



Introducing Amazon Charts in the UK – A New Bestseller List of What Customers are Really Reading and Buying

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Updated weekly and broken out by Most Read and Most Sold, this new bestseller list shares how readers really read

LUXEMBOURG – 24th July, 2019 – Amazon UK today launched [Amazon Charts](#), a weekly bestseller list that shares the most read and sold books across all formats each week. The Top 20 Most Read list is the first ever bestseller list to measure which Kindle and Audible titles Amazon.co.uk customers are reading and listening to most each week by looking at the average number of daily Kindle readers and Audible listeners. The Top 20 Most Sold list ranks the most books sold, pre-ordered or borrowed each week from Amazon.co.uk and Audible.co.uk in physical, ebook or audiobook formats. Amazon Charts has also launched today in Germany at [www.amazon.de/charts](#).

Whether books are bought or borrowed, listened to or read, Amazon Charts includes data across all reading formats to reflect how readers are really reading and buying books today. To see which books made the inaugural Top 20 Most Read and Top 20 Most Sold fiction and non-fiction Amazon Charts, visit [amazon.co.uk/charts](#).

Simon Johnson, Country Manager, Amazon UK Books, said: "We're very excited to be launching Amazon Charts in the UK, giving our customers brand new insights into the most read and most bought books across all formats in our store. We hope that the weekly lists will inspire readers to try something new, whether in physical, ebook or audio."

Key Amazon Charts features include:

- **What's really being read:** Amazon Charts Top 20 Most Read is the first list to rank books by the average number of daily Kindle readers and Audible listeners each week – giving customers the opportunity to see what's actively being read or listened to every week.
- **What's really being bought or borrowed:** Amazon Charts Top 20 Most Sold ranks books according to the number of copies sold and pre-ordered through Amazon.co.uk and Audible.co.uk, as well as books borrowed from Amazon's subscription programs, Kindle Unlimited and Prime Reading.
- **The stories behind the books:** When exploring Amazon Charts, readers can browse fun insights into how other readers are reacting to each book. From which Kindle titles were *Highly Quotable*, according to the rate customers highlight passages in the book, to which were simply *Unputdownable*, according to how quickly customers read a book from cover to cover. Another fun feature of Amazon Charts includes *All Ears*, which showcases the most popular books amongst Audible listeners each week.

About Amazon

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