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# Nielsen Book Library Services

Integrated data solutions

[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

Nielsen Book is THE data partner for the book industry. Playing a pivotal role within the industry, Nielsen Book offers the most comprehensive and trusted source of bibliographic data and associated services in the UK. With thousands of customers across a wide range of market sectors, Nielsen Book is uniquely placed to bring together a wealth of expertise and experience for the benefit of all our customers.

## The facts:

- Working with publishers large and small to ensure comprehensive coverage
- Collecting data from over 70 countries
- Over 13 million titles listed
- Supplier database lists over 60,000 publishers worldwide
- Over 57 million changes made each year to our database:
  - 45 million to price and availability
  - 6 million updates made to classification.

**Providing the most timely, accurate and comprehensive data available**



Nielsen  
Book  
Database

Selection

Cataloguing

## Library Services – a one-stop data solution

Our unique range of services means that only Nielsen Book can provide truly integrated data solutions to our library customers:

- Data solutions throughout library processes
- Complement the experience and local knowledge of library staff
- Independent and objective view of the book industry
- Helping you to get the best value from your data and service subscriptions
- Helping you exceed customers' demands and expectations.

All underpinned  
by the market leading  
Nielsen Book Database

### Selection:

Whatever your selection processes, in-house, supplier selection, 3rd party selection, customer request etc, Nielsen Book's: **BookData Online**, **BookScan for Libraries** and **LibScan** services are here to help.

The most comprehensive, timely and complete picture of the book market available, including:

- What is and is not available?
- What is forthcoming?
- How do authors, titles and genre perform?
- What are the market trends?
- What is issuing locally and nationally?

**BookData Online**, **BookScan for Libraries** and **LibScan** are uniquely placed to provide you with the information you need to inform all your selection decisions, including:

- Defining/monitoring selection profiles
- Back stock selection
- New title selection
- Bibliographic detail checking
- Availability checking
- Standing order set-ups
- Customer Requests.



LibScan FREE  
to participating  
UK public  
libraries

## Ordering

## Promotion

### Cataloguing – The only source of catalogue data you need:

Once you have decided what to buy you will need to catalogue the titles. Nielsen's **BookData MARC** and **BookData MARC Multimedia** services are carefully designed to provide just this.

- Every title in the Nielsen Book database plus records from the Rovi\* database (cd music & video/DVD) is available in both UKMARC and MARC21 formats.
- Library quality records to AACR2 standards
- All records include BIC E4Libraries Subject Category Headings
- MARC records for globally published titles
- Increased consistency of catalogue records
- Multiple data delivery methods, including full integration with BookData Online
- Catalogue Conversion – Nielsen Book can help you convert your current catalogue (e.g. UKMARC to MARC21).

\*Formerly Muze Europe.

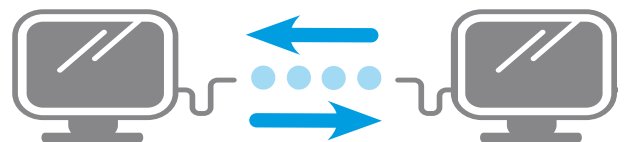
### Ordering:

We offer two ways to place orders, you can either order online via our **BookData Online** service from over 60,000 suppliers or via our **BookNet EDI** service.

The BookNet EDI service continues to be at the forefront of electronic ordering within the library book sector.

- The BookNet EDI service is used by a majority of public libraries in the UK
- Our service provides trusted and proven efficiencies: time and costs savings
- Trade electronically with every library supplier in one place
- Secure and auditable network
- Full product support and training by industry experts.

### EDI Network



Send messages in a file from computer to computer

### Promotion – Improving the end user experience:

What is the point of good selection, cataloguing and ordering if your customers don't know about it? Nielsen Book's **Catalogue Enrichment Services** are designed to help bring your catalogue alive:

- Allows you to compete in the electronic age
- Making your catalogue accessible, attractive and useful to your library users
- Jacket/cover images, descriptions, contents lists, author biographies and much more
- Direct data-feeds and cutting edge web services.

We offer two ways to enhance your catalogue, our **BookData Enrich** service provides the three main elements of enriched content as one simple solution. Alternatively our Catalogue Enrichment Service is a bespoke service allowing you to tailor the data to meet the needs of your catalogue.



**BookData Enrich**  
- bringing your catalogue to life



Only Nielsen Book can provide an integrated solution, helping you to support your processes throughout the life of your library stock, from selection through to the end user.

Why not talk to us about what we can offer you and how we can help you make the most of data?

Detailed product sheets for each of the services mentioned in this brochure are available on request.



To find out more look out for our Library bulletins (news and help tips emailed to your desktop). If you don't currently receive a copy, then email: [marketing.book@nielsen.com](mailto:marketing.book@nielsen.com)

[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

To find out more about how  
Nielsen Book Library Services can  
help your library please contact:

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We have offices in the US and Asia Pacific  
and a number of agents working on our  
behalf in Europe, for more information  
please visit our website.

**South Africa enquiries:**

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