

MEDIA RELEASE | EMBARGOED UNTIL 21:30PM, MONDAY 22 JANUARY, 2024

## NIELSEN BESTSELLER AWARDS RETURN IN-PERSON WITH SALLY ROONEY, RICHARD OSMAN AND MIRIAM MARGOLYES AMONG AUTHORS HONOURED

London, 22 January 2024—Nielsen BookData in partnership with BolognaBookPlus celebrated the annual Bestseller Awards this evening at the Ham Yard Hotel in Central London, with Elif Shafak, Peter James, Julia Donaldson and Axel Scheffler among the prize-winners, presented by comedian Shaparak Khorsandi. In all, a tremendous 199m print books were bought in the UK in 2023, with a value of £1.83bn, with around 7 in every 10 books purchased in print formats.

Based on UK sales volumes, the awards honoured authors whose books had surpassed phenomenal sales thresholds- Silver (250,000 sales), Gold (500,000 sales), and Platinum (1,000,000 sales).

Twenty-two titles were awarded Silver, Gold or Platinum status, and the sales have helped contribute to another robust year despite concerns about the impact of the cost-of-living crisis on the industry.

The four titles that achieved Platinum status are inducted into the Hall of Fame, which now includes 157 titles. The unstoppable Richard Osman received his second Platinum award for *The Bullet That Missed*. Children's book duo Julia Donaldson and Axel Scheffler achieved Platinum status for another of their titles, *The Highway Rat*. Sally Rooney and Colleen Hoover both had titles simultaneously recognised in the Platinum and Gold categories – Rooney's *Normal People* achieved Platinum status with Gold awards going to her first novel, *Conversations with Friends* and most recent book *Beautiful World, Where Are You*, and Hoover's runaway hit *It Ends with Us* (Platinum) was honoured alongside *It Starts With Us* (Gold).

**Speaking in his recorded acceptance speech, Richard Osman said:** *'Thank you to the readers, thank you to the booksellers, and thank you to Nielsen. Honestly, this is absolutely extraordinary, wonderful, and I cherish it.'*

Two authors received Author Platinum Awards on the night, having sold over 5 million copies across all their titles: Susan Lewis who celebrated 50 bestselling novels in 2023, and Victoria Hislop, whose career has included runaway success *The Island* which is already a Platinum Bestseller in its own right.

Miriam Margolyes' *This Much is True* achieved Gold status, alongside novels from Kazuo Ishiguro, T.M. Logan, Sally Page and Miranda Crowley Heller.

Peter James received the highest number of awards this evening, with four books achieving Silver status, alongside Dishoom's Shamil Thakrar, Booker shortlistee Claire Keegan (*Small These Like These*), Women's Prize shortlisted writer, Elif Shafak (*The Island of Missing Trees*) and the UK's #1 Christmas author G. T. Karber for the murder mystery puzzle book *Murdle*.

**Andre Breedt, Managing Director of Nielsen BookData, said:** *'We are thrilled to be able to host these awards once again in person and celebrate the success of authors and the teams that support them. My thanks to the BolognaBookPlus team for all their support helping us to reestablish this popular annual event. The Bestseller Awards are unique, recognising the achievement of any author across all genres by the ultimate measurement, book sales.'*

**Jacks Thomas, Guest Director, BolognaBookPlus, said:** *'So many authors' careers are enhanced by the work done on their behalf by publishers and authors at book fairs, it is therefore both a treat and a privilege for BolognaBookPlus, the newest kid on the block in the general publishing book fair world, to see creative and commercial genius rewarded on a night like tonight. Nielsen BookData have shone a spotlight on the reading habits of the UK, creating an impressive Hall of Fame on the way!'*

The Bestseller Awards are the only awards in the industry whose prize winners are determined according to consumer sales, on both print and digital formats. The data is provided by Nielsen BookData's BookScan service, which has been tracking UK book sales continually for 30 years. BolognaBookPlus, an advocate of authors, rights, and creativity, has partnered with Nielsen BookData to deliver the awards this year.

[For photography from the awards ceremony, please see this link from 21:30pm GMT, Monday 22nd January.](#)

## **NOTES TO EDITORS**

In a year that saw Britney Spears' much-anticipated memoir *The Woman in Me* sell over 250,000 copies and make the top 20, we also discovered that regionally the book was more popular in the North East than anywhere else in the UK. Regional book buying trends continue to intrigue, with readers in the Midlands making up the largest market share outside of London for graphic novels, and buyers in southern parts of the UK much more likely to spend money on cookbooks than in the north.

Bestselling authors also had their regional strongholds. Reverend Richard Coles' *The Murder Before Evensong* was favoured by readers in the South West, *Pinch of Nom Enjoy* by Kate and Kay Allinson was most loved in Yorkshire, and people in the south couldn't get enough of Jamie Oliver's *5 Ingredients Mediterranean*. Local titles continued to do well in their respective regions, with Scottish readers in particular supportive of Billy Connolly's *Rambling Man* and S. G. MacLean's thriller *The Bookseller of Inverness*.

Jacks Thomas adds, 'Data really comes into its own when it gives us the wonderful insights of real reading life across the UK...as a self-confessed Cosy Crime reader, born and bred in Somerset, it seems a particularly authentic fit to me that Richard Coles is favoured by readers in the South West...However, the numbers are such that success crosses borders and the great news is that the UK is certainly a book loving nation.'

List of books and authors who have achieved Platinum, Gold or Silver status:

## Platinum Winners

- *It Ends With Us* by Colleen Hoover
- *Normal People* by Sally Rooney
- *The Bullet That Missed* by Richard Osman
- *The Highway Rat* by Julia Donaldson & Axel Scheffler

## Gold Winners

- *Beautiful World, Where Are You* by Sally Rooney
- *Conversations with Friends* by Sally Rooney
- *It Starts with Us* by Colleen Hoover
- *Klara and the Sun* by Kazuo Ishiguro
- *The Holiday* by T.M. Logan
- *The Keeper of Stories* by Sally Page
- *This Much is True* by Miriam Margolyes
- *The Paper Palace* by Miranda Cowley Heller

## Silver Winners

- *Confessions of a Forty-Something F\*\*k Up: The funniest WTF AM I DOING?* by Alexandra Potter
- *Dead at First Sight* by Peter James
- *Dead if you Don't* by Peter James
- *Dishoom: The first ever cookbook from the much-loved Indian restaurant* by Shamil Thakrar
- *Find them Dead* by Peter James
- *Left You Dead* by Peter James
- *Murdle* by G. T. Karber
- *Small Things Like These* by Claire Keegan
- *The Familiars* by Stacey Halls
- *The Island of Missing Trees* by Elif Shafak

## Author Platinum Awards

- Susan Lewis
- Victoria Hislop

# Nielsen BookData



## About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books. The company is wholly owned by NIQ. For more information, visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

## About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general trade publishing audience via a three-day exhibit, training and conferences - among other opportunities- taking place alongside the acclaimed Bologna Children's Book Fair 8-11 April 2024. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

**This event is part of the Bologna Grand Tour activities in London, January 2024.**

## About Bologna

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.