

**Nielsen
BookData**

Nielsen BookScan for Australian retailers

FAQs

2022



Retailers who contribute sales data to Nielsen BookScan can monitor market share each week in order to see how their leading titles compare to the overall market and to identify popular titles that they may not be stocking.

Nielsen BookScan allows retailers to verify their sales by category to spot strengths and weaknesses; monitor consumer trends by category, format or price point; and make improvements to inventory and subsequent turnover.

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1. WHAT DOES THE NIELSEN BOOKSCAN SERVICE ACTUALLY DO?

- The Nielsen BookScan service provides a continuous market measurement of Australian retail book sales based upon electronic sales data analysis. Information is collected from bookshops and internet retailers on books sold, in what quantity and at what price. The data is validated and analysed to produce bestseller lists, price and imprint comparisons, backlist analyses and other essential information such as distribution and stock levels for booksellers and publishers.
- The information comes directly from bookshop EPoS systems; therefore, the data is highly accurate.
- Every title sold is tracked not just the fast sellers or 'Top 50s'.
- Top 5,000 title charts for the previous week (Sun to Sat) are produced each Thursday morning.
- Statistics are by volume, by value and actual selling prices, so the effect of pricing and discounting on sales can be measured.
- Titles can be consolidated to imprint and publisher levels, or by genre, giving an accurate picture of market shares, both within sector and trended over time.

2. HOW DOES THE NIELSEN BOOKSCAN SERVICE WORK?

- Participating shops send an electronic copy of their day end sales files direct to Nielsen BookScan from their EPoS system.
- The process can be incorporated into the regular end of day procedures. It doesn't affect the bookshop's operations and there is no cost to the bookseller.
- Only 5 pieces of information are picked up: ISBN, quantity sold, actual selling price, date of sale and a shop identifier. In the case of online booksellers, we also collect the transaction postcode.

- Data is matched to the Nielsen BookData bibliographic database and checked for validity and quality, initially by computer comparisons and then by our experienced staff, before being processed.
- Our product measurement covers print books and books on tape/CD (spoken word), considers customer returns and screens out non-book information.
- All data is held in strictest confidence.

3. WHO CAN CONTRIBUTE?

- In a typical week, Nielsen BookScan collects over A\$24m worth of book sales from the Australian Book Market (ABM) panel.
- Any shop can contribute, provided it has a suitable EPoS or stock control system where books are scanned at the till and data can be delivered electronically on a daily or weekly basis.
- Contributing major chains provide data from 100% of their outlets.
- Weighting, when applied, is only to provide a more accurate independent picture (since not all independents can send data electronically) and with an average weighting of 1.1, we are able to provide an accurate picture the retail sector.
- While the ideal would be to have every bookshop, statisticians are used to evaluating, weighting and analysing data from samples. By comparison, public opinion polls often make assertions on data gathered from less than 0.01% of the population.

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4. WHAT IS THE AUSTRALIAN BOOK MARKET (ABM)?

- The Australian Book Market (ABM) includes all major chains, independents, supermarkets, museums, plus Internet, academic, travel and other specialist sites.
- It was launched in December 2002 and has had expansions on several occasions since then.
- The ABM now covers over 90% of all retail book purchases in Australia.

5. HOW ACCURATE IS THE DATA?

- Nielsen BookScan has the most comprehensive data in the industry. It represents over 1,500 outlets Australia-wide. Our ability to monitor the seasonal sales patterns in our panel is highly accurate. Our data is sensitive enough to pick up the influence of Mother's Day, Valentine's Day or literary prize nominations/award winners.
- Within our panel, we know how many copies of each title were purchased, the average/actual price and therefore, the market share of the publishers whose books were sold during a specified time period.
- As a retailer, your exact market share of any given title or genre can be calculated – but only by you.
- We know the top selling titles at any time, and by how much each is outselling the others. Equally, we know which imprints are dominant in each sector and by how much. In many cases booksellers and publishers have a 'gut feel' about the state of the market. The Nielsen BookScan service quantifies this.

6. WHO REALLY NEEDS THAT MUCH DETAIL?

- Nielsen BookScan data is delivered in an easy-to-understand web-based format allowing you to filter as much or as little detail as you need.
- Retailers can make effective decisions to maintain the most appropriate stock range in store and reduce costs of returns and irrelevant orders.

- Publishers can make effective decisions on reprints or distribution with early and accurate information on how many copies have actually sold to customers (sell-in) and at what discount level.

7. WHO PAYS FOR IT?

- Participating retailers pay no fees. As panel members, you are entitled to receive standard, comprehensive & repeat data for free in return for giving Nielsen Book Research access to your individual sales data. Panel members can also purchase additional services. Non-participating retailers cannot purchase data.
- Participating retailers receive their regular weekly charts via special analysis software, accessible from the Internet.
- Our income is derived mainly from publishers, media subscriptions, and a growing number of retailers who recognise the scope and value of the information and choose to pay for additional data to help grow their business.

8. WHY SHOULD A BOOKSHOP JOIN THE NIELSEN BOOKSCAN PANEL?

In return for allowing access to your sales data, you receive valuable information to help you to:

- Spot potential bestsellers early and cross-check against the top selling titles in your shop
- Measure your performance against the market
- Provide a common language for conversations with publishers and wholesalers
- Spot discounting trends
- Verify top selling titles by category
- Help with Core Stock ranges
- Reduce returns and administration costs.

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9. HOW DO I FIND OUT MORE ABOUT THE NIELSEN BOOKSCAN SERVICE?

Contact us at: Nielsen BookScan Australia
1402/100 Walker Street, North Sydney NSW 2060 Australia
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Email: infobookscaus@nielseniq.com
Website: www.nielsenbook.com.au

PARTICIPATING PANEL OF RETAILERS

Amazon.com.au	Kmart
AngusRobertson.com.au	Koorong
Lagardere/AWPL	LS Travel
Berkelouw / Book Face	Myer
Big W	QBD Books
Bookdepository.com	Readings
Booktopia.com.au	Robinsons Bookshop
Boomerangbooks.com.au	Sanity
Collins Booksellers	Target
David Jones	TheNile.com.au
Dymocks	WH Smith
Harry Hartog	Woolworths supermarkets
Hillsong	Zookal.com.au
Kinokuniya	

General Independent retailers (a weighted sample of Independents used to represent general independent bookshops selling books in Australia)

Specialist Independent retailers (unweighted)

Academic Independent retailers (unweighted)

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookScan is a Nielsen BookData service. BookScan is the world's largest continuous sales analysis service and operates in 11 countries and 4 continents.

Retail sales information is collected at the point of sale from thousands of outlets in the UK, Ireland, Australia, South Africa, Italy, Spain, New Zealand, India, Mexico, Brazil and Poland.

Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. Nielsen PubTrack Digital Australia and New Zealand collects eBook sales data directly from publishers to provide a true and complete picture of eBook sales in Australia and New Zealand across participating publishers.

The company is wholly owned by NielsenIQ. For more information, please visit: www.nielsenbook.com.au

About Nielsen BookScan

Nielsen BookScan is the international continuous sales data monitoring and analysis service for the English-language book industry worldwide.

The service tracks more than 90% of general retail sales within Australia on a weekly basis including Chains, Online, Discount and Department Stores, as well as large and small independents.

Nielsen BookScan Australia monitors end-user consumer sales from a panel of book retailers - enabling detailed and highly accurate sales information on which books are selling, and at what price, to be available to the book trade.

Nielsen BookScan Australia collects total transactional data at the point of sale directly from tills and despatch systems of all the major book retailers, discount department stores, online stores and a weighted representation of independent stores. In a typical week Nielsen BookScan Australia collects over 130,000 different titles representing more than \$20 million. It has been estimated that Nielsen BookScan's retailer coverage is approximately 90% of Australian book trade sales (\$) representing sales from more than 1500 retailer outlets.

Nielsen BookScan is the definitive Australian book market information for retailers, publishers, libraries, library suppliers, agents, authors and the media.

Further information:

View the Nielsen BookData Research services brochure:
[Nielsen Book Data Research Brochure 2022 : Nielsen Book Data
Research Brochure 2022 - Book2look](#)

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