



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 02.2015

Monthly SalesData
Market Report
February 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 February 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

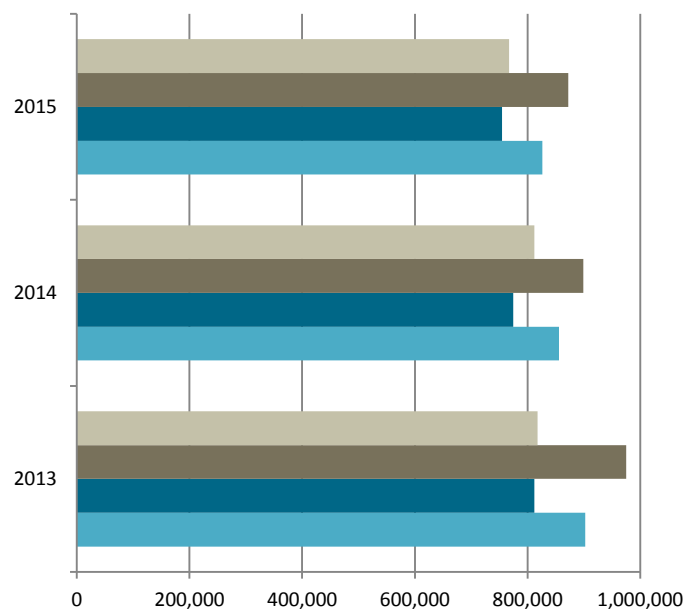
This report aims to encapsulate data from most days in February. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ February also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2015	2014	2013
Week 1	08-Feb	09-Feb	10-Feb
Week 2	15-Feb	16-Feb	17-Feb
Week 3	22-Feb	23-Feb	24-Feb
Week 4	01-Mar	02-Mar	03-Mar

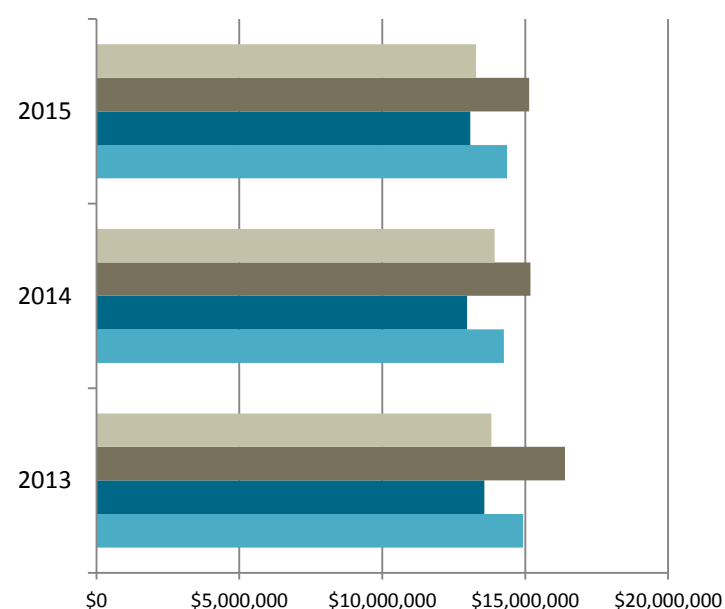
ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of February 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)



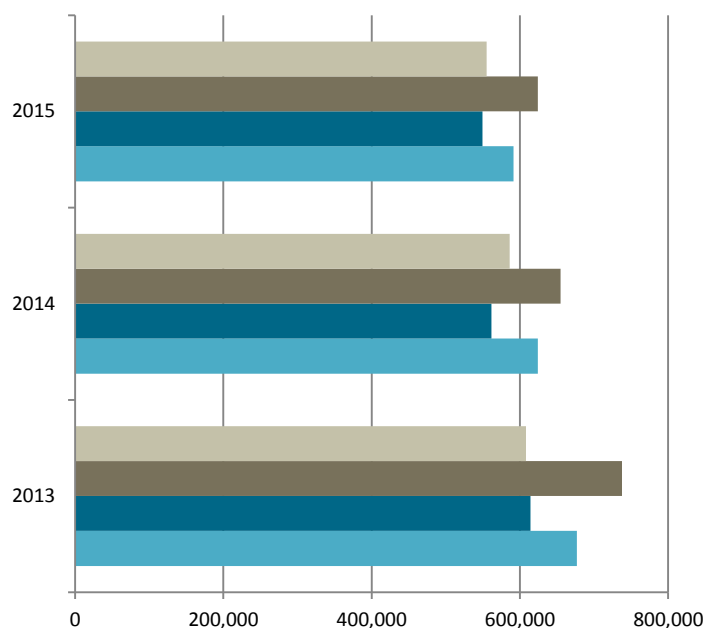
	2013	2014	2015
February Week 1	817,729	812,303	767,400
February Week 2	975,226	899,066	872,221
February Week 3	811,932	774,604	755,010
February Week 4	902,221	855,747	826,592

	2013	2014	2015
February Week 1	\$13,813,595.47	\$13,935,877.99	\$13,281,228.72
February Week 2	\$16,390,821.51	\$15,186,762.03	\$15,144,678.43
February Week 3	\$13,568,416.09	\$12,965,189.96	\$13,085,526.44
February Week 4	\$14,922,800.51	\$14,259,397.59	\$14,364,198.88

RING FENCE MARKET

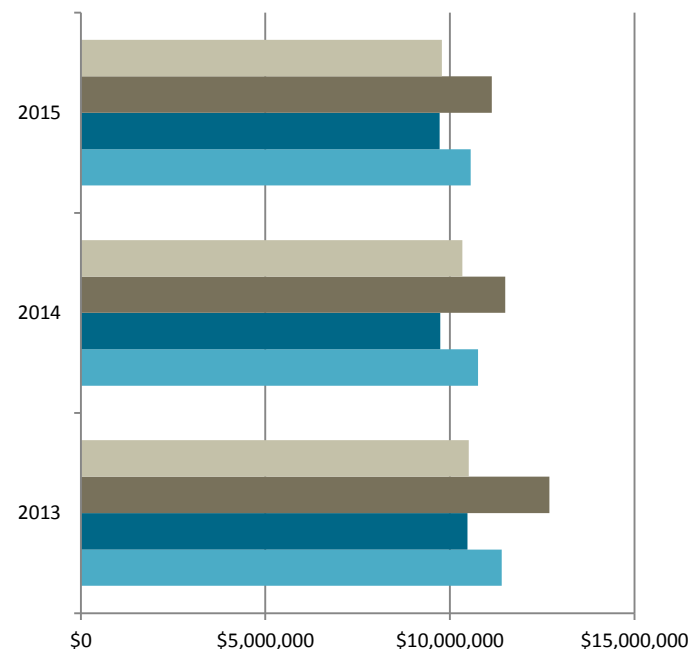
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of February in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
February Week 1	608,110	586,246	555,054
February Week 2	737,658	654,912	624,059
February Week 3	614,357	561,798	549,719
February Week 4	676,622	623,962	591,368

Value Sold (in millions of dollars)

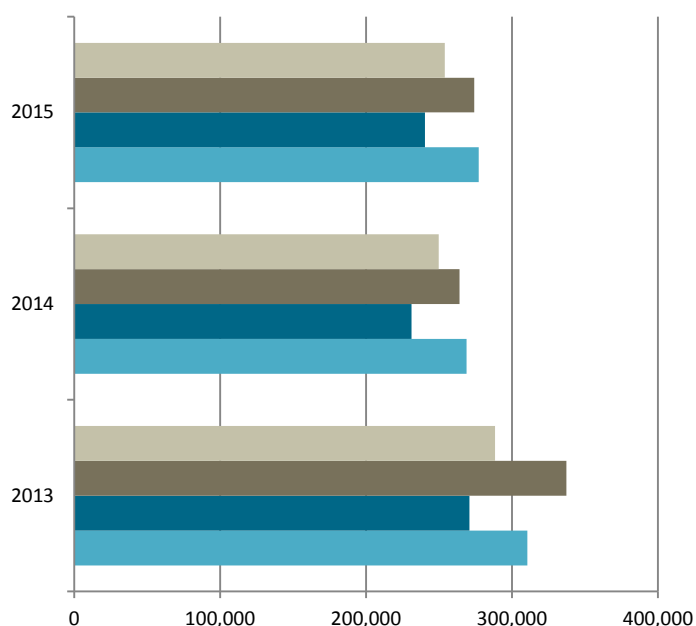


	2013	2014	2015
February Week 1	\$10,513,718.80	\$10,341,212.90	\$9,785,964.47
February Week 2	\$12,696,225.88	\$11,495,316.23	\$11,132,664.15
February Week 3	\$10,478,445.61	\$9,741,289.56	\$9,723,094.47
February Week 4	\$11,403,894.61	\$10,759,430.52	\$10,558,584.40

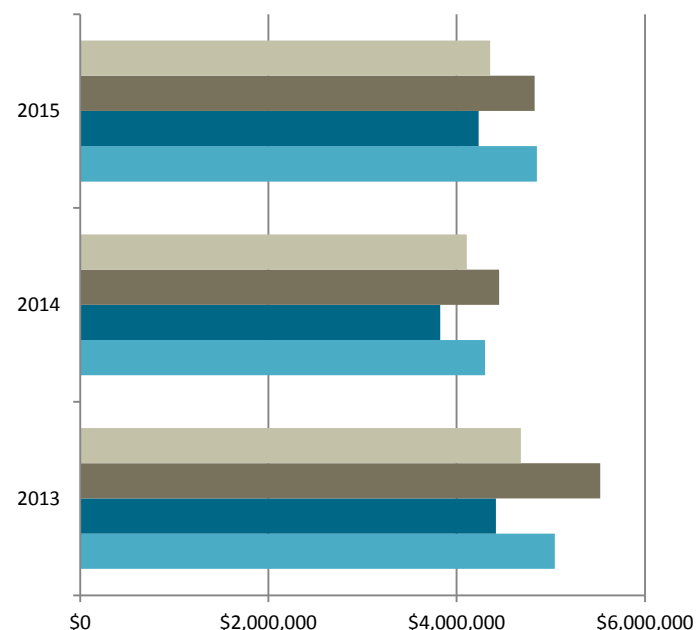
FICTION: ALL MARKET

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 February 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)



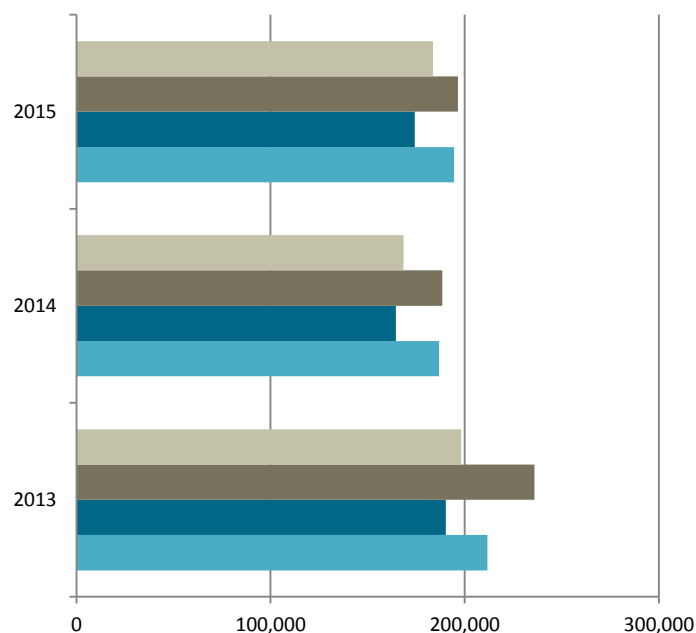
	2013	2014	2015
February Week 1	288,409	249,772	254,036
February Week 2	337,242	264,074	274,117
February Week 3	270,767	231,236	240,404
February Week 4	310,506	268,984	277,284

	2013	2014	2015
February Week 1	\$4,682,681.32	\$4,108,140.60	\$4,357,488.34
February Week 2	\$5,526,243.44	\$4,450,229.05	\$4,828,889.09
February Week 3	\$4,415,407.69	\$3,823,890.52	\$4,234,634.56
February Week 4	\$5,040,728.27	\$4,302,885.40	\$4,850,602.48

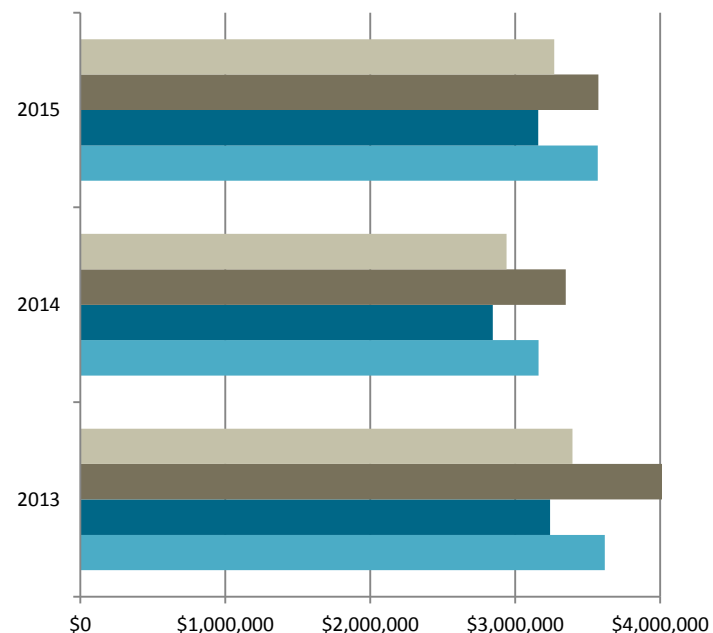
FICTION: RING FENCE MARKET

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 February 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)

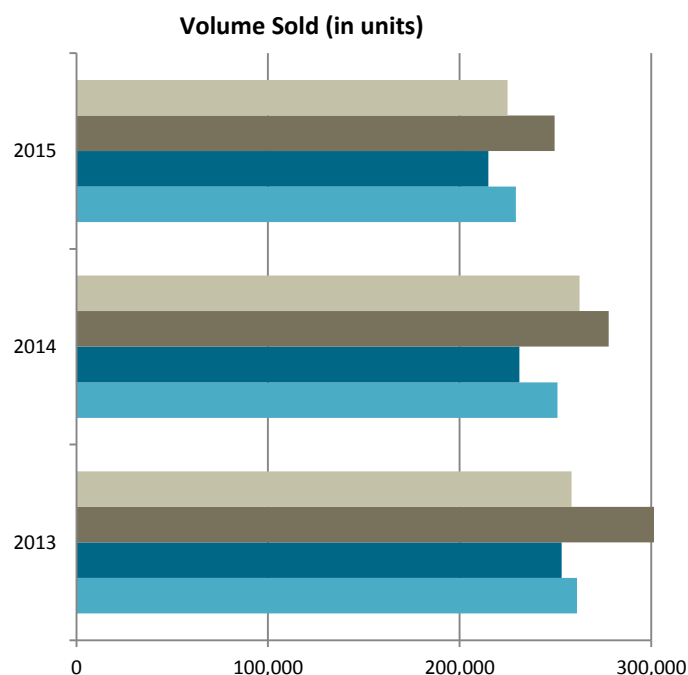


	2013	2014	2015
February Week 1	198,210	168,457	183,710
February Week 2	235,916	188,406	196,522
February Week 3	190,271	164,612	174,332
February Week 4	211,762	186,792	194,615

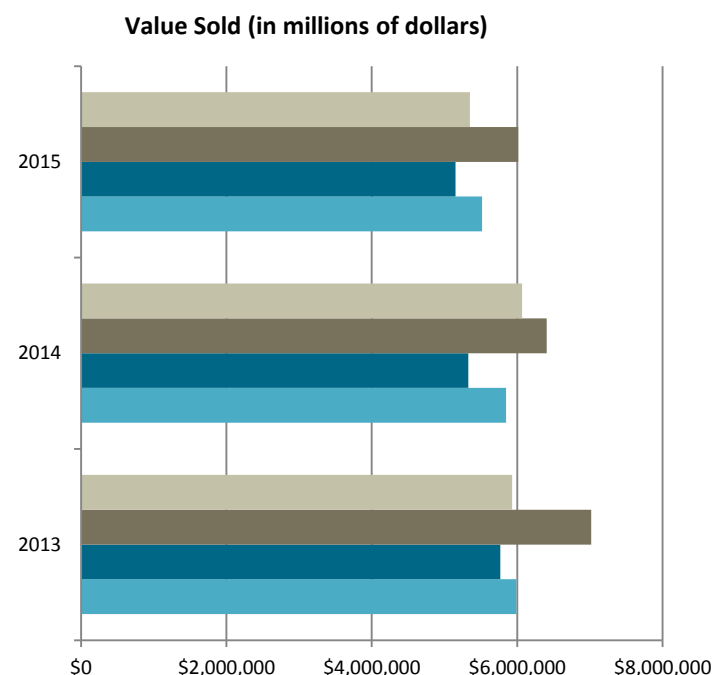
	2013	2014	2015
February Week 1	\$3,395,252.02	\$2,941,192.92	\$3,269,444.80
February Week 2	\$4,076,720.62	\$3,349,632.07	\$3,574,780.33
February Week 3	\$3,242,079.15	\$2,845,465.13	\$3,160,828.63
February Week 4	\$3,618,198.76	\$3,161,984.64	\$3,570,967.53

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 February 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.



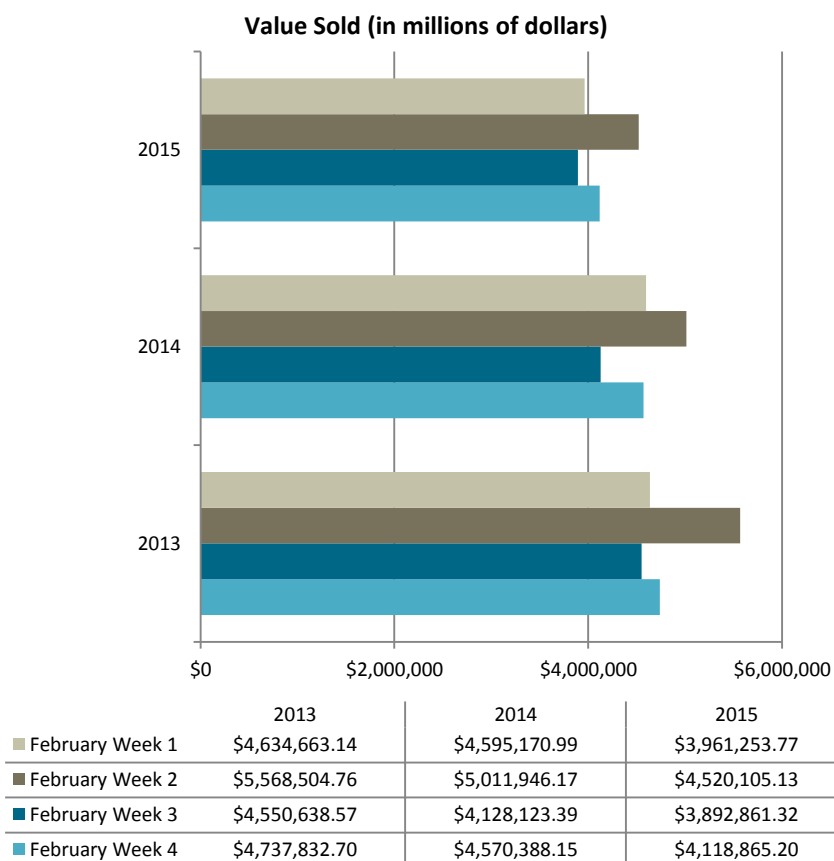
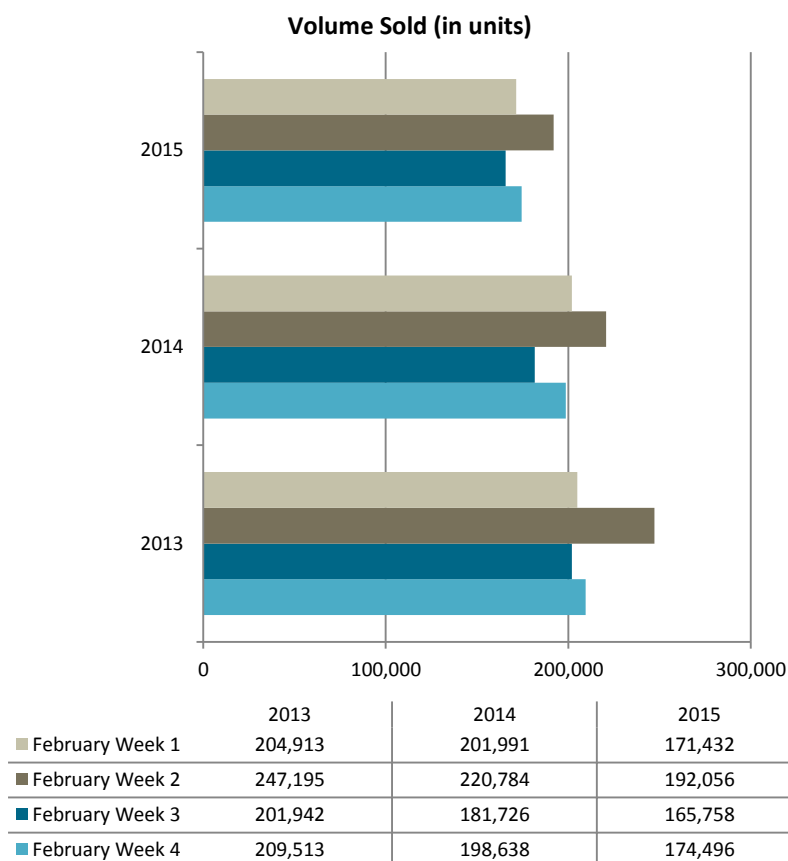
	2013	2014	2015
February Week 1	258,456	262,506	224,951
February Week 2	307,349	277,811	249,595
February Week 3	253,237	231,160	215,018
February Week 4	261,188	251,059	229,318



	2013	2014	2015
February Week 1	\$5,931,878.50	\$6,067,768.57	\$5,350,976.74
February Week 2	\$7,015,711.07	\$6,405,930.90	\$6,016,257.61
February Week 3	\$5,769,492.58	\$5,328,340.12	\$5,153,526.21
February Week 4	\$5,987,580.75	\$5,846,199.07	\$5,516,806.75

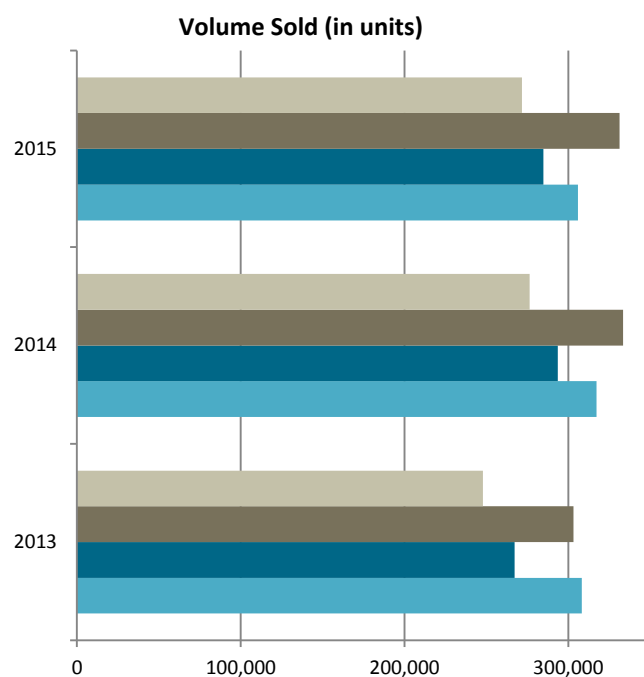
NON-FICTION: RING FENCE MARKET

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 February 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.

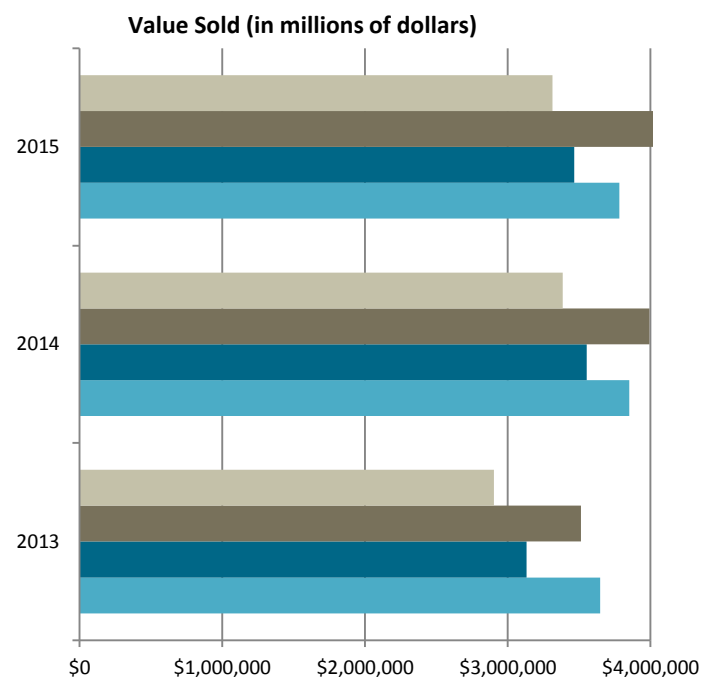


JUVENILE: ALL MARKET

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 February 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.



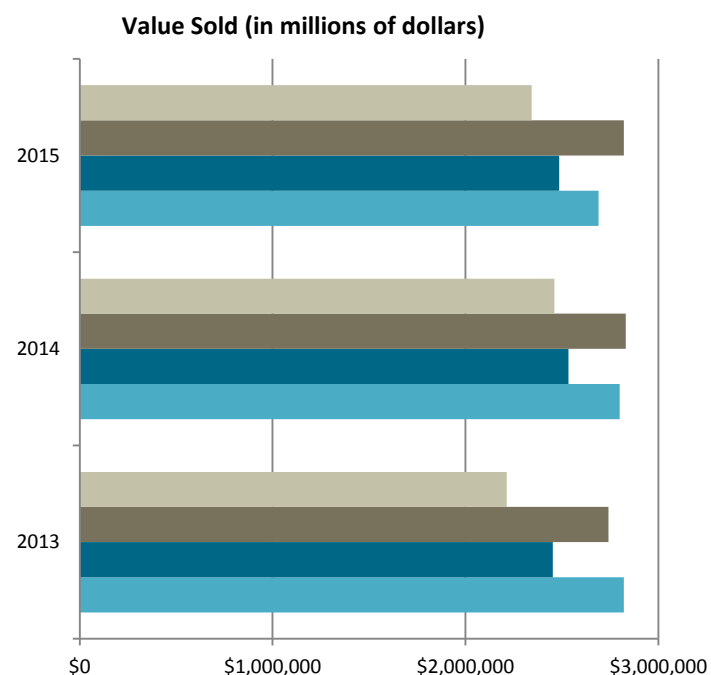
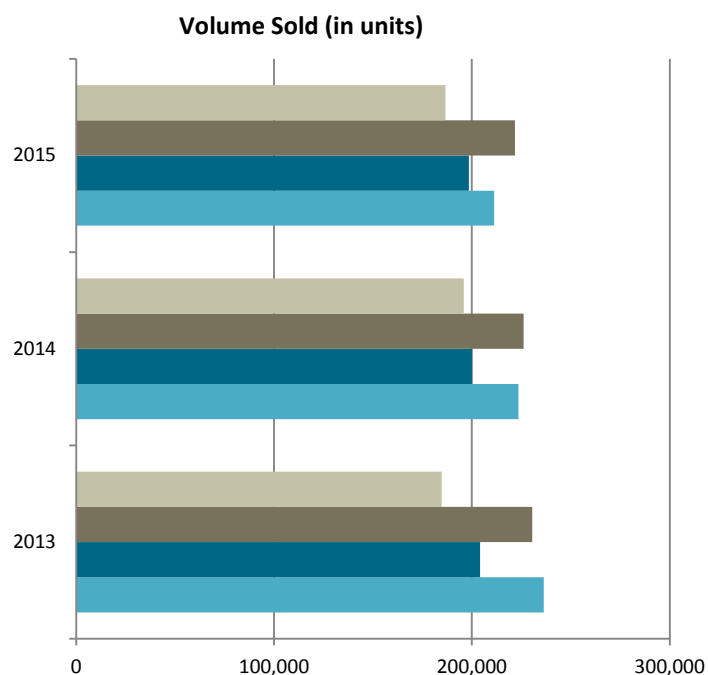
	2013	2014	2015
February Week 1	247,827	276,468	271,792
February Week 2	303,193	333,414	331,221
February Week 3	267,187	293,681	284,776
February Week 4	308,207	317,158	305,961



	2013	2014	2015
February Week 1	\$2,903,446.95	\$3,385,712.48	\$3,312,505.14
February Week 2	\$3,513,387.51	\$3,993,095.56	\$4,034,749.56
February Week 3	\$3,132,183.72	\$3,552,192.54	\$3,466,393.23
February Week 4	\$3,646,501.14	\$3,850,553.25	\$3,782,599.07

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 February 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.



	2013	2014	2015		2013	2014	2015
February Week 1	184,830	195,896	186,652	February Week 1	\$2,214,223.69	\$2,462,156.53	\$2,342,760.88
February Week 2	230,464	226,080	221,738	February Week 2	\$2,742,295.02	\$2,832,001.61	\$2,820,946.64
February Week 3	204,202	200,181	198,467	February Week 3	\$2,453,716.73	\$2,533,800.95	\$2,485,480.73
February Week 4	236,316	223,577	211,323	February Week 4	\$2,821,981.12	\$2,800,348.48	\$2,690,656.91

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 March 01

2014: Week ending March 02

