



the times they are a chang'n

BookStats

***Providing a statistically accurate view
of the publishing industry by
quantifying book content in an
evolving & dynamic marketplace***



AAP & BISG - Joining Forces to Create a Better View of Our Industry

Due Diligence & Approach

- Self Assessment
- Formation of Steering Committee
- Publisher Interviews
- Pressure Testing a Data Model
- Creating a Common and Attainable Methodology
- Making Real Time Access to Custom Views of Industry Data



BookStats: The Most Comprehensive Evaluation & Analysis of Book Content

Broadest possible participation

- BookStats will represent the most comprehensive evaluation and analysis of the industry currently available with over 1100 publishers participating.

Trendable Data

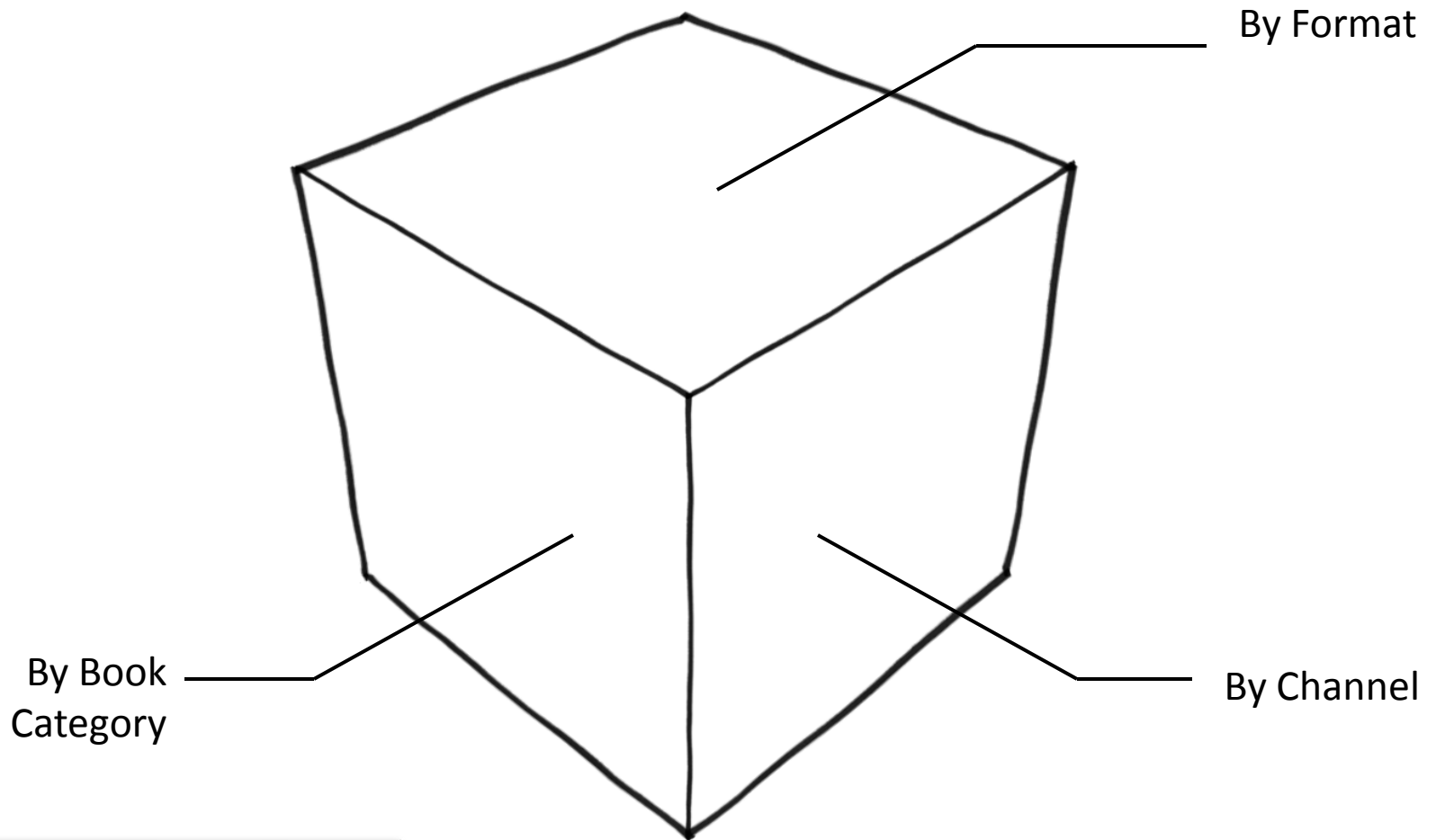
- BookStats was designed from the ground up to support publishers' strategic priorities. Starting with 3-years of data will provide an immediate view of the transformational changes in the dynamic industry.

Inclusion of all publishing segments

- Upon its completion, it will include information from Trade, Scholarly, Education (K-12 and Higher Education) and Professional publishing houses as well as overall industry totals.



3-Dimensional Data View



Formats

Broken down into two tiers

Physical

- Hardcover
- Trade Paperback
- Mass Market (inc Premium)
- Audio (CD, Cassette)
- Other (inc Maps, Calendars, Kits, Journals, Blank Books, Electronic Products on Disk)

Non-Physical

- Text (eBooks)
- Audio (Downloads and Enhanced Audio)
- Enhanced eBooks (Text & Supplemental Materials)
- Paid Mobile Apps
- Internet Based Products & Services
- Other

By Book Category

Adult Trade

Adult Fiction

Adult Non-Fiction

Juvenile Trade

Pre & Early Readers

Middle Grade

Young Adult

Religious

K12

Pre-K-6

Education

6-12

Higher Education

Professional Books

Scholarly Books

By Channel

Retail Stores

Chains

Independents

Mass Merchants (Grocery, Discount, Price Clubs and Warehouse etc)

Specialty Stores (Gift Stores, Anthropologie, Urban Outfitters etc)

Online Retail

Direct to Consumer

Institutional Sales

Book Clubs & Fairs

Export Sales

Jobbers and Wholesalers

Other

Methodology – Publisher Data

Publisher Source Data Approach

- Publisher segmentation and participation goals based on revenue tiers
- Three years of data to establish historical baseline
- Three levels of surveying –
 - Complex cube data feeds
 - Basic cube spreadsheet
 - Simple revenue and units web survey

Methodology – Ancillary Data

Ancillary Data Sources

- Publisher Rankings - Used to validate publisher rankings to estimate sizes of non-respondents.
- Tier Sizing Estimates – Used to validate lower level segments value and cube percentages

Methodology – Publisher Tiers Data

Tier	Size	Publisher Count
A	> \$ 500m	10
B	\$ 100m - \$ 500m	20
C	\$ 25m - \$ 100m	70
D	\$ 5m - \$ 25m	200
E	\$ 0.5m - \$ 5m	800
F	\$ 0.1m - \$ 0.5m	1500
G	< \$0.1m	>20,000

Among the Preliminary, Source Data Results...



VS

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M

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Formats



Categories

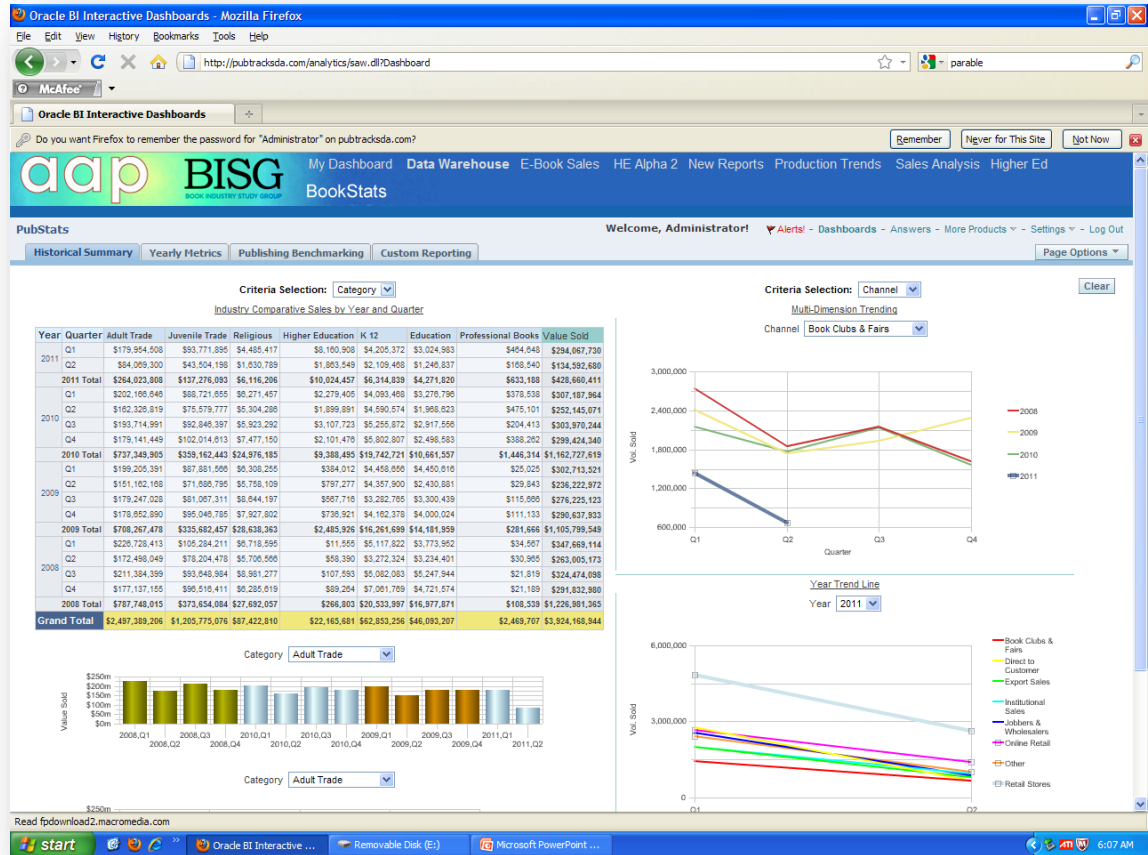
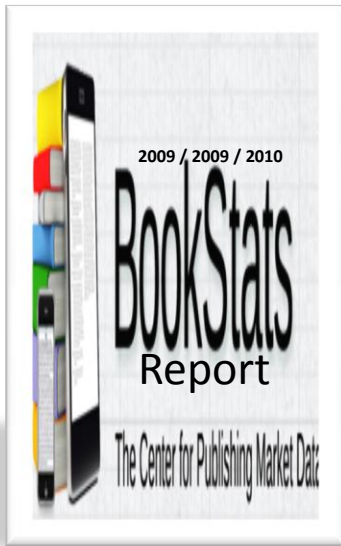
THIS WEEK	LAST WEEK	COMBINED PRINT & E-BOOK FICTION	WEEKS ON LIST
1	1	TICK TOCK , by James Patterson and Michael Ledwidge. (Little, Brown.) The New York detective Michael Bennett enlists the help of a former colleague to solve a rash of horrifying crimes that are throwing the city into chaos.	2
2	2	THE GIRL WITH THE DRAGON TATTOO , by Stieg Larsson. (Knopf Doubleday.) A hacker and a journalist investigate the disappearance of a Swedish heiress 40 years earlier; the first volume in the Millennium trilogy. Sunday Book Review Books of The Times Review	2
3	3	THE GIRL WHO PLAYED WITH FIRE , by Stieg Larsson. (Knopf Doubleday.) In the second volume of the Millennium trilogy, a Swedish hacker becomes a murder suspect. Sunday Book Review Books of The Times Review Excerpt	2
4	4	THE GIRL WHO KICKED THE HORNET'S NEST , by Stieg Larsson. (Knopf Doubleday.) The third volume of the Millennium trilogy, about a Swedish hacker and a journalist. Sunday Book Review Books of The Times Review Excerpt Related Article	2

May 01, 2011		Apr 24, 2011	May 08, 2011
THIS WEEK	CHILDREN'S CHAPTER BOOKS	WEEKS ON LIST	
1	THE TWILIGHT SAGA: THE OFFICIAL ILLUSTRATED GUIDE , by Stephanie Meyer. (Megan Tingley/Little, Brown, \$24.99.) A definitive guide to all things "Twilight." (Ages 12 and up) Buy	1	
2	THE LOST HERO , by Rick Riordan. (Disney-Hyperion, \$18.99.) A return to Camp Half-Blood and semi-divine characters. (Ages 10 and up) Related Article Buy	27	
3	THE GATHERING , by Kelley Armstrong. (Harper/HarperCollins, \$17.99.) A girl's paw-print birthmark, mountain lions and other strange goings-on in a Vancouver Island town (Ages 13 and up) Buy	1	

Channels



What's Next?



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THANK YOU!

