



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2015

Monthly SalesData
Market Report
October 2015



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2015

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 October 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.

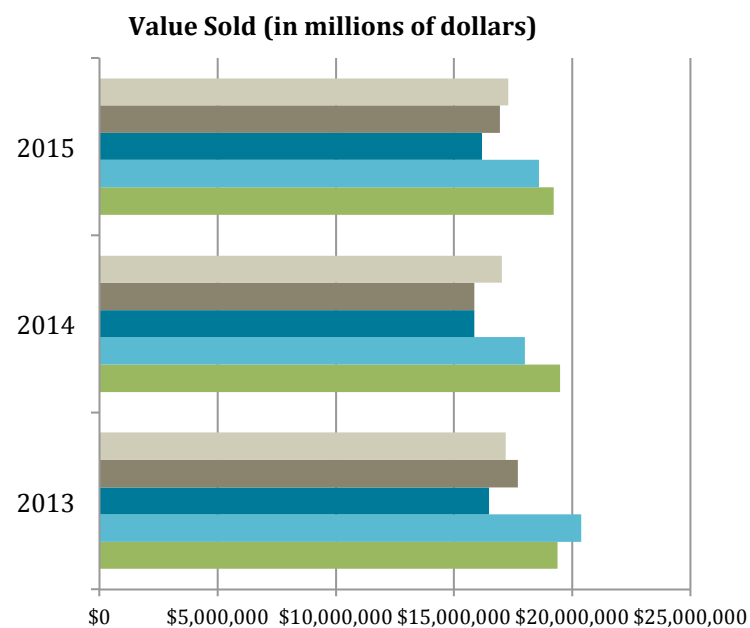
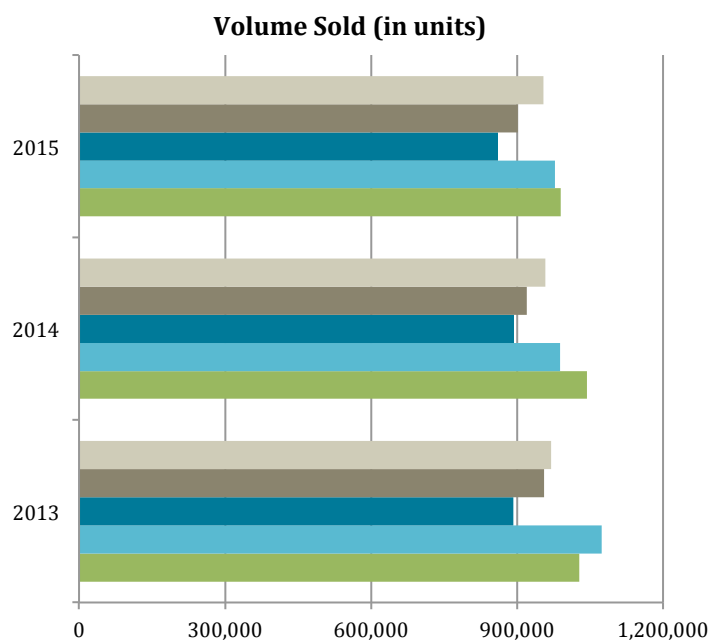
REPORT DATES

This report aims to encapsulate data from most days in October. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ October 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	04-Oct	05-Oct	06-Oct
Week 2	11-Oct	12-Oct	13-Oct
Week 3	18-Oct	19-Oct	20-Oct
Week 4	25-Oct	26-Oct	27-Oct
Week 5	01-Nov	02-Nov	03-Oct

ALL MARKET

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

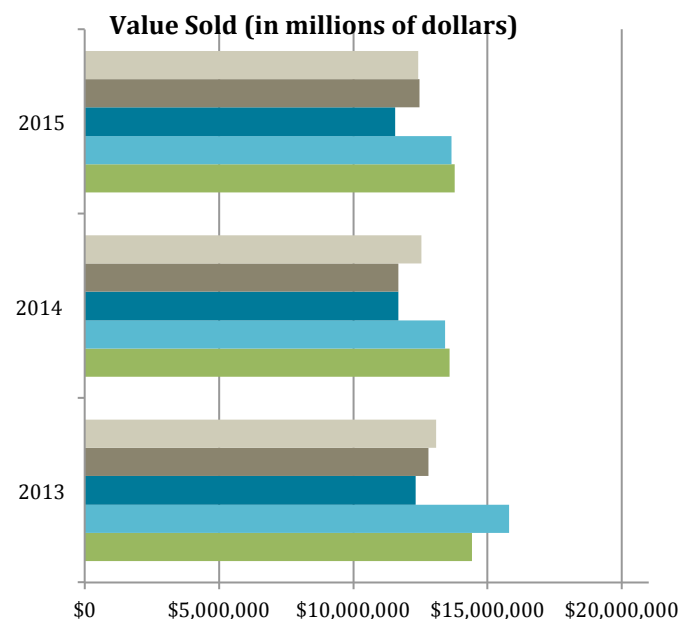
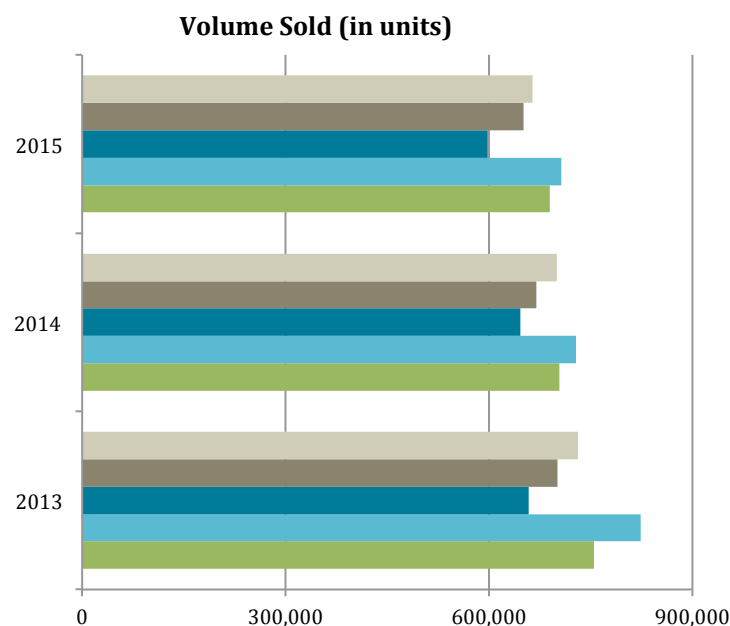


	2013	2014	2015
October Week 1	969,770	958,676	953,916
October Week 2	956,067	919,716	901,641
October Week 3	892,293	893,793	861,320
October Week 4	1,073,797	988,674	977,492
October Week 5	1,028,309	1,043,658	990,045

	2013	2014	2015
October Week 1	\$17,196,904.03	\$17,019,160.99	\$17,293,256.72
October Week 2	\$17,691,735.00	\$15,867,258.31	\$16,939,197.86
October Week 3	\$16,485,793.39	\$15,867,258.31	\$16,188,241.91
October Week 4	\$20,369,261.55	\$17,985,430.92	\$18,596,910.50
October Week 5	\$19,368,038.40	\$19,490,592.72	\$19,221,746.85

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 October 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.

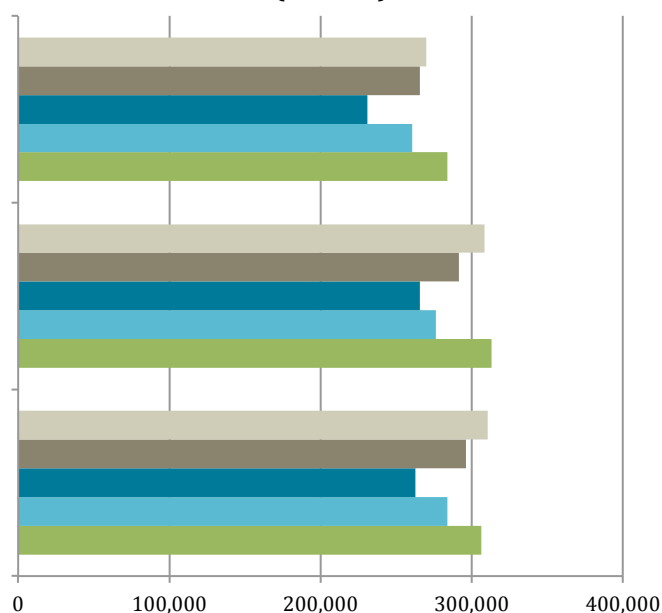


	2013	2014	2015		2013	2014	2015
October Week 1	731,350	699,707	663,911	October Week 1	\$13,077,892.24	\$12,538,148.90	\$12,425,528.48
October Week 2	700,609	669,650	650,891	October Week 2	\$12,802,948.40	\$11,684,499.51	\$12,463,872.99
October Week 3	658,953	646,670	597,625	October Week 3	\$12,314,372.00	\$11,684,499.51	\$11,566,933.24
October Week 4	823,372	728,148	706,246	October Week 4	\$15,789,597.40	\$13,427,711.33	\$13,661,276.93
October Week 5	754,361	704,219	689,910	October Week 5	\$14,421,987.02	\$13,589,287.34	\$13,770,750.34

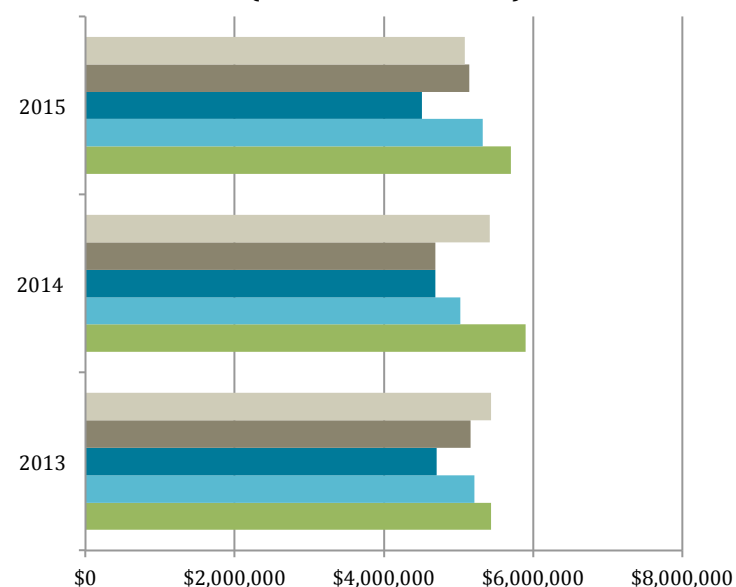
FICTION: ALL MARKET

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 October 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)



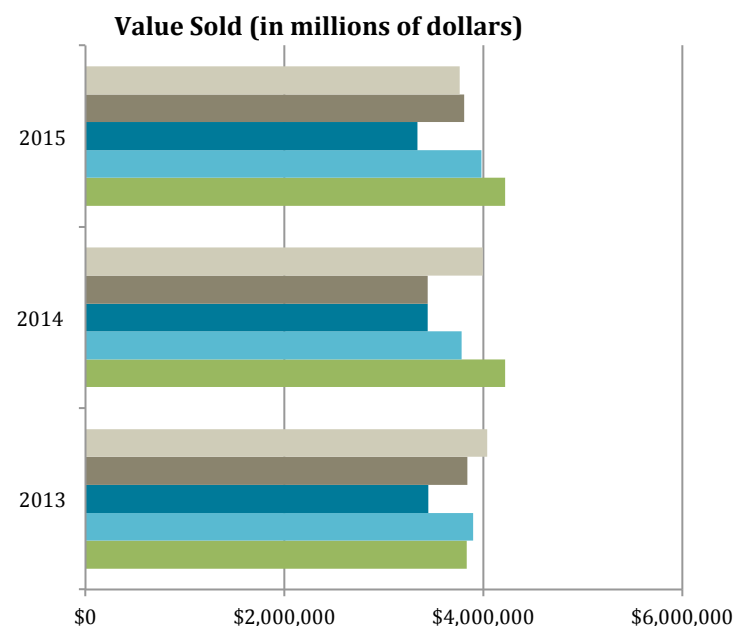
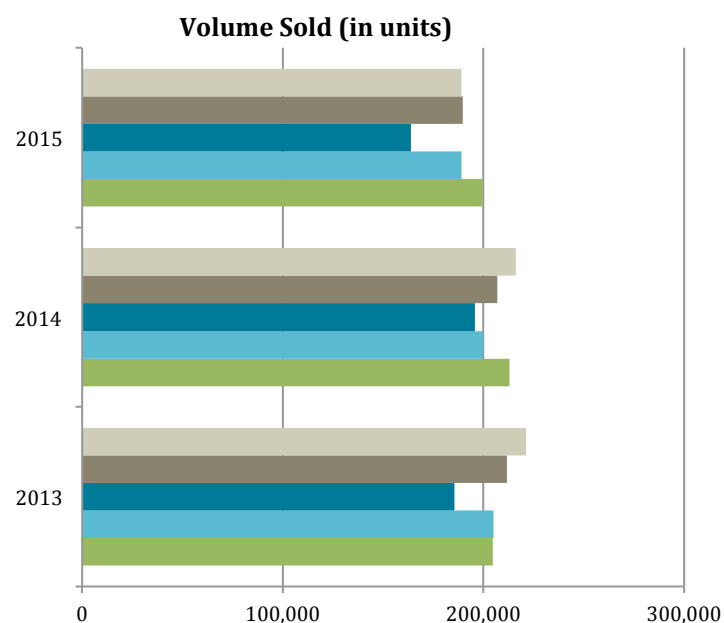
Value Sold (in millions of dollars)



	2013			2014			2015		
■ October Week 1	310,364	308,540	269,703	■ October Week 1	\$5,437,419.09	\$5,423,037.20	■ October Week 1	\$5,085,625.79	
■ October Week 2	296,302	291,597	265,785	■ October Week 2	\$5,159,392.87	\$4,686,665.18	■ October Week 2	\$5,146,466.68	
■ October Week 3	262,660	265,641	230,810	■ October Week 3	\$4,703,329.16	\$4,686,979.98	■ October Week 3	\$4,507,320.91	
■ October Week 4	284,079	276,430	260,612	■ October Week 4	\$5,215,346.43	\$5,020,130.02	■ October Week 4	\$5,326,979.58	
■ October Week 5	306,202	312,940	284,077	■ October Week 5	\$5,438,763.76	\$5,898,899.24	■ October Week 5	\$5,701,458.94	

FICTION: RING FENCE MARKET

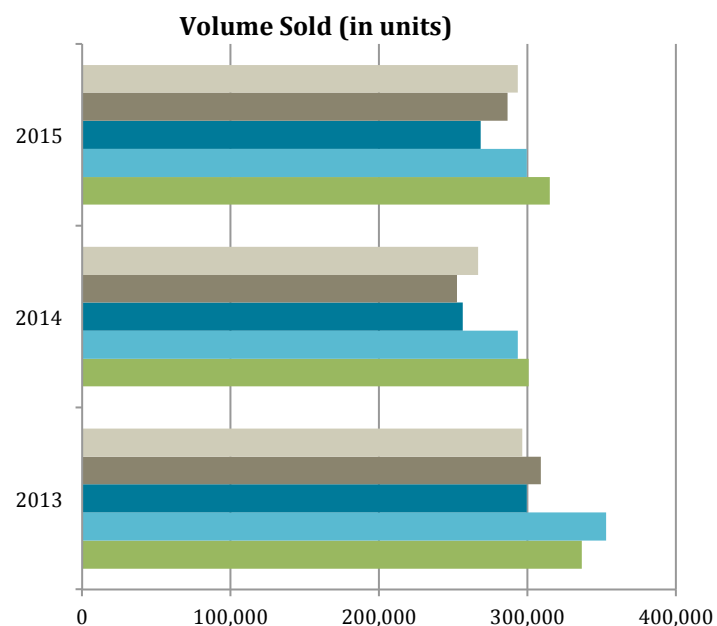
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of October in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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



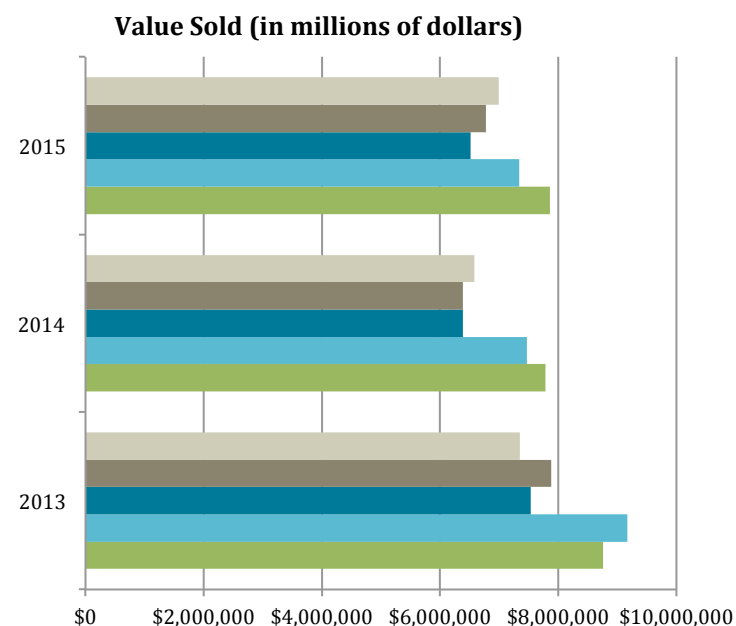
	2013	2014	2015		2013	2014	2015
October Week 1	221,205	216,023	188,945	October Week 1	\$4,035,887.09	\$3,992,326.14	\$3,760,506.72
October Week 2	211,563	207,029	189,624	October Week 2	\$3,837,302.91	\$3,437,478.27	\$3,805,876.55
October Week 3	185,459	195,775	163,858	October Week 3	\$3,443,773.59	\$3,437,504.25	\$3,337,176.37
October Week 4	204,852	199,896	189,020	October Week 4	\$3,896,311.31	\$3,778,368.47	\$3,983,020.92
October Week 5	204,573	212,877	199,698	October Week 5	\$3,833,870.30	\$4,219,857.20	\$4,215,707.38

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 October 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.



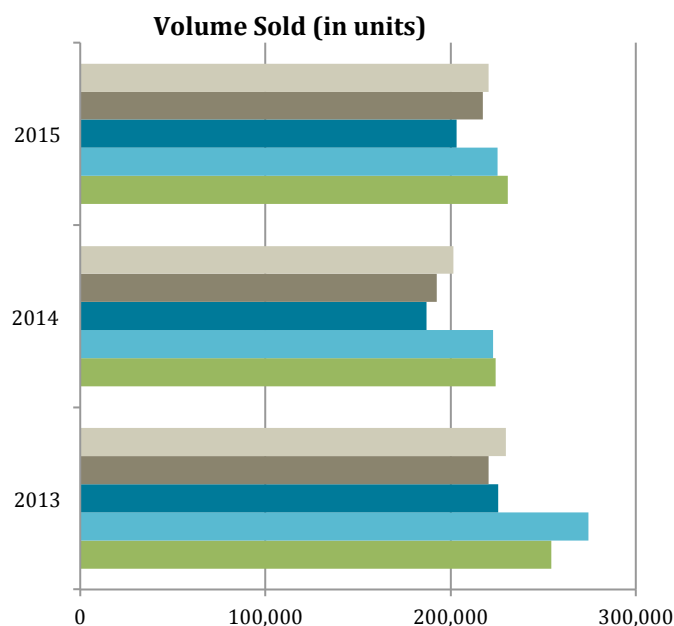
	2013	2014	2015
October Week 1	296,267	266,686	293,482
October Week 2	308,802	252,654	286,646
October Week 3	299,669	256,507	268,611
October Week 4	353,045	293,539	299,322
October Week 5	336,676	300,870	315,178



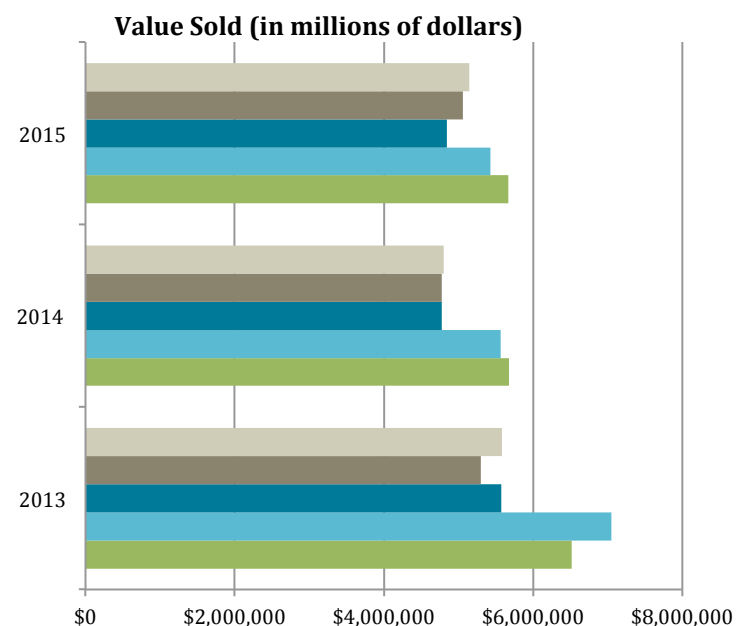
	2013	2014	2015
October Week 1	\$7,349,950.07	\$6,577,458.09	\$6,987,647.72
October Week 2	\$7,877,006.33	\$6,384,132.16	\$6,780,290.79
October Week 3	\$7,531,595.89	\$6,383,754.97	\$6,518,123.24
October Week 4	\$9,170,729.16	\$7,473,361.70	\$7,341,587.97
October Week 5	\$8,756,449.75	\$7,787,050.90	\$7,861,583.80

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 October 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.



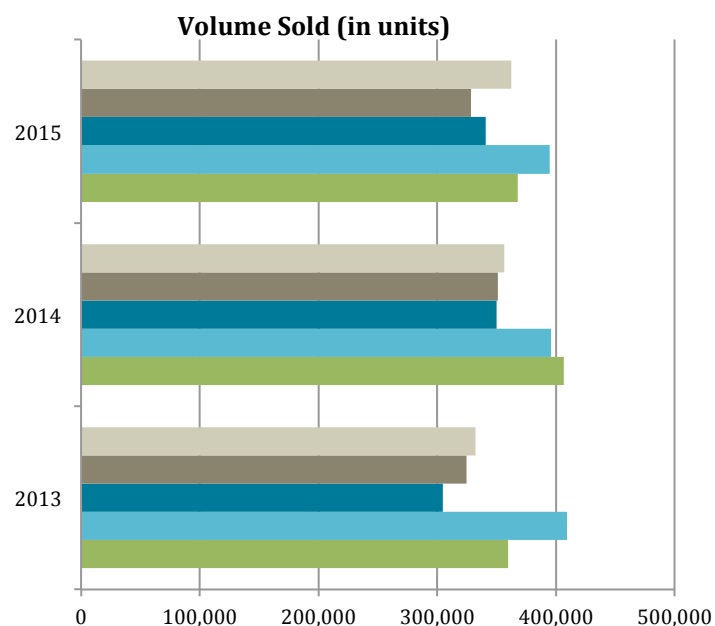
	2013	2014	2015
October Week 1	229,685	201,542	220,556
October Week 2	220,456	192,510	217,217
October Week 3	225,790	187,043	203,176
October Week 4	274,231	222,883	225,413
October Week 5	254,452	224,307	230,753



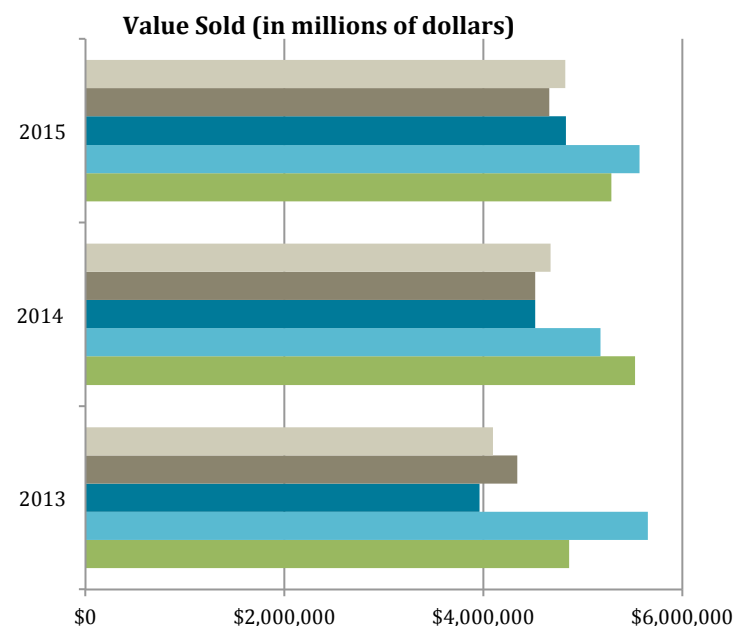
	2013	2014	2015
October Week 1	\$5,585,054.76	\$4,803,128.77	\$5,146,320.96
October Week 2	\$5,294,946.09	\$4,779,635.72	\$5,056,212.21
October Week 3	\$5,573,268.23	\$4,779,578.33	\$4,844,293.45
October Week 4	\$7,049,238.24	\$5,563,130.99	\$5,424,900.11
October Week 5	\$6,517,218.31	\$5,673,718.43	\$5,667,519.75

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 October 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.



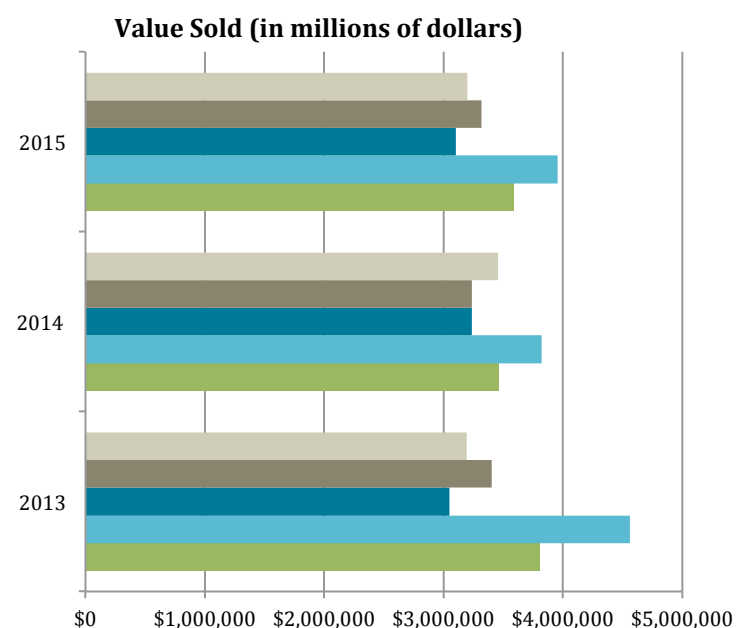
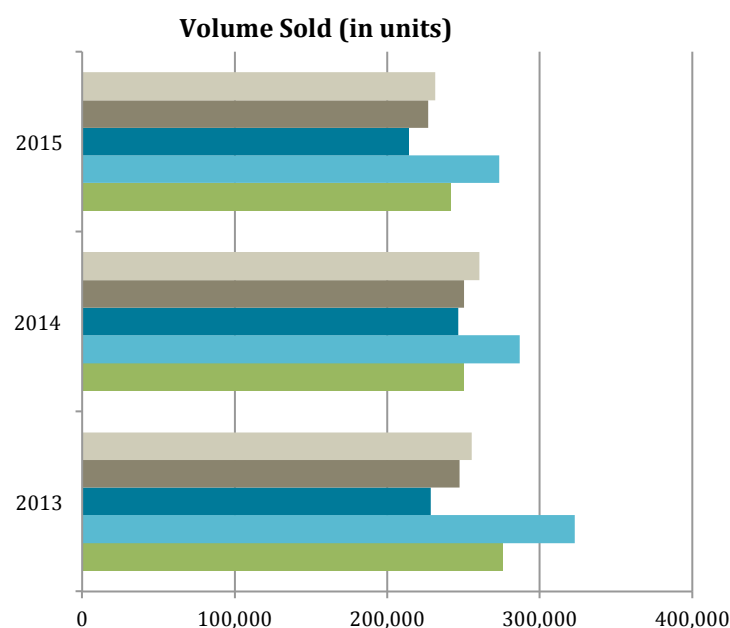
	2013	2014	2015
October Week 1	332,344	356,398	362,346
October Week 2	324,505	350,783	328,239
October Week 3	304,644	349,874	340,803
October Week 4	409,155	395,697	394,478
October Week 5	359,710	406,594	367,574



	2013	2014	2015
October Week 1	\$4,094,865.04	\$4,676,775.74	\$4,826,485.75
October Week 2	\$4,343,805.12	\$4,520,358.72	\$4,664,879.19
October Week 3	\$3,960,589.00	\$4,520,421.11	\$4,830,369.03
October Week 4	\$5,655,632.93	\$5,177,721.65	\$5,571,384.69
October Week 5	\$4,862,702.94	\$5,524,413.48	\$5,286,234.57

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 October 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
■ October Week 1	255,252	260,399	231,394	■ October Week 1	\$3,192,806.66	\$3,456,231.95	\$3,199,747.80
■ October Week 2	247,509	250,350	226,711	■ October Week 2	\$3,401,129.55	\$3,234,982.34	\$3,315,268.27
■ October Week 3	228,592	246,376	214,106	■ October Week 3	\$3,050,873.42	\$3,235,013.75	\$3,102,010.42
■ October Week 4	322,868	286,831	273,599	■ October Week 4	\$4,560,477.91	\$3,820,929.94	\$3,954,605.74
■ October Week 5	275,653	249,982	241,893	■ October Week 5	\$3,810,407.17	\$3,464,506.77	\$3,588,187.62

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 November 1

2014: Week ending November 2

