



The Nielsen Company
Nielsen Book
3rd Floor, Midas House, 62 Goldsworth Road,
Woking, Surrey GU21 6LQ
www.nielsen.com

Press Release

BOOK SALES HOLD THEIR OWN IN 2008 - NIELSEN BOOKSCAN UK RELEASES TOP LINE ANNUAL ANALYSIS

17 February 2009, Woking

JK Rowling's *The Tales of Beedle the Bard* may have been the bestselling book of 2008, but the one that generated the most money was Guinness World Records 2009, even though it sold nearly 200,000 copies less, according to Nielsen BookScan's sales analysis for last year.

The BookScan service is the leading retail sales monitoring and analysis service in the world and now covers book sales in nine countries, including the UK & Ireland.

The Tales of Beedle the Bard is the number one title for 2008 with 856,000 copies sold. *Guinness World Records 2009* had the strongest year ever in the TCM (Total Consumer Market) with 691,000 copies sold in 2008 (up by 20% in volume sales and 26% in value sales on 2007) taking it to the number 2 slot. If the chart was ranked by value rather than volume sales *Guinness World Records* would be the number one selling title for 2008.

BookScan also reported that the Average Selling Price (ASP) of the Top 20 titles in 2008 was lower than 2007 – the ASP of the Top 20 is £7.63 last year compared with £8.03 in 2007, however the 2007 ASP includes Harry Potter. Without Harry Potter in last year's Top 20, the ASP would have been £7.60 – so looking at figures with that in mind, 2008 was in line with 2007.

Volume sales for 2008 were down by -0.4% to 236.8m units sold and value sales declined by -1.5% taking the TCM in 2008 to £1.77bn. However, if you don't include the sales for *Harry Potter and the Deathly Hallows* (or the 2008 paperback sales) this would mean that 2008 saw both volume and value growth. Volume sales would have been up by +1.3% and value sales up by +0.5%, so overall 2008 ended up on a more positive note than many predicted.

Given poor sales in the second half of the year the 2008 ASPs sunk to £7.49 down by 8 pence from £7.57 in 2007. This is the lowest annual ASP we have seen over the last 8 years. This trend ties-in with the fact that, on average across all categories, consumers enjoyed 22% off the RRP, +0.3% more discount than 2007 and again the highest annual discount experienced through the TCM in the last 8 years.

Top titles in 2008

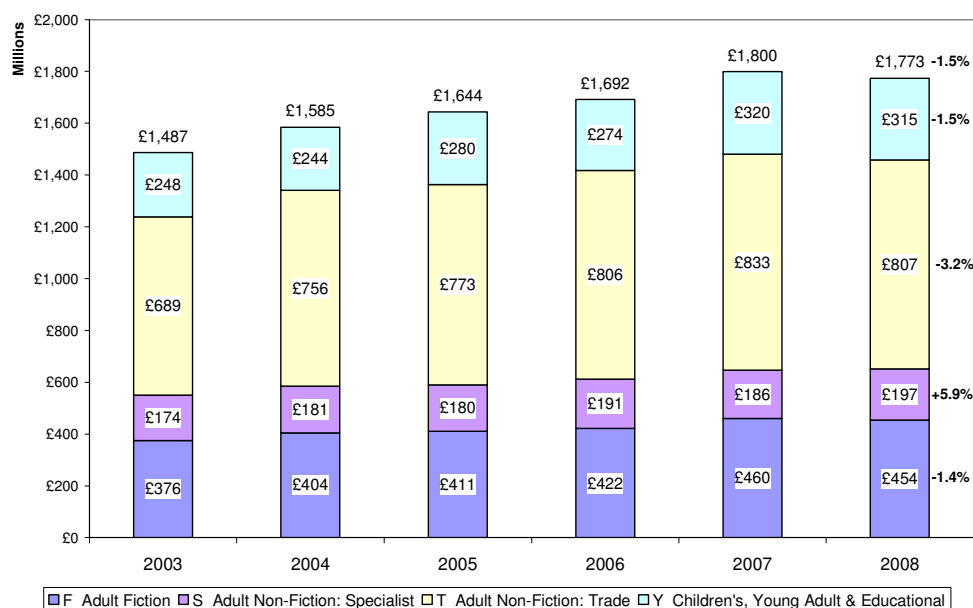
Table 1 – Top 5 titles of 2008 ranked by volume sales

Rank	Title	Author	Publisher Group	Volume	Value	RRP	ASP
1	The Tales of Beedle the Bard	Rowling, J.K.	Bloomsbury Grp	856,268	£3,415,782	£6.99	£3.99
2	Guinness World Records 2009		Guinness Publisher Group	691,103	£6,981,543	£20.00	£10.10
3	At My Mother's Knee ...	O'Grady, Paul	Transworld Grp	664,474	£6,625,703	£18.99	£9.97
4	No Time for Goodbye	Barclay, Linwood	Orion Grp	643,225	£3,359,703	£7.99	£5.22
5	A Thousand Splendid Suns	Hosseini, Khaled	Bloomsbury Grp	610,181	£5,714,228	£11.99	£9.36

TCM Genre Trends for 2008

The Fiction Market is worth £454m and accounts for 25% of all value sales and 32% of all volume sales. In 2008 the Fiction market declined by -1.4% in value sales and increased volume sales by +1.7%. Discounting in 2008 for Fiction is deeper and up to 27% off the RRP from 26% in 2007. This is also in line with the ASP moving from £6.22 in 2007 down to £6.03 in 2008.

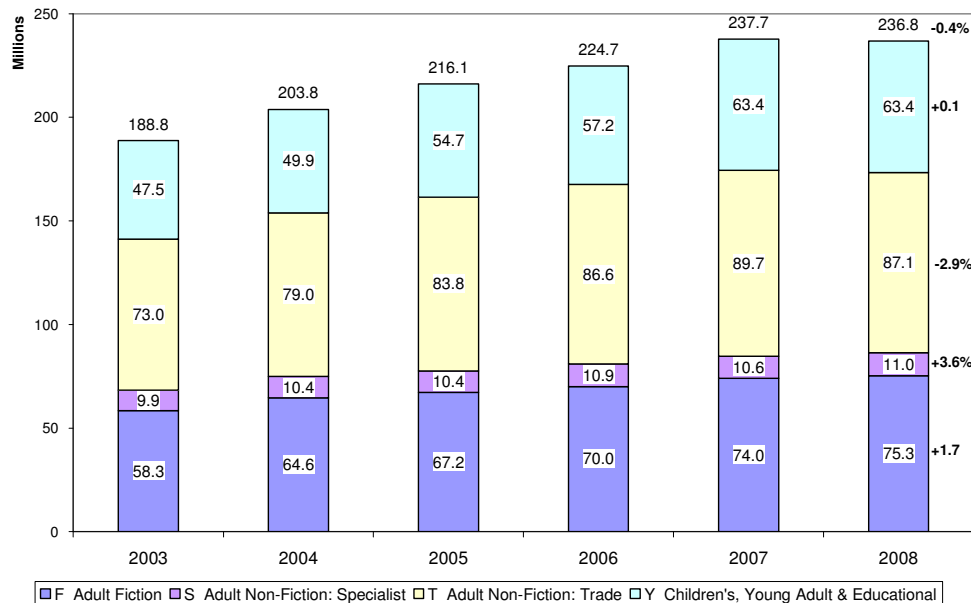
TCM Annual Value Sales (£m) by Key Genre



The Adult Trade Non Fiction Market accounts for 46% of the value sales and 37% of the volume sales. In 2008 this market was worth £807m. The Trade Non Fiction market has seen the deepest decline in 2008, down by -3.2% in value and -2.9% in volume sales. The decline occurred in spite of an increase in the average discount off the RRP – moving from 20% in 2007 to 22% in 2008.

The Specialist Non Fiction Market is a much smaller area of the TCM and accounts for 11% of the overall value sales and 5% of the volume sales. This sector was the only area in value growth in 2008, up by +5.9% and also saw volume grow by +3.6%. However in 2007 it was the only major market in decline. The average % discount off the RRP dropped down to 11% in 2008 from 12% in 2007, while increasing the ASP from £17.49 in 2007 to £17.87 in 2008.

TCM Annual Volume Sales (m) by Key Genre



The Children's market makes up 18% of the value sales and 27% of the volume sales through the TCM. No surprises that the Children's market is in decline in 2008, what is surprising is that the decline isn't steeper considering we had the last instalment of Harry Potter in 2007. Overall the Children's market saw value decline by -1.5% and volume increase by +0.1% in 2008. Without *Harry Potter and the Deathly Hallows* in 2007 figures (and taking out the paperback sales in 2008) the Children's market would have seen value sales increase by +6.5% and volume up by +4.5% in 2008.

Notes to the Editor:

All genre specific information is based on Nielsen BookScan product classes.

Trade Non Fiction also includes the Z Product Class (Unclassifiable).

All Children specific data is based on the total product class Y Children's, Young Adult & Educational.

For further information contact:

Andre Breedt - Research & Development Analyst, Nielsen BookScan
t: +44 (0)1483 712 227 or email: Andre.Breedt@nielsen.com

Mo Siewcharran - Head of Marketing, Nielsen Book
t: +44 (0)1483 712 300 or email: Mo.Siewcharran@nielsen.com

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