

# Data Overview

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## Sales data

### Media Control

The German market research company media control GmbH (MC) collects sales data in 9,000 retail outlets, including e-Commerce (including Amazon.de). The publisher Harenberg Verlag uses data provided by MC to compose the German SPIEGEL bestseller lists. According to MC, the market coverage is close to 90 percent.

The data set contains revenues and sales of physical books on several levels (e.g., grouped by week, month, product group, sales channel, federal state) for the period 2011-2018. For about 50,000 best-selling ISBN we have panel data on revenues and sales per sales channel and federal state on a weekly basis. Moreover, we have exported data on sales and revenues per sales channel for the 50,000 best-selling titles per week.

Similar data is available for Austria and Switzerland.

### GfK

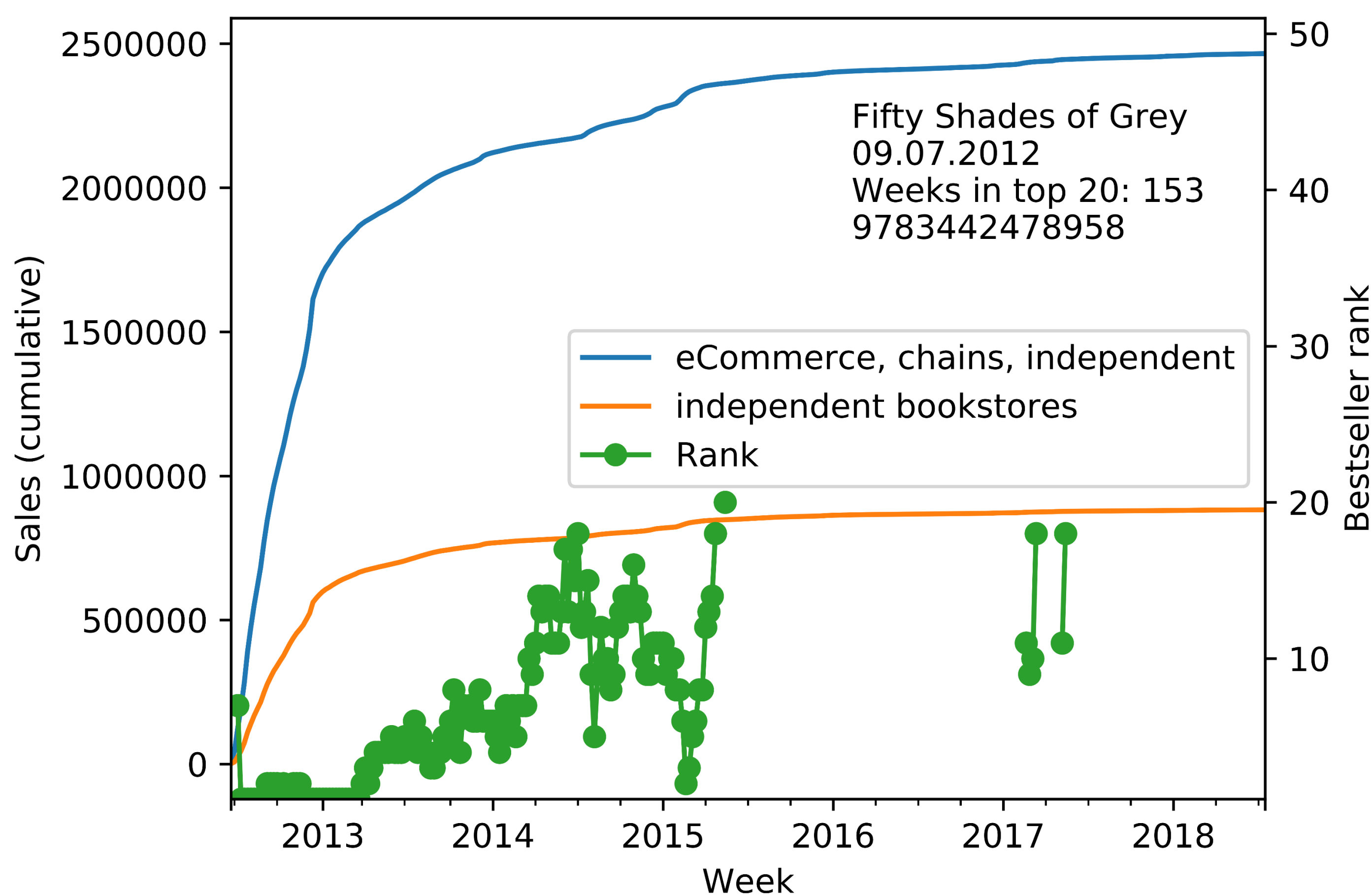
The Dutch branch of the market research institute GfK provides sales data for the Netherlands. We have weekly data on revenues and sales by ISBN for the period 2009-2018. Sales of physical books are grouped by sales channels (bookstores and others, including e-Commerce). The database also contains information on e-Book sales for the period 2011-2018.

### Nielsen

Nielsen BookScan collects point-of-sale data of more than 25,000 stores worldwide containing information on a title's sales and author, bestseller charts and market share data in 10 territories: the UK, Ireland, Australia, New Zealand, India, South Africa, Italy, Spain, Brazil and Mexico. The level of data aggregation and coverage varies between countries. Nielsen BookScan represents sales through 6,500 retailers in the UK each week. The data covers approximately 90% of all retail print book purchases in the UK. Sales are aggregated by week (ISBN-level). (<https://nielsenbook.co.nz/measure/>)

### Others

The Norwegian Booksellers Association provides information on yearly sales per bookstore and product group (2005-2017). One of the largest German wholesalers has provided us with data on a similar level of aggregation (i.e., yearly order volumes by bookstore).



## Bestseller lists

### SPIEGEL

Our data set also contains information on all SPIEGEL bestseller lists for the period 2007-2018. The SPIEGEL publishes several bestseller lists (e.g., fiction hardcover, softcover and paperback, non-fiction, etc.). They are published either on weekly or a monthly basis. In addition to the Top-20-lists, which are visible to typical consumers, we also have information on ranks 21 to 50, which are usually only available to business experts.

### Sunday Times

The Sunday Times publishes bestseller lists for fiction, non-fiction and others. The lists contain information on the 10 best-selling books. We have data on all lists published between 2006 and 2018.

### Other

We have also collected bestseller list data for Austria and Switzerland.

## Survey data

### GfK

The GfK Consumer Panel Book collects data on purchases of books, including e-Book sales. The panel consists of information on book purchases of approx. 20,000 German individuals. Our data set contains the raw data on e-Book purchases (ISBN-level) as well as monthly and quarterly estimates for market shares of physical books, e-Books and digital/physical audio books, on the federal state level (2014-2018).

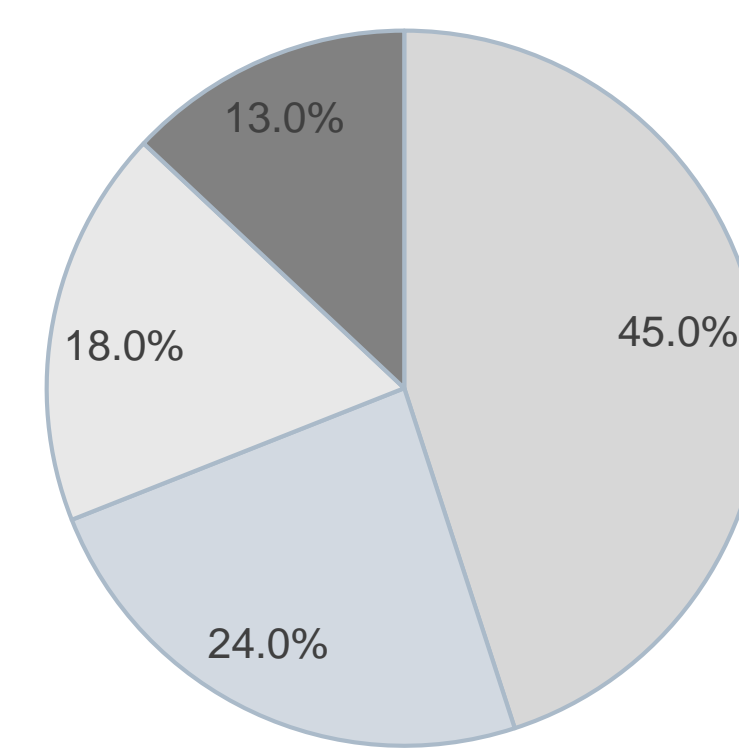
### Media Control

The Media Control Consumer Panel comprises similar information on book purchases. It contains yearly estimates for the period 2015-2018. The data set covers e-Book and physical book purchases as well as market share estimates of different sales channels by product group.

### Nielsen

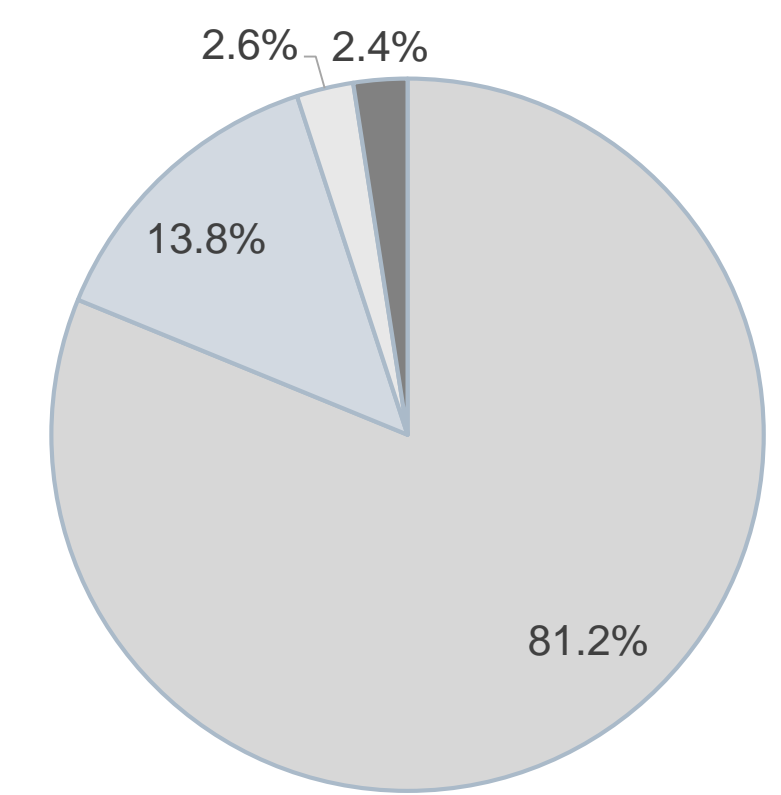
We have full access to the data of the Nielsen Books & Consumers panel, which is a monthly survey of 3,000 book buyers aged 13-84 that are nationally representative of the UK population. The data contains estimates of market shares and other information on consumer groups and industry trends.

Market shares of different German resale channels in 2018 (only fiction)



Source: media control GmbH

Market shares of individual product groups for (based on German sales estimates in 2018)



Source: GfK

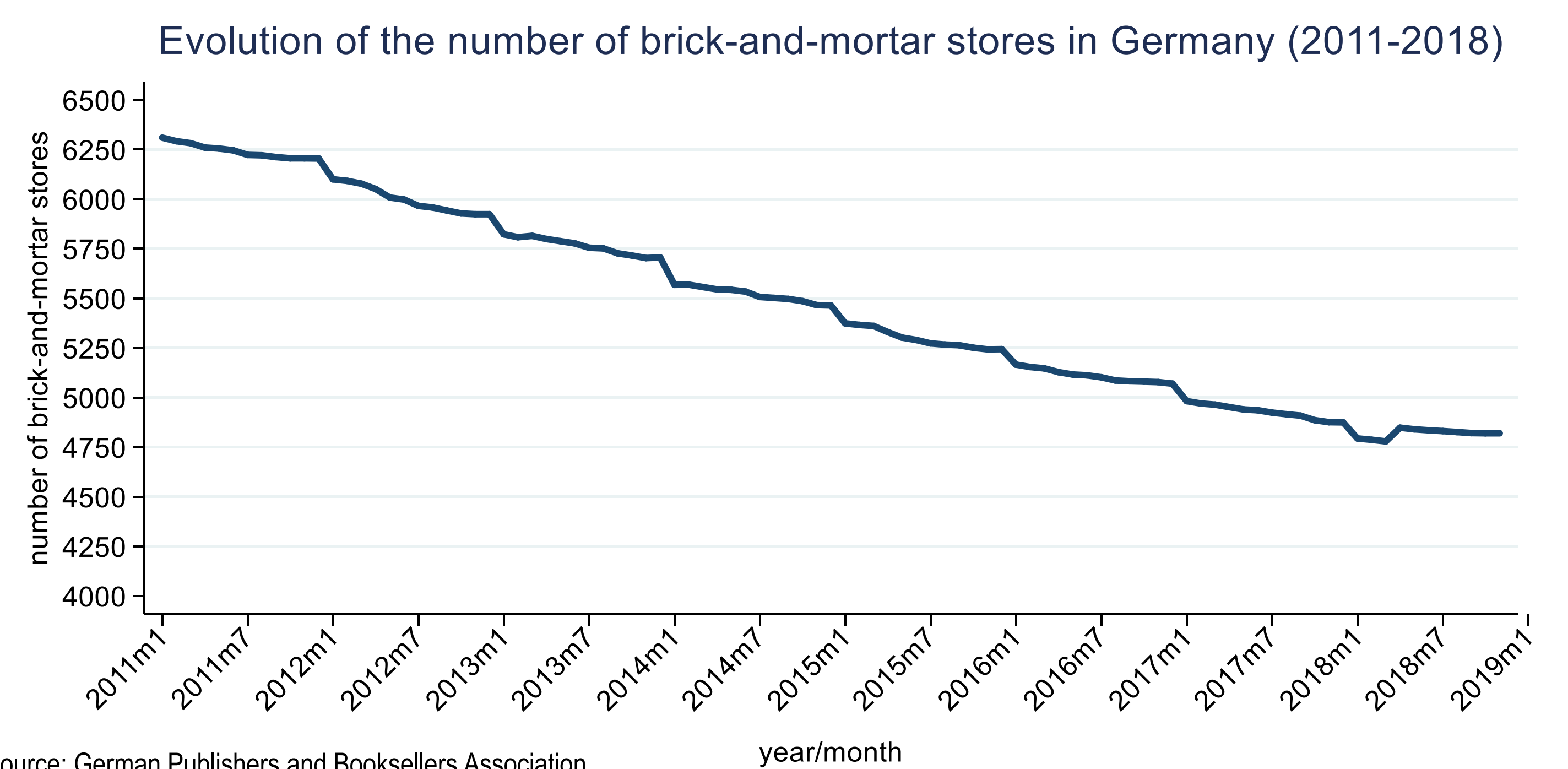
## Brick and mortar stores

### German Publishers and Bookseller Association

We use the (historical) list of members of the German Publishers and Booksellers Association in order to estimate the number of brick-and-mortar stores. The member data base contains information on market entry and the location of roughly 85-90% of all book retailers in Germany. To extract information on the remaining 10-15% of book shops we use order data of the two largest book wholesalers in Germany. We also use information on the size of the buildings (open street map) where the book shops are located in as a proxy for the sales area.

### Others

The Swiss wholesaler "Buchzentrum" has provided us with information on the location of its customers. For Norway, we have received data from the Norwegian Booksellers Association.



## Metadata

We have access to the German books in print "Verzeichnis Lieferbarer Bücher", which is maintained by a subsidiary of the German Publishers and Booksellers Association (MVB GmbH). The database contains meta data on the author, product groups, recommended retail price, abstracts, keywords and release dates for all books that have received an ISBN in Germany. To gather additional information, we use web scraping techniques to extract data from platforms like Amazon.de and perlentaucher.de (book reviews).