



The Nielsen Company
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Press Release

BOOKDATA ONLINE UPGRADED TO PROVIDE UNIQUE ONE-STOP SERVICE

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Nielsen Book has announced new developments and a significant expansion to its flagship service BookData Online.

The upgraded service will allow users to access one exclusive source of comprehensive and accurate book information with sales ranking alongside ordering tools; functionality that provides a unique one-stop service for booksellers, libraries and publishers.

Effectively, subscribers to the service can search the Nielsen Book bibliographic database, and have the additional benefit of selecting and sorting titles by BookScan sales ranking. Titles can be ordered and tools used to track these orders and to review order history. Real time supplier data from participating distributors allows booksellers to check price and availability information.

BookData Online will effectively replace the previous ordering service provided by BookNet Web as clients will be migrated to the new platform over the coming months. Both services are powered by BookNet TeleOrdering. The new service will be a substantial benefit for book buyers, who now have the opportunity of accessing all these functions in one service - login once and you can select and order online. BookNet TeleOrdering can then route all orders quickly and efficiently to 60,000 suppliers worldwide.

This radical improvement to the service will allow retailers to streamline their processes and decision making, and to improve customer service. BookData Online also allows booksellers to receive order acknowledgements from 17,000 suppliers, many of whom now provide this information via the BookNet Web Online Order Collection Service launched two years ago.

Richard Simpson, CEO of Brynteg Books LLP commented: "After switching to BookData Online within the last 12 months, we have found it an invaluable resource, particularly for tracking orders, saved search results and up-to-date stock files. The site is extremely easy to use on a day-to-day basis and we are very excited about the integration of BookNet TeleOrdering. Nielsen Book also provides data for our website, which is not only invaluable, but provides the most up-to-date price and bibliographic information available, a vital component for our customers needs."

For libraries, the BookData Online search and selection service continues to be an essential tool. For acquisition and cataloguing, Nielsen Book provides a unique service: librarians can search, rank by sales position to find the right selection and use this information to guide their purchasing decision based on which titles are selling and their sales position that week. Librarians can also download MARC records (direct to their desktop) in MARC21 or UKMARC to either fill gaps in their catalogue or a full file for complete catalogue records - from one trusted and consistent source. BookData Online is widely used and highly regarded in public and academic libraries both by staff and customers alike who can have access to the data via the library OPAC system to help them find the title they are looking for and improve their library experience and borrowings.

Publishers can also use the service to check title records, pricing and information about forthcoming publications up to 12 months ahead, allowing them to plan their programme release to achieve maximum sales and review coverage.

“Bringing together our core functions, bibliographic data, transaction services and sales information into a single product will provide our customers with a highly informed and efficient way of meeting their business needs.” said Ann Betts, Commercial Director of Nielsen Book. “We are grateful for the valuable input we have received from our customers which has informed the development of this online service for book trade professionals and we will continually improve and enhance our services in the future.”

Notes to the Editor:

BookNet TeleOrdering was launched 30 years ago – this was a joint development between Whitaker (now Nielsen Book), Thorn EMI and W H Smith. Today the service routes tens of millions of order lines seamlessly to 60,000 suppliers on its database. Throughout its history it has provided a service to thousands of buyers and suppliers, ensuring orders are correctly routed and received by the right supplier. Two years ago Nielsen Book, in support of the e4books initiative, launched a new service: BookNet Online Order Collection, allowing suppliers to receive their orders online quickly and efficiently – enabling them to provide a cost effective service with improved order turn-around and customer service. Today more than 17,000 suppliers receive their orders in this form. Nielsen Book has been at the centre of the supply chain for years and continues to develop services that bring improvements in cost and efficiency and work processes all of which save time and money and will allow users to sell more books.

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About Nielsen Book

Nielsen Book has four key brands: Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), BookData, BookNet and BookScan. The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world's only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Denmark and Spain. The group employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: www.nielsenbook.co.uk

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