

## NIELSEN BOOKSCAN UK

### NIELSEN BOOKSCAN PROVIDES ESSENTIAL INFORMATION YOU NEED TO KEEP AHEAD IN AN INCREASINGLY COMPETITIVE RETAIL BOOK MARKET.

#### METHODOLOGY:

The Nielsen BookScan service is the world's largest continuous book sales tracking service in the world, operating in the UK, Ireland, Australia, New Zealand, India, South Africa, Italy, Spain and Brazil.

Nielsen BookScan collects transactional data at the point of sale, directly from tills and dispatch systems of all major book retailers. This ensures detailed and highly accurate sales information on which books are selling and at what price, giving you the most up-to-date and relevant data.

The Nielsen BookScan Total Consumer Market (TCM) data covers approximately 90% of all retail print book purchases in the

UK; remaining sites are specialised such as gift shops, specialist booksellers and tourist information centres. Nielsen BookScan TCM represents sales through 6,500 retailers in the UK each week and charts are available within 72 hours of the period end.

### PARTICIPANTS IN THE NIELSEN TOTAL CONSUMER MARKET PANEL:

|                       |                                     |  |   |
|-----------------------|-------------------------------------|--|---|
| Amazon.co.uk          | Independents (General & Specialist) | The Book Depository                            | <b>Historically included:</b><br>Alpha Retail<br>B&Q<br>Books Etc<br>Books Etc Travel<br>Borders<br>British Bookshops<br>Computer Manuals<br>Fopp Music & Books<br>Hughes & Hughes Travel<br>Martins (inc. Forbuoys & McColls)<br>PC World<br>Play.com<br>Somerville<br>Wesley Owen<br>Woolworths (via EUK)<br>zavvi (formerly Virgin Retail) |
| Asda                  | Institute of Contemporary Arts      | The Book People (excluding Core range)         |   |
| Asda Online           | John Smith & Son                    | The Science Museum Group                       |   |
| BBC Retail            | Morrisons                           | The Stationery Office                          |   |
| Blackwell             | Mothercare                          | V&A Museum                                     |   |
| Books Etc Online      | National Gallery                    | Waitrose                                       |   |
| British Museum        | National Portrait Gallery           | Waterstones                                    |   |
| CLC Bookshops         | Natural History Museum              | Waterstones Online                             |   |
| Daunt Books           | Royal Academy of Arts               | WH Smith Online                                |   |
| Early Learning Centre | Royal Botanic Garden Kew            | WH Smith Retail                                |   |
| Eason & Son (NI)      | Royal Horticultural Society         | WH Smith Travel                                |   |
| Eden Project          | Sainsbury's                         | Wordery  |   |
| English Heritage      | St. Andrew's                        |  |   |
| Forbidden Planet      | Stanfords                           | <b>Plus sales from:</b>                        |   |
| Foyles                | Tate Gallery                        | Daily Mail, Daily Telegraph and Guardian Media |   |
| Games Workshop        | Tesco                               |  |   |
| HMV Music             | Tesco Online                        |  |   |
| Imperial War Museum   |                                     |  |   |

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