

Nielsen BookData

NIELSEN BOOKDATA AUSTRALIA

SYDNEY, 3rd June 2022 – According to Nielsen BookData, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry,

“Nielsen BookData continues to expand the PubTrack Digital Australia & New Zealand service, the first regular and accurate measurement tool for Australian and New Zealand eBook sales and is delighted to welcome Allen & Unwin to the panel of participating publishers as of 1 July 2022. Allen & Unwin will enter the eBook measurement panel with Australian and New Zealand historical data to January 2012 to align with existing records.

Nielsen BookData continue to welcome expressions of interest from publishers who are able to supply eBook sales data in order to evolve this essential service for our industry. Please contact the PubTrack Digital team at pubtrack.anz@nielseniq.com to start this conversation.

We are pleased to release the first set of annual eBook results from the PubTrack Digital Australia & New Zealand service.

2020 was the highest year on record for Australian eBook sales, driven by a boost in sales during the first lockdown amidst the COVID-19 outbreak, reaching a peak in April 2020, which saw a sales lift of 26% over April 2019. After a historic 2020, Australian eBook sales corrected in 2021, declining overall by -9%, though results are flat when compared to a pre-pandemic 2019. Adult Fiction continues to dominate the eBook landscape, accounting for over 75% of the eBooks sold across participating publishers. Romance, Crime, Thriller & Adventure, General Fiction, and Science Fiction & Fantasy are the overwhelming favourites with Australian readers.

Source: Nielsen PubTrack Digital data, 2021

Notes to editor:

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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 service is currently available to participating publishers and is rich in historical data, with more than 10 years' worth of eBook trends going back to the start of 2012.

The company is wholly owned by NielsenIQ.

For more information, please visit: www.nielsenbook.com.au

About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decisionmaking for the world's leading consumer goods companies and retailers. Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth. NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population.

For more information, visit NielsenIQ.com.

