



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 08.2015

Monthly SalesData
Market Report
August 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 August 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.

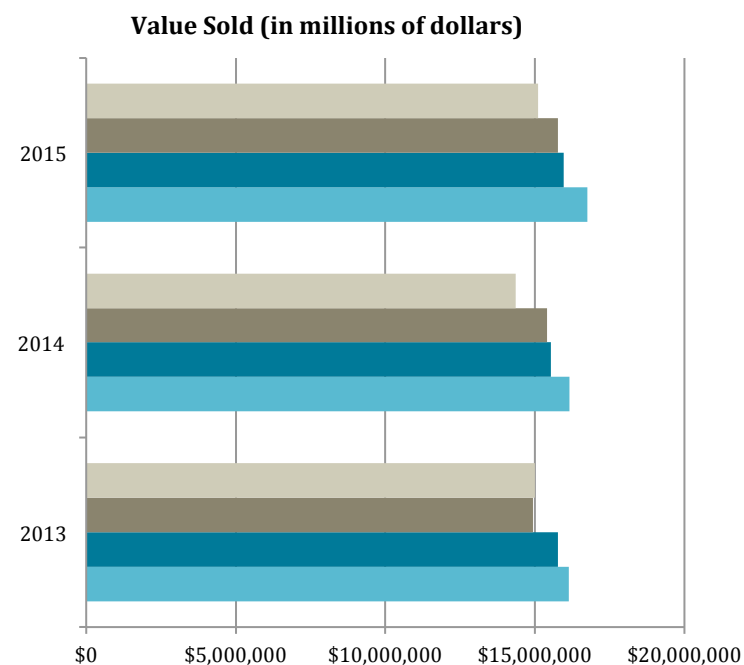
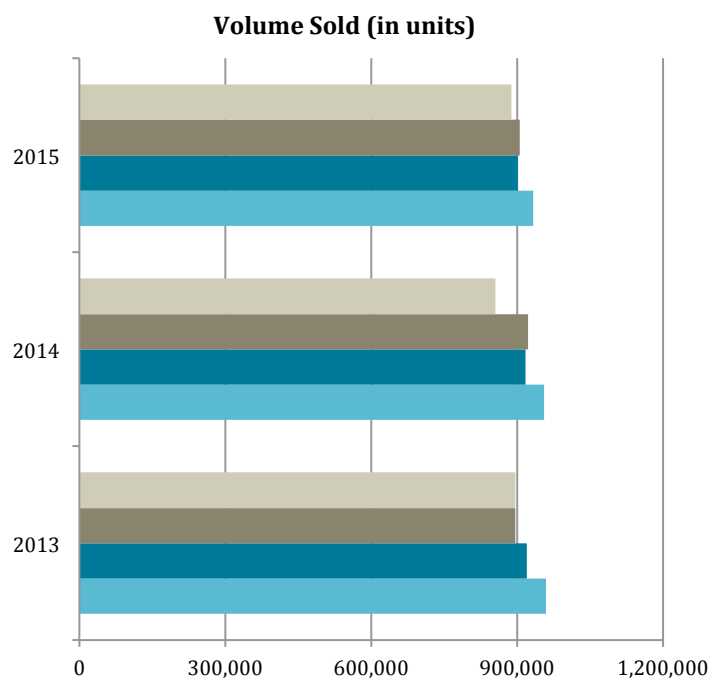
REPORT DATES

This report aims to encapsulate data from most days in August. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ August 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	09-Aug	10-Aug	11-Aug
Week 2	16-Aug	17-Aug	18-Aug
Week 3	23-Aug	24-Aug	25-Aug
Week 4	30-Aug	31-Aug	01-Sep

ALL MARKET

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

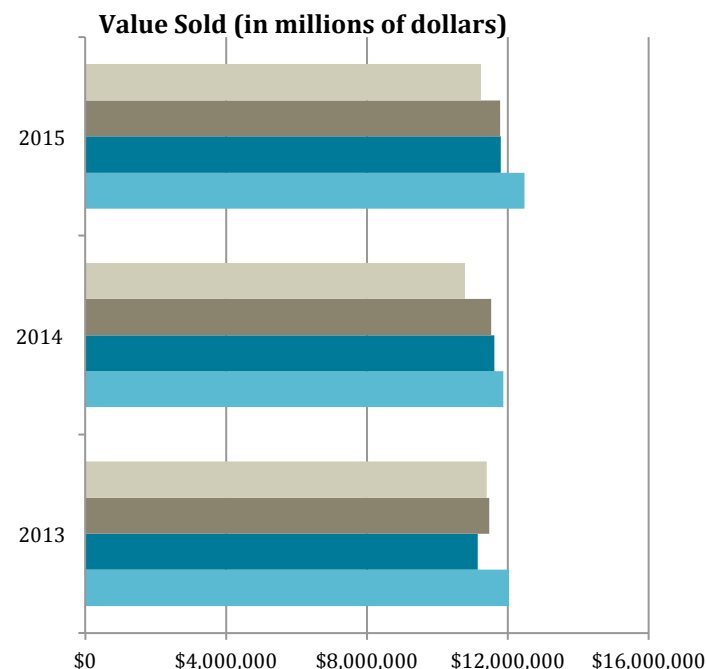
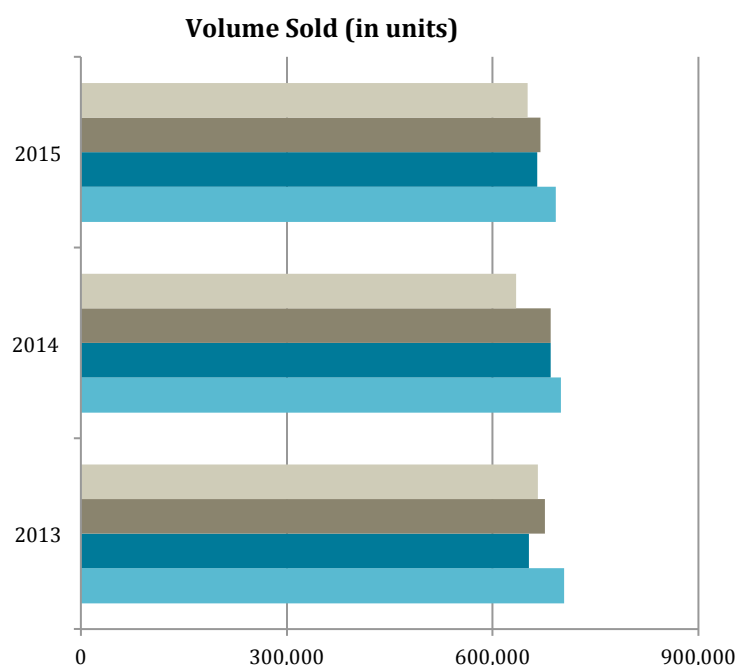


	2013	2014	2015
August Week 1	896,777	854,804	888,515
August Week 2	896,246	921,978	905,052
August Week 3	920,029	916,740	901,748
August Week 4	958,714	955,749	932,696

	2013	2014	2015
August Week 1	\$14,996,679.37	\$14,349,898.05	\$15,103,932.78
August Week 2	\$14,933,945.60	\$15,407,437.81	\$15,774,663.23
August Week 3	\$15,767,130.66	\$15,545,457.31	\$15,954,661.66
August Week 4	\$16,143,619.44	\$16,165,067.70	\$16,745,930.49

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 August 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.

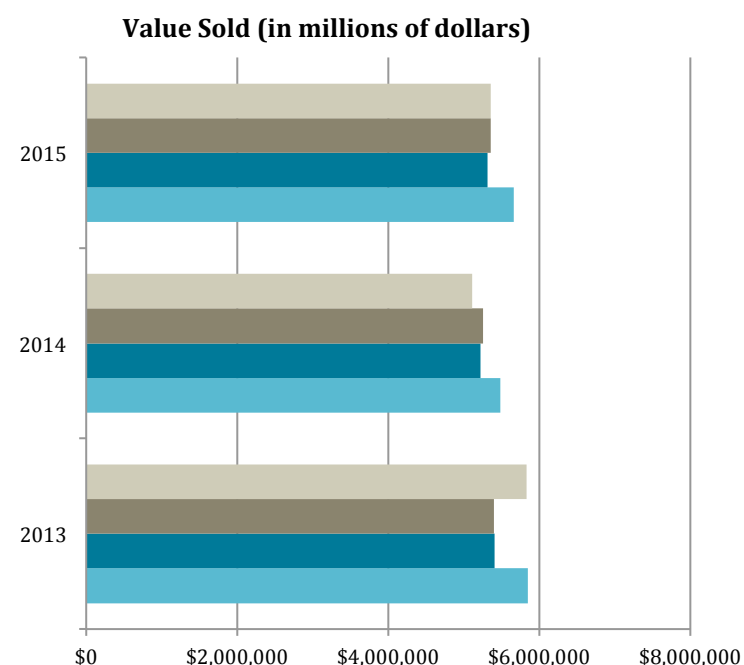
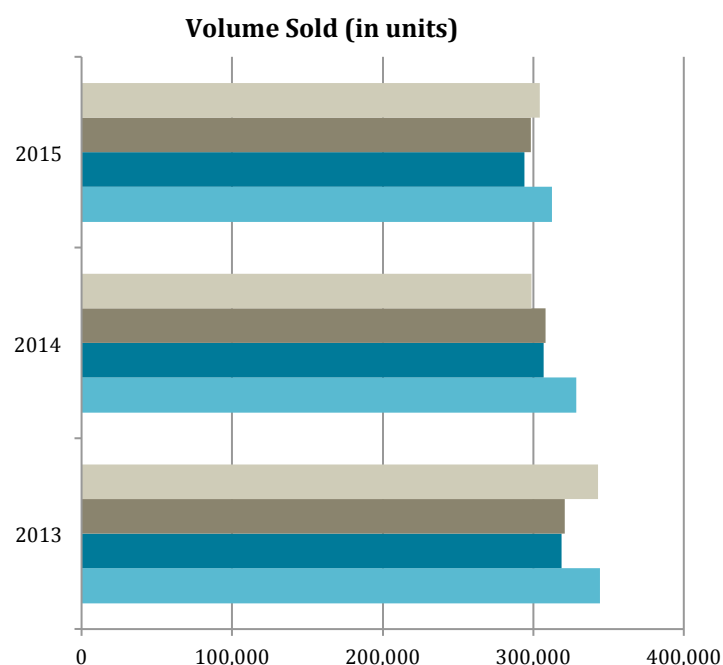


	2013	2014	2015
August Week 1	665,805	633,995	651,251
August Week 2	675,978	684,353	669,701
August Week 3	653,171	684,358	664,760
August Week 4	704,253	699,600	692,387

	2013	2014	2015
August Week 1	\$11,396,763.41	\$10,773,537.00	\$11,244,238.73
August Week 2	\$11,477,616.87	\$11,525,917.37	\$11,776,671.89
August Week 3	\$11,138,867.21	\$11,619,436.19	\$11,790,696.35
August Week 4	\$12,037,939.53	\$11,863,706.53	\$12,467,794.68

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 August 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.

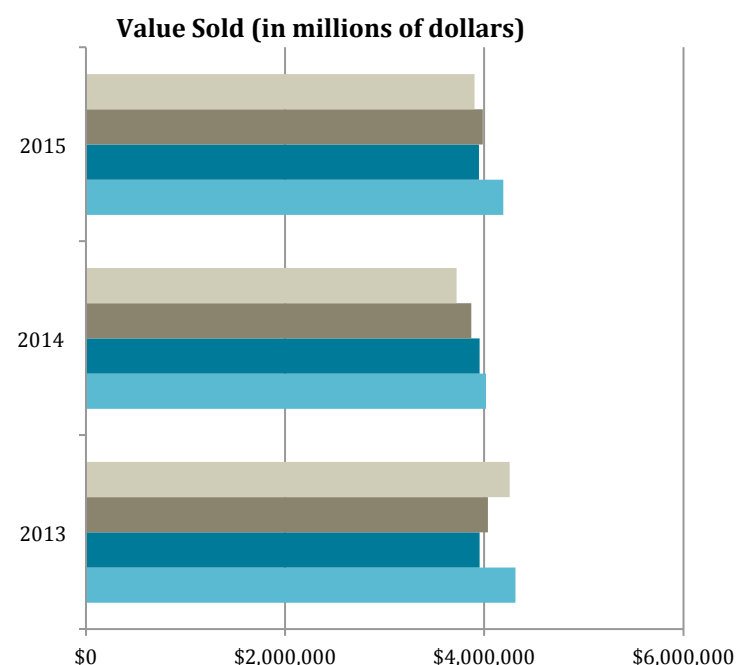
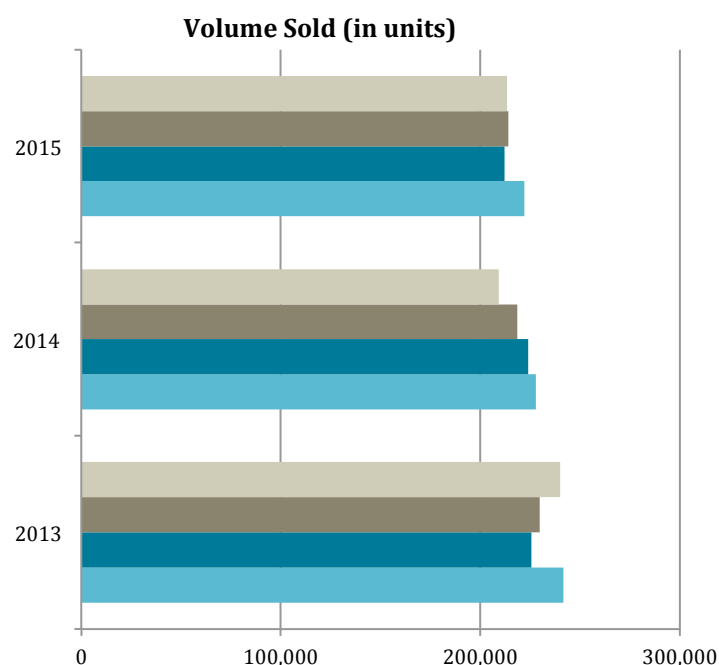


	2013	2014	2015
August Week 1	343,052	299,010	304,371
August Week 2	320,803	308,305	298,195
August Week 3	318,739	307,049	294,126
August Week 4	344,332	328,631	312,605

	2013	2014	2015
August Week 1	\$5,832,168.44	\$5,107,291.82	\$5,356,920.74
August Week 2	\$5,401,984.67	\$5,258,066.21	\$5,354,534.65
August Week 3	\$5,411,652.55	\$5,221,859.42	\$5,311,591.78
August Week 4	\$5,844,052.32	\$5,480,966.21	\$5,664,213.24

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 August 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.

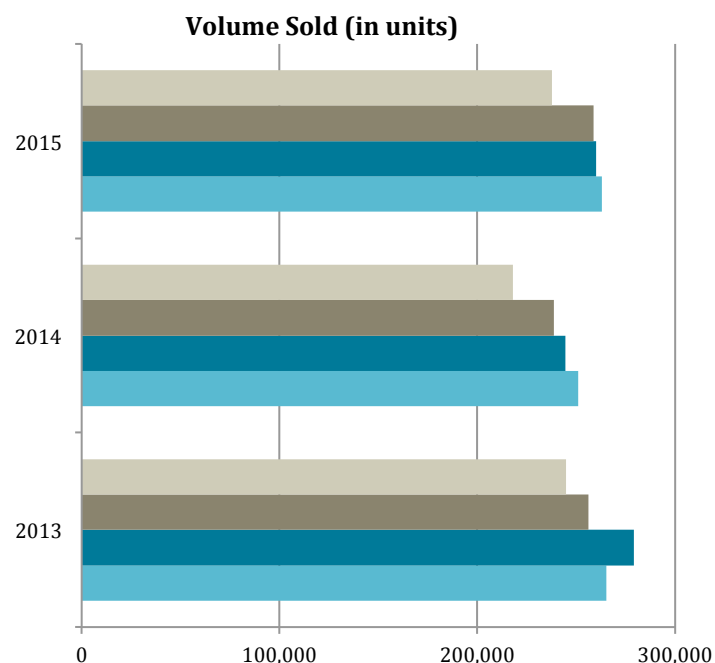


	2013	2014	2015
August Week 1	239,915	209,173	213,353
August Week 2	229,651	218,408	213,944
August Week 3	225,700	223,902	212,122
August Week 4	241,747	227,888	222,100

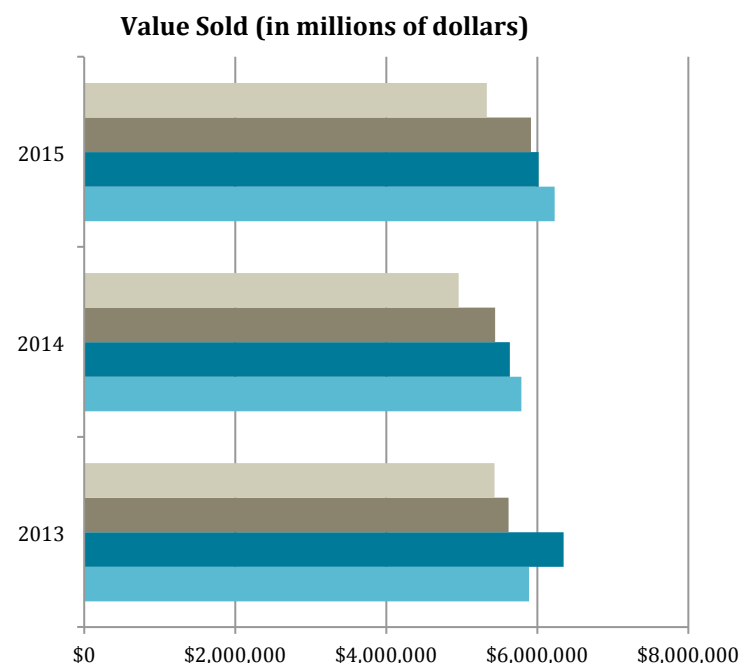
	2013	2014	2015
August Week 1	\$4,257,350.32	\$3,719,080.59	\$3,900,581.47
August Week 2	\$4,033,891.21	\$3,866,642.19	\$3,987,036.29
August Week 3	\$3,952,522.84	\$3,949,427.11	\$3,947,236.13
August Week 4	\$4,312,376.71	\$4,017,736.29	\$4,193,383.24

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 August 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.



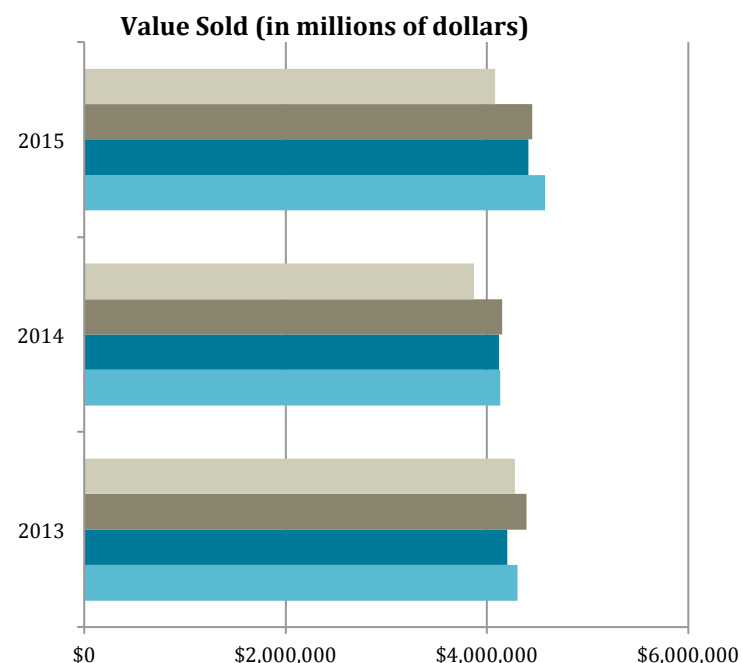
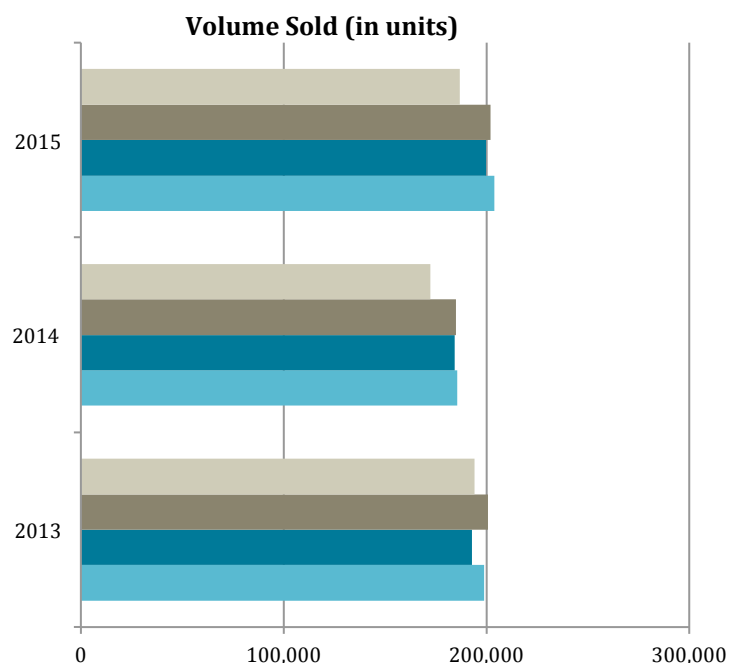
	2013	2014	2015
August Week 1	244,713	217,858	237,739
August Week 2	256,142	238,736	258,898
August Week 3	279,087	244,611	260,013
August Week 4	265,273	251,059	262,839



	2013	2014	2015
August Week 1	\$5,434,598.78	\$4,955,150.79	\$5,330,624.86
August Week 2	\$5,619,906.88	\$5,438,047.41	\$5,919,546.94
August Week 3	\$6,346,425.17	\$5,638,921.30	\$6,017,601.75
August Week 4	\$5,890,498.33	\$5,791,217.71	\$6,232,557.34

NON-FICTION: RING FENCE MARKET

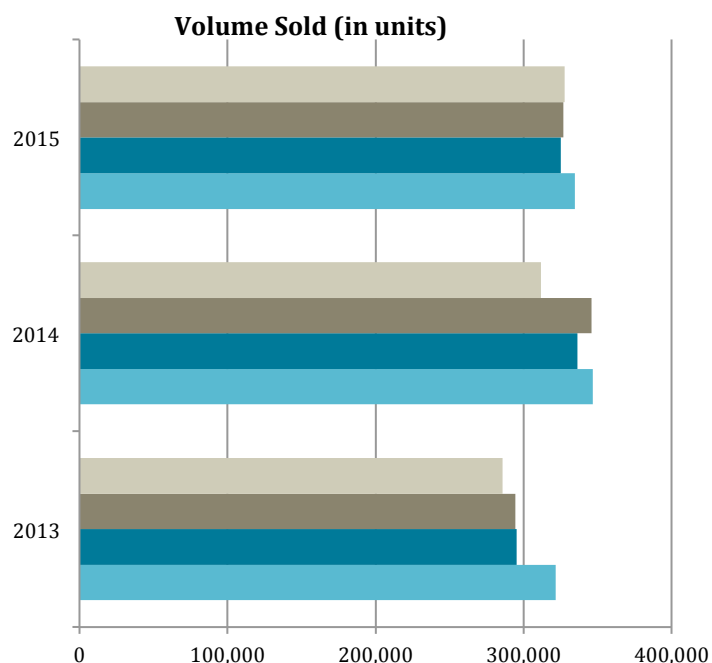
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of August in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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.



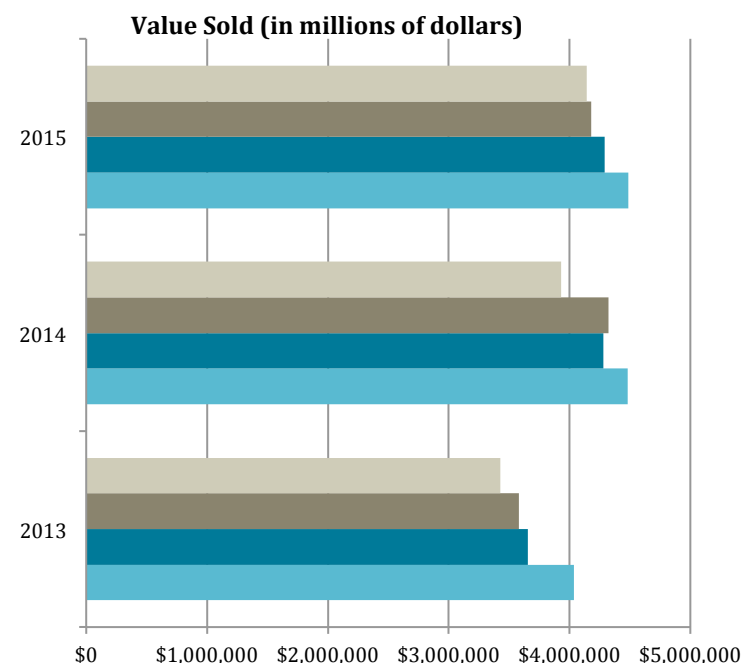
	2013	2014	2015		2013	2014	2015
■ August Week 1	194,157	172,332	186,900	■ August Week 1	\$4,277,567.95	\$3,868,796.14	\$4,077,972.01
■ August Week 2	200,788	184,960	201,862	■ August Week 2	\$4,395,366.46	\$4,149,377.44	\$4,447,153.83
■ August Week 3	192,697	184,184	199,815	■ August Week 3	\$4,201,906.48	\$4,119,427.73	\$4,410,365.92
■ August Week 4	198,904	185,747	203,881	■ August Week 4	\$4,306,346.95	\$4,130,729.96	\$4,579,086.65

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 August 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.



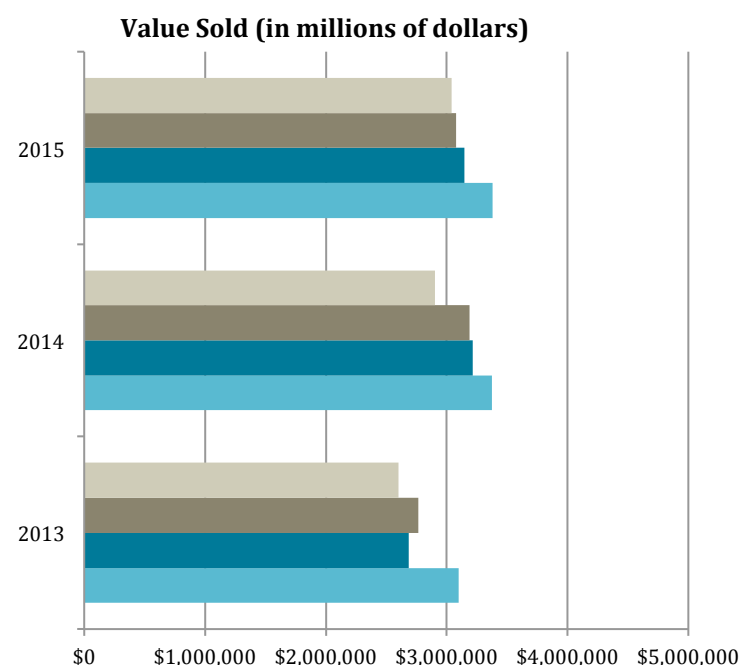
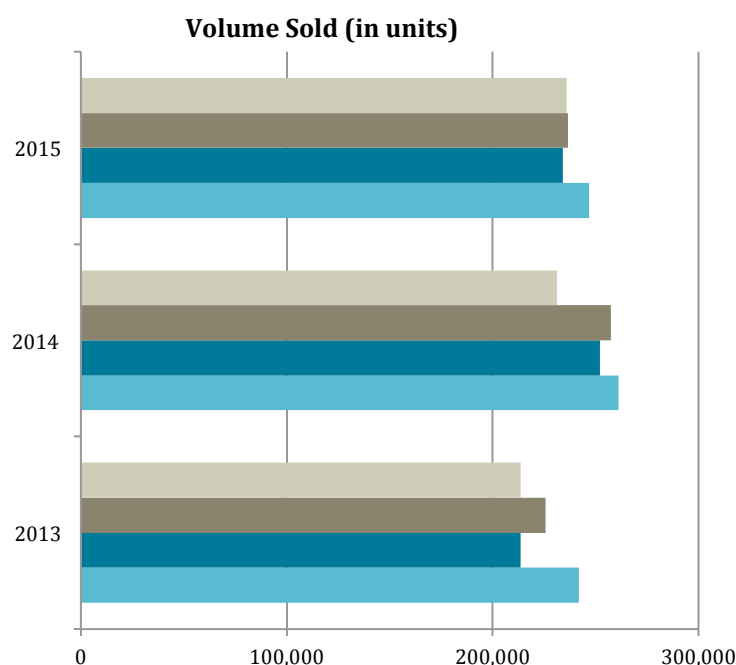
	2013	2014	2015
August Week 1	285,823	311,792	327,699
August Week 2	294,353	346,003	326,566
August Week 3	295,263	336,080	325,258
August Week 4	321,695	346,481	334,481



	2013	2014	2015
August Week 1	\$3,425,031.55	\$3,930,426.81	\$4,141,933.84
August Week 2	\$3,580,224.90	\$4,321,112.08	\$4,178,169.20
August Week 3	\$3,655,507.61	\$4,278,492.27	\$4,290,497.23
August Week 4	\$4,037,675.32	\$4,482,621.26	\$4,488,547.21

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 August 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		2013	2014	2015
■ August Week 1	213,599	231,276	235,807	■ August Week 1	\$2,601,088.54	\$2,902,308.46	\$3,042,442.52
■ August Week 2	225,645	257,213	236,506	■ August Week 2	\$2,763,446.71	\$3,191,121.75	\$3,076,439.65
■ August Week 3	213,634	252,119	234,049	■ August Week 3	\$2,687,834.82	\$3,213,045.15	\$3,147,033.28
■ August Week 4	241,780	260,956	246,678	■ August Week 4	\$3,099,048.27	\$3,373,452.45	\$3,381,083.57

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 30

2014: Week ending August 31

