



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 12.2015

Monthly SalesData
Market Report
December 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 December 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

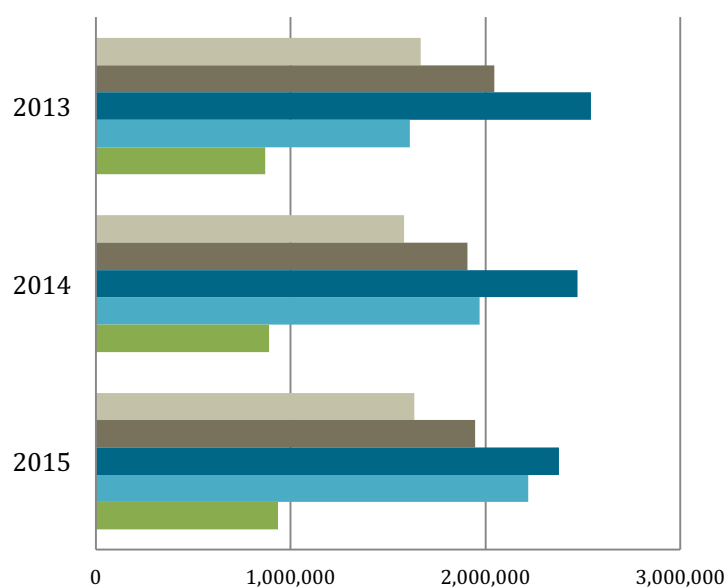
This report aims to encapsulate data from most days in December. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ December also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

	2015	2014	2013
Week 1	06-Dec	07-Dec	08-Dec
Week 2	13-Dec	14-Dec	15-Dec
Week 3	20-Dec	21-Dec	22-Dec
Week 4	27-Dec	28-Dec	29-Dec
Week 5	03-Jan	04-Jan	05-Jan

ALL MARKET

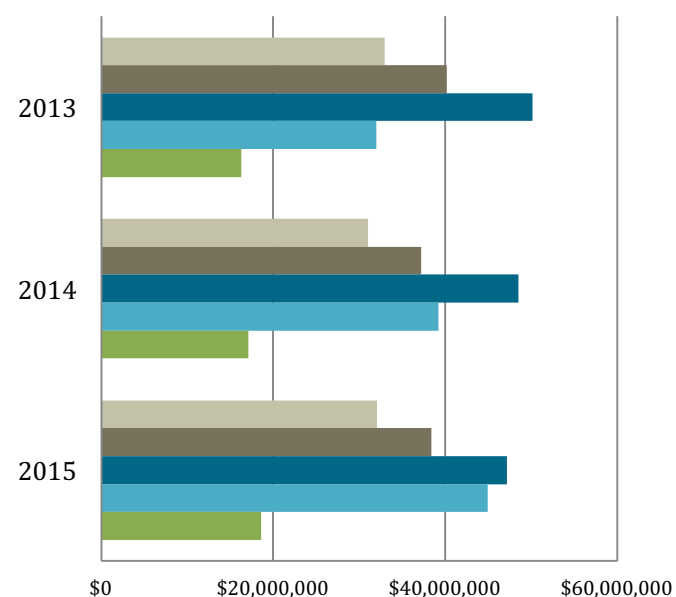
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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)



	2015	2014	2013
December Week 1	1,634,232	1,583,252	1,668,615
December Week 2	1,947,756	1,907,500	2,046,676
December Week 3	2,377,295	2,472,901	2,542,479
December Week 4	2,220,379	1,968,278	1,613,310
December Week 5	935,614	889,809	869,919

Value Sold (in millions of dollars)

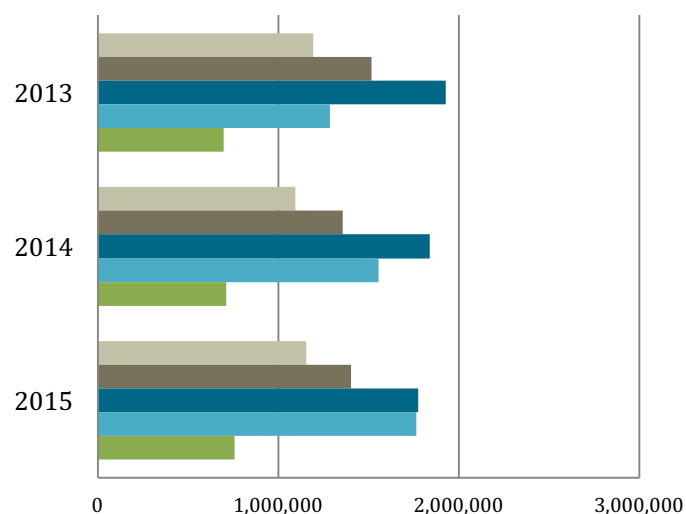


	2015	2014	2013
December Week 1	\$32,071,402.98	\$31,036,936.27	\$32,982,452.37
December Week 2	\$38,381,200.95	\$37,182,902.69	\$40,214,608.79
December Week 3	\$47,182,948.76	\$48,553,760.94	\$50,124,745.71
December Week 4	\$44,930,359.89	\$39,201,706.04	\$31,972,599.91
December Week 5	\$18,612,281.77	\$17,079,573.66	\$16,309,994.37

RING FENCE MARKET

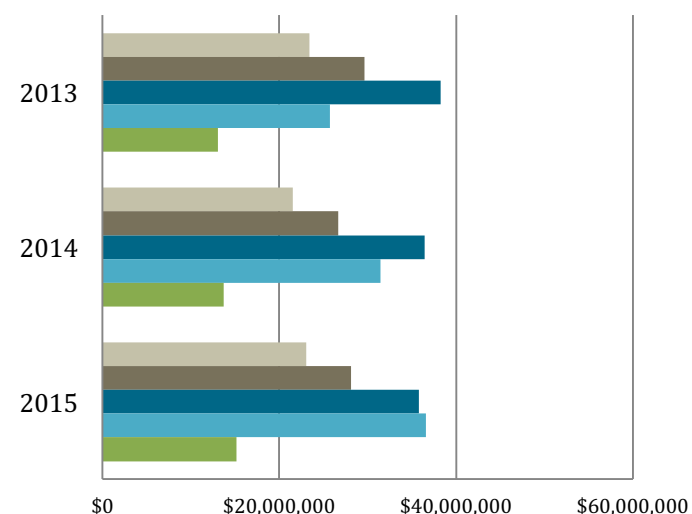
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units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

Volume Sold (in units)



	2015	2014	2013
December Week 1	1,154,976	1,096,242	1,196,183
December Week 2	1,405,431	1,358,780	1,516,817
December Week 3	1,775,917	1,840,968	1,929,154
December Week 4	1,766,263	1,555,193	1,287,249
December Week 5	756,719	713,985	698,502

Value Sold (in millions of dollars)

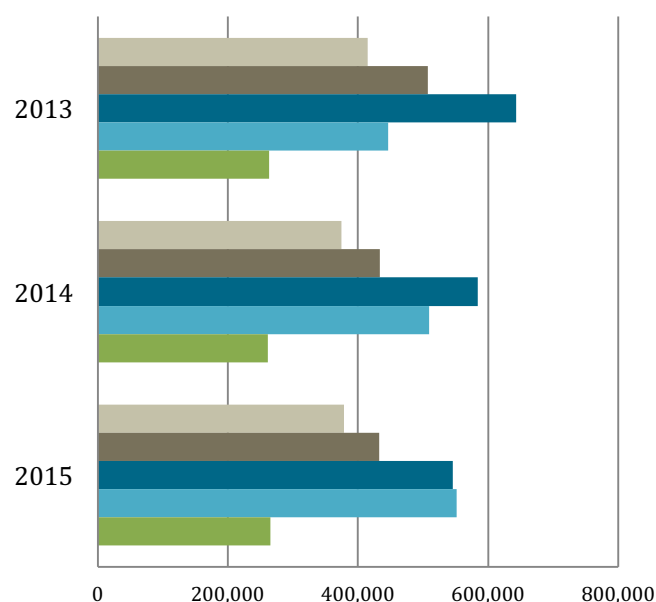


	2015	2014	2013
December Week 1	\$23,049,910.28	\$21,523,967.09	\$23,388,439.11
December Week 2	\$28,148,992.30	\$26,670,946.31	\$29,626,004.98
December Week 3	\$35,776,751.18	\$36,476,717.92	\$38,293,020.79
December Week 4	\$36,584,589.97	\$31,480,468.65	\$25,711,478.26
December Week 5	\$15,175,580.32	\$13,690,309.74	\$13,030,025.93

FICTION: ALL MARKET

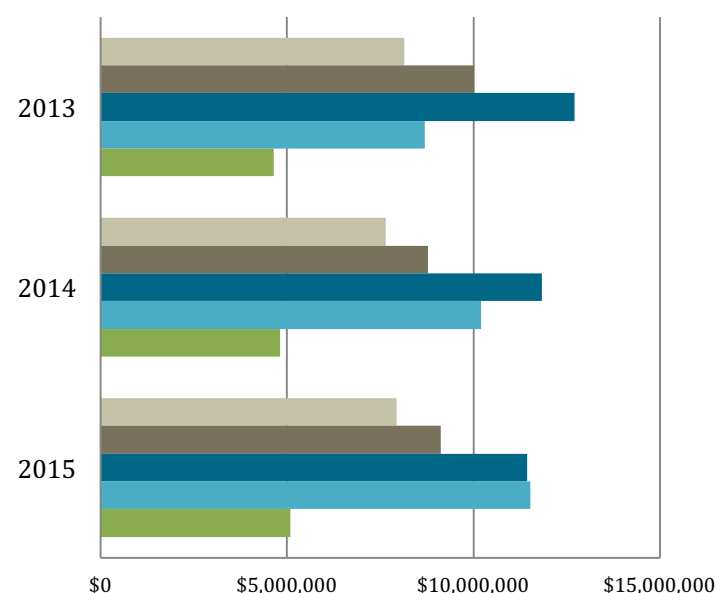
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the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



	2015	2014	2013
December Week 1	378,398	374,034	415,084
December Week 2	432,520	433,399	507,549
December Week 3	545,366	584,072	642,451
December Week 4	551,712	508,739	446,025
December Week 5	265,015	261,537	263,485

Value Sold (in millions of dollars)

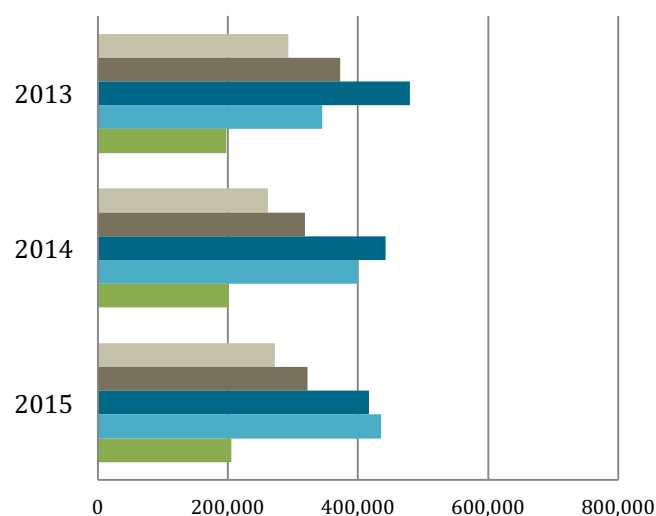


	2015	2014	2013
December Week 1	\$7,943,274.56	\$7,645,245.60	\$8,145,335.15
December Week 2	\$9,121,429.09	\$8,774,253.12	\$10,021,498.36
December Week 3	\$11,438,711.94	\$11,834,395.07	\$12,719,632.36
December Week 4	\$11,533,963.36	\$10,201,926.49	\$8,691,590.49
December Week 5	\$5,080,702.92	\$4,805,141.51	\$4,634,111.03

FICTION: RING FENCE MARKET

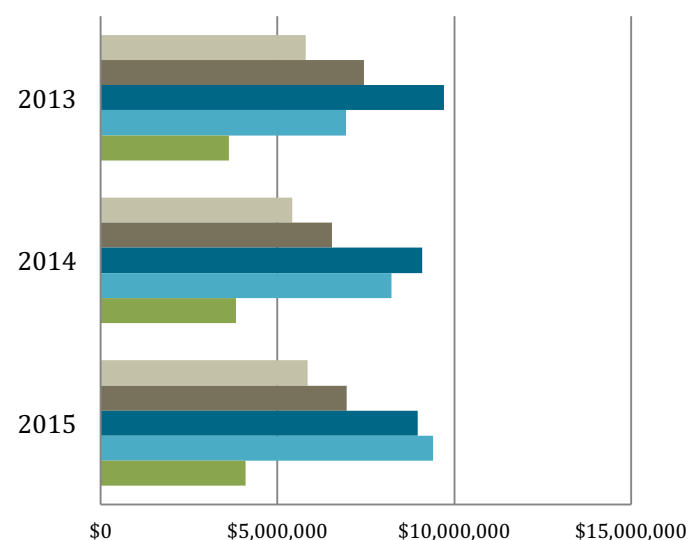
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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

Volume Sold (in units)



	2015	2014	2013
December Week 1	271,916	261,891	292,518
December Week 2	322,575	318,704	372,593
December Week 3	416,950	442,405	479,454
December Week 4	435,291	399,931	345,416
December Week 5	205,629	201,673	197,121

Value Sold (in millions of dollars)

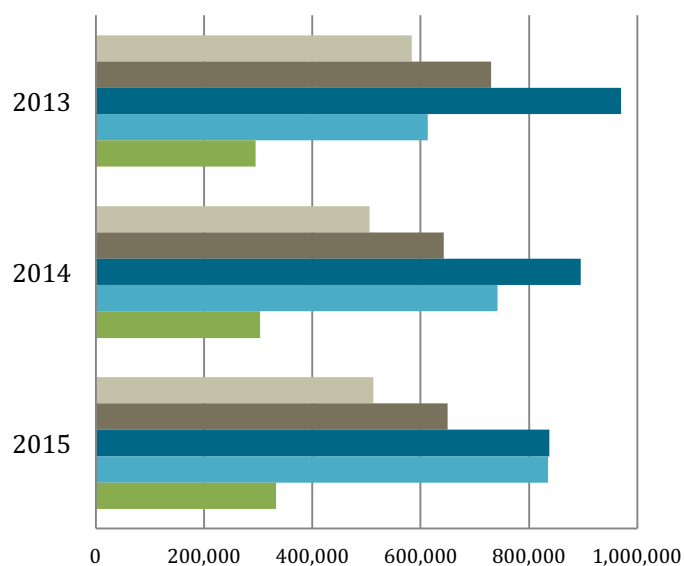


	2015	2014	2013
December Week 1	\$5,860,705.91	\$5,424,384.01	\$5,793,541.45
December Week 2	\$6,965,581.83	\$6,545,402.05	\$7,439,458.45
December Week 3	\$8,967,200.57	\$9,088,988.50	\$9,715,459.39
December Week 4	\$9,405,067.30	\$8,230,263.66	\$6,935,772.49
December Week 5	\$4,099,848.34	\$3,829,021.87	\$3,620,296.90

NON-FICTION: ALL MARKET

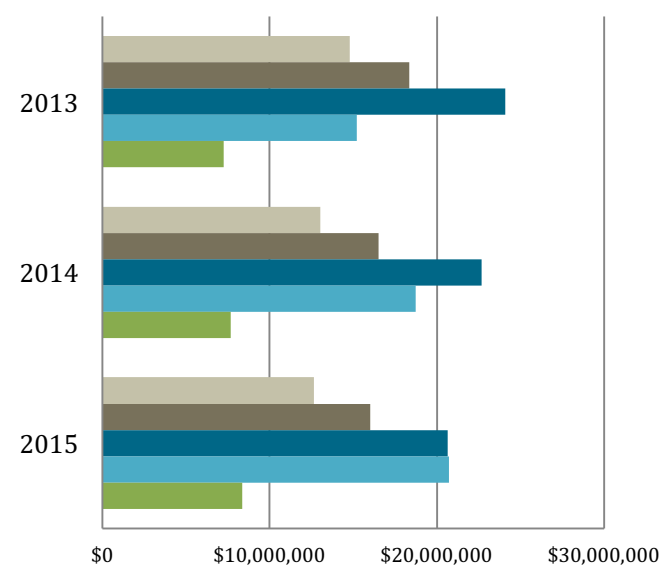
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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



	2015	2014	2013
December Week 1	512,744	505,648	583,319
December Week 2	649,463	642,276	730,610
December Week 3	837,214	895,324	970,027
December Week 4	835,278	741,820	613,449
December Week 5	332,793	303,067	295,323

Value Sold (in millions of dollars)

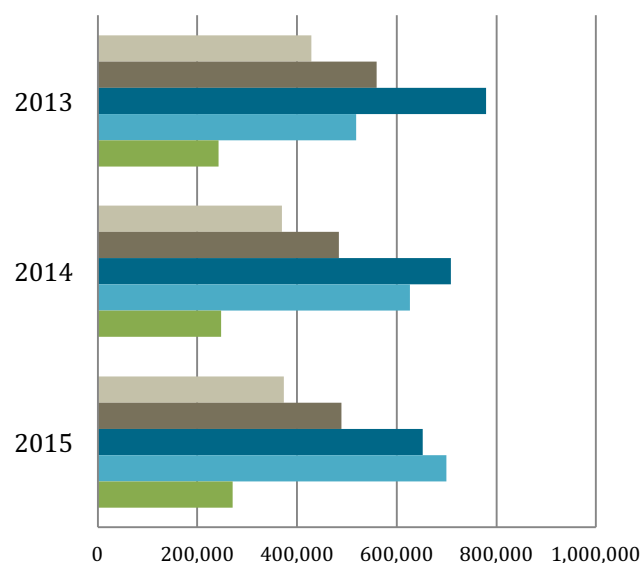


	2015	2014	2013
December Week 1	\$12,644,518.86	\$13,019,234.33	\$14,805,773.06
December Week 2	\$16,030,688.72	\$16,506,423.78	\$18,343,658.56
December Week 3	\$20,644,865.88	\$22,688,127.96	\$24,106,066.46
December Week 4	\$20,714,161.17	\$18,743,128.70	\$15,201,363.17
December Week 5	\$8,341,567.19	\$7,675,951.52	\$7,261,072.01

NON-FICTION: RING FENCE MARKET

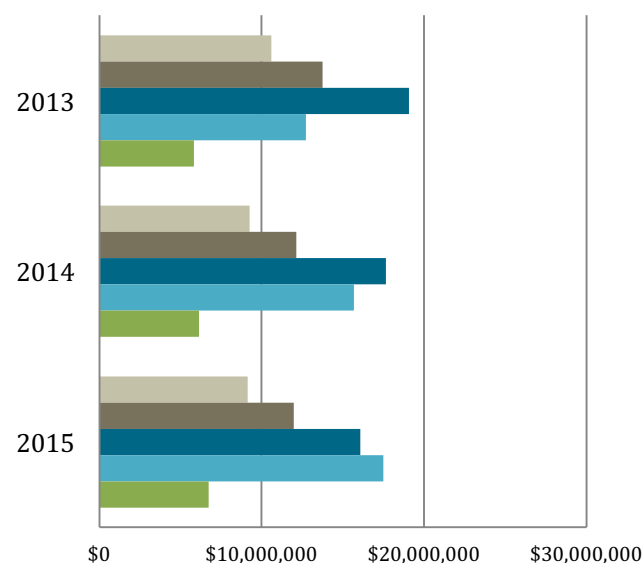
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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

Volume Sold (in units)



	2015	2014	2013
December Week 1	373,704	369,795	429,267
December Week 2	488,700	484,079	560,386
December Week 3	651,832	709,273	779,912
December Week 4	700,191	626,159	518,522
December Week 5	270,577	247,555	242,273

Value Sold (in millions of dollars)

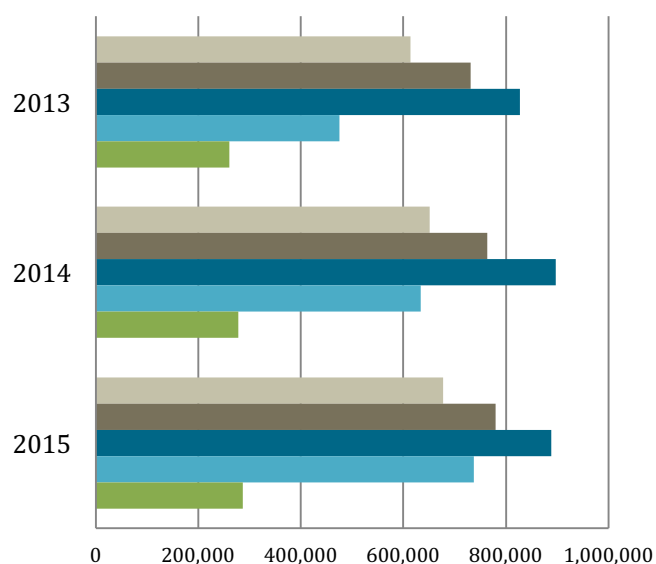


	2015	2014	2013
December Week 1	\$9,155,780.93	\$9,269,911.28	\$10,598,032.04
December Week 2	\$11,981,310.62	\$12,131,667.29	\$13,748,384.00
December Week 3	\$16,056,805.25	\$17,636,787.10	\$19,081,350.71
December Week 4	\$17,485,611.25	\$15,664,922.75	\$12,720,902.79
December Week 5	\$6,749,180.88	\$6,131,115.38	\$5,809,044.26

JUVENILE: ALL MARKET

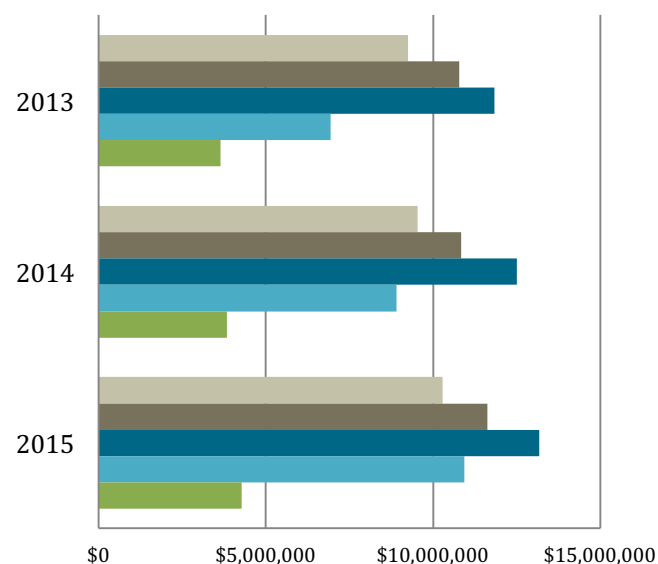
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of December in 2013, 2014, and 2015. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by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



	2015	2014	2013
December Week 1	677,876	650,812	614,499
December Week 2	779,793	763,337	731,857
December Week 3	888,269	897,741	827,583
December Week 4	737,397	633,505	475,646
December Week 5	286,846	277,754	260,254

Value Sold (in millions of dollars)

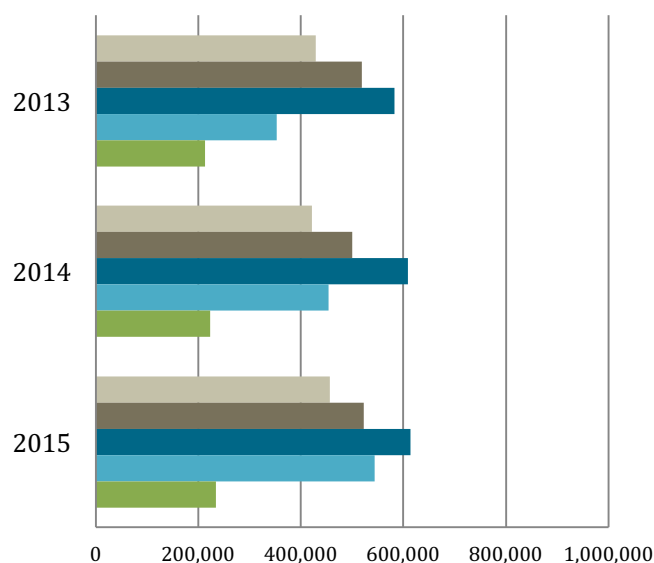


	2015	2014	2013
December Week 1	\$10,288,067.47	\$9,541,376.65	\$9,252,547.09
December Week 2	\$11,627,694.20	\$10,837,440.91	\$10,782,142.55
December Week 3	\$13,169,408.94	\$12,515,062.90	\$11,833,918.60
December Week 4	\$10,937,159.55	\$8,906,337.28	\$6,930,513.52
December Week 5	\$4,283,180.38	\$3,841,257.04	\$3,651,438.04

JUVENILE: RING FENCE MARKET

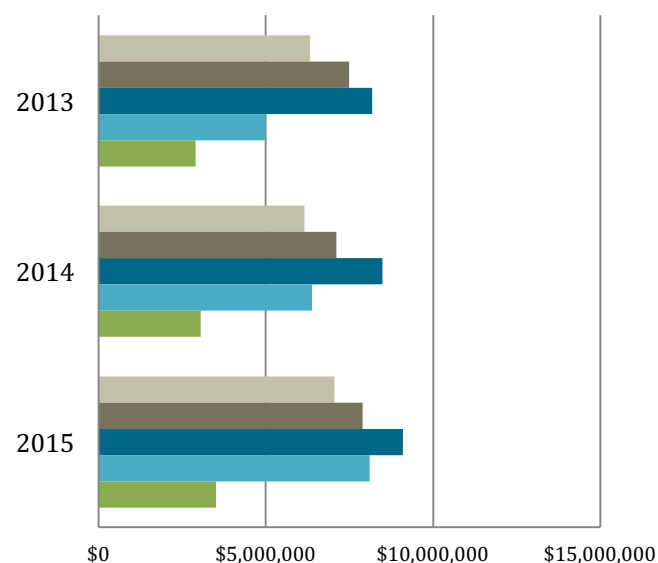
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Volume Sold (in units)



	2015	2014	2013
December Week 1	456,538	422,048	429,565
December Week 2	522,669	500,247	519,720
December Week 3	614,369	608,725	582,801
December Week 4	543,822	454,653	353,112
December Week 5	234,415	222,818	212,776

Value Sold (in millions of dollars)



	2015	2014	2013
December Week 1	\$7,052,790.55	\$6,159,101.45	\$6,328,861.16
December Week 2	\$7,894,278.46	\$7,115,405.00	\$7,489,963.65
December Week 3	\$9,095,400.99	\$8,482,339.40	\$8,180,198.70
December Week 4	\$8,113,066.57	\$6,386,431.66	\$4,986,873.04
December Week 5	\$3,502,716.38	\$3,054,256.90	\$2,887,748.15

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 January 3, 2016

2014: Week ending December 28, 2014

Please note that 2015 is a year with 53 weeks, whereas 2014 had 52 weeks (from January 5-December 28 in SalesData). The 2014 year-to-date graph is based on 52 weeks to provide the most accurate data for the year of sales.

