



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 04.2015

Monthly SalesData Market Report April 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 April 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.

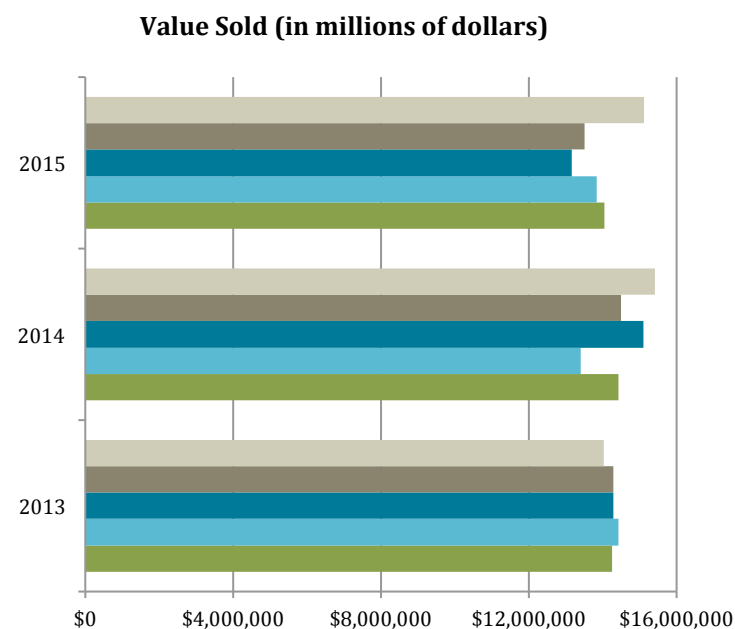
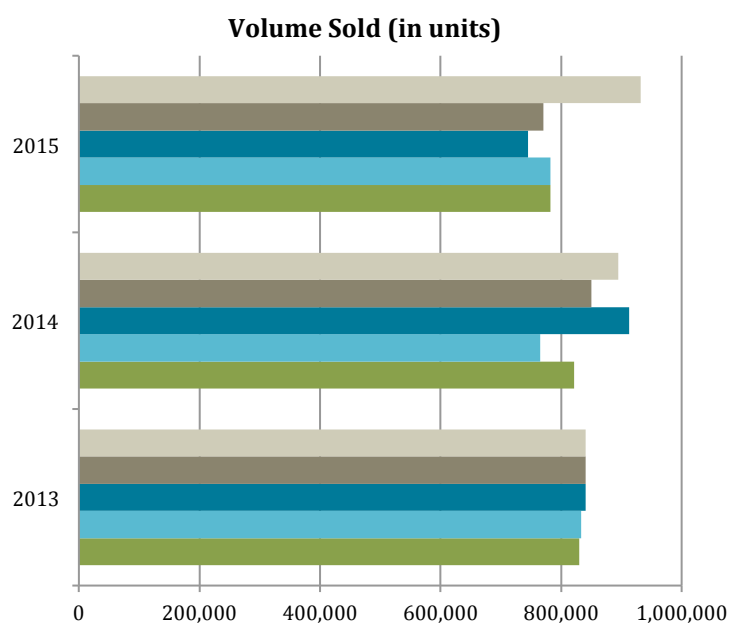
REPORT DATES

This report aims to encapsulate data from most days in April. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ April 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	05-Apr	06-Apr	07-Apr
Week 2	12-Apr	13-Apr	14-Apr
Week 3	19-Apr	20-Apr	21-Apr
Week 4	26-Apr	27-Apr	28-Apr
Week 5	03-May	04-May	05-May

ALL MARKET

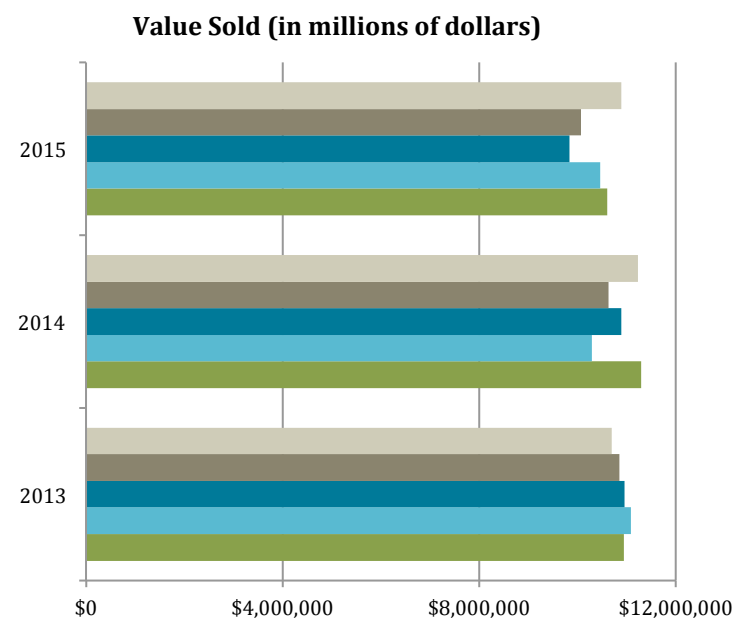
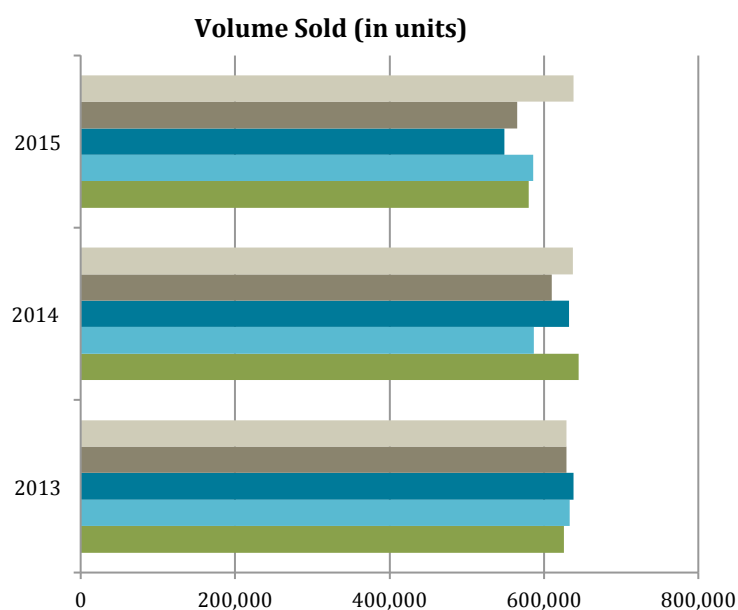
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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		2013	2014	2015
■ April Week 1	841,009	894,716	931,918	■ April Week 1	\$14,028,423.26	\$15,407,170.98	\$15,121,176.50
■ April Week 2	840,972	849,520	770,713	■ April Week 2	\$14,287,552.18	\$14,497,737.55	\$13,502,533.13
■ April Week 3	840,918	912,640	744,617	■ April Week 3	\$14,284,618.54	\$15,106,687.04	\$13,154,455.90
■ April Week 4	833,397	764,865	782,565	■ April Week 4	\$14,434,281.24	\$13,402,575.65	\$13,838,630.55
■ April Week 5	830,378	821,347	782,307	■ April Week 5	\$14,258,940.63	\$14,421,922.02	\$14,045,096.79

RING FENCE MARKET

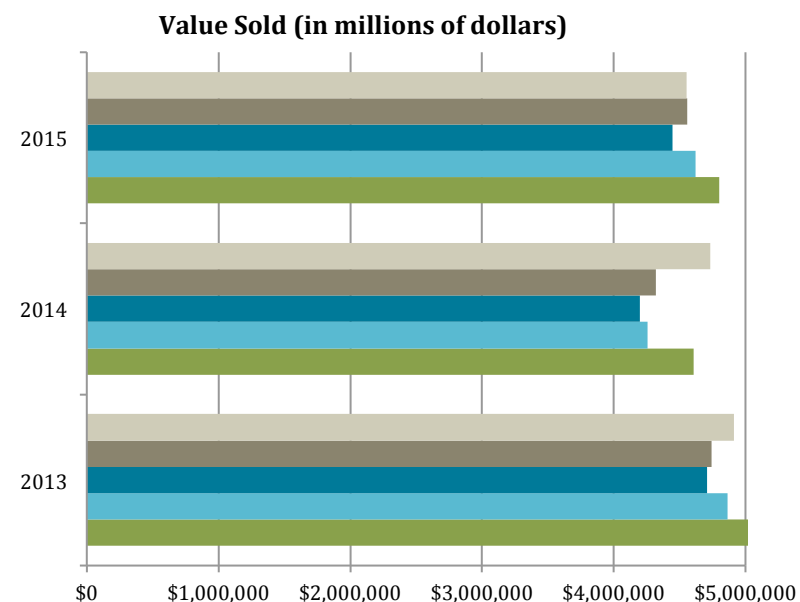
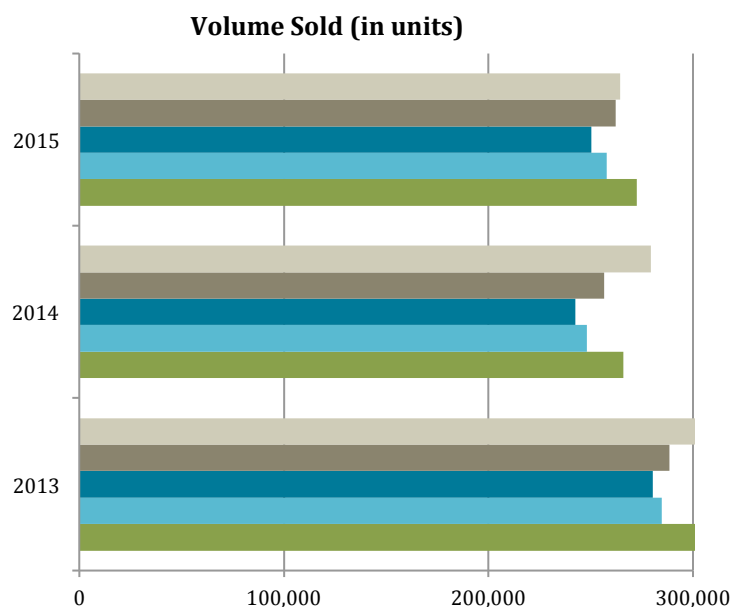
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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		2013	2014	2015
■ April Week 1	628,923	636,888	637,708	■ April Week 1	\$10,689,249.47	\$11,226,828.81	\$10,894,475.19
■ April Week 2	628,631	609,955	564,784	■ April Week 2	\$10,850,213.73	\$10,621,756.56	\$10,068,908.11
■ April Week 3	638,437	632,090	548,752	■ April Week 3	\$10,950,245.04	\$10,887,746.46	\$9,840,040.55
■ April Week 4	633,272	586,590	585,698	■ April Week 4	\$11,077,555.44	\$10,293,082.18	\$10,457,858.99
■ April Week 5	626,050	644,690	580,374	■ April Week 5	\$10,938,191.19	\$11,287,715.91	\$10,606,045.15

FICTION: ALL MARKET

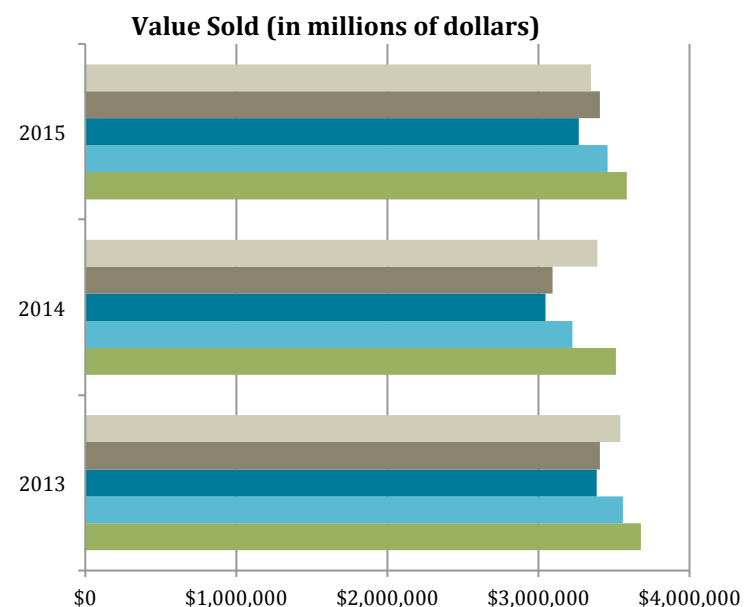
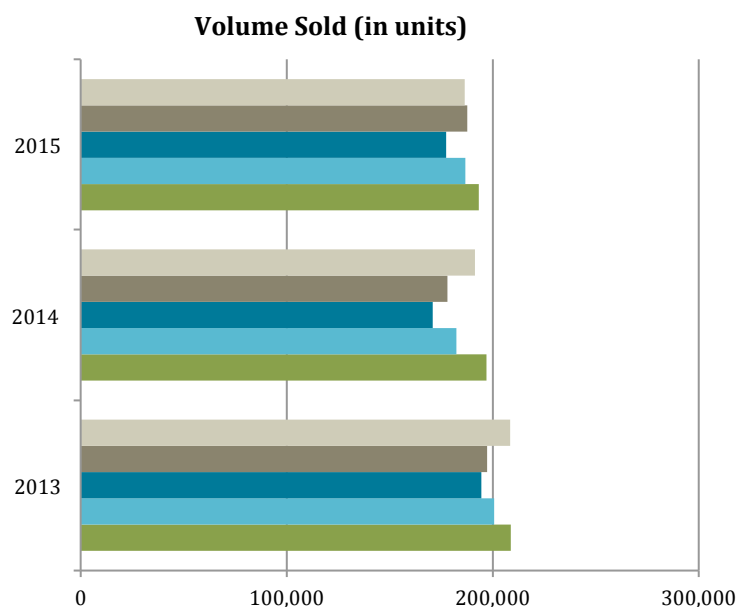
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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		2013	2014	2015
■ April Week 1	303,321	279,284	264,266	■ April Week 1	\$4,911,749.75	\$4,733,792.64	\$4,550,893.81
■ April Week 2	288,415	256,674	262,298	■ April Week 2	\$4,743,489.46	\$4,321,743.80	\$4,558,399.01
■ April Week 3	280,381	242,645	250,244	■ April Week 3	\$4,706,113.24	\$4,197,550.85	\$4,446,234.67
■ April Week 4	284,847	248,187	257,693	■ April Week 4	\$4,861,819.85	\$4,256,487.18	\$4,621,588.77
■ April Week 5	304,326	265,814	272,544	■ April Week 5	\$5,057,719.38	\$4,606,829.39	\$4,798,126.72

FICTION: RING FENCE MARKET

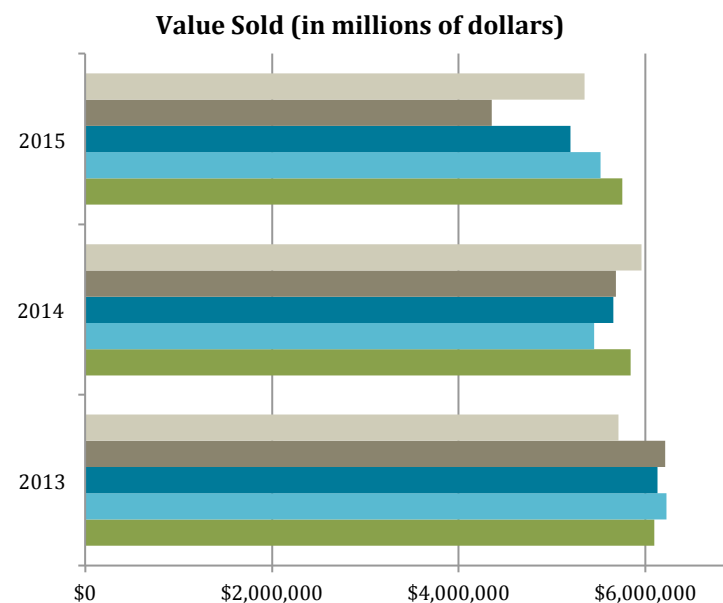
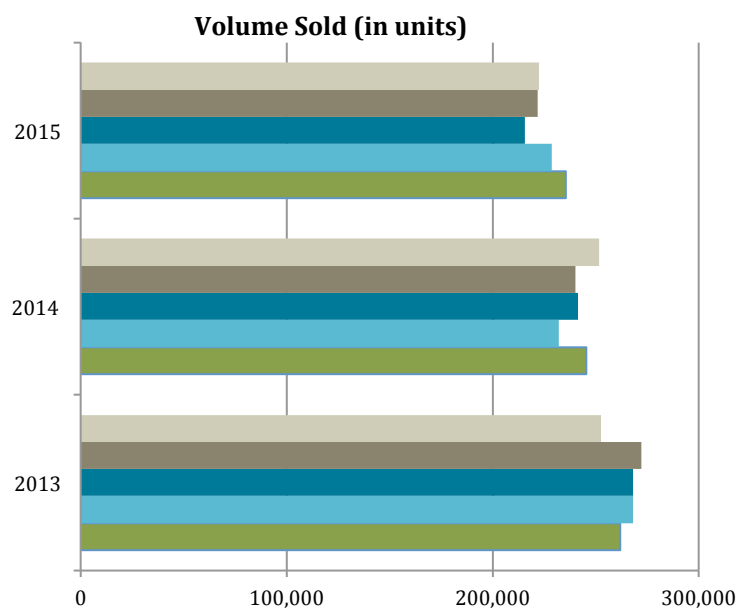
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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		2013	2014	2015
■ April Week 1	208,619	191,390	186,511	■ April Week 1	\$3,540,432.43	\$3,386,714.33	\$3,346,593.21
■ April Week 2	197,203	177,992	187,528	■ April Week 2	\$3,407,576.60	\$3,093,090.47	\$3,406,619.69
■ April Week 3	194,458	170,823	177,515	■ April Week 3	\$3,382,772.97	\$3,045,296.77	\$3,265,746.52
■ April Week 4	200,671	182,253	186,819	■ April Week 4	\$3,558,900.04	\$3,224,239.96	\$3,457,341.05
■ April Week 5	208,685	196,861	193,360	■ April Week 5	\$3,676,613.27	\$3,513,505.65	\$3,585,656.88

NON-FICTION: ALL MARKET

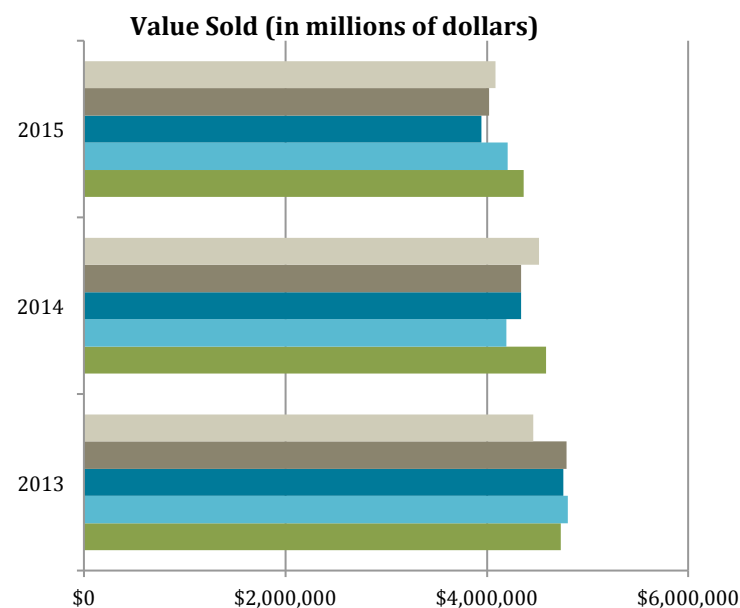
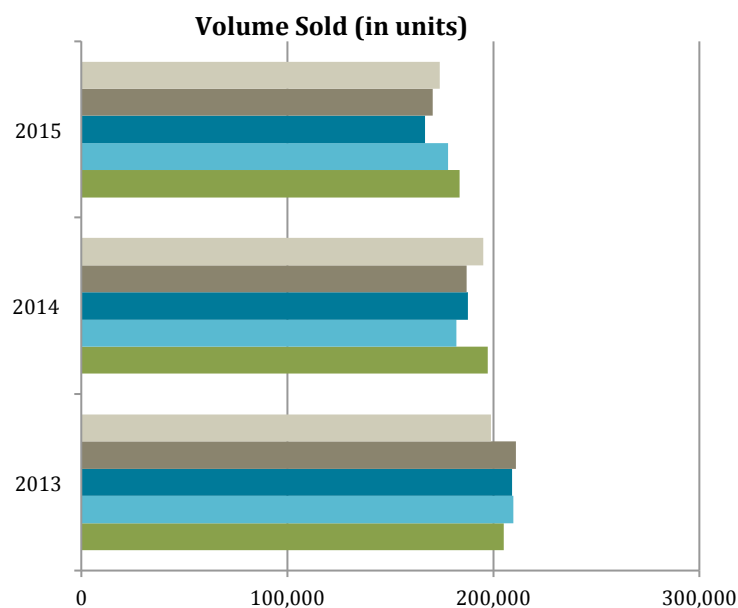
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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		2013	2014	2015
April Week 1	252,562	251,825	222,478	April Week 1	\$5,712,355.03	\$5,959,636.59	\$5,344,551.17
April Week 2	272,297	240,330	221,787	April Week 2	\$6,211,316.71	\$5,684,536.83	\$4,354,751.30
April Week 3	268,158	241,266	215,484	April Week 3	\$6,129,324.07	\$5,656,949.68	\$5,197,131.12
April Week 4	268,174	232,115	228,758	April Week 4	\$6,221,863.92	\$5,446,765.30	\$5,520,306.07
April Week 5	261,889	245,430	235,531	April Week 5	\$6,096,469.66	\$5,842,565.37	\$5,748,230.73

NON-FICTION: RING FENCE MARKET

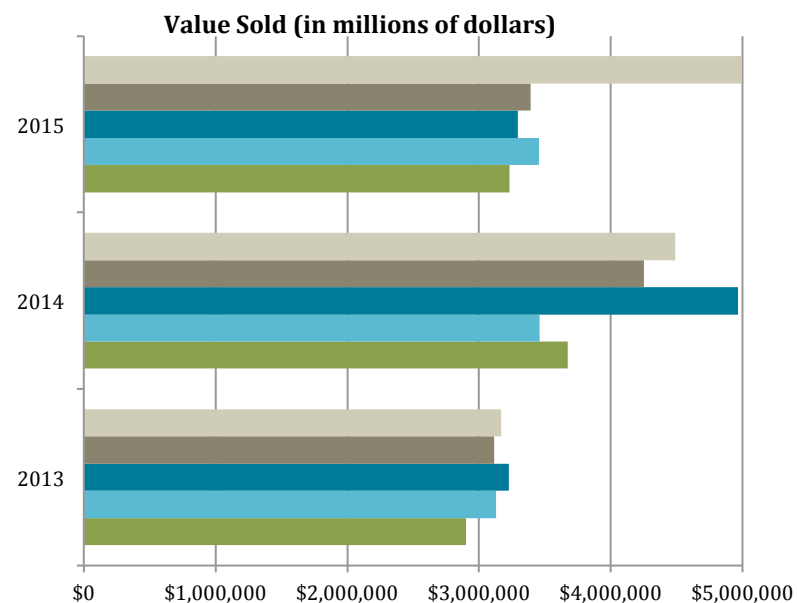
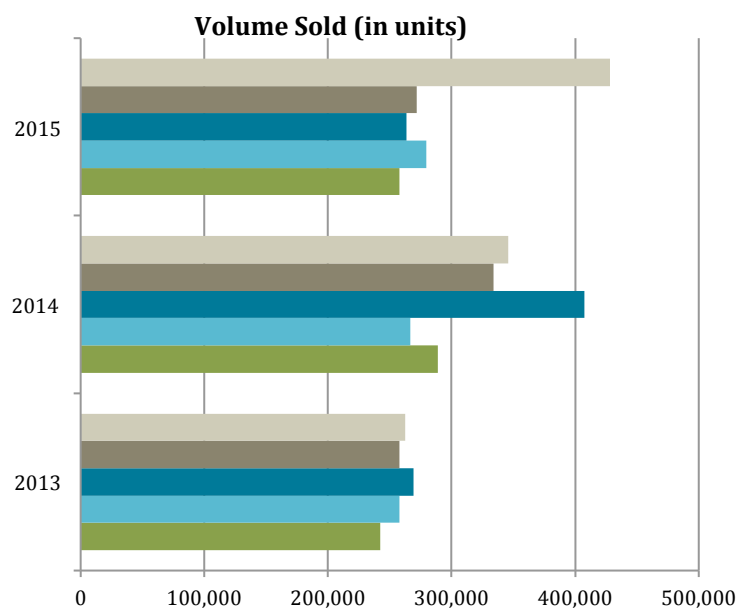
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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		2013	2014	2015
■ April Week 1	198,897	195,031	173,865	■ April Week 1	\$4,459,875.82	\$4,517,157.07	\$4,085,245.82
■ April Week 2	210,839	186,910	170,665	■ April Week 2	\$4,789,663.08	\$4,339,403.19	\$4,023,875.91
■ April Week 3	208,993	187,551	166,845	■ April Week 3	\$4,757,954.60	\$4,339,627.05	\$3,947,742.45
■ April Week 4	209,602	182,152	178,045	■ April Week 4	\$4,805,204.31	\$4,195,501.04	\$4,204,539.89
■ April Week 5	205,006	197,182	183,484	■ April Week 5	\$4,736,862.48	\$4,590,527.00	\$4,365,015.99

JUVENILE: ALL MARKET

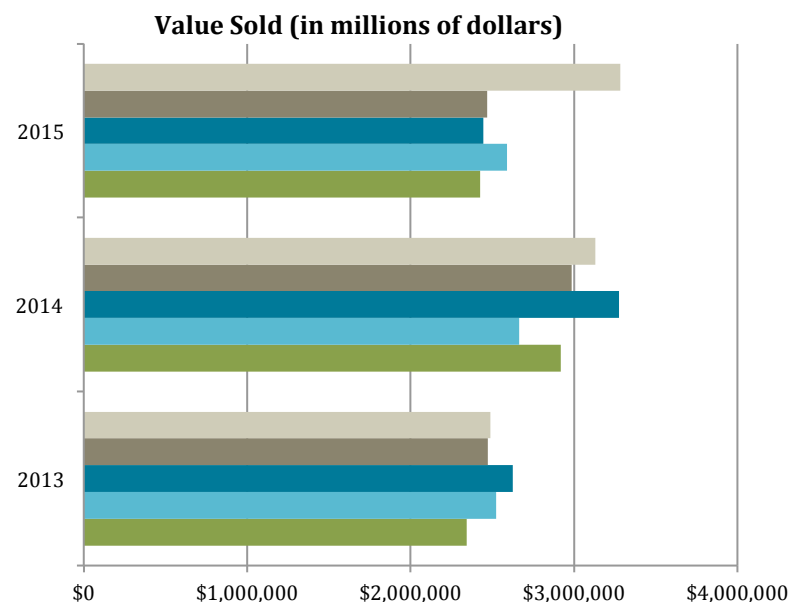
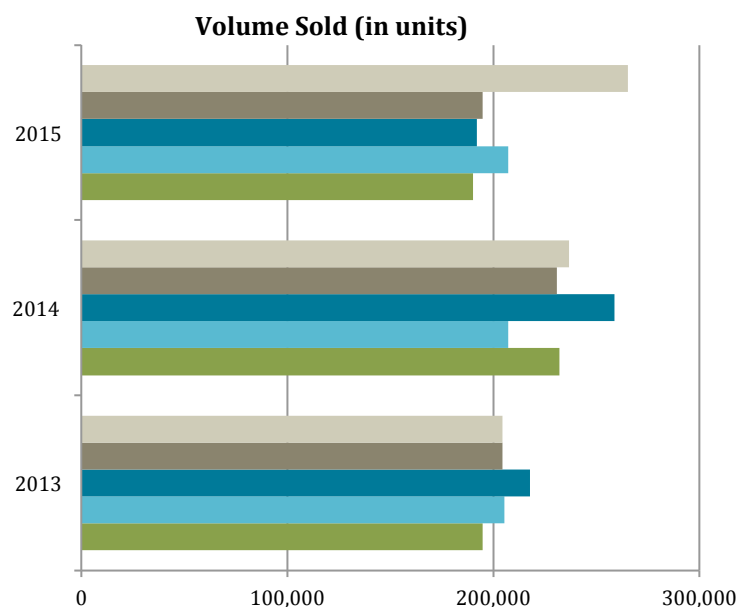
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of April in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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		2013	2014	2015
■ April Week 1	262,324	346,087	428,015	■ April Week 1	\$3,167,286.43	\$4,488,579.43	\$4,989,096.17
■ April Week 2	258,016	334,126	272,009	■ April Week 2	\$3,116,357.19	\$4,250,802.57	\$3,390,441.57
■ April Week 3	269,016	407,260	263,750	■ April Week 3	\$3,224,680.48	\$4,966,787.15	\$3,294,725.06
■ April Week 4	257,923	266,698	279,857	■ April Week 4	\$3,129,957.95	\$3,459,291.29	\$3,455,302.90
■ April Week 5	242,482	288,919	258,073	■ April Week 5	\$2,899,368.79	\$3,674,167.65	\$3,232,944.17

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 April 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
April Week 1	204,379	236,643	265,414
April Week 2	204,282	230,699	194,683
April Week 3	217,659	258,708	192,101
April Week 4	205,517	207,228	207,364
April Week 5	194,897	232,221	190,015

	2013	2014	2015
April Week 1	\$2,489,256.12	\$3,130,665.51	\$3,284,389.74
April Week 2	\$2,472,451.27	\$2,983,806.91	\$2,469,802.45
April Week 3	\$2,623,121.78	\$3,274,001.41	\$2,443,643.54
April Week 4	\$2,521,598.14	\$2,662,232.84	\$2,591,137.30
April Week 5	\$2,342,845.43	\$2,920,141.19	\$2,423,242.05

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 May 03

2014: Week ending May 04

