



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 07.2015

Monthly SalesData Market Report July 2015



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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 July 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.

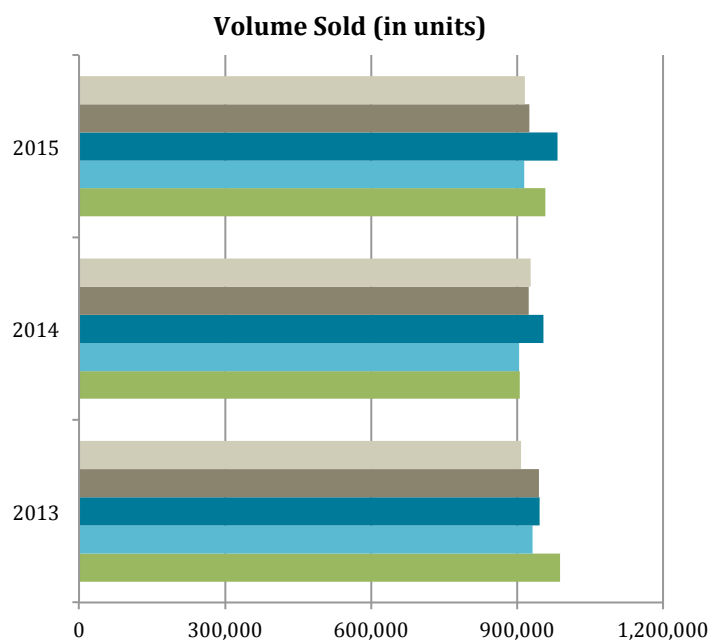
REPORT DATES

This report aims to encapsulate data from most days in July. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ July 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:

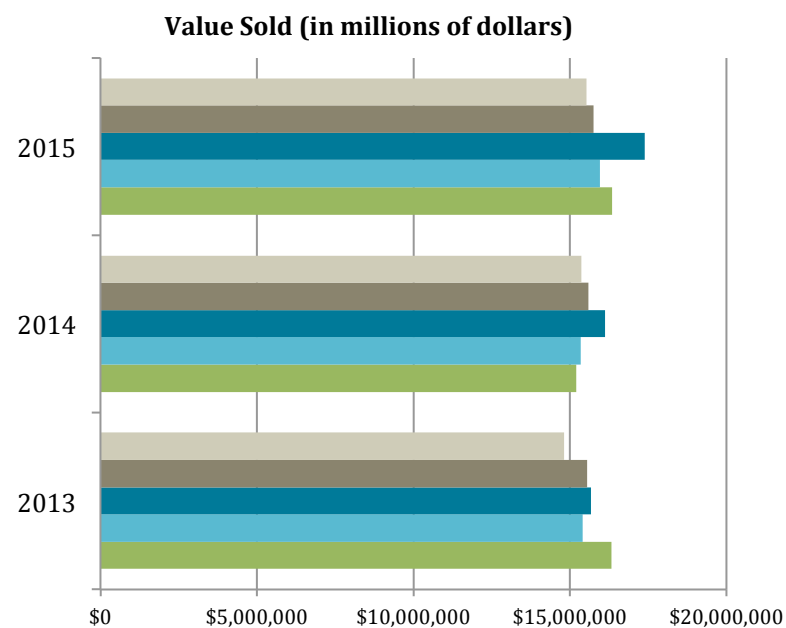
	2015	2014	2013
Week 1	05-Jul	06-Jul	07-Jul
Week 2	12-Jul	13-Jul	14-Jul
Week 3	19-Jul	20-Jul	21-Jul
Week 4	26-Jul	27-Jul	28-Jul
Week 5	02-Aug	03-Aug	04-Aug

ALL MARKET

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



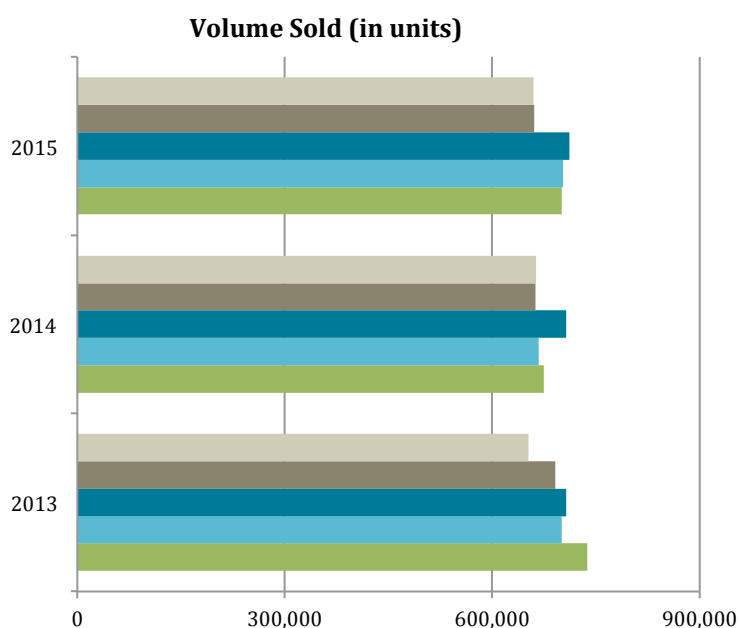
	2013	2014	2015
July Week 1	908,742	927,842	916,262
July Week 2	944,954	924,507	925,272
July Week 3	946,208	953,631	983,372
July Week 4	931,912	903,682	915,147
July Week 5	987,902	905,705	958,792



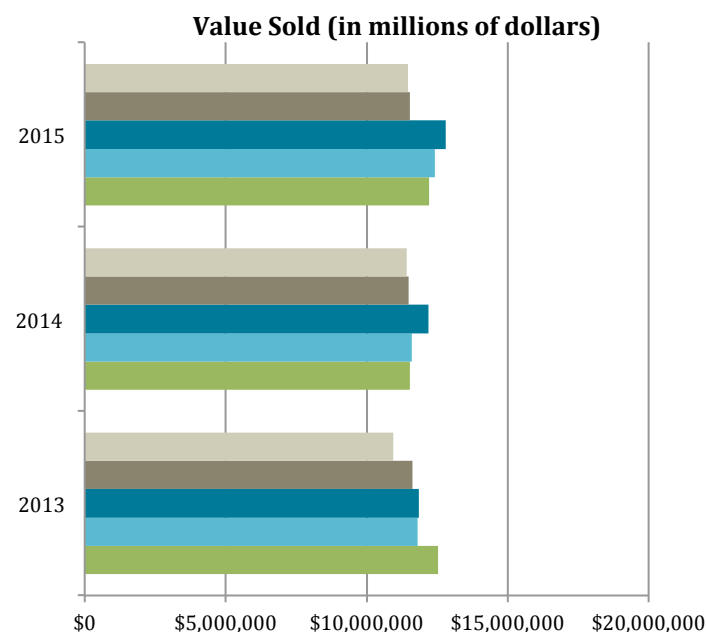
	2013	2014	2015
July Week 1	\$14,818,553.29	\$15,370,780.14	\$15,525,944.67
July Week 2	\$15,545,131.43	\$15,580,859.59	\$15,747,473.71
July Week 3	\$15,662,814.16	\$16,126,221.83	\$17,395,533.27
July Week 4	\$15,396,529.67	\$15,335,488.31	\$15,955,247.78
July Week 5	\$16,321,878.43	\$15,203,396.37	\$16,347,453.92

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 July 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.



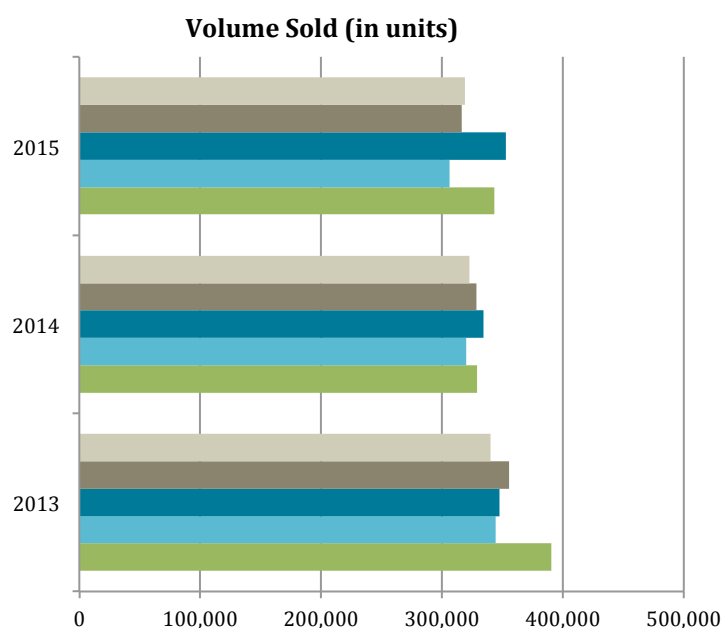
	2013	2014	2015
July Week 1	651,951	663,825	660,037
July Week 2	691,377	662,611	660,928
July Week 3	706,948	706,898	711,387
July Week 4	700,087	667,057	702,207
July Week 5	737,389	674,694	700,438



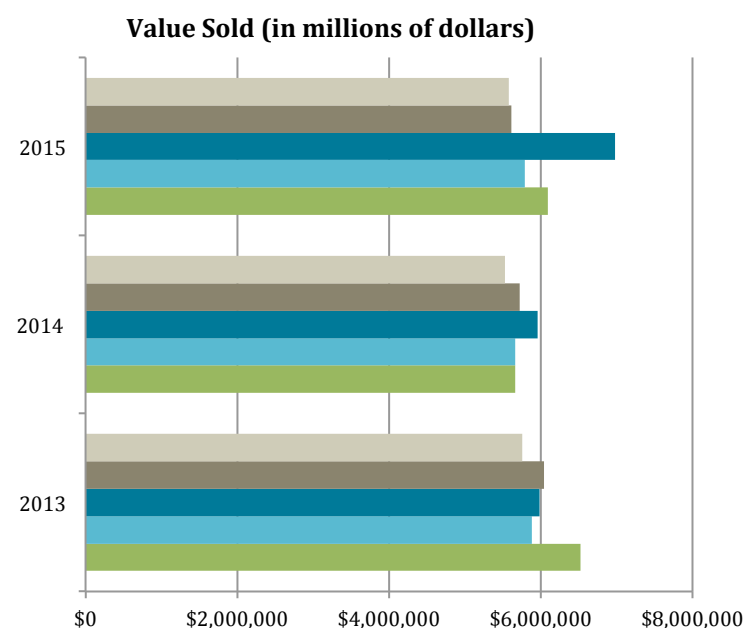
	2013	2014	2015
July Week 1	\$10,945,623.22	\$11,416,040.50	\$11,465,983.51
July Week 2	\$11,629,241.21	\$11,486,901.98	\$11,537,585.66
July Week 3	\$11,855,907.33	\$12,189,894.13	\$12,810,136.73
July Week 4	\$11,804,413.53	\$11,590,663.08	\$12,411,184.77
July Week 5	\$12,523,065.45	\$11,526,477.38	\$12,211,824.63

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 July 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.



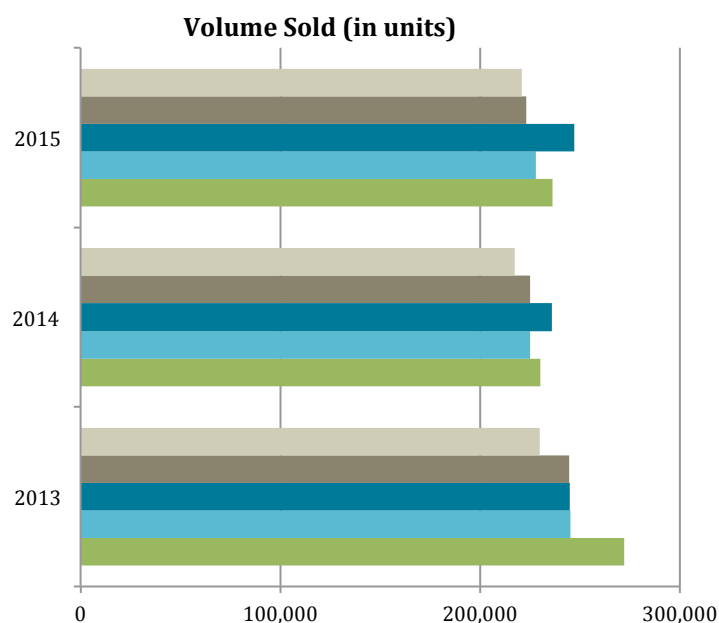
	2013	2014	2015
July Week 1	340,201	322,713	318,873
July Week 2	355,399	328,201	316,311
July Week 3	347,494	334,484	352,944
July Week 4	344,106	320,192	306,161
July Week 5	390,435	329,142	343,194



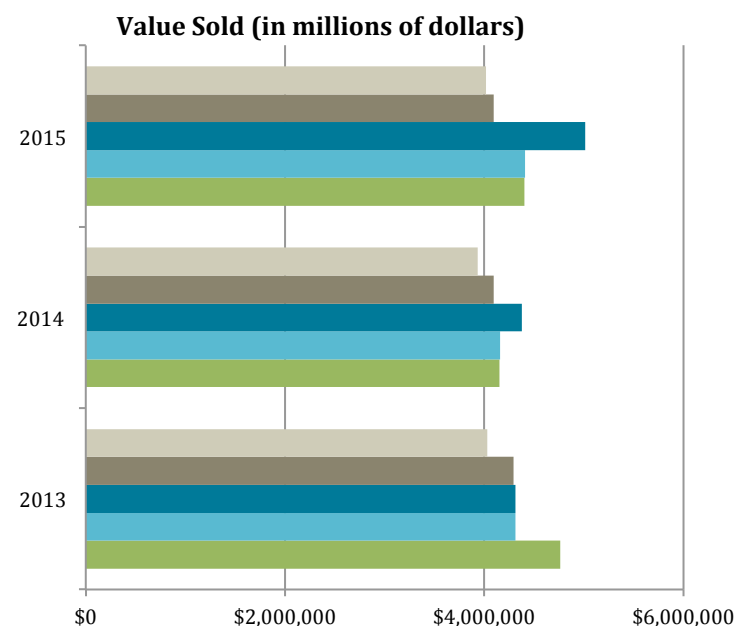
	2013	2014	2015
July Week 1	\$5,756,331.19	\$5,523,732.33	\$5,578,926.12
July Week 2	\$6,042,273.33	\$5,717,931.25	\$5,611,842.75
July Week 3	\$5,985,057.12	\$5,954,361.88	\$6,979,459.83
July Week 4	\$5,879,780.46	\$5,660,939.27	\$5,787,556.13
July Week 5	\$6,519,649.38	\$5,661,360.08	\$6,094,933.75

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 July 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.



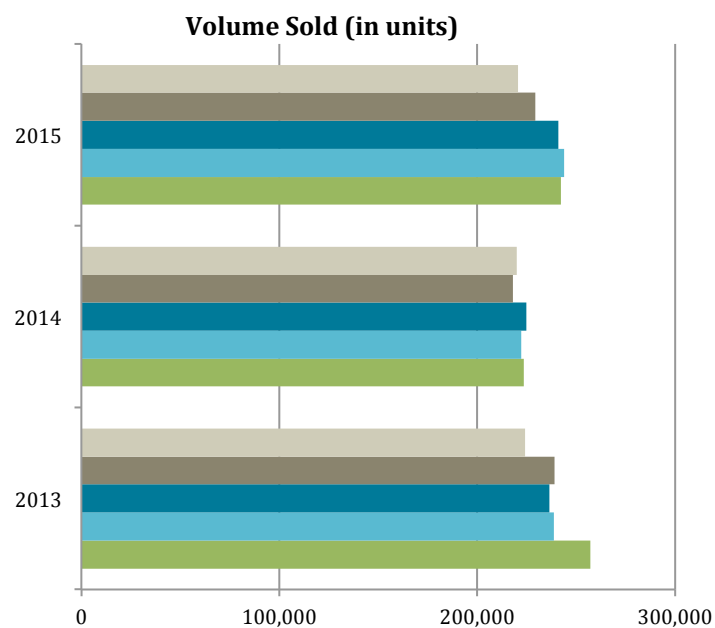
	2013	2014	2015
July Week 1	229,827	217,216	220,743
July Week 2	244,576	225,138	223,214
July Week 3	244,888	235,838	247,024
July Week 4	245,345	225,064	227,822
July Week 5	272,117	230,168	236,234



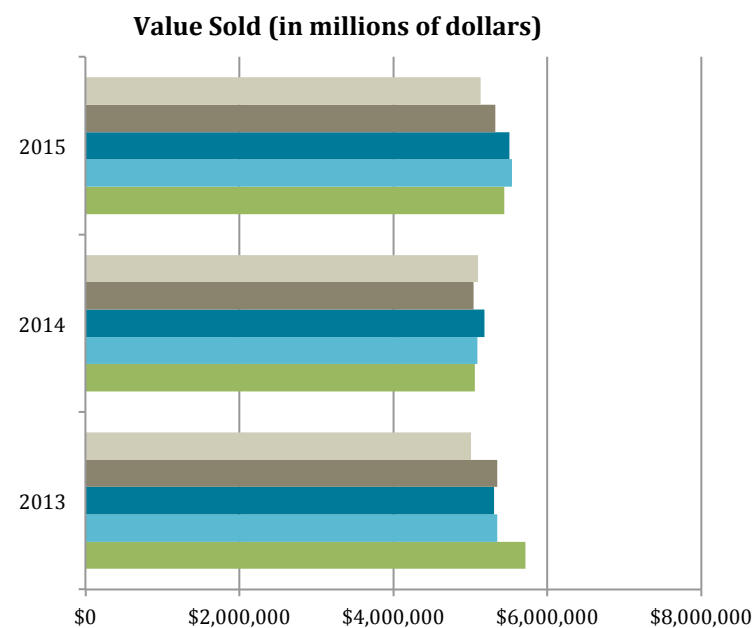
	2013	2014	2015
July Week 1	\$4,032,405.68	\$3,935,781.86	\$4,015,829.88
July Week 2	\$4,295,214.02	\$4,097,304.78	\$4,097,202.35
July Week 3	\$4,315,352.06	\$4,376,891.10	\$5,011,838.36
July Week 4	\$4,314,637.14	\$4,161,567.10	\$4,406,258.89
July Week 5	\$4,762,744.94	\$4,150,011.06	\$4,403,673.62

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 July 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.



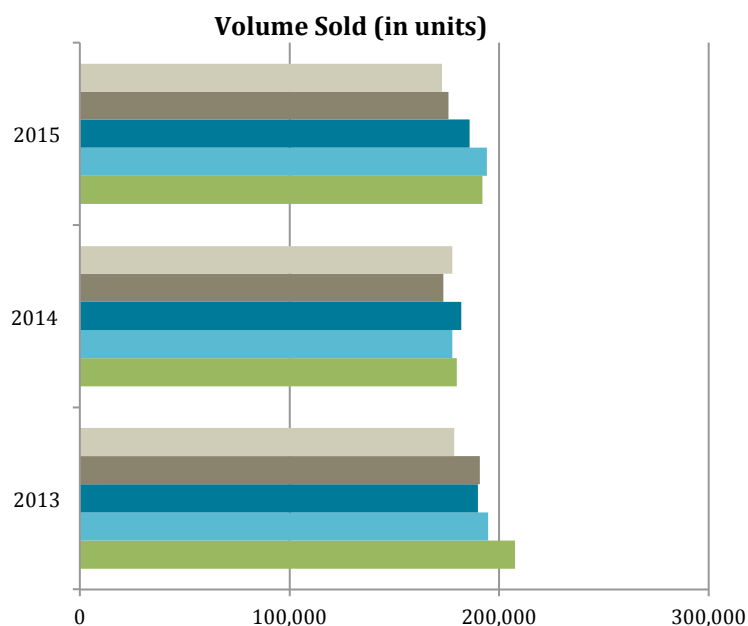
	2013	2014	2015
July Week 1	224,242	219,946	220,632
July Week 2	239,022	218,093	229,219
July Week 3	236,334	224,672	240,850
July Week 4	238,779	222,241	243,926
July Week 5	257,097	223,491	242,388



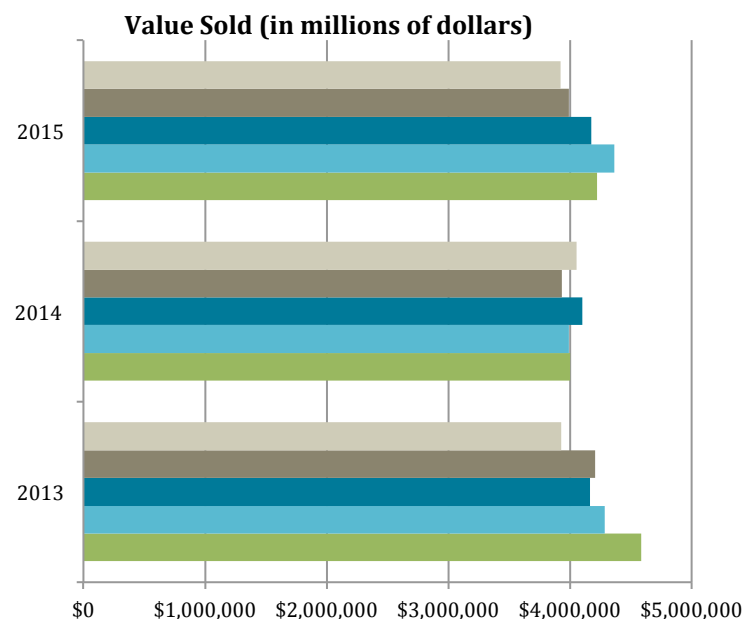
	2013	2014	2015
July Week 1	\$5,005,624.83	\$5,100,064.60	\$5,129,849.04
July Week 2	\$5,346,169.27	\$5,041,700.36	\$5,326,537.54
July Week 3	\$5,306,166.88	\$5,182,322.98	\$5,507,258.36
July Week 4	\$5,345,523.91	\$5,093,092.24	\$5,543,842.06
July Week 5	\$5,715,330.76	\$5,062,040.40	\$5,444,068.29

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 July 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.



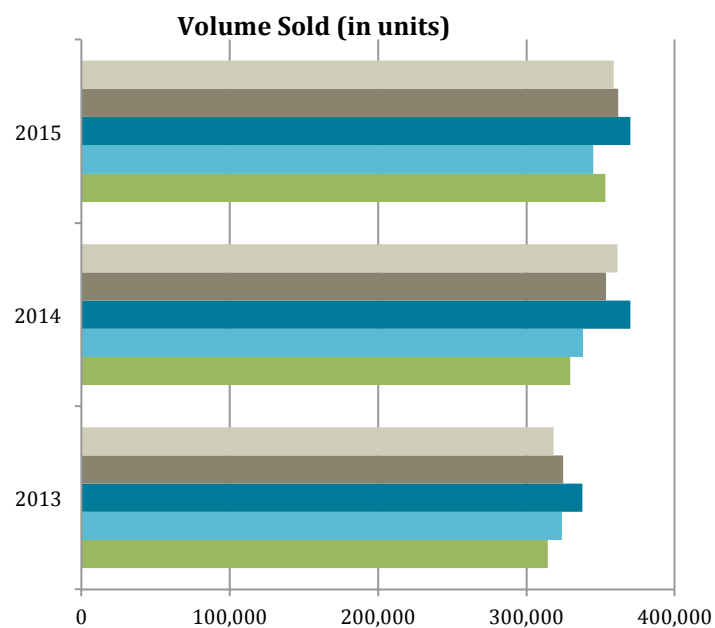
	2013	2014	2015
July Week 1	178,593	177,678	172,836
July Week 2	190,825	173,329	175,787
July Week 3	189,823	182,079	185,955
July Week 4	194,802	177,771	194,250
July Week 5	207,603	179,857	192,079



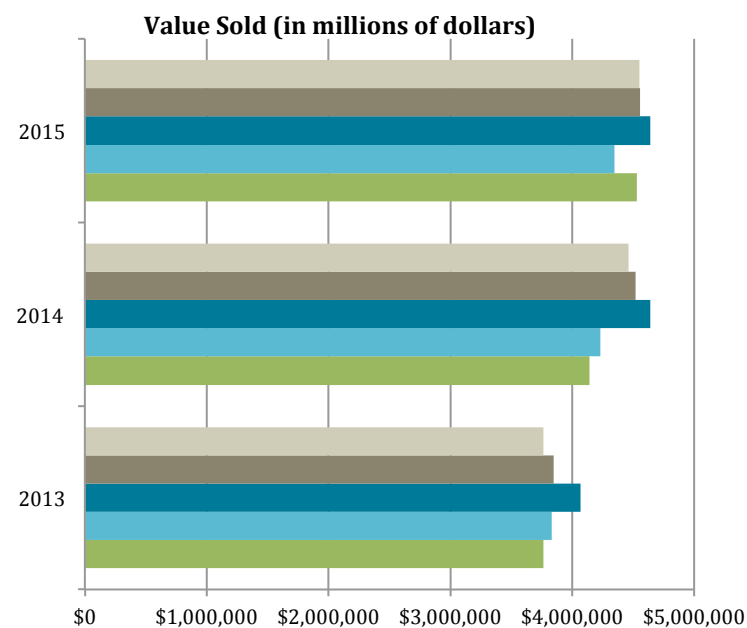
	2013	2014	2015
July Week 1	\$3,929,100.34	\$4,052,771.86	\$3,924,107.57
July Week 2	\$4,204,991.23	\$3,933,763.69	\$3,990,242.60
July Week 3	\$4,162,544.40	\$4,099,864.21	\$4,174,267.02
July Week 4	\$4,283,995.40	\$3,992,661.61	\$4,367,097.82
July Week 5	\$4,584,007.52	\$4,002,391.93	\$4,222,988.22

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 July 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.



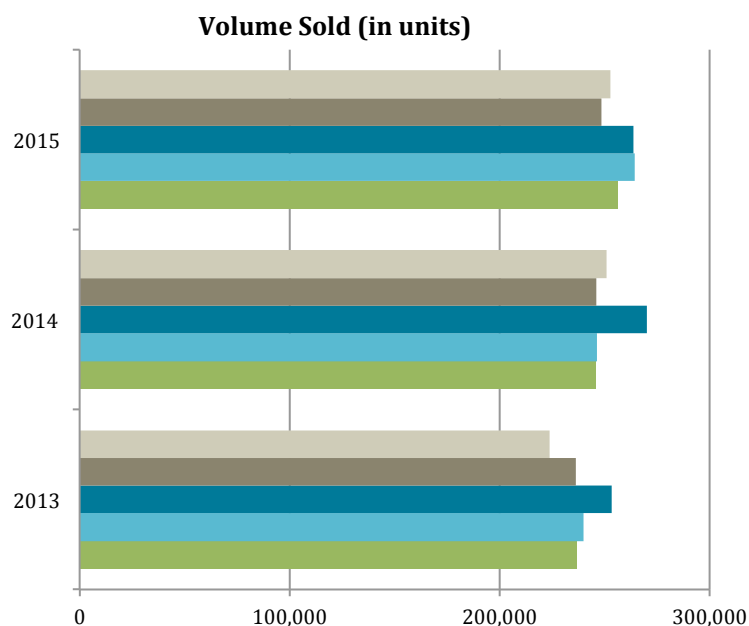
	2013	2014	2015
July Week 1	318,207	361,272	358,776
July Week 2	324,749	353,836	361,877
July Week 3	337,895	369,929	370,094
July Week 4	323,705	338,022	344,970
July Week 5	314,469	329,326	353,346



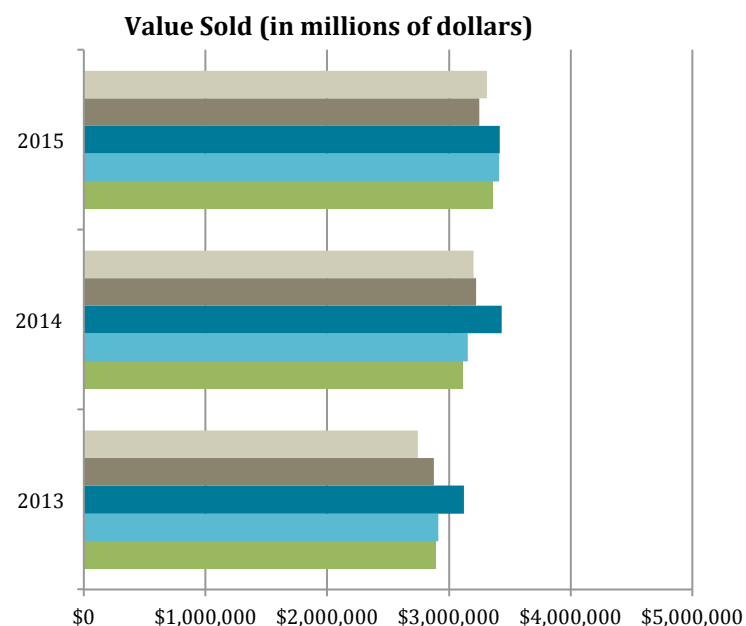
	2013	2014	2015
July Week 1	\$3,762,858.75	\$4,461,308.86	\$4,549,043.60
July Week 2	\$3,845,701.47	\$4,517,523.62	\$4,557,002.48
July Week 3	\$4,067,715.03	\$4,641,119.07	\$4,641,908.18
July Week 4	\$3,832,370.91	\$4,228,936.52	\$4,344,942.74
July Week 5	\$3,762,587.23	\$4,143,626.50	\$4,530,476.89

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 July 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
July Week 1	223,878	250,848	252,830
July Week 2	236,343	245,952	248,569
July Week 3	253,269	270,054	263,569
July Week 4	239,916	246,205	264,187
July Week 5	236,885	245,994	256,252



	2013	2014	2015
July Week 1	\$2,743,484.25	\$3,203,659.29	\$3,311,942.02
July Week 2	\$2,874,157.71	\$3,221,316.78	\$3,247,766.32
July Week 3	\$3,122,075.24	\$3,433,179.16	\$3,415,639.71
July Week 4	\$2,912,597.05	\$3,155,998.80	\$3,410,063.48
July Week 5	\$2,894,702.75	\$3,109,459.92	\$3,359,045.65

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 August 2

2014: Week ending August 29

