12	28.00	38,586	999	261	39,492
Random House	Green Eggs and Ham: 50th Anniversary Edition	9780394800165	Dr. Seuss	08/01/60	8.99	34,937	-18	42,646	109,180
Scholastic	The Hunger Games	9780545425117	Suzanne Collins	02/01/12	12.99	32,064	33	24,127	95,146
Random House	The Girl Who Kicked the Hornet's Nest	9780307742537	Stieg Larsson	02/01/12	9.99	28,306	-26	38,268	67,414
Random House	One Fish Two Fish Red Fish Blue Fish	9780394800134	Dr. Seuss	03/01/60	8.99	28,257	-26	37,937	90,027
Random House	The Girl Who Kicked the Hornet's Nest	9780307454560	Stieg Larsson	02/01/12	15.95	27,736	-41	47,192	79,905

This is a condensed version of the Overall Weekly Bestseller List. Full reporting includes 100 lines, weeks on list, imprint, LW rank, and TW rank. Additional Subject Lists include adult fiction, adult non-fiction, juvenile fiction, juvenile non-fiction. Lists also exist for NPD BookScan's 48 proprietary category breakouts.

# NPD BookScan Category Bestseller Reports

## Adult Non-fiction

- Art/Architecture/Design/Photography
- Biography/Autobiography/Memoir
- Business/Economics
- Cooking/Entertaining
- Computers
- Crafts/Hobbies/Antiques/Games
- Health/Fitness/Medicine/Sports
- History/Law/Political Science
- House and Home/Gardening
- Humor
- Performing Arts
- Reference
- Religion/Bibles
- Self Help
- Travel
- General Non-Fiction

## Adult Fiction

- Classics
- Occult/Psychological/Horror
- Religion
- Fantasy
- Science Fiction
- Suspense/Thrillers
- Action Adventure
- Graphic Novels
- Western
- Mystery/Detective
- Romance
- General Fiction

## Juvenile Non-fiction

- Animals
- Biographies/Autobiographies
- Concepts
- Education/Reference/Language
- Games/Activities/Hobbies
- History/Sports/People/Places
- Holidays/Festivals/Religion
- Social Situations/Family/Health

## Juvenile Fiction

- Animals
- Classics
- Concepts
- Science Fiction/Fantasy/Magic
- History/Sports/People/Places
- Holidays/Festivals/Religion
- Social Situations/Family/Health
- General

## Young Adult Non-fiction

- Biographies/Autobiographies
- Education/Reference/Language
- Games/Activities/Hobbies
- History/Sports/People/Places
- Holidays/Festivals/Religion
- Social Situations/Family/Health
- General

## Young Adult Fiction

- Supernatural/Horror
- Science Fiction/Fantasy/Magic
- History/Sports/People/Places
- Holidays/Festivals/Religion
- Social Situations/Family/Health
- General

# NPD BookScan Title Reports

## National Sales



# NPD BookScan Title Reports



Switch to other report views

# NPD BookScan Geographic Reporting

## Marketing and title reporting

Marketing: Units Sold-DMA/Category Summary

Week Ending: 33 08/19/2012 Format: All

Subject Group: Adult Non-Fiction	Total					Art/Architecture/Design			
	DMA	TW	% CHG	LW	YTD	Prior Year	TW	% CHG	LW
<b>Total</b>		<b>4,509,773</b>		<b>6,426,875</b>	<b>138,252,781</b>	<b>164,992,454</b>	<b>101,627</b>		<b>-1,102,478.3</b>
New York, NY		348,358	1	345,738	11,740,581	14,189,873	12,250	-4	12,815
Los Angeles, CA		229,158	5	217,923	7,369,771	9,371,966	6,900	-4	7,176
Chicago, IL		145,503	7	136,290	4,328,656	5,947,790	3,222	5	3,058
Philadelphia, PA		128,029	5	122,293	3,918,719	4,872,352	2,698	0	2,703
SF-Oakland-San Jose		152,932	4	147,324	4,961,614	6,196,293	4,862	2	4,781
Boston, MA		147,404	-1	148,737	4,639,027	5,674,575	3,864	-10	4,280
Dallas-Ft. Worth, TX		90,324	1	89,206	2,864,928	3,169,377	1,751	-2	1,781
Detroit, MI		59,231	6	55,886	1,896,035	2,709,234	1,065	2	1,044
Washington, DC		148,310	2	145,057	4,627,343	6,129,925	2,985	-5	3,152
Houston, TX		78,782	8	72,864	2,524,807	2,764,089	1,479	-17	1,775

Title Report: DMA Sales

Title: THE FRIDAY NIGHT KNITTING CLUB  
 Author: JACOBS KATE  
 Format: Trade Paperback  
 Publisher: PENGUIN GROUP USA  
 Imprint: BERKLEY PUBLISHING GROUP

Subject Group: Adult Fiction  
 Category: Romance  
 Publish Date: 2008-01-01  
 ISBN-13: 9780425219096  
 Bisac Code: FIC027020  
 Price: 14.00

Release To Date Sales

	Units	% T
Retail & Club:	500,083	
Mass Merchandisers & Other:	413,911	
Non-Traditional:	17,897	
<b>Total</b>	<b>931,891</b>	

Week Ending: 33 08/19/2012 Strata: All Weeks:

DMA	WK End	% CHG	RK	WK End
	08/19/12			08/12/12

Unit sales broken out by Designated Market Area (DMA) available on individual ISBN level and industry level reports.

# NPD BookScan Geographic Index Reports

## Marketing and title reporting

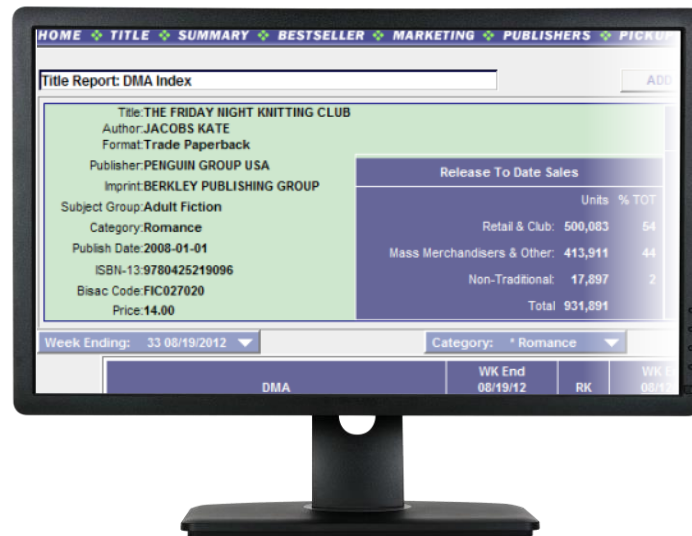


Marketing: Category Index Category Summary

Week Ending: 33 08/19/2012

Subject Group: Adult Non-Fiction DMA	Total	Art Architecture Design Photography	Biography Autobiography Memoir	Business Economics	Cooking Entertainment
New York, NY	8.49	153	110	104	
Los Angeles, CA	5.33	136	98	101	
Chicago, IL	3.13	98	112	123	
Philadelphia, PA	2.83	92	108	111	
SF-Oakland-San Jose	3.59	138	92	122	
Boston, MA	3.36	112	114	108	
Dallas-Ft. Worth, TX	2.07	81	92	125	
Detroit, MI	1.37	86	102	100	
Washington, DC	3.35	91	95	128	
Houston, TX	1.83	92	90	115	

Category Index Reports show the relative performance of subject groups and categories in a specific DMA.



Title Report: DMA Index

Title: THE FRIDAY NIGHT KNITTING CLUB  
Author: JACOBS KATE  
Format: Trade Paperback  
Publisher: PENGUIN GROUP USA  
Imprint: BERKLEY PUBLISHING GROUP

Release To Date Sales	
	Units % TOT
Retail & Club:	500,083 54
Mass Merchandisers & Other:	413,911 44
Non-Traditional:	17,897 2
<b>Total</b>	<b>931,891</b>

Subject Group: Adult Fiction  
Category: Romance  
Publish Date: 2008-01-01  
ISBN-13: 9780425219096  
Bisac Code: FIC027020  
Price: 14.00

Week Ending: 33 08/19/2012 Category: \* Romance

DMA	WK End	RK	WK
DMA	08/19/12	RK	08/12

Title DMA Index Reports show how a title is performing relative to other titles of like genres in a specific DMA.

# What is Query?

“Query” is a highly functional search engine enabling users to pull a wide range and depth of book data

Among the many advantages of adding this feature to your existing NPD BookScan account are the following:



Ability to analyze data from other publishers in detail (competitive analysis)



Identification of industry trends over any time period (e.g., quarter, year, range of weeks, etc.) and on any level (e.g., BISAC, publisher, format, etc.)



In-depth perspective into what is driving a particular subject group or BISAC

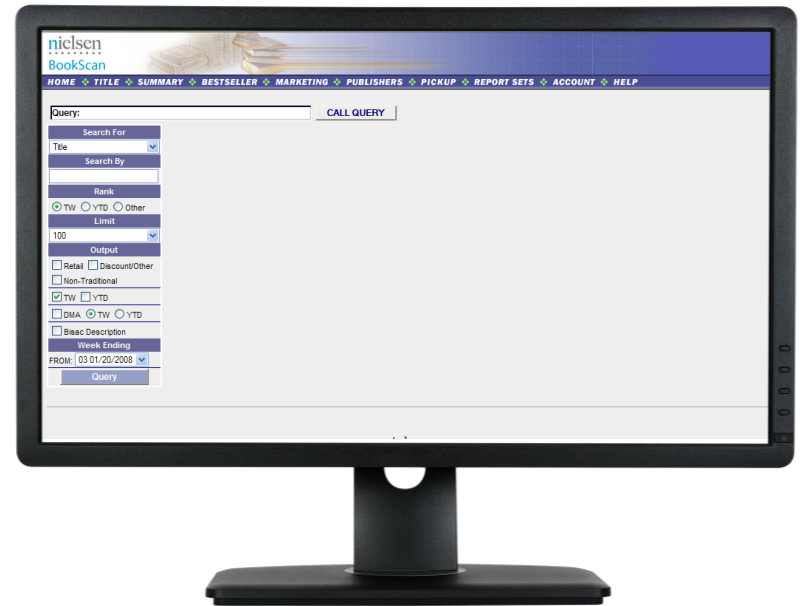


Dissect sales at the store strata and/or DMA level

# What Are My Query Search Options?

Users can select from the following criteria for their Query reports:

- Search by **BISAC**, **subject group**, **publisher**, **format**, and more
- Select any date range between **January 2004** and **current week**
- Rank by **TW**, **YTD**, or specified **time period**
- Output data by **TW** and/or **YTD**
- Pull up to **10,000 titles** deep
- Breakout sales by **retail and club**, and **mass merchandisers and other**
- View every **ISBN** at the **DMA** level



# Thank you

Apparel  
Appliances  
Automotive  
Beauty  
Consumer Electronics  
Diamonds  
E-commerce  
Entertainment  
Fashion Accessories  
Food Consumption  
Foodservice  
Footwear  
Home  
Mobile  
Office Supplies  
Retail  
Sports  
Technology  
Toys  
Video Games  
Watches / Jewelry