

# Nielsen BookScan



Jeremy Neate  
ISTC

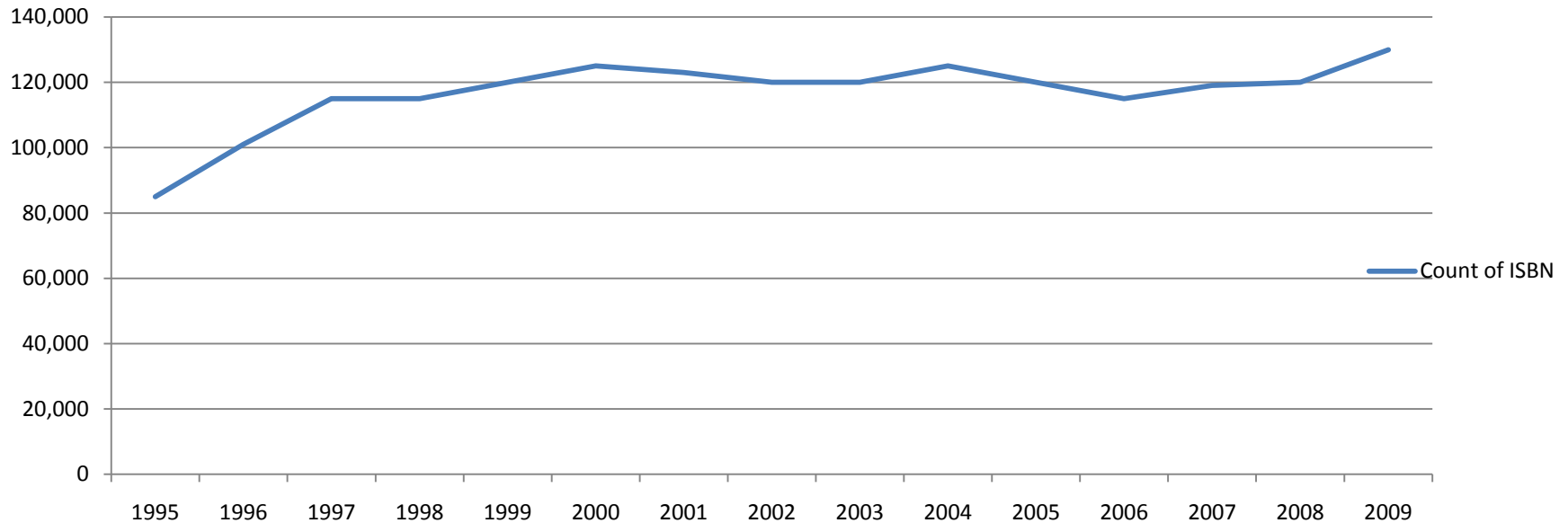
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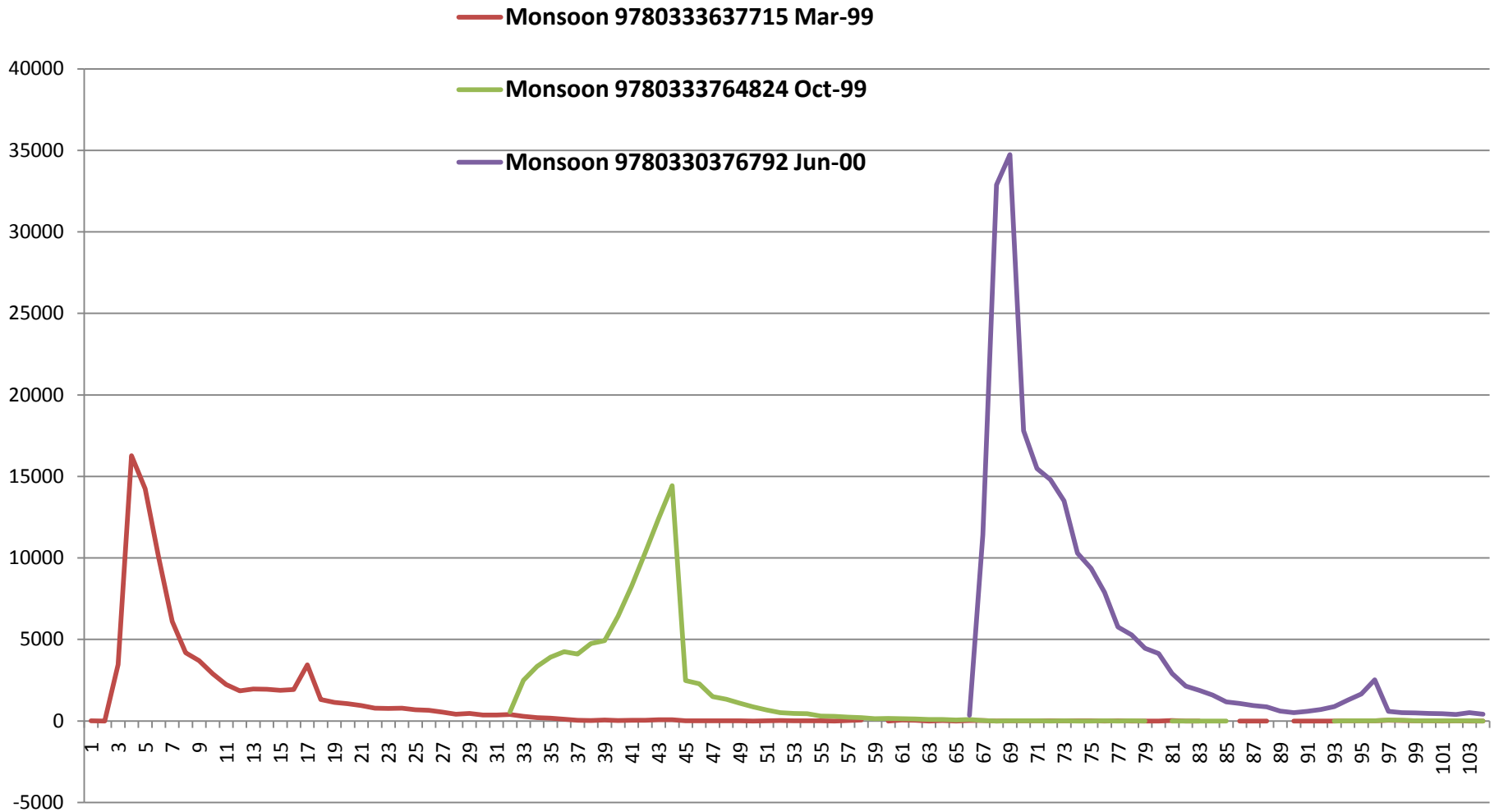
# Introduction

- ISBN coding **led to** Barcodes on books **led to** EPoS **led to** BookScan sales tracking
- UK ISBN Counts

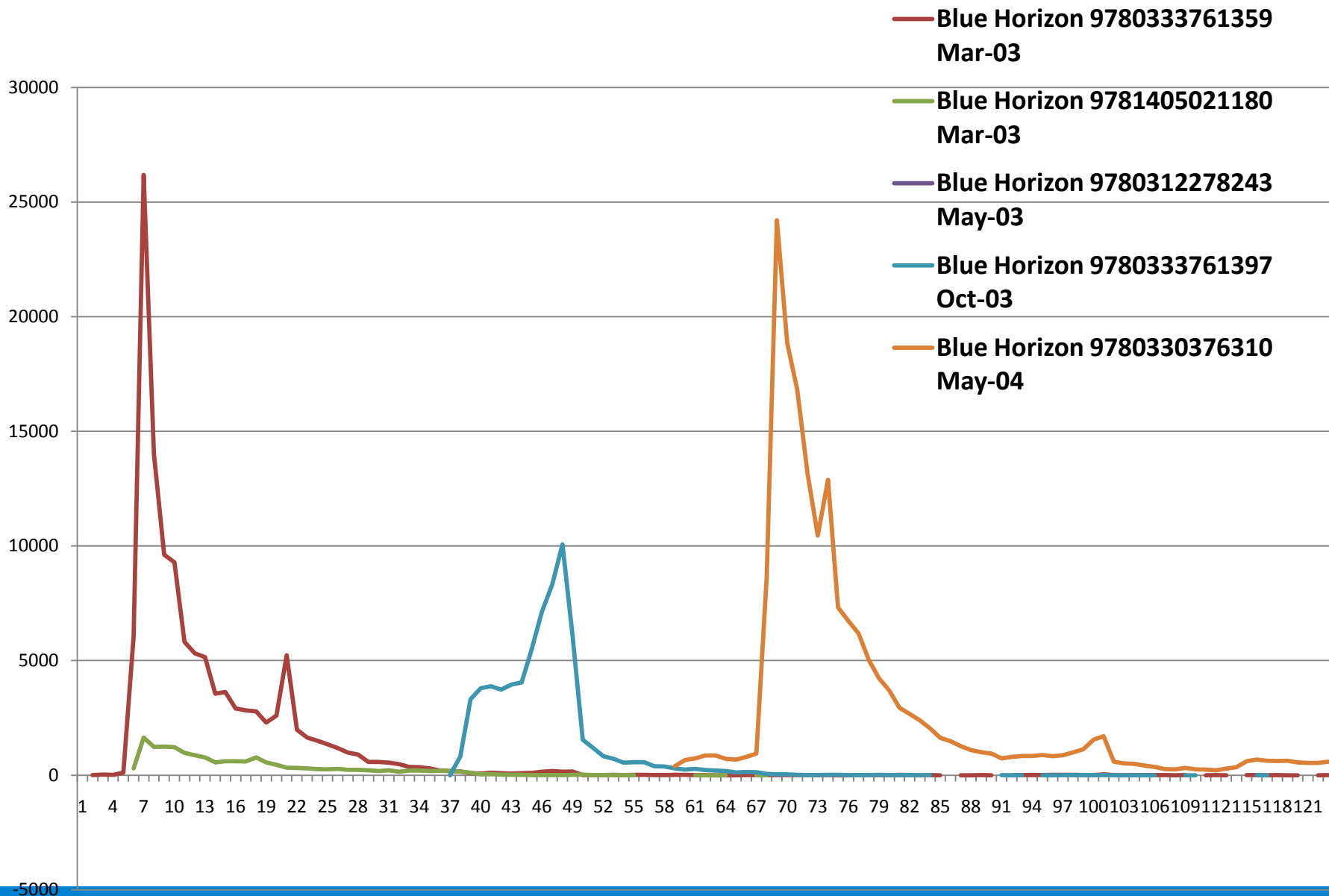
Count of ISBN



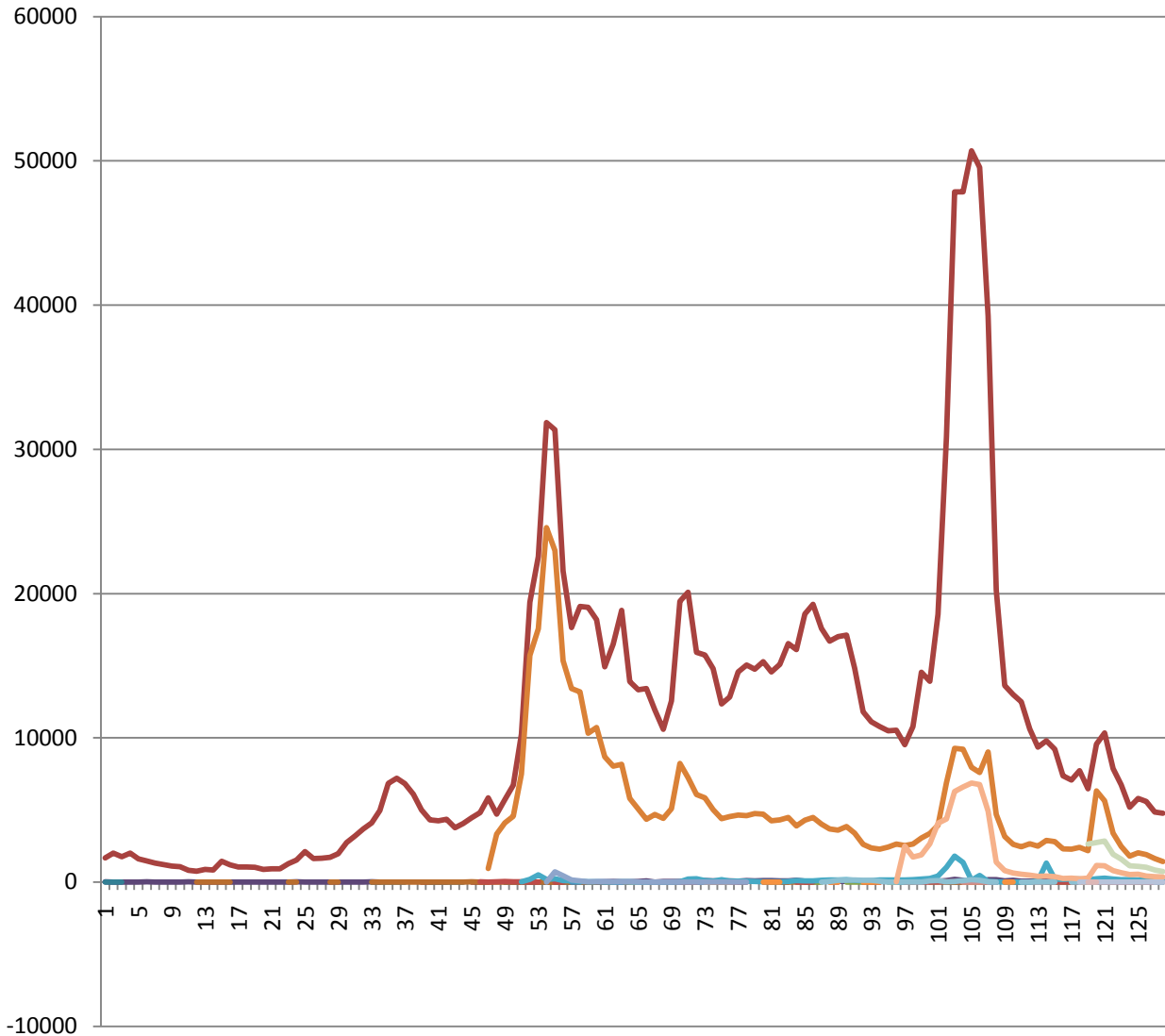
# As it was – Wilbur Smith Monsoon



# The beginning of change - 2003

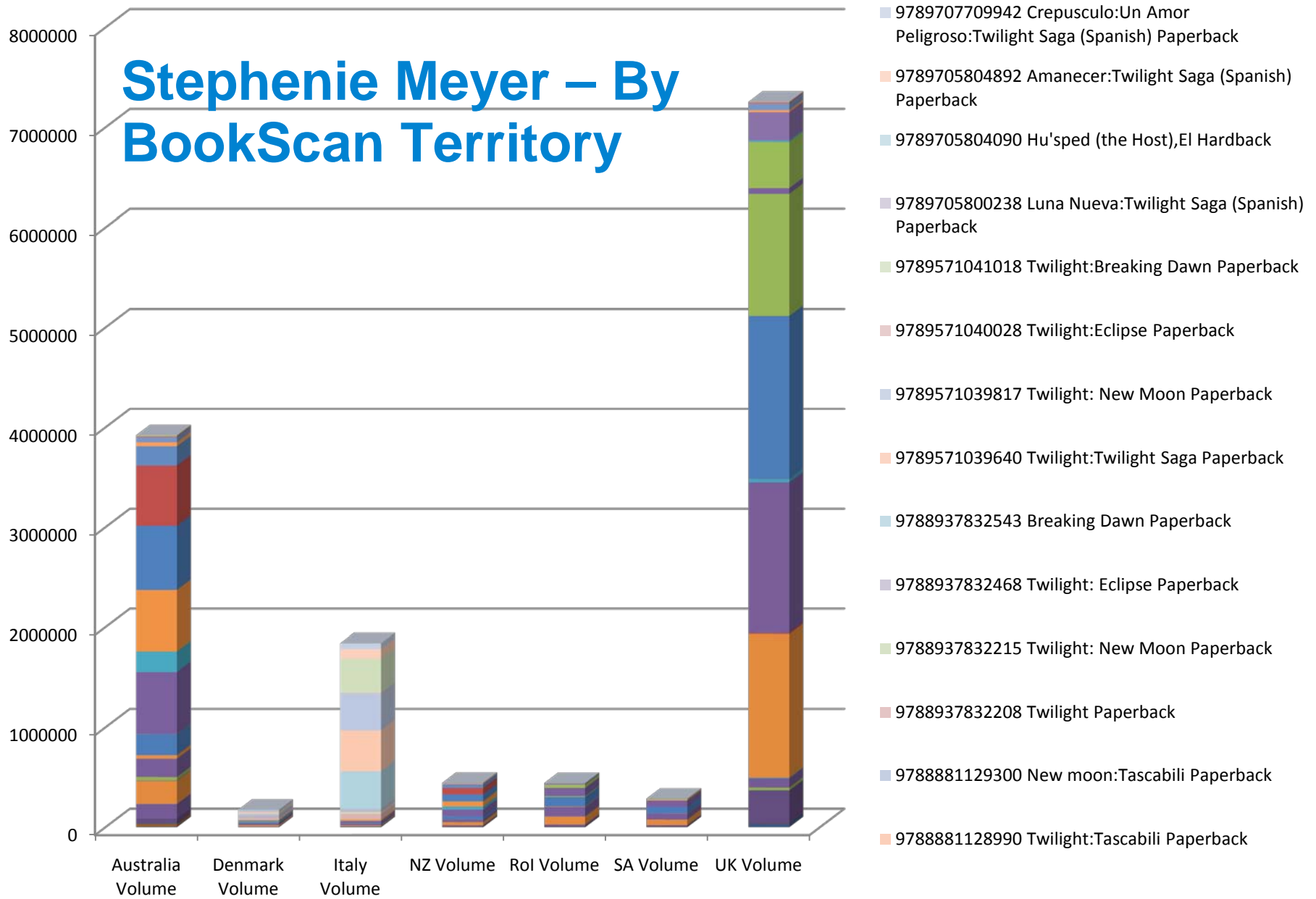


# Fast Forward to Twilight



- Twilight 9780316160179 Oct-04
- Twilight 9788876250484 Jan-06
- Twilight 9781904233640 Jan-06
- Twilight 9781904233800 Jan-06
- Twilight 9780316015844 Sep-06
- Twilight 9781417755912 Sep-06
- Twilight 9781904233657 Mar-07
- Twilight 9781905654406 May-07
- Twilight 9784863320147 Apr-08
- Twilight 9780316038386 Oct-08
- Twilight 9781905654376 Oct-08
- Twilight 9780316033411 Oct-08
- Twilight 9780316031844 Oct-08
- Twilight 9780316038379 Nov-08
- Twilight 9781905654413 Nov-08
- Twilight 9781905654390 Nov-08
- Twilight (Lrg Prt 9781594133299 Dec-08)
- Twilight 9781905654383 Dec-08
- Twilight 9781410413567 Mar-09
- Twilight 9781405663564 May-09
- Twilight 9780316070362 Jun-09
- Twilight 9781905654697 Aug-09
- Twilight 9781905654659 Oct-09
- Twilight 9781907410253 Mar-10

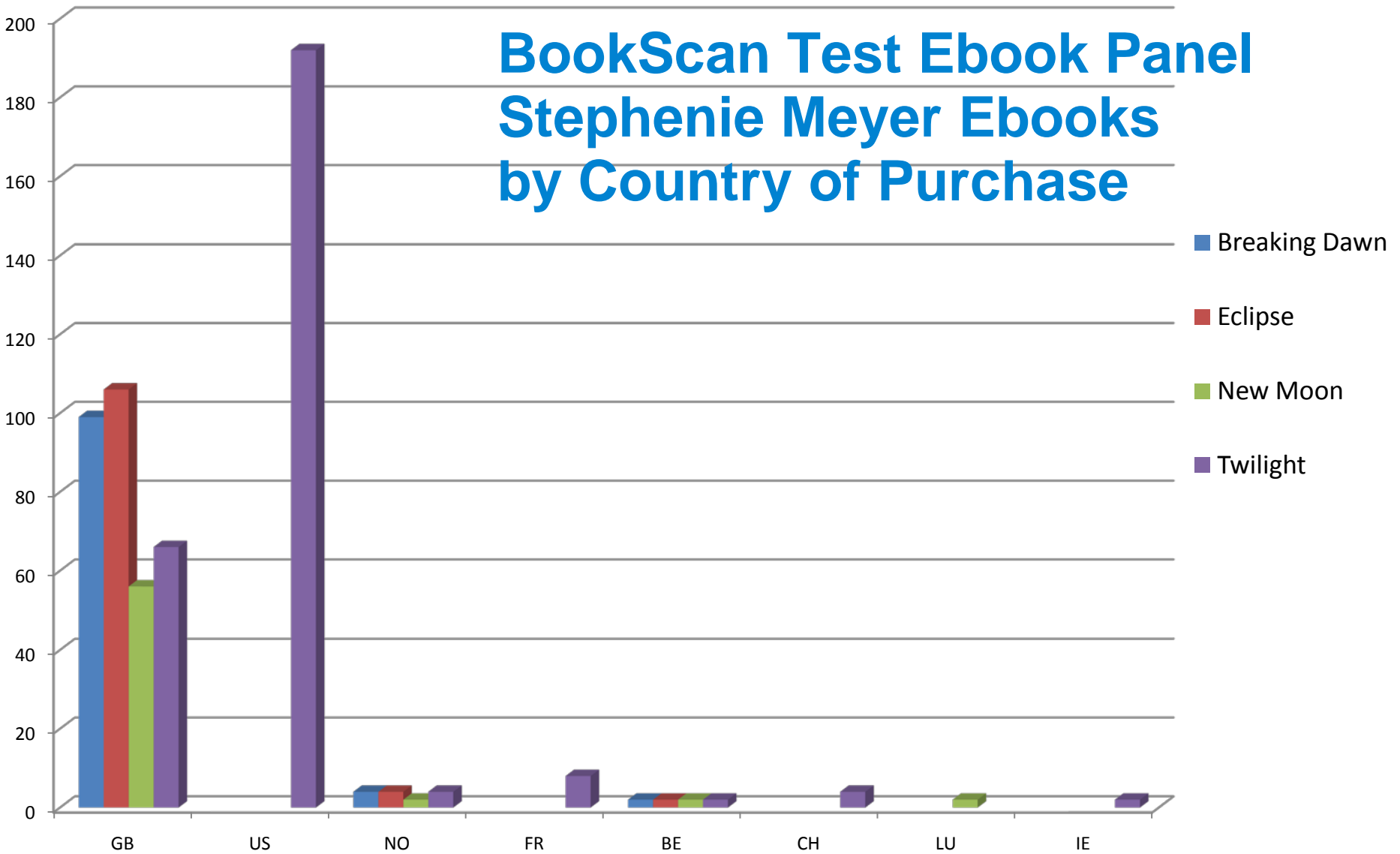
# Stephenie Meyer – By BookScan Territory



# E-books – The future is now

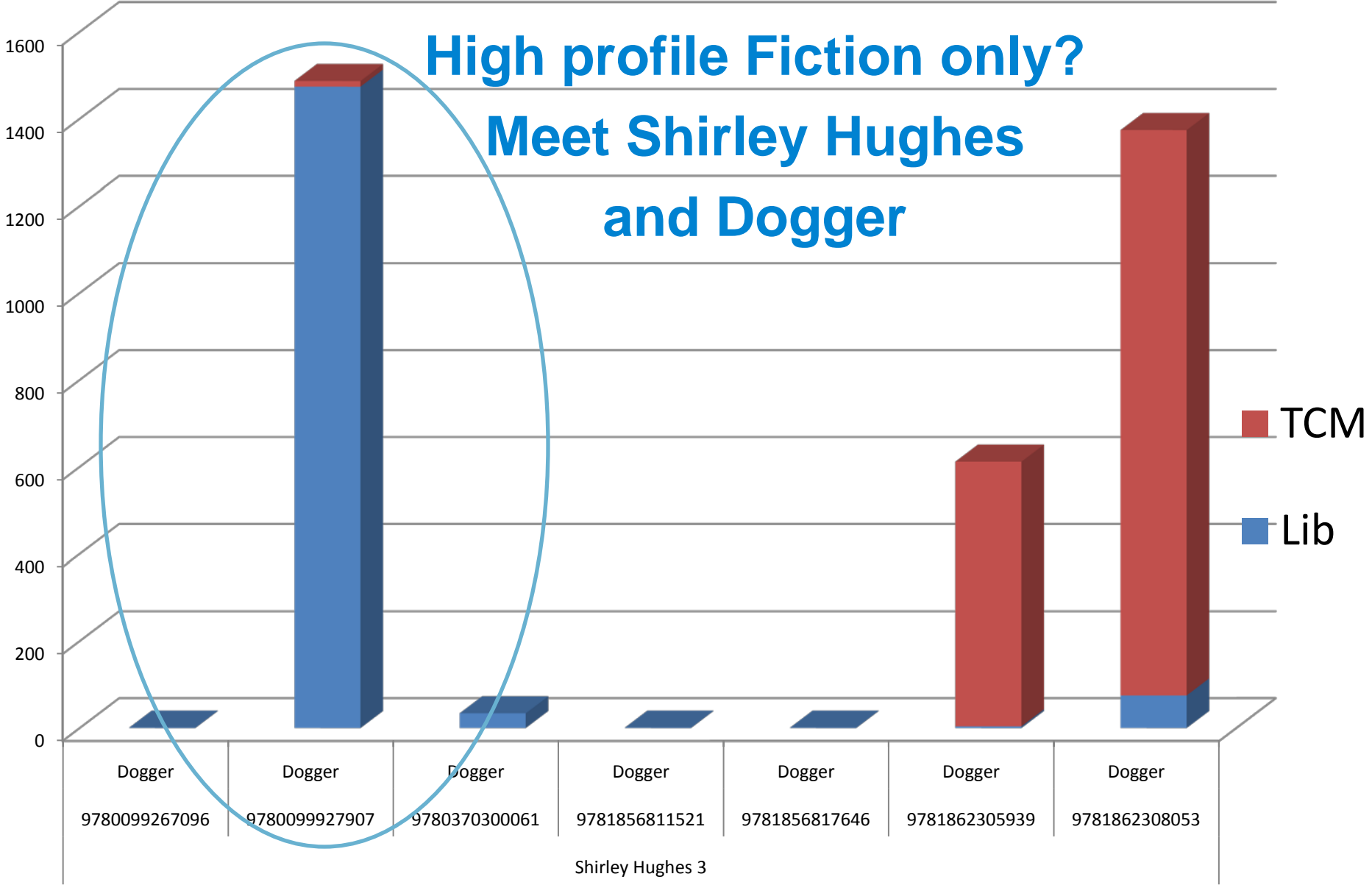
ISBN/EAN	Title	Author/Contributor	Imprint	Date	Format	Price	Availability
9780748112517	Twilight	Meyer, Stephanie	Hachette Digital	26 Feb 2009	EB	£6.84	Available
9780316007412	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007429	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007436	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007443	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007450	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316007467	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316023597	Twilight	Meyer, Stephanie	Little, Brown Books for Young Readers	18 Jul 2007	EB	USD 10.99	Active
9780316089500	The Twilight Saga Collection	Meyer, Stephanie	Little, Brown Books for Young Readers	27 Oct 2009	EB	USD 57.96	Active

# BookScan Test Ebook Panel Stephenie Meyer Ebooks by Country of Purchase





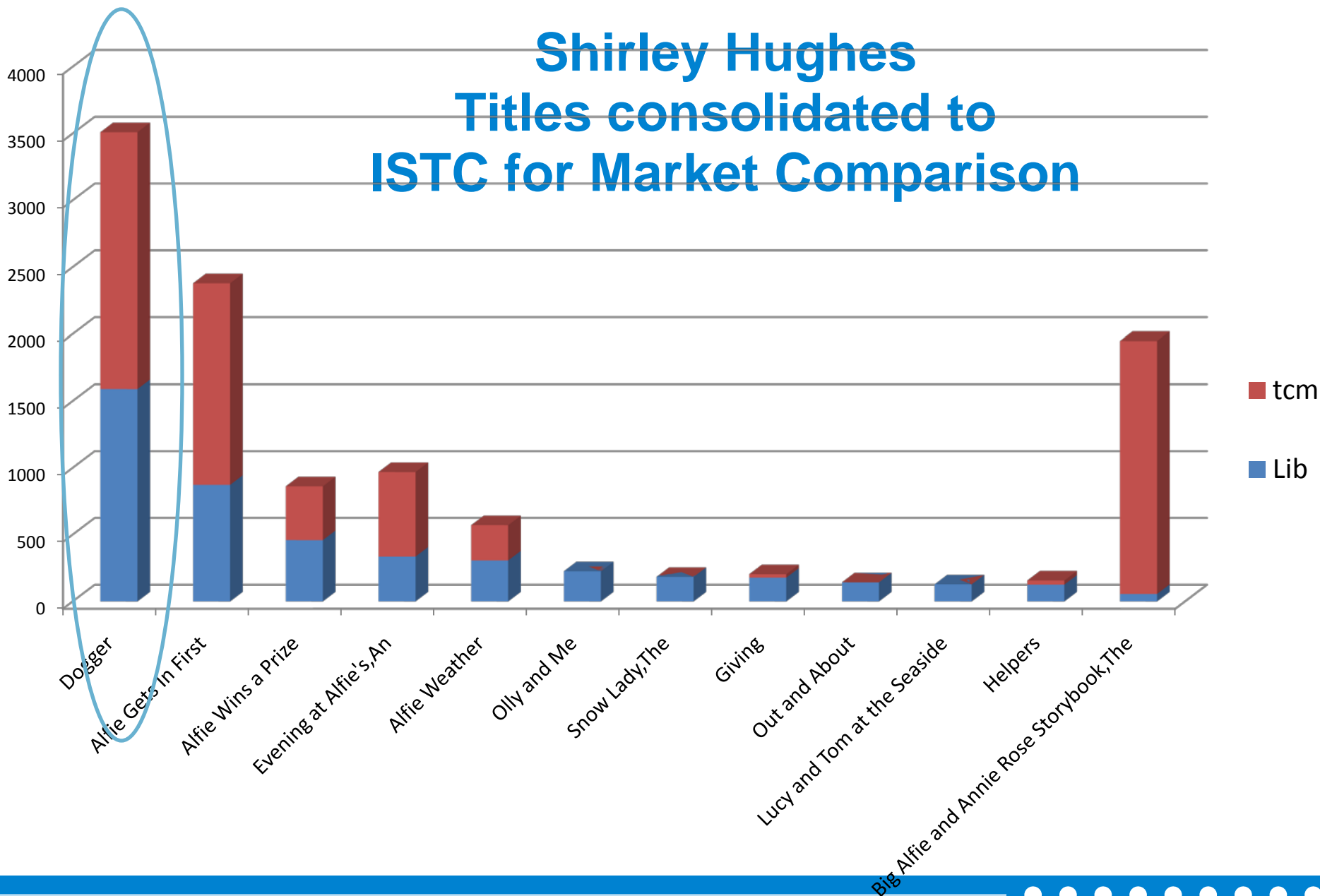
# High profile Fiction only? Meet Shirley Hughes and Dogger



Shirley Hughes 3

# Shirley Hughes

## Titles consolidated to ISTC for Market Comparison



# In Summary

**3 format 'Wilbur Smith' to a 24 (plus) with Twilight**

**Cross territory complexity**

**E-book development**

**Not confined to Blockbuster Fiction**

**Borrowings analyses can be misleading**

# In Conclusion

**ISTC's are as revolutionary for the book trade as the ISBN was, and it is the natural evolution of the ISBN in a more complex and mature Book Industry**

**Thank You**