



The Nielsen Company
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Press Release

BOOKDATA ONLINE APPLIES BIC E4LIBRARIES INITIATIVE

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Nielsen Book is applying the BIC E4Libraries initiative to its core online service. The company announced today that BookData Online users can now search by E4Libraries Category Headings.

The BIC E4Libraries initiative, of which E4Libraries Category Headings are a key part, aims to reduce costs, streamline workflows and automate the categorisation process in order to improve stock selection, management and display. These goals are shared by Nielsen Book which provides a unique range of services for libraries that improve processes and workflow.

Peter Kilborn, Executive Director of BIC, says *'The E4libraries project is all about simplifying and automating processes for libraries. Nielsen Book's valuable initiative will be a significant step towards enabling libraries to reap the benefits the classification scheme can offer them.'*

Nielsen Book has always worked closely with the book trade on industry standards and was quick to introduce the scheme to all of its bibliographic records at the end of last year. This enabled its MARC21, UKMARC, Record Supply and Web Services to include and output the standard within a few months of the scheme being introduced. The company has a dedicated classification team who rigorously check that standards are accurately applied to all titles. Nielsen Book services also include Dewey, LC (Library of Congress), Readership Levels and BIC Subject Classifications, on which the E4Libraries Category Headings are based.

BookData Online, the company's flagship service, has displayed the E4Libraries categories for each of the 8.9 million titles it holds since the beginning of the year but users are now able to use E4Libraries categories as a search criteria allowing them to search directly using the classification scheme.

Paul Dibble, Head of Data Sales at Nielsen Book, says *"The inclusion of E4Libraries searching within BookData Online demonstrates our commitment to libraries and our ability to respond to market changes and customer demands. We believe that this new functionality will not only be extremely useful to our library customers, but will also help to raise the profile of this important new classification scheme."*

Nielsen Book offers a wide range of data and transaction services for libraries, which include BookData Online, Catalogue Enrichment, UKMARC and MARC21 outputs, BookScan for Libraries, BookNet EDI and its recently launched borrowing collection service LibScan.

Notes to the Editor:

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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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