nielsen

Nielsen BookData Online Bibliographic Search Guide

Nielsen BookData Online is a professional bibliographic search tool used by booksellers, libraries and publishers worldwide and provides a unique source of timely, accurate and comprehensive information for books (print and digital) and other published media. This, coupled with Nielsen BookScan sales ranking and ordering, provides an unequalled search tool.

Our services are designed to be as intuitive as possible but we also provide a range of support tools for users, including integrated online help and a rolling demo which guides users through key elements of the service. We appreciate that users also find it useful to refer to guidance notes when using the service and this guide covers bibliographic searching, Nielsen BookScan sales ranking and Real Time Supplier Data. There is a separate guide covering ordering. Our Quick Reference Guides have been created to help you conduct key tasks which you may perform in your normal working environment.

Our Help Desk, based in the UK, is available during normal working hours if you require further technical assistance:
tel: +44 (0)1483 712 260   email: help.book@nielsen.com

Contents

Login

Welcome to the home page! From this screen you can perform a Quick Find search using the box in the top right hand corner or go directly to the Book Search or Supplier Search screens. On entering the service you will be prompted for your User name and Password. Alternatively you can login using the Login Now button. New users can register for a FREE trial by clicking on the Register button. You can also catch up on the latest industry news by using the links in The Bookseller feed on the left hand side of the screen.
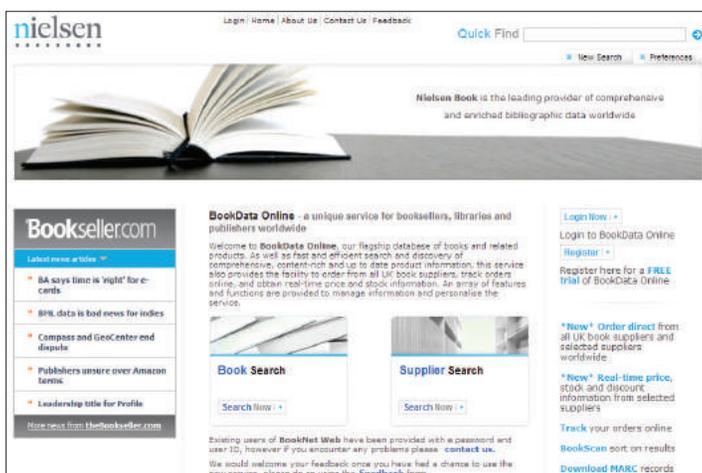
Go to: **www.nielsenbookdataonline.com**

**Login Screen**
Enter your **User name** and **Password**
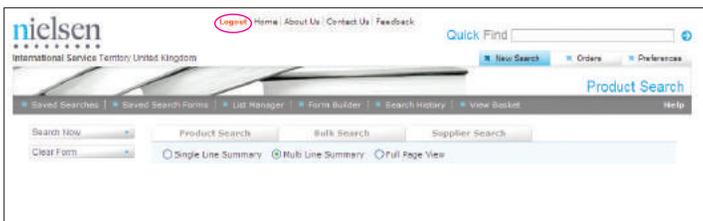
Setting your Preferences

Please note it is very important to set your preferences before using the service.

The preferences screen allows you to select the type of information you want to look at and how that information is displayed. It is crucial that you select your territory so that the summary views display relevant price and availability information for your chosen territory. You can also refine the way records are printed by adding header and footer notes.

If you enter an email address you can receive notification by email of new titles added to the database. You can also change your password.
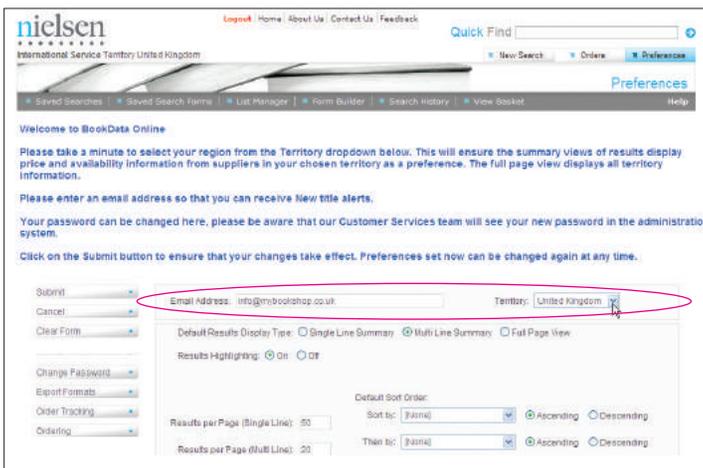

The first time you login to Nielsen BookData Online you will automatically be taken to the **Preferences** screen. Alternatively you can click on the **Preferences** tab in the top right hand corner of the page.

Your password can be changed here. Please be aware that our Customer Services staff will see your new password in the administration system.

Please ensure you enter an email address to receive **New title alerts**. Adding an email address will also save you time when exporting records by email as this address will automatically be added as the From address in the Print, Save or Email form.

Choose a **Territory** view. Please note this will not affect your results but ensures the summary views display the data from suppliers in your territory as a preference. Full page view information is not restricted in any way.
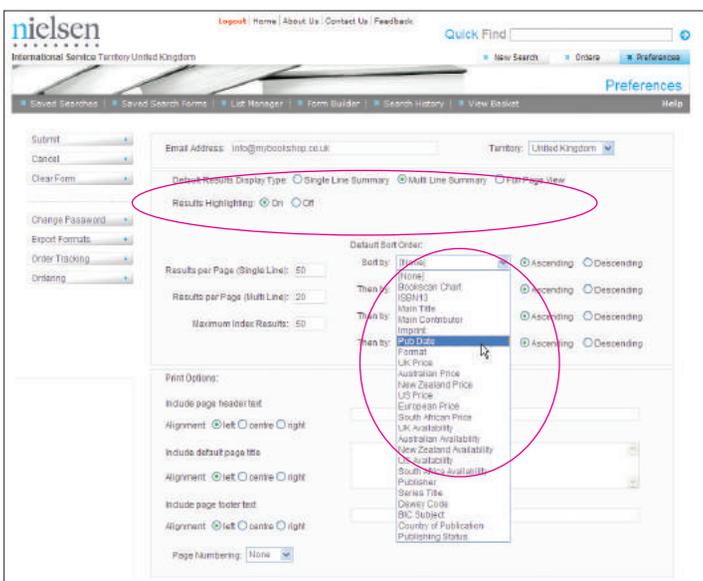
The number of records displayed in results can be selected *(200 **Single Line**, 50 **Multi Line** and 200 **Index Results** are the maximum)*.

You can also set the order in which your results appear and your preferred view of results.

Click on the **Submit** button to make your changes take effect.

Preferences set now can be changed again at any time.

Preferences for 'Supplementary Publishers':

Some Nielsen customers have asked for the facility to reduce the number of search results by excluding records that are inappropriate or irrelevant to their customer base or business needs. As a result of this customer feedback we have developed a feature to allow users to include or exclude records from publishers whose output is primarily categorised as 'Internet Compilations or Public Domain Reproductions'.

These titles are usually printed 'on demand' and we have categorised them internally as 'Supplementary Publishers'. These can be either excluded or included in your searches.
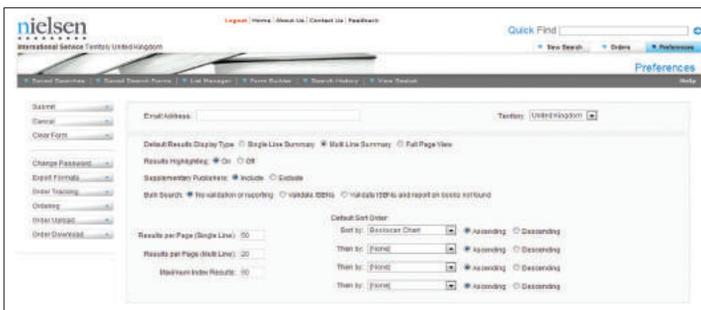
The option to include or exclude 'Supplementary Publishers' is set in Preferences.

Select **Preferences** from the top right hand corner and then select either **Include** or **Exclude** 'Supplementary Publishers' using the appropriate radio button.

Click **Submit** to confirm your changes.

NB: Once this setting is changed in **Preferences** it will affect all subsequent **Form** and **QuickFind** searches. You will need to change the setting in **Preferences** to revert either way.

Bulk searches are unaffected by which ever option you select as the results are returned based on the list or file of ISBNs you submit.
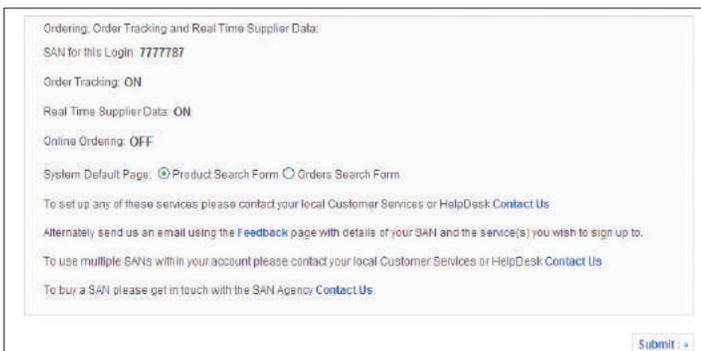
Preferences for Ordering, Order Tracking and Real Time Supplier Data:

In order to trade electronically you need to have a SAN. A SAN (Standard Address Number) is your unique numerical identifier which allows you to trade within the book industry. This number relates to your geographical location and is not an account number.

In this section you can view the SAN number associated with your subscription. It also shows which order functions are activated as part of your login:

Order Tracking allows you to check the status of your individual order lines, in particular exceptions.

Real Time Supplier Data allows you to check the retail price, your cost price, trade discount (%) and the stock availability for titles supplied by participating distributors.

Online Ordering allows you to place orders with over 60,000 suppliers.

System Default Page allows you to choose which screen you want to view when you login to the service – either the bibliographic search screen or the order tracking search screen.

Click on the **Submit** button to make your changes take effect.

Preferences set now can be changed again at any time.

To take advantage of Ordering, Order Tracking, Order History and Real Time Supplier Data★ **contact Customer Services:**
Tel: 01483 712 200   Email: customerservices.book@nielsen.com
Order Tracking, Order History and Real Time Supplier Data★ are included in your bibliographic subscription. Ordering (Basket, Order Upload and File Transfer) are subject to an additional subscription fee.
★ You must have a trading relationship with the participating distributor to use this functionality.

Bibliographic Searching

One of the main functions of the service is to help you find titles. There are a number of ways to do this:

- Quick Find search
- Product Search
- Bulk Search (see relevant section)
- Supplier Search (see relevant section)

The Quick Find search works in a similar way to a web search engine. The more search terms you enter into this field the more targeted your results will be. It allows you to search using minimal information to find what you are looking for. If you wish to carry out more detailed searches or would like to narrow down the information you are searching then the product search is a very versatile tool. Use the Form Builder to create your own search form which fits your specific requirements.
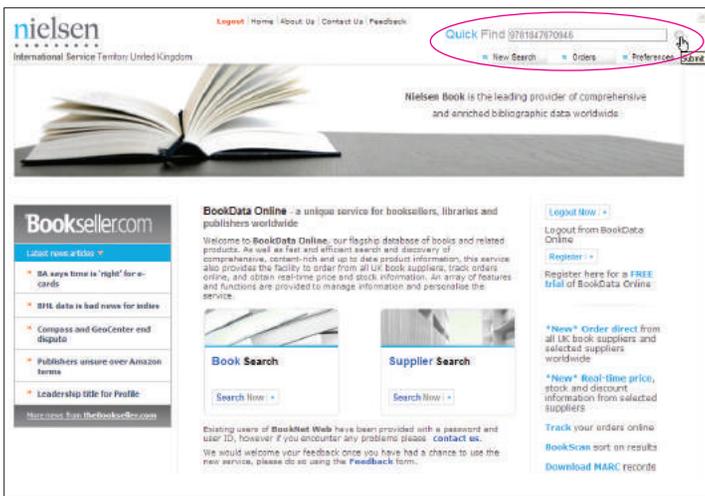
Quick Find Search

Type an ISBN or your search criteria into the **Quick Find** box in the top right hand corner of the screen. The Quick Find box appears on every screen so you can conduct a quick search wherever you are in the service.

Press the **Enter** key or click on the arrow button to begin your search.
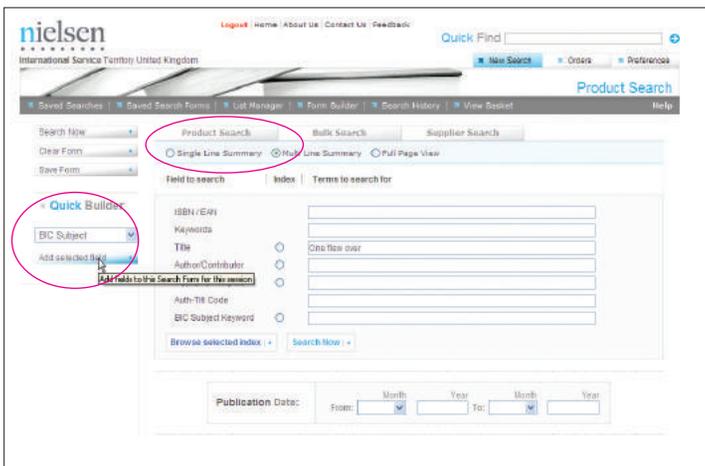
Product Search

Click on the **New Search** tab in the top right hand corner of the page.

The default search form is displayed.

Fields can be added using the **Quick Builder**. Select the desired field from the drop-down menu on the left hand side of the screen and click on **Add selected field**.

To remove a field, click on the **Form Builder** link in the dark grey toolbar. De-select the field and click on **View Form**. Alternatively the form can be saved by clicking on **Save Form** where there is the option to set it as the default.

Quick Builder is a temporary way of building a search form, to design your own permanent form go to **Form Builder**.

Quick Builder
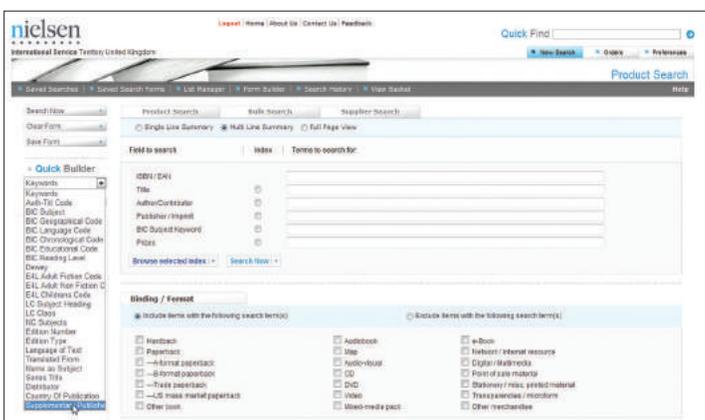
Quick Builder allows you to add search criteria to your **Product Search** form.

Using Quick Builder

Click on **Quick Builder** on the left hand side of the screen and then, for example, select **Supplementary Publishers** from the drop down list.
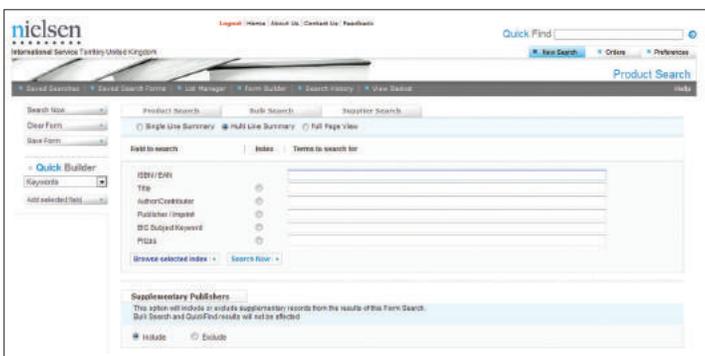
The **Supplementary Publishers** option box will appear below the search form on the **Product Search** page.

Form Builder

Form Builder allows you to set up search forms to suit your specific requirements.
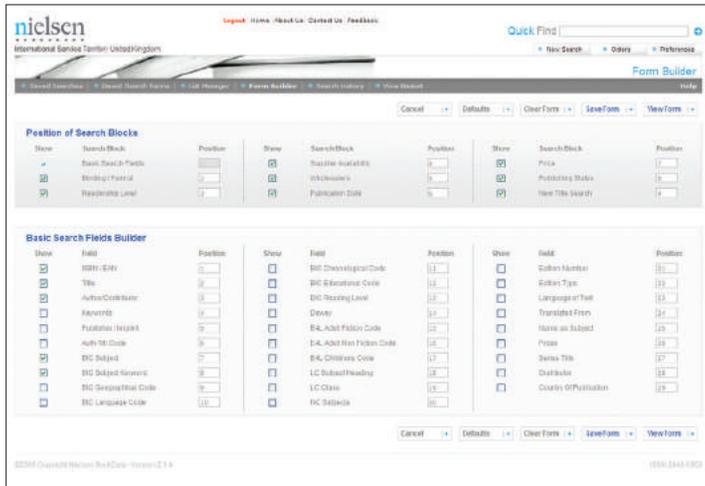

Click on **Form Builder** in the dark grey menu bar.

Position of Search Blocks* allows you to choose the order in which the search blocks appear in your **Search Form**.

Basic Search Fields Builder allows you to select which fields you want to include in your **Basic Search Fields Block**. Nielsen BookData Online has 29 Search Fields available.

Once you have selected the fields you want to include and the order in which you want them to appear click on **Save Form**. Enter a name and description in the text boxes and click in the tick box if you want this form to become your default **Search Form**. Click on **Submit**.

Clicking on **Defaults** will reset the **Form Builder** to Nielsen BookData Online's default form.

Clear Form will clear the **Form Builder** of any existing selections.
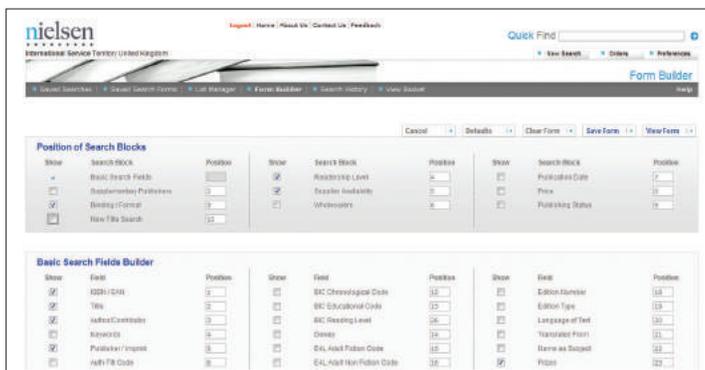
'Supplementary Publishers'
The 'Include/Exclude' radio buttons can be added to the Product Search form so you can easily switch between the two options when carrying out advanced searches.

View Form allows you to view your new **Search Form** and start using it.

A list of your saved **Search Forms** can be viewed by clicking on **Saved Search Forms** in the dark grey menu bar.

In **Saved Search Forms** you can select by clicking in the radio button which form you want to set as your default. You can also delete a form or edit its name.

* A search block is either a selection of similar search fields grouped together for ease of searching or an expanded search field listing the options available within that field to save you having to use the Index.

Search Results

Your search results can be viewed in three ways:
- Single line summary – basic details for each title
- Multi Line Summary – summary details with a jacket image
- Full page view – detailed information

Using the summary views you can use the title, price, author, publisher and jacket image to narrow down the number of titles you are interested in. By selecting the Full page view you can make a more informed choice using the availability information, descriptions, author biographies, reviews, readership levels and distributor details.
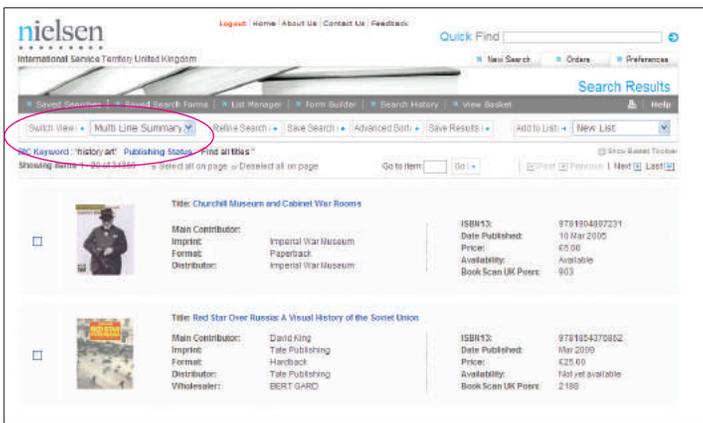
The results of your search are displayed in the **Multi Line Summary** by default, but this can be changed in **Preferences**.

The **View** drop-down in the top left hand corner of the screen gives a list of all available record views including the more compact **Single line summary**.

From either of the summary views, click on the jacket image or the title to see the **Full Page View** of the record.
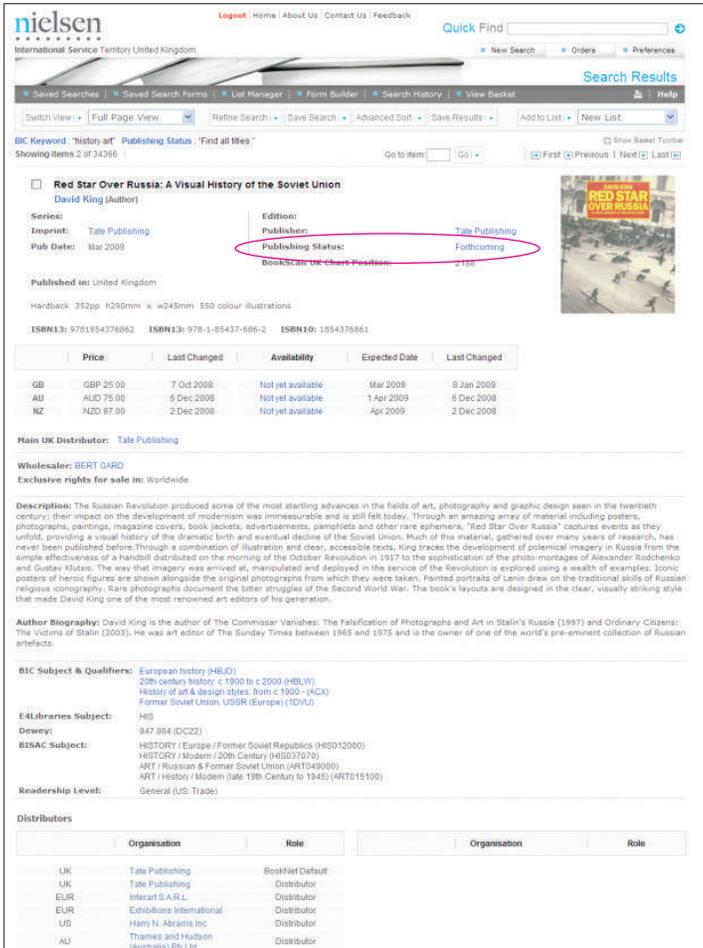

In the **Full Page View** scroll down for reviews, classification information and distribution details.

For a guide to the terms used in **Publishing Status** and **Supplier Availability** click on the link in the **Availability** column or beside **Publishing Status**.

The Publisher and Distributor names on this screen link to the relevant records on our Publishers and Suppliers database, as provided by the supplier.

Availability Codes

With thousands of publishers of all sizes, from around the world, providing their data, it is important for you to know whether a book is available and the last time the publisher/supplier provided an availability status to Nielsen Book.
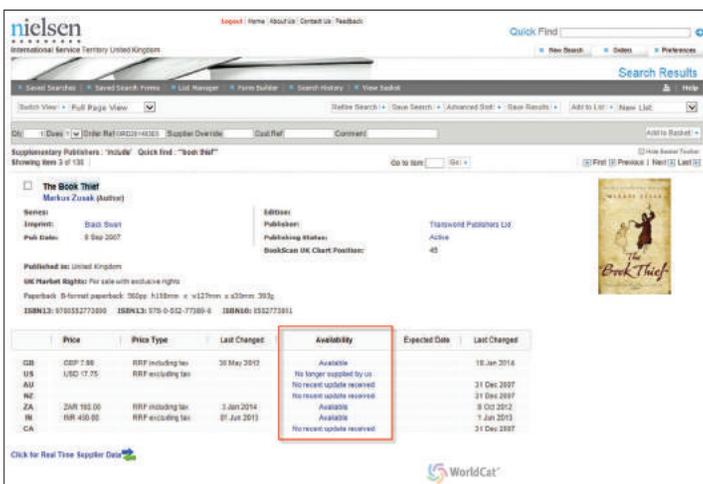
The **Availability** status shows the latest availability information for a title. This will help inform your purchasing decision and ensure you order titles that are currently available from the supplier.

The **Availability** code **No recent update received** will be displayed for records where:

- UK Market titles – no recent update has been received from the supplier for more than 8 years.

- AU, NZ, ZA, EUR and "other" Market titles – no recent update has been received from the supplier for more than 5 years.

The different codes are as follows:
Available / *In stock* / *To order* / *POD* / *Out of stock* / *No longer supplied by us* / *Apply direct* / *Not sold as set* / *Contact supplier*.

Price Type Code

In the **Price Type** column, where appropriate, the price will be accompanied by an explanation defining the sort of price being shown.

Our default display shows the Tax Inclusive price relevant for the type of product within the local market tax regime, e.g. in the UK VAT is applicable to most book products at zero rate; in Australia GST is applicable to all products at a standard rate.

Nielsen Book2Look Widgets

Single line view

Use Nielsen Book2Look widgets to:

- Access richer content information about a title to help inform your title selection including audio and video content, reviews and blogs.

- Easily share titles with customers, colleagues and across social media.

- Support local events promoting titles using your community account.

Nielsen BookData Online includes over 25,000 Book2Look widgets, any title with a widget will display the Book2Look logo in the single line, multi line and full page views of that record

Multi line view

Full page view

Simply click on the Book2Look logo to view the widget and share it via online sites and social media.

WorldCat Link

Nielsen BookData Online links directly to records within OCLC WorldCat.org from the **Full Page View**.

From the **Full Page View** of a record, simply click on the **WorldCat.org logo**.

The WordCat.org results will open in a new window and give instant access to library holdings information (sorted by distance) along with other content available through the WorldCat.org service.

The link to WorldCat.org is available to all library customers using Nielsen BookData Online.

Real Time Supplier Data

If you have a SAN Real Time Supplier Data allows you to check your trade discount (%) and cost price for titles supplied by participating distributors. You must have a trading relationship with the participating distributor to use this functionality.

To view **Real Time Supplier Data** you need to perform a bibliographic search. Real Time Supplier Data will be accessible via the Multi Line Summary screen or the Full Page View.

Real Time Supplier Data is illustrated by:

This symbol is displayed in both the **Multi Line Summary** and the **Full Page View** where data has been supplied by a participating distributor.

In the **Multi Line Summary** the symbol will appear next to the Recommended Retail Price (RRP) for all titles distributed by the participants.

To view the **Real Time Supplier Data** click on the symbol and it will take you straight to a special version of the **Full Page View**.

If you are looking at title information via the Full Page View there will be a button below the availability information for Real Time Supplier Data. This button will only be visible if Real Time Supplier Data is available from that supplier.

Click on this button to display the Real Time Supplier Data.

The Real Time Supplier Data shows your trade discount (%) and cost price supplied directly from the distributors' own system based on your company's SAN. This information is made available to you because you have a trading relationship with that supplier.

Stock Status and Product Availability are the current availability from the distributor.

Series title link

The Series title link allows you to see what other titles are included in a particular series. This allows you to make recommendations and answer enquiries based on what a customer has purchased and/or read in the past. It also informs your purchasing decisions and helps identify alternative formats within a series.

Look up a title and view it in the Full Page View.

If the title is part of a series the series name, as a hyperlink, will appear underneath the title and author details.

Simply click on this link and all the titles within that series will be displayed as a Single Line Summary.

Investigate the other titles within the series by clicking on the title link; to return to the list just click on the series link.

To return to your original search results click on Search History in the dark grey toolbar and rerun your search.

Saving a search and selecting a New title alert

Saving a search is very useful if you want to perform the search on a regular basis. The search will be stored in the Saved Searches screen and you can run it again whenever you want. If you want to be notified of any new titles added to the database which fit the search criteria then select the New title alert option. You will then be emailed on a weekly basis.
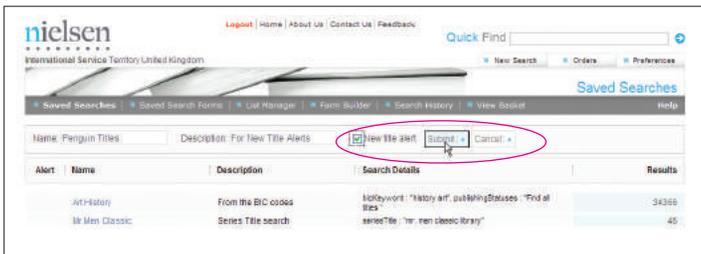
Run a search.

To save these search criteria to run again in future, click on the **Save Search** button at the top of the results screen. If you have entered your email address in the **Preferences** section then tick the **New title alert** box. This search will be run weekly and any titles within these criteria and new to the database will be sent to you.

Search History

The search history function is useful if you want to re-run a search you performed recently. You may be carrying out a number of specific searches at one time and need to switch between them. It means you don't have to keep remembering all the search criteria.
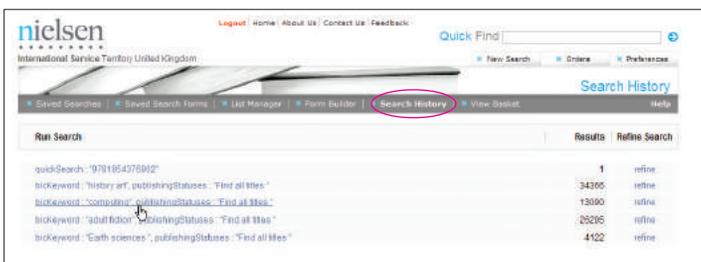
The **Search History** feature saves the last 50 searches made in your login. These searches can be re-run by selecting the search criteria in the **Run Search** column.

Searches originally made using the search form can be refined. Click on **Refine** to bring up the original search form populated with the original search criteria.

Please note if your search was initially performed using Quick Find, your search criteria will automatically occupy the Quick Find search box.

Using the Indexes: Author/Contributor example

The Index ensures you pick up all the entries for a particular field. It prevents records being missed due to multiple or less familiar spellings. Indexes are available for many of the search fields and are identified by a radio button. To demonstrate how to use indexes we have used Author/Contributor as an example.
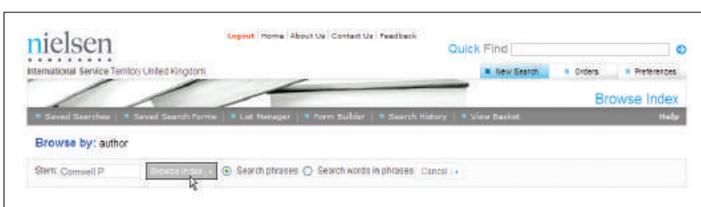
Contributor names may be listed by publishers in several formats *(surname followed by first name, initial or two initials)*.

Using the Index is the best way to pick up all the entries for a field. Simply click in the round radio button next to **Author/Contributor** and type, for example, CORNWELL P in the stem box and press **Enter**.
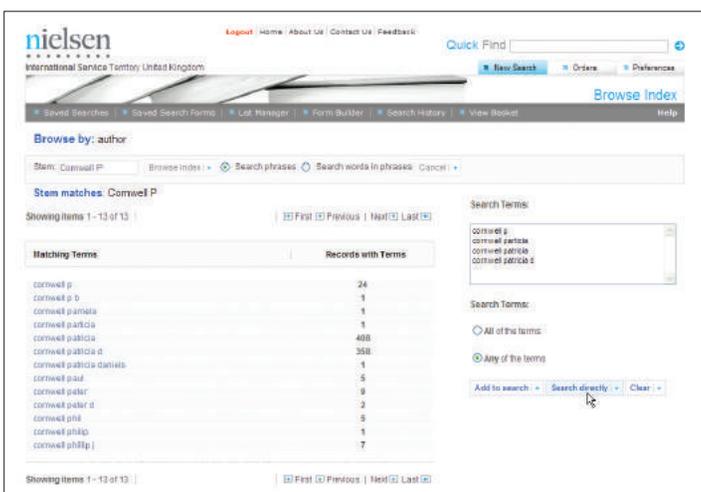
The screen will now display a list of authors based on the information you have given, with the number of occurrences of each item.

Click on the name(s) you require, then click on either the **Add to search** button or the **Search directly** button to see the records linked with those names.

For a more detailed guide on Subject Searching download our help tip from the help section of our website: www.nielsenbookdata.co.uk

Supplier Search

The Supplier Search allows you to search our publisher/distributor database of over 60,000 publishers. You can look up specific publishers, search for prefixes or find a list of publishers within a country.
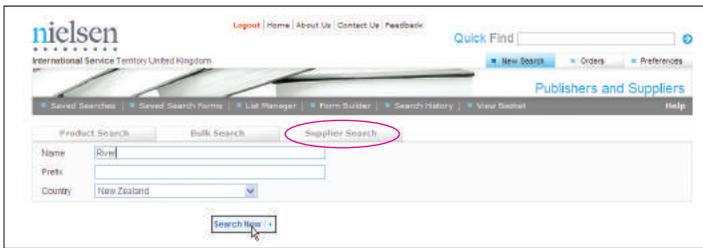
Click on the **Supplier Search** tab on the main **New Search** screen to search the publishers and suppliers database.

User Defined Formats

User defined formats allow you to stipulate which data fields, from a title record, are exported from Nielsen BookData Online into a file. This enables you to load the data into other applications.

You can create up to 50 User defined formats, allowing you to export different data fields, in different formats for different purposes.
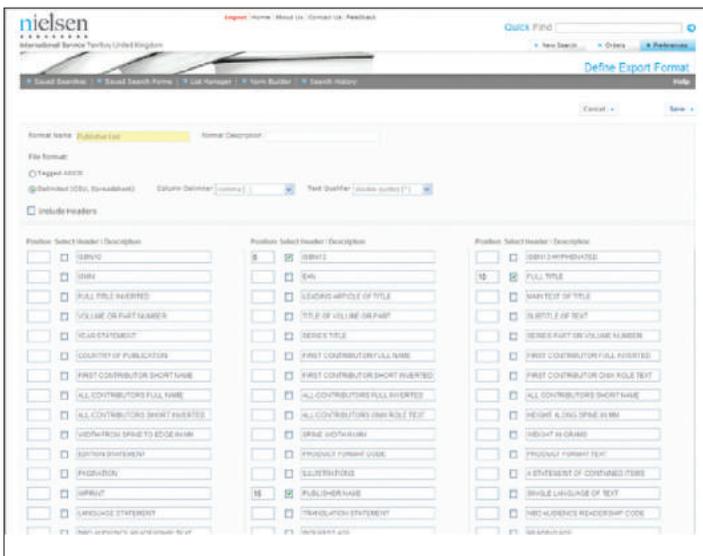
Go to **Preferences** and click on **Export Formats** in the left hand menu bar. If you have already set up some formats they will be listed here. These can be edited by clicking on the name of the format which appears as a link.

Click **New** and give the format a name and description. Select the type of **File format** you want to export:

- **Tagged ASCII** for upload into computer systems
- **Delimited** for spreadsheets and csv files

To include column headers in your spreadsheet tick the **Include Headers** box.

Scroll through the list provided and select the fields you wish to export by ticking the box to the left of the Header/Description. Then numerically order each one in the order in which you want them to fill the columns, from left to right, in your spreadsheet.

At the bottom of the list there are five blank fields which you can use to insert blank columns in your output file.

You can also change the heading/description text.

Click on **Save** to save changes.

Please note you can export up to 1,000 records at one time.

Print, Save or Email the record

This screen allows you to output records from Nielsen BookData Online. You may wish to print or email the details to customers or colleagues. Alternatively you can save the records in a particular format for use within internal systems.

From the results page of the titles you wish to save, click on the **Save Results** button and select **Print**, **Save** or **Email**.

Choose the records and format you require, there is a maximum limit of 1,000 records.

The **RTF Format** (Rich Text Format) is an example of various save formats available. Information can be saved as Microsoft Word and Excel files or for viewing in Adobe Acrobat.

New **Comma Delimited** and **Tagged** formats can be made in Preferences.

If you wish to load data into a spreadsheet you need to make sure you have set up a **User Defined Format** in **Preferences**. See the **Exporting to a spreadsheet** section under **Exporting Results** in the **Help** text for more information.

Record Format: select your preferred format from the various options available. These include **Single Line Summary**, **Short Format with price** and **Full Page without price**. As a result of customer feedback the **Short Format without price** excludes trade information and is an ideal format for your customers.

If you wish to use a User Defined Format select **User Defined Format** and your saved format from the drop down menu.

Quick Print:
The Quick Print icon appears on the right hand side of the dark grey toolbar and is visible on all the search results pages.

Click on the printer icon and select **Open** in the dialogue box. The information will be displayed as a PDF and you can print in the normal way.
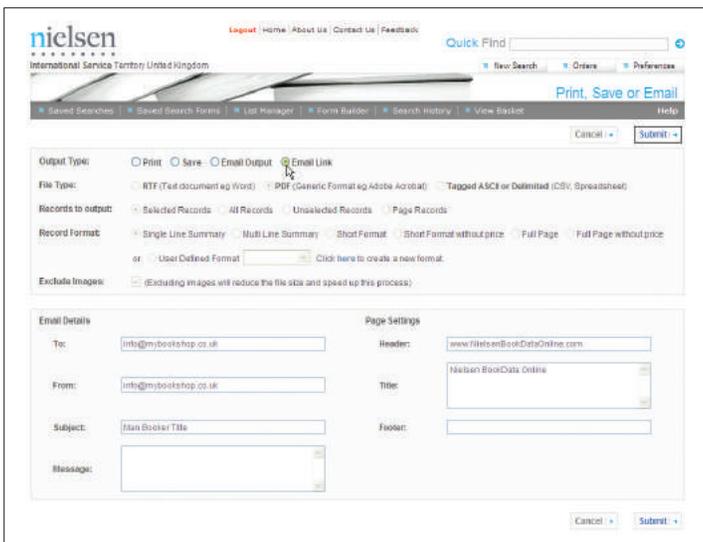
Email Link:

This allows you to send an email with a link to a particular record to a customer or colleague. The email recipient(s) will be able to view the Full Page View of the record in Nielsen BookData Online. The record can be sent to anyone, they do not need to subscribe to Nielsen BookData Online.

From the Full Page View of a record click on the **Save Results** button in the light grey toolbar and select **Email Link** from the **Output Type** options. Add an email address (more than one email address can be added, simply separate with a comma), subject and message and then click on **Submit**. Nielsen BookData Online will send the email. If the recipient chooses to reply their email will be sent to the address entered in the **From** field. The **From** field will automatically be populated with the email address saved in **Preferences** but can be changed here if you wish.

Save the record to a List

This function enables you to produce book/reading lists by creating a list of titles on a certain subject or criteria over time. You can then circulate the list to a wider number of people or export it in a different format.
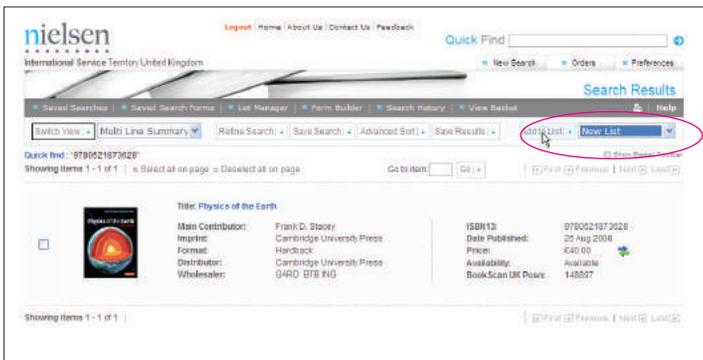
From any of the results views, select titles by ticking the box to the left of each record. There is a maximum limit of 1,000 records.

Check the active list drop-down menu on the right hand side before clicking on the **Add to List** button.

If you select an existing list and click on **Add to List** all selected titles will be added to that list without leaving the results page.
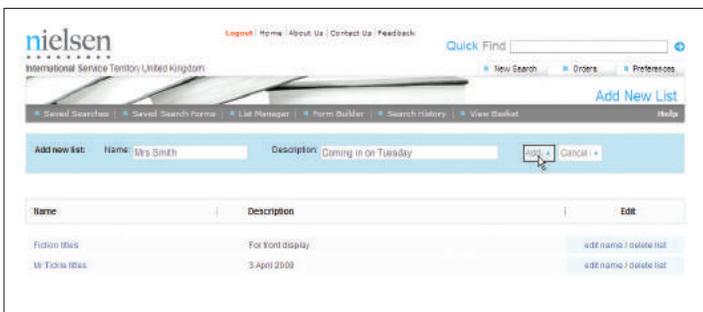
When the active list drop-down is set to **New List** you will be prompted for a name and description and a new list will be created with your selected title(s).

You then return to the results page and your new list will show in the active list drop-down.

The active list remains until you log out or change the list using the drop-down.

View contents of List

Once created you can view the contents of the list, edit the list name or delete the list.
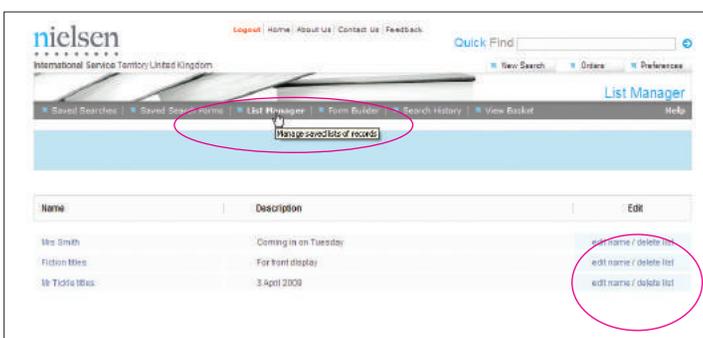
To view your lists, select the **List Manager** link from the dark grey toolbar and all lists for your account will be displayed.

To view the contents of a list click on the name. From the **Edit** column you can **edit** the list name or **delete** that list.

You can print, save or email your lists.

Bulk Search

Bulk Search allows you to create and upload a list of up to 1,000 ISBNs and then search for these titles. This feature is particularly useful if you are working with book lists saved as spreadsheets. Validation and reporting options warn you if any ISBNs are invalid or not listed within the database.
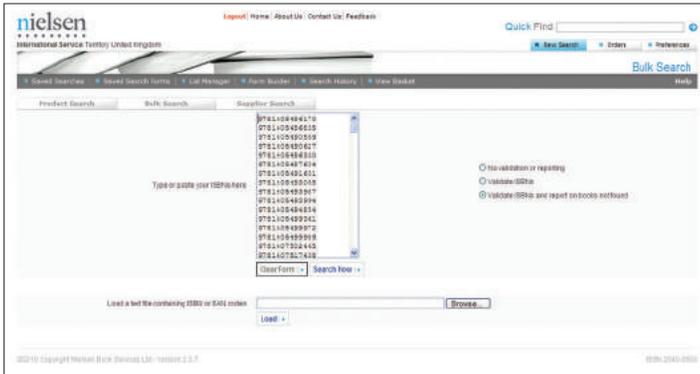
Click on the **Bulk Search** tab.

A list of ISBNs or EANs can be copy and pasted directly from a spreadsheet column or rich text document into the central ISBN viewer. Alternatively you can type them in, entering each one on a new line.

Select one of the following options:

No validation or reporting* – displays all titles with a valid ISBN which are listed on our database.

Validate ISBNs – checks the validity of the ISBNs. You will be asked to change or remove any invalid ISBNs before the matching results are displayed.

Validate ISBNs and report on books not found – firstly highlights any invalid ISBNs and shows a list of any ISBNs which are not listed on the database. It will then display all the titles which are listed.

* Please note: the default option is **No validation or reporting** but this can be changed in **Preferences**.

Click on **Search Now**.

Loading a Text File

Text Files should contain ISBNs or EANs as a list, each entered on a new line.

Click on **Browse** to locate your text file or type in the file path and name. Click on **Load** and the text file will populate the central ISBN viewer. You can then click on **Search Now** to complete your search.

Please note: A text file is usually created in Notepad, or a similar WordPad type application, and has the file extension .txt. Files created in Word, Writer or AppleWorks are rich text and cannot be uploaded.

A maximum of 1,000 ISBNs can be entered or uploaded from a file. Bulk ISBN searches cannot be saved and are not included in search history.

If you have selected the option **Validate ISBNs and report on books not found** any titles which haven't been found will be displayed in the central ISBN viewer for you to check. To save this list highlight the ISBNs and copy and paste them into a new file.

Once you have reviewed this list, click on **Continue** and the records that match the ISBNs in your list will be displayed in the normal results screen.

The results will be displayed in the order you have set in **Preferences**. If you haven't specified an order they will be displayed in Title order.

If you wish to compare your results with your original ISBN file we recommend sorting the original list by ISBN before uploading it and then using **Advanced Sort** in the results screen to sort your results by **ISBN-13**.
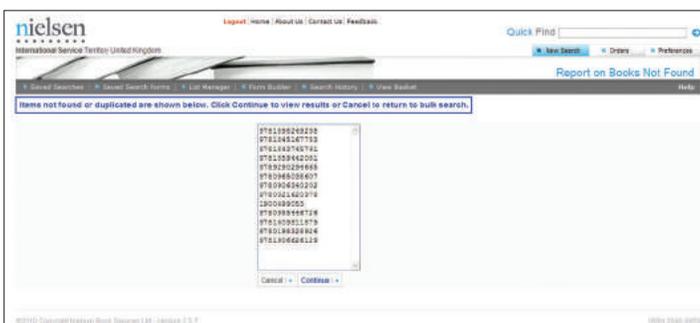
Nielsen BookScan chart position

Nielsen's Bibliographic records are combined with Nielsen BookScan's weekly chart positions to provide TCM (Total Consumer Market) sales information from Nielsen BookScan UK, Australia and New Zealand. This feature allows you to sort your search results by Nielsen BookScan chart position giving a clear indication of weekly bestsellers in your market.
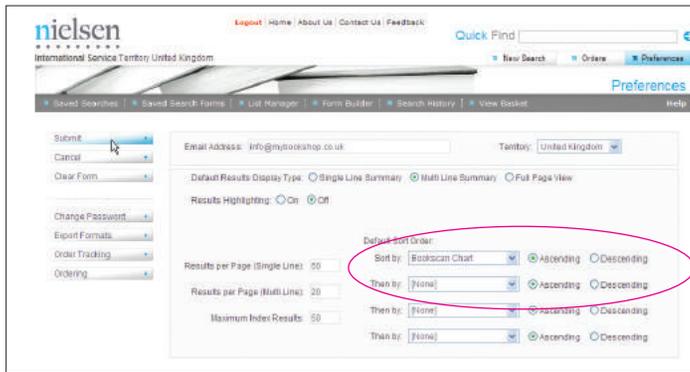
To view and sort using the Nielsen BookScan chart you must set your **Territory** view in **Preferences** to either the United Kingdom, Australia or New Zealand.

Sorting by the Nielsen BookScan chart can be done in two ways:
- After performing a search you can sort a set of results using **Advanced Sort**. The results will be re-displayed by chart position with the bestselling titles appearing at the top.

- Set your **Default Sort Order** in **Preferences** to sort by Nielsen BookScan Chart. That way every time you perform a search your results will be displayed by chart position.
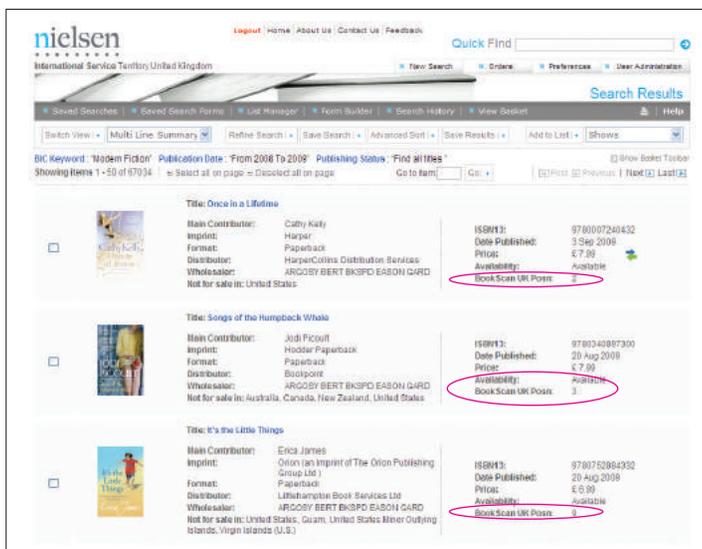
Example: **Search sorted in Nielsen BookScan UK Chart Order**

An example search has been run with the following criteria:
BIC Keyword: "Modern fiction"
Publication Date: "From 2008 To 2009"
Publishing Status: "Find all titles"
Preferences are set to sort by Nielsen BookScan Chart as the Default Sort Order.

In this example the results show *Once in a Lifetime* as the 2nd bestselling book across all titles in this particular week and *Songs of the Humpback Whale* was the 3rd bestselling title. The 1st, 4th and 5th bestselling titles this week did not match the criteria of this particular search.

Within a set of results the first 100 titles will show a chart position for that week. All subsequent titles will still be sorted by their position number but will only show the fact that they have sold and not their chart position.

For example: The top title is number 51 in the list and displays chart position number 188.

The bottom title is number 101 in the list and has sold this week.

This chart does not indicate volumes of sales, nor does it indicate total value of sales. The Nielsen BookScan weekly chart only takes account of titles which have sold this week, it cannot give any indication of lifetime sales. For more in-depth sales information, analysis and marketing tools please contact **info.bookscan@nielsen.com**.

MARC Download

Records within Nielsen BookData Online can be downloaded in UKMARC and MARC21 format. This provides a vital resource for librarians cataloguing new or forthcoming titles or wishing to fill gaps in their existing cataloguing. There are two ways to create a list of titles ready to be downloaded in MARC:

1. By uploading an existing list of ISBNs
2. By creating a new list of titles using Nielsen BookData Online

**Please note the MARC Download function is subject to an additional subscription fee.**
For more information email: libraries.book@nielsen.com
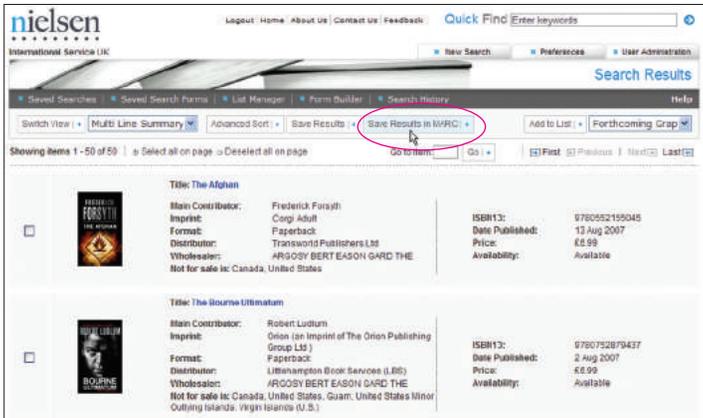

1. Uploading a list of ISBNs:

Load a spreadsheet or text file using Bulk Search.

Review the results and click on **Save Results in MARC**.
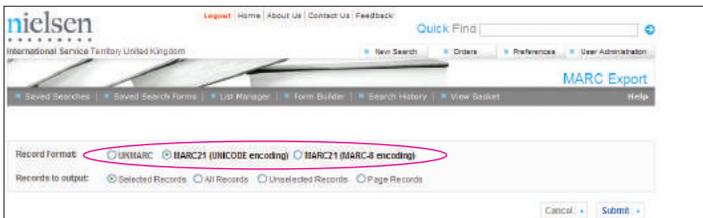
Select which format of MARC to download: **UKMARC, MARC21 (UNICODE encoding)** or **MARC21 (MARC-8 encoding)**.

Click on **Submit** and enter the location to save the file to.
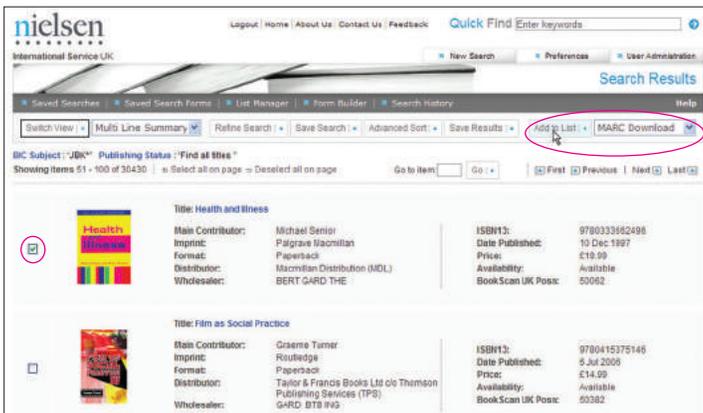
2. Making a list of ISBNs using Nielsen BookData Online:

Search for titles using Nielsen BookData Online. Select from the results the titles you require and **Add to List**.
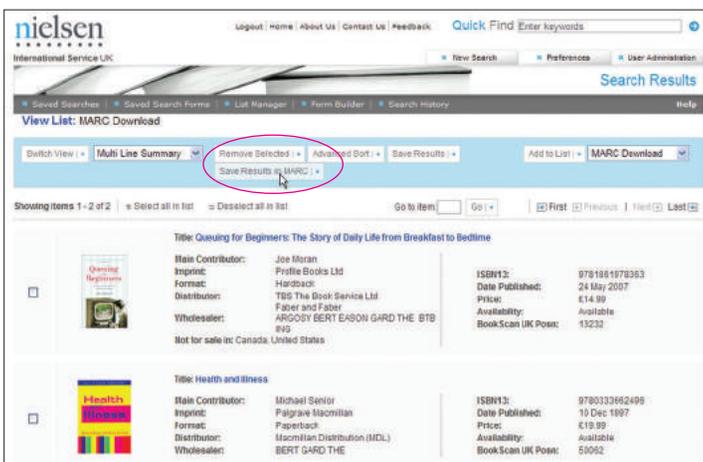
When you have found all the titles you require and added them to your list, click on the **List Manager** link in the dark grey toolbar. Click on the list name to view the saved list.

Click on the **Save Results in MARC** button to download all the records.

Select which format of MARC to download: **UKMARC, MARC21 (UNICODE encoding)** or **MARC21 (MARC-8 encoding)**.

Click on **Submit** and enter the location to save the file to.

Glossary

For the benefit of this guide we have assumed the following definitions:

- **Real Time Supplier Data** provides retail and cost price, trade discount (%) and stock availability for titles supplied by participating distributors using your company's SAN. (This was formerly known as 'My Price' enquiry).

- **SAN (Standard Address Number)** is your unique numerical identifier which allows you to trade within the book industry. This number relates to your geographical location and is not an account number.

- **Radio Buttons** are displayed like this:

Nielsen
UK Help Desk

Monday to Friday 08.30-17.30 (GMT)
Tel: +44 (0)1483 712 260
Email: **help.book@nielsen.com**

Australia
Help Desk
Monday to Friday
Tel: 1800 683 522
Email: **infobookdataaus@nielsen.com**

New Zealand
Help Desk
Monday to Friday
Tel: 0800 447 029
Email: **infobooknz@nielsen.com**

Asia Pacific
Help Desk
Monday to Friday 08.30-17.30 (GMT)
Tel: +44 (0)1483 712 260
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Email: **info@sapnet.co.za**

User Name:

Password:

Notes: