

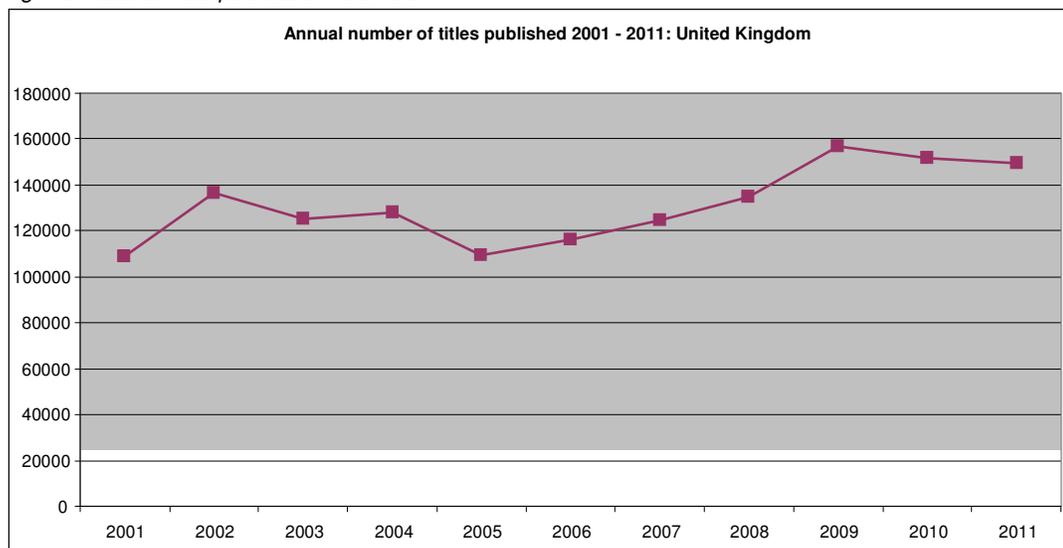
Press Release

NIELSEN RELEASES 2011 BOOK PRODUCTION FIGURES

27 February 2012, Woking

Nielsen today announced the book production figures for 2011 print titles. Nielsen is the leading supplier of bibliographic information and collects data from publishers in over 70 countries. It runs the ISBN, SAN and ISTC Agencies, which allows it to record the number of publishers entering the UK market and to gather metadata from these publishers.

Fig 1 UK total annual publication volumes



As you can see from the chart above, the number of titles published over the last 10 years has grown steadily with a peak in 2009.

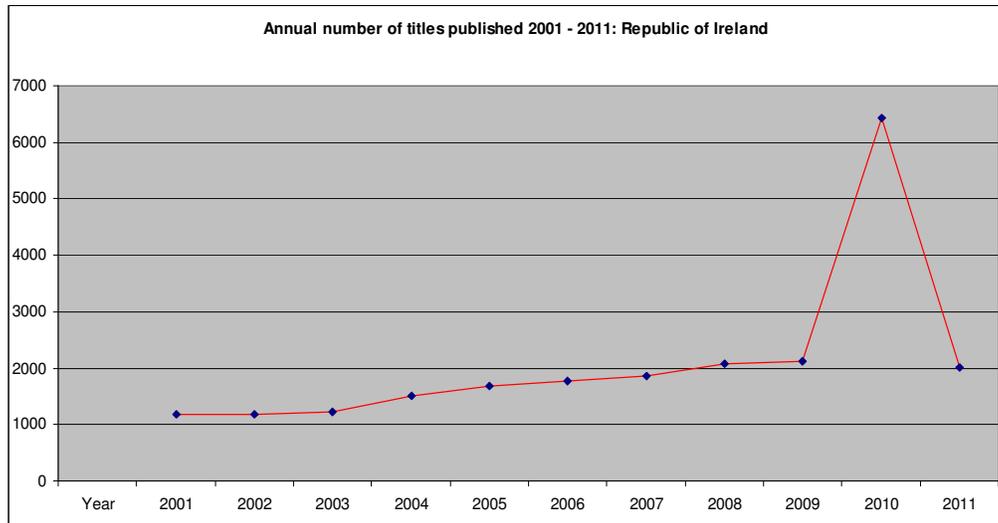
Titles published in 2011

- UK 149,800
- Ireland 2,000
- ROW 2,385,100

There is a decrease across the board on 2010 publications – showing a natural reduction in difficult market conditions and a stabilisation across production methods and a shift from print to digital. For instance in 2010 Irish production was significantly higher than previous years due to a significant number of print-on-demand titles from a single publisher; 2011 sees a return to normal levels. The

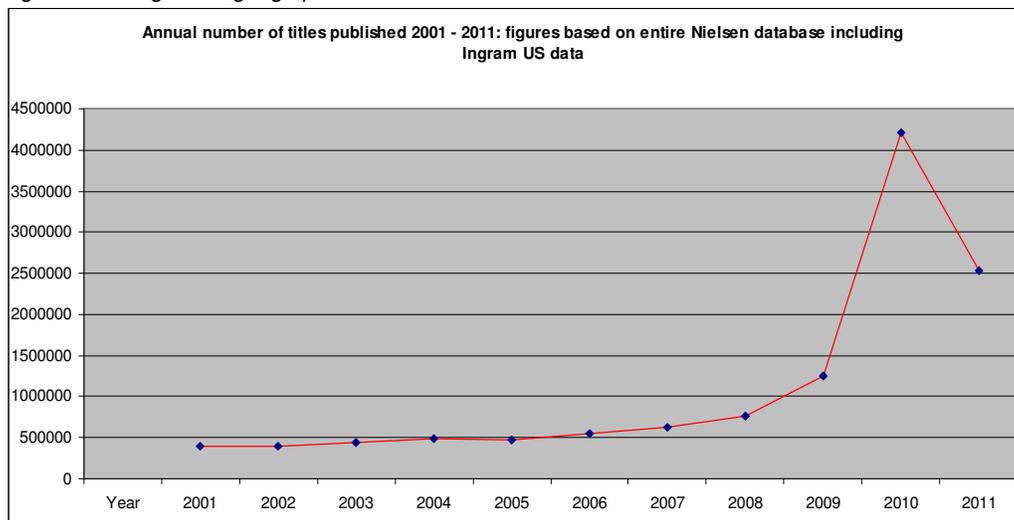
number of publications recorded for the Rest of the World has dropped by 43% from the 2010 level of over 4.2m.

Fig 2 Irish total annual publication volumes



As mentioned above the peak shown in the Irish figure for 2010 was due to unprecedented print-on-demand production from a single publisher. Over the last 10 years the number of titles published in Ireland has steadily risen but may now have plateaued.

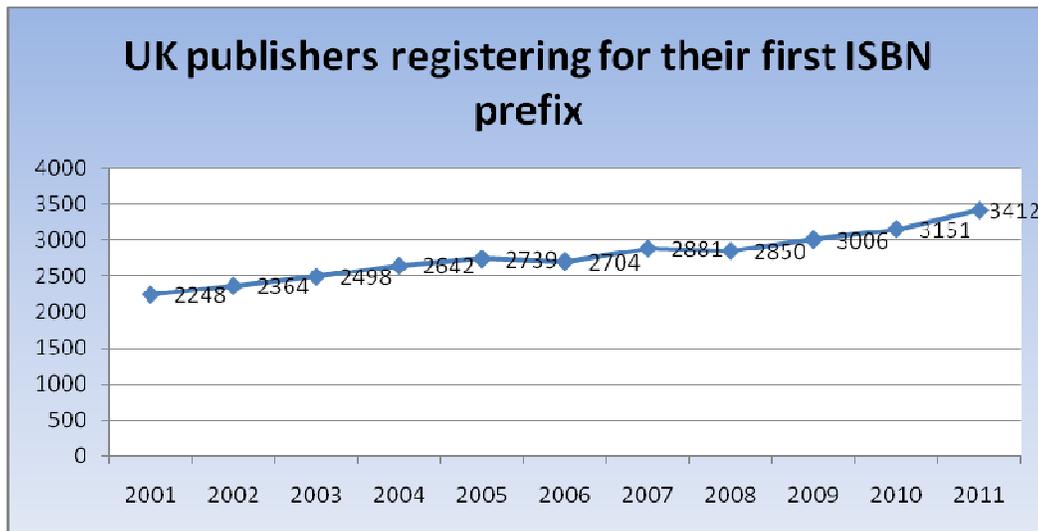
Fig 3 World English language publication volumes



The chart (Fig 3) above illustrates the increase in the number of books published worldwide; the peak last year can be accounted for by the number of records added to the database from various sources including print-on-demand and digital product. With many more publishers producing digital products print production may reduce in future as publishers publish multiple formats. However the trend is clearly showing an increase.

New publishers entering the UK market

New publisher prefixes continue to increase year-on-year; during 2011 Nielsen's ISBN Registration Agency for UK and Ireland issued 3,412 new publisher prefixes compared to 3,151 in 2010. A continuing trend upwards, led by self-published authors, print-on-demand and digital product.



Nielsen data collection

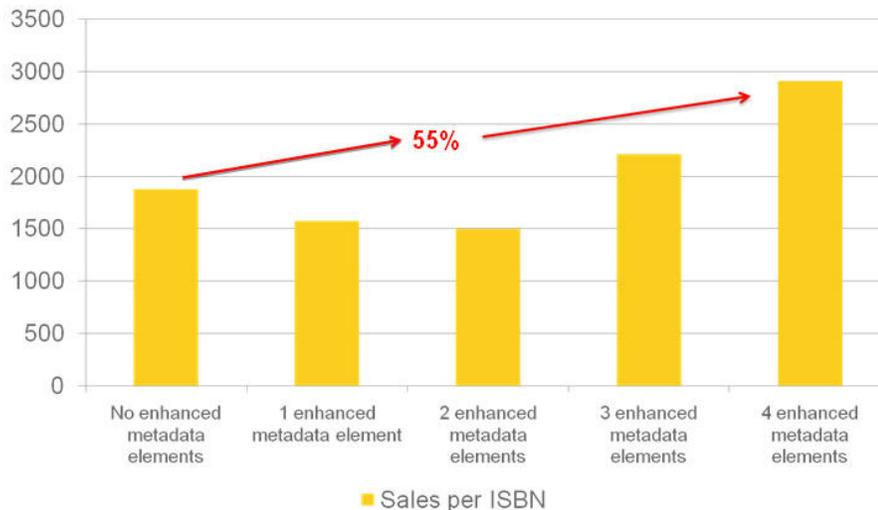
In 2011 Nielsen added 817,698 titles to its database, an average of 68,000 per month; in addition it made 35m price and availability changes which equates to 2.9m per month. Much of the title records and updates received by the company are via electronic feeds, in particular ONIX – some 190 feeds are now supplied in this format and a further 200 by other electronic forms.

Of the titles recorded as published in the UK in 2011, 35,000 were e-books (or online resources) 28,000 hardbacks and 71,000 paperbacks. The collection of digital book data is essential and the company urges publishers to provide their digital metadata as well as that for its print books, the better the metadata the more able Nielsen will be to provide e-book charts in future.

Nielsen's bibliographic database now has over 18m title records and over 8m jackets/cover images along with other key metadata elements, including: descriptions (long and short), author biographies, reviews and table of contents.

The link between metadata and sales

Nielsen has recently carried out research to analyse the benefits of good, timely and appropriate metadata on a book's sales and the results supported the company's previously held view that good data sells books, no more so than when the title record contains all the key metadata elements, in which case a publisher can see sales in excess of 55% more than those without. The chart below demonstrates the benefits clearly.



If you would like a copy of the White Paper: The Link Between Metadata and Sales please email: marketing.book@nielsen.com

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About Nielsen Book

Nielsen has four key brands: Nielsen Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), Nielsen BookData, Nielsen BookNet and Nielsen 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, Spain and India. The company launched Nielsen LibScan in 2009, allowing the collection and analysis of library borrowing data. To-date, 59 UK public library authorities have joined the panel and the aim is to continue building this number. The group employs 120 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on Nielsen, visit www.nielsen.com