



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 01.2015

Monthly SalesData Market Report January 2015



BOOKNET
CANADA

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INTRODUCTION

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of January in the years 2013 to 2015. The marketplace data is divided into:

- **All Market:** data from all retailers who currently provide us with their sales data.
- **Ring Fence:** new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We will use the data gathered from within this ring fence alone to show year-over-year sales from a constant set of retailers.

Also included in this report is an overview of the All Market and the Ring Fence Market for the categories of Fiction, Non-Fiction, and Juvenile. To conclude, a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year is available at the end of the document. This overview includes All Market and Ring Fence for Fiction, Non-Fiction, and Juvenile data.

REPORT DATES

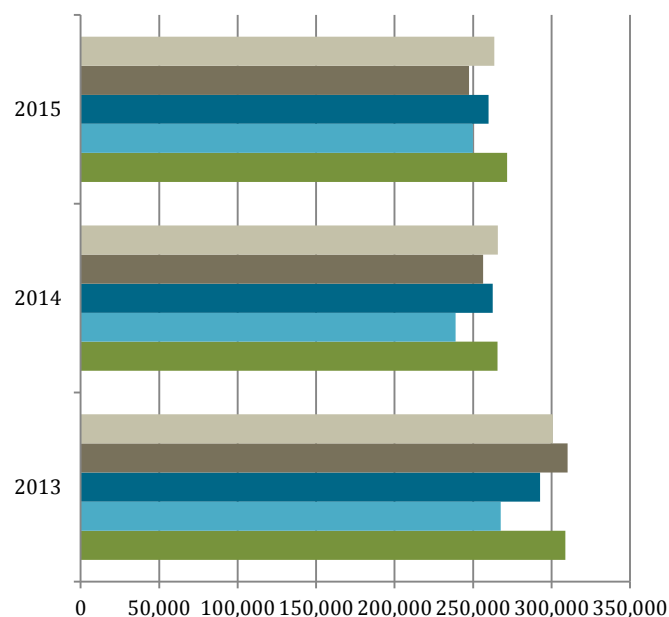
This report aims to encapsulate data from most days in January. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ January also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

	2015	2014	2013
Week 1	04-Jan	05-Jan	06-Jan
Week 2	11-Jan	12-Jan	13-Jan
Week 3	18-Jan	19-Jan	20-Jan
Week 4	25-Jan	26-Jan	27-Jan
Week 5	01-Feb	02-Feb	03-Feb

ALL MARKET

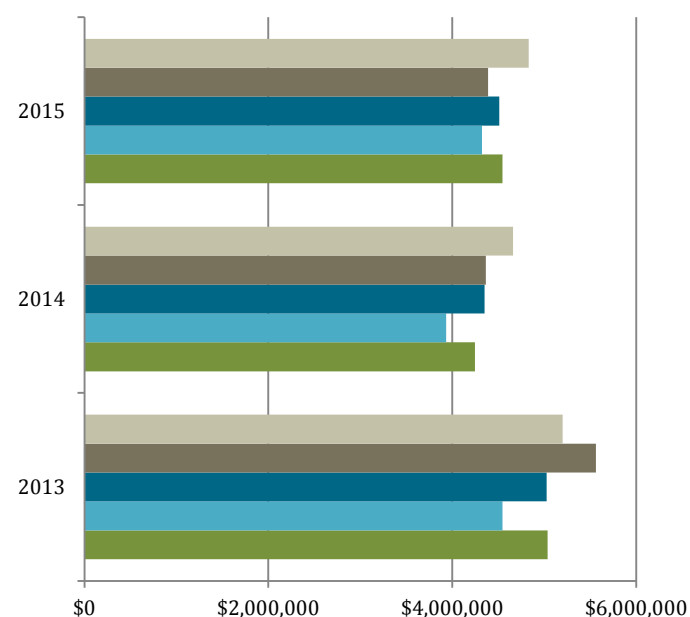
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2013	2014	2015
January Week 1	300,746	265,821	263,573
January Week 2	310,272	256,342	247,370
January Week 3	292,561	262,395	259,746
January Week 4	267,509	238,891	249,916
January Week 5	308,742	265,628	271,714

Value Sold (in millions of dollars)

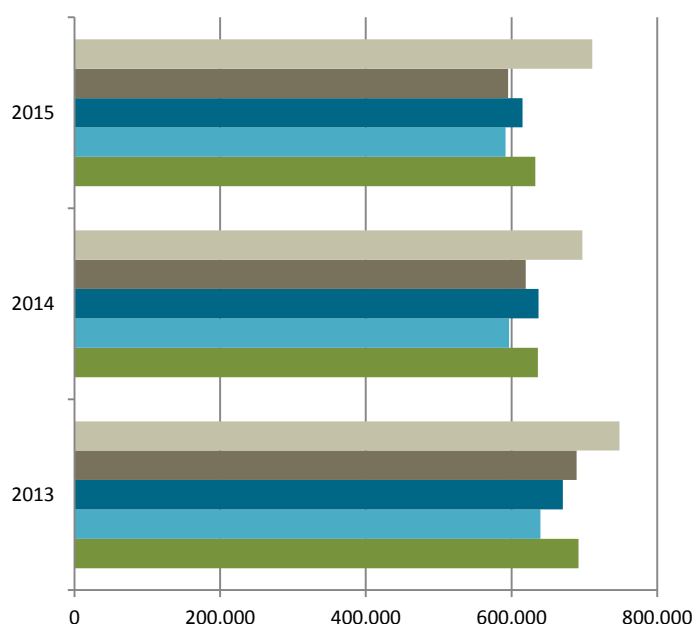


	2013	2014	2015
January Week 1	\$5,199,443.77	\$4,663,199.77	\$4,830,684.76
January Week 2	\$5,562,197.77	\$4,365,309.28	\$4,390,383.10
January Week 3	\$5,025,649.08	\$4,351,701.88	\$4,512,454.99
January Week 4	\$4,548,205.03	\$3,934,635.40	\$4,324,243.54
January Week 5	\$5,035,900.23	\$4,246,346.85	\$4,548,318.25

RING FENCE MARKET

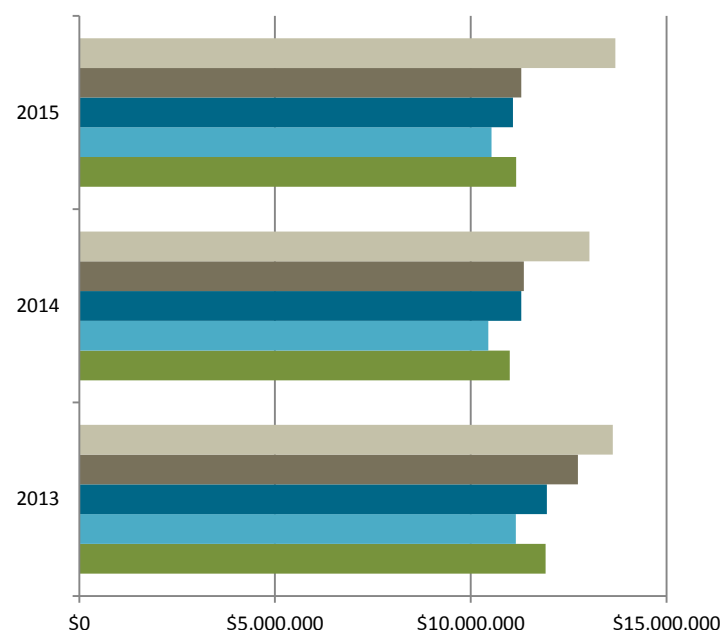
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2013	2014	2015
January Week 1	748,330	697,355	710,925
January Week 2	689,107	619,475	595,462
January Week 3	670,360	637,058	614,903
January Week 4	639,732	596,815	591,581
January Week 5	691,999	636,301	632,689

Value Sold (in millions of dollars)

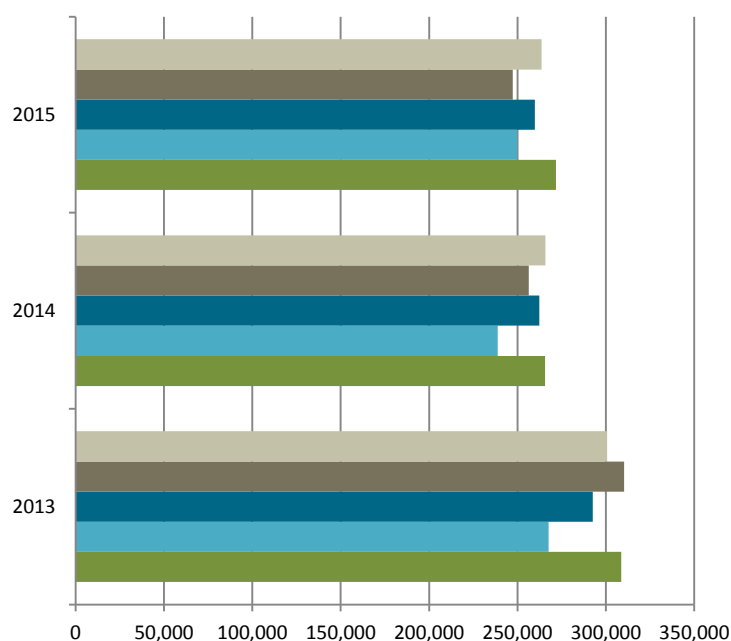


	2013	2014	2015
January Week 1	\$13,624,803.81	\$13,030,025.93	\$13,690,309.74
January Week 2	\$12,741,272.57	\$11,357,646.42	\$11,292,716.52
January Week 3	\$11,942,505.62	\$11,289,893.56	\$11,081,420.99
January Week 4	\$11,153,933.00	\$10,449,209.96	\$10,532,321.48
January Week 5	\$11,912,934.57	\$10,995,589.73	\$11,160,632.41

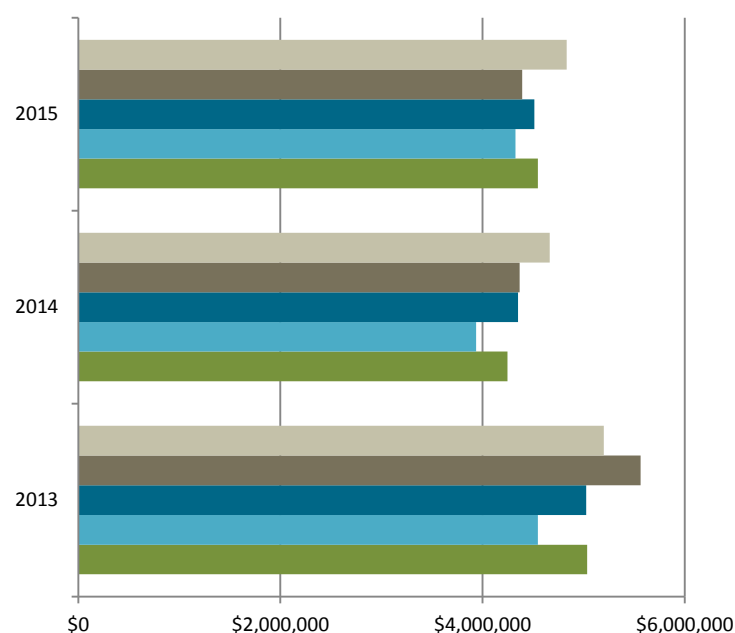
FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



Value Sold (in millions of dollars)



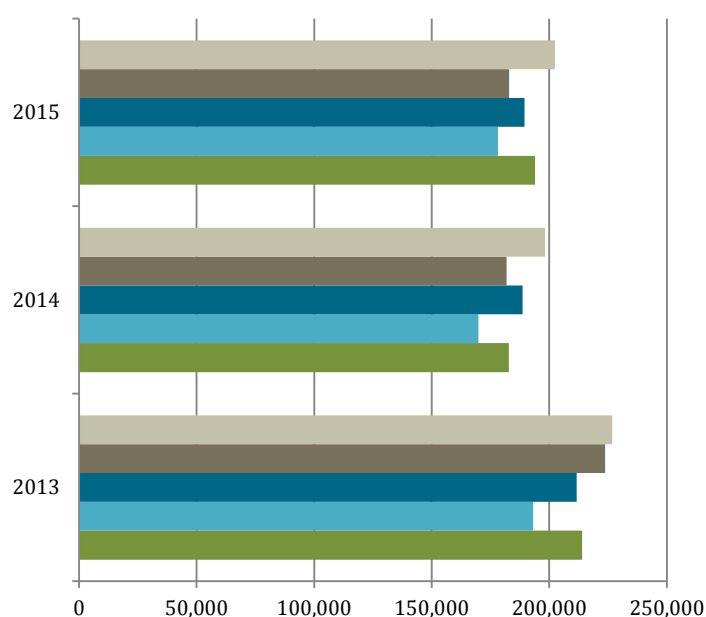
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January Week 2	310,272	256,342	247,370
January Week 3	292,561	262,395	259,746
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January Week 5	\$5,035,900.23	\$4,246,346.85	\$4,548,318.25

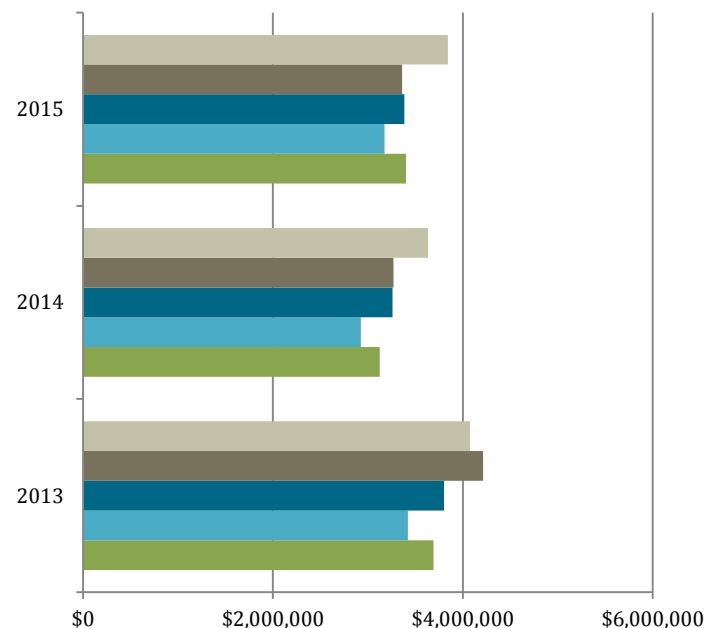
FICTION: RING FENCE MARKET

The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



Value Sold (in millions of dollars)

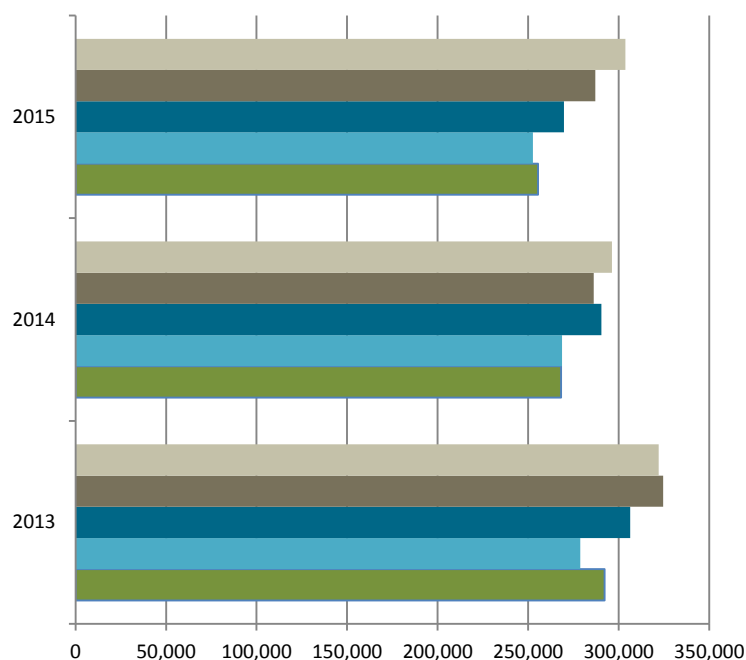


	2013	2014	2015		2013	2014	2015
■ January Week 1	226,805	198,179	202,362	■ January Week 1	\$4,074,219.09	\$3,634,208.83	\$3,843,633.76
■ January Week 2	223,837	181,910	182,887	■ January Week 2	\$4,211,535.83	\$3,270,634.18	\$3,360,249.02
■ January Week 3	211,642	188,715	189,529	■ January Week 3	\$3,800,621.04	\$3,258,893.78	\$3,383,639.59
■ January Week 4	193,194	169,861	178,119	■ January Week 4	\$3,422,030.25	\$2,925,821.10	\$3,175,723.28
■ January Week 5	213,992	182,807	193,989	■ January Week 5	\$3,691,956.91	\$3,123,257.68	\$3,399,953.64

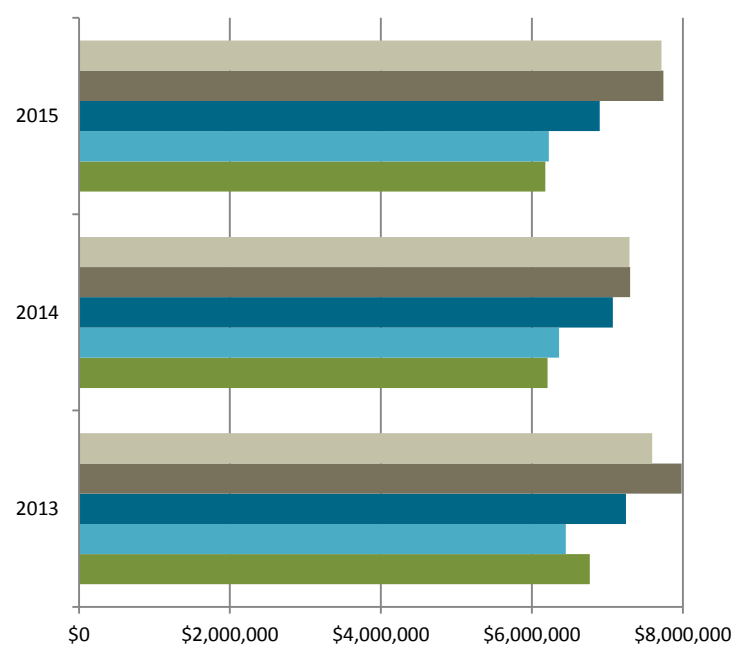
NON-FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



Value Sold (in millions of dollars)

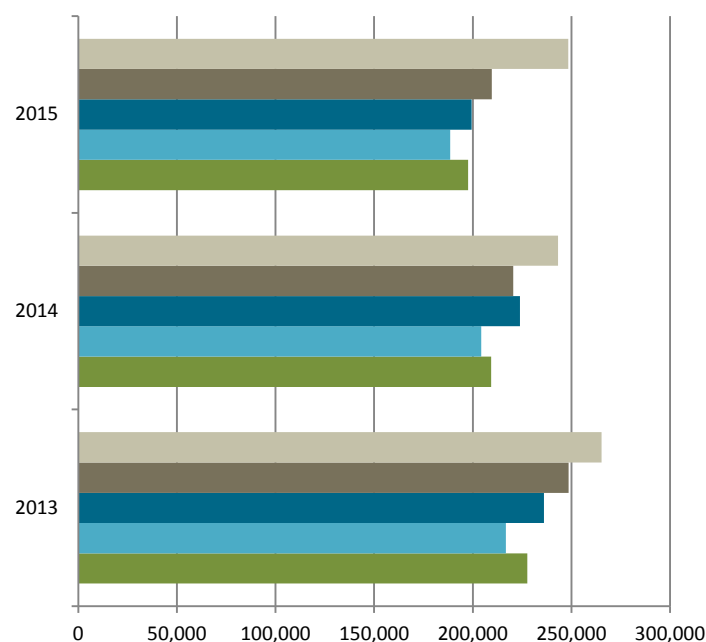


	2013	2014	2015		2013	2014	2015
■ January Week 1	321,997	296,340	303,758	■ January Week 1	\$7,595,627.07	\$7,291,946.26	\$7,718,370.54
■ January Week 2	324,579	286,157	287,171	■ January Week 2	\$7,984,521.65	\$7,300,953.78	\$7,744,720.32
■ January Week 3	306,424	290,360	269,822	■ January Week 3	\$7,246,558.52	\$7,074,939.61	\$6,898,923.97
■ January Week 4	278,769	268,634	252,608	■ January Week 4	\$6,448,741.72	\$6,359,601.86	\$6,225,766.74
■ January Week 5	292,201	268,242	255,425	■ January Week 5	\$6,769,281.22	\$6,207,494.41	\$6,177,716.72

NON-FICTION: RING FENCE MARKET

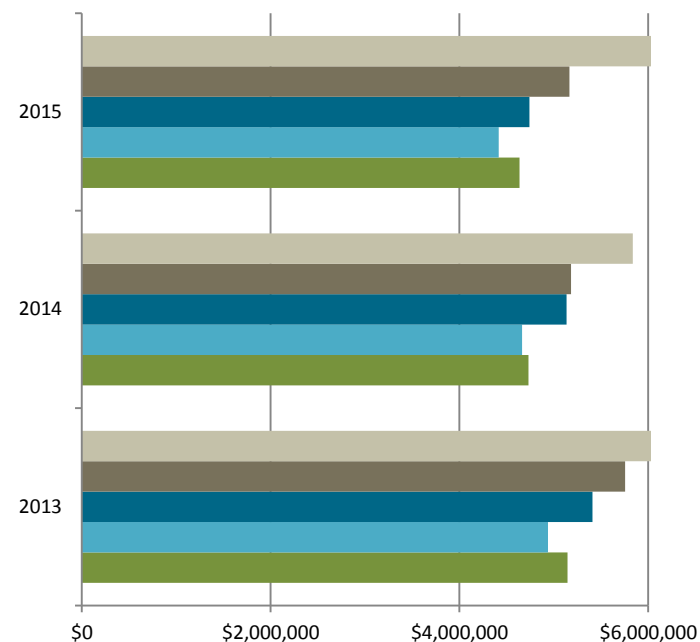
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2013	2014	2015
January Week 1	265,223	243,243	248,362
January Week 2	248,604	220,525	209,571
January Week 3	236,038	223,853	199,411
January Week 4	216,735	204,323	188,491
January Week 5	227,665	209,337	197,621

Value Sold (in millions of dollars)

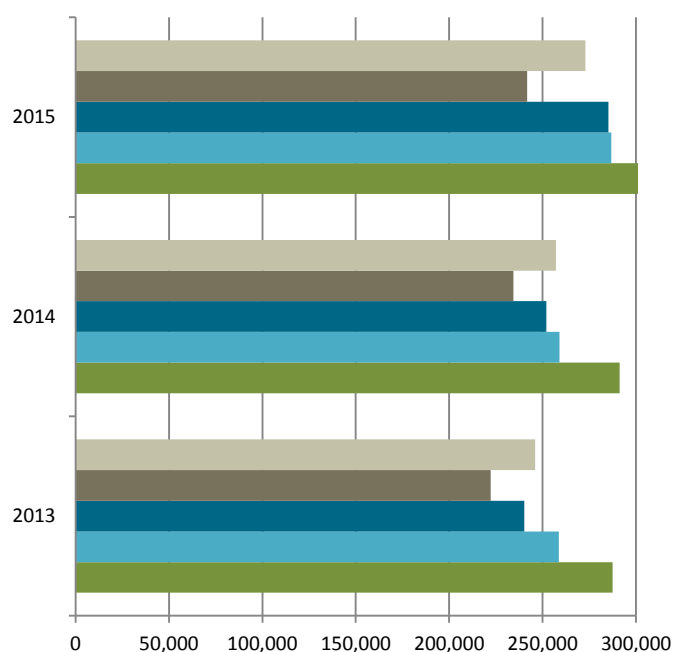


	2013	2014	2015
January Week 1	\$6,148,269.55	\$5,836,108.74	\$6,166,421.50
January Week 2	\$5,757,610.64	\$5,183,899.50	\$5,166,680.72
January Week 3	\$5,409,700.39	\$5,135,812.31	\$4,742,400.66
January Week 4	\$4,938,190.67	\$4,663,468.08	\$4,418,476.67
January Week 5	\$5,144,936.82	\$4,733,305.39	\$4,638,839.37

JUVENILE: ALL MARKET

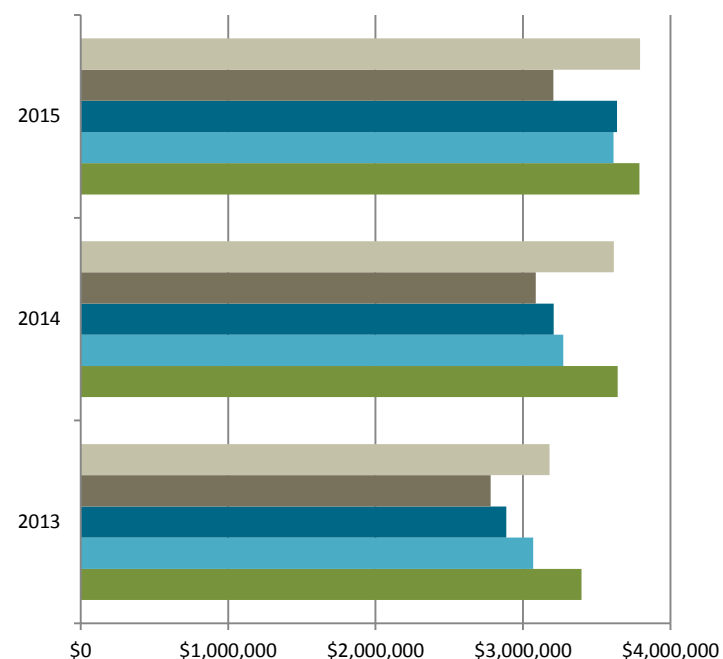
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2013	2014	2015
January Week 1	246,096	257,219	272,821
January Week 2	222,164	234,366	241,701
January Week 3	240,264	251,973	285,157
January Week 4	258,662	258,952	286,726
January Week 5	287,492	291,305	302,348

Value Sold (in millions of dollars)

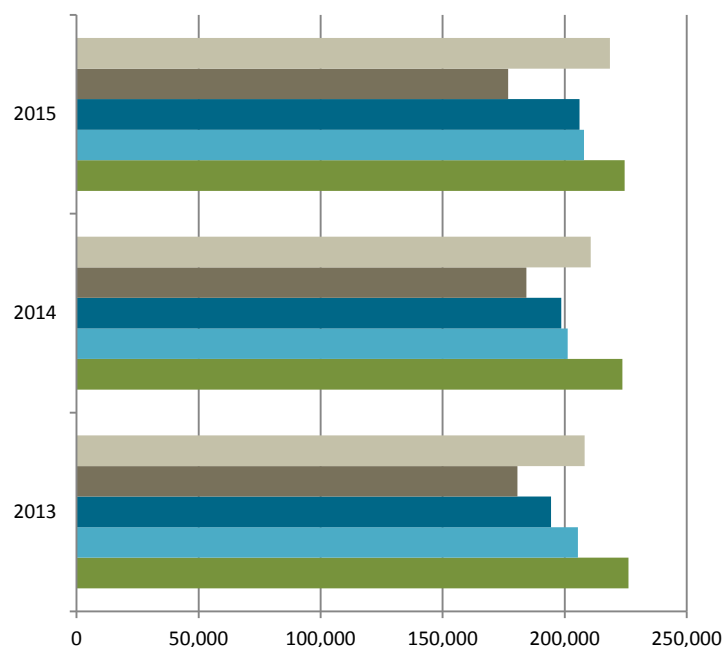


	2013	2014	2015
January Week 1	\$3,179,274.28	\$3,615,955.35	\$3,793,365.88
January Week 2	\$2,780,560.15	\$3,085,384.78	\$3,205,371.58
January Week 3	\$2,885,395.40	\$3,207,399.21	\$3,637,869.87
January Week 4	\$3,069,426.71	\$3,272,038.97	\$3,614,148.58
January Week 5	\$3,396,150.85	\$3,641,546.61	\$3,788,197.39

JUVENILE: RING FENCE MARKET

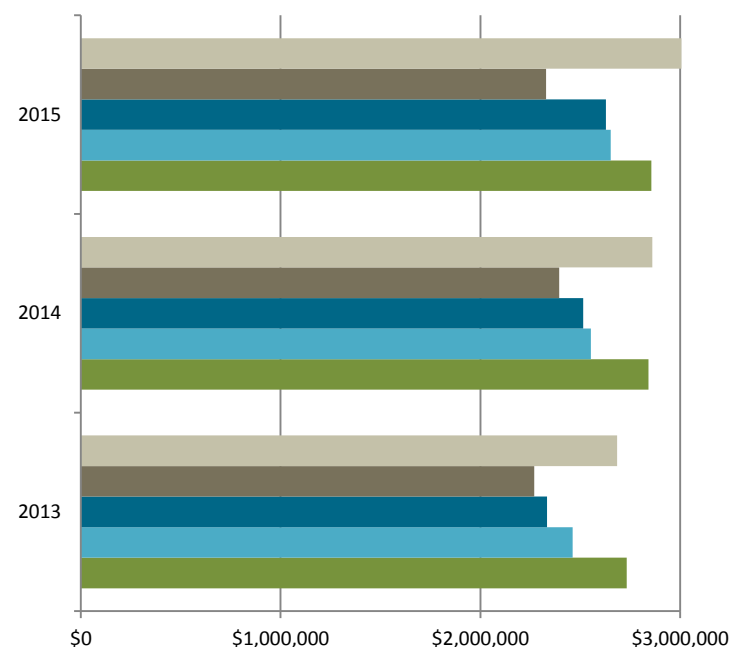
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of January in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2013	2014	2015
January Week 1	208,214	210,699	218,591
January Week 2	180,613	184,264	176,903
January Week 3	194,411	198,602	206,102
January Week 4	205,457	201,230	207,868
January Week 5	226,139	223,644	224,580

Value Sold (in millions of dollars)



	2013	2014	2015
January Week 1	\$2,684,388.28	\$2,860,602.50	\$3,007,592.35
January Week 2	\$2,270,050.75	\$2,394,606.54	\$2,328,862.93
January Week 3	\$2,333,550.90	\$2,514,743.07	\$2,628,154.11
January Week 4	\$2,462,470.83	\$2,553,917.65	\$2,653,273.93
January Week 5	\$2,733,053.84	\$2,842,317.92	\$2,857,036.86

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2014 and 2015 in the All Market and Ring Fence for the Fiction, Non-Fiction, and Juvenile categories. The graphs compare 2015's year-to-date numbers with the comparable period in 2014. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in each category. The time periods for this comparison are as follows:

2015: Week ending February 01

2014: Week ending February 02

