



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2015

Monthly SalesData Market Report September 2015



BOOKNET
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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 September 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.

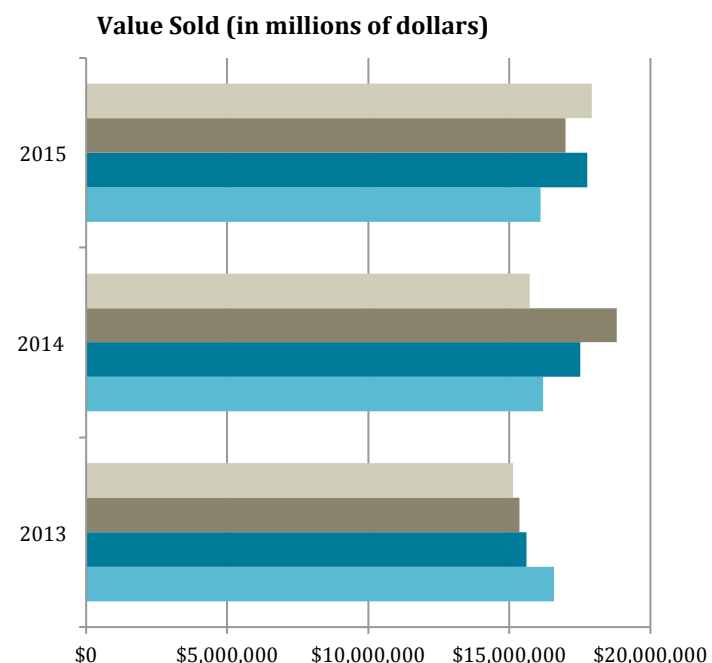
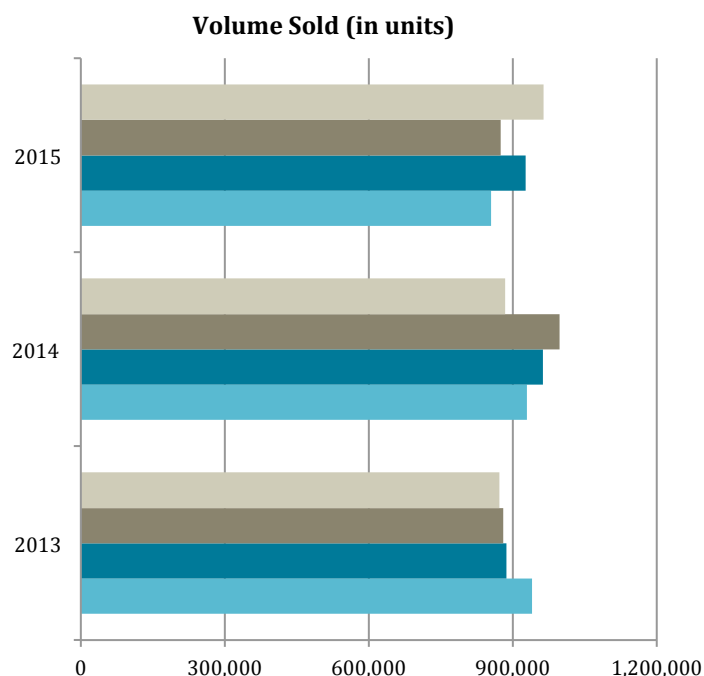
REPORT DATES

This report aims to encapsulate data from most days in September. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ September 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	06-Sept	07-Sept	08-Sept
Week 2	13-Sept	14-Sept	15-Sept
Week 3	20-Sept	21-Sept	22-Sept
Week 4	27-Sept	28-Sept	29-Sept

ALL MARKET

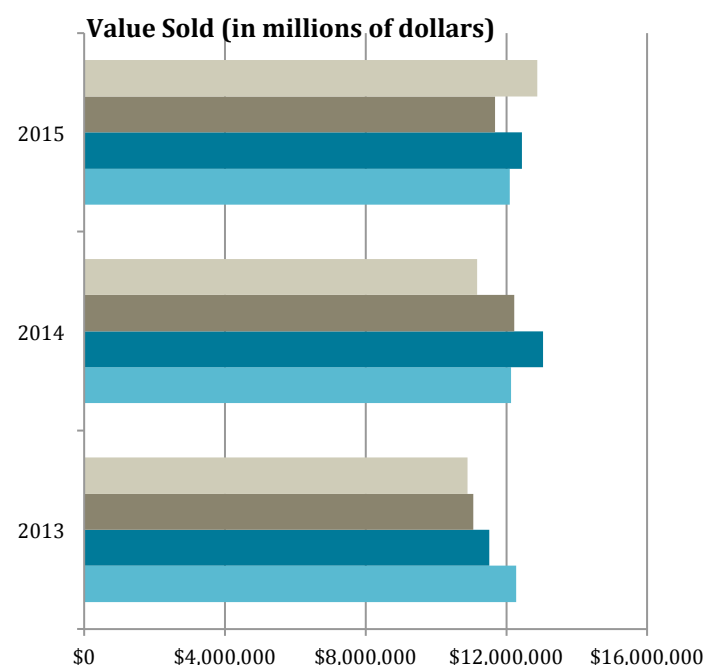
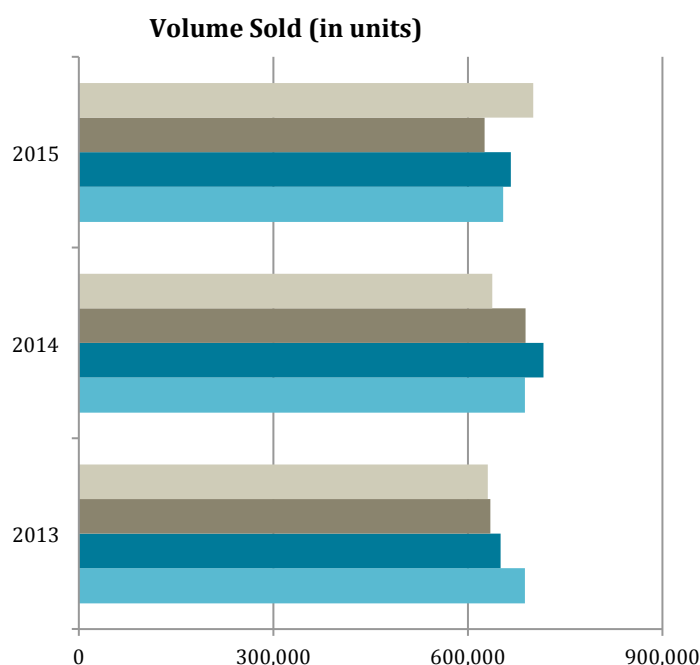
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of September in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
■ September Week 1	872,552	884,671	964,057	■ September Week 1	\$15,130,651.33	\$15,725,555.37	\$17,916,873.32
■ September Week 2	879,530	997,441	874,623	■ September Week 2	\$15,350,151.16	\$18,814,343.77	\$16,994,438.97
■ September Week 3	887,116	963,086	926,681	■ September Week 3	\$15,595,666.22	\$17,522,939.47	\$17,772,911.78
■ September Week 4	939,815	928,914	854,627	■ September Week 4	\$16,593,543.66	\$16,206,276.24	\$16,103,852.34

RING FENCE MARKET

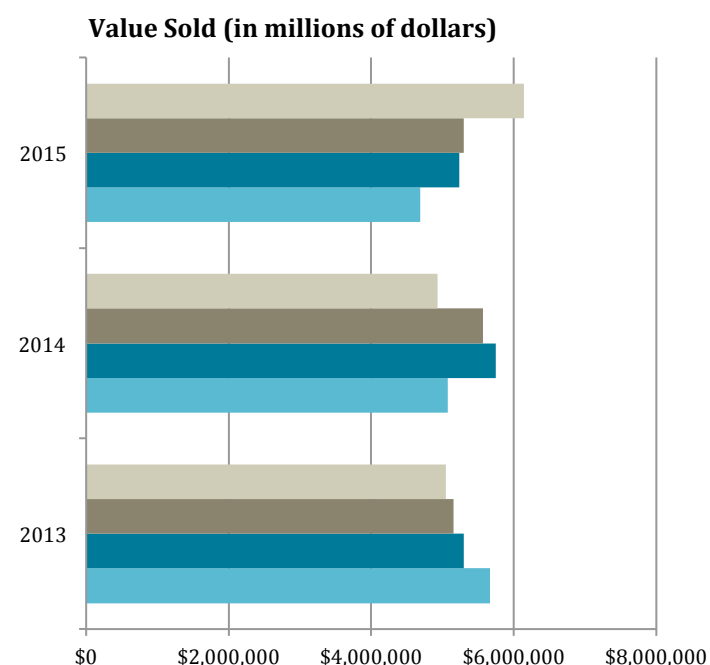
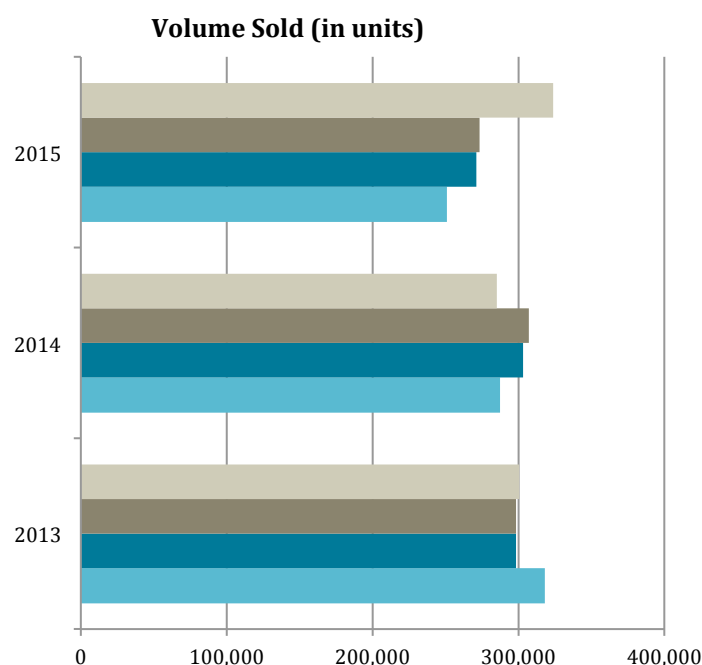
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of September in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
September Week 1	630,380	637,516	701,124	September Week 1	10,897,682.34	11,169,091.03	12,879,000.86
September Week 2	635,053	688,485	625,657	September Week 2	11,057,087.82	12,225,235.70	11,682,530.50
September Week 3	650,593	716,652	666,571	September Week 3	11,513,241.54	13,036,137.72	12,449,237.96
September Week 4	687,557	687,504	654,112	September Week 4	12,272,211.81	12,129,914.73	12,104,320.99

FICTION: ALL MARKET

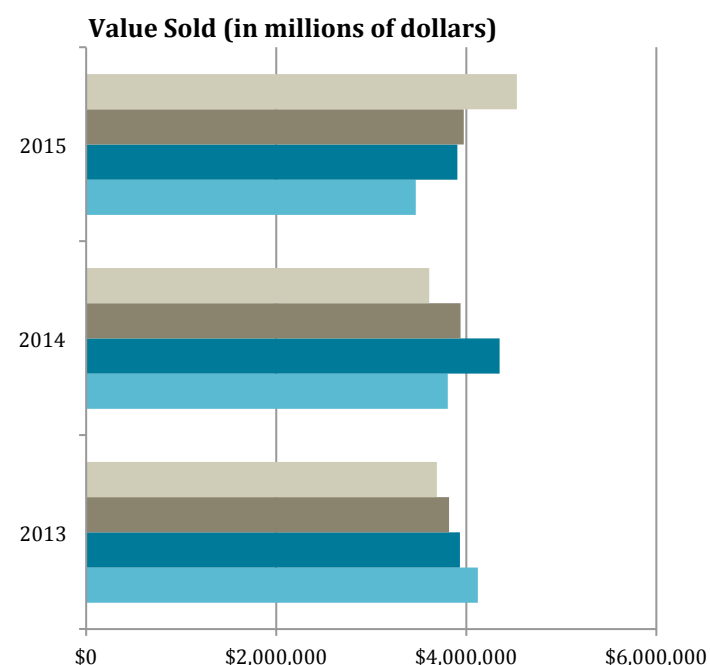
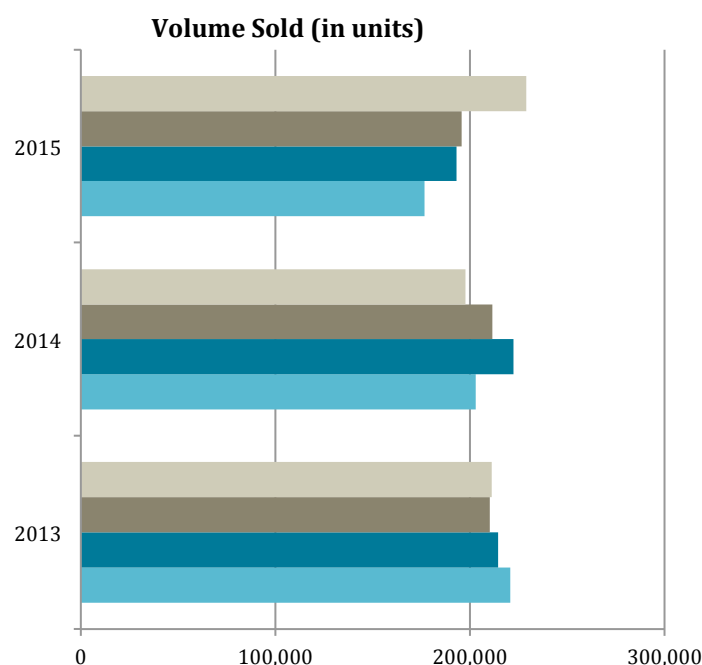
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of September in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ September Week 1	300,581	285,048	323,951	■ September Week 1	\$5,044,742.47	\$4,932,413.43	\$6,140,004.96
■ September Week 2	298,397	307,307	273,473	■ September Week 2	\$5,152,299.16	\$5,567,316.35	\$5,300,263.21
■ September Week 3	298,408	303,346	270,933	■ September Week 3	\$5,293,900.06	\$5,746,862.77	\$5,231,549.57
■ September Week 4	317,937	287,177	251,104	■ September Week 4	\$5,664,917.74	\$5,072,594.92	\$4,688,137.71

FICTION: RING FENCE MARKET

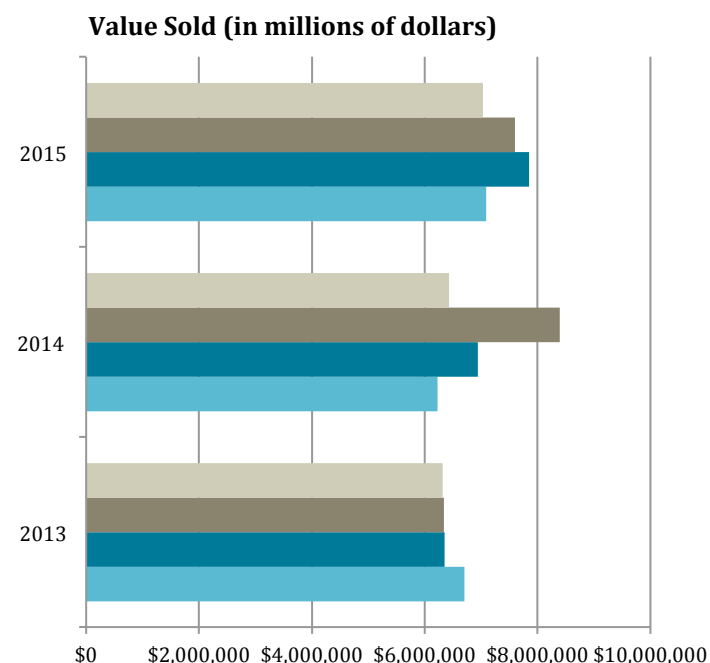
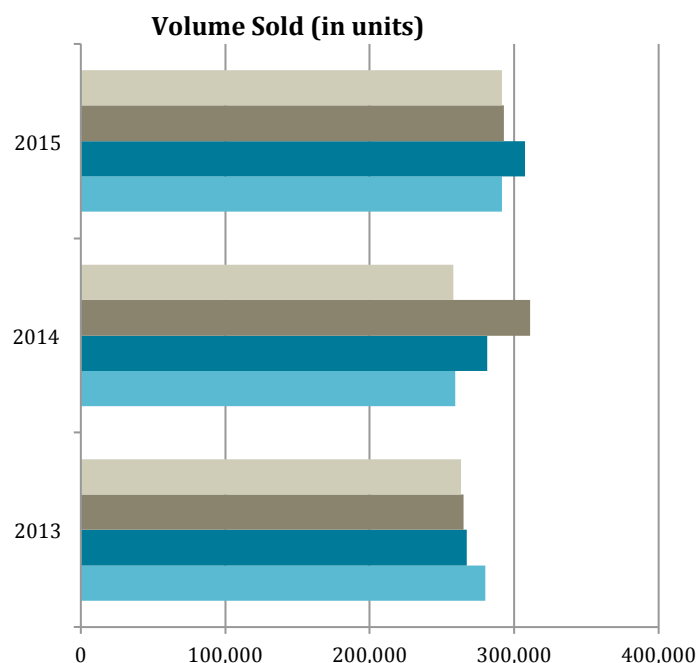
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of September in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	211,089	197,698	228,950	September Week 1	3,690,831.85	3,610,894.55	4,533,470.16
September Week 2	210,105	211,444	195,642	September Week 2	3,818,304.78	3,940,731.40	3,971,739.17
September Week 3	214,270	222,427	193,041	September Week 3	3,936,336.37	4,348,657.46	3,904,147.52
September Week 4	220,704	202,895	176,752	September Week 4	4,119,984.39	3,806,333.75	3,470,015.26

NON-FICTION: ALL MARKET

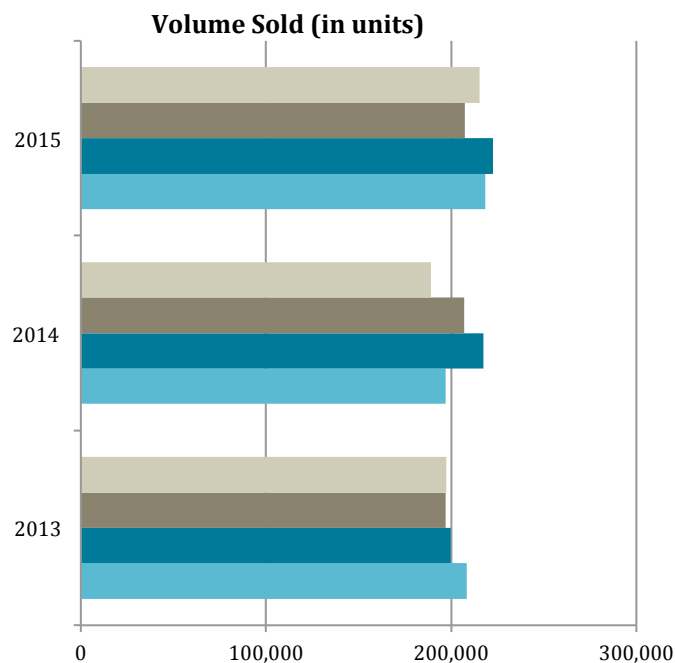
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of September in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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



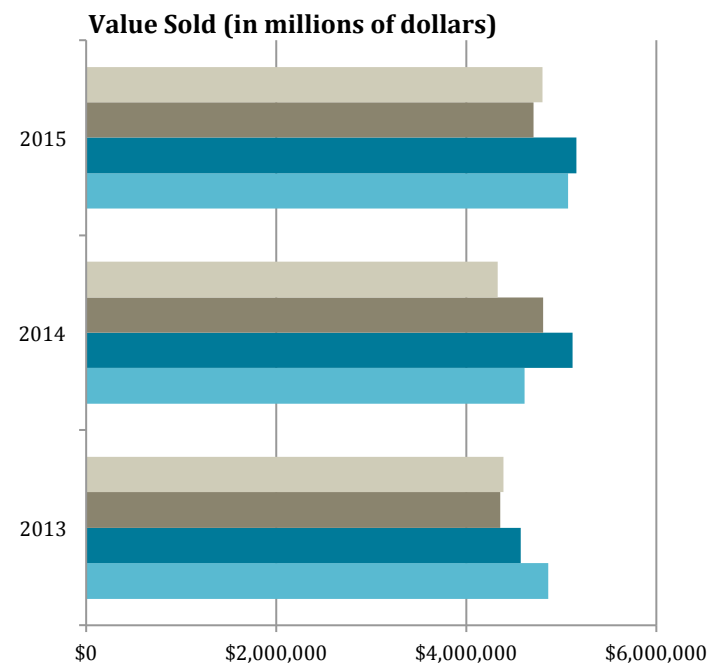
	2013	2014	2015		2013	2014	2015
September Week 1	263,263	257,962	291,699	September Week 1	\$6,318,555.49	\$6,433,260.60	\$7,033,568.36
September Week 2	264,938	311,020	292,762	September Week 2	\$6,337,639.17	\$8,396,422.20	\$7,596,755.40
September Week 3	267,061	281,243	307,346	September Week 3	\$6,353,649.10	\$6,946,993.08	\$7,852,548.04
September Week 4	280,133	259,140	291,317	September Week 4	\$6,701,333.70	\$6,227,168.60	\$7,088,683.63

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 September 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.



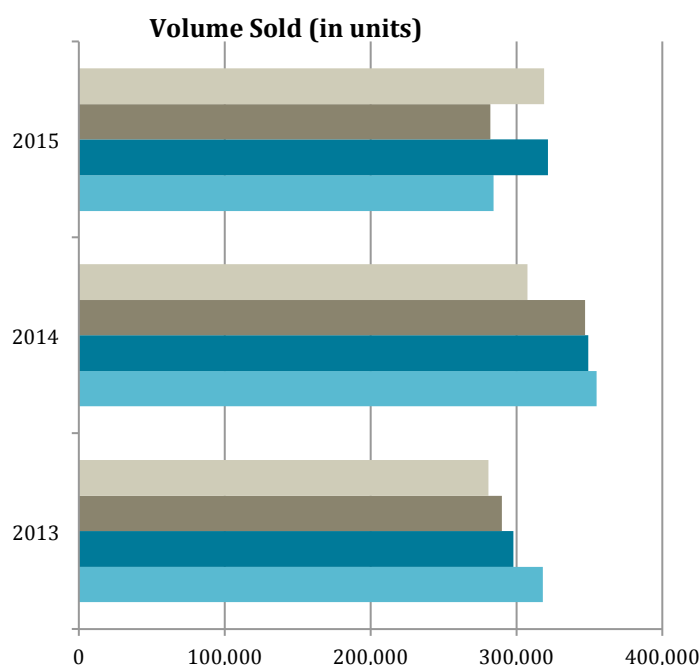
	2013	2014	2015
September Week 1	197,272	188,859	215,123
September Week 2	197,047	207,096	207,401
September Week 3	199,728	217,231	222,523
September Week 4	208,309	197,027	218,473



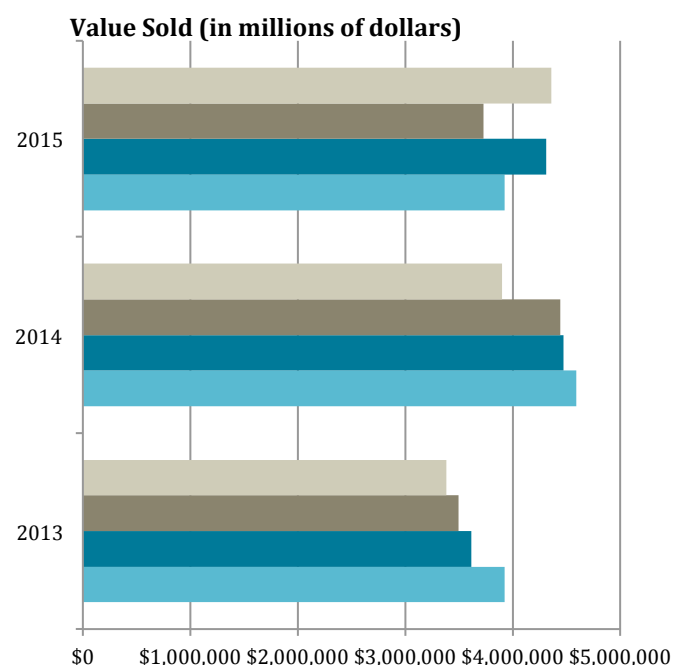
	2013	2014	2015
September Week 1	4,390,249.64	4,328,505.07	4,803,592.05
September Week 2	4,355,237.73	4,809,488.42	4,706,299.75
September Week 3	4,575,312.19	5,117,618.35	5,156,484.97
September Week 4	4,865,392.70	4,615,386.30	5,074,638.25

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 September 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.



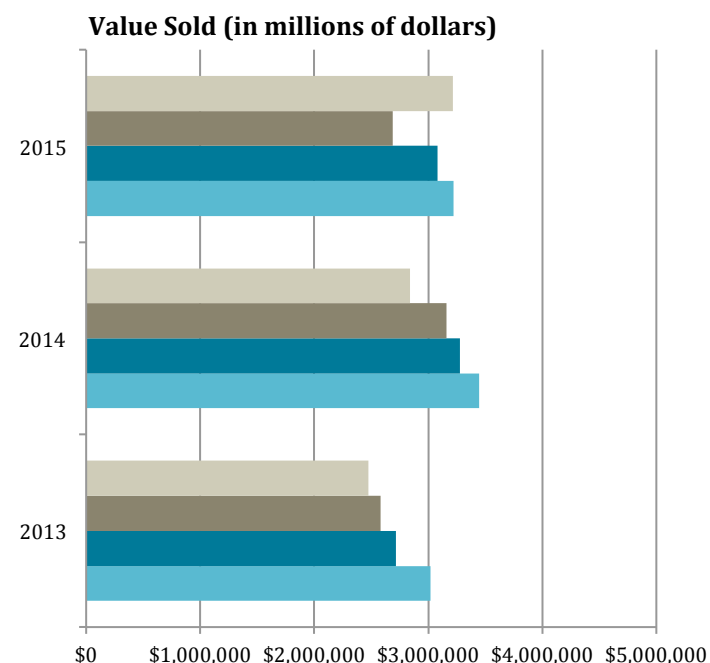
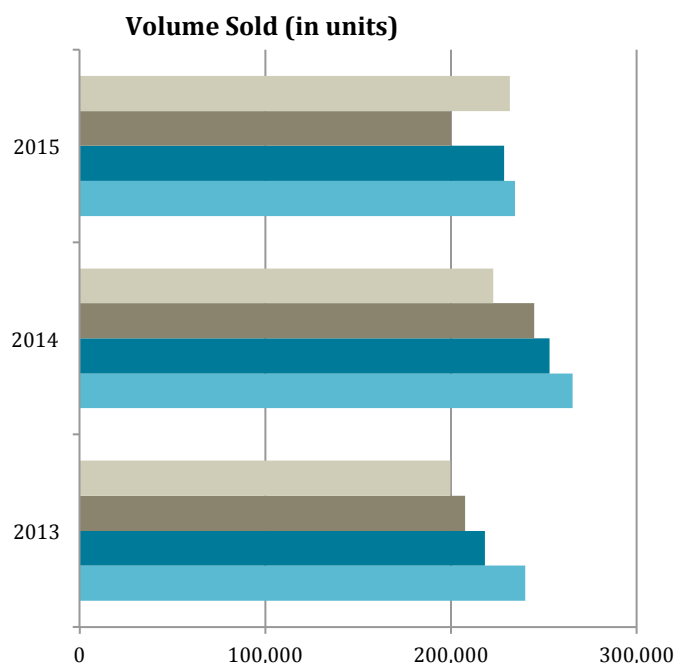
	2013	2014	2015
September Week 1	280,961	307,670	318,938
September Week 2	290,174	347,197	282,030
September Week 3	298,009	349,255	321,402
September Week 4	318,253	355,081	284,100



	2013	2014	2015
September Week 1	\$3,380,815.27	\$3,901,426.79	\$4,360,268.41
September Week 2	\$3,494,043.07	\$4,445,198.95	\$3,729,119.93
September Week 3	\$3,614,386.00	\$4,473,567.01	\$4,312,481.27
September Week 4	\$3,922,194.73	\$4,593,873.28	\$3,927,142.72

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 September 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
September Week 1	199,760	222,810	231,820	September Week 1	2,476,988.96	2,842,175.72	3,215,347.45
September Week 2	207,715	244,911	200,161	September Week 2	2,579,594.54	3,157,286.55	2,688,967.12
September Week 3	218,097	253,196	228,551	September Week 3	2,717,252.10	3,276,236.61	3,079,631.05
September Week 4	239,935	265,509	234,446	September Week 4	3,021,880.06	3,447,500.30	3,219,736.87

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 September 27

2014: Week ending September 28

