

Nielsen PubTrack Digital

Gain intelligence on the digital market with access to Australia and New Zealand ebook sales data

Nielsen PubTrack Digital Australia & New Zealand is the first regular and accurate measurement tool for Australia & New Zealand ebook sales.

By collecting sales data directly from participating publishers, Nielsen BookData have formed a sufficient market measure, allowing detailed analysis of digital volume sales in Australia & New Zealand for the first time. The service was launched in August 2021, and further expanded in 2022.

Updated monthly, and currently available three months in arrears, the data is accessible via a convenient online Business Intelligence platform. The tool includes the capability to analyse the data by ISBN, Title, Author, Publisher and Nielsen BookScan Product Class.

Together with Nielsen BookData's print book measure through Nielsen BookScan, participants can gain a complete view of the performance of a product across formats. The Australia and New Zealand platforms each hold data dating back to 2012, allowing for trend analysis.

Nielsen PubTrack Digital can help you make informed decisions for editorial, sales, author acquisition and marketing. In addition, this unprecedented access to e-book market data will provide strategic insight into the current ebook bestsellers, and those back to 2012.

Nielsen PubTrack Digital Australia & New Zealand now covers a majority of Australia & New Zealand ebook sales. As our participant data builds, it will bring greater value to the panel and to the wider market.

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.

Key benefits

- See ebook bestsellers over ten years
- Identify trending ebook categories and best acquisition opportunities
- Optimise marketing and publicity impact
- Gain a complete view of performance across formats

For further information contact pubtrack.anz@nielseniq.com, your Nielsen Book Research Account Manager or:

Bianca Whiteley, Territory Manager, Nielsen BookData Australia

Tel: +61 404 955 010

Email: bianca.whiteley@nielseniq.com