



Nielsen Book

Data Collection Policies

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Nielsen Book reserve the right to include or exclude specific product information at its sole discretion, and to change the policies in this document without notice for commercial reasons.

Primary Data Inclusion Policy

Nielsen Book seek to collect and list product information for all separately-tradable, English-language published books (in all physical and digital forms) and related products that are eligible to be assigned an International Standard Book Number (ISBN), as determined by the ISBN Agency for UK and Ireland, (www.isbn.nielsenbook.co.uk) and that are for sale within the UK, Ireland and other markets around the world where our data services are used.

To enable the active collection of such data and the listing of rich extended records for such items, it is recommended that publishers and producers of eligible products take advantage of the BookData Enhanced Service. Alternatively, basic records for eligible products may be added to the database under the terms of our Free Listing service.

To see further details on these two services go to:
www.nielsenbookdata.co.uk/controller.php?page=88

To see our Standard terms and conditions please go to:
www.nielsenbookdata.co.uk/controller.php?page=876

Standard Items:

Nielsen Book aim to include the following types of eligible product:

- **Traditionally printed, bound books**, including 'Print on Demand' books (products stored in digital form, but printed and bound in book form 'to order').
- **Audiobooks** and other spoken word audio material, including downloadable audio books
- **e-books and other digital content** in monographic form. Only *tradable* product, each identified with a unique ISBN, is eligible: records identified solely with a 'Master' ISBN (or similar) and which are not tradable themselves, are not eligible for inclusion. Additionally, Nielsen Book only accept product records for digital products that are provided by mutually agreed electronic means, such as ONIX or via BookData's PubWeb service.
- **Maps and globes**
- **Mixed media packs** (e.g.: paperback book & CD-ROM or book & toy)
- **Novelty books** (e.g.: bath books, die-cut books, pop-up & lift-the-flap books)
- **Calendars and diaries** – ISBNs are permitted to be assigned to products providing that they are not intended for purely time-management purposes and that a substantial proportion of their content is of a textual or graphic nature.

Other Conditionally Acceptable Material:

The following types of product *may* be listed where the material conforms to the Primary Data Inclusion Policy above, but are also subject to any specific conditions detailed below

Printed Materials:

Serials:

An individual issue within a serial may be listed if published in a monographic form with an individual title, price and ISBN, or as an annual publication.

Sheet Music:

Bound sheet music may be listed, as may individual sheets, where they are identified using the approved identifier for such products, the ISMN (International Standard Music Number).

Wall charts, flashcards and other printed material

Items of an educational nature carrying significant amounts of text may be listed.

Examination papers

Bound collections of examination papers may be listed but not the individual sheets.

Central and Local Government publications (Parliamentary and Non-Parliamentary)

Stationery Office publications are listed except Statutory Instruments

Local publications

Guides to local buildings, monuments, etc. without an ISBN are not listed.

Non-Book Materials:

CDs, CD-ROMs and other multimedia items

Multimedia items that are book- or text-based may be listed. Recorded music may not be listed, but may be available in Nielsen Book products from third party databases (see below).

DVDs and audiovisual items

Only instructional or educational videos and DVDs, slides, filmstrips and other transparencies may be listed; other audiovisual products may be available in products from third party databases (see below)

Point of sale material

Dumpbins/Packs/Posters etc may be listed by prior agreement, with correctly assigned identifier and format data.

Other merchandise

Other merchandise that is book-related may be listed by prior agreement.

Data Collection Policy for Other Products

Additionally, Nielsen Book is able to accept and list product information submitted for other separately-tradable items, by agreement and subject to the following conditions:

- **Items not covered within the Standard or Conditionally Acceptable items are only accepted subject to agreed BookData Enhanced Service subscription inclusion fees.**
- Non-English language products are only accepted within the limitations of the character-set defined within the current version of ONIX for Books, or where acceptable transliteration rules apply. Nielsen Book will not be responsible for textual errors arising from imperfect transliteration nor be bound to modify their systems to correct such transliteration issues on non-English Language product.
- Non-book products are only accepted where the product is identified uniquely by EAN and where it can be adequately described within the scope of the product record defined by the current version of ONIX for Books.

Third Party databases

The following types of material are handled by arrangement with, and under licence from, third party data partners and are not subject to active data collection by Nielsen Book. Records from third party databases may be included alongside or merged with data collected by Nielsen Book in selected products.

- US published books and related products not available in markets as defined above
- Recorded music
- Video/DVD and audiovisual material
- Computer (PC and Video) and console Games