



Nielsen
BookData

Listings Policy

Revised Editorial Version
28 April 2006

1. Main Eligibility Rules

Nielsen BookData aim to create and provide records for all books and related products and material which:

- have an appropriate, valid and correctly applied standard identifier (eg ISBN, EAN) and which
- are distributed through the book and library trade in the UK, in key English-language countries or in other markets of importance to UK publishers.

(Note that US material is handled by arrangement with, and under licence from, US data partners, and is not typically held on the main BookData database, though it may be merged with BookData information and included on products as appropriate.)

BookData eligible material includes all relevant English language material and also material written in other languages of importance to the markets specified above.

2. Standard Items

Within the above criteria, BookData aim to offer comprehensive coverage of the following types of material:

- Traditional printed books
- Print on demand books
- Audiobooks and other spoken word audio material (eg: downloadable audio books)
- e-books and other digital content
- Maps and globes
- Mixed media packs (eg: book & CD-ROM or book & toy)
- Novelty books (eg: bath books, die-cut books, pop-up & lift-the-flap books)
- Calendars and diaries *

* Following a review of the UK market, it is now permissible for ISBNs to be assigned to calendars and diaries, 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.

3. Other Material

The following types of material *may* also be listed providing the item conforms to the Main Eligibility Rules and where information is available, but are subject to any restrictions detailed below

- ***Serials***

A serial can be listed if published in a monographic form with an individual title, price and ISBN or as an annual publication.

- ***Sheet music***

Sheet music must carry an ISMN.

- ***CD-ROMs and other multimedia items***

Multimedia items that are book- or text-based may be listed.

- ***Videos and DVDs***

Only instructional or educational videos and DVDs may be listed.

- ***Wallcharts, 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 are listed but not the individual sheets.

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

A great number of titles published by Stationery Office Books are listed, but Statutory Instruments are not listed.

- ***Local publications***

Guides to local buildings, monuments, etc. which are intended *for sale only on site* are not listed unless considered to also be of interest to a wider audience.

- ***Publications restricted to one outlet***

Items available through single retail outlets may be listed, but Book Club editions etc are not listed.

- ***Microform publications***

These may be listed except where they are subscription items or a continuing resource.

- ***Slides, filmstrips and other transparencies***

- ***Point of sale material***

POS material must have a correctly assigned identifier.