



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 05.2015

Monthly SalesData
Market Report
May 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 May 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

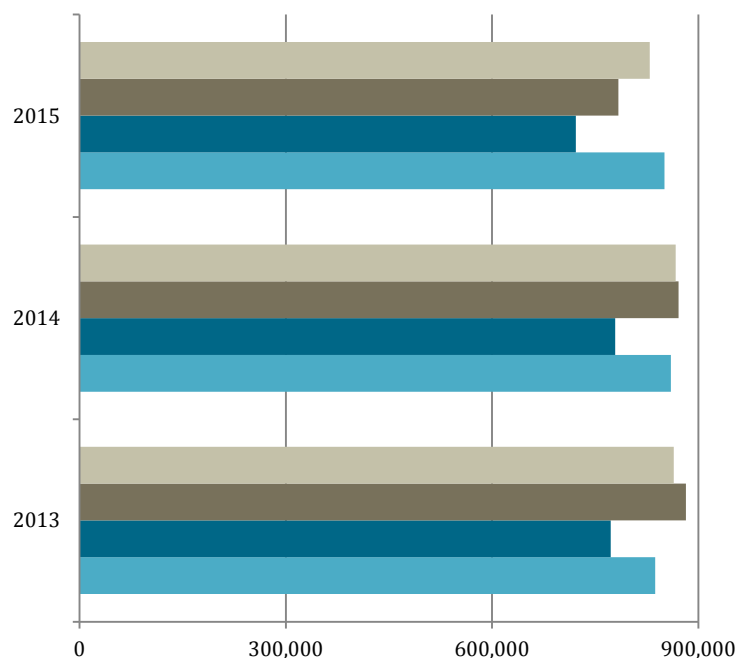
This report aims to encapsulate data from most days in May. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ May also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this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

	2015	2014	2013
Week 1	10-May	11-May	12-May
Week 2	17-May	18-May	19-May
Week 3	24-May	25-May	26-May
Week 4	31-May	01-Jun	02-Jun

ALL MARKET

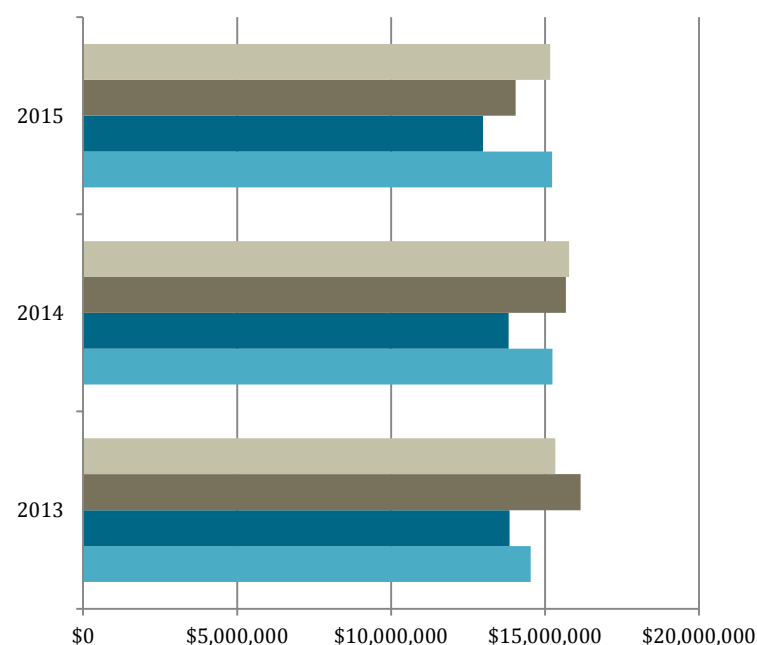
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each 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
May Week 1	864,268	866,886	829,614
May Week 2	882,035	871,179	783,945
May Week 3	772,710	779,233	721,667
May Week 4	837,230	859,997	850,592

Value Sold (in millions of dollars)

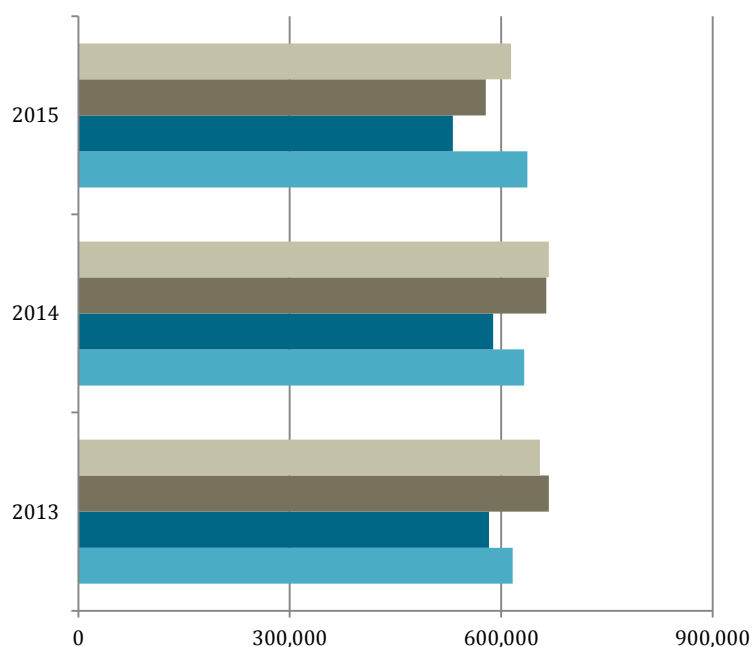


	2013	2014	2015
May Week 1	\$15,338,653.46	\$15,779,927.34	\$15,163,085.70
May Week 2	\$16,155,965.50	\$15,681,447.33	\$14,041,998.11
May Week 3	\$13,845,294.67	\$13,813,895.35	\$12,989,687.07
May Week 4	\$14,537,287.00	\$15,242,085.50	\$15,225,445.93

RING FENCE MARKET

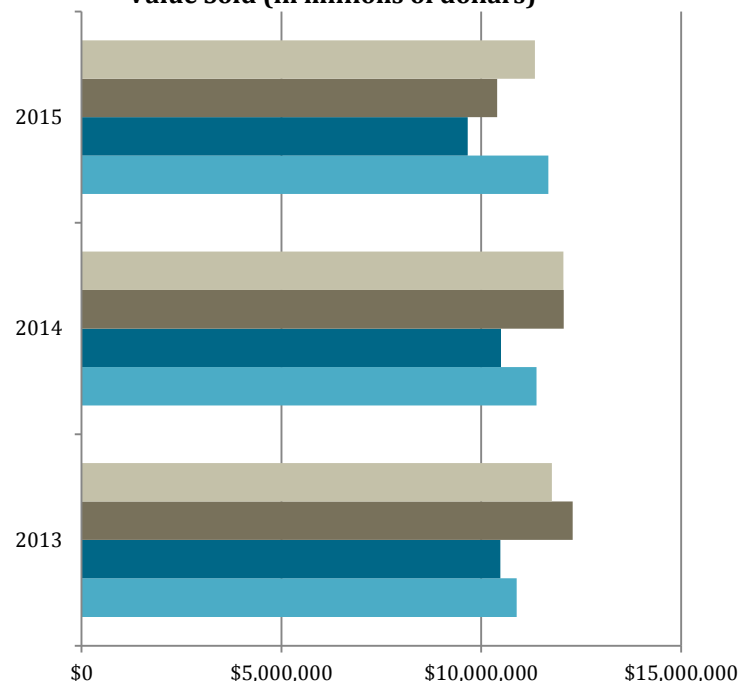
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
May Week 1	654,965	667,644	614,170
May Week 2	667,752	664,102	578,100
May Week 3	582,545	588,635	531,448
May Week 4	616,173	632,831	637,162

Value Sold (in millions of dollars)

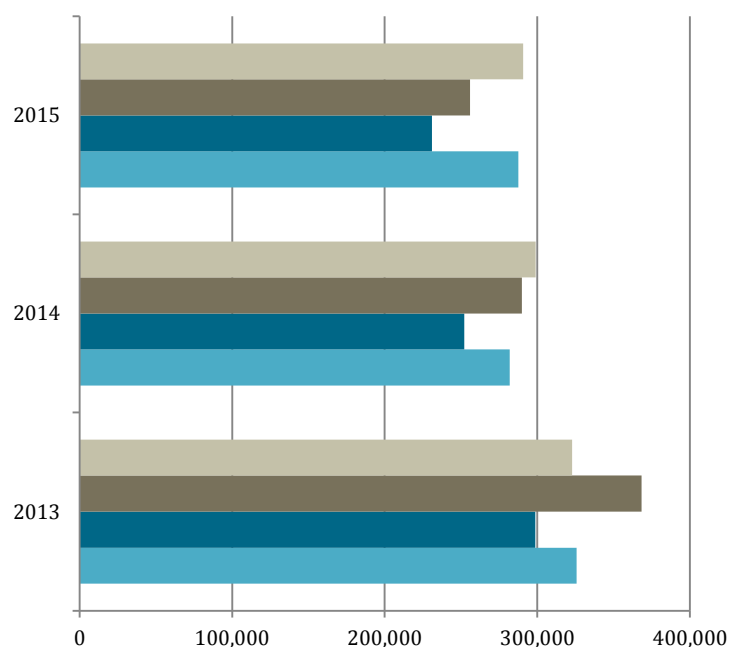


	2013	2014	2015
May Week 1	\$11,767,164.09	\$12,058,431.64	\$11,346,071.30
May Week 2	\$12,285,629.36	\$12,062,677.74	\$10,396,463.96
May Week 3	\$10,481,229.04	\$10,495,463.78	\$9,664,027.10
May Week 4	\$10,883,331.97	\$11,382,809.87	\$11,683,213.55

FICTION: ALL MARKET

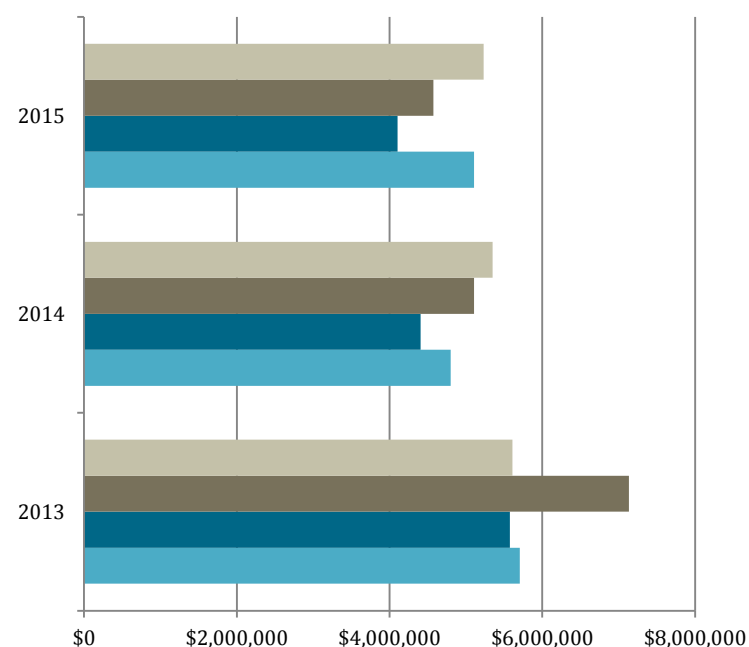
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
May Week 1	322,738	298,928	290,774
May Week 2	368,199	289,931	255,790
May Week 3	298,727	252,089	230,904
May Week 4	325,744	281,807	287,558

Value Sold (in millions of dollars)

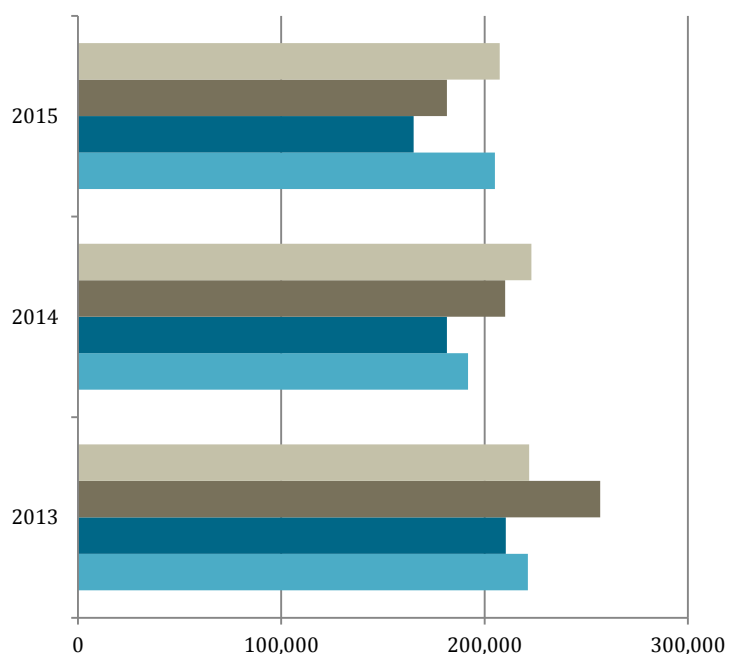


	2013	2014	2015
May Week 1	\$5,609,101.94	\$5,347,365.29	\$5,233,385.58
May Week 2	\$7,134,643.47	\$5,105,517.06	\$4,574,684.11
May Week 3	\$5,575,955.07	\$4,405,762.29	\$4,103,683.52
May Week 4	\$5,705,762.33	\$4,800,498.37	\$5,106,504.08

FICTION: RING FENCE MARKET

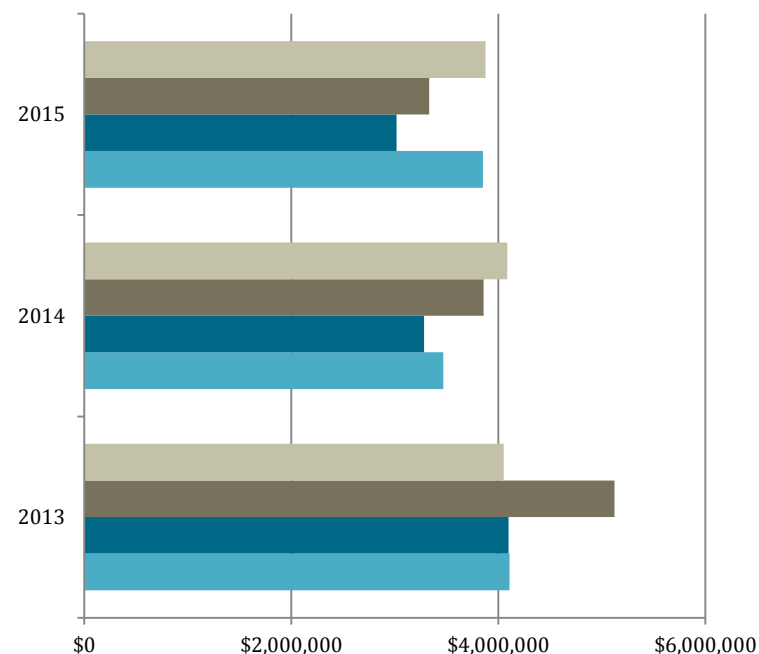
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
May Week 1	221,874	223,087	207,514
May Week 2	256,851	210,138	181,463
May Week 3	210,378	181,527	165,202
May Week 4	221,304	191,956	205,058

Value Sold (in millions of dollars)

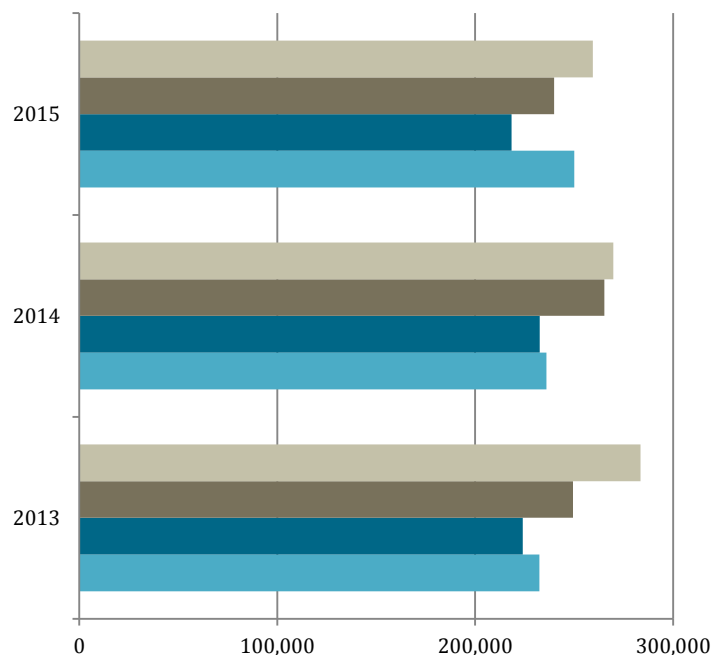


	2013	2014	2015
May Week 1	\$4,054,285.73	\$4,087,319.55	\$3,877,963.43
May Week 2	\$5,124,918.41	\$3,858,720.48	\$3,333,516.50
May Week 3	\$4,099,218.15	\$3,284,092.93	\$3,017,125.07
May Week 4	\$4,110,389.22	\$3,470,496.01	\$3,853,109.35

NON-FICTION: ALL MARKET

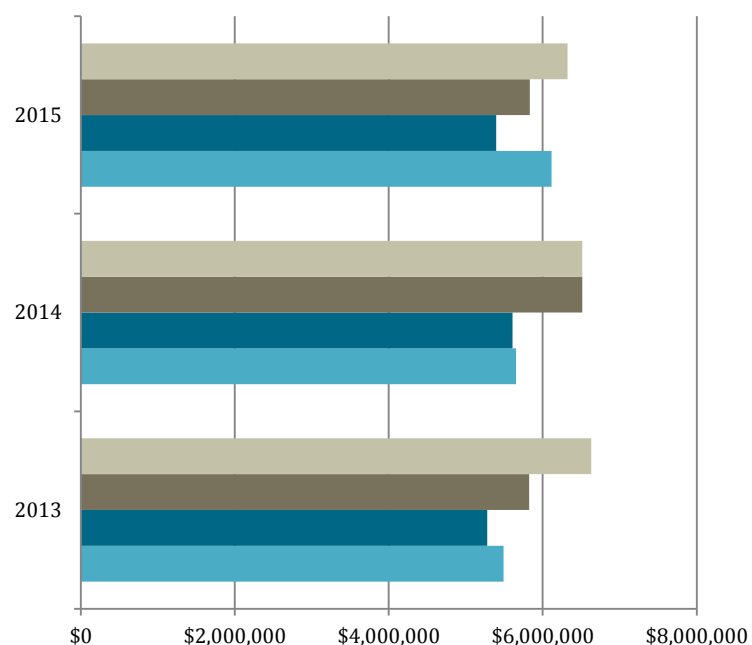
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
May Week 1	283,519	269,831	259,429
May Week 2	249,318	265,220	239,915
May Week 3	224,049	232,540	218,316
May Week 4	232,383	236,010	250,063

Value Sold (in millions of dollars)

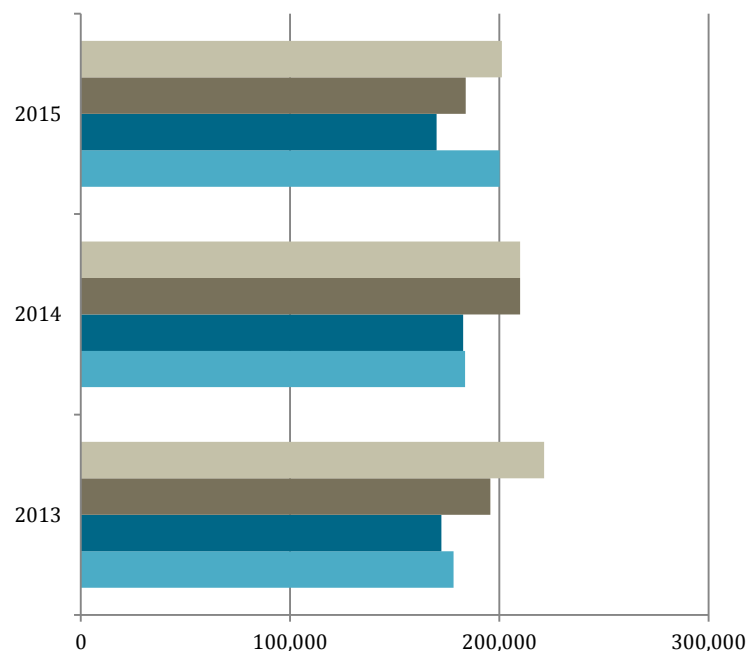


	2013	2014	2015
May Week 1	\$6,627,848.67	\$6,513,364.54	\$6,322,480.29
May Week 2	\$5,823,077.60	\$6,511,828.67	\$5,830,948.40
May Week 3	\$5,280,901.37	\$5,607,619.59	\$5,396,231.92
May Week 4	\$5,489,106.95	\$5,651,289.73	\$6,115,497.23

NON-FICTION: RING FENCE MARKET

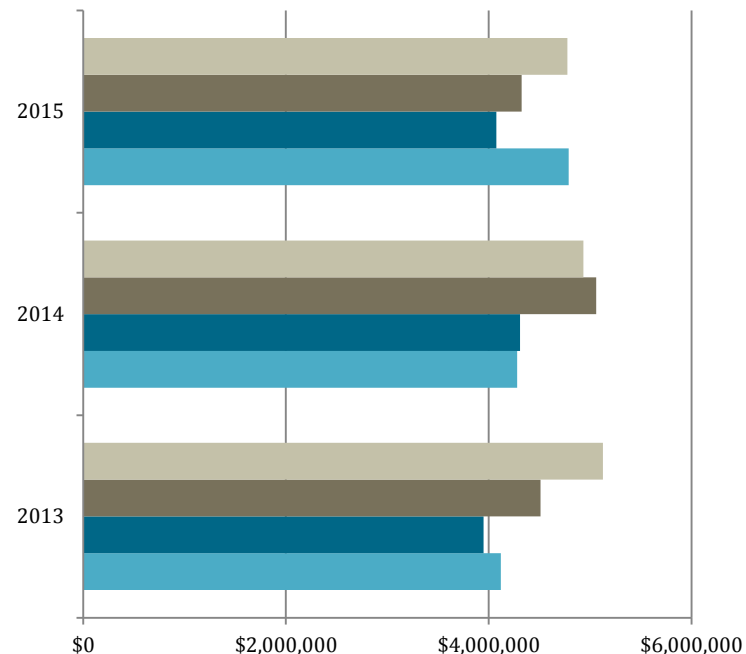
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
May Week 1	221,469	209,854	201,178
May Week 2	195,673	209,876	183,968
May Week 3	172,376	182,663	170,013
May Week 4	178,047	183,567	200,119

Value Sold (in millions of dollars)

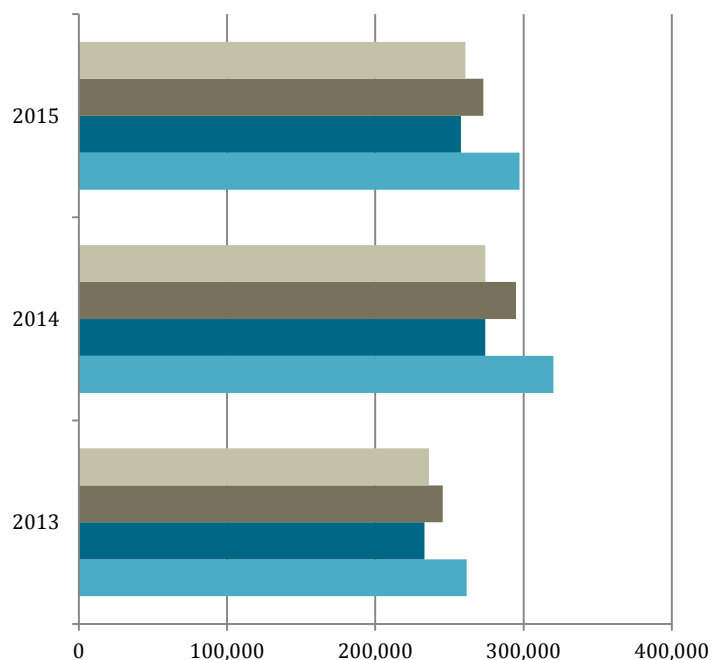


	2013	2014	2015
May Week 1	\$5,128,560.93	\$4,933,690.19	\$4,775,987.11
May Week 2	\$4,511,884.46	\$5,061,017.86	\$4,325,014.97
May Week 3	\$3,948,843.31	\$4,308,892.92	\$4,075,641.78
May Week 4	\$4,120,682.54	\$4,280,716.11	\$4,788,886.40

JUVENILE: ALL MARKET

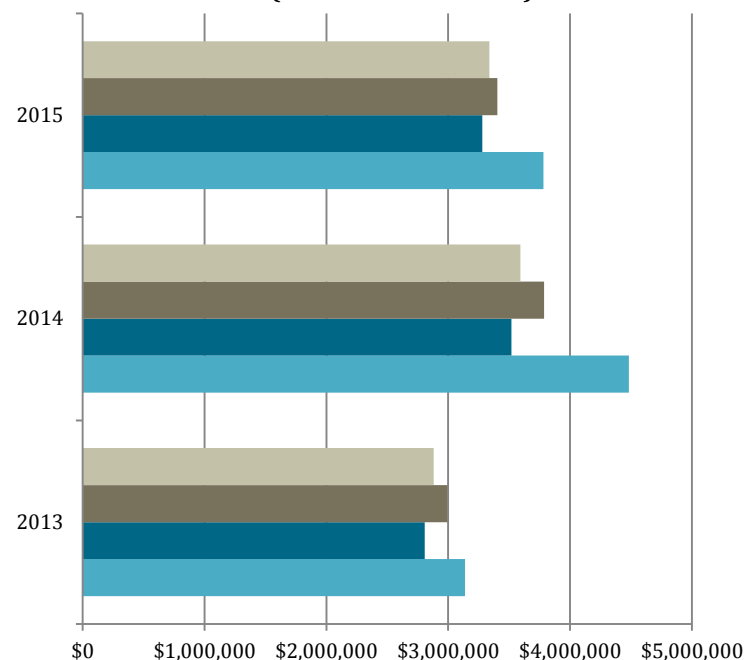
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
May Week 1	236,106	274,130	260,749
May Week 2	245,493	294,860	272,845
May Week 3	233,163	274,193	257,755
May Week 4	261,624	320,160	297,261

Value Sold (in millions of dollars)

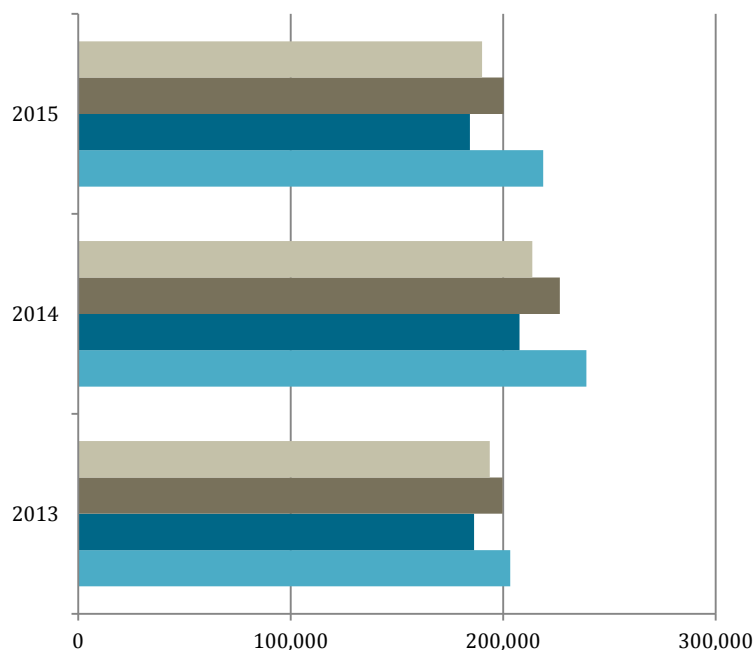


	2013	2014	2015
May Week 1	\$2,880,836.75	\$3,591,729.83	\$3,336,645.87
May Week 2	\$2,992,638.24	\$3,785,684.76	\$3,402,806.65
May Week 3	\$2,807,448.36	\$3,518,524.55	\$3,278,737.99
May Week 4	\$3,137,379.16	\$4,482,747.89	\$3,780,694.23

JUVENILE: RING FENCE MARKET

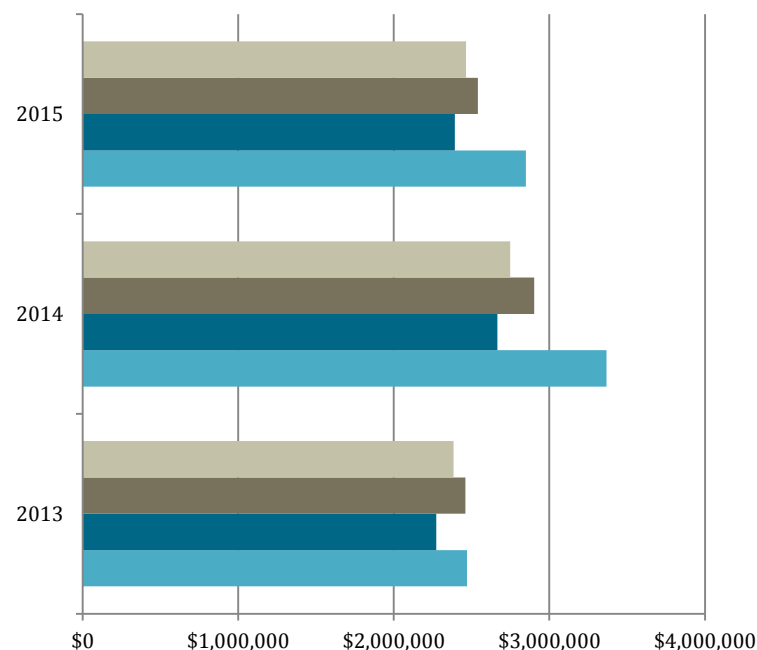
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of May in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ May Week 1	193,715	213,809	190,072
■ May Week 2	199,681	226,667	200,123
■ May Week 3	186,309	207,746	184,324
■ May Week 4	203,368	239,158	218,928

Value Sold (in millions of dollars)



	2013	2014	2015
■ May Week 1	\$2,384,164.76	\$2,748,716.47	\$2,464,219.59
■ May Week 2	\$2,459,980.90	\$2,903,347.61	\$2,540,022.06
■ May Week 3	\$2,272,141.85	\$2,666,122.92	\$2,393,189.87
■ May Week 4	\$2,471,013.40	\$3,367,175.85	\$2,848,623.26

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 31

2014: Week ending June 1

