



The Nielsen Company
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Press Release

NIELSEN BOOK LAUNCHES PUBTRACK DIGITAL UK

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Nielsen, a leading global provider of information and insights into what consumers watch and buy has launched PubTrack Digital UK – the first dedicated e-book sales reporting service for the UK. Replicating the US platform which has been operating for over five years providing the US publishing trade with regular e-book market information, PubTrack Digital UK consolidates UK e-book sales data from a panel of participating publishers to form a market measure using publishers' invoiced sales data.

Nielsen PubTrack Digital UK reports monthly and three months in arrears, e-book volume sales from the top tier publishers through all UK channels by ISBN, title, author and Nielsen BookScan Product Class. Together with print book sales from Nielsen BookScan, the e-book sales allows an understanding of market trends and sales across all formats for the first time.

Using publisher reported sales; Nielsen Book ingests, validates and amalgamates the data to report on bestseller lists, genre trends and author performance starting from January 2012 providing robust data for a period of four years. Users access the database via a convenient web-based portal which allows them to search for e-book sales, trended by month or since release date (if after January 2012) across all platforms and participating publishers – a first for the UK book market.

Andre Breedt, Director Nielsen Book Research, said: *"The launch of Nielsen PubTrack Digital UK enables publishers, authors and agents to gain a deeper understanding of e-book sales providing invaluable information when commissioning, setting sales targets, planning marketing campaigns and 'quantifying' the success of titles and authors."*

Nielsen PubTrack Digital UK reflects the sales of over 4.2m e-books sold through our panel in August 2015.

YTD (Year-to-date) to August 2015 - Top 10 E-books:

Rank	Title	Author	Publisher	Pub Date	Volume Sold
1	The Girl on the Train	Hawkins, Paula	Transworld	15/1/2015	565,592
2	Grey	James, E L	Cornerstone	18/6/2015	502,485
3	The Lie	Taylor, C.L.	Harpercollins	23/4/2015	256,358
4	The Black Echo	Connelly, Michael	Orion	19/7/2012	201,621
5	Elizabeth is Missing	Healey, Emma	Penguin General	5/6/2014	198,049
6	The State We're in	Parks, Adele	Headline	4/7/2013	195,067
7	Sleepyhead	Billingham, Mark	Little, Brown	4/9/2008	192,767
8	Gone Girl	Flynn, Gillian	Orion	24/5/2012	188,892
9	Stardust	Gaiman, Neil	Headline	30/9/2010	141,947
10	How I Lost You	Blackhurst, Jenny	Headline	9/10/2014	137,796

Nielsen PubTrack Digital UK & US provides the industry with the opportunity of gaining a more informed understanding of the e-book market, its shape and size, providing robust, reliable and objective sales data; as the panel builds the data will grow in value to the book market.

For more information about Nielsen PubTrack Digital UK and US or to join the UK panel, contact Hazel Kenyon (details below).

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About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), provides search and discovery products through its Nielsen BookData product range, electronic trading via Nielsen BookNet and PubEasy services, retail sales analysis via Nielsen BookScan and consumer research through its Books and Consumer Survey. Nielsen acquired the business Intelligence and commerce solutions products: PubTrack™ Digital, PubTrack™ Christian, PubTrack™ Higher-Ed, and Books & Consumers, Global Ebook Monitor and custom research. Commerce Solutions products: PubEasy® and Pubnet® in 2013. This acquisition enhances Nielsen Book's solutions portfolio and brings deeper insights and improved efficiencies to the global book industry.

Nielsen Book employs 100 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.