

## Press Release

### **THE LOST SYMBOL BY DAN BROWN: STILL NUMBER 1 AROUND THE WORLD, BUT WILL IT BE THE CHRISTMAS NUMBER 1?**

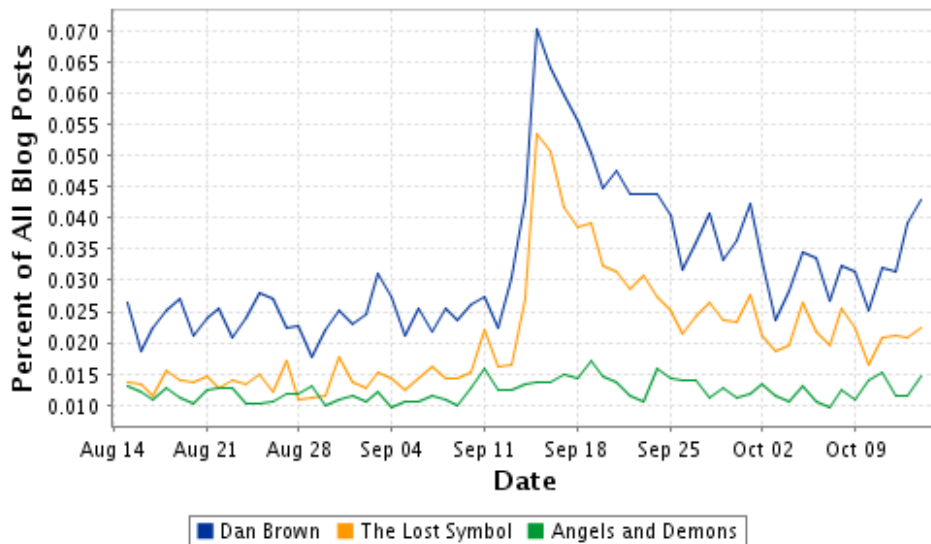
26 October 2009, Woking

Nielsen Book today reveals that Dan Brown's *The Lost Symbol* has achieved phenomenal sales around the world since its global release on 15 September. It has taken the number one slot in each BookScan chart around the world: UK, US, Australia, New Zealand and South Africa, but will it continue to hold the top slot at Christmas?

Looking at sales a month after release (week ending 10 October in all territories) the UK and Ireland (TCM) sales to date total more than 855,000 copies, compared to 573,000 in the first week, a rise of 49%. In the US sales have risen 58% from 1.2m in the first week to over 1.9m. Sales in Australia have risen 77% to over 225,000 copies compared with 127,000 in the first week and in New Zealand the sales increased 82% to over 36,000 compared with over 19,700. The South African sales rose a staggering 147% from over 8,500 to over 21,000 in the first week.

Nielsen BuzzMetrics reveals the buzz online in relation to Dan Brown peaked at the time of launch, however, it continues to sustain healthy levels of interest over a month later, boding well for a Christmas number 1.

Generated by BlogPulse Copyright 2009 The Nielsen Company.



Global sales for English-language (excluding Canada) now exceed 3.1m. Therefore, are there still sales to be achieved pre-Christmas or has everyone who wants this title already got it? That's the big question and one that everyone in the UK can now have a stake in, by betting on it!

For the first time, Waterstone's working with William Hill, has launched an initiative that will enable book buyers to place bets on the title they think is likely to be the Christmas Number 1 (based on the chart for week ending 19th December, as determined by sales tracked by BookScan). The competition is hot, but watch this space!

**For further information contact:**

Andre Breedt - Research & Development Analyst, Nielsen BookScan  
t: +44 (0)1483 712 227 or email: [Andre.Breedt@nielsen.com](mailto:Andre.Breedt@nielsen.com)

Mo Siewcharran - Head of Marketing, Nielsen Book  
t: +44 (0)1483 712 300 or email: [Mo.Siewcharran@nielsen.com](mailto:Mo.Siewcharran@nielsen.com)

**In the US**

Brianna Buckley  
t: +1 646 654-4778 or email: [Brianna.Buckley@nielsen.com](mailto:Brianna.Buckley@nielsen.com)

**In Australia**

Louise Goodwin  
t: +61 (2) 8873 7452 or email: [Louise.Goodwin@nielsen.com](mailto:Louise.Goodwin@nielsen.com)

**In New Zealand**

Anna Hart  
t: + 64 (9) 360 3294 or email: [Anna.Hart@nielsenbookdata.co.nz](mailto:Anna.Hart@nielsenbookdata.co.nz)

**In South Africa**

Louw van Riet  
t:+ 27 (0)21 853 3564 or email: [louw@bookdatasapnet.co.za](mailto:louw@bookdatasapnet.co.za)

**About Nielsen Book**

**Nielsen Book has four key brands: Registration Agencies (ISBN, ISTC and SAN), BookData, BookNet and BookScan.**

The Nielsen BookScan service provides the world's only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Denmark and Spain. (Sales were tracked through bookshops, supermarkets, internet sites and other retailers; BookScan is the leading market measure and the source of bestseller lists used by the media around the world). The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services to booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. Nielsen Book employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)