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Press Release

Nielsen BookData launches new podcast celebrating the UK's bestselling books



LONDON, NOVEMBER 2024. Nielsen BookData is delighted to announce a new podcast celebrating the UK's bestselling books, *Nielsen BookData's The Bestsellers Podcast*. The podcast is a monthly round-up of the UK's bestsellers, based on sales of printed books received from more than 7,000 booksellers across England, Wales, Scotland and Northern Ireland. The podcast is hosted by Nielsen BookData sales analyst and book trade veteran Philip Stone, and Nielsen BookData marketing content manager, Belle Edelman. The first three episodes have just been released on all major podcast platforms, including Apple, Spotify and Amazon Music.

Every episode begins with a *Top of the Pops*-style rundown of the UK's top 20 bestselling books. Then, in a section entitled "Beyond the Bestsellers", Philip and Belle highlight a selection of other books, new and old, sitting outside the top 20, as well as their personal "Wish List" picks. And finally, in the "Under the Spotlight" segment, Philip and Belle turn their gaze onto a particular genre or theme. In the latest episode, the co-hosts discuss "Super Thursday" and the books in contention to take the coveted Christmas Number One spot this year. Facts, figures and insights are interspersed throughout every episode.

Host Philip Stone said: "Books have been my life for almost 25 years. I've sold them, I've written about them, I've helped publish them, and I'm now delighted to be talking about them. Belle and I will be diving into Nielsen BookData's official bestseller lists every month, hot off the press. We'll share facts, figures, and our insights on what's selling well and why."

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Co-host Belle Edelman said: "At Nielsen BookData we've been crunching the numbers to put together the UK's official bestseller lists since the 1990s. Phil and I are both book-lovers and industry pros, and I'm very excited to be collaborated with someone so instrumental in the industry."

Nielsen BookData's The Bestsellers Podcast is an engaging, informal celebration of the UK's bestselling books that is sure to appeal to book lovers across the UK and beyond. In addition to providing data and insights on sales of books and authors in the UK, the podcast will also fold in consumer behaviour and demographic insights courtesy of Nielsen BookData's Books & Consumers research arm, providing listeners with an understanding on who is buying books in the UK and why.

To contact *Nielsen BookData's The Bestsellers* for more information, please email thebestsellerpodcast@nielseniq.com.

About Nielsen BookData's The Bestsellers Podcast

Nielsen BookData's The Bestsellers Podcast is a podcast dedicated to the bestselling books in the UK. Every episode features a rundown of the top 20 bestselling books in the UK, and features a plethora of facts, figures and insights on the bestselling titles, authors and trends. It is co-hosted by Nielsen Bookdata sales analyst Philip Stone, a book trade veteran of 25 years, and Nielsen BookData's marketing content manager, Belle Edelman. The podcast is produced by experienced podcaster Chris White, Nielsen BookData's senior testing and integration analyst.

Podcast website: <https://nielsenbookdata.buzzsprout.com>

Podcast URL: <https://feeds.buzzsprout.com/2250753.rss>

Twitter: @bookdata

Instagram: @nielsenbook

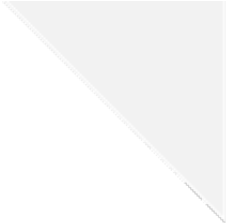
Linkedin: @nielsenbook

About Philip Stone

Philip Stone has worked in the UK book industry for 25 years – as a bookseller at Waterstones, a journalist at The Bookseller, and an analyst at Penguin Random House. He has developed a reputation as one of the UK's foremost book market experts, and has appeared regularly on radio, television and in the wider media sharing his UK book market insights. He was also the architect of "Super Thursday" – the annual celebration of some of the UK's biggest books hitting shelves on the same day in the run-up to Christmas.

About Belle Edelman

Belle Edelman has worked in the book industry for 8 years. She began as a bookseller at Waterstones, gaining hands-on experience and understanding readers' preferences, and later worked as an events manager and commercial strategist. Her journey took her across the UK and Ireland, where she developed a deep appreciation for diverse literary tastes. Belle's passion for books and her keen interest in market trends led her to join the marketing team at Nielsen BookData, where she analyzes book trends and engages with the latest developments in the publishing industry.



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About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its electronic trading solutions, including Nielsen Pubeasy, help everyone involved in the book supply chain trade more easily and its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books. The company is wholly owned by NielsenIQ. For more information, visit: nielsenbook.co.uk

About NielsenIQ

NielsenIQ is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. We provide consumer packaged goods manufacturers/fast-moving consumer goods and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary NielsenIQ data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. We like to be in the middle of the action. That's why you can find us at work in over 90 countries, covering more than 90% of the world's population. For more information, visit www.NIQ.com