PAVING THE WAY:

The benefits of standardized metadata
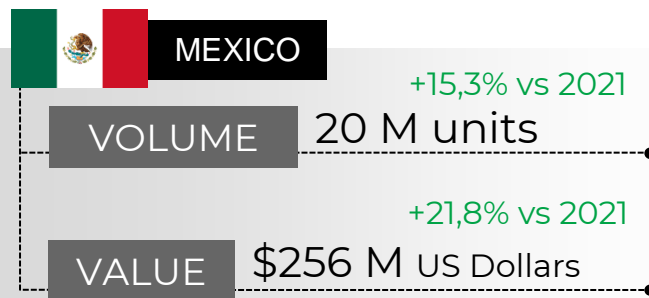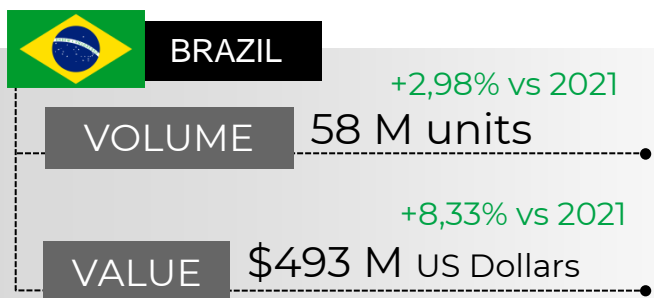and its impact on book sales

November 2023

REPORT

- This analysis was developed by Nielsen BookData and MVB. The objective is to measure the impact of having more metadata fields over sales.

- It is safe to say that in 2023, Brazil and Mexico have accurate data that allowed us to measure the impact of metadata on book sales and create metrics more suitable to Latin America.
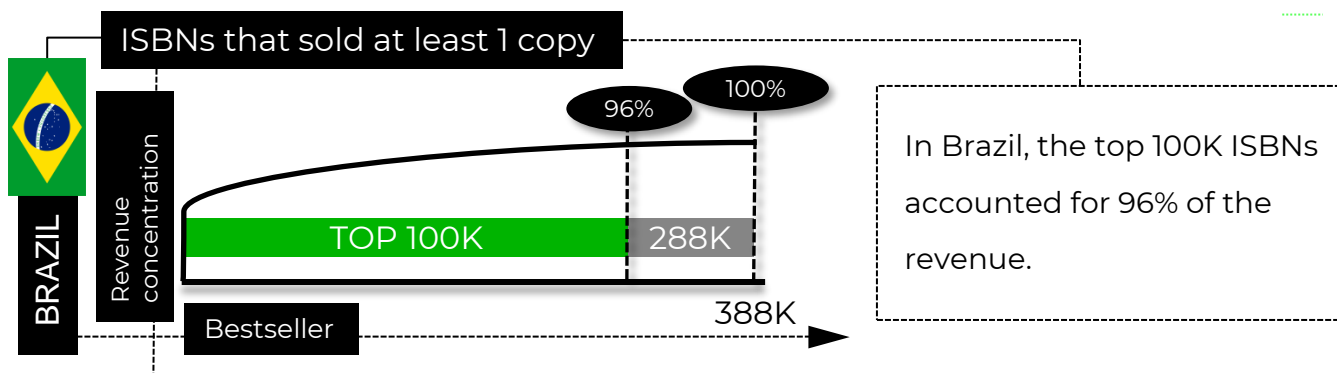
Book Market in 2022
Overview of Brazilian and Mexican book markets

Firstly, a brief overview of the book market in Brazil and Mexico. The table below shows a positive growth rate in volume and value for both countries. This increase, among other factors, is also explained by the recovery from pandemic years. Sales data showed here were extracted from Nielsen Bookscan, weekly sales monitoring tool.
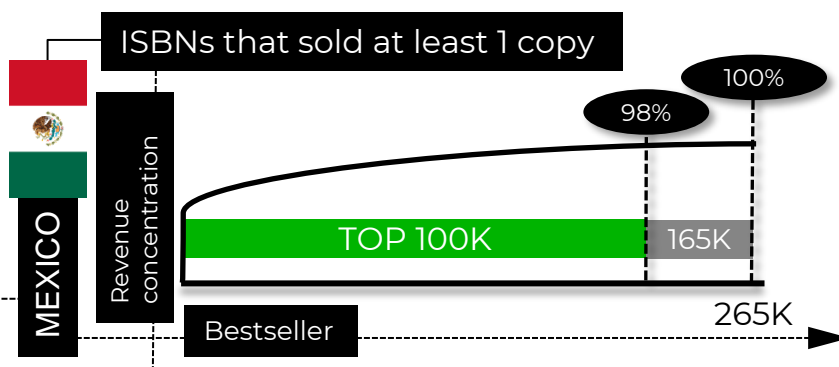
BRAZIL
VOLUME	58 M units	+2,98% vs 2021
VALUE	$493 M US Dollars	+8,33% vs 2021

MEXICO
VOLUME	20 M units	+15,3% vs 2021
VALUE	$256 M US Dollars	+21,8% vs 2021

ISBN Concentration

In both countries, a substantial proportion of the revenue is concentrated on the top 100 thousand ISBNs.

BRAZIL — ISBNs that sold at least 1 copy
Revenue concentration — 96% — 100%
TOP 100K — 288K — 388K
Bestseller

In Brazil, the top 100K ISBNs accounted for 96% of the revenue.

This concentration is even higher in Mexico, the top 100K titles account for 98% of the revenue.

MEXICO — ISBNs that sold at least 1 copy
Revenue concentration — 98% — 100%
TOP 100K — 165K — 265K
Bestseller

There's no doubt that managing this huge number of ISBNs is a challenge.

Source: Nielsen BookData

How to analyse the metadata impact on sales?

The analysis is focused on the top 100K titles. We compared sales data (from BookScan) with the metadata assessment sourced by MVB. They mapped how many metadata fields there are <u>for every ISBN within the top 100K bestsellers</u>.

Considering the local metadata context and MVB's knowledge we classified ISBNs with 18 fields or plus for Brazil and 14 fields and plus for Mexico as **COMPLETE metadata**.

▶ Metadata fields considered in this analysis

BRAZIL | MEXICO

| Publisher |
| ISBN |
| Author |
| Title |
| Language |
| Product Form (paperback, hardcover) |
| Height |
| Width |
| Depth/Spine |
| Weight |
| Publication Date |
| Product Availability |
| Edition Number |
| Number of pages |
| BISAC |
| Description (synopsis) |
| Price |
| Cover image |
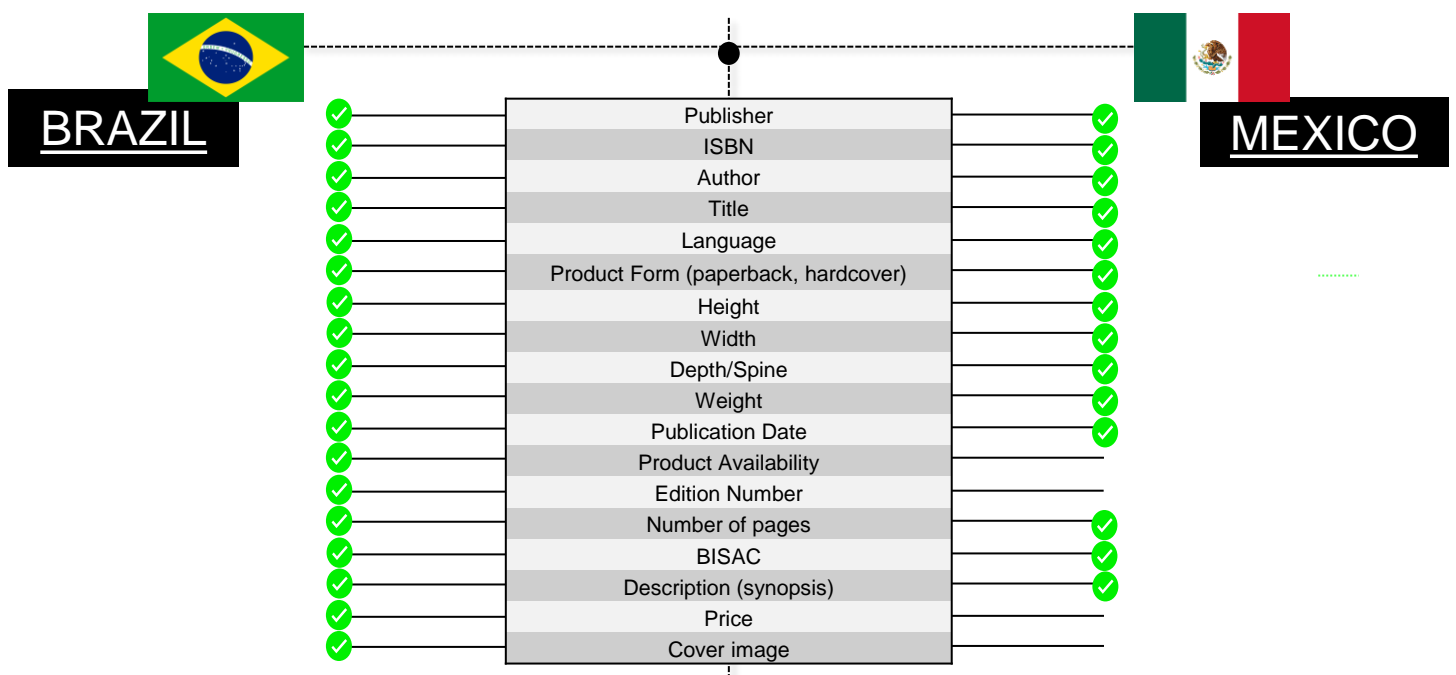
How many ISBNs have a complete metadata set?

In Brazil 67% of the ISBNs have complete metadata, while 33% are incomplete. ISBNs with incomplete metadata have on average eight fields filled in. Meanwhile, in Mexico, 23% of ISBNs have complete metadata and 77% have incomplete metadata

% of the top 100K ISBNs

BRAZIL

67%   33%

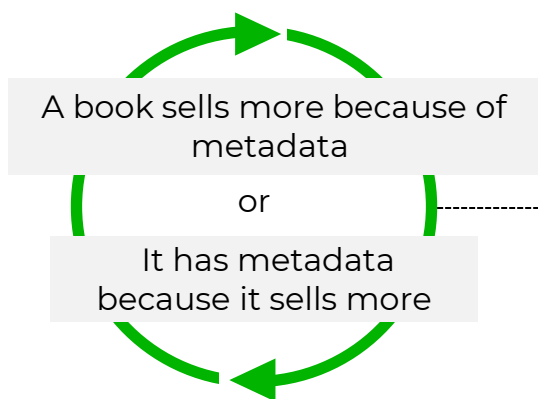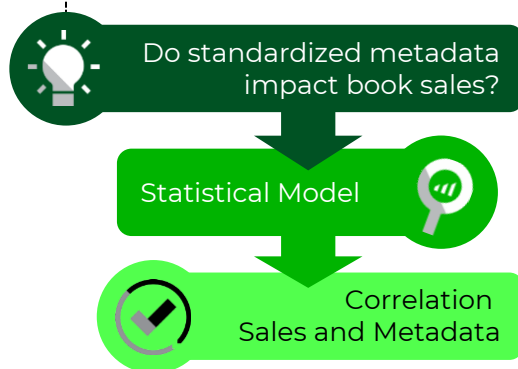**% of the top 100K ISBNs**

MEXICO

23%   77%
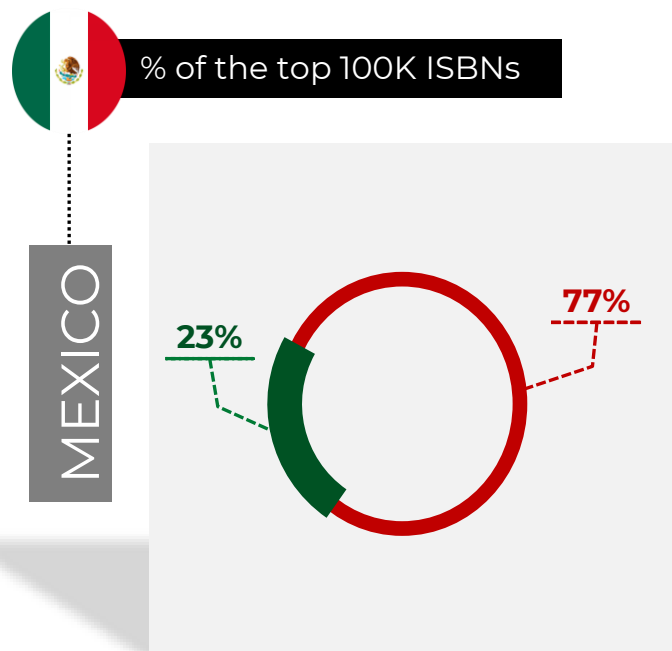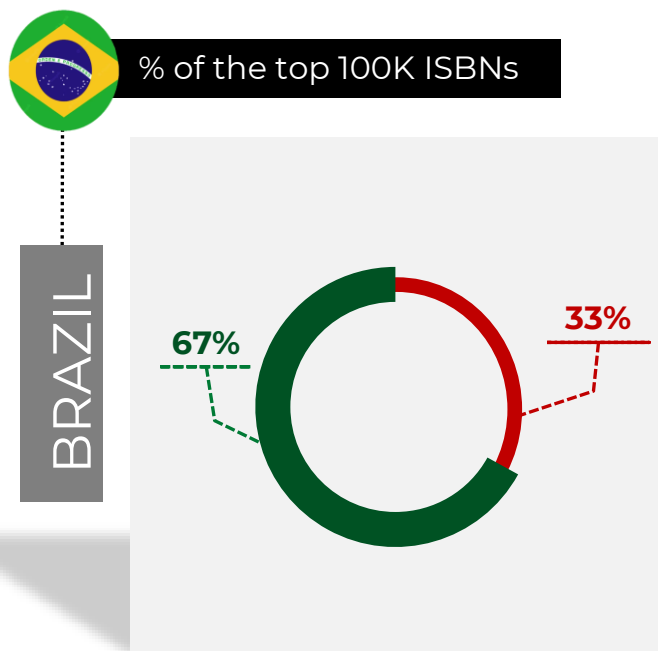
.
However, Brazil and Mexico have different complexities. Among the 100,000 Mexican ISBNs analyzed, there is a significant number of international ISBNs (from Spain or Latin American countries), which is not the case in Brazil. For this reason, the same analysis was carried out, but this time centered only on Mexican ISBNs.

% Considering only MX ISBNs

MEXICO

58%   42%
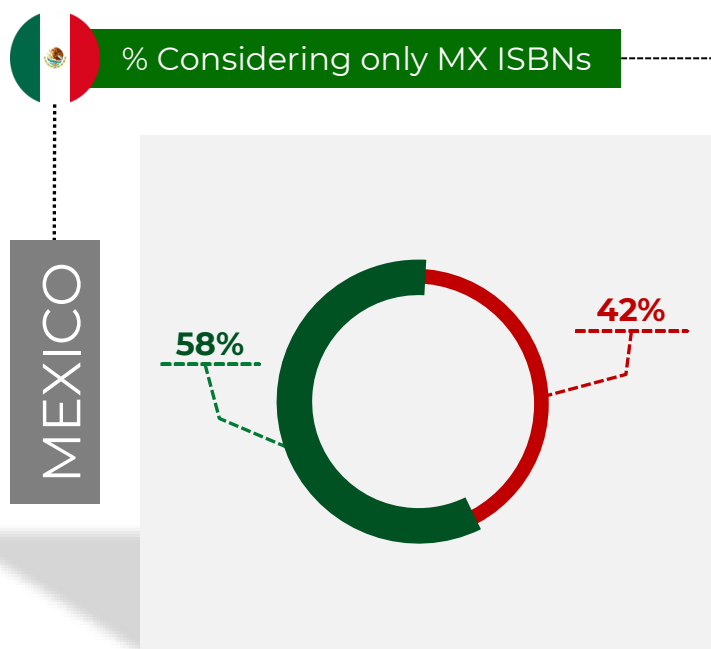
Focusing on Mexican ISBNs, 58% of them have at least 14 metadata fields (complete set)

Source: Nielsen BookData

■ Metadado completo   ■ Metadado incompleto

Analysis Framework

We developed a statistical model to examine how the number of metadata fields affects sales.

Do standardized metadata impact book sales?

Statistical Model

Correlation Sales and Metadata

A book sells more because of metadata

or

It has metadata because it sells more

Nielsen BookData also tested how the number of metadata fields affected sales for best sellers versus long tail books

Following different statistical validations, the key factor was to remove the 5K bestsellers and redo the statistical analysis and focus on the long-tail titles.

In Brazil, the top 5K bestsellers represents 54% of sales. In Mexico, the figure is even higher, 55% of sales.

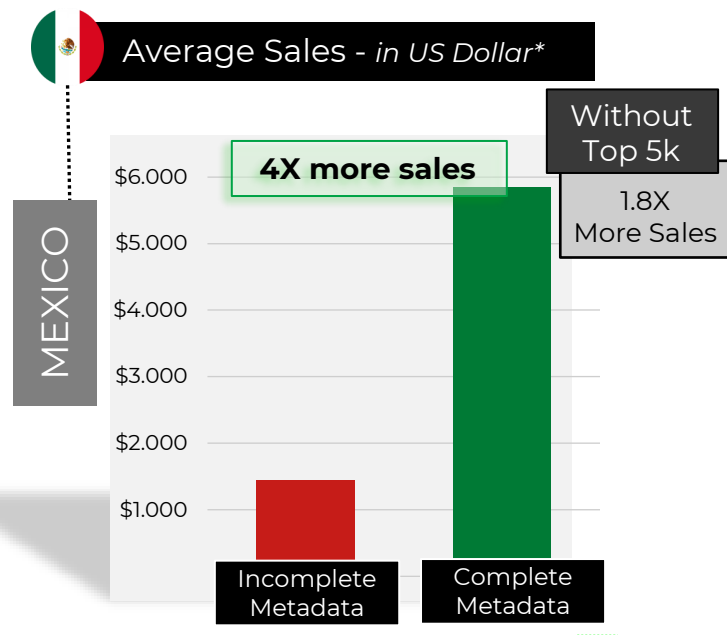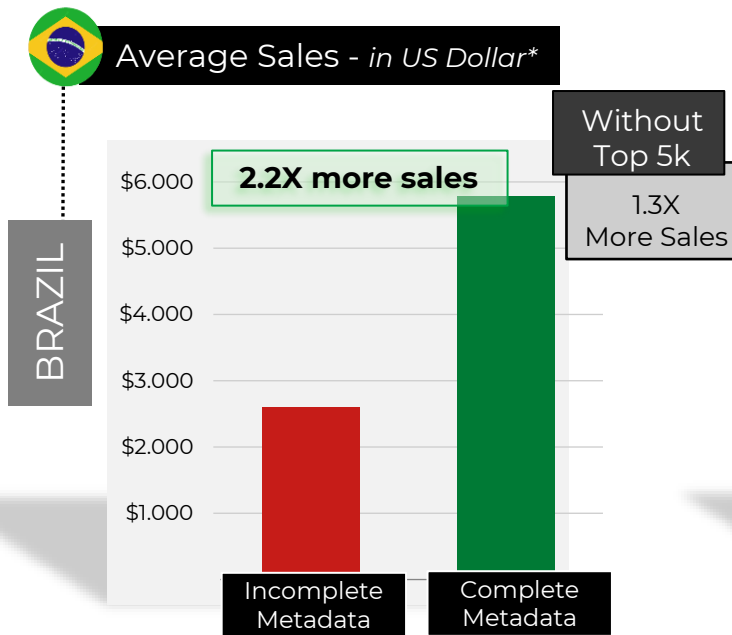ISBNs

TOP 5K Bestsellers

54%

55%

Once again, even excluding the top 5K, a correlation between sales and metadata was found.
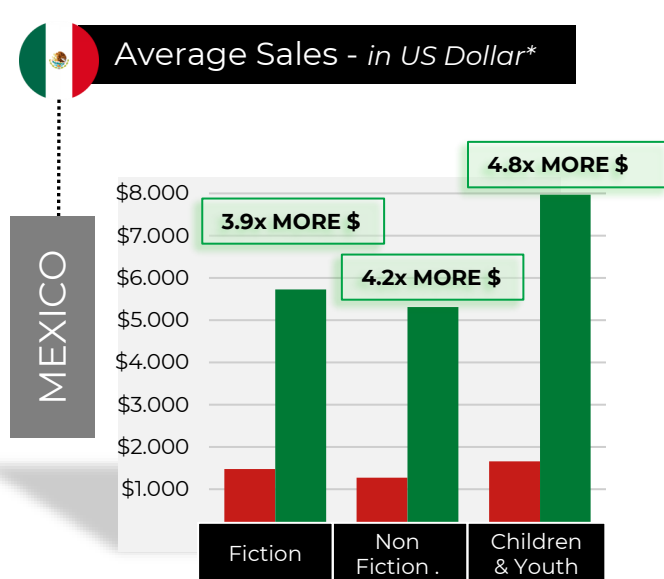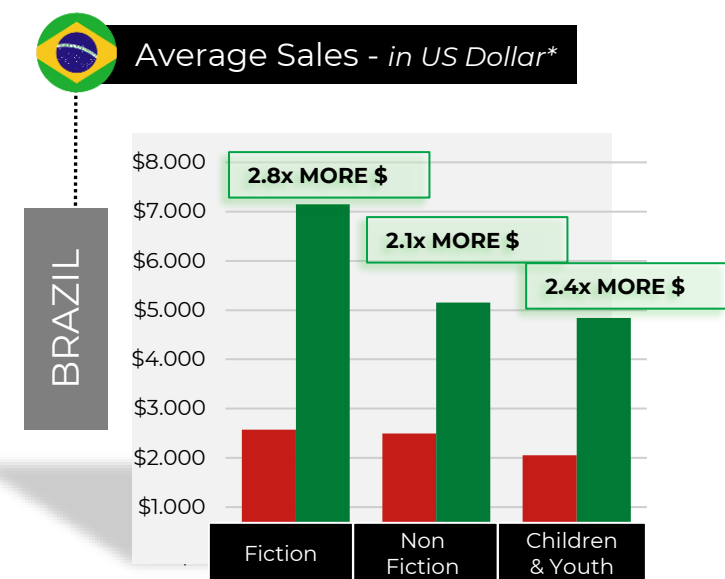
Hypothesis Validated
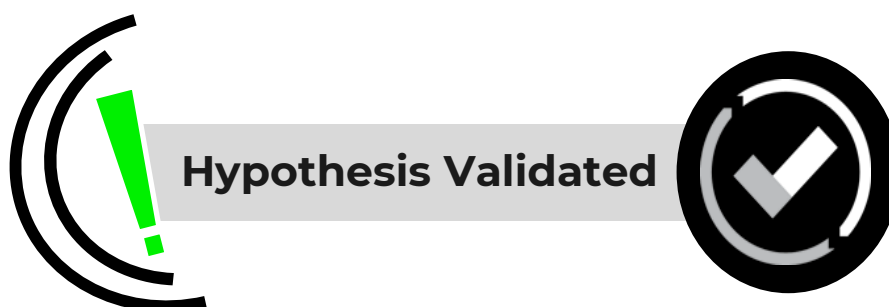
The impact of metadata on sales - 2022

In Brazil, titles with complete metadata sell on average 2.2 times more than titles with incomplete metadata. In Mexico, this figure is 4 times more sales. Long tail titles with complete metadata sold 1.3 times more than those with incomplete metadata in Brazil, while in Mexico these titles with complete metadata sell 1.8 times more.

Average Sales - *in US Dollar**

BRAZIL

2.2X more sales

Without Top 5k

1.3X More Sales

Incomplete Metadata | Complete Metadata

Average Sales - *in US Dollar**

MEXICO

4X more sales

Without Top 5k

1.8X More Sales

Incomplete Metadata | Complete Metadata

Result by genre also demonstrates the impact of metadata on book sales in both countries .

Average Sales - *in US Dollar**

BRAZIL

2.8x MORE $
2.1x MORE $
2.4x MORE $

Fiction | Non Fiction | Children & Youth

Average Sales - *in US Dollar**

MEXICO

3.9x MORE $
4.2x MORE $
4.8x MORE $

Fiction | Non Fiction . | Children & Youth

Complete Metadata   Incomplete Metadata

*World Bank - Official exchange rate (LCU per US$, period average - 2022):https://data.worldbank.org/indicator/PA.NUS.FCRF

Final Conclusion

- Clearly, metadata is not the only sales driver, there are other factors involved in selling a book such as the author, genre, marketing investments, etc. This study highlights that having more metadata fields will result in more sales

- It is important to notice, however, that these results are averages, meaning that having complete metadata does not necessarily ensure that this exact multiplier will be obtained.