



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 03.2015

Monthly SalesData
Market Report
March 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 March 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

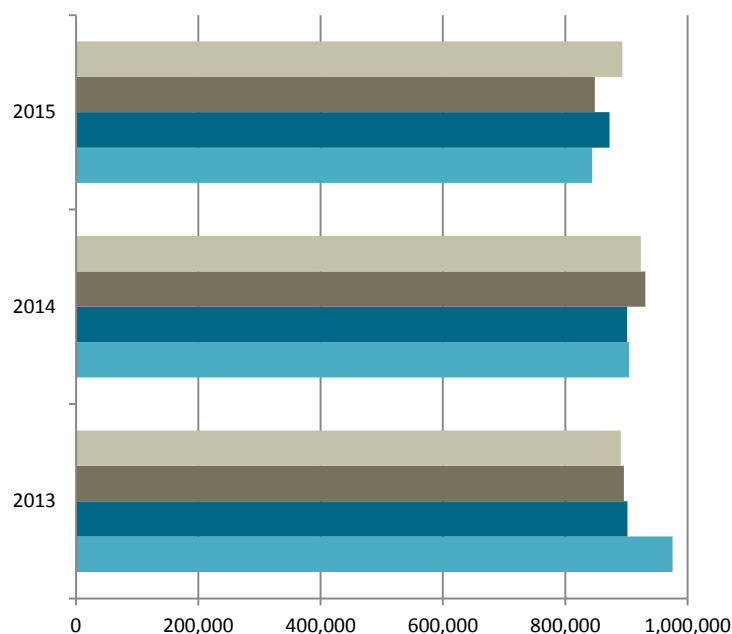
This report aims to encapsulate data from most days in March. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ March also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2015	2014	2013
Week 1	08-Mar	09-Mar	10-Mar
Week 2	15-Mar	16-Mar	17-Mar
Week 3	22-Mar	23-Mar	24-Mar
Week 4	29-Mar	30-Mar	31-Mar

ALL MARKET

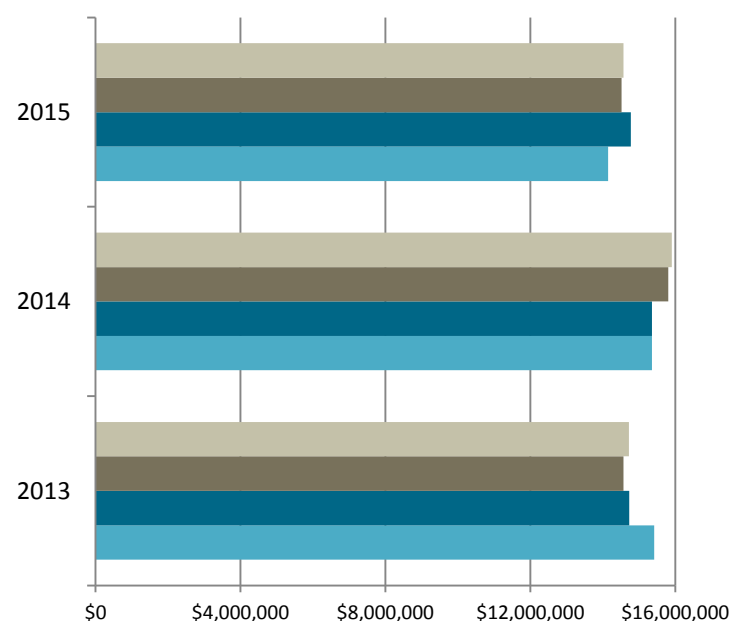
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
March Week 1	890,876	923,485	893,311
March Week 2	895,982	930,952	848,135
March Week 3	901,665	901,313	872,341
March Week 4	975,209	904,254	844,235

Value Sold (in millions of dollars)

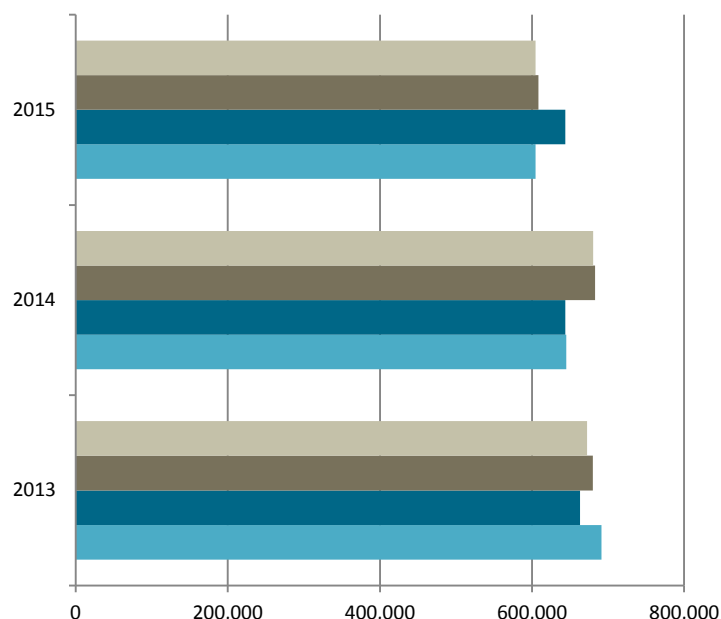


	2013	2014	2015
March Week 1	\$14,721,744.20	\$15,903,244.94	\$14,567,299.88
March Week 2	\$14,567,301.41	\$15,805,133.16	\$14,514,693.37
March Week 3	\$14,725,087.32	\$15,354,607.93	\$14,772,225.51
March Week 4	\$15,412,918.61	\$15,356,093.58	\$14,146,599.78

RING FENCE MARKET

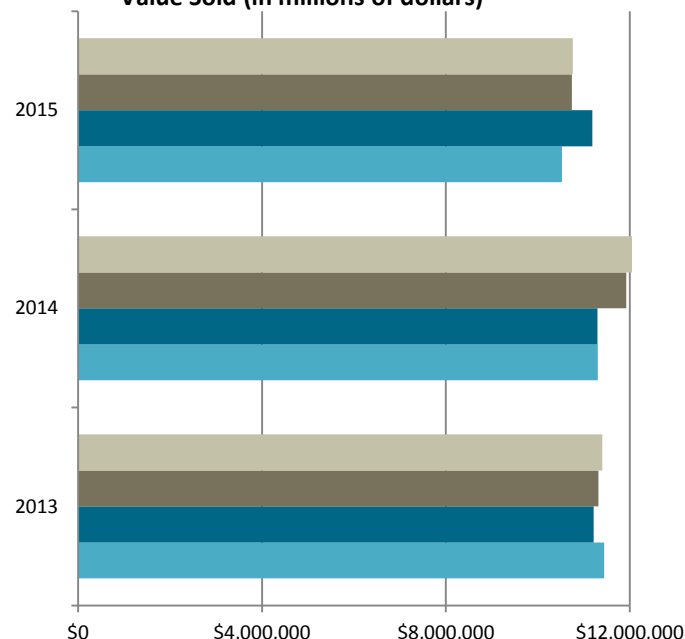
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
March Week 1	672,299	680,322	604,638
March Week 2	679,886	682,973	608,673
March Week 3	663,113	643,739	643,634
March Week 4	691,387	645,201	604,494

Value Sold (in millions of dollars)

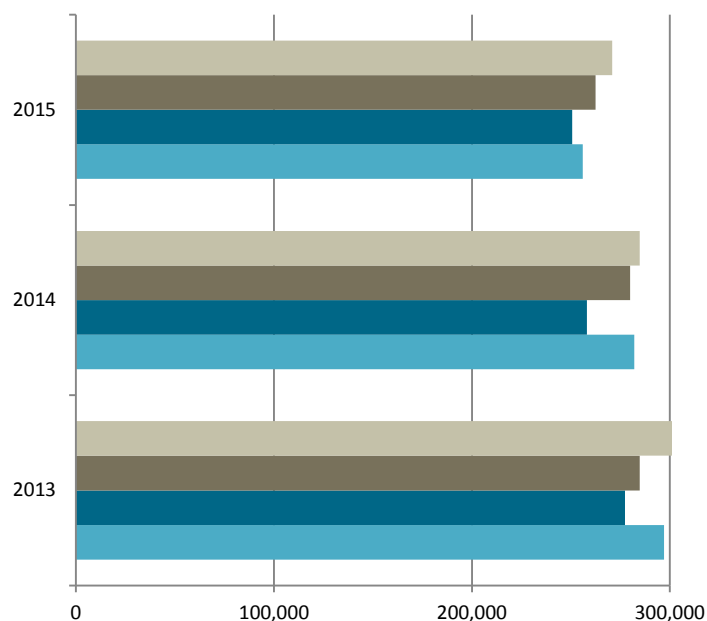


	2013	2014	2015
March Week 1	\$11,401,999.28	\$12,048,684.05	\$10,758,548.88
March Week 2	\$11,317,200.05	\$11,921,288.37	\$10,739,044.07
March Week 3	\$11,210,111.07	\$11,299,991.10	\$11,188,728.06
March Week 4	\$11,439,754.20	\$11,303,931.15	\$10,523,798.48

FICTION: ALL MARKET

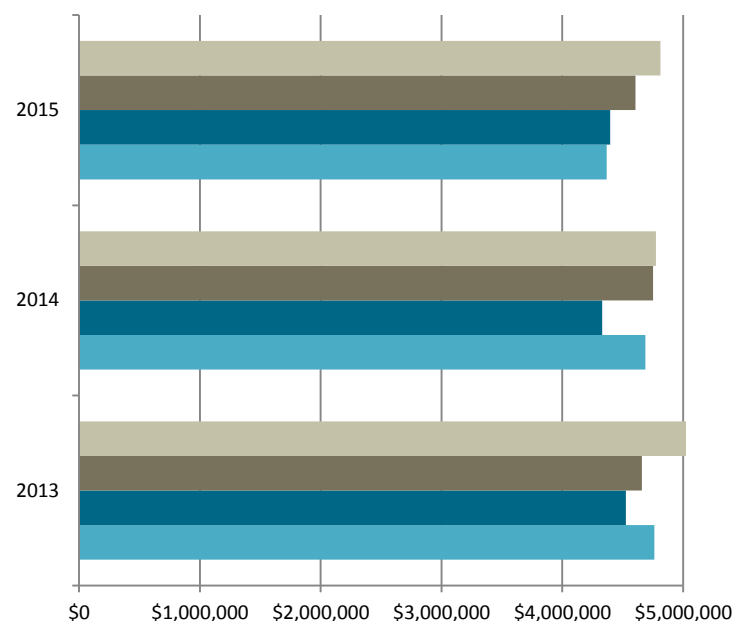
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
March Week 1	306,565	284,723	270,893
March Week 2	284,797	279,934	262,383
March Week 3	277,305	258,032	250,702
March Week 4	297,074	282,079	255,914

Value Sold (in millions of dollars)

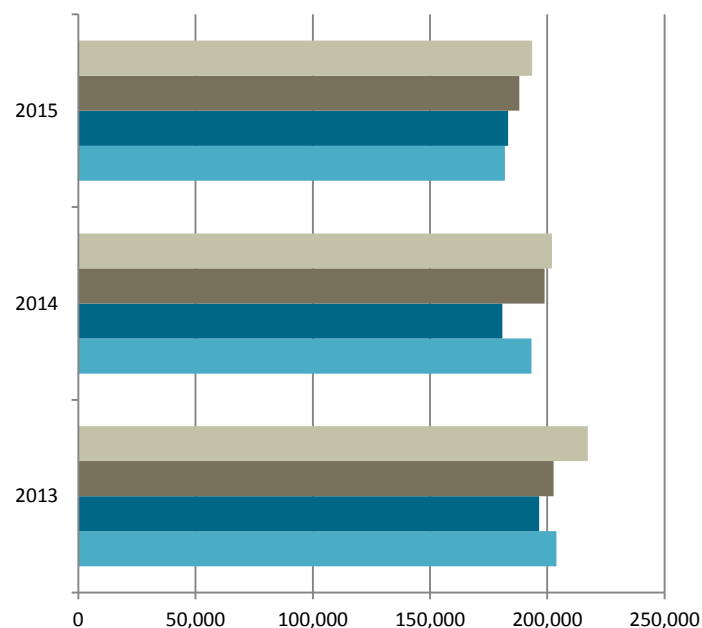


	2013	2014	2015
March Week 1	\$5,075,750.05	\$4,773,896.35	\$4,812,035.49
March Week 2	\$4,657,414.02	\$4,751,133.16	\$4,604,905.97
March Week 3	\$4,524,597.93	\$4,328,701.58	\$4,396,317.26
March Week 4	\$4,760,223.85	\$4,687,891.78	\$4,367,079.45

FICTION: RING FENCE MARKET

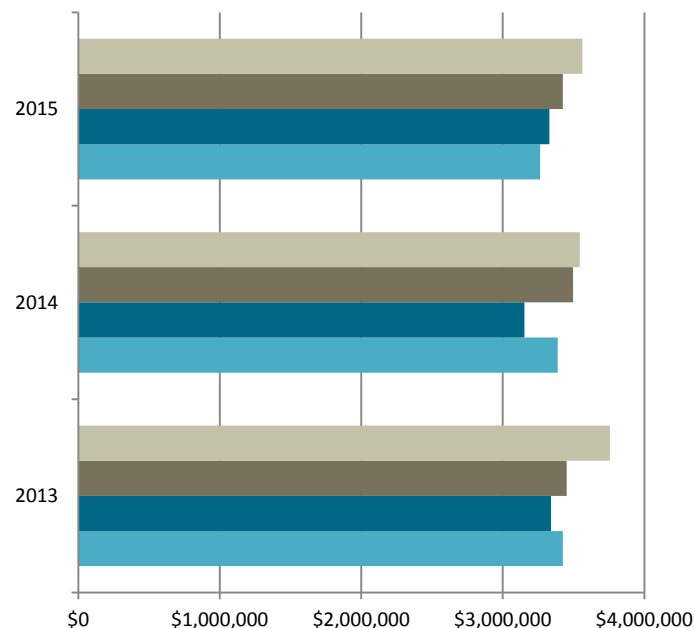
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	217,301	201,975	193,546
March Week 2	202,711	198,903	188,084
March Week 3	196,581	180,791	183,283
March Week 4	203,877	193,278	181,905

Value Sold (in millions of dollars)

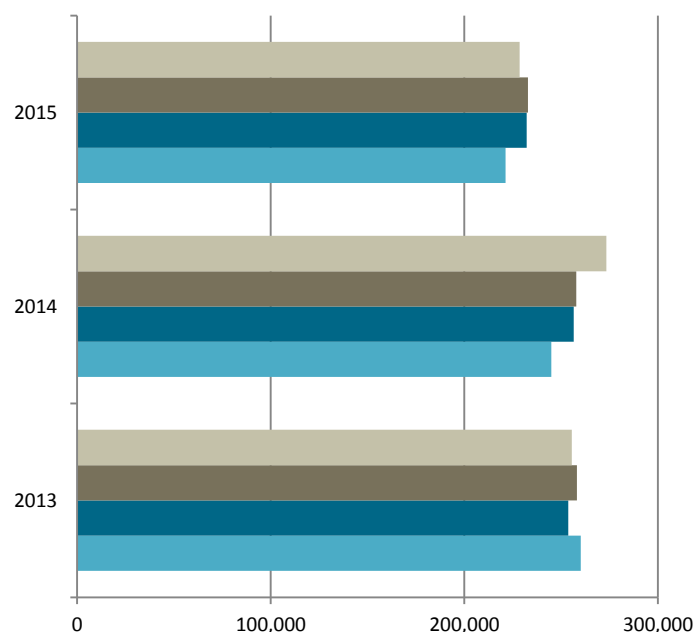


	2013	2014	2015
March Week 1	\$3,757,084.15	\$3,544,159.82	\$3,563,143.48
March Week 2	\$3,452,076.20	\$3,495,644.22	\$3,423,995.46
March Week 3	\$3,341,532.28	\$3,153,300.98	\$3,328,457.47
March Week 4	\$3,424,398.81	\$3,389,136.63	\$3,263,921.36

NON-FICTION: ALL MARKET

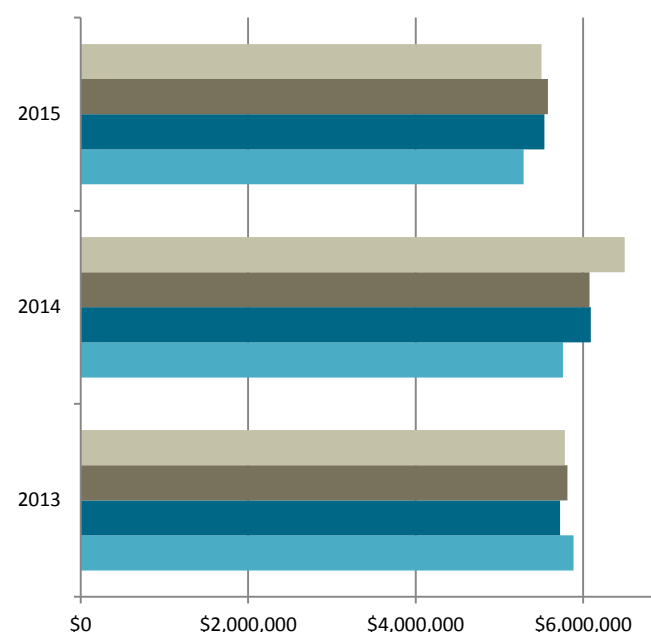
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
March Week 1	255,417	273,287	228,488
March Week 2	258,168	257,829	232,768
March Week 3	253,647	256,446	232,218
March Week 4	260,188	244,973	221,317

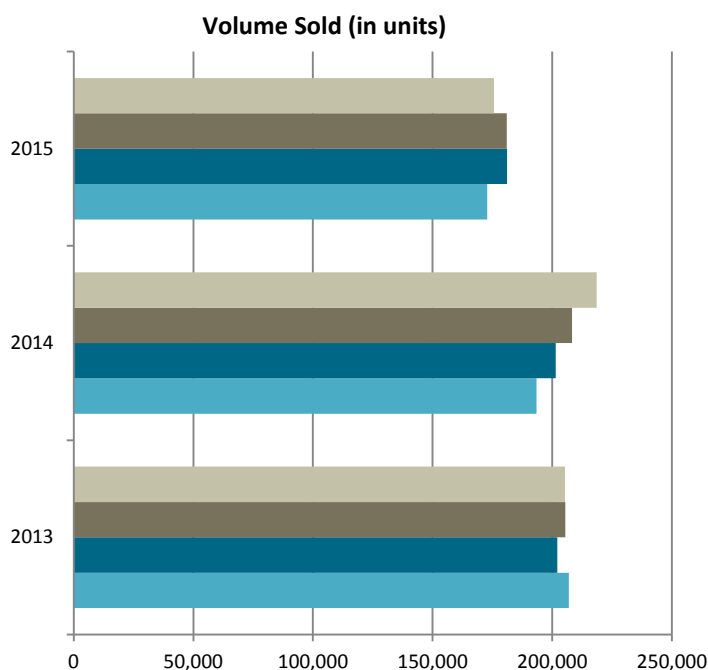
Value Sold (in millions of dollars)



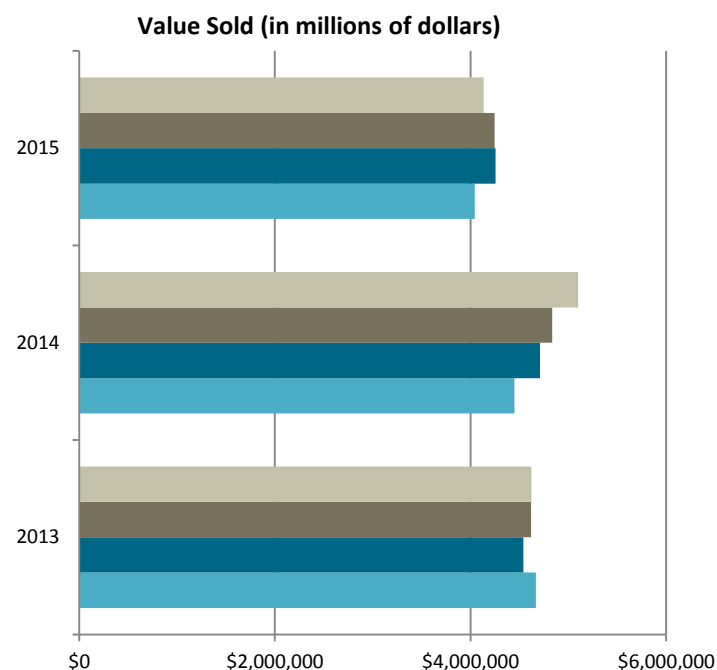
	2013	2014	2015
March Week 1	\$5,779,830.43	\$6,497,836.70	\$5,502,088.95
March Week 2	\$5,810,922.90	\$6,077,051.74	\$5,577,787.77
March Week 3	\$5,724,578.37	\$6,092,781.64	\$5,537,704.26
March Week 4	\$5,883,296.83	\$5,757,783.30	\$5,286,777.08

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 March 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.



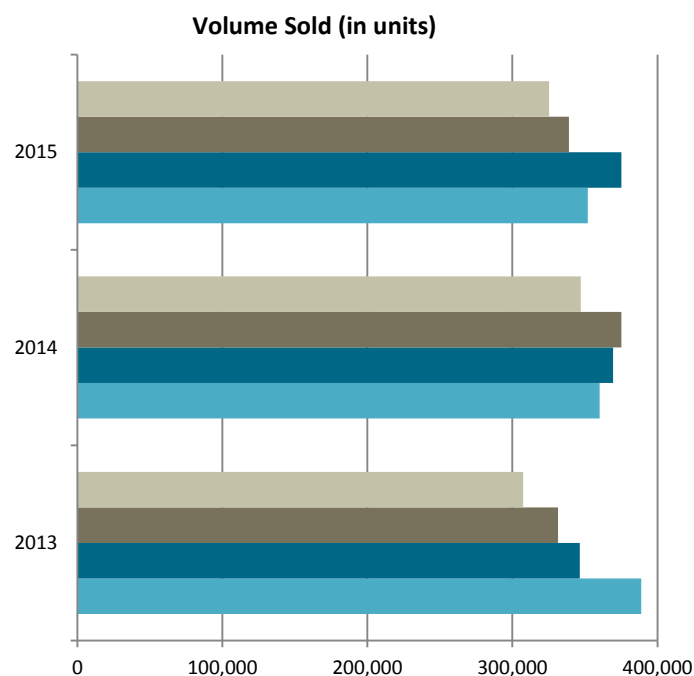
	2013	2014	2015
March Week 1	205,319	218,502	175,651
March Week 2	205,390	208,229	180,920
March Week 3	202,024	201,376	181,074
March Week 4	206,841	193,376	172,862



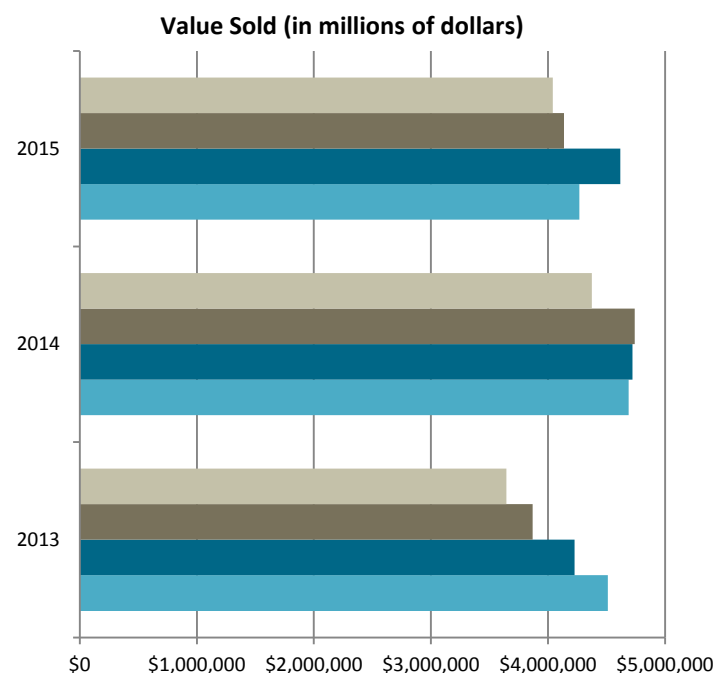
	2013	2014	2015
March Week 1	\$4,622,266.53	\$5,098,439.45	\$4,133,778.52
March Week 2	\$4,617,567.39	\$4,833,871.62	\$4,246,101.07
March Week 3	\$4,540,440.21	\$4,709,715.08	\$4,257,019.97
March Week 4	\$4,666,595.62	\$4,447,727.63	\$4,043,628.20

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 March 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
March Week 1	307,325	347,118	325,300
March Week 2	331,349	375,159	339,014
March Week 3	346,533	369,388	375,050
March Week 4	388,868	360,192	351,902

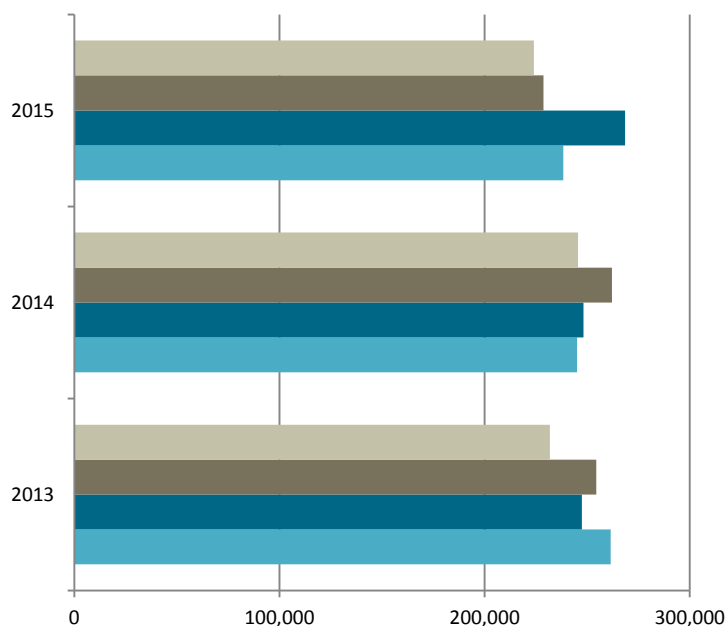


	2013	2014	2015
March Week 1	\$3,643,257.62	\$4,374,485.52	\$4,041,772.06
March Week 2	\$3,868,937.03	\$4,739,468.44	\$4,135,527.30
March Week 3	\$4,225,226.89	\$4,721,305.64	\$4,616,324.30
March Week 4	\$4,510,051.52	\$4,688,812.72	\$4,268,312.72

JUVENILE: RING FENCE MARKET

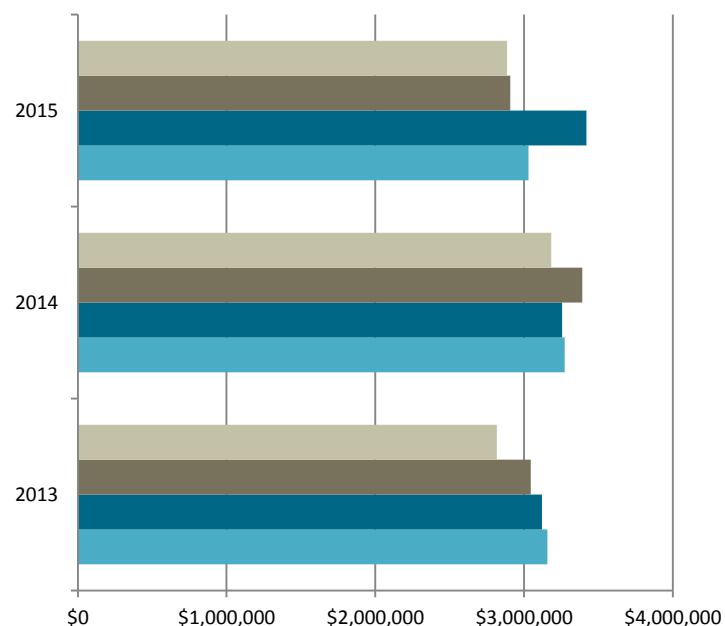
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of March in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	231,869	245,454	223,992
March Week 2	254,337	262,084	228,630
March Week 3	247,379	248,187	268,382
March Week 4	261,481	245,119	238,294

Value Sold (in millions of dollars)



	2013	2014	2015
March Week 1	\$2,818,302.97	\$3,183,921.86	\$2,885,455.29
March Week 2	\$3,044,920.68	\$3,392,596.43	\$2,907,506.83
March Week 3	\$3,121,175.81	\$3,255,736.40	\$3,420,595.29
March Week 4	\$3,157,470.84	\$3,273,524.28	\$3,031,388.43

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 29

2014: Week ending March 30

