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WITS Interactive & Nielsen Book launch Book2Look in India

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Delhi 11th January 2017: Book2Look is an advanced digital marketing tool for publishers, booksellers and authors. The unique book widget enables authors and publishers to share their book content with readers, reviewers, bloggers via the Internet and social media platforms. Book2Look is the perfect search inside tool which helps increase discoverability of books and can link directly to bookshops – making the point of discovery the point of purchase.



Nielsen Book India is delighted to be working with WITS Interactive to promote Book2Look to the India Book Market. Nielsen Book is exhibiting at the New Delhi World Book Fair and will be demonstrating the key benefits of Book2Look and there's even a special Book Fair offer!

Book2Look was launched 7 years go in Germany followed by Spain, USA, UK, Australia & New Zealand and has quickly become a 'must have tool' for publishers, authors and booksellers across these countries. Book2Look is an impressive marketing tool that is easy to use and doesn't require any special software or investment. The Indian book industry can now take advantage of this unique marketing tool to help publishers, authors and booksellers reach out to their target audience globally in the most cost efficient way.

In order to gain a better idea of how Book2Look works, please click on the following link:

www.nielsenisbnstore.com/Home/Book2Look or visit Stand 257, Hall 8-11, Pragati Maidan.

Speaking on the promotion, Hitesh Jain, Founder & CEO of WITS Interactive said "Today is a proud moment for us. The project collaboration between WITS Interactive and Book2Look International GmbH has over the years evolved into becoming a robust platform used by publishers across different countries and continents to promote their books to millions of users. This would not have been possible had it not been for the trust and backing of our exclusive distributor, Nielsen Book, who have leveraged their global expertise and experience to promote and support Book2Look which has led to major publishers worldwide using the service."

Ralph Möllers, Managing Director of Book2Look International GmbH said "I am pleased that the Book2look widget is coming home! It was conceived and developed in Mumbai by the truly outstanding team of WITS Interactive. As a publisher I had been looking for a tool that would help me improve the online discoverability of my books and support my retail partners. Designed in close cooperation with publishing professionals, Book2Look has become exactly this tool."

Vikrant Mathur, Director, Nielsen Book India said "Book2Look is a wonderful tool for marketing books via the internet in the form of animated multimedia biblets. It is a powerful medium for publishers, online retailers and authors which enables the sharing of content, audio and video clips via social media, blogs and with book communities and reviewers – in fact anyone interested in books and reading will find the Book2Look search inside facility very engaging. Book2Look increases discoverability and allows readers to share or recommend titles to friends and family and it enhances the consumer experience in this technological era."

About Book2Look: Book2look is a great way to read and share excerpts of your favorite books and a viral marketing tool for publishers.

Books, audio books or other media are presented in the form of "Biblets", little widgets that can be easily shared in social networks, embedded in blogs or recommended via email in a unique and personal way.

The book2look website offers a wide range of book excerpts from popular fiction to scientific literature by leading publishers across the world.

The Book2look International GmbH is a joint venture of WITS Interactive, Mumbai, and Möllers & Bellinghausen Verlag GmbH, Munich.

About WITS Interactive: WITS Interactive (<http://www.wits-interactive.com>) is a DesignTech agency focused on delivering end to end solutions across digital (mobile and web), film, print and offline.

With a team of 80 people across 3 offices in Mumbai, Munich and London; WITS Interactive has worked with some of the leading brands across businesses from media and entertainment, publishing, pharma and healthcare, hospitality etc. globally. Founded in 2003, WITS Interactive has a solid track record of delivering on their promise of creating digital strategies that work for their partners effectively.

About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTD), provides search and discovery products through its Nielsen BookData product range, electronic trading via Nielsen BookNet and PubEasy services, retail sales analysis via Nielsen BookScan and consumer research through its Books and Consumer Survey.

Nielsen Book employs 100 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.co.uk

About Nielsen

Nielsen Holdings plc 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 for all devices on which 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 also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com

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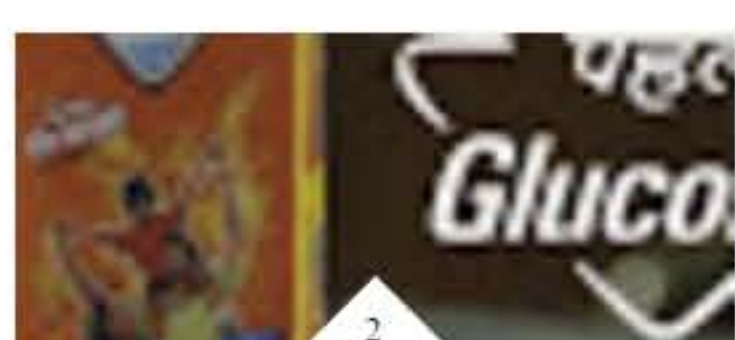
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