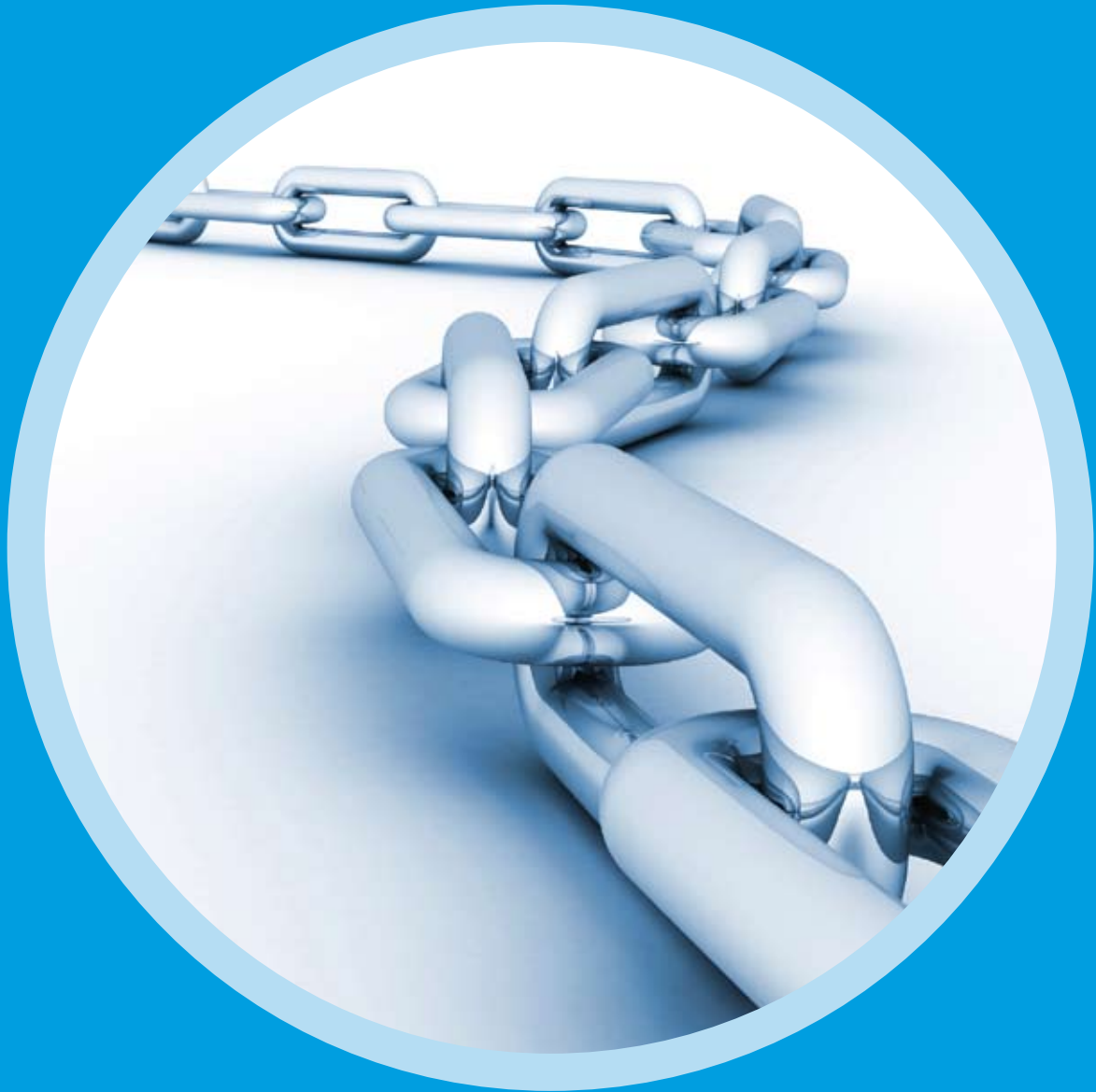


nielsen
.....



Nielsen BookNet

Linking the supply chain

www.nielsenbooknet.co.uk

Welcome to the Nielsen BookNet brochure. Discover the full range of BookNet services on offer and decide which one is right for you and your business.

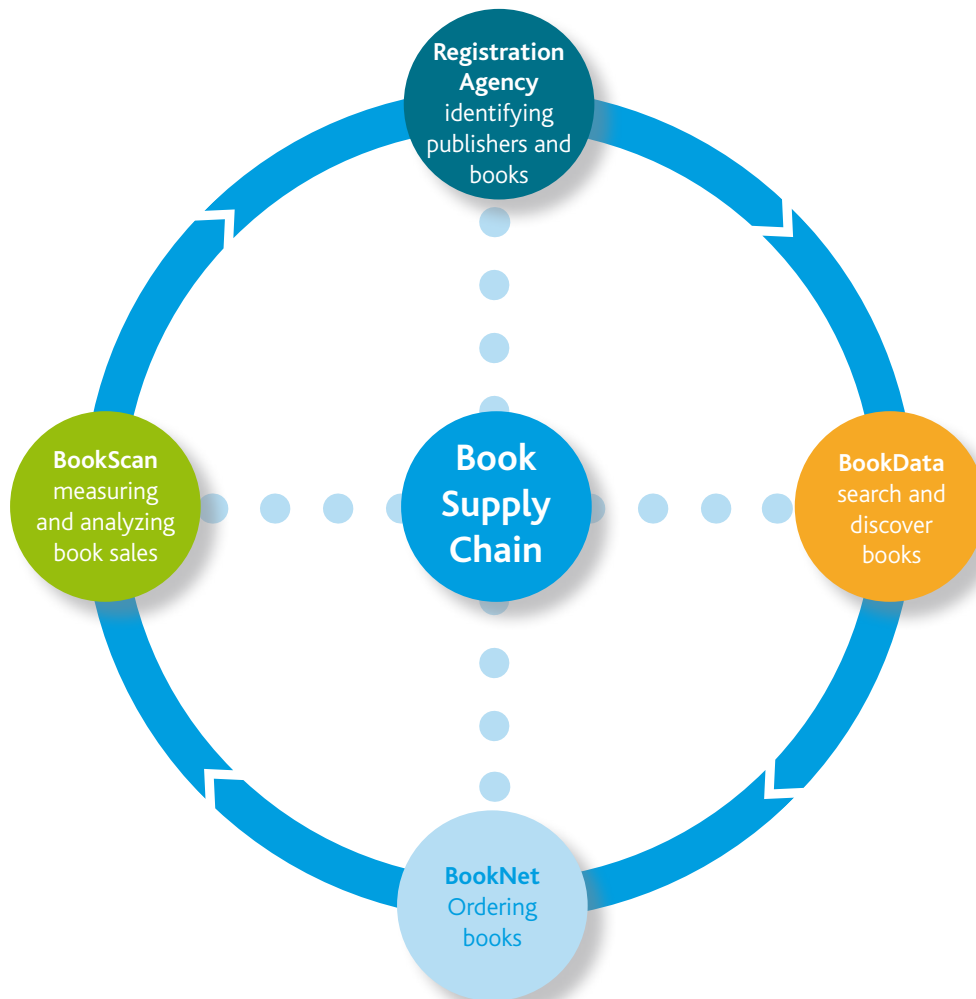
Nielsen Book was formed in 2003 as a result of the merger of BookData, Whitaker and First Edition. We have played a central role in providing services to the book industry for 150 years and still hold a unique position within the trade. We help booksellers, distributors, library suppliers, libraries, publishers, system suppliers and wholesalers to provide an efficient and comprehensive service to their customers.

The Registration Agencies supply unique product identifiers (ISBN) for books as well as store location (SAN) and digital identifiers (DOI).

BookData provides comprehensive bibliographic data on English language books to booksellers and libraries world-wide.

BookNet is an integrated, electronic trading service for book selection, electronic ordering and business messaging.

BookScan tracks, measures and analyses retail sales around the world supplying detailed market information for business critical decisions.



BookNet Overview

BookNet services allow businesses to trade electronically in the UK and internationally, enabling accurate and cost-effective trading between partners.*

BookNet services facilitate the electronic exchange of messages between businesses of varying size and competency from anywhere in the world.

Whether you simply want to send and receive orders, provide business messages or fully integrate your back-office system, BookNet services can help you trade more efficiently.

BookNet Services include:

TeleOrdering - Order Routing

Our unique and powerful electronic order routing service

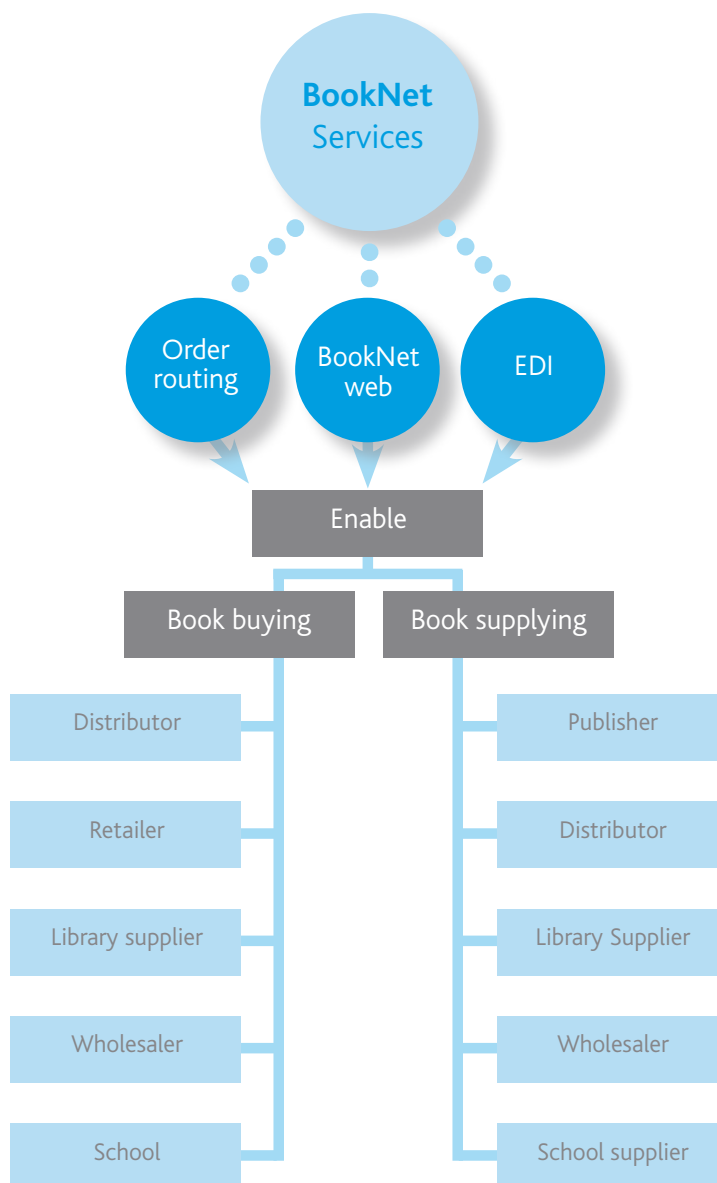
BookNet Web

An online electronic trading service for all in the book trade

Electronic Data Interchange (EDI)

Transmit documents securely and quickly from one computer to another to allow full electronic trading with your customers.

How BookNet connects the supply chain



*booksellers, distributors, publishers and all others involved in the book supply chain

TeleOrdering – Order routing

For the buyer

- BookNet TeleOrdering will automatically route your orders to the correct distributor or publisher allowing you to send all your orders to one place.
- Each year we route tens of millions of order lines from hundreds of retailers to over 60,000 suppliers across the world.
- Paperless trading relationships with your suppliers.

For the book supplier

- Global retailer coverage – receive orders from any participating retailer regardless of geographical location.
- Orders routed and available to you within minutes of being received from booksellers.
- Simple Online Order Collection service for smaller suppliers.
- Electronic order delivery allows auto import into your computer - no re-keying of faxes and emails.

BookNet Web

For the buyer

- Online bibliographic searching of up to 3 million records.
- Online ordering to over 40,000 distributors, publishers and wholesalers.
- 'My Price and Availability' look up for participating distributors and publishers.
- Order tracking: orders, order acknowledgements, delivery notes and proof of delivery from thousands of distributors.

If you run a back-office or EPOS system:

- Advanced software tools integrate directly with your system.
- You can import a structured order file directly into BookNet.

For the supplier

- Collect orders online in one place in your own time.
- 6 months order history available.
- Acknowledge orders back to bookseller.
- Produce electronic invoices and delivery notes.

Service available 24/7

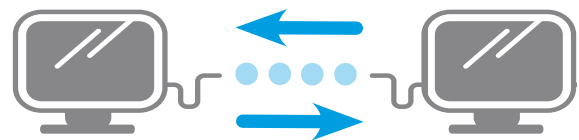
Electronic Data Interchange

For both the buyer and supplier

Our BookNet EDI service has been the market leader for nearly 20 years.

- EDI enables the exchange of data direct from computer to computer with little or no human intervention.
- EDI is the accepted way of communicating routine commercial messages from business to business in standard formats.
- Send and receive orders, invoices, order acknowledgements, delivery notes, credit notes, returns notes and quotes across our secure network.

BookNet EDI Network



Send messages in a file from computer to computer

Did you know...?

...that sending 500 documents manually can average a total annual cost of £13,750.00, spending 2.5 minutes per document? Receiving 500 documents manually costs on average £14,583.00 per year.

EDI costs a fraction of this.

Do I need extra software?

Setting up BookNet Web could not be easier! All you need is an internet connection. You will not need to worry about extra software or browser compatibility.

BookNet Services

The benefits of electronic trading:

- Save time
- Save money
- Environmentally friendly
- Enhance customer service
- Improve efficiency
- Increase sales



Buyer
places order
electronically
through
BookNet
services

Supplier
receives order
via BookNet services,
acknowledges
order; sends
books to buyer

**BookNet
TeleOrdering**
receives order.
Routes electronically
to correct
supplier

Comprehensive coverage

Please contact us for more information

Efficient supply chain

Timely transactions

**Enquiries for BookNet services
and price list:**

Nearly 30 years of experience

Stephen Long
Tel: +44 (0)1483 712 246
Mobile: +44 (0)7802 267 534
Email: Stephen.Long@nielsen.com

International market

Mark Hunt
Tel: +44 (0)1483 712 249
Mobile: +44 (0)7711 404 570
Email: Mark.Hunt@nielsen.com

Technical queries and support

Barry Richardson
Tel: +44 (0)1483 712 247
Mobile: +44 (0)7711 496 414
Email: Barry.Richardson@nielsen.com

Gill Trenter
Tel: +44 (0)1483 712 245
Mobile: +44 (0)7803 716 988
Email: Gill.Trenter@nielsen.com

Tony Wareing
Tel: +44 (0)1483 712 248
Mobile: +44 (0)7793 443 028
Email: Tony.Wareing@nielsen.com

www.nielsenbook.co.uk

Copyright © 2008 The Nielsen Company. All rights reserved.
Nielsen and the Nielsen Logo are trademarks of The Nielsen Company.

nielsen
• • • • •