

## Press Release

### DAN BROWN'S *THE LOST SYMBOL* REACHES NEW HEIGHTS

22 September 2009, Woking

Nielsen Book today released sales for the long awaited and much publicised fifth Dan Brown: *The Lost Symbol* published by Random House, which has sold 573,075 copies in the UK and Ireland through the Total Consumer Market\* (TCM) following its release last Tuesday 15 September, up to and including Saturday 19 September 2009.

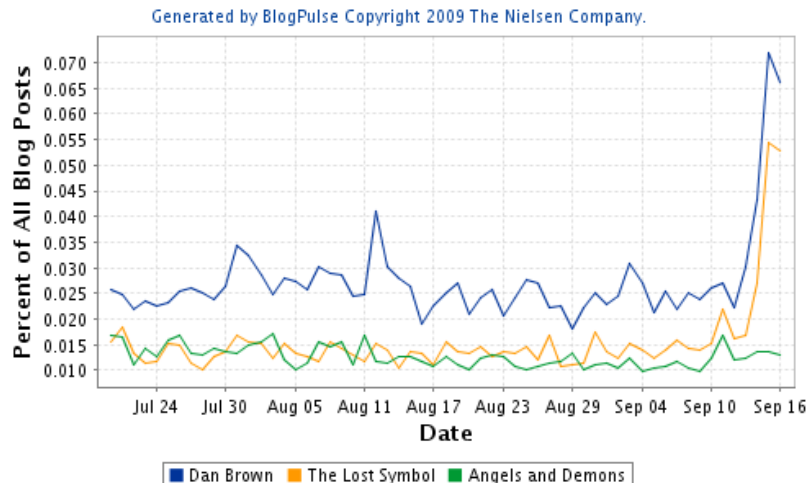
How does this compare with previously long awaited titles such as J.K. Rowling? Well *Harry Potter and the Deathly Hallows* (published July 2007) sold 2.7 million books in the UK and Ireland on its first day of release (1,910,597 children's and 803,096 adult editions) – a great achievement; however, it was the last title in the series of seven.

Previous Dan Brown titles, including *The Da Vinci Code*, *Angels and Demons*, *Deception Point* and *Digital Fortress* have sold a total of 8.7m copies in the TCM since first release, including film editions and boxed sets, with a further 66,000 copies of audio works sold through the TCM Audio Panel.

Nielsen Book, part of the Nielsen Company, is also able to report on advertising expenditure across all media through its sister company Nielsen Media. Advertising activity tracked from 1 July 2008 to 30 June 2009 show a total combined spend of £2,588,760 (Outdoor £838,600; Press £312,660 and TV £1,437, 500) promoting *Angels and Demons* in Film and DVD.

Film adaptations of the previous two Robert Langdon novels, starring Tom Hanks, were blockbusters off the back of the books' success. Data from Nielsen EDI shows that across the UK and Ireland, *The Da Vinci Code* (2006) grossed £30.5m, making it the 46th highest-grossing film of all time in this country. 2009's *Angels and Demons* grossed £18.5m, placing it just outside the Top 100 films of all time. A film adaptation of *The Lost Symbol* is expected to be announced shortly.

**What's the buzz online? Nielsen BuzzMetrics has tracked recent activity:**



The spike shows when the book was released

*\* Sales were tracked through the BookScan TCM panel of UK bookshops, supermarkets, internet sites, other retailers and newspapers and through the ICM panel in Ireland. Further sales will have been made to libraries, schools, institutions and book clubs and other non-panel shops. TCM is the leading market measure and the source of bestseller lists used by the media in the UK and Ireland.*

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