

NIELSEN BOOKSCAN (US)

What is Nielsen BookScan (US)?

Nielsen BookScan is the international sales data monitoring and analysis service for the English-language book industry worldwide. The service tracks approximately 85% of general retail sales for physical books within the USA on a weekly basis including chains, internet retailers, discount stores, large and small independents and a variety of non-traditional booksellers.

How does Nielsen BookScan (US) work?

Booksellers agree to contribute their weekly transactional sales data to BookScan's "data pool" on a confidential basis. This data is then processed, matched against US bibliographic databases resulting in the production of comprehensive best-seller charts and market reports which are accessed by participating booksellers, subscribing publishers, distributors and other entertainment-related industries via a proprietary website. In the USA, Nielsen BookScan provides Barnes & Noble, including bn.com, key account data to publishers via a separate website portal.

Who contributes data?

Barnes & Noble, Amazon, Costco, General Independents, Hastings, Target, BJ's, K-Mart, Hudson Group, Meijers, Follett Books, Books-A-Million, CEO Read, Powells, Toys R Us, Shoprite, SuperValu, Sam's Club and Walmart are among our many data providers. Each week these vendors provide us with a detailed sales file containing books sold during the prior Sunday – Saturday reporting cycle. On average, BookScan will report sales data on 550,000+ unique ISBNs in a given week representing approximately 14+ million units sold in total.

What are the benefits?

How is a title selling compared to its competitors? What is your market share? Did a TV promotion lift sales? Is a re-order or re-print required on a particular title?

Nielsen BookScan can help you answer these questions with an enormous database containing sales trends for over a million titles purchased in the USA. With approximately 85% retailer coverage and three years of sales history, BookScan is the most comprehensive source of book industry intelligence currently available. It is providing most of the major publishers and retailers in the USA with new business insights which are being utilized to make more effective, strategic decisions for the current year and beyond.

BookScan USA Panel Members 2013

Retail & Club

Barbara's Bookstores
Barnes & Noble
Books-A-Million (BAM)
Cokesbury
Deseret Book Company
Follett Stores
Hastings
Hudson Group
Independents
Mardel
Sam's Club

Seagull Books
BJs
Costco
Amazon.com
B&N.com
BooksAMillion.com
Buy.com
CatholicCompany.com
CNI
CEORead.com
Cokesbury.com

Cornerstone
Deseretbooks.com
MicahTek, Inc.
Musictoday.com
NBC.com
One World Enterprises
Powells.com
Premiere Collectibles
Rabbitroom.com
Stretch the Skies
Target.com

Mass Merchant & Other

AAFES
H.E.B
Home Shopping Network
K-Mart
Kroger
Meijer

QVC
ShopKo
Shoptite
Starbucks
Stop & Shop

SuperValu
Toys "R" Us
Babies "R" Us
Target
Walmart*

**Walmart.com sales data is not included*