

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™



FOCUSING ON OUR STRENGTHS

**KEY INSIGHTS INTO THE CHRISTIAN
MARKET FROM NIELSEN BOOK**

Dear Christian Market Watcher,

In 2014, over 52 million religious book titles were sold in the U.S, representing an increase of over 10.5% versus the prior year. Comparing this to the 2.4% increase for the overall book market, Religion is outperforming the market as a whole.

And yet, 2015 has seen tremendous upheaval in the form of the Family Christian bankruptcy news, rapidly shifting purchasing behaviors, and a complicated media environment. Some areas that were growing through FY 2014 have seen a decline when comparing their YTD 2014 with 2015. Other areas, like Christian Fiction, were declining but are now growing.

Clearly this is a robust market that is in flux. We believe the best way to deal with a market in flux is to get under the hood and understand the detail – starting with the consumer. Who is the Christian Book buyer?

This mini-report represents a quick snapshot of the market, the different subgenres in the Christian book market, and how they are changing. Here at Nielsen Book we are continually looking to understand the Christian Book buyer through our state of the art business intelligence (including BookScan, PubTrack Christian, Books & Consumers and PubTrack Digital) and to share these insights through our deep dive studies and annual Book Summits.

Our 2015 **Nielsen Christian Book Summit**, scheduled for October 23, 2015 in Nashville, will bring together decision makers and leaders from across the industry. We'll reveal the latest insights and discuss how data can help inform business decisions and boost growth. We hope you will join us there.

In the meantime, enjoy these insights on the Christian Book consumer. We look forward to continuing to grow our knowledge in the Christian market and help our clients grow their business.

Sincerely,

Jonathan Stolper
SVP, Global MD
Nielsen Book



FRIDAY, OCT. 23, 2015

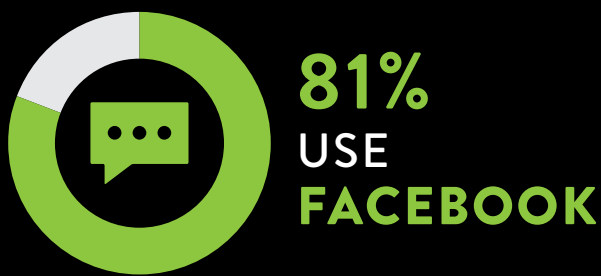
SHERATON NASHVILLE DOWNTOWN HOTEL
623 UNION STREET, NASHVILLE, TN 37219

Register Today: www.nielsen.com/christianbooks

WHO IS THE TYPICAL CHRISTIAN BUYER?

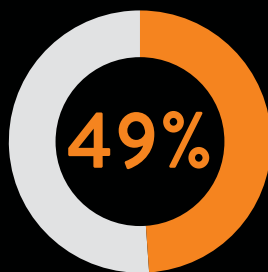
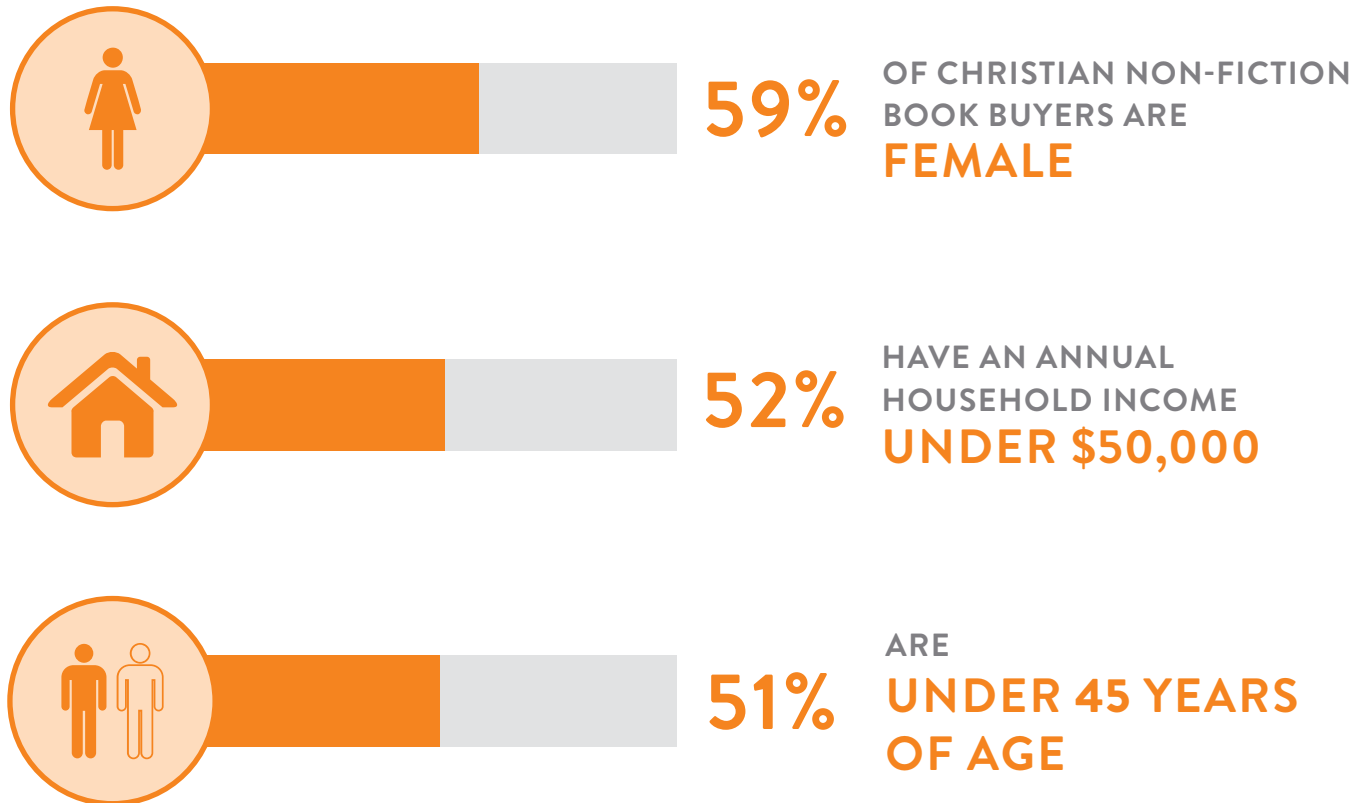
BOOKS & CONSUMERS

WHO IS THE TYPICAL CHRISTIAN FICTION BUYER?



Source: Nielsen Books & Consumers – Data Aggregate: December 2013-November 2014

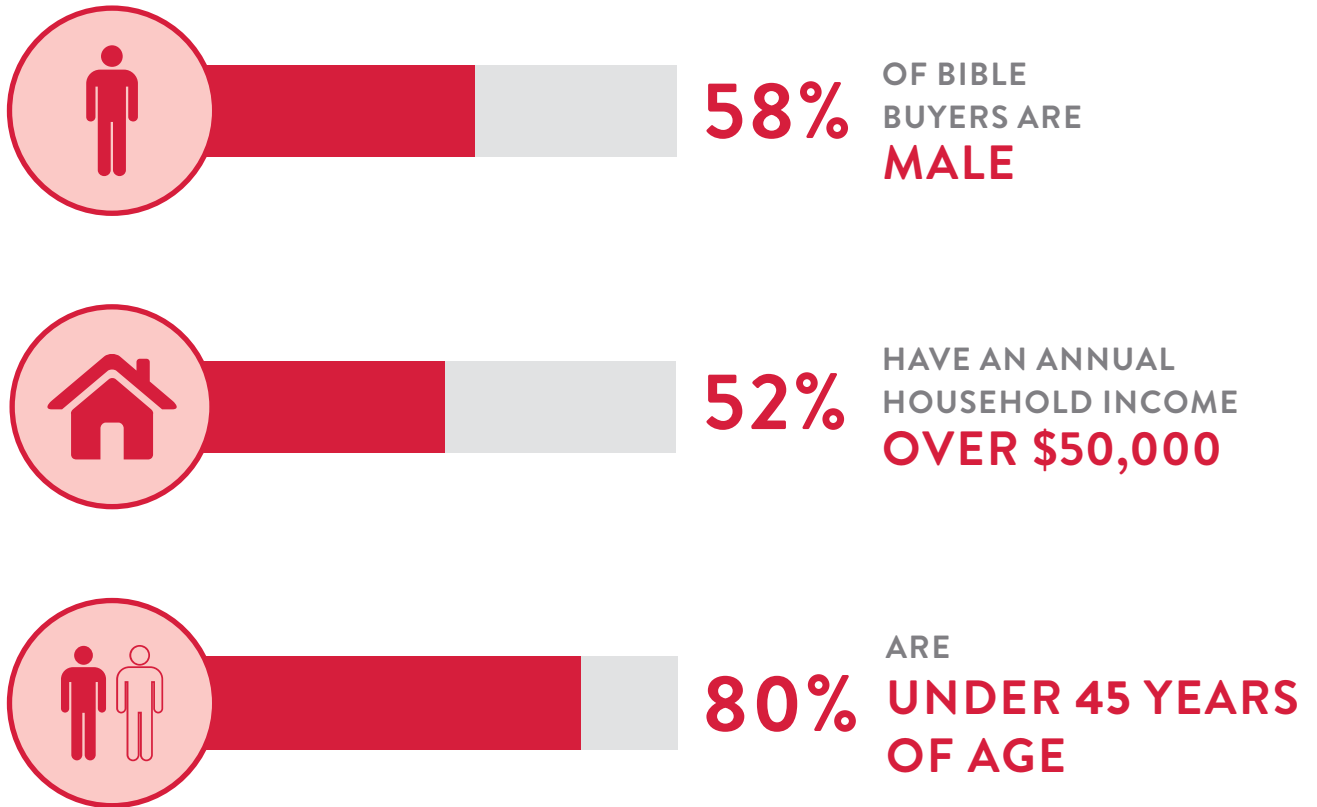
WHO IS THE TYPICAL CHRISTIAN NON-FICTION BUYER?



**READ/PARTICIPATE IN BLOGS/
FORUMS - AT LEAST MODERATELY**

Source: Nielsen Books & Consumers – Data Aggregate: December 2013-November 2014

WHO IS THE TYPICAL CHRISTIAN BIBLE BUYER?



45% ACCESS A SOCIAL NETWORK SITE (E.G. FACEBOOK, TWITTER, ETC.) DAILY

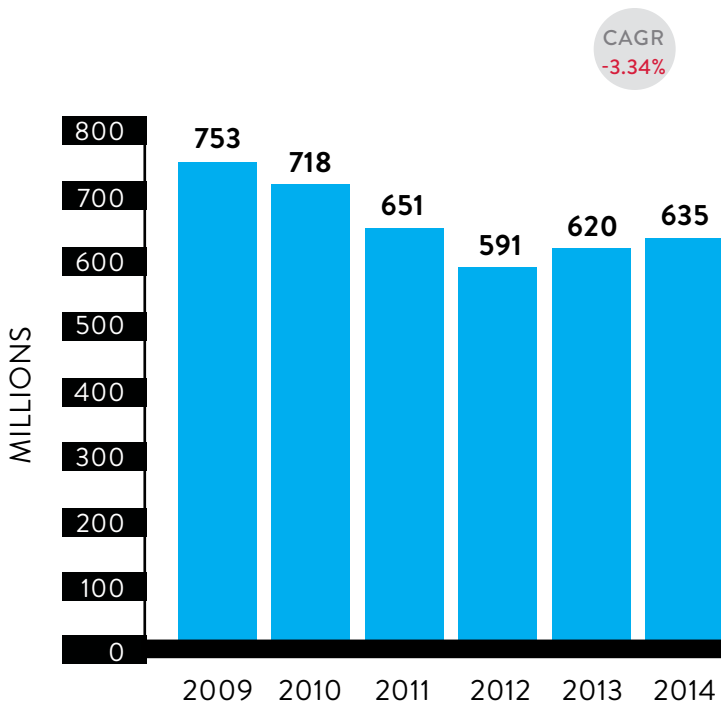
Source: Nielsen Books & Consumers – Data Aggregate: December 2013-November 2014

THERE ARE PLENTY OF OPPORTUNITIES - IF YOU KNOW WHERE TO LOOK

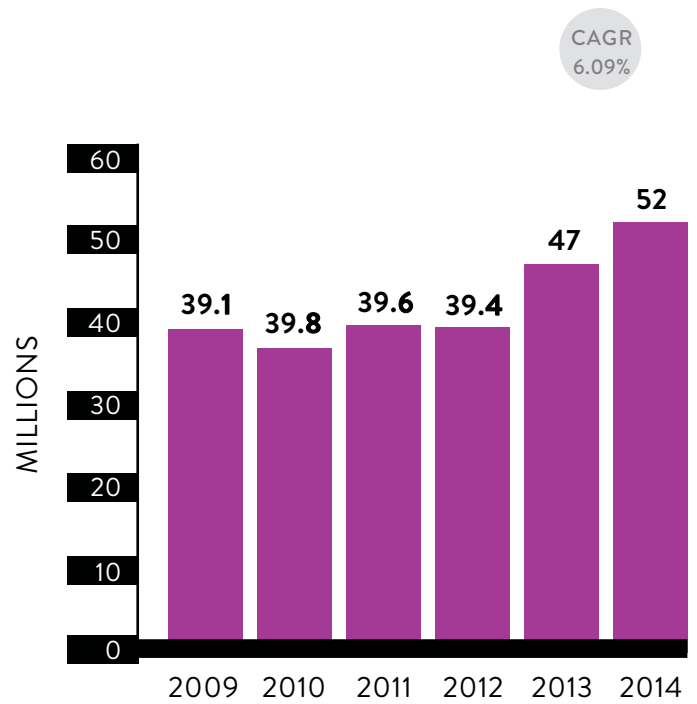
NIelsen BOOKSCAN & PUBTRACK CHRISTIAN

BOOKSCAN SALES DATA

SUBJECT = ALL



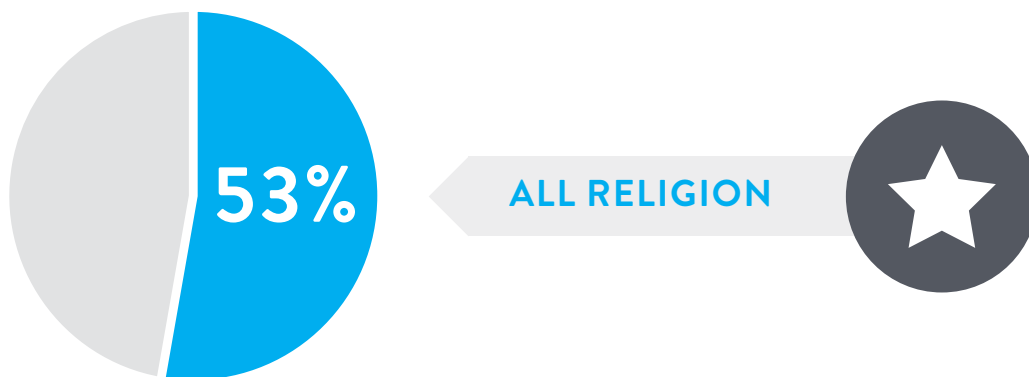
SUBJECT = ALL RELIGION



RELIGION HAS PERFORMED WELL AHEAD OF OVERALL MARKET IN LAST FEW YEARS

CAGR = Compounded Annual Growth Rate

YTD SALES AS A PERCENTAGE OF 2014 TOTALS

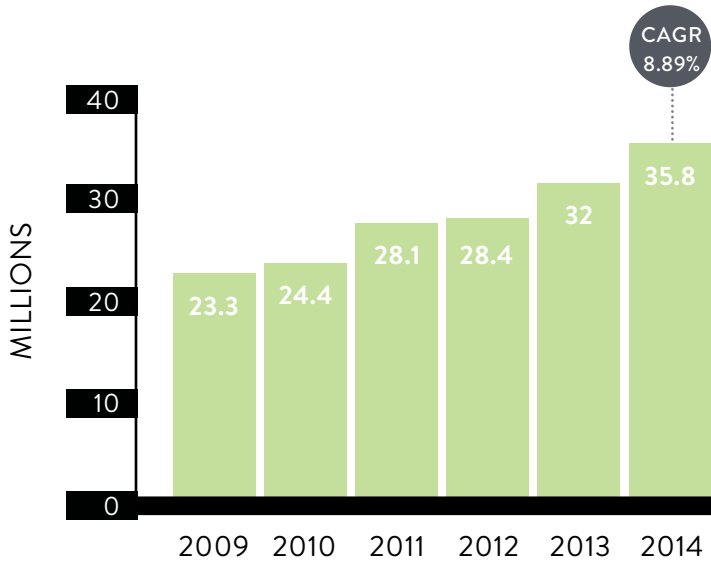


 **EVEN WITH MARKET STRESSES OF 2015, RELIGION IS STILL PERFORMING BETTER YTD**

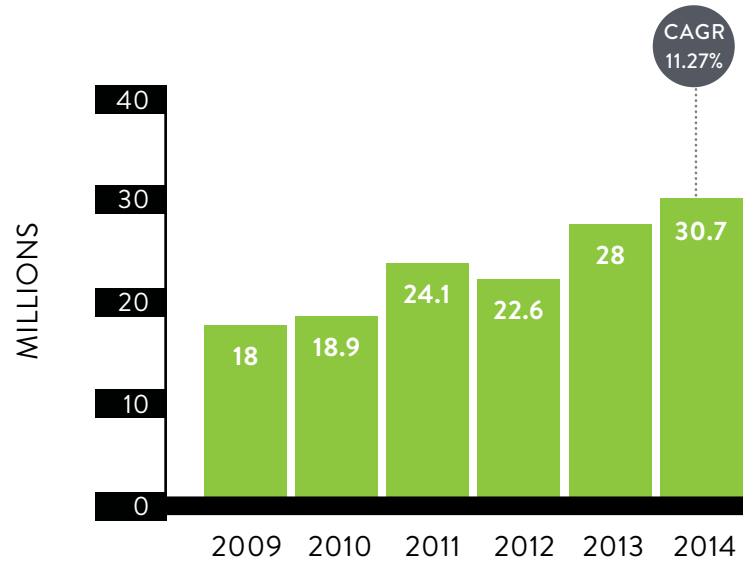
BookScan: Week 26 2015; YTD print units in each category as a percentage of 2014 totals

LONG-TERM RELIGION TRENDS - ADULT

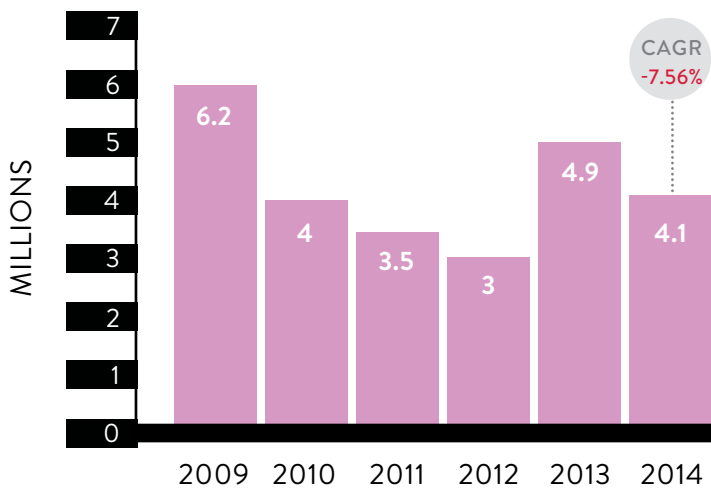
RELIGION: ADULT NONFICTION



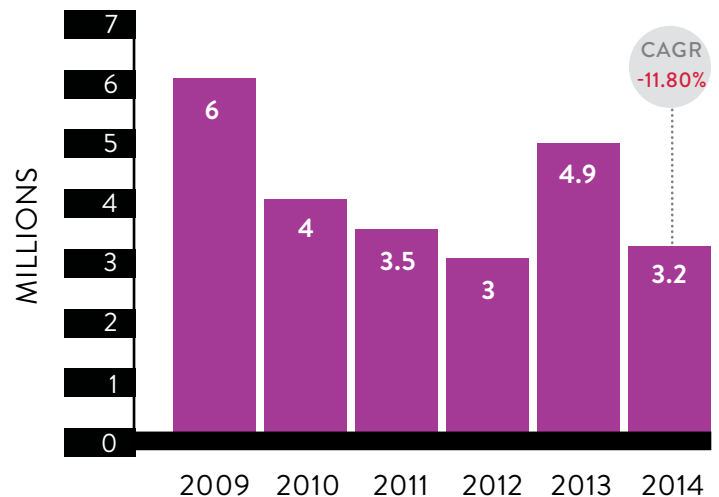
RELIGION: ADULT NONFICTION CHRISTIAN



RELIGION: ADULT FICTION



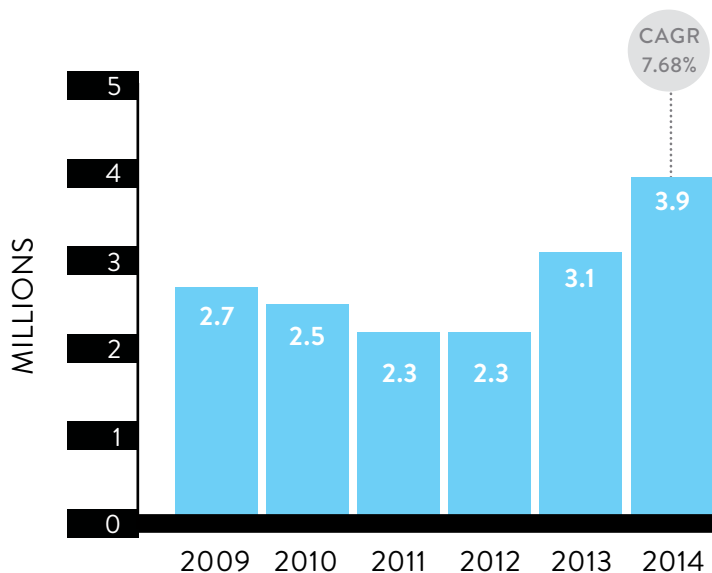
RELIGION: ADULT FICTION CHRISTIAN



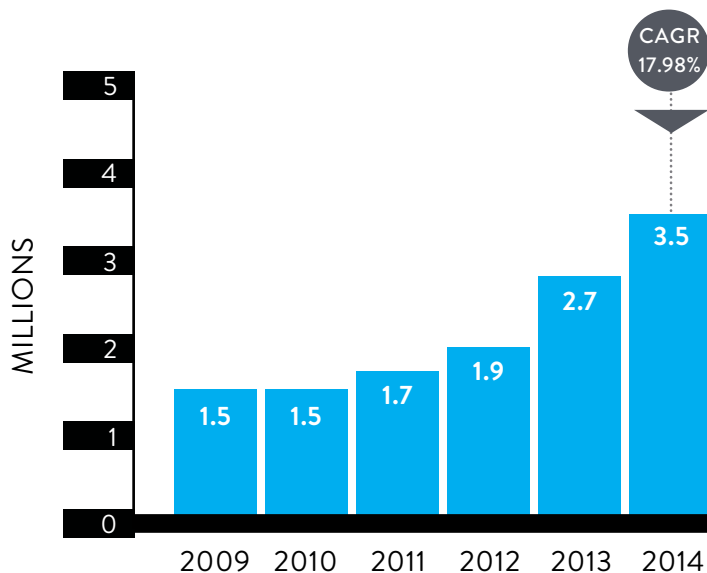
ADULT NONFICTION HAS OUTPACED ADULT FICTION BY DOUBLE DIGIT GROWTH

LONG-TERM RELIGION TRENDS - JUVENILE

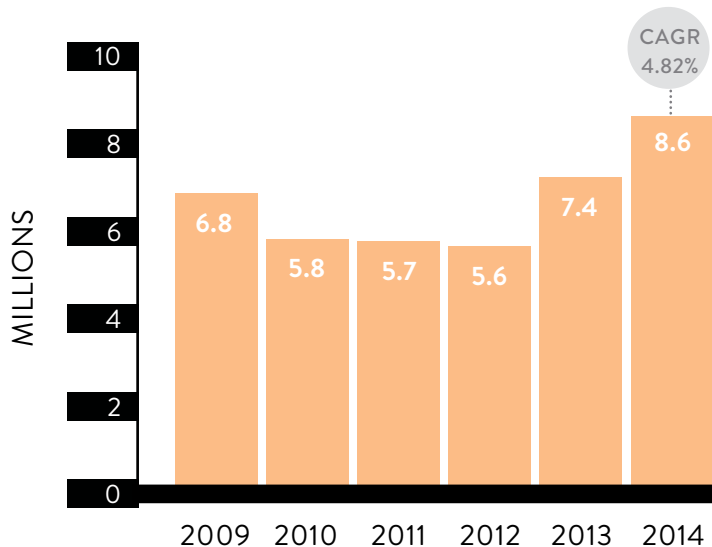
RELIGION: JUVENILE NONFICTION



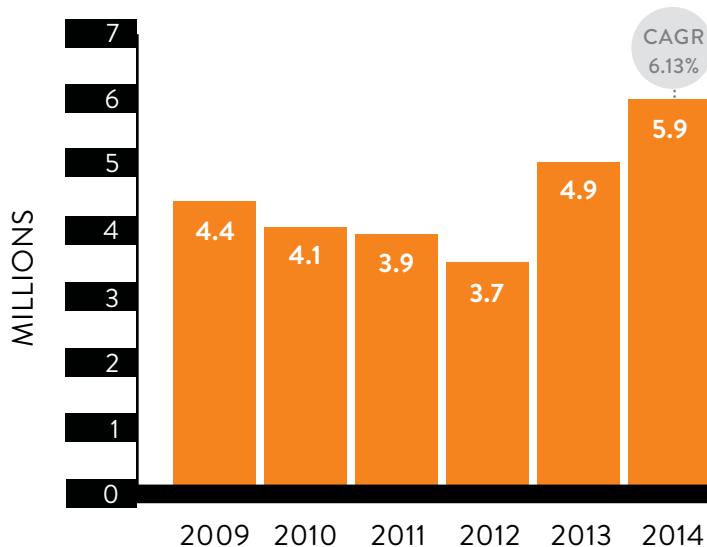
RELIGION: JUVENILE NONFICTION CHRISTIAN



RELIGION: JUVENILE FICTION



RELIGION: JUVENILE FICTION CHRISTIAN

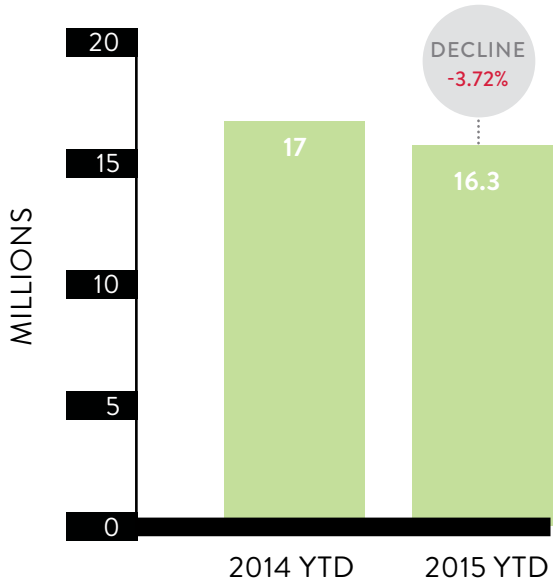


JUVENILE AS A CATEGORY IS VERY STRONG, PARTICULARLY IN NONFICTION

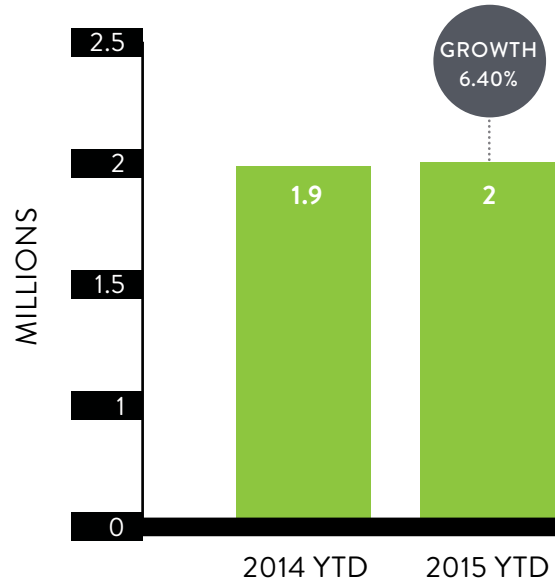
SHORT-TERM RELIGION TRENDS - ADULT

YTD PHYSICAL UNIT SALES THRU WEEK 25

RELIGION: ADULT NONFICTION



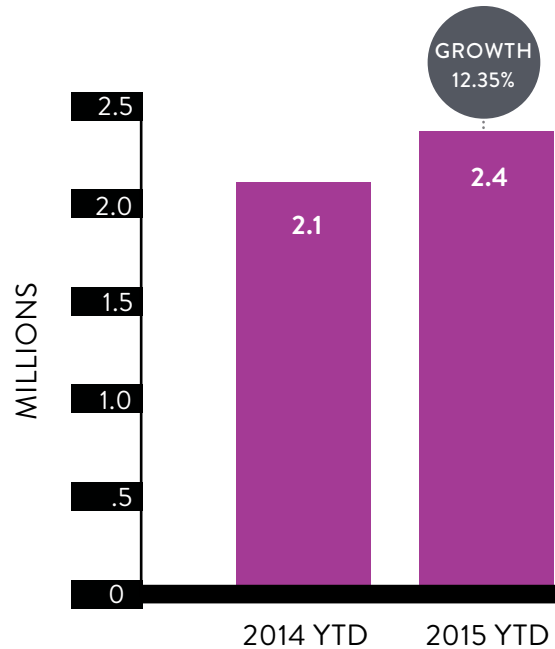
RELIGION: ADULT FICTION



HOLIDAYS/FESTIVALS/RELIGION: ADULT NONFICTION



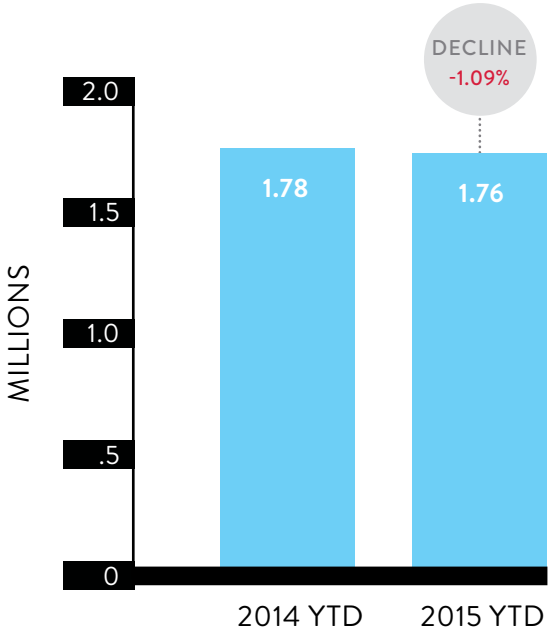
HOLIDAYS/FESTIVALS/RELIGION: JUVENILE FICTION



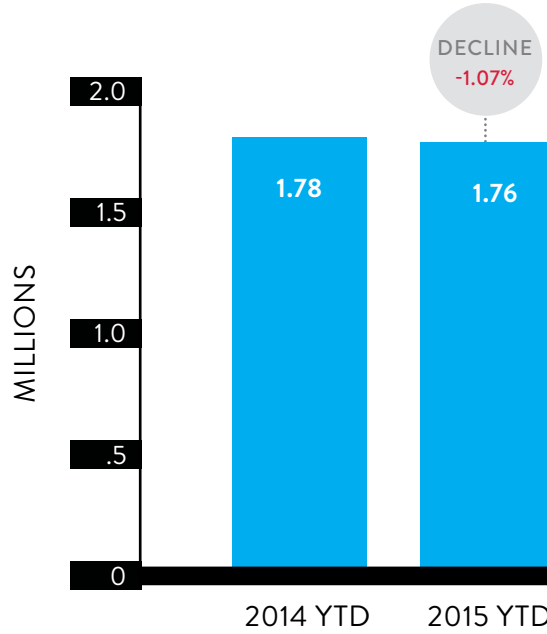
SHORT-TERM RELIGION TRENDS - JUVENILE

YTD PHYSICAL UNIT SALES THRU WEEK 25

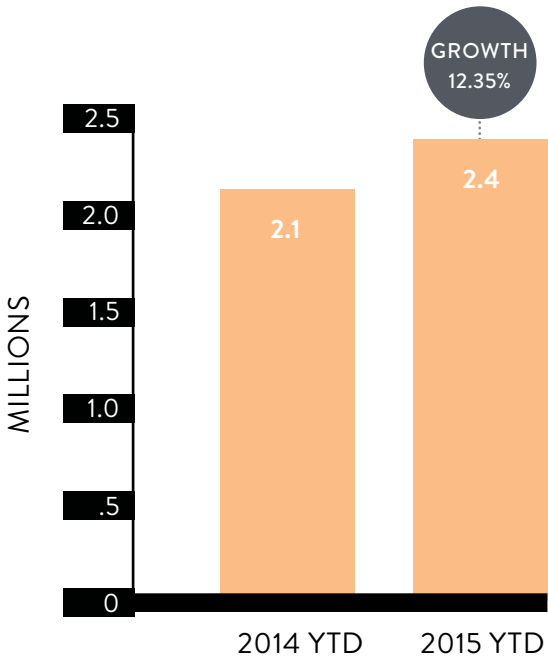
RELIGION: JUVENILE NONFICTION



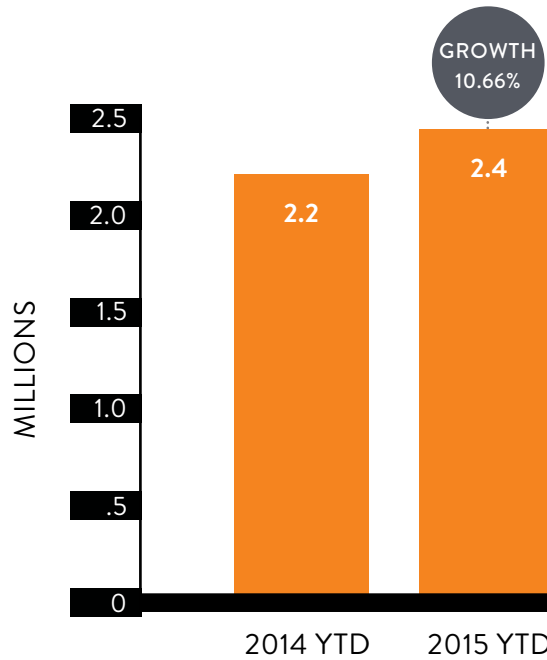
RELIGION: JUVENILE NONFICTION CHRISTIAN



RELIGION: JUVENILE FICTION



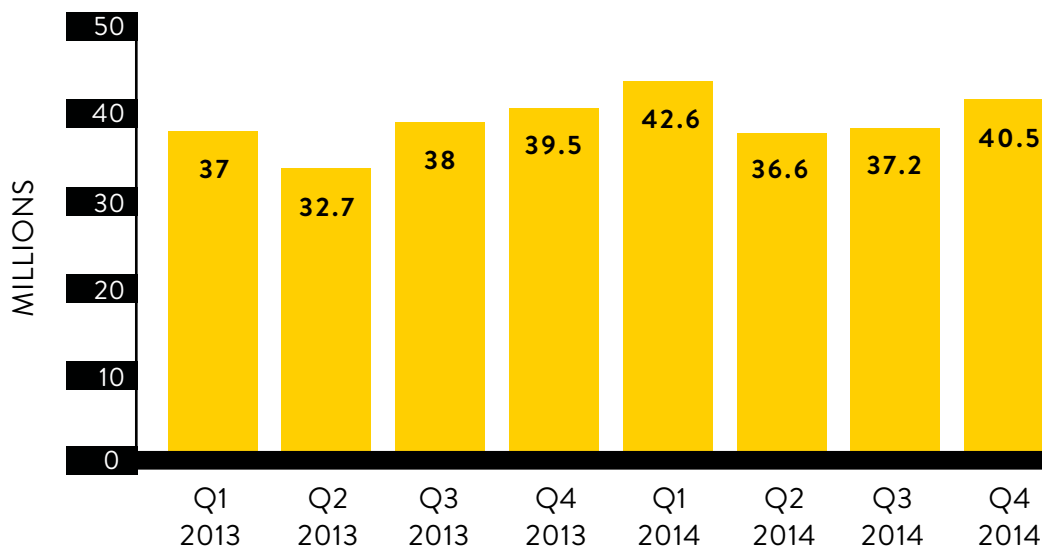
RELIGION: JUVENILE FICTION CHRISTIAN



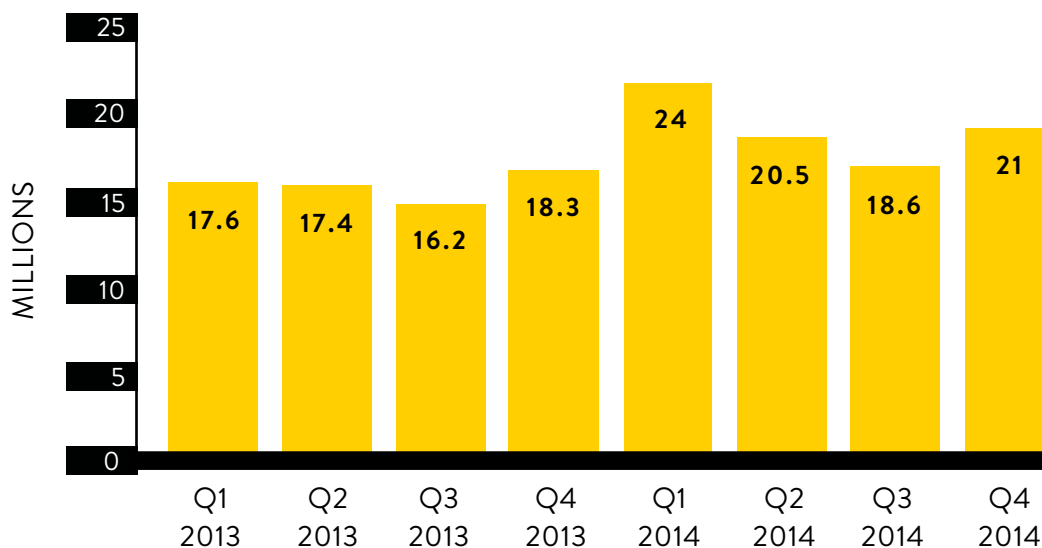
CHRISTIAN RETAIL & WHOLESALERS GROWTH IN 2014

HOW IS THIS SHIFTING IN 2015? JOIN US AT THE NIELSEN CHRISTIAN BOOK SUMMIT TO FIND OUT!

CHRISTIAN RETAIL



WHOLESALERS



FY 2013-2014 - VOLUME SOLD

UNMATCHED INSIGHTS FOR THE CHRISTIAN MARKET

BOOKSCAN

- Point-of-Sales data acquired from 16,000 retail locations a week (and growing)
- Track 500,000 ISBNs/14 million units per week
- Data covers roughly 85% of the U.S trade physical book market.

PUBTRACK CHRISTIAN

- Hybrid Product looking at market through POS and Publisher Provided data
- POS data provides full title detail and historical weekly sales data collected from Christian stores since January 2008
- Publisher data sharing channels reported include:
 - o Christian bookstores | General bookstores
 - o International | Internet/book clubs/catalog
 - o Mass market retail | Publisher/distributor direct
 - o Wholesalers | All other

PUBTRACK DIGITAL

- The industry's only aggregated eBook analysis system - using invoice sales data to monitor global eBook sales from 2010 forward

BOOKS & CONSUMERS

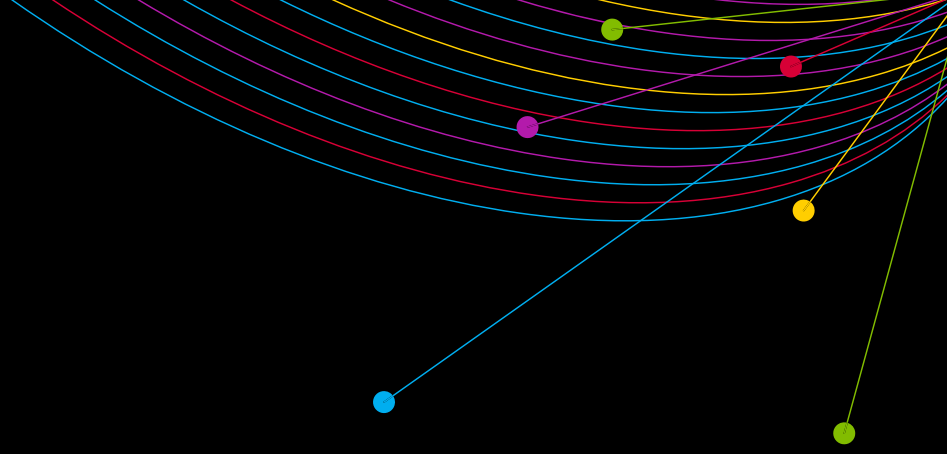
- 72,000 Unique U.S book consumers drawn from a nationally representative sample
- Selected according to Age, Gender, Income, Household size, and location balanced to U.S Census
- Representing an annual view of 200,000 book purchases and 140,000 shopping occasions

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

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