

## News Release

**Contacts:** [Warren.gillmer@nielsen.com](mailto:Warren.gillmer@nielsen.com)

**FOR IMMEDIATE RELEASE**

### HACKS FIND ESCAPE BETWEEN THE COVERS

**18 May, 2009, Sydney:** Nielsen BookScan recently collaborated with The Australian (newspaper) by providing data on the country's best selling non-fiction books, but with a twist. The data, spanning 5 years of BookScan records, was for an article on the increasing number of Australian journalists turning to writing non-fiction books; a growing phenomenon as journalists turn their writing skills to books and help drive a thriving publishing sector.

*"There have always been journalists writing books (but), it has increased over the last decade"* says Nielsen BookScan client, Shona Martyn, publishing director of HarperCollins, which has 30 books written by journalists coming out in Australia between now and Christmas. *"The great thing about journalists is they are very deadline focused. The negative can be when they realise how difficult it is to write 100,000 words when they are used to writing 1000"* Ms Martyn added.

BookScan general manager Australia, Shaun Symonds commented *"This was a slightly unusual request for a list of journalists who are also book writers, even for the world's most effective book sales monitoring and sales analysis service. We normally provide sales data by individual book titles, for new book launches, or by specific genre such as fiction or historical. However our curiosity was piqued and so we provided a comprehensive list of Australia's top 200 selling non-fiction books, from which the top 20 were then sorted by media journalists who had published a non-fiction book over the past 7 years. This revealed that the top selling journalist was Peter FitzSimons, with sales of almost 300,000 from 4 books in the top 20. Also interesting to note was that of the top 20 sellers, 6 were covering Australians at war, and 4*

were relatively recent releases, about crime and gangland warfare in Sydney and Melbourne”.

<b>BEST SELLING BOOKS BY AUSTRALIAN JOURNALISTS</b>			
<b>Rank</b>	<b>Title</b>	<b>Author</b>	<b>Sales*</b>
1	<i>Almost French: A New Life in Paris</i>	Sarah Turnbull,	191,000
2	<i>Underbelly: The Gangland War</i>	John Silvester & Andrew Rule	186,000
3	<i>Holy Cow!: An Indian Adventure</i>	Sara MacDonald	101,000
4	<i>Tobruk</i>	Peter FitzSimons	97,000
5	<i>The Great War</i>	Les Carlyon	93,000
6	<i>Gallipoli</i>	Les Carlyon	92,000
7	<i>Kokoda</i>	Peter FitzSimons	88,000
8	<i>Kokoda</i>	Peter FitzSimons	83,000
9	<i>Leadbelly: Inside Australia's Underworld Wars</i>	John Silvester & Andrew Rule	74,000
10	<i>Who Killed Channel 9?</i>	Gerald Stone	70,000
11	<i>Salvation Creek</i>	Susan Duncan	59,000
12	<i>Jonestown</i>	Chris Masters	56,000
13	<i>The World from Islam</i>	George Negus	47,000
14	<i>Underbelly: Tale of Two Cities</i>	John Silvester & Andrew Rule	44,000
15	<i>Kochie's Best Jokes</i>	David Koch	39,000
16	<i>The House at Salvation Creek</i>	Susan Duncan	37,000
17	<i>The Amazing SAS</i>	Ian McPhedran	36,000
18	<i>Vietnam: The Australian War</i>	Paul Ham	35,000
19	<i>Big Shots: Carl Williams and the Gangland</i>	Adam Shand	34,000
20	<i>Steve Waugh</i>	Peter FitzSimons	34,000

Source: Nielsen BookScan Australia \* Lifetime sales from 2002 to April 25, 2009

#### **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)