



## THE BESTSELLER AWARDS LAUNCH IN ITALY

**NielsenIQ BookData and BolognaBookPlus expand celebrated sales-based awards to recognise Italy's bestselling titles and authors**

**Embargoed until 15.30 CEST Monday 13 April 2026**

**London/Bologna, Monday 13 April:** The prestigious Bestseller Awards are being launched in Italy, bringing these data-driven awards to one of Europe's most important publishing markets.

Powered by NielsenIQ BookData's sales data, and delivered in collaboration with BolognaBookPlus, the Bestseller Awards Italia will recognise the outstanding achievements of authors and illustrators whose books have resonated most strongly with readers, measured purely by sales.

Awards will be presented to titles which have reached significant lifetime sales milestones. The **Silver Award** will recognise sales of over 125,000 copies; the **Gold Award** will be presented for sales over 250,000 and the **Platinum Award** for over 500,000 copies sold.

The launch of the awards was celebrated on the first day of this year's Bologna Book Fair as part of the BolognaBookPlus programme. A special award was presented to Joanne Harris for *Chocolat* which has achieved significant sales in Italy and sold over a million copies in the UK.

**BolognaBookPlus** - in collaboration with AIE - serving the global trade publishing industry, is held alongside the long-established Bologna Children's Book Fair, and encompasses exhibitors, rights trading, exhibitions and a comprehensive programme of events around the global industry, AI, Audio and Creativity. BolognaBookPlus already collaborates with NielsenIQ BookData for the UK awards and is delighted to launch the awards in Italy.

The first **Bestseller Awards Italia** presentations will begin in **2027**, celebrating bestselling titles across print formats, offering a unique snapshot of what Italian readers are buying and reading.

Andre Breedt, Managing Director at NielsenIQ BookData, commented: *"Italy has a rich, diverse publishing landscape with authors and publishers achieving remarkable long-term success. Launching the Bestseller Awards in Italy allows us to recognise these achievements in a way that is objective, transparent and entirely driven by consumer demand."*

Jacks Thomas, Guest Director of BolognaBookPlus, adds: *"Data has the power to tell a clear and compelling story about a market. The Bestseller Awards cut through the noise to show what readers in Italy are buying and enjoying. Bringing these awards to Italy adds an exciting new moment of recognition to the industry calendar. Brava!"*

The Bestseller Awards are the only book industry awards determined solely by verified consumer sales. Sales data is supplied by NielsenIQ BookData, drawing on its long-standing expertise in tracking book performance and market trends.



Further details about the award categories, eligibility criteria and presentations will be announced in the coming months.

#### **NOTES TO EDITORS:**

For further information email: [marketing.book@nielseniq.com](mailto:marketing.book@nielseniq.com)

Further information about The UK Bestseller Awards is available [here](#)

#### **About NielsenIQ BookData**

NielsenIQ BookData offers a comprehensive range of services to the international book industry, supporting the discovery, purchase, distribution, and sales measurement of books. We proudly manage the ISBN and SAN Agencies for the UK & Ireland, providing publishers with a suite of services, from assigning ISBNs to adding metadata to our database, along with promotional tools to help market your book effectively.

For booksellers and libraries, we offer access to our database of over 53 million book records for title look-up, enriching websites, and managing internal systems. Our research services deliver retail sales analysis for both print and e-books across 19 territories, complemented by insights from our Books and Consumers Survey, as well as Country and Genre-specific reports.

NielsenIQ BookData is wholly owned by NielsenIQ, for more information: [nielseniq.com/bookdata](https://nielseniq.com/bookdata)

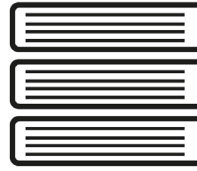
#### **About NIQ**

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete and trusted understanding of consumer buying behavior and revealing new pathways to growth. By combining an unmatched global data footprint and granular consumer and retail measurement with decades of AI modeling expertise, NIQ builds decision systems that help companies turn complex data into confident action.

With operations in more than 90 countries, NIQ covers approximately 82% of the world's population and more than \$7.4 trillion in global consumer spend. Through cloud-based platforms, advanced analytics and AI-driven insights, NIQ delivers The Full View™—helping brands and retailers understand what consumers buy, why they buy it, and what to do next.

For more information, please visit [www.niq.com](https://www.niq.com)

Copyright 2026 Nielsen Consumer LLC. All rights reserved.



# THE BESTSELLER AWARDS *Italia*

## **About Bologna**

Three global book events for international rights and licensing trading take place annually in the eponymous Italian city where culture meets style and commercial relationships are created. BolognaBookPlus, Bologna Children's Book Fair, Bologna licensing Trade Fair.

## **About BolognaBookPlus (BBPlus)**

BolognaBookPlus (BBPlus) is Europe's vibrant spring gathering for the global trade publishing community, held within the world-renowned Bologna Children's Book Fair. Focused on general trade adult publishing, it brings together publishers, agents, authors, illustrators, and industry innovators to discover ideas, build partnerships, and do business. Through its partnership with AIE - Italian Publishers Association, BolognaBookPlus is also the gateway to Italian publishing, connecting international professionals with one of Europe's most dynamic book markets.

## **About Bologna Children's Book Fair (BCBF)**

Now in its 63rd edition, Bologna Children's Book Fair is the world's leading trade fair dedicated to publishing and content for children. Attended by 1,500 exhibitors, it attracts around 30,000 visiting professionals from almost 100 countries. Each year BCBF attracts an international public of publishers, agents, developers, illustrators, authors, booksellers, librarians and other professionals involved not only in the book industry, but also in multimedia and children's content licensing