

Important Information for Publishers and self-published authors

The Nielsen ISBN Agency for UK & Ireland is here to help and support you in the process of purchasing and allocating your ISBNs to your books. You can either use the Nielsen ISBN store to purchase your publisher prefix and range of ISBN(s) or contact us direct for an application form and guidance to ensure the process of acquiring your publisher prefix and first batch of ISBN(s) is as smooth as possible.

Your first publication

When you first apply for a publisher prefix and range of ISBN(s) your publisher name (and if relevant, imprint name) that you provided with your ISBN application will be registered by the UK ISBN Agency on the International ISBN Agency's Publisher Database as well as on Nielsen Book's database.

A record of your *first* publication, for which you provided details with your initial ISBN application, will have been automatically added to Nielsen Book's products and services (it can take 4-6 weeks for your first publication to be added to the database). These services are used by libraries, distributors and retailers, e.g. Waterstones, Amazon.co.uk and independent retailers.

In order for companies in the book supply chain to handle your books, their inclusion in these products and services is essential. **However, if you do not wish your titles to be included in Nielsen Book's services and you have not already advised the UK ISBN Agency of this decision, please contact the Agency immediately.**

IMPORTANT: Registering a Publishing Name on the ISBN system does not guarantee that the name is unique and does not in itself confer the applicant with exclusive right to use that name. Whilst the ISBN Agency will endeavour to advise the applicant if the proposed Publishing Name conflicts with one already on the ISBN system, as with any trading name it is the responsibility of the ISBN applicant to ensure that their choice of Publishing Name will not breach the rights of any other party.

Subsequent publications

It is important that each publication, not just your first, is added to Nielsen Book's bibliographic database in order to give your titles the maximum exposure possible to the trade.

For each *subsequent* publication, you should use a unique ISBN from the list of numbers provided to you by the ISBN Agency, and you will need to supply information about each publication directly to Nielsen Book's Data Preparation Team. This means that if you are publishing the same content in different forms – e.g. hardback, paperback, audio-book in cassette, CD or other format, and e-book in one or more formats – a different ISBN must be assigned to each separately tradable product, and separate information about each product must be supplied to Nielsen Book.

"Best practice" guidelines advise that product records should be submitted to Nielsen Book at least 20 weeks prior to publication so that this information is readily available to bookshops; libraries and other book buyers in order that your titles can be purchased.

Information about *printed* books and other *non-digital* publications can be submitted via any of the 2 methods below. Information about digital publications can only be submitted using either Nielsen Title Editor or via an electronic file.

Nielsen Title Editor

This is Nielsen Book's online editing service for publishers and self-published authors; it provides an easy way to send information on new products as well as keep existing product information up to date. This approach ensures that book buyers (including retailers and libraries) using Nielsen Book's Discovery and Information services will have the latest information about your products. You can register to use this FREE service: www.nielsentitleeditor.com/titleeditor/.

Please note that registration set-up for this service can take up to 10 days. You will then be supplied with a unique user name and password for each service.

Electronic file

We recommend that publishers submit data via the recognised industry standard ONIX-for-books. Other electronic file formats are accepted, for details please contact our Publisher Account Managers at: **pubreg@nielsen.com**.

Publishers and other organisations wishing to supply a large volume of data (1,000 product records and above) for listing on the Nielsen Book database should note that this will incur cost.

For further information and a quote, please contact Clive Herbert, Head of Publisher Services: **Clive.Herbert@nielsen.com**.

Notifying changes about your publications

Changes to bibliographic information

Minor changes to product records may be made prior to publication, either by using Nielsen Title Editor or by emailing the changed details to the Publisher Help Desk. If you subscribe to the Nielsen BookData Enhanced Service, you may email details to: **subscriber.book@nielsen.com**

For more significant changes (such as a complete change of title or format), the original ISBN should be abandoned and a new ISBN allocated. Contact the ISBN Agency for advice if you are in any doubt.

Changes to price, availability (including publication date) and distributor

Changes can be made at any time prior to publication. Changes to details about retail price, availability and distributor can be made throughout the lifespan of a book, but the publication date cannot be changed retrospectively. Details should be sent by email – in advance of the change where possible and quoting the relevant ISBN – to the Trade Data Team or you can download from: **www.nielsenbookdata.co.uk/publishers and distributors** (change your distributor details) and complete the form and email to: **tradedata.book@nielsen.com**.

Please ensure that you also inform the Trade Data Department if your title is reprinting, out of stock or out-of-print. This ensures that your customers are fully informed about the availability of your books.

Changes to your organisation

If you move location, please send details by email to the Trade Data Department. This is essential so that the database can be updated and book buyers know where to send orders for your titles.

If you change your organisation (publisher) name or your organisation changes ownership, please contact the ISBN Agency who will ensure these changes are made and cascaded to other key departments within Nielsen Book.

Bar Codes

The bar code on a book is created from that book's ISBN, guaranteeing that the book has a unique bar code. Most bookshops use bar codes to manage their stock/inventory at point of sale and some bookshops cannot purchase or sell books that do not have a bar code. Many distributors also use bar codes in their warehouse systems. If your printer is unable to produce a bar code for you from the ISBN you supply, you will need to include a bar code yourself in the book's jacket / cover artwork.

The bar code should be positioned in the bottom right-hand corner on the back of the book jacket/cover. The same position should be used for slip cases, boxed sets, paperbacks and books with printed covers and directly-printed labels.

A useful reference guide to bar-coding and bar code software suppliers is available on the Book Industry Communications website: www.bic.org.uk/30/Bar-Coding-RFID/.

Jacket/cover images

You can submit book jacket/cover images electronically, free of charge, to appear next to and support your bibliographic information on Nielsen Book's products and services. It is recommended that you provide book jacket/ cover images to support your title record as this will allow your book to stand a better chance of being noticed and purchased by book buyers. You should send your images via Nielsen Title Editor if possible, or alternatively please send them clearly labelled with the ISBN as the file name, to Nielsen Book's Image Team at: images.book@nielsen.com.

The preferred format is .jpg, 650 pixels high at a resolution of 100 dpi. For more information on how to do this, please see our website: www.nielsenbookdata.co.uk/controller.php?page=88#Jackets_Cover_Images.

The National Published Archive (Legal Deposit)

Publishers in the UK and Ireland have a legal obligation to send one copy of each of their publications to the British Library Legal Deposit Office *within one month of publication*. One copy should be deposited to the British Library; the other deposit libraries may then each request a copy. Publications should be sent to:

Legal Deposit Office
The British Library
Boston Spa
Wetherby LS23 7BY
Tel: +44 (0)1937 546 268 Fax: +44 (0)1937 546 176
Email: legal-deposit-books@bl.uk
URL: www.bl.uk/aboutus/stratpolprog/legaldep/

For non-print publications, please contact Andrew Davis at the British Library for guidance:

Email: Andrew.Davis@bl.uk Tel: +44 (0)1937 546 535

The Agent for the Legal Deposit Libraries – see contact details below - is responsible for acquiring legal deposit material for these libraries:

The Bodleian Library, Oxford
The University Library, Cambridge
The National Library of Scotland
The Library of Trinity College, Dublin
The National Library of Wales, Aberystwyth

Agency for the Legal Deposit Libraries
161 Causewayside
Edinburgh EH9 1PH
Tel: +44 (0)131 623 4680 Fax +44 (0)131 623 4681
Email: publisher.enquiries@legaldeposit.org.uk
URL: www.legaldeposit.org.uk

Public Lending Right

Authors and illustrators may be eligible for payments under the Public Lending Right Scheme. To qualify, they must live in the European Economic Area (EC member states plus Liechtenstein, Norway and Iceland). Payment is made once a year in February and the amount received is proportionate to the number of times (established from a sample) that their books are borrowed from public libraries. The PLR year runs from 1 July to 30 June each year. The PLR cannot process an application on behalf of a deceased contributor. Publishers can find out more and apply online at: www.plr.uk.com or contact:

Public Lending Right
Richard House
Sorbonne Close
Stockton-on-Tees
TS17 6DA
Tel: +44 (0)1642 604 699 Fax: +44 (0)1642 615 641

Distributing your book

If you do not intend to distribute your book(s) yourself, you can find a list of distributors in the FAQ section of the Publishers Association website: www.publishers.org.uk/.

If you self-distribute your book

If you intend to distribute your books yourself rather than using a third party distributor, then we will automatically set up your orders to be delivered to you electronically via our Nielsen BookNet Online Order Collection Service. However we do need an email address from you for this purpose.

After the initial print run

When stock of your initial printing of a book is exhausted, a “reprint” of exactly the same product may be made using the same ISBN originally allocated to the first printing.

If you make any changes to the content or format of the product, a new ISBN should be allocated. You should also supply new product information for the new edition to Nielsen Book’s Data Preparation Team, or via Nielsen Title Editor.

Products that are not reprinted and become unavailable are regarded as “Out-of-Print”. Please notify the Nielsen Book Trade Data Team by email so that the book record listed on the Nielsen Book database can be marked with this status to ensure that book buyers do not order your title.

Obtaining more ISBNs

When you have used all the ISBNs allocated to you, or soon expect to have done so, you may apply for an additional allocation. This allocation will have a different publisher prefix, as each prefix allows for only a fixed number of ISBNs; it is quite usual for publishers to be identified by more than one ISBN publisher prefix.

Applications for an additional allocation must be made on the appropriate application form; this can be downloaded from the ISBN Agency website or sent to you by the Agency on request. The standard processing time for an additional allocation is 10 working days from the date of receipt of a correctly completed form, or 3 working days for the fast-track service.

Correct use of ISBNs

You have been issued an ISBN prefix on the basis that the product information you supplied with your application is representative of the types of product you wish to apply ISBNs to. If you also produce other types of product, please ensure that they are eligible for ISBNs, before applying them.

Products excluded from using ISBNs

The following types of product are specifically excluded from using ISBNs:

Items which are only available to a restricted group of people – e.g. a history of a golf club only for sale to members, or an educational course book only available to students registered on the course – these do not need a standard identifier;

- Personal documents not intended for public distributions, e.g. a curriculum vitae;
- Serials/periodicals/journals – these should use ISSNs from the ISSN Centre;
- Calendars & diaries which are purely for time-management purposes – exceptions to this must have a substantial proportion of non-ephemeral text or illustrative content;
- Non text-based publications, such as art prints/folders without title page and text;
- Greetings cards;
- Music sound recordings;
- Music scores;
- Games – NB: it is noted that there has been widespread misuse of ISBNs allocated to Sudoku & other puzzle books; this is inappropriate usage and not permitted under the ISBN standard – records for such products will generally not be included on bibliographic databases;
- Ephemeral printed materials – e.g. advertising matter;
- Computer software applications except those intended for educational or instructional purposes or those containing a significant proportion of textual content;
- Audio-visual recordings in any format, with the exception of instructional material;
- Websites, electronic bulletin boards, emails and other electronic correspondence.

If you have any doubts about whether a product is eligible for an ISBN, please contact the ISBN Agency for advice or see the Nielsen Book Listing Policy:

www.nielsenbookdata.co.uk/controller.php?page=88#Free Title Listing.

Frequently asked questions

Where should the ISBN be printed?

- The ISBN should appear on the reverse of the title page, sometimes called the copyright page, the verso page or the imprint page, and on the outside back cover. If the book has a dust jacket, the ISBN should appear on the back of this.
- If the publication is not a book (e.g. DVD audio CD) the ISBN should appear on the product and on the packaging or inlay card.
- If the publication is a map, the ISBN should be visible when the map is folded and should also appear near the publisher statement if this is elsewhere.

Can an ISBN be converted to a bar code?

The ISBN can be converted into an internationally accepted bar code. The ISBN Agency does not provide the bar code; there is a list of bar code suppliers on the Book Industry Communication website: www.bic.org.uk/30/Bar-Coding-RFID/.

How can ISBNs be calculated?

- Publishers who have paid a registration fee are provided with a list of the ISBNs in their allocation.
- For publishers who joined the ISBN system many years ago, when partial lists were issued, further numbers may be calculated either by the publishers themselves or by having the numbers reissued by the ISBN Agency.

Please contact the ISBN Agency for current prices for the reissue of your ISBNs. Please note all current prices must be taken from the ISBN Store and not any other source: [link to Buy ISBN page](#)

Can a Sales Catalogue have an ISBN?

Point of Sale (POS) material (including catalogues) does not qualify for inclusion in the ISBN system. We do appreciate that booksellers often request ISBNs on such material, and we offer the following advice. A small proportion of your allocation (less than 10%) may be put aside to use and re-use on POS material. For example, an ISBN for a catalogue could always be the same, presuming that the publisher will always send the customer the current catalogue. A dumpbin can be supplied empty and books invoiced separately, presuming returns are accepted against the book's own ISBN. The dumpbin ISBN can be recycled for use in a future campaign.

Do reprints require new ISBNs?

No. If the book is being reprinted without changes, no new ISBN is needed.

Does reprinting a book with a new cover design require a new ISBN?

No. A change of cover design with no other changes – e.g. for a TV tie-in - does not need a new ISBN. You may allocate a new number if it is important for you to differentiate the products, but it is not necessary.

Please note that if you do allocate a new ISBN to a tie-in edition you should inform the Data Preparation Department or the Publisher Help Desk so that they can list the two ISBNs on the title records. This ensures your customers know that there are two editions of this particular title and can order the correct edition.

Does a change of binding require a new ISBN – e.g. to produce a paperback rather than hardback with no other changes?

Yes. Changes in binding always require new ISBNs.

Does a change of format - e.g. from A4 to A5 - require a new ISBN?

Yes. All changes of format require new ISBNs.

Does a change of price require a new ISBN?

No. If the price is the only thing to have changed, the same ISBN must continue to be used.

How should ISBNs be used with multi-volume works?

An ISBN should be assigned to each volume and a separate ISBN should identify the whole set. Both the ISBN for the individual volume and the set should appear on the book. For example:

ISBN for a complete set of x volumes: 978-0-7000-1234-3

ISBN for a specific volume within the set: 978-0-7000-1235-0

Although the books may only be sold as a set, they may not always be kept together, e.g. in a library. There may also be occasions when a single volume is supplied, e.g. a review copy or replacement for a damaged volume.

When publishing a book with another publisher, whose ISBN should appear?

A book issued as a joint publication with other publishers is usually assigned an ISBN by the publisher(s) in charge of distribution. However, it is permissible for each of the co-publishers to assign its own ISBN and display each of them on the title verso (copyright) page. In such cases, only

one of these ISBNs shall be displayed on the back jacket/cover and used as a bar code on the publication.

Can I pass on ISBNs to other users?

No. The ISBN is broken down into group identifier, publisher identifier and title identifier. This means that all ISBNs in the batch allocated to you will show your publisher identifier, and all products identified by ISBNs from your batch will be considered as being published by you.

What should happen if a list is acquired from another publisher?

Publishers must not sticker over the current ISBN with their own ISBN. Publishers must use the ISBN and name of the original publisher until they reprint, at which point the ISBN and publisher name can be changed. Mergers and acquisitions should be notified to the Trade Data Department as soon as possible. Name changes or Name and address changes should be notified to the ISBN Agency as soon as possible. It is essential that the ISBN Agency and bibliographic information providers, such as Nielsen are notified of any changes to distribution arrangements to ensure that their data is up to date when made available to book buyers.

What happens if a book is reprinted with a new publisher's name?

The new publisher should be quoted on the title page verso with the new ISBN.

About Nielsen Book's services for publishers

Nielsen Book is the leading information provider of English-language books published worldwide. The data received from publishers in over 70 countries is widely disseminated in a range of services and formats to publishers, booksellers, internet retailers and libraries in more than 100 countries. The company offers integrated information, transactional, retail sales analysis and consumer research services.

Nielsen Title Editor is a FREE online editing service for publishers, enabling you to add and maintain information about your products quickly and simply. Nielsen Title Editor allows publishers to add or amend their title details, add jacket/cover images and enter up-to-date price and availability information. To register visit: www.nielsentitleeditor.com/titleeditor/.

NB: it can take up to 10 working days to set up your registration and issue your unique password and user ID.

Nielsen Book Free Listing Service - basic bibliographic data is automatically held on all books as a free service on the Nielsen Book database and provided to thousands of customers worldwide to ensure your title receives maximum exposure.

If you do not wish your title data to be issued on Nielsen Book's services then please advise the ISBN Agency immediately.

Nielsen Book Publisher Help Desk - Nielsen Book provides a Publisher Help Desk Service to answer any queries concerning your listing, including supplying further Title Information Forms and advice on how to provide your data via Nielsen Title Editor.

Below you will find details of our services. All are subscription based and require you to enter a contract and pay an annual fee.

Nielsen Book Discovery Services

Nielsen BookData Enhanced is a subscription service. We believe that the more information a bookseller or librarian has, the better the chance of a book sale. Publishers subscribing to the Nielsen BookData Enhanced Service can provide descriptive summaries, table of contents (where applicable), author biographies and reviews. You can find out more about this by following the links for Publishers and Distributors on: www.nielsenbookdata.co.uk.

Nielsen BookData Online is a search and selection tool widely used in the industry by book buyers. As a publisher, it allows you to see your records as well as the full database, and if you subscribe to the Nielsen BookData Enhanced Service you can subscribe to this service at a specially reduced price.

- Check up-to-date bibliographic data for your competitors' titles up to 12 months ahead of publication;
- Rank your search results by Nielsen BookScan sales position to see which titles are selling;
- Use List Manager to share information and create lists;
- Check if competitors' out-of-copyright titles are still in-print;
- Verify pricing and check pricing of competitors' books.

Nielsen Book2Look: Create, Share, Sell - Nielsen Book2Look is the most advanced online marketing tool available for publishers. It is a simple book widget with search-inside functionality.

You will be able to use the widgets to market your titles via a myriad of social media (including Twitter and Facebook), this is the most accessible and useful marketing tool at your fingertips. You can connect similar books by the same author or series titles to ensure your authors gain maximum exposure when promoting new books with your backlist.

Create special promotions based on seasonality, anniversaries or other events.

Nielsen Book Commerce Services

Nielsen Book Commerce services are used widely by thousands of companies in the industry to send and receive orders and other business messages. The Nielsen BookNet service provides order routing and electronic trading services for publishers, distributors, booksellers and libraries. Nielsen PubEasy enables thousands of booksellers from around the world to order titles from a number of major suppliers and to trade electronically. Booksellers in the UK & Europe can send their orders to Nielsen BookNet TeleOrdering for routing to over 60,000 publishers and distributors in the UK, US, Europe and the rest of the world rather than having to contact each supplier separately.

If you distribute your own titles you will automatically be set up to receive your Nielsen BookNet TeleOrders via our Nielsen BookNet Online Order Collection Service and you will be alerted to any new orders by an email (please ensure that we have an appropriate email address for you so you can receive your orders quickly and efficiently).

The email alert will give you a direct link through to the website to collect your orders. It is important that you acknowledge these orders and then fulfil the orders for the bookshop or wholesaler. This will speed up the order process and improve customer service. If you receive fewer than 300 order lines a year the service is free; once you exceed 300 lines a small charge becomes payable. To find out more, please contact the Nielsen Book Commerce team.

Together these products help to ensure that the supply chain runs with speed, efficiency and accuracy.

Nielsen Book Research Services

The Nielsen BookScan Retail Sales Analysis service is the world's largest continuous book sales tracking service, operating in the UK, Ireland, Australia, US, Italy, Spain, South Africa, India, Brazil and New Zealand. Nielsen Book collects total transaction data at the point of sale directly from the tills and dispatch systems of all the major book retailers (including Internet, chains and independents). This ensures that very detailed and highly accurate sales information on which books are selling and at what price, is available to the book trade. Publishers, booksellers and libraries have access to a range of services either direct using a Nielsen BookScan service or via Nielsen Book Discovery Service. It is therefore essential that you provide the fullest information possible about your titles so that the Nielsen range of services can help you sell your titles more widely.

Nielsen BookScan Online Sales Summaries is a subscription service that allows you to improve your stock and inventory management, analyse your sales and see how they compare to your competitors'. It also allows you to judge the effectiveness of your sales and marketing activities and compare these with your competitors' – this is an essential tool for publishers giving you life time sales by ISBN, title and author.

Nielsen Book provides a range of consumer research services from Deep Dives into specific genre to our Books & Consumers Annual Review, ensuring that the book industry has the most comprehensive market view of consumer purchasing behaviour, what they buy, when and where.

NB: Our services are all on separate platforms so you will be allocated a unique user name and password for each service.

Useful contacts

Legal Deposit Office
The British Library
Boston Spa, Wetherby
West Yorkshire
LS23 7BY
Tel: +44 (0)1937 546 268
Fax: +44 (0)1937 546 176
Email: legal-deposit-books@bl.uk
URL: www.bl.uk

Publishers in the United Kingdom and the Republic of Ireland have a legal obligation to send one copy of their publications to the Legal Deposit Office of the British Library within one month of publication.

Book Industry Communication (BIC)
7 Ridgmount Street
London
WC1E 7AE
Tel: +44 (0)20 7255 0516
Email: karina@bic.org.uk
URL: www.bic.org.uk

Established and jointly funded by the Publishers Association, the Booksellers Association, the Library Association and the British Library to develop and promote standards for information communication throughout the book industry.

UK Intellectual Property Office
(previously Copyright Directorate)
Concept House
Cardiff Road
Newport
NP10 8QQ
Tel: +44 (0)300 300 2000
Email: information@ipo.gov.uk
URL: www.ipo.gov.uk

For general copyright enquiries.
Copyright Licensing Agency Ltd (CLA)
Saffron House
6-10 Kirby Street
London
EC1N 8TS
Tel: +44 (0)20 7400 3100
Fax: +44 (0)20 7400 3101
Email: cla@cla.co.uk
URL: www.cla.co.uk

The CLA licenses organisations to copy extracts from books, journals and periodicals.
ISSN Centre
The British Library
Boston Spa, Wetherby
West Yorkshire
LS23 7BY
Tel: +44 (0)1937 546 959
Fax: +44 (0)1937 546 979
Email: issn-uk@bl.uk
URL: www.bl.uk/issn

The ISSN Centre allocates International Standard Serial Numbers; used on serial publications, magazines and journals.

Independent Publishers Guild (IPG)
PO Box 12
Llain
Login
SA34 0WU
Tel: +44 (0)1437 563 335
Fax: +44 (0)1437 562 071
Email: info@ipg.uk.com
URL: www.ipg.uk.com

The IPG holds meetings to exchange information and to discuss issues of interest to members and to the book trade in general.

Booksellers Association (BA)
6 Bell Yard
London
WC2A 2JR
Tel: +44 (0)20 7421 4640
Email: mail@booksellers.org.uk
URL: www.booksellers.org.uk

The BA protects and promotes the interests of booksellers throughout Great Britain and Ireland. It produces a directory of its members' names, addresses & stock range.

Publishers Association (PA)
29B Montague Street,
London
WC1B 5BH
Tel: +44 (0)20 7691 9191
Fax: +44 (0)20 7691 9199
Email: mail@publishers.org.uk
URL: www.publishers.org.uk

The PA is the representative trade body for book, journal and electronic publishers in the UK.

Music Publishers Association (MPA)
6th Floor
British Music House
26 Bemers Street
London
W1T 3LR
Tel: +44 (0)20 7580 0126
Fax: +44 (0)207 653 3929
Email: info@mpaonline.org.uk
URL: www.mpaonline.org.uk

The Music Publishers Association allocates International Standard Music Numbers (ISMNs).

GS1UK
Staple Court
11 Staple Inn Buildings
London
WC1V 7QH
Tel: +44 (0)20 7092 3500
Fax: +44 (0)20 7681 2290
Email: support@gs1uk.org
URL: www.gs1uk.org
Help Desk (Freephone): 0808 178 8799
The regulating trade body for EAN/UCC bar coding in the UK.

CIP (Cataloguing-in-Publication)
Bibliographic Data Services Ltd

Publisher Liaison Department
Bibliographic Data Services Limited
The Crichton
Dumfries
DG1 4TA
Tel: +44 (0)1937 702 251
Email: info@bibdsl.co.uk
URL: www.bibliographicdata.com

Publishing Scotland
Scott House
10 South St Andrew Street
Edinburgh
EH2 2AZ
Tel: +44 (0)131 228 6866
Fax: +44 (0)131 524 8157
Email: enquiries@publishingscotland.org
URL: www.publishingscotland.org

Publishing Ireland
25 Denzille Lane
Dublin 2
Ireland
Tel: +353 (0)1 639 4868
Email: info@publishingireland.com
URL: www.publishingireland.com

Nielsen and the ISBN Agency
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3rd Floor Midas House
62 Goldsworth Road
Woking
GU21 6LQ
Tel: +44 (0)1483 712 215
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Email: isbn.agency@nielsen.com
URL: www.isbn.nielsenbook.co.uk
Publisher Help Desk