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Book Industry Communication New Trends In Publishing 2017

Transactional Data Trends

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5 September 2017

AGENDA

Topics

- Introduction to Nielsen
- The book supply chain in 2017
- Consolidation & fragmentation
- Trends
- The role of book trade standards
- Compliance
- Summary

NIELSEN

Central to the supply chain



NIelsen BOOK COMMERCE **TRANSACT BOOKS**

From Teleordering in 1979 to Pubeasy 2017

- Providing solutions to allow exchange of business messages electronically
- Enabling publishers of all sizes to trade electronically with huge range of retailers
- **Millions** of order lines handled each year
- 42m price & availability updates each year
- Consultancy services provided to link to back office systems e.g. SAP, Oracle and other ERP and EPOS systems



BOOK SUPPLY CHAIN IN 2017

CONSOLIDATION & FRAGMENTATION

Factors

Consolidation

- Organisations
 - Publishers: Penguin Random House, Taylor & Francis
 - Distributors: Ingram & NBNi
- Globalisation
- Wholesalers and third parties

Fragmentation

- Bespoke solutions & formats
- Infrequent & Ad Hoc relationships
- Limited trading partners

BOOK SUPPLY CHAIN IN 2017

Trends

- Providing more translation services
- More publishers wanting to trade electronically with organisations outside of the book trade
- Surprisingly, fewer distribution queries from new publisher entrants to the market - micro publishers and self-published authors
- A few more requests for us to test returns notes: IRI - Industry Returns Initiative standard
- More questions about: SSCC - Serial Shipping Container Code

THE ROLE OF BOOK TRADE STANDARDS

THE ROLE OF BOOK TRADE STANDARDS



A fully automated supply chain?

- BIC's leadership role has been central in developing & maintaining booktrade standards
- EDI Standards are vital and provide the foundation to our work
- Making booktrade standards work with the non trade
- Continue to monitor developments in non book trade standards

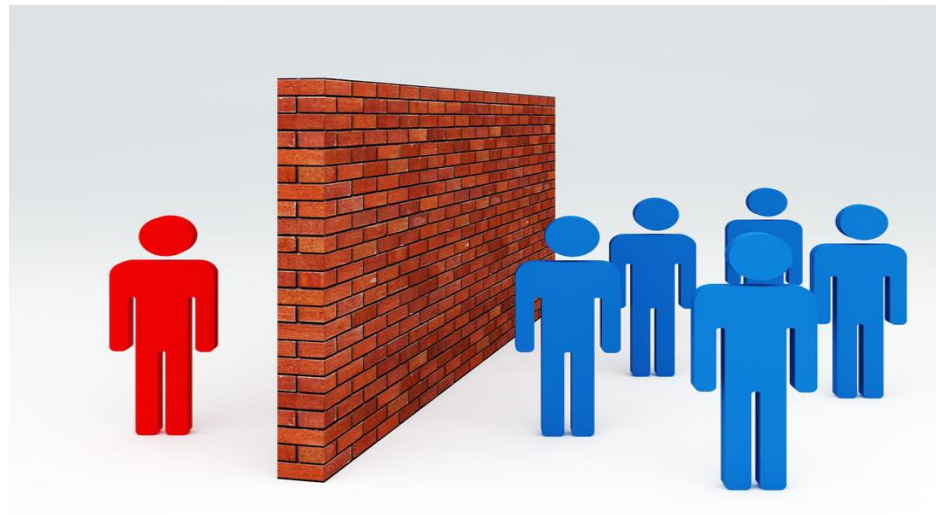
**But will we achieve 100% compliance in the near future?*

WHY HASN'T IT HAPPENED ALREADY?

Barriers

Knowledge

Expense



Confusion

Resource

GEOGRAPHERS' A-Z

Example

- EDI standard where possible
- Established networks .e.g Teleordering
- Direct sales
- Non standard - including web sites, e-mail, phone & fax

Where possible these orders are imported electronically



IN SUMMARY

SUMMARY....

- *A huge amount of progress has been made*
- *Importance of standards*
 - *Not 100% compliance, but continuing to move forwards*
- *Global standards & Brexit*

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