



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 01.2016

Monthly SalesData Market Report January 2016



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2016

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 January in the years 2014 to 2016. 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, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction. 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, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction data.

REPORT DATES

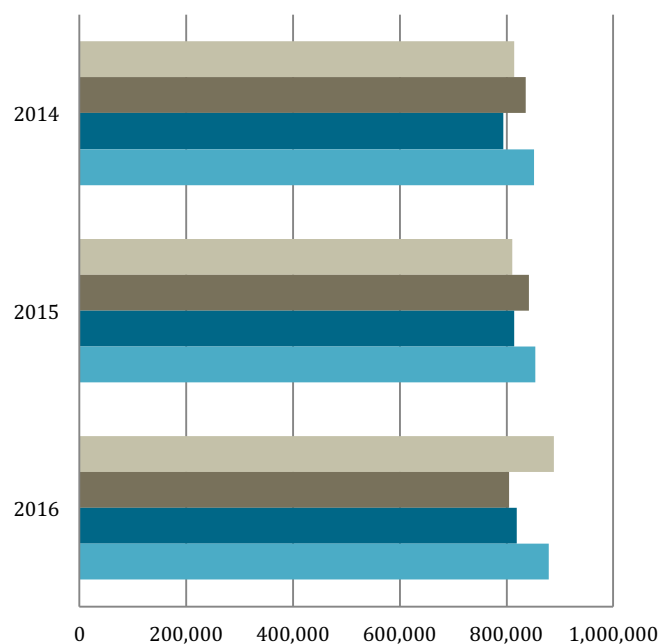
This report aims to encapsulate data from most days in January. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2016	2015	2014
Week 1	10-Jan	11-Jan	12-Jan
Week 2	17-Jan	18-Jan	19-Jan
Week 3	24-Jan	25-Jan	26-Jan
Week 4	31-Jan	01-Feb	02-Feb

ALL MARKET

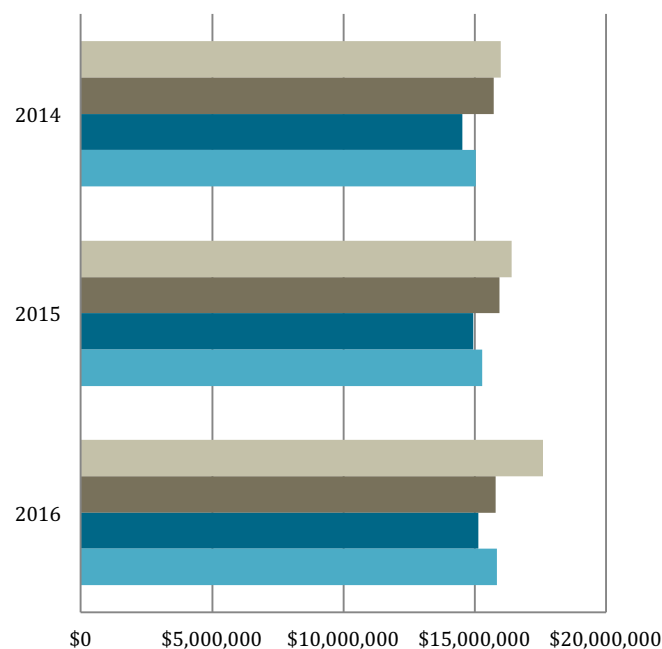
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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)



	2016	2015	2014
January Week 1	888,004	810,151	814,237
January Week 2	804,897	842,128	836,296
January Week 3	818,885	813,982	793,831
January Week 4	879,445	853,734	851,383

Value Sold (in millions of dollars)

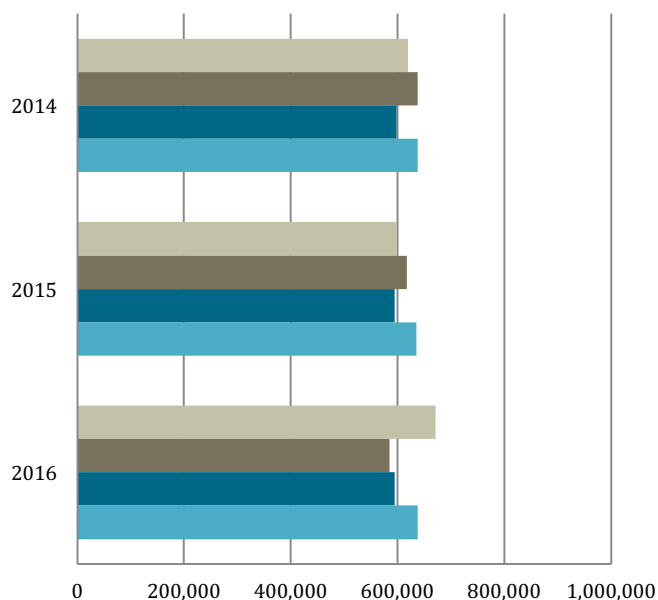


	2016	2015	2014
January Week 1	\$17,595,398.95	\$16,402,178.95	\$15,990,659.67
January Week 2	\$15,793,240.49	\$15,938,363.19	\$15,735,270.62
January Week 3	\$15,146,324.62	\$14,952,938.68	\$14,537,042.37
January Week 4	\$15,837,592.93	\$15,293,962.06	\$15,056,363.15

RING FENCE MARKET

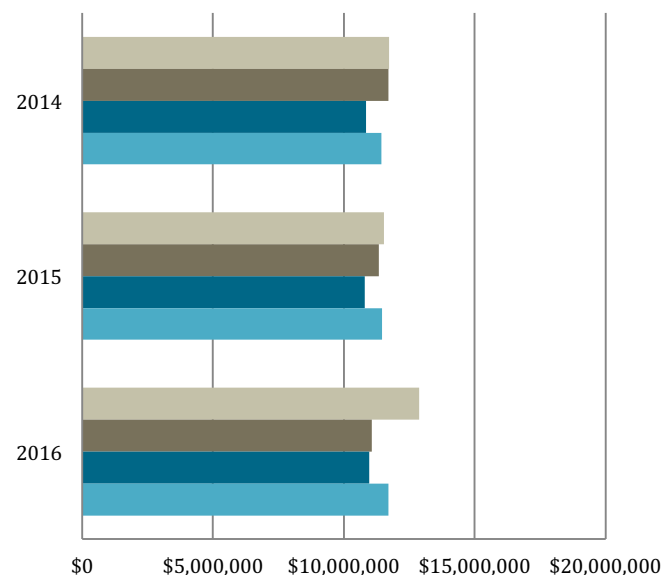
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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)



	2016	2015	2014
January Week 1	671,438	597,892	619,691
January Week 2	585,292	617,487	638,014
January Week 3	594,995	594,433	598,267
January Week 4	638,070	635,630	637,850

Value Sold (in millions of dollars)

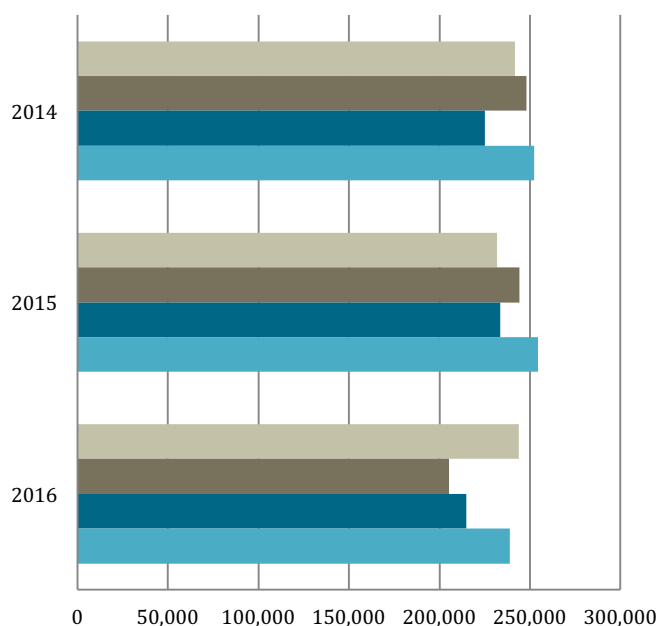


	2016	2015	2014
January Week 1	\$12,881,183.59	\$11,523,694.02	\$11,726,019.43
January Week 2	\$11,079,315.83	\$11,330,409.74	\$11,707,249.76
January Week 3	\$10,960,256.45	\$10,794,007.82	\$10,855,162.03
January Week 4	\$11,712,656.85	\$11,460,306.57	\$11,438,861.37

FICTION: ALL MARKET

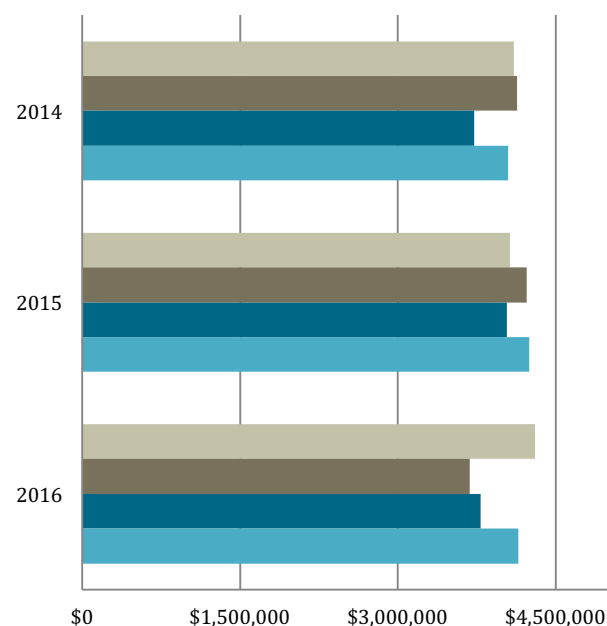
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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)



	2016	2015	2014
January Week 1	243,894	231,773	241,683
January Week 2	205,431	244,173	248,093
January Week 3	214,806	233,593	225,047
January Week 4	238,954	254,537	252,237

Value Sold (in millions of dollars)

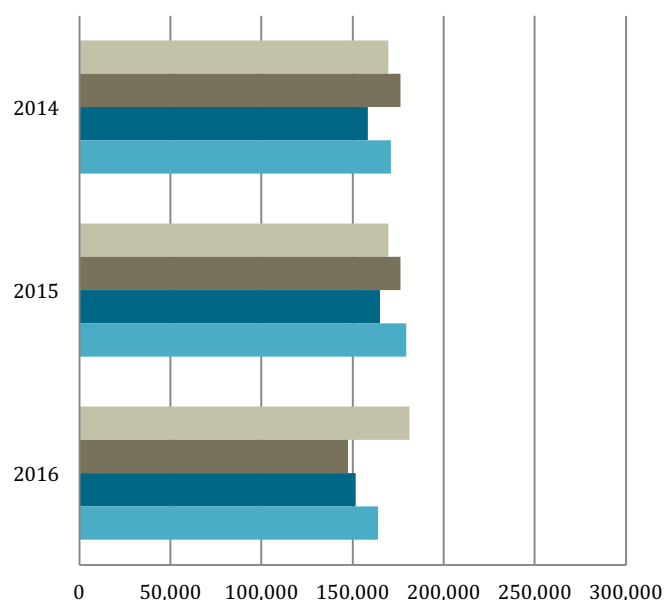


	2016	2015	2014
January Week 1	\$4,303,316.78	\$4,066,939.63	\$4,103,248.15
January Week 2	\$3,681,425.92	\$4,222,748.10	\$4,129,661.81
January Week 3	\$3,785,211.14	\$4,033,426.90	\$3,722,330.12
January Week 4	\$4,143,718.49	\$4,249,002.46	\$4,048,367.82

FICTION: RING FENCE MARKET

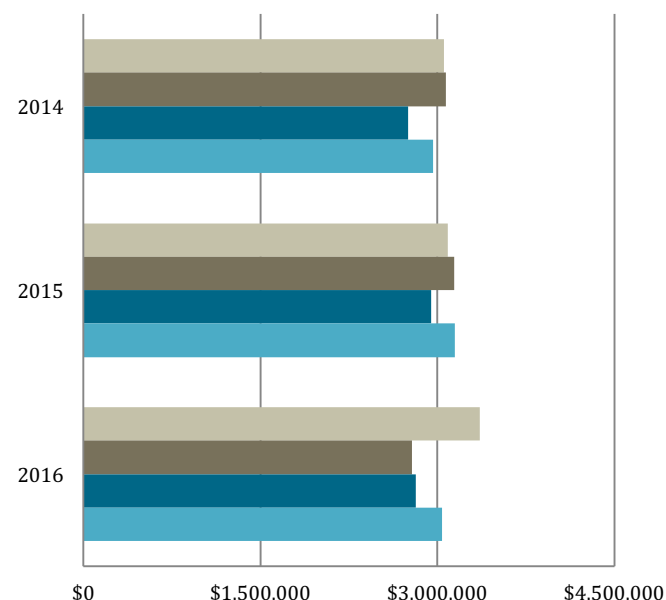
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2016	2015	2014
January Week 1	181,337	169,562	169,662
January Week 2	147,532	176,328	176,204
January Week 3	151,778	165,188	158,270
January Week 4	163,835	179,384	171,195

Value Sold (in millions of dollars)

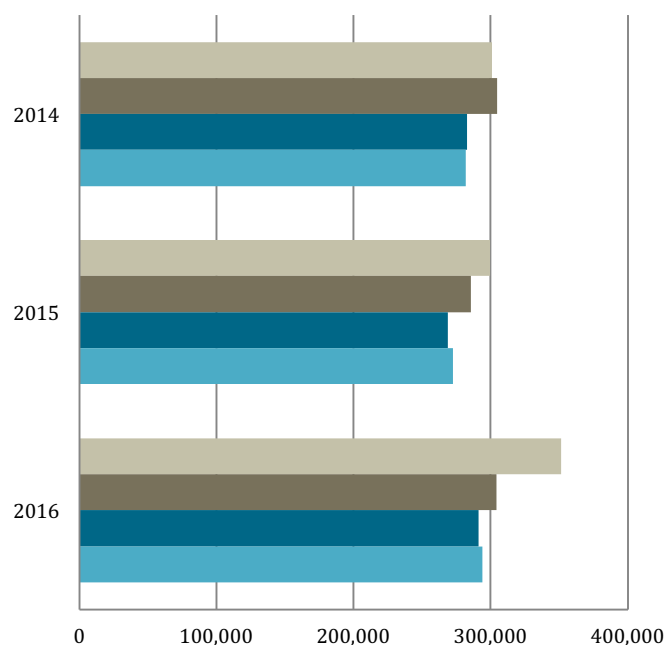


	2016	2015	2014
January Week 1	\$3,357,613.04	\$3,089,195.43	\$3,057,506.22
January Week 2	\$2,785,544.74	\$3,140,979.61	\$3,072,645.90
January Week 3	\$2,815,540.11	\$2,946,946.14	\$2,751,710.13
January Week 4	\$3,036,877.27	\$3,148,907.90	\$2,962,733.03

NON-FICTION: ALL MARKET

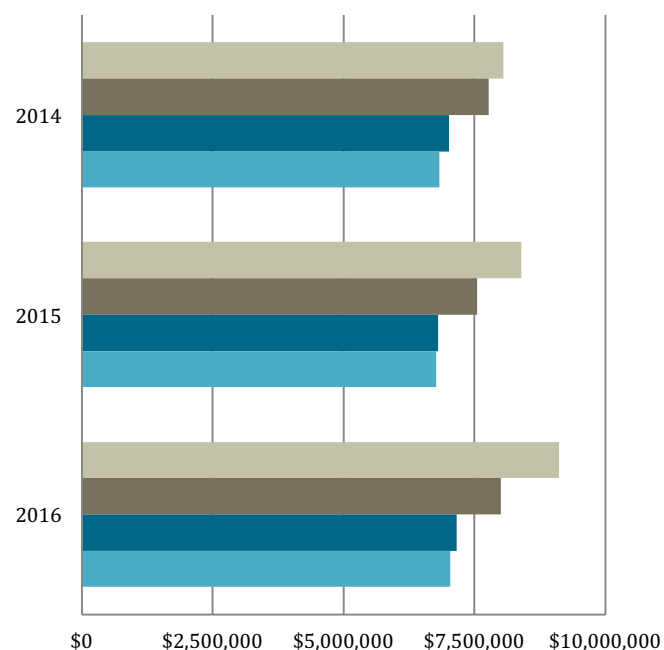
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire January of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2016	2015	2014
January Week 1	351,150	299,467	300,712
January Week 2	304,261	285,739	304,570
January Week 3	291,109	268,737	282,694
January Week 4	293,801	272,624	282,005

Value Sold (in millions of dollars)

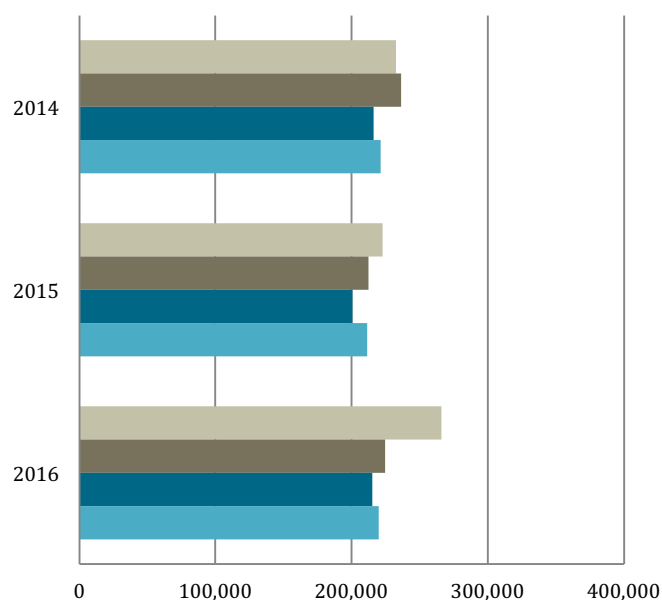


	2016	2015	2014
January Week 1	\$9,121,073.71	\$8,398,617.51	\$8,056,568.46
January Week 2	\$8,000,889.80	\$7,552,377.51	\$7,778,053.37
January Week 3	\$7,165,923.26	\$6,810,910.47	\$7,013,495.36
January Week 4	\$7,040,302.53	\$6,776,755.59	\$6,832,630.28

NON-FICTION: RING FENCE MARKET

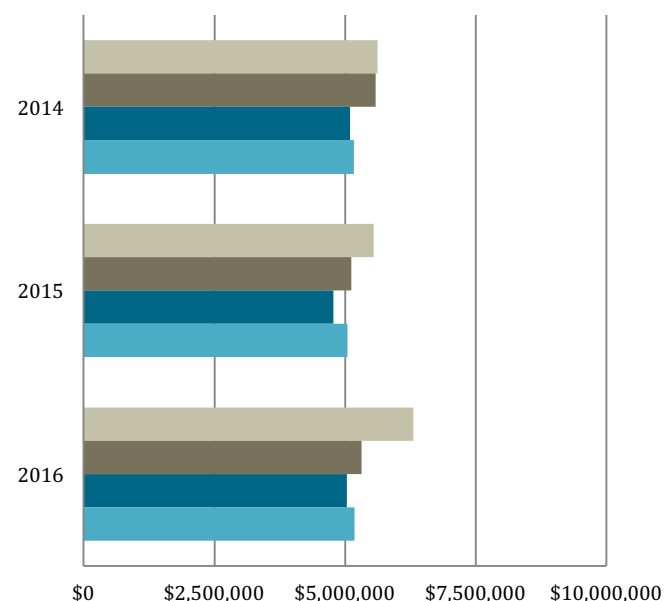
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2016	2015	2014
January Week 1	266,236	222,698	232,657
January Week 2	224,446	212,444	236,217
January Week 3	215,029	200,747	216,095
January Week 4	219,781	211,567	221,365

Value Sold (in millions of dollars)

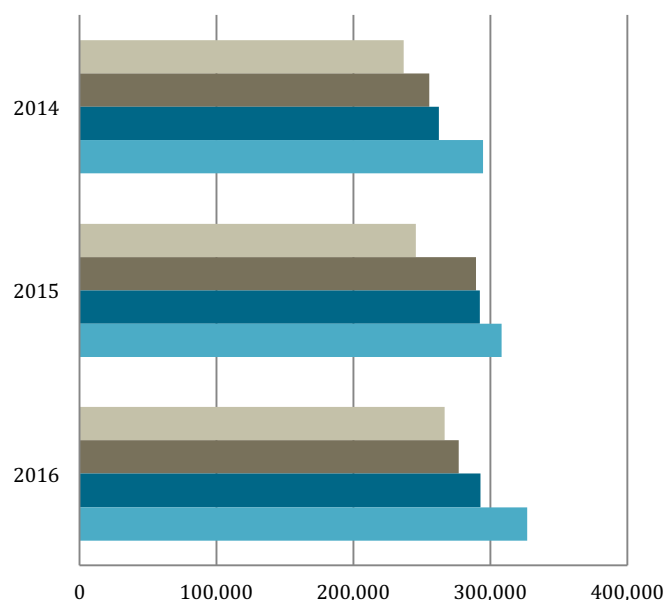


	2016	2015	2014
January Week 1	\$6,307,315.62	\$5,550,526.17	\$5,623,122.71
January Week 2	\$5,311,614.36	\$5,115,531.81	\$5,583,362.20
January Week 3	\$5,026,989.83	\$4,775,060.12	\$5,095,352.91
January Week 4	\$5,176,873.50	\$5,038,952.50	\$5,167,386.67

JUVENILE: ALL MARKET

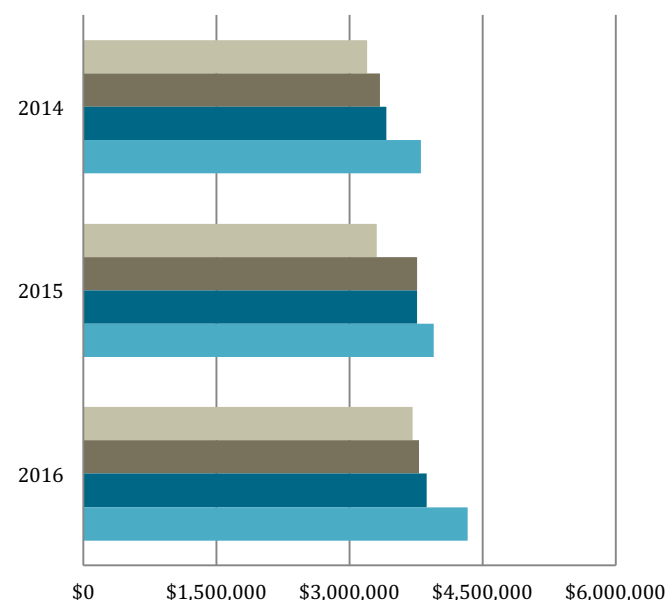
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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)



	2016	2015	2014
January Week 1	266,574	245,772	236,629
January Week 2	277,004	289,656	255,192
January Week 3	292,528	292,140	262,363
January Week 4	326,792	308,052	294,580

Value Sold (in millions of dollars)

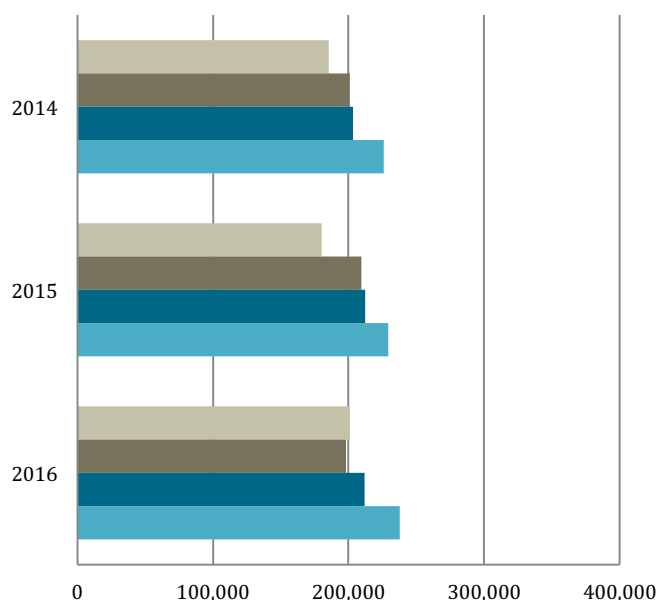


	2016	2015	2014
January Week 1	\$3,707,398.19	\$3,308,713.54	\$3,200,204.36
January Week 2	\$3,782,465.83	\$3,763,808.59	\$3,344,303.50
January Week 3	\$3,866,521.22	\$3,759,785.48	\$3,415,068.02
January Week 4	\$4,328,734.89	\$3,947,415.18	\$3,802,453.10

JUVENILE: RING FENCE MARKET

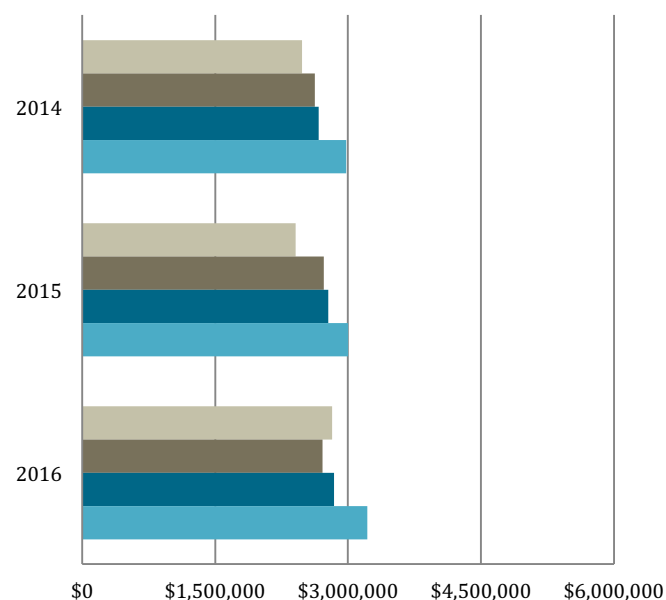
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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.

Volume Sold (in units)



	2016	2015	2014
January Week 1	200,907	180,178	185,581
January Week 2	198,277	209,596	200,812
January Week 3	211,618	212,279	203,514
January Week 4	237,776	229,249	225,797

Value Sold (in millions of dollars)

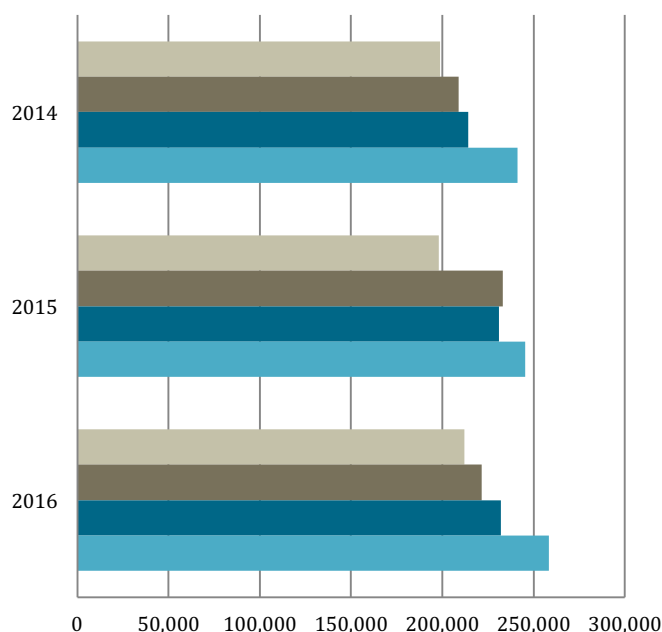


	2016	2015	2014
January Week 1	\$2,818,162.44	\$2,410,170.93	\$2,478,656.05
January Week 2	\$2,713,511.91	\$2,728,715.76	\$2,623,682.28
January Week 3	\$2,842,310.14	\$2,779,369.41	\$2,665,975.81
January Week 4	\$3,219,853.01	\$3,002,145.41	\$2,978,447.61

JUVENILE FICTION: ALL MARKET

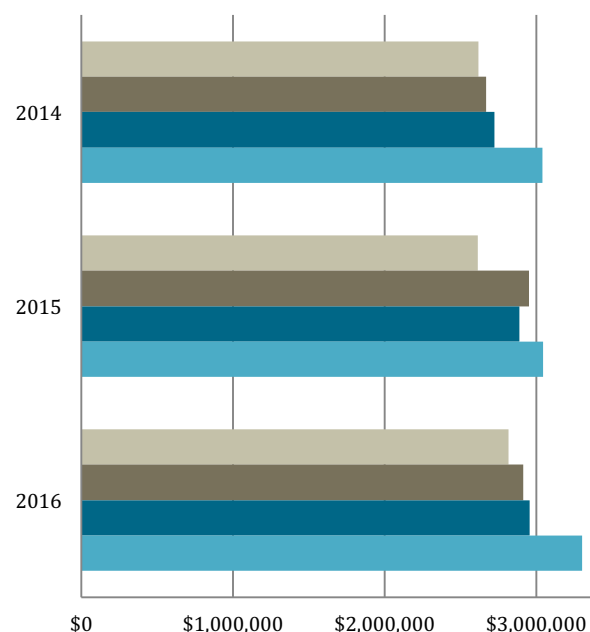
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2016	2015	2014
January Week 1	211,896	198,104	198,749
January Week 2	221,491	232,960	208,972
January Week 3	231,970	231,086	214,045
January Week 4	258,450	245,308	241,179

Value Sold (in millions of dollars)

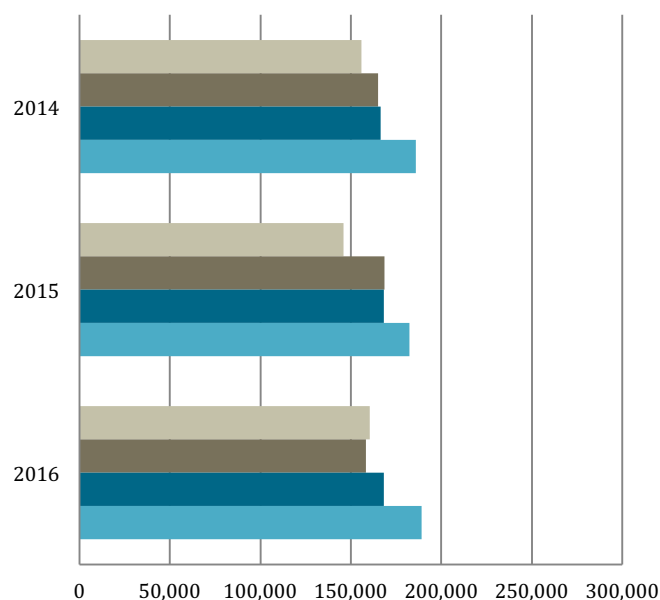


	2016	2015	2014
January Week 1	\$2,816,431.44	\$2,612,028.14	\$2,617,373.32
January Week 2	\$2,913,798.77	\$2,949,261.12	\$2,666,903.48
January Week 3	\$2,953,725.04	\$2,885,981.27	\$2,724,865.49
January Week 4	\$3,301,881.26	\$3,044,221.64	\$3,041,024.20

JUVENILE FICTION: RING FENCE MARKET

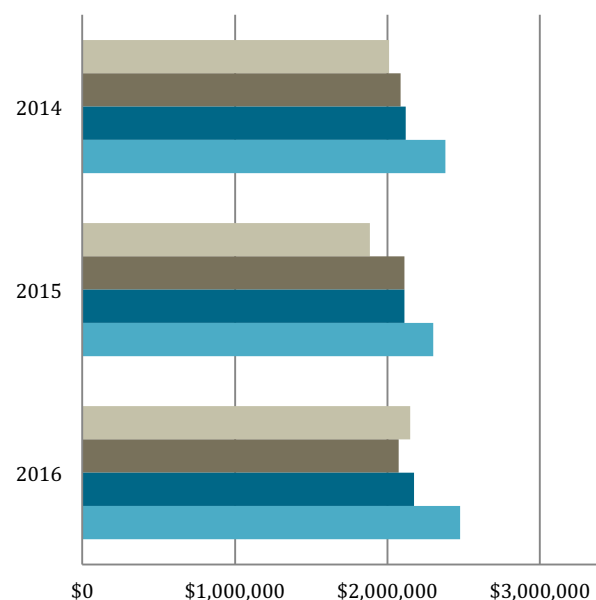
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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.

Volume Sold (in units)



	2016	2015	2014
January Week 1	160,433	145,811	155,974
January Week 2	158,223	168,692	165,019
January Week 3	168,135	168,094	166,372
January Week 4	189,212	182,361	185,781

Value Sold (in millions of dollars)

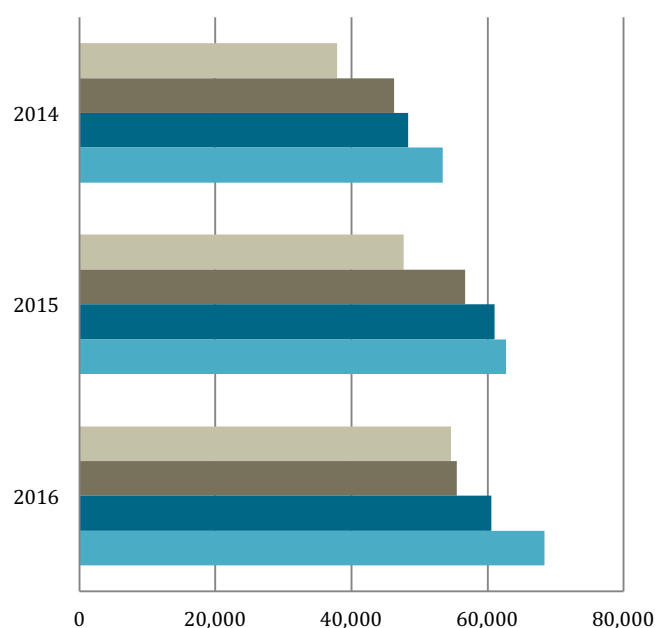


	2016	2015	2014
January Week 1	\$2,147,734.16	\$1,885,982.49	\$2,011,491.09
January Week 2	\$2,073,694.27	\$2,113,129.16	\$2,085,211.47
January Week 3	\$2,173,024.73	\$2,113,217.21	\$2,119,947.07
January Week 4	\$2,475,584.59	\$2,298,746.87	\$2,379,353.11

JUVENILE NON-FICTION: ALL MARKET

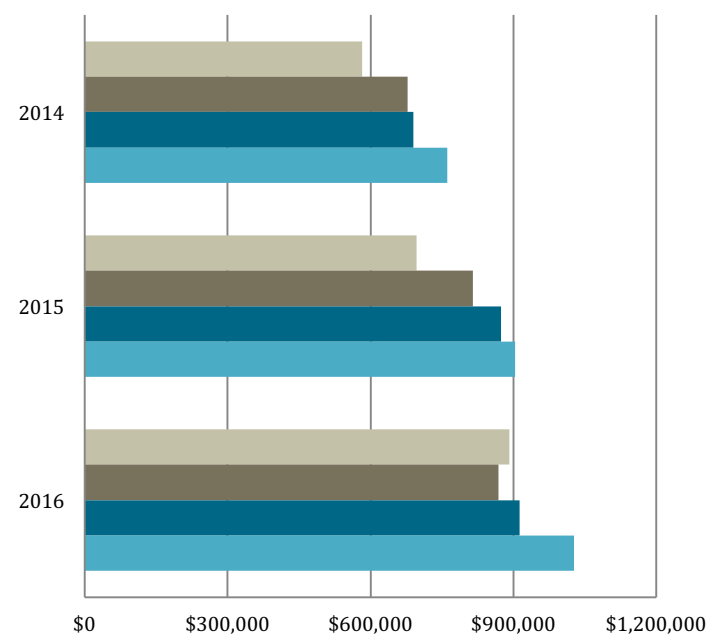
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2016	2015	2014
January Week 1	54,678	47,668	37,880
January Week 2	55,513	56,696	46,220
January Week 3	60,558	61,054	48,318
January Week 4	68,342	62,744	53,401

Value Sold

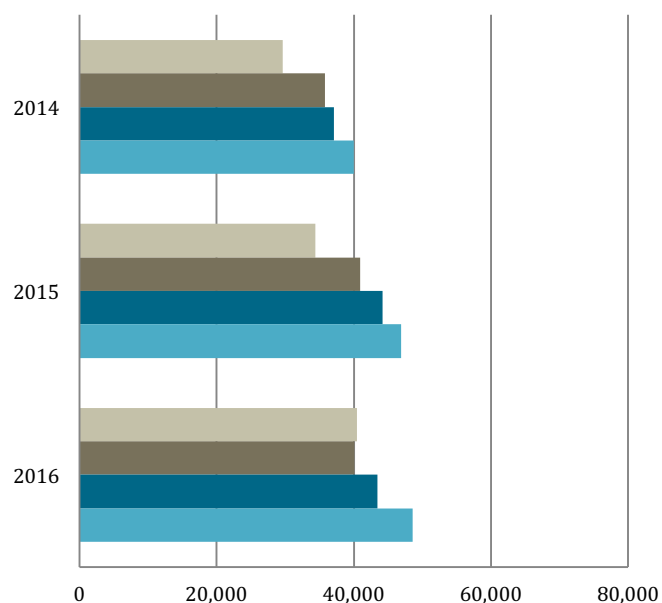


	2016	2015	2014
January Week 1	\$890,966.75	\$696,685.40	\$582,831.04
January Week 2	\$868,667.06	\$814,547.47	\$677,400.02
January Week 3	\$912,796.18	\$873,804.21	\$690,202.53
January Week 4	\$1,026,853.63	\$903,193.54	\$761,428.90

JUVENILE NON-FICTION: RING FENCE MARKET

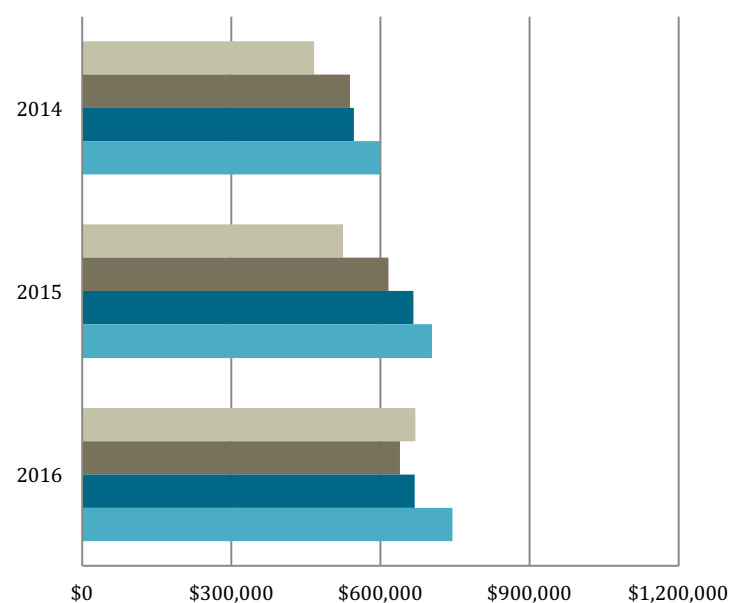
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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.

Volume Sold (in units)



	2016	2015	2014
January Week 1	40,474	34,367	29,607
January Week 2	40,054	40,904	35,793
January Week 3	43,483	44,185	37,142
January Week 4	48,564	46,888	40,016

Value Sold



	2016	2015	2014
January Week 1	\$670,428.28	\$524,188.44	\$467,164.96
January Week 2	\$639,817.64	\$615,586.60	\$538,470.81
January Week 3	\$669,285.41	\$666,152.20	\$546,028.74
January Week 4	\$744,268.42	\$703,398.54	\$599,094.50

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2015 and 2016 in the All Market and Ring Fence for the Fiction, Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction categories. The graphs compare 2016's year-to-date numbers with the comparable period in 2015. 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:

2016: Week ending January 31, 2016

2015: Week ending February 01, 2015

