



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 06.2015

Monthly SalesData Market Report June 2015



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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 June 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.

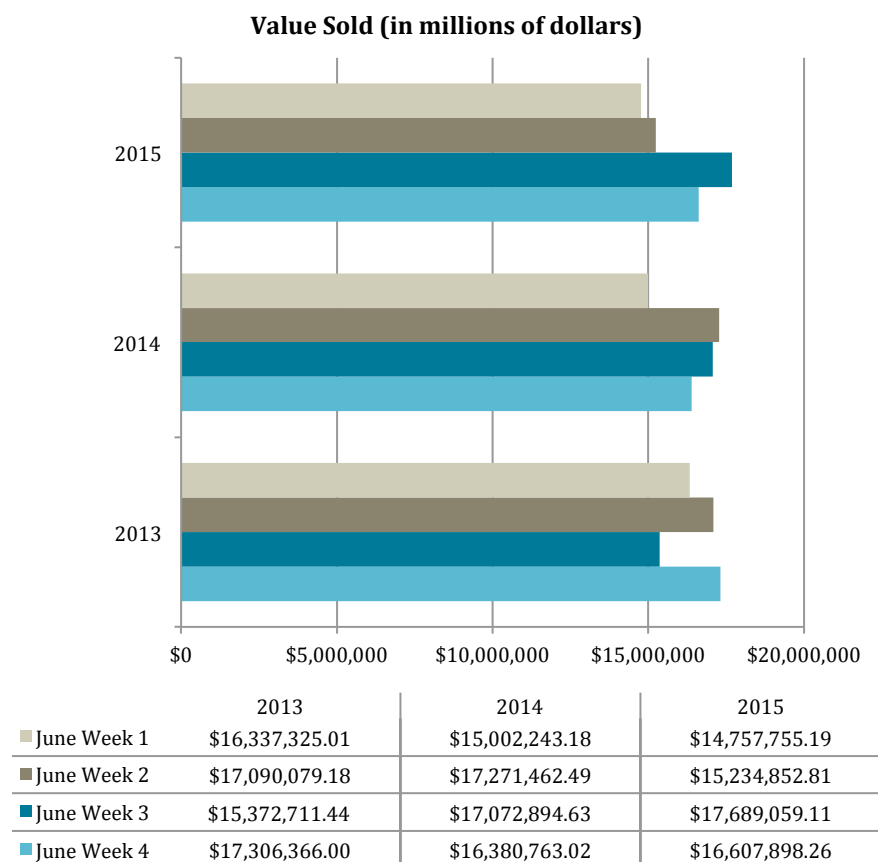
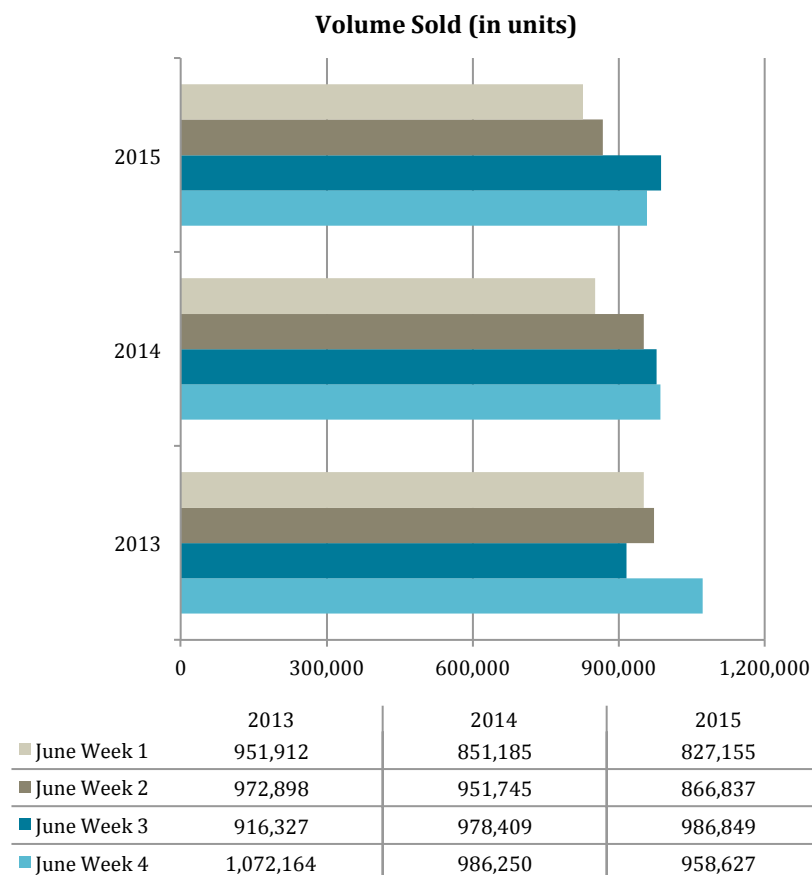
REPORT DATES

This report aims to encapsulate data from most days in June. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ June 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	07-Jun	08-Jun	09-Jun
Week 2	14-Jun	15-Jun	16-Jun
Week 3	21-Jun	22-Jun	23-Jun
Week 4	28-Jun	29-Jun	30-Jun

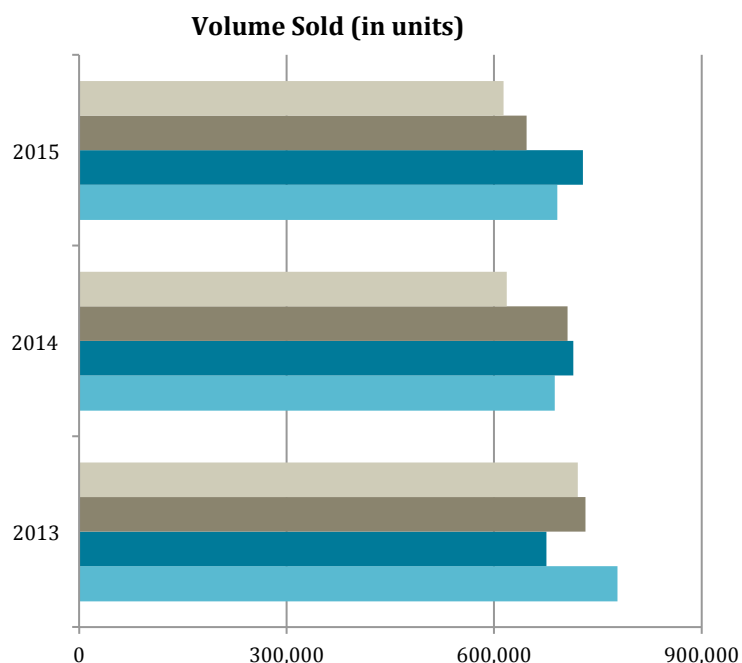
ALL MARKET

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

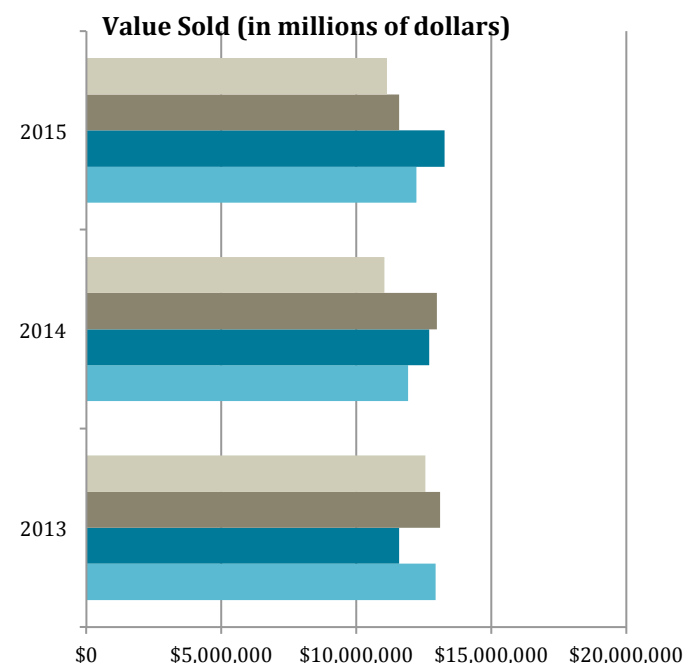


RING FENCE MARKET

The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of June 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.



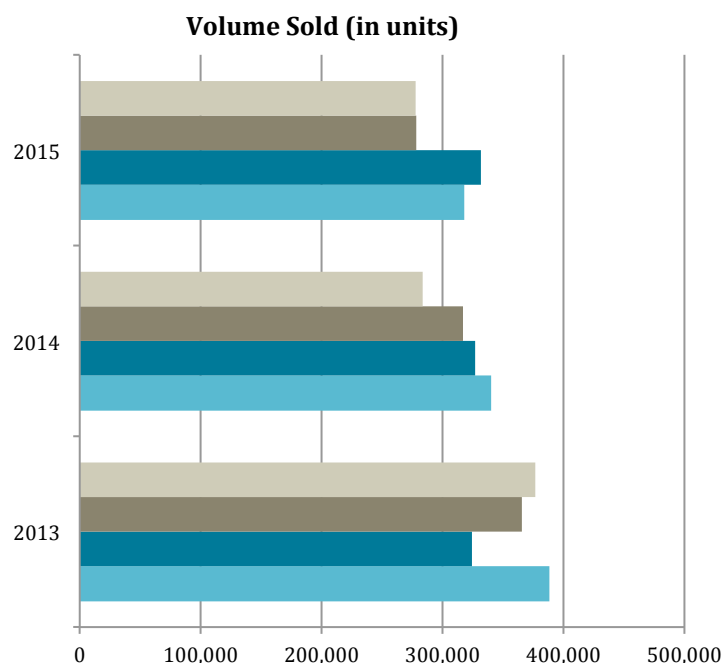
	2013	2014	2015
June Week 1	721,283	618,400	613,155
June Week 2	732,225	706,344	646,930
June Week 3	675,810	714,810	728,718
June Week 4	778,101	687,133	691,148



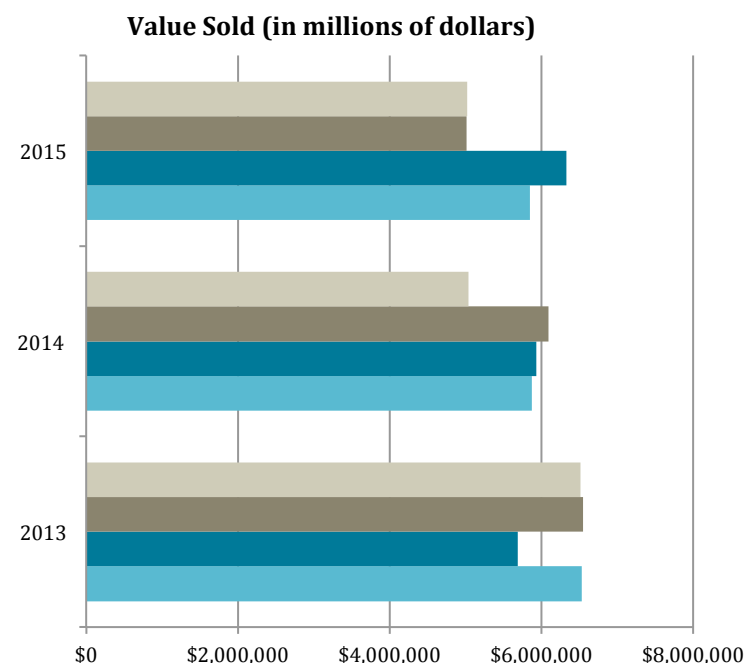
	2013	2014	2015
June Week 1	\$12,555,744.39	\$11,034,385.40	\$11,140,732.38
June Week 2	\$13,091,363.96	\$12,980,341.82	\$11,572,634.80
June Week 3	\$11,574,093.14	\$12,688,420.82	\$13,274,456.93
June Week 4	\$12,942,743.17	\$11,912,810.20	\$12,222,778.92

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 June 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.



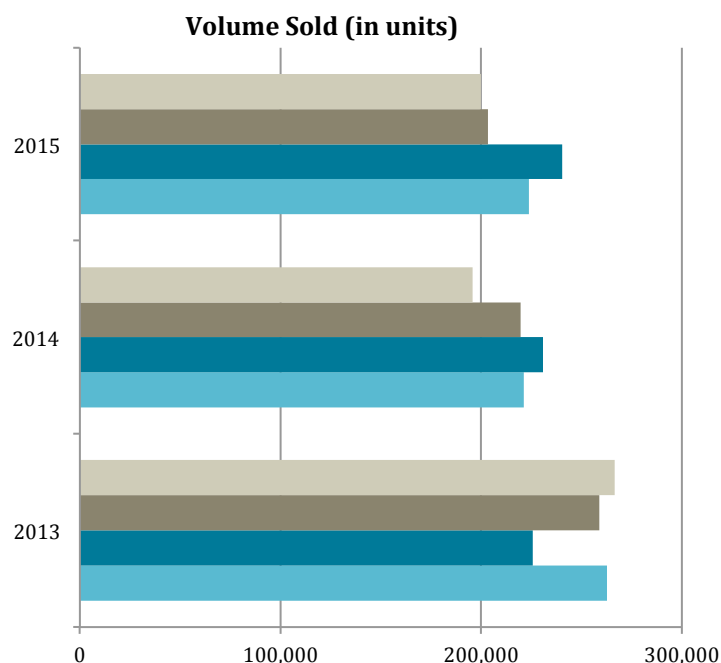
	2013	2014	2015
June Week 1	376,775	283,282	277,801
June Week 2	365,445	317,083	278,126
June Week 3	324,314	326,875	331,932
June Week 4	388,484	340,186	317,947



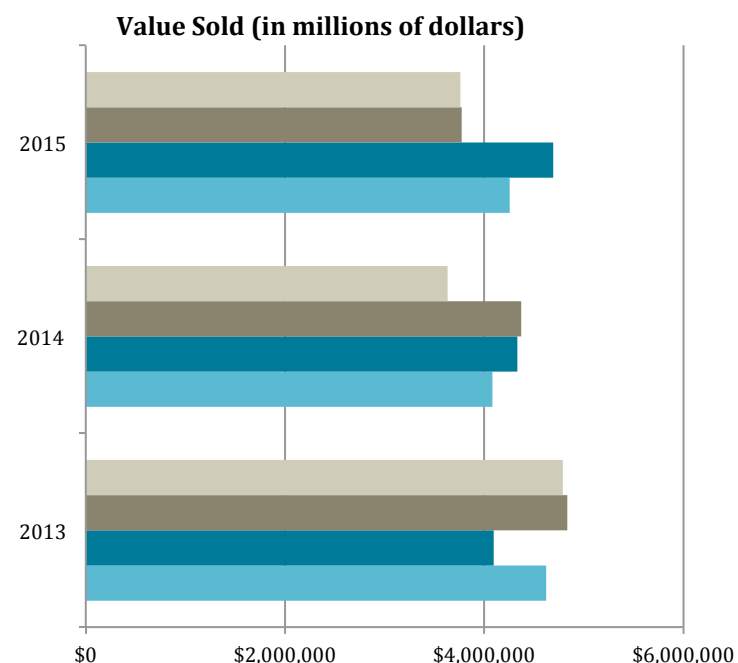
	2013	2014	2015
June Week 1	\$6,517,305.09	\$5,037,767.82	\$5,019,301.74
June Week 2	\$6,551,113.85	\$6,090,843.07	\$5,014,097.64
June Week 3	\$5,686,686.56	\$5,932,439.71	\$6,327,770.67
June Week 4	\$6,534,118.27	\$5,870,903.68	\$5,847,393.10

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 June 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.



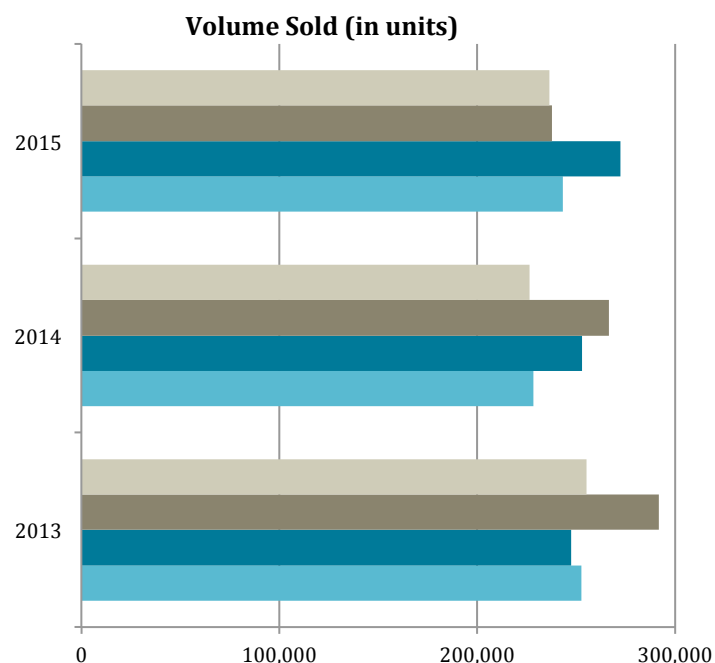
	2013	2014	2015
June Week 1	266,668	195,663	199,910
June Week 2	258,957	219,570	203,272
June Week 3	225,644	230,793	240,212
June Week 4	262,693	221,265	223,671



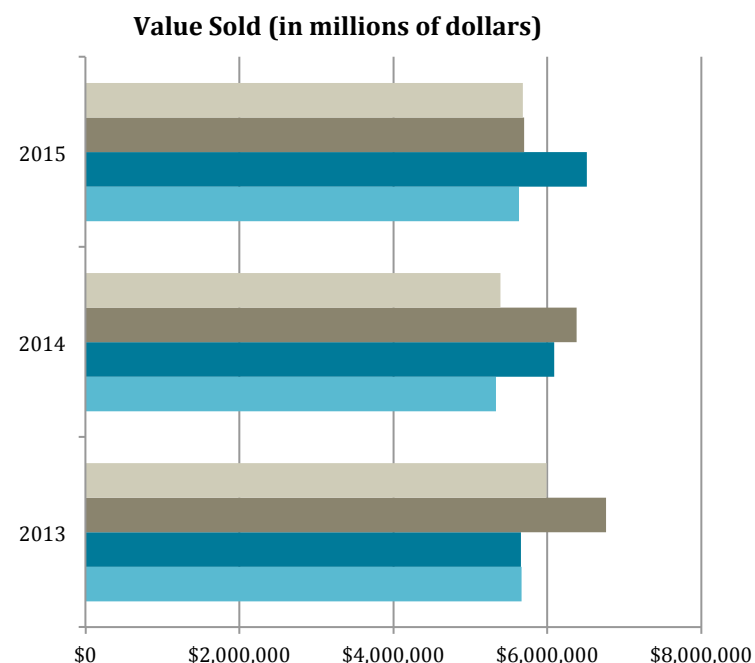
	2013	2014	2015
June Week 1	\$4,788,735.99	\$3,631,560.10	\$3,760,098.17
June Week 2	\$4,830,358.63	\$4,373,427.06	\$3,776,483.04
June Week 3	\$4,096,134.28	\$4,331,148.56	\$4,692,755.96
June Week 4	\$4,621,221.76	\$4,082,710.67	\$4,256,696.30

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 June 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.



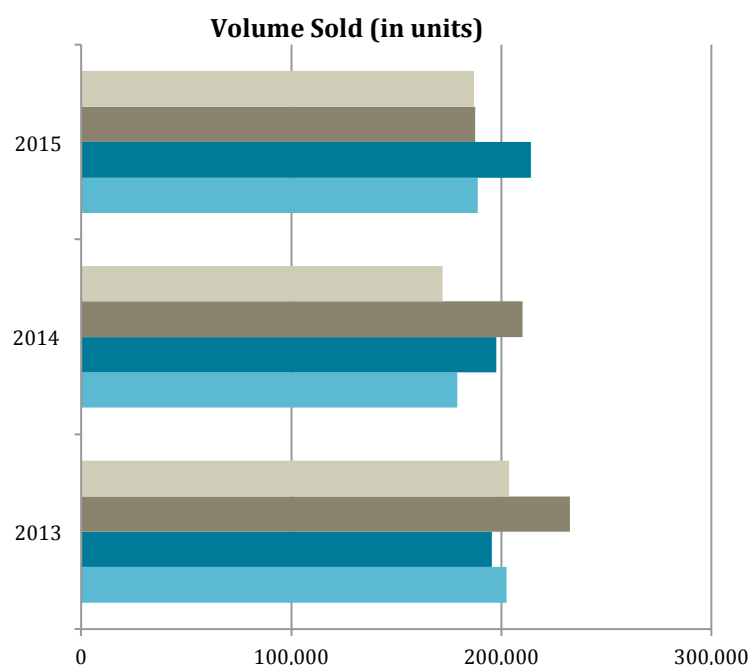
	2013	2014	2015
June Week 1	255,273	226,501	236,520
June Week 2	291,610	266,501	237,664
June Week 3	247,348	252,819	272,457
June Week 4	252,538	228,216	243,346



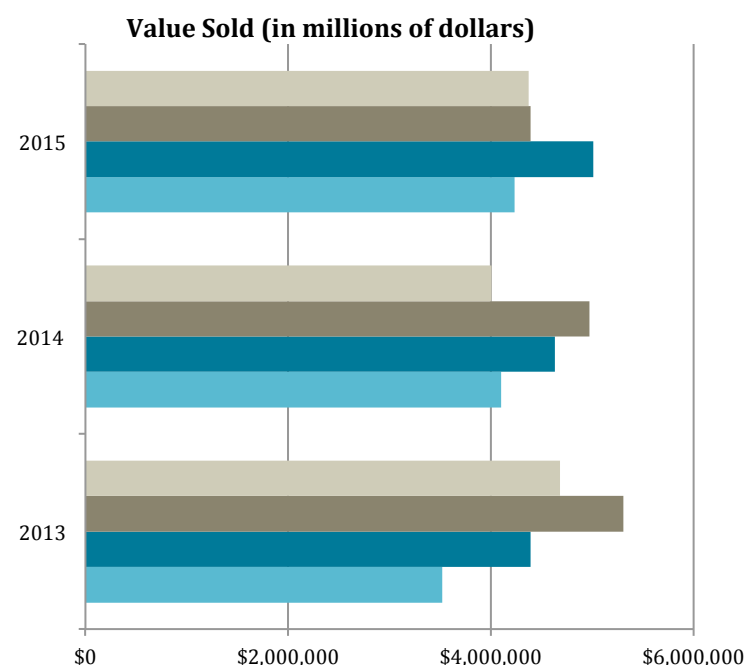
	2013	2014	2015
June Week 1	\$5,991,340.28	\$5,392,968.35	\$5,684,433.58
June Week 2	\$6,758,894.97	\$6,382,459.50	\$5,696,334.82
June Week 3	\$5,656,626.26	\$6,088,229.58	\$6,512,062.86
June Week 4	\$5,664,145.78	\$5,330,101.47	\$5,628,366.25

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 June 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.



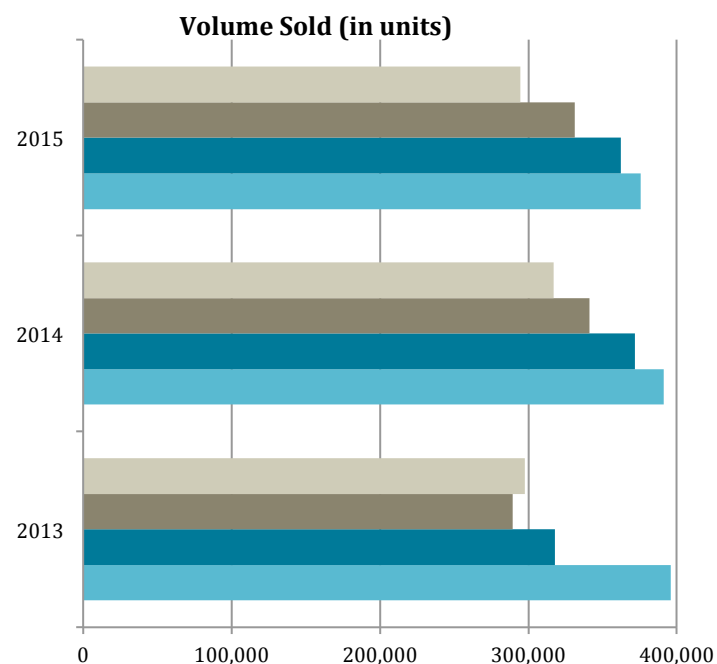
	2013	2014	2015
June Week 1	203,557	172,132	186,775
June Week 2	232,560	210,070	187,655
June Week 3	195,345	197,454	213,946
June Week 4	202,377	179,134	188,792



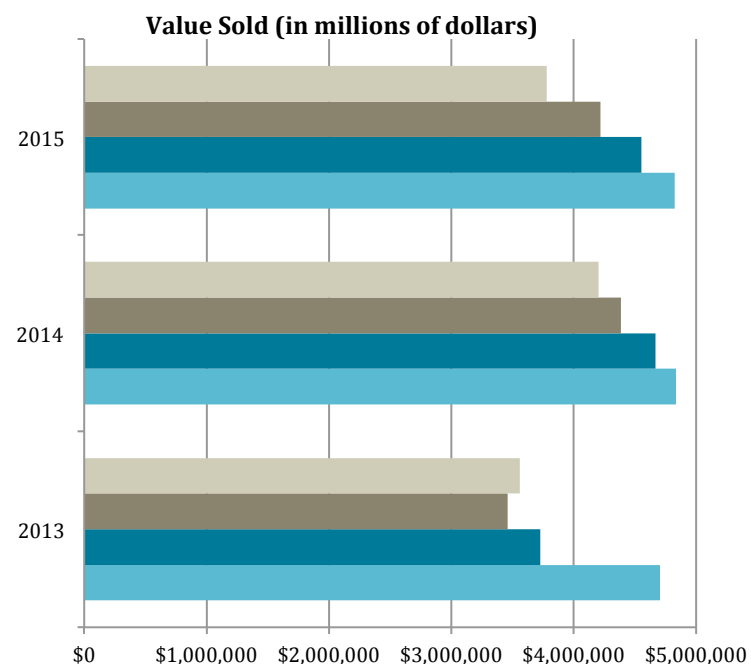
	2013	2014	2015
June Week 1	\$4,684,141.98	\$4,004,631.05	\$4,370,296.67
June Week 2	\$5,308,071.12	\$4,970,067.77	\$4,391,002.43
June Week 3	\$4,390,458.24	\$4,633,050.14	\$5,010,095.76
June Week 4	\$3,521,578.69	\$4,104,012.89	\$4,234,898.68

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 June 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.



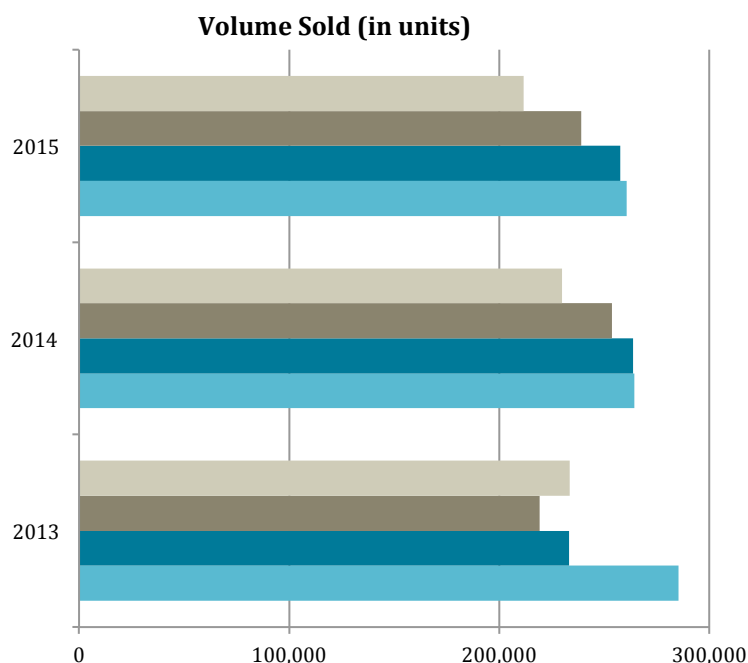
	2013	2014	2015
June Week 1	297,526	316,889	294,540
June Week 2	289,504	341,130	331,303
June Week 3	318,020	371,652	362,372
June Week 4	395,918	391,304	375,747



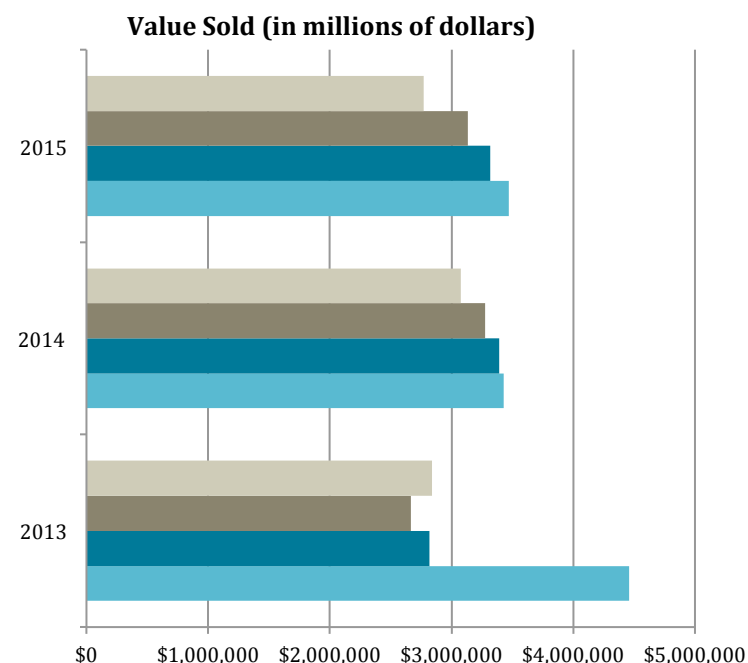
	2013	2014	2015
June Week 1	\$3,557,306.96	\$4,204,877.66	\$3,779,746.19
June Week 2	\$3,458,646.00	\$4,385,429.94	\$4,216,142.27
June Week 3	\$3,727,184.94	\$4,669,798.96	\$4,553,630.42
June Week 4	\$4,703,821.23	\$4,834,712.63	\$4,825,294.35

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 June 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
June Week 1	233,444	230,006	211,456
June Week 2	219,172	253,673	239,138
June Week 3	233,121	263,685	257,612
June Week 4	285,379	264,217	260,523



	2013	2014	2015
June Week 1	\$2,838,832.27	\$3,076,581.55	\$2,772,049.87
June Week 2	\$2,663,248.80	\$3,276,572.31	\$3,131,371.00
June Week 3	\$2,819,116.50	\$3,392,939.16	\$3,318,097.93
June Week 4	\$4,459,380.37	\$3,426,536.74	\$3,467,939.51

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 June 28

2014: Week ending June 29

