

METADATA IN THE AGE OF SOCIAL MEDIA

BIC Building A Better Business Seminar
London Book Fair 2019

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GOOD METADATA AIDS DISCOVERABILITY

What impact has social media had?

KEY FINDINGS:

NIELSEN BOOK UK STUDY: THE IMPORTANCE OF METADATA FOR DISCOVERABILITY AND SALES

Titles with complete, appropriate and descriptive metadata sell more copies, on average, than titles with less complete metadata

There is a correlation between the timely supply of basic and descriptive data with increased sales

Key Findings:

- Titles meeting the BIC Basic requirements and carrying a cover image see average sales over twice as high as those of titles that do not meet that standard
- Titles which also meet the BIC Timeliness requirement see average sales a further 6% higher
- Titles meeting the ONIX compliant requirement see average sales over 100% higher than titles that do not meet that standard
- Titles which meet the ONIX Compliance timeliness requirement see average sales a further 25% higher
- Titles which carry all four descriptive metadata elements used in our analysis see average sales 65% higher than titles which don't carry any descriptive elements

KEY FINDINGS:

BOOKS AND CONSUMERS SURVEY RESULTS

Every month Nielsen conducts an online survey to 3,000 book buyers, this survey is nationally represented by age, gender, class and region and captures detailed characteristics of book buyers, allowing us to understand their path to purchase

Looking at social media use among book buyers, the results show that in 2018:

- 63.4% of Facebook users bought print books and 65.8% bought digital
- 32.9% of Twitter users bought print books and 35.5% bought digital

We can also look at social media usage by age range:

- Older book buyers are more likely not to use social media at all
- 16-24 year olds prefer YouTube to Facebook
- Facebook has the highest percentage for other age ranges
- Twitter use peaks in the 16-24 age range

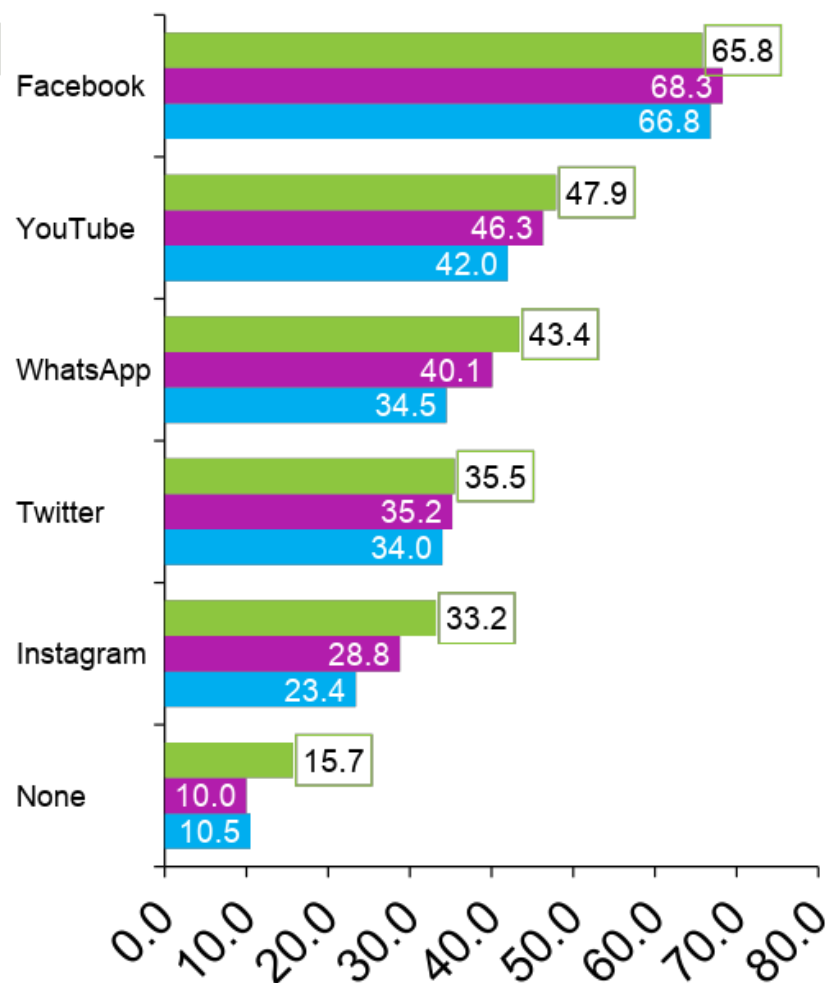
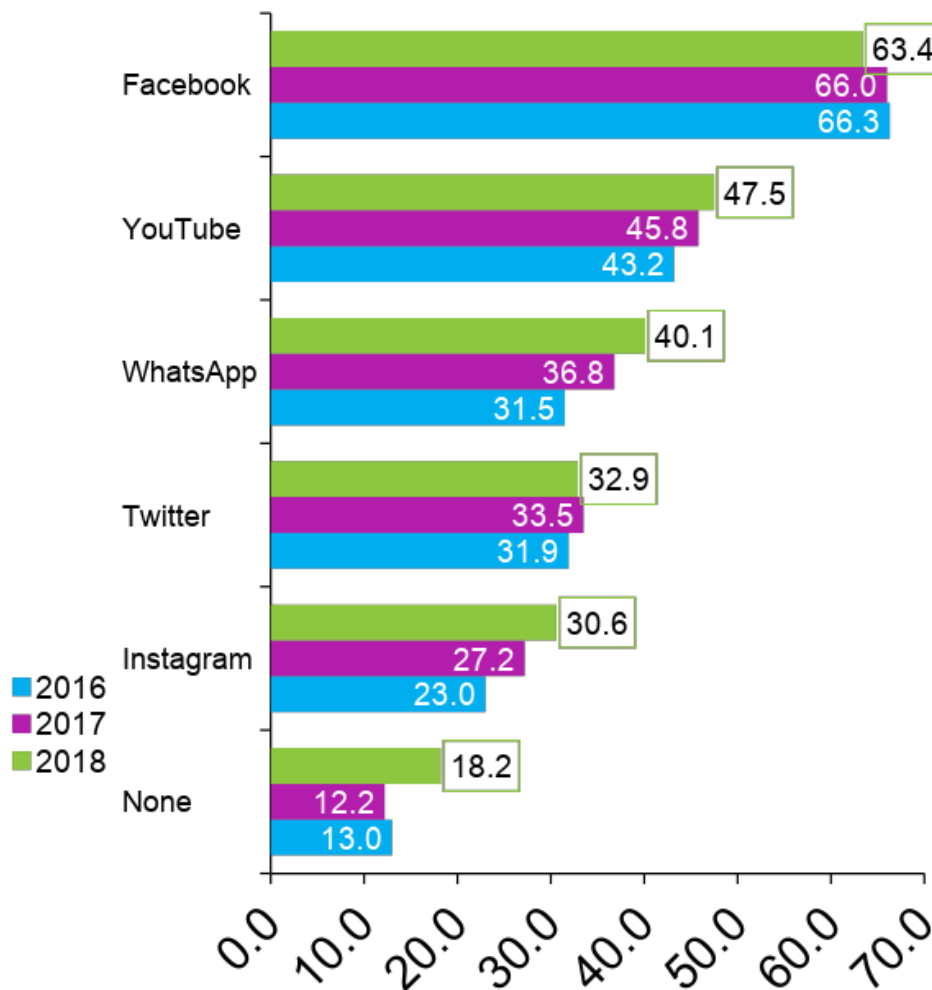
Looking at book buyers by category and social media use provides some interesting headlines:

- Fiction buyers are more likely not to use social media
- Children's book buyers are more likely to use many of the social media outlets, particularly YouTube, Instagram and WhatsApp
- Facebook performs most strongly overall

SOCIAL MEDIA USE AMONG BOOK BUYERS BY YEAR

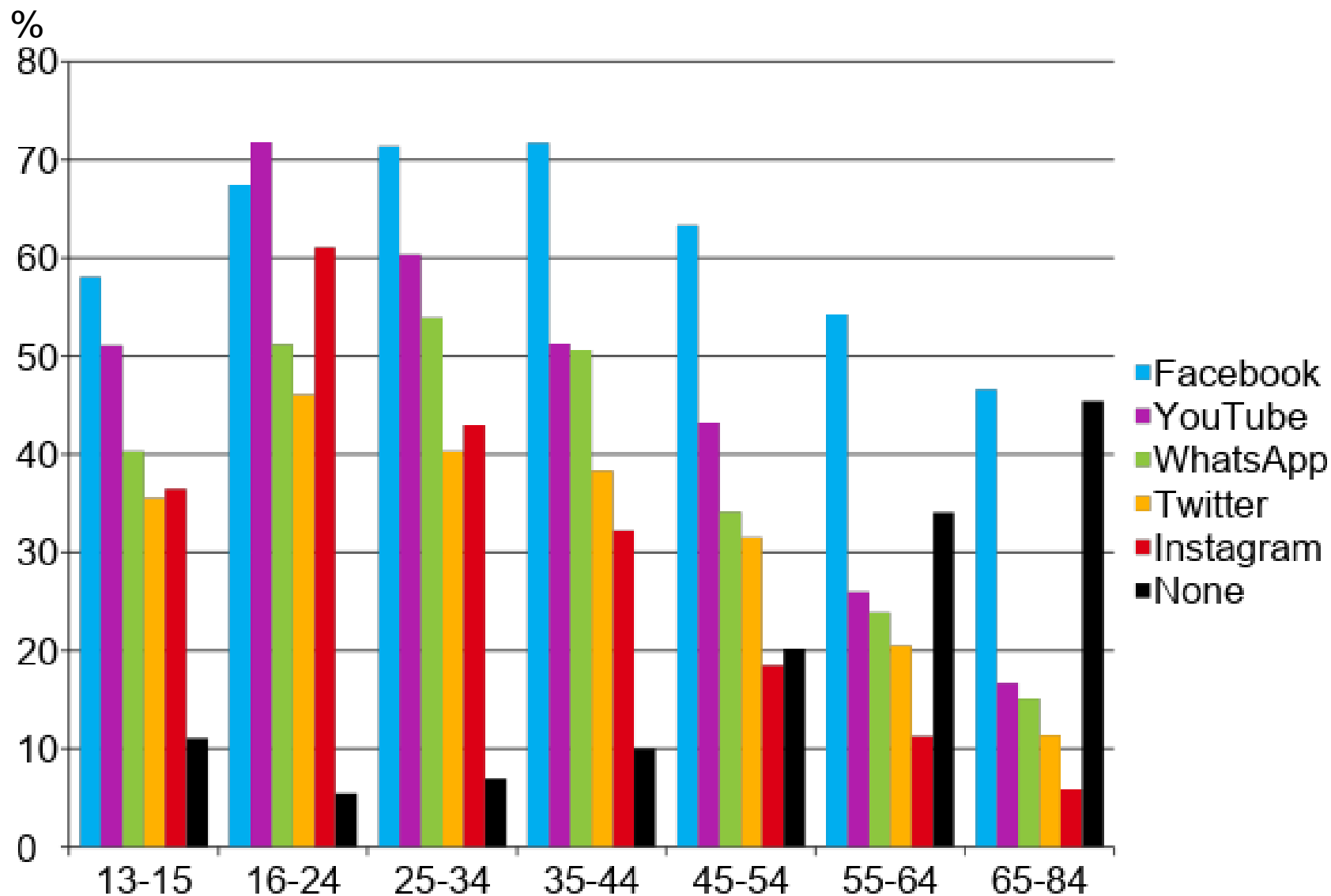
Buyers of print (%)

Buyers of digital (%)

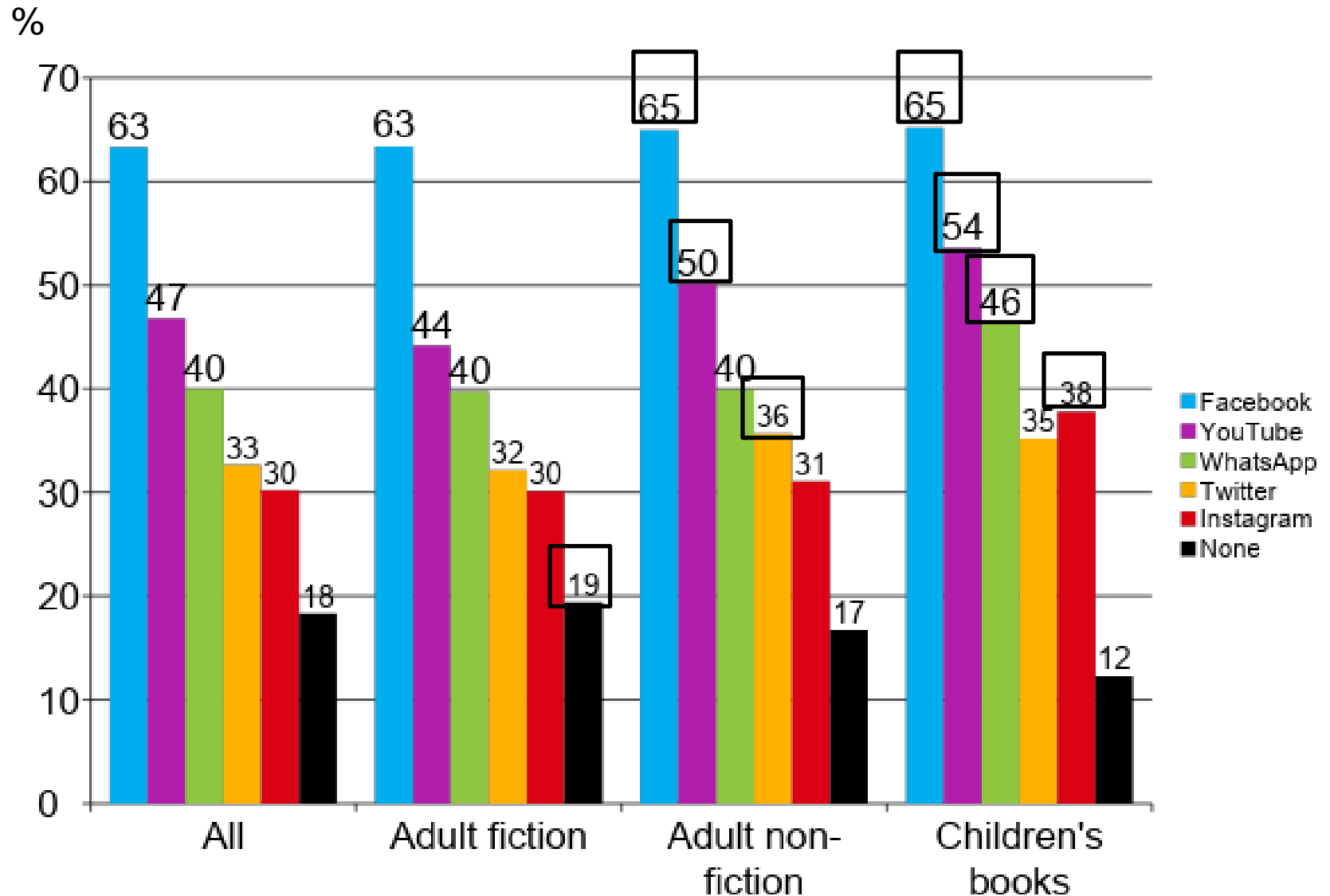


Base: book buyers rolling year to November each year based on a sample of 3k per month

SOCIAL MEDIA USE AMONG BOOK BUYERS BY AGE RANGE IN 2018



BUYER BY CATEGORY AND SOCIAL MEDIA USE



KEY FINDINGS:

BOOKS AND CONSUMERS SURVEY RESULTS

We added a question to the survey specifically asking them if they use a look inside tool when browsing online

The results showed that:

- 16% often do
- 44% sometimes do
- 15% said they don't but would like to



LOOK INSIDE TOOLS

COMPARISON

Feature	Book2Look	Google Preview	Amazon Look Inside
Sample of epub	YES	YES	YES
Multiple shop links and formats	YES	YES	NO
Single book widgets embeddable on the publisher's website	YES	NO	NO
Shareable on social media	YES	NO	NO
Post a clip	YES	NO	NO
Link to publisher from the widget	YES	YES	YES
Customised widgets for retailers	YES	NO	NO
Book walls	YES	NO	NO

WHAT IS BOOK2LOOK?

KEY CHARACTERISTICS

Each widget represents an entire work

Each widget is a streamlined presentation of the book with readable excerpts, metadata, reviews, trailers

Links by format to preferred retailers

Book2Look is a digital marketing tool that enables a book's promotional materials to be shared virally

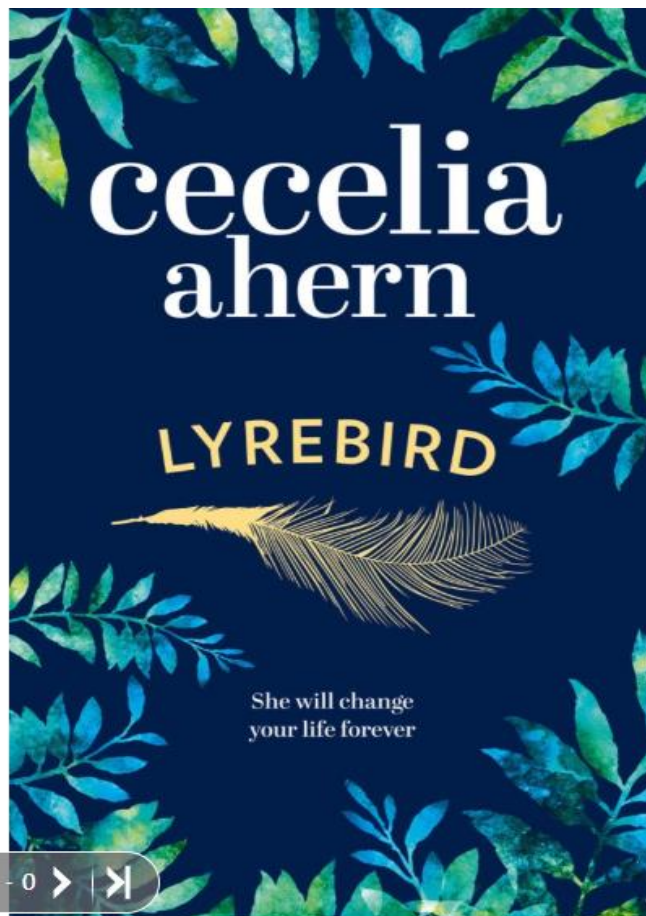
Once a widget is created, it can be posted on a website, shared on blogs and social networks.

Publishers maintain control of the content being discovered

WHAT CAN YOU DO WITH BOOK2LOOK?

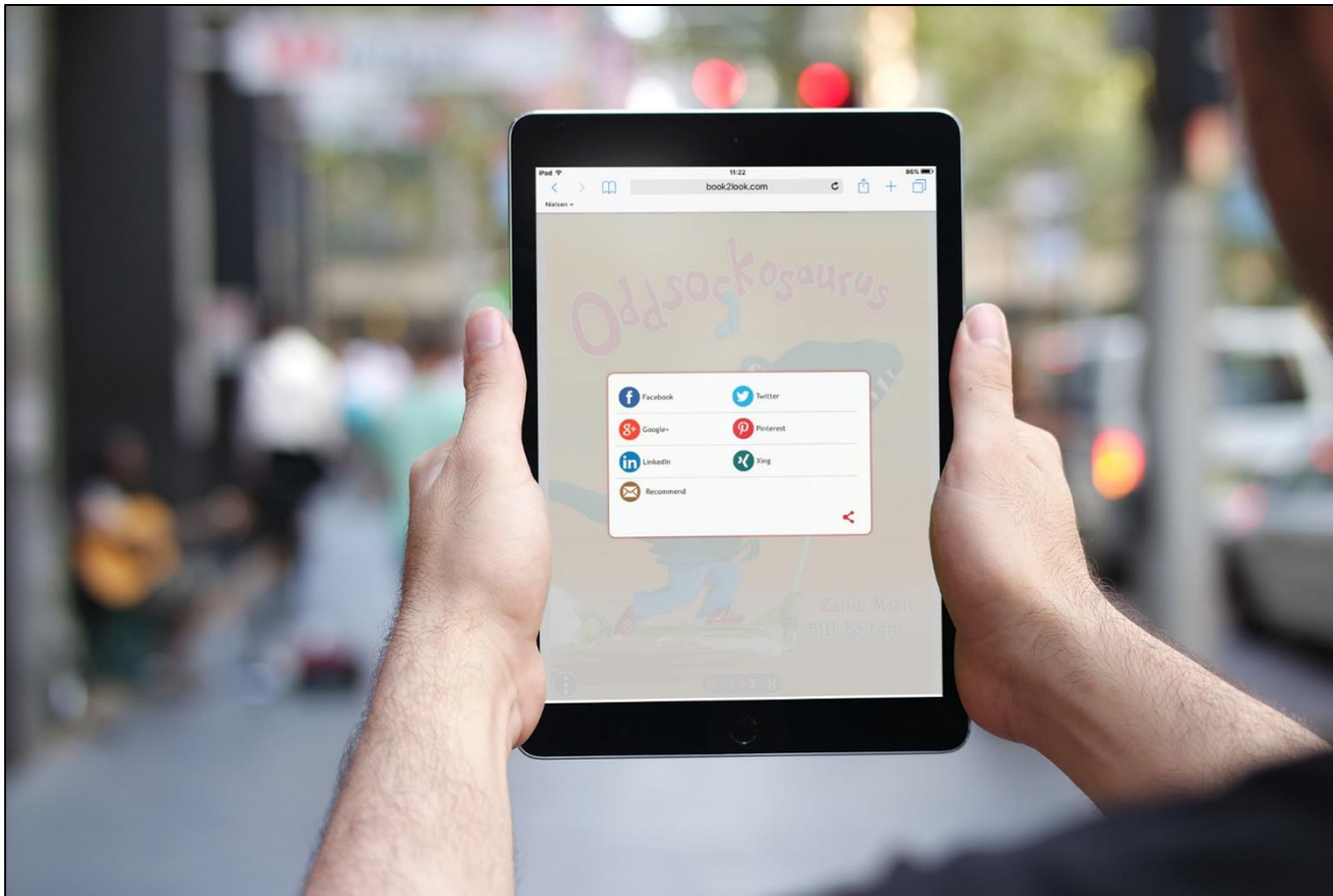
 HarperCollins Publishers

Connect with us:



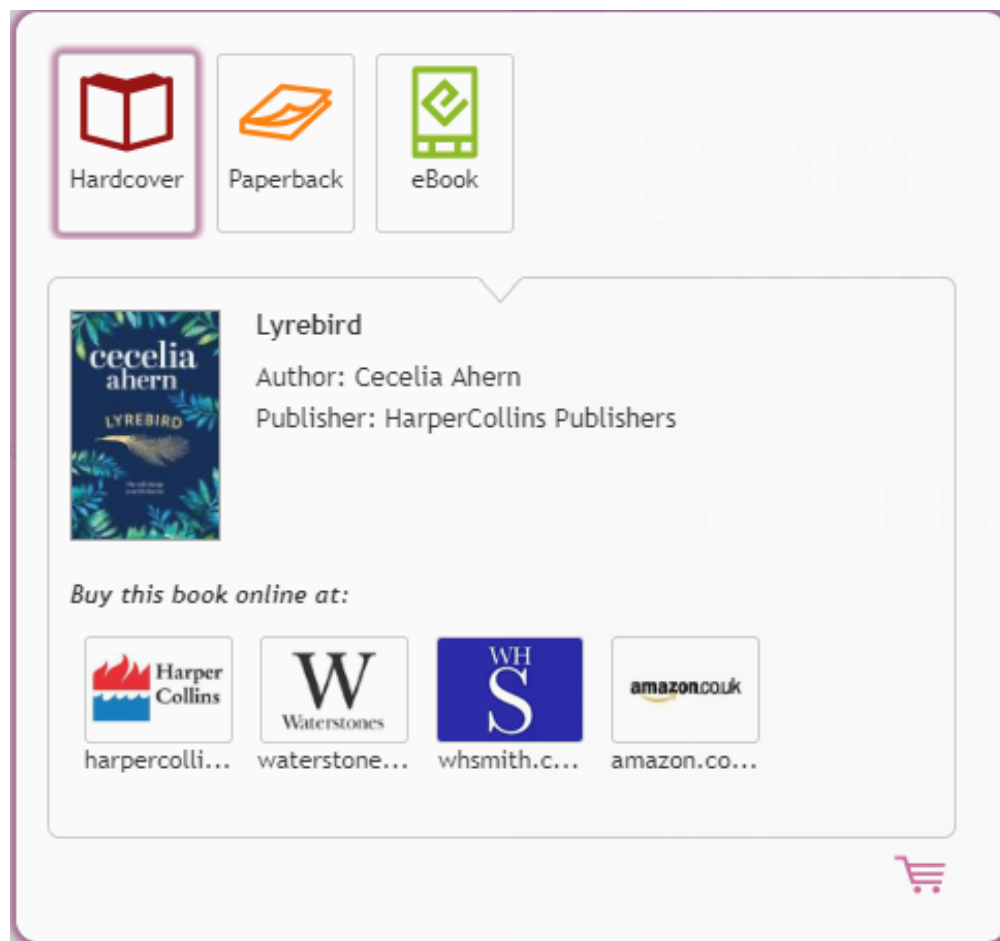
WHAT CAN YOU DO WITH BOOK2LOOK?

SPREAD YOUR BOOKS



WHAT CAN YOU DO WITH BOOK2LOOK?

POINT OF DISCOVERY IS THE POINT OF PURCHASE



The screenshot displays the Book2Look interface. At the top, there are three icons for book formats: Hardcover (red book icon), Paperback (orange book icon), and eBook (green smartphone icon). Below these, the book 'Lyrebird' by Cecelia Ahern is featured. The book cover is shown on the left, and the title and author information are on the right. Below the book information, it says 'Buy this book online at:' followed by four logos: HarperCollins, Waterstones, WH Smith, and Amazon.co.uk. A shopping cart icon is visible in the bottom right corner of the interface.

Hardcover Paperback eBook

Lyrebird
Author: Cecelia Ahern
Publisher: HarperCollins Publishers

Buy this book online at:

HarperCollins Waterstones WH Smith amazon.co.uk

harpercolli... waterstone... whsmith.c... amazon.co...



WHAT CAN YOU DO WITH BOOK2LOOK?

POINT OF DISCOVERY IS THE POINT OF PURCHASE

Lyrebird


ISBN: Hardcover 9780007501861 Paperback 9780007501892
ebook/epub 9780007501885

Author: Cecelia Ahern

Publisher: HarperCollins Publishers

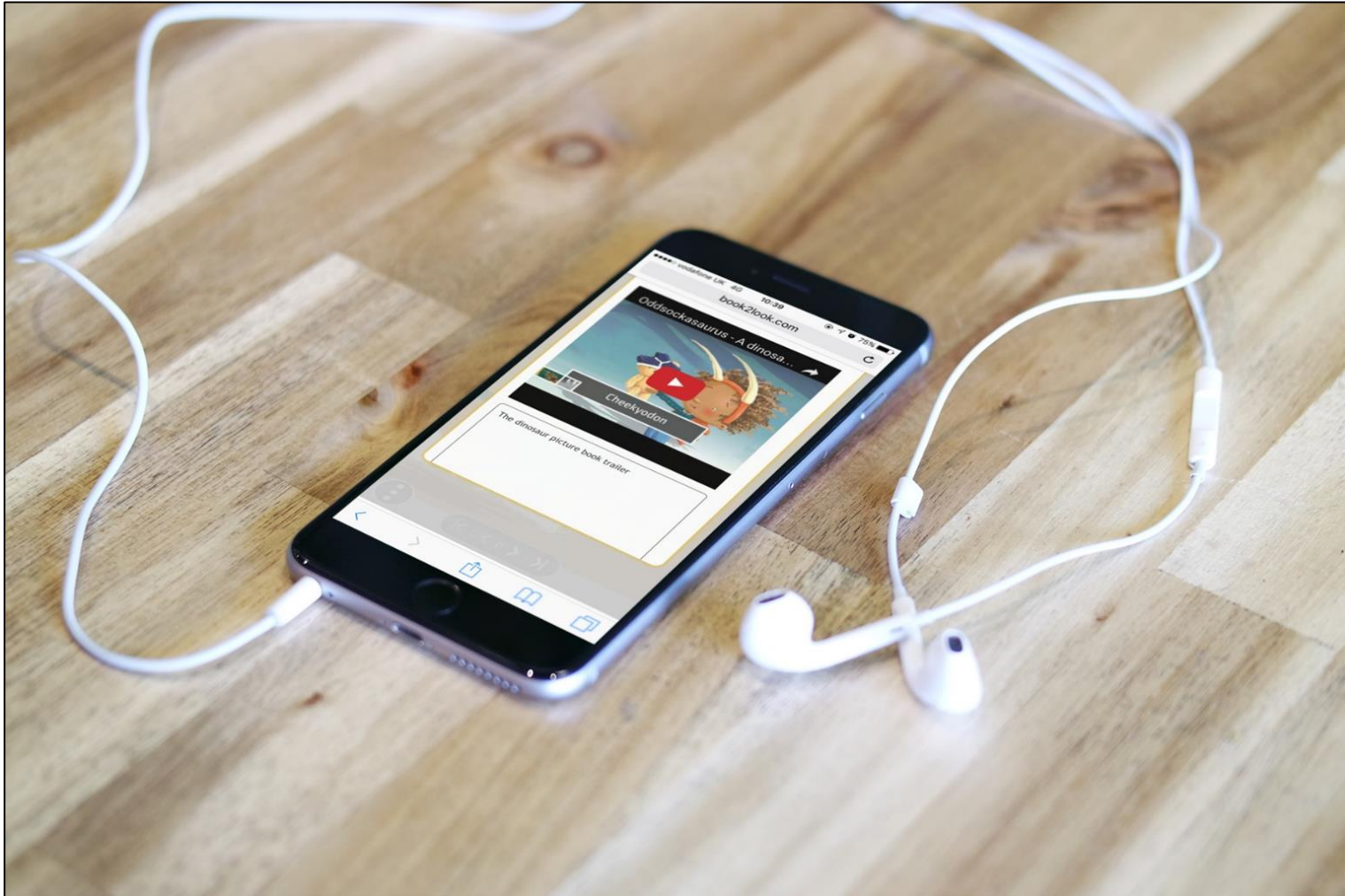
Publish Date: 24/10/2016
(dd/mm/yyyy)

The Sunday Times Top Ten Bestseller She will change your life forever...In the south-west of Ireland rugged mountains meet bright blue lakes and thick forests. Deep in the woods a young woman lives alone forever secluded from the world her life a well-kept secret. She possesses an extraordinary talent the likes of which no-one has seen before a gift that will earn her the nickname Lyrebird. When Solomon stumbles into Laura's solitary existence her life is turned on its head. Pulled from her peaceful landscape to the cacophony of Dublin she is confronted by a world desperate to understand her. But while Solomon knows the world will embrace Laura will it free her to spread her wings - or will it trap her in a gilded cage Like all wild birds she needs to fly free...Lyrebird is a thoughtful deeply moving love story a story of the wild heart in us all and the quiet that lies underneath the world's noise.



WHAT CAN YOU DO WITH BOOK2LOOK

VIDEO AND AUDIO



KEY FINDINGS:

BOOKS AND CONSUMERS SURVEY RESULTS

Consumers who bought books online are influenced by look inside

Buyers can choose multiple options from the list:

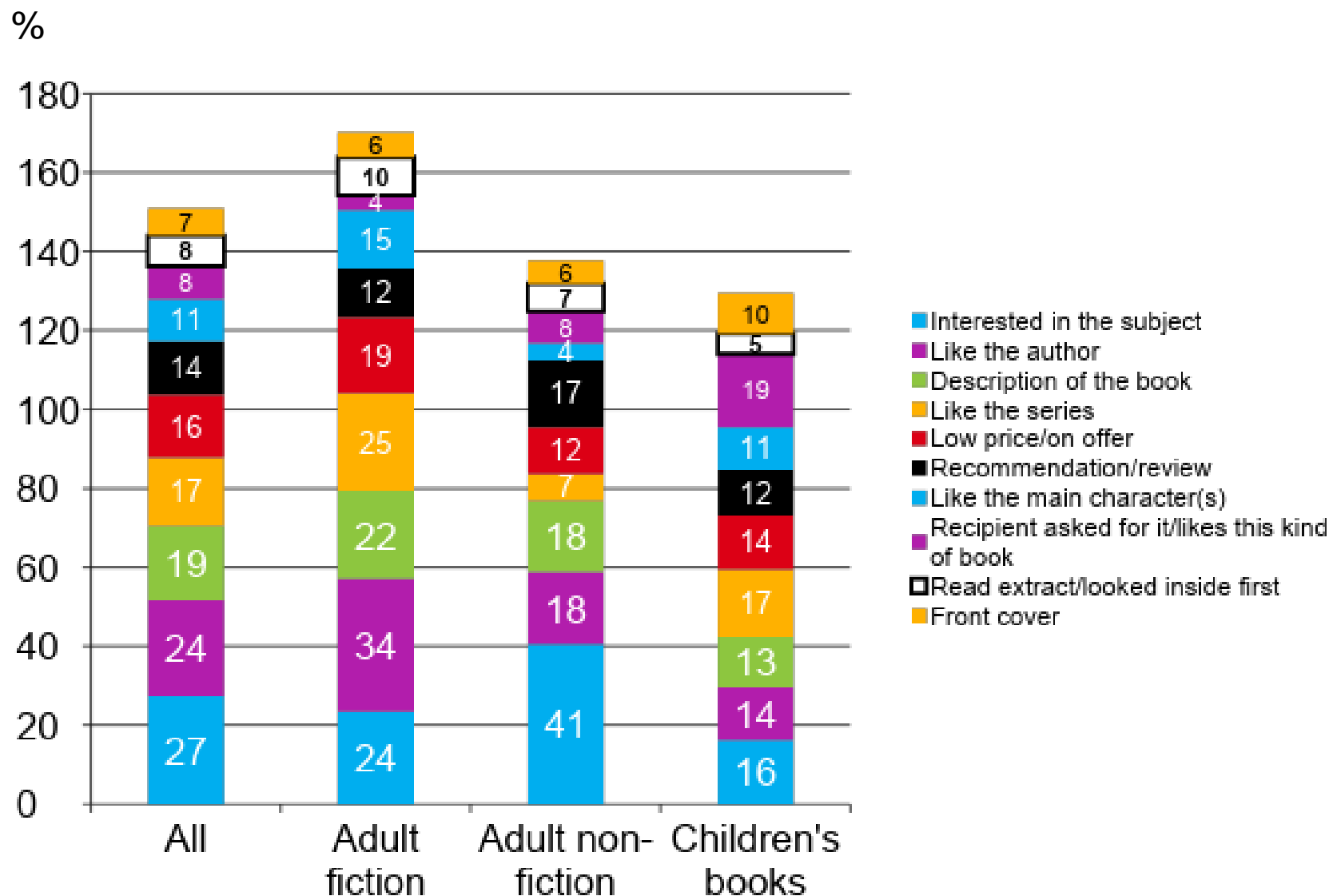
- Front cover
- Read extract/looked inside first
- Recipient asked for/likes this kind of book
- Like the main character(s)
- Recommendation/review
- Low price/on offer
- Like the series
- Description of the book
- Like the author
- Interested in the subject

The list represents the top ten choices for overall online book purchases

- 8% of website book purchases in the year to November 2018 were made as a result of an extract/look inside
- 10% of Adult Fiction bought on websites were chosen, possibly in part, because of an extract/look inside



WHY BOUGHT BOOK FROM WEBSITE BY CATEGORY



CURRENT TRENDS

EXPLOITING WHAT WE KNOW:

WHEN LOOK INSIDE FUNCTIONALITY IS AVAILABLE

Trends rather than hard facts at this stage; methodology in place and building results

Social media matters

Look inside functionality is a potentially powerful marketing tool

- Re-energise backlist titles
- Low cost route to reigniting awareness and converting to a sale
- Extends relevance and shelf life
- Supports media and marketing activity
- Each new widget enhances discovery and encourages social media conversations

METADATA + SOCIAL MEDIA + LOOK INSIDE = WINNING FORMULA

The background of the entire image consists of a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement, similar to water or a topographical map.

nielsen

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