



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 11.2015

Monthly SalesData
Market Report
November 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 November 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.

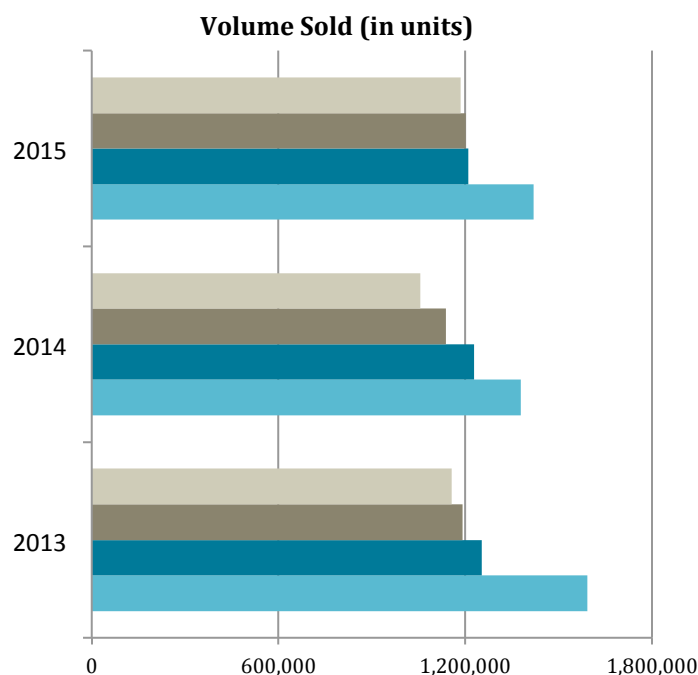
REPORT DATES

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

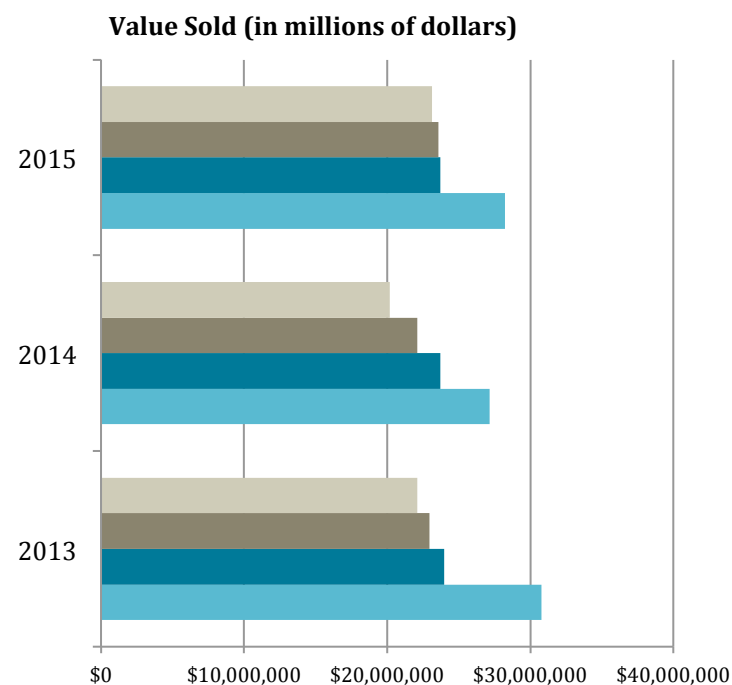
	2015	2014	2013
Week 1	08-Nov	09-Nov	10-Nov
Week 2	15-Nov	16-Nov	17-Nov
Week 3	22-Nov	23-Nov	24-Nov
Week 4	29-Nov	30-Nov	01-Dec

ALL MARKET

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



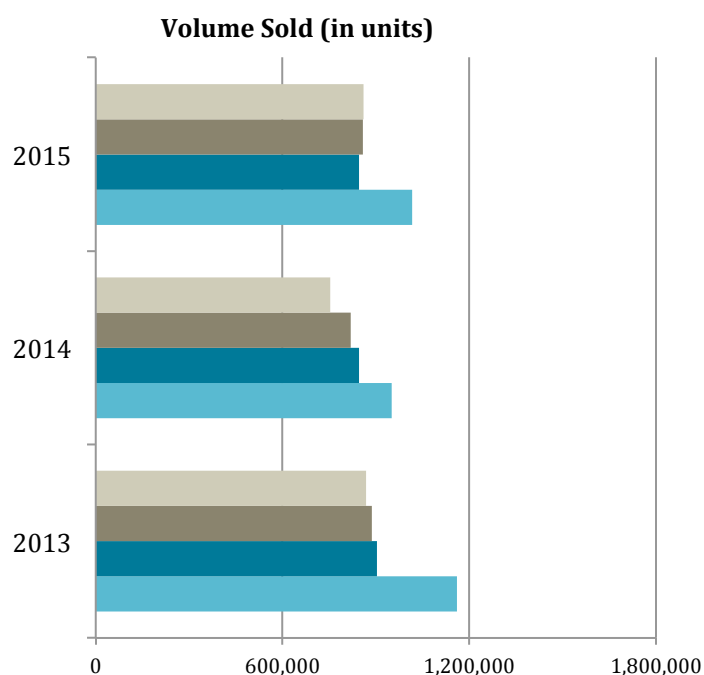
	2013	2014	2015
November Week 1	1,156,036	1,056,296	1,185,079
November Week 2	1,190,065	1,138,510	1,200,967
November Week 3	1,251,822	1,228,171	1,210,422
November Week 4	1,592,415	1,378,364	1,418,999



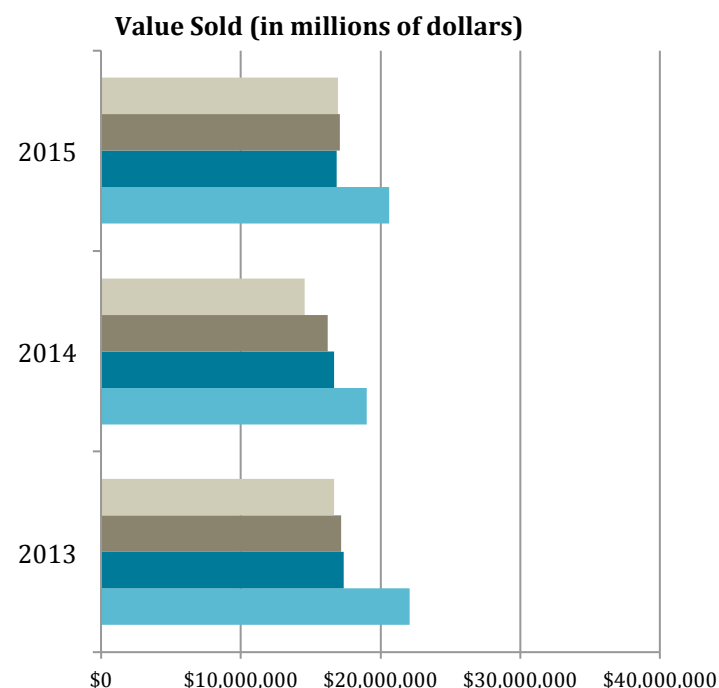
	2013	2014	2015
November Week 1	\$22,083,082.63	\$20,181,542.21	\$23,143,290.75
November Week 2	\$22,964,137.82	\$22,105,513.39	\$23,594,642.59
November Week 3	\$23,989,150.59	\$23,703,675.62	\$23,691,666.38
November Week 4	\$30,761,614.62	\$27,169,901.11	\$28,249,489.85

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 November 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.



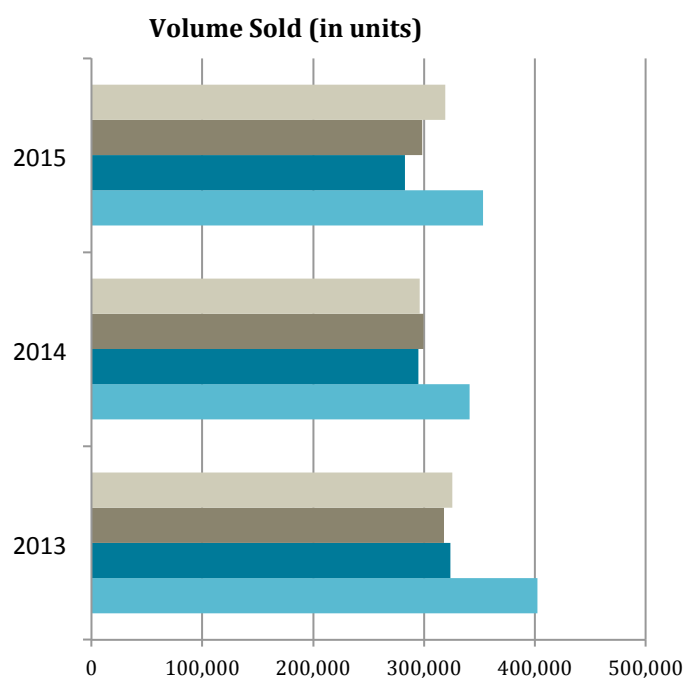
	2013	2014	2015
November Week 1	867,382	752,379	859,862
November Week 2	887,231	819,864	857,623
November Week 3	903,668	845,715	846,248
November Week 4	1,159,877	949,714	1,017,180



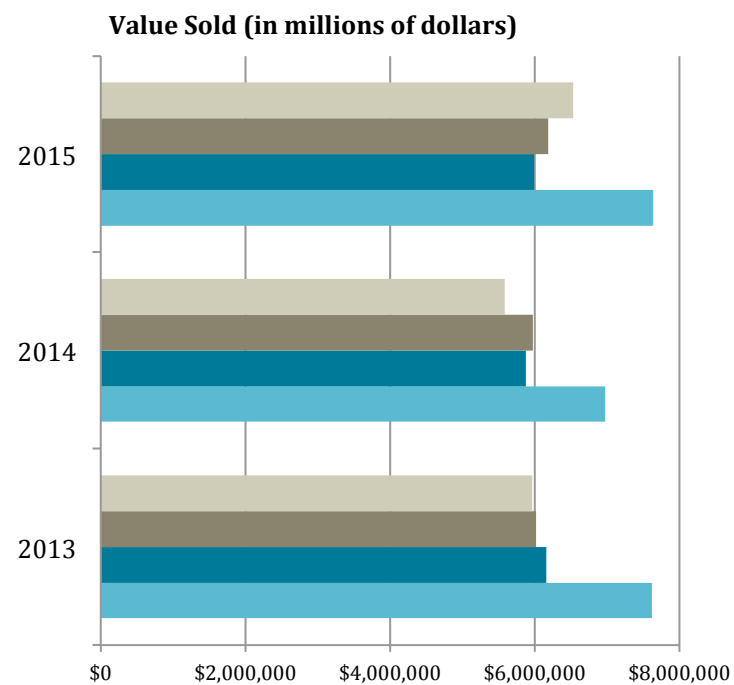
	2013	2014	2015
November Week 1	\$16,652,618.60	\$14,570,744.47	\$16,944,855.92
November Week 2	\$17,180,017.73	\$16,211,128.16	\$17,070,226.48
November Week 3	\$17,347,305.41	\$16,668,990.26	\$16,862,740.15
November Week 4	\$22,073,800.16	\$19,026,371.30	\$20,632,236.65

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 November 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.



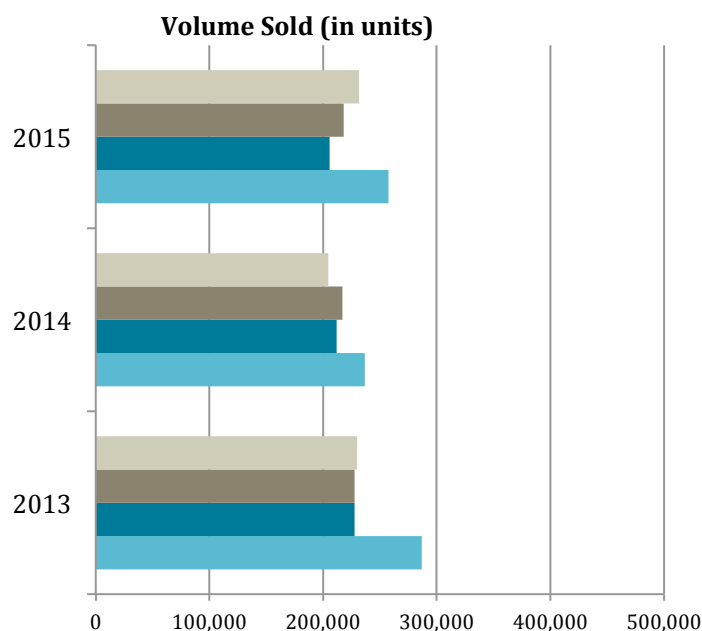
	2013	2014	2015
November Week 1	325,361	296,312	319,277
November Week 2	317,854	299,762	298,139
November Week 3	323,720	294,746	283,005
November Week 4	402,572	340,893	353,140



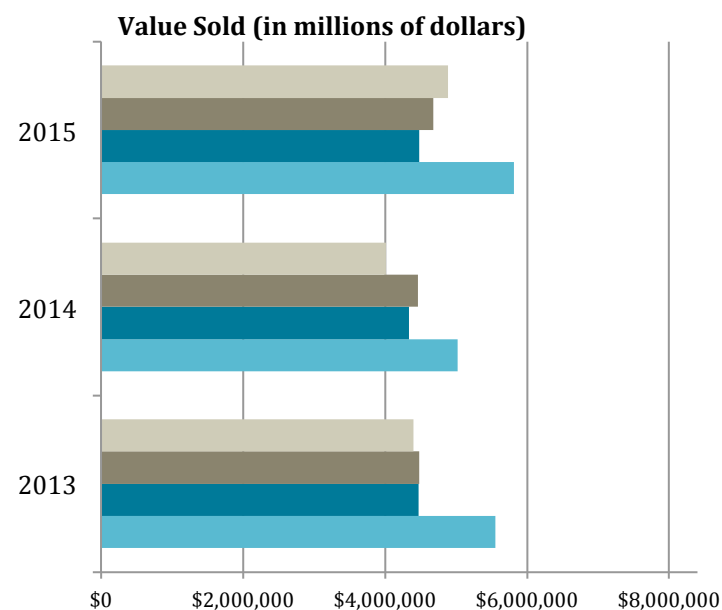
	2013	2014	2015
November Week 1	\$5,963,611.47	\$5,581,504.15	\$6,532,424.42
November Week 2	\$6,017,977.65	\$5,971,183.26	\$6,183,867.31
November Week 3	\$6,154,065.03	\$5,877,753.27	\$5,993,415.47
November Week 4	\$7,613,777.27	\$6,969,319.07	\$7,638,275.25

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 November 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.



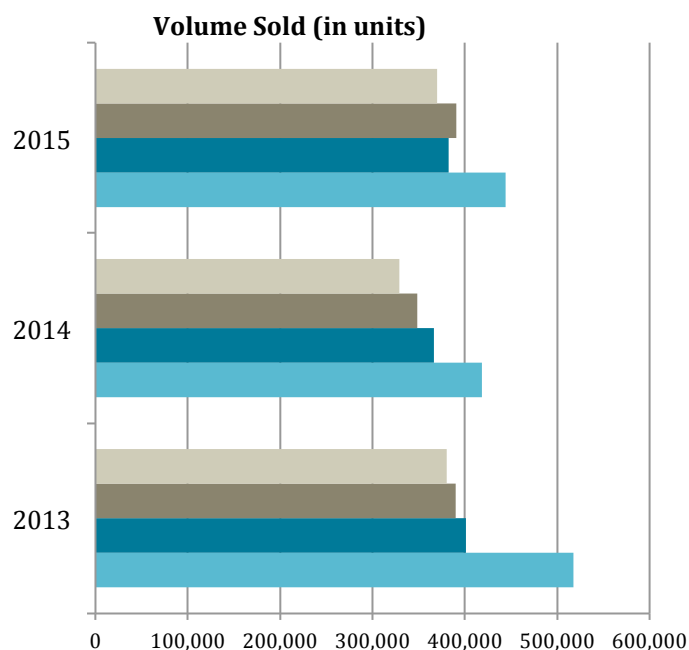
	2013	2014	2015
■ November Week 1	230,168	204,488	231,700
■ November Week 2	227,465	216,784	218,009
■ November Week 3	227,824	211,736	205,935
■ November Week 4	286,994	236,439	257,614



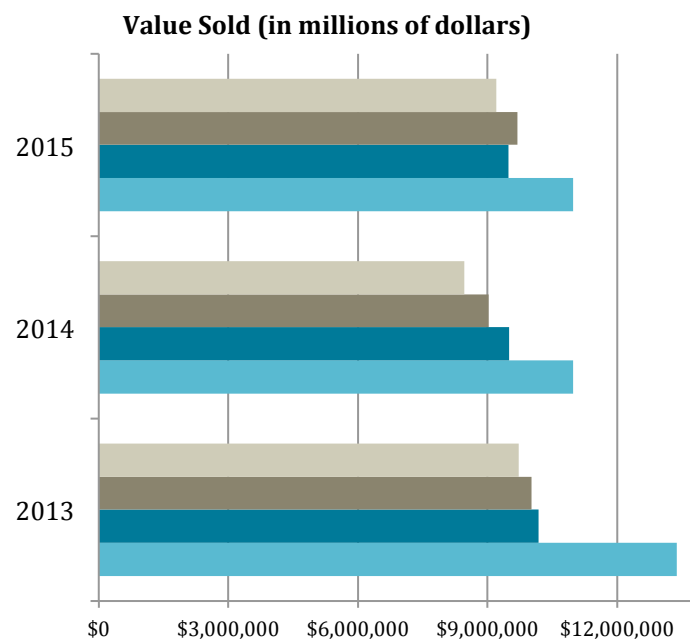
	2013	2014	2015
■ November Week 1	\$4,399,643.16	\$4,011,826.76	\$4,886,911.78
■ November Week 2	\$4,481,320.72	\$4,461,256.24	\$4,676,145.63
■ November Week 3	\$4,471,213.96	\$4,339,441.91	\$4,484,992.19
■ November Week 4	\$5,555,313.12	\$5,019,882.24	\$5,818,069.58

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 November 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.



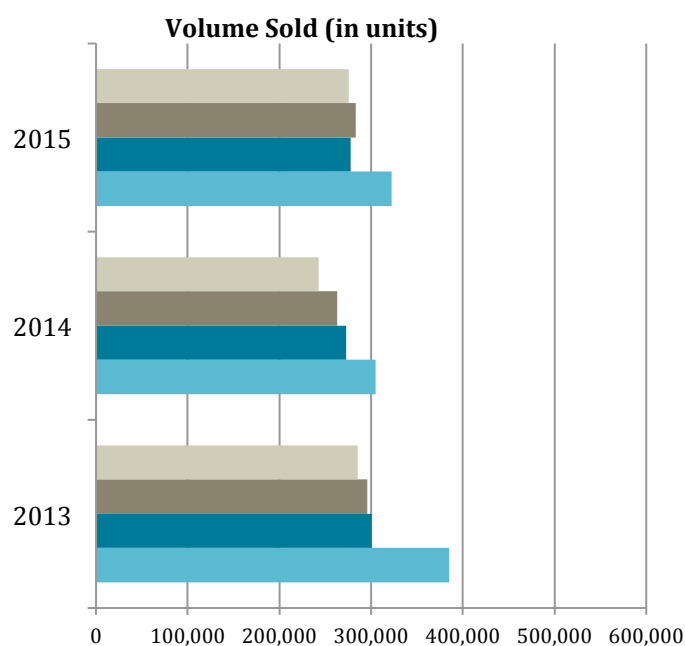
	2013	2014	2015
November Week 1	380,033	329,268	369,791
November Week 2	390,234	348,335	390,829
November Week 3	401,094	366,502	382,666
November Week 4	517,310	418,529	443,974



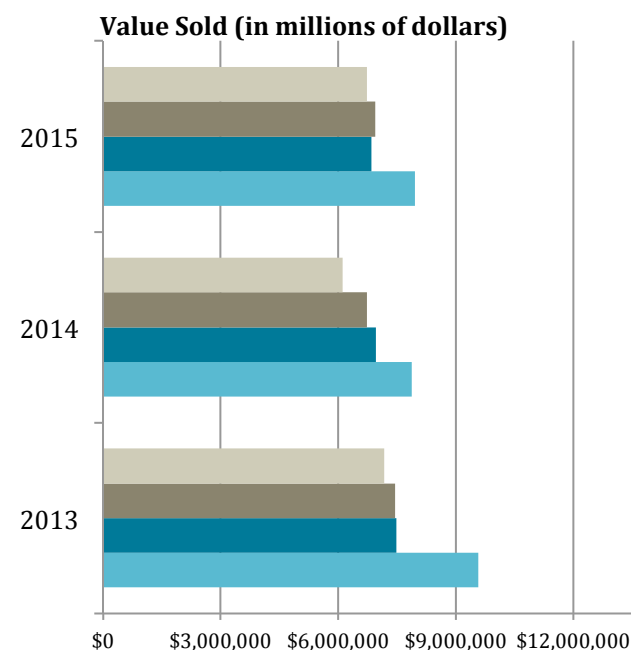
	2013	2014	2015
November Week 1	\$9,719,082.03	\$8,465,424.24	\$9,204,038.85
November Week 2	\$10,012,352.66	\$9,015,441.28	\$9,683,422.05
November Week 3	\$10,180,308.56	\$9,501,933.16	\$9,475,922.54
November Week 4	\$13,371,455.87	\$10,977,299.78	\$10,977,436.61

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 November 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.



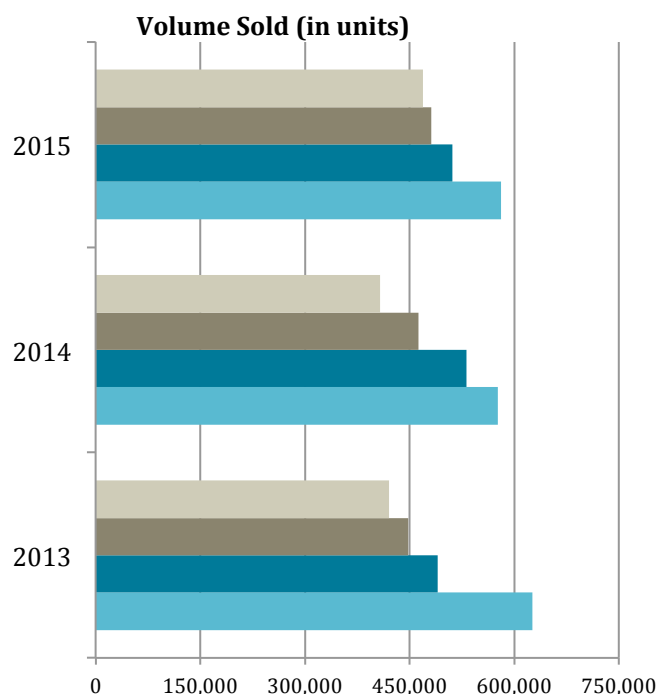
	2013	2014	2015
November Week 1	285,336	243,017	275,418
November Week 2	295,976	262,921	282,951
November Week 3	300,899	273,016	277,326
November Week 4	384,800	304,830	322,278



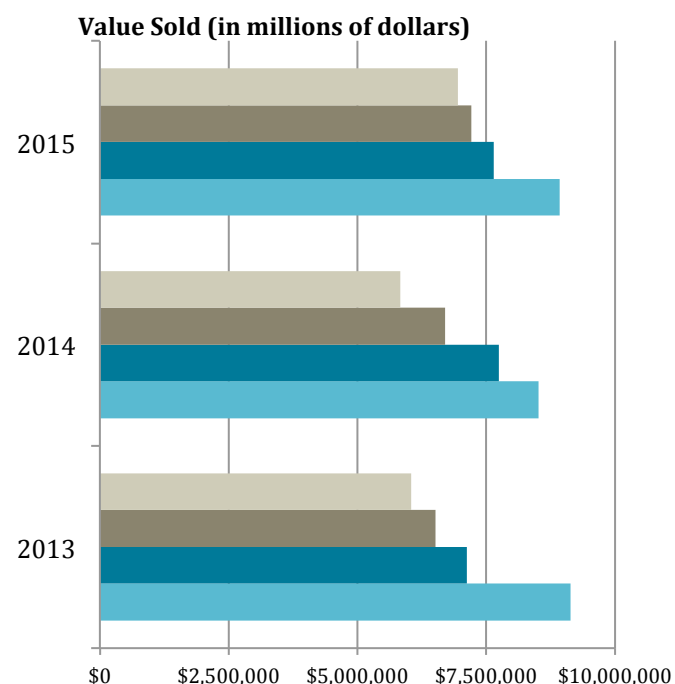
	2013	2014	2015
November Week 1	\$7,174,467.47	\$6,114,980.42	\$6,726,752.32
November Week 2	\$7,448,282.75	\$6,725,828.93	\$6,943,224.39
November Week 3	\$7,480,729.42	\$6,954,464.21	\$6,840,312.30
November Week 4	\$9,582,298.96	\$7,884,509.55	\$7,959,870.92

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 November 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.



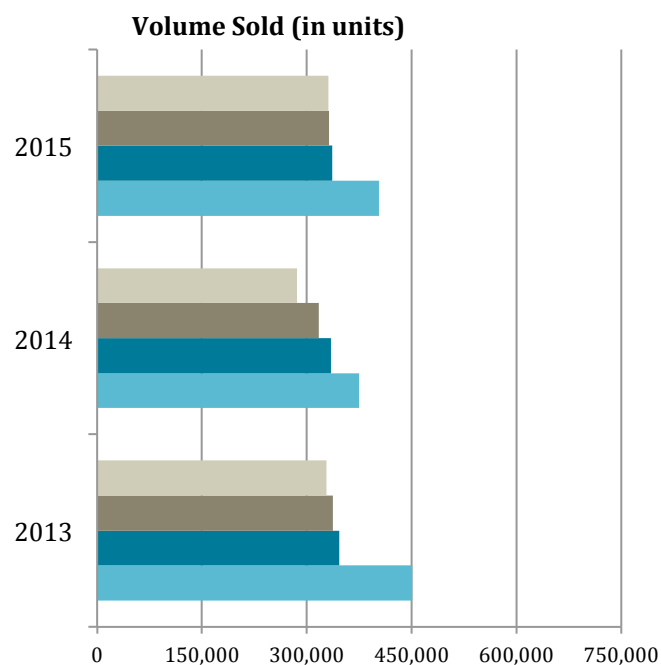
	2013	2014	2015
■ November Week 1	420,834	407,444	468,879
■ November Week 2	447,955	462,338	481,247
■ November Week 3	490,099	531,669	511,627
■ November Week 4	626,447	576,331	580,647



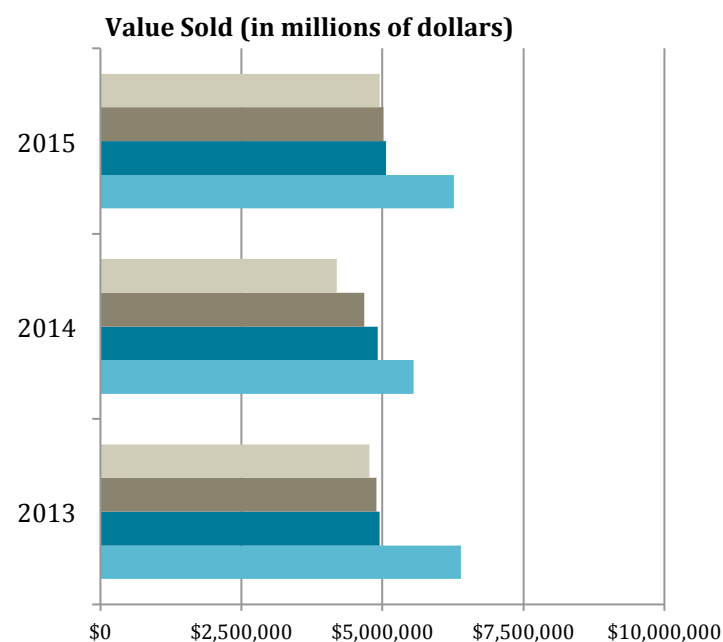
	2013	2014	2015
■ November Week 1	\$6,044,624.19	\$5,826,152.56	\$6,946,982.40
■ November Week 2	\$6,511,183.24	\$6,705,366.59	\$7,206,608.13
■ November Week 3	\$7,118,439.18	\$7,745,343.13	\$7,649,636.92
■ November Week 4	\$9,131,511.14	\$8,518,700.06	\$8,919,420.62

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 November 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
November Week 1	327,892	286,161	330,731
November Week 2	337,049	317,281	331,710
November Week 3	346,310	334,253	336,139
November Week 4	451,271	374,580	403,638



	2013	2014	2015
November Week 1	\$4,770,292.64	\$4,186,709.69	\$4,945,140.70
November Week 2	\$4,892,598.49	\$4,679,217.80	\$5,012,404.08
November Week 3	\$4,947,306.48	\$4,910,051.74	\$5,063,573.17
November Week 4	\$6,393,676.74	\$5,552,998.85	\$6,260,052.91

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 29

2014: Week ending November 30

