



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 02.2016

**Monthly SalesData
Market Report**
February 2016



**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 February 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

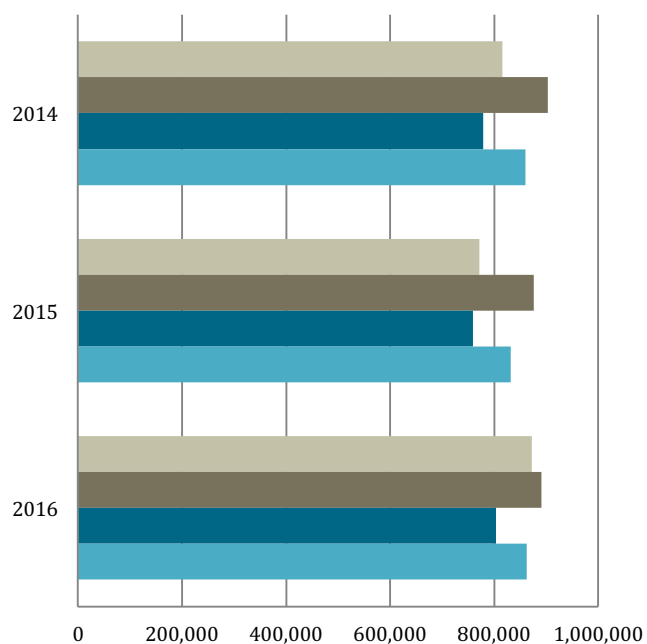
This report aims to encapsulate data from most days in February. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ February also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2016	2015	2014
Week 1	07-Feb	08-Feb	09-Feb
Week 2	14-Feb	15-Feb	16-Feb
Week 3	21-Feb	22-Feb	23-Feb
Week 4	28-Feb	01-Mar	02-Mar

ALL MARKET

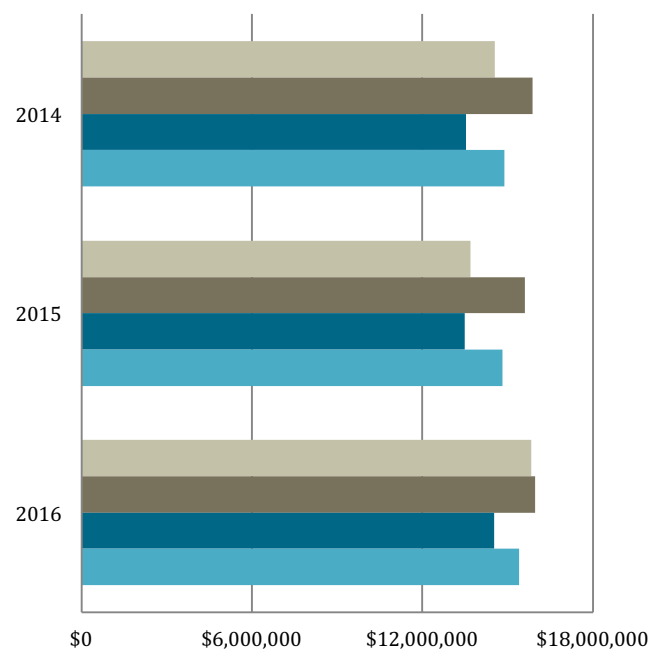
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
February Week 1	871,960	770,760	815,425
February Week 2	890,592	876,393	902,671
February Week 3	803,276	758,541	778,695
February Week 4	862,219	831,183	859,852

Value Sold (in millions of dollars)

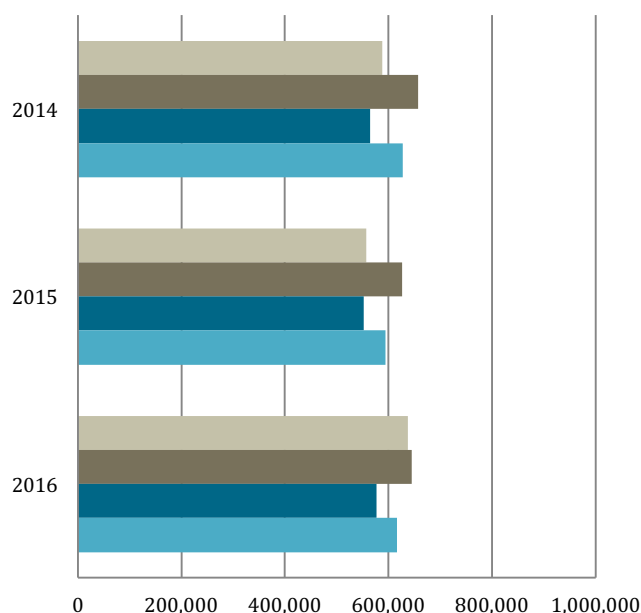


	2016	2015	2014
February Week 1	\$15,822,941.60	\$13,688,834.79	\$14,552,393.15
February Week 2	\$15,968,035.74	\$15,617,306.31	\$15,879,477.97
February Week 3	\$14,517,079.74	\$13,482,876.13	\$13,541,468.87
February Week 4	\$15,405,777.42	\$14,811,831.67	\$14,877,907.85

RING FENCE MARKET

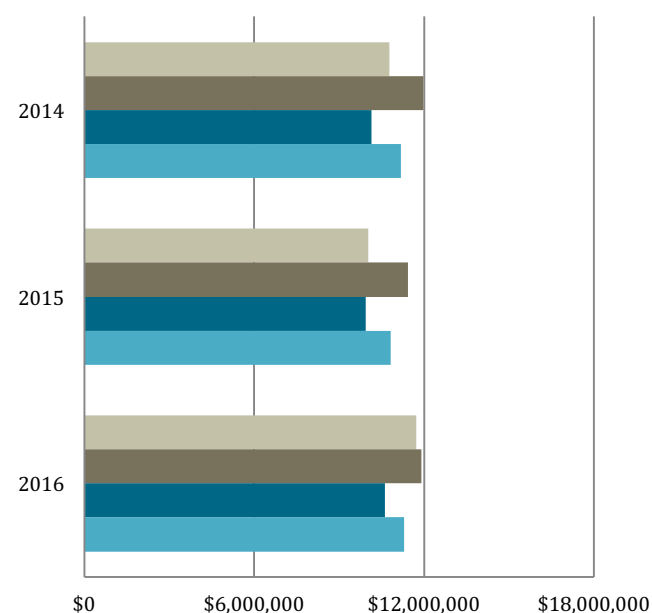
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
February Week 1	637,896	557,474	588,505
February Week 2	644,793	626,747	657,494
February Week 3	576,759	551,803	564,990
February Week 4	616,543	593,900	627,173

Value Sold (in millions of dollars)

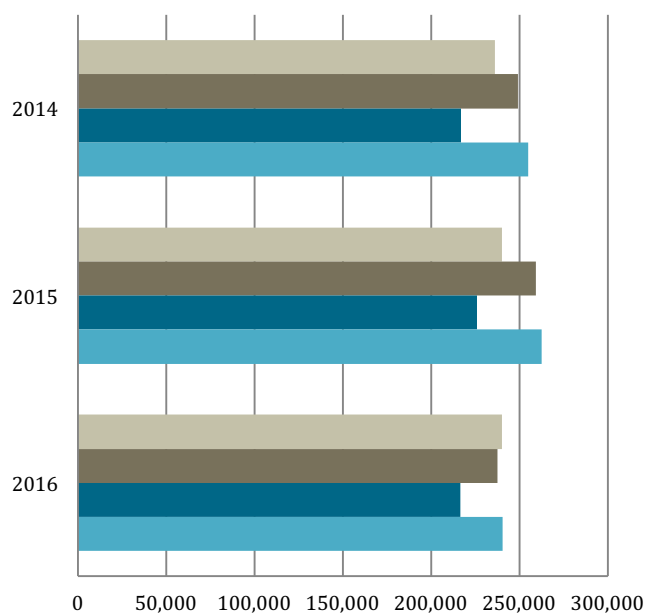


	2016	2015	2014
February Week 1	\$11,733,304.41	\$10,030,570.70	\$10,770,319.08
February Week 2	\$11,908,555.25	\$11,441,728.76	\$11,975,084.62
February Week 3	\$10,626,785.21	\$9,950,847.06	\$10,144,333.12
February Week 4	\$11,292,878.16	\$10,823,175.97	\$11,184,237.33

FICTION: ALL MARKET

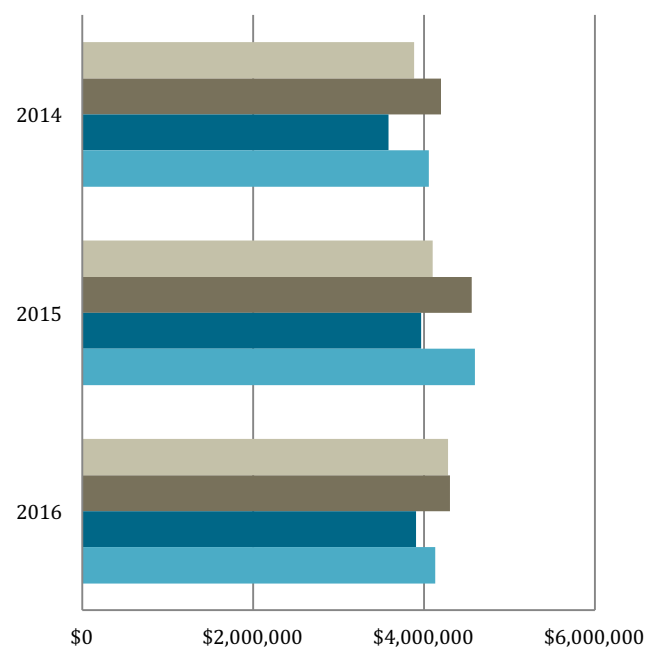
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
February Week 1	240,106	240,184	236,053
February Week 2	237,466	259,216	249,207
February Week 3	216,572	225,910	216,848
February Week 4	240,388	262,561	254,933

Value Sold (in millions of dollars)

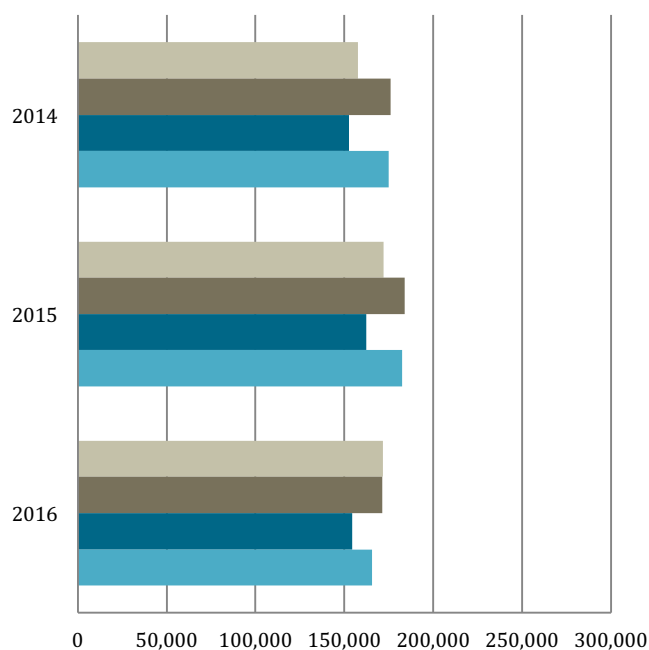


	2016	2015	2014
February Week 1	\$4,282,975.57	\$4,106,262.04	\$3,886,561.26
February Week 2	\$4,303,130.61	\$4,562,083.58	\$4,199,740.34
February Week 3	\$3,905,881.14	\$3,971,056.26	\$3,585,307.19
February Week 4	\$4,133,201.81	\$4,595,044.46	\$4,062,066.31

FICTION: RING FENCE MARKET

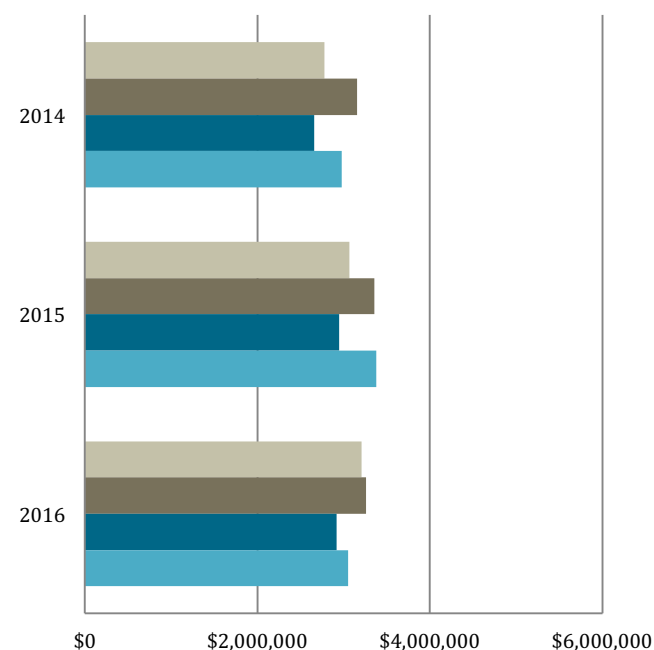
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	171,637	172,151	157,591
February Week 2	171,496	184,039	175,925
February Week 3	154,296	162,252	152,508
February Week 4	165,626	182,657	174,869

Value Sold (in millions of dollars)

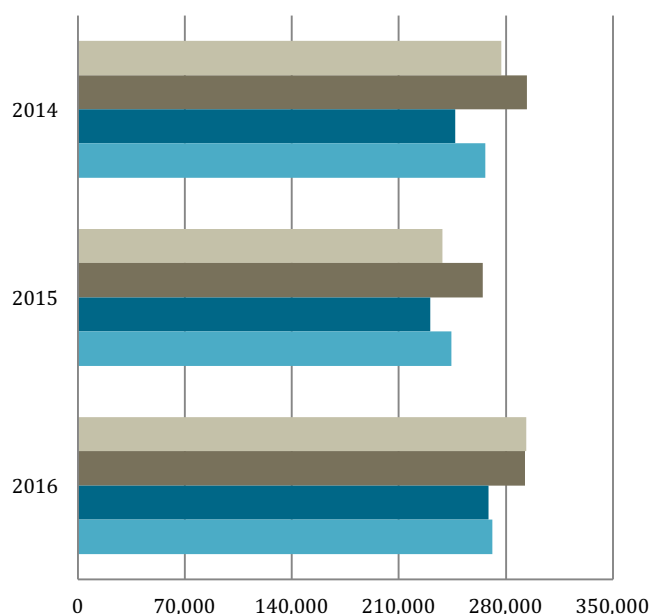


	2016	2015	2014
February Week 1	\$3,210,240.67	\$3,067,836.38	\$2,779,385.82
February Week 2	\$3,260,738.99	\$3,351,942.73	\$3,153,915.83
February Week 3	\$2,919,785.88	\$2,947,703.64	\$2,659,810.64
February Week 4	\$3,054,545.68	\$3,375,220.91	\$2,973,617.50

NON-FICTION: ALL MARKET

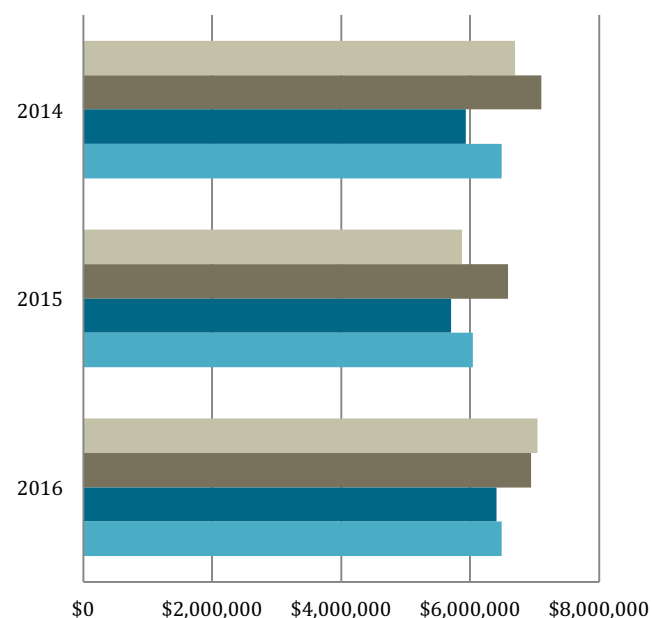
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire February of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	293,391	238,502	277,087
February Week 2	292,515	265,083	293,803
February Week 3	268,714	230,454	246,799
February Week 4	271,188	244,565	266,547

Value Sold (in millions of dollars)

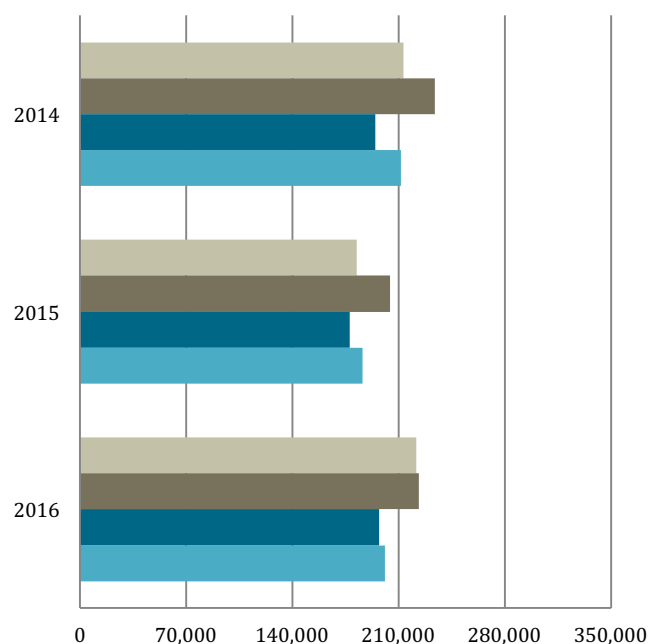


	2016	2015	2014
February Week 1	\$7,046,717.97	\$5,873,746.01	\$6,695,667.71
February Week 2	\$6,947,267.83	\$6,590,354.79	\$7,100,067.61
February Week 3	\$6,406,766.78	\$5,702,289.16	\$5,935,170.23
February Week 4	\$6,489,392.34	\$6,045,987.78	\$6,486,777.19

NON-FICTION: RING FENCE MARKET

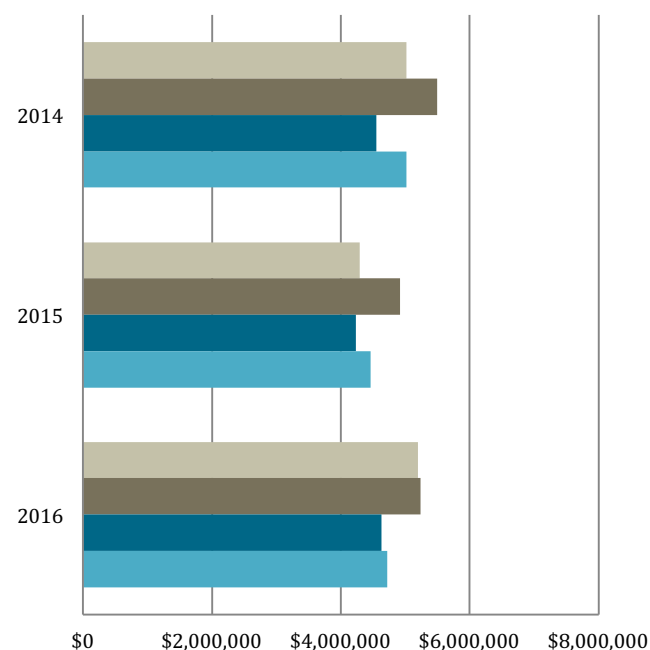
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	221,874	182,674	213,536
February Week 2	223,350	204,678	234,149
February Week 3	197,449	177,960	194,864
February Week 4	201,021	186,525	211,748

Value Sold (in millions of dollars)

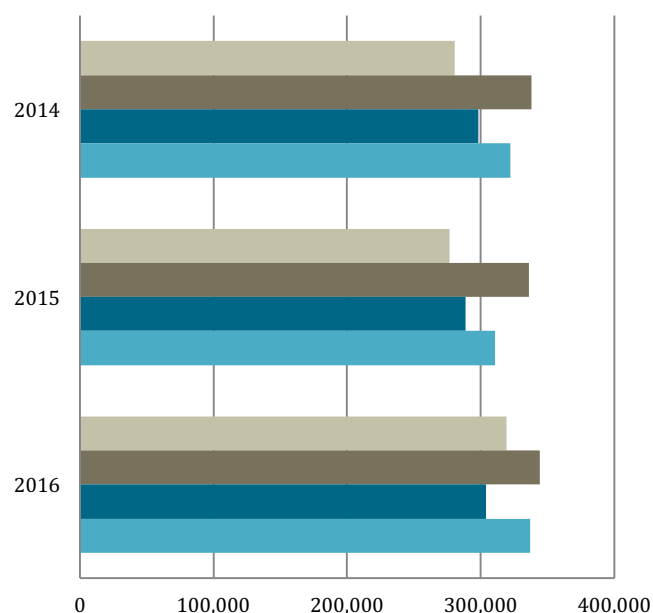


	2016	2015	2014
February Week 1	\$5,197,596.61	\$4,296,260.03	\$5,020,848.82
February Week 2	\$5,234,232.21	\$4,915,509.14	\$5,494,429.23
February Week 3	\$4,628,756.79	\$4,237,706.60	\$4,554,675.00
February Week 4	\$4,724,544.11	\$4,460,003.51	\$5,015,637.35

JUVENILE: ALL MARKET

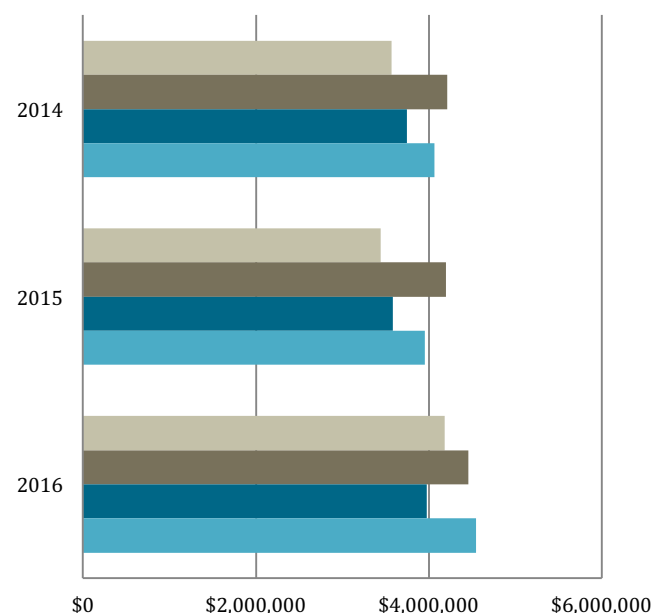
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
February Week 1	319,067	276,410	280,528
February Week 2	344,352	335,893	338,030
February Week 3	304,141	288,628	298,020
February Week 4	336,833	310,837	322,044

Value Sold (in millions of dollars)

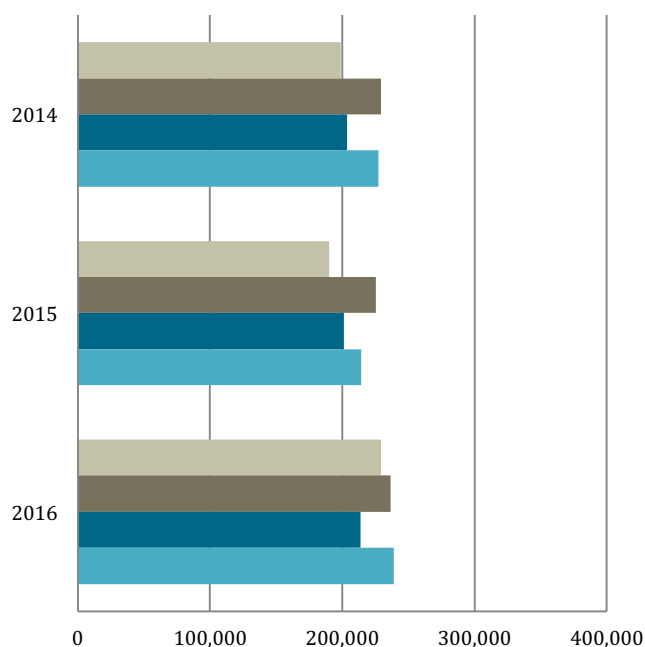


	2016	2015	2014
February Week 1	\$4,184,219.69	\$3,444,073.31	\$3,565,480.63
February Week 2	\$4,459,692.74	\$4,197,991.85	\$4,215,003.70
February Week 3	\$3,979,314.37	\$3,580,584.08	\$3,743,479.35
February Week 4	\$4,543,882.34	\$3,952,728.03	\$4,063,641.87

JUVENILE: RING FENCE MARKET

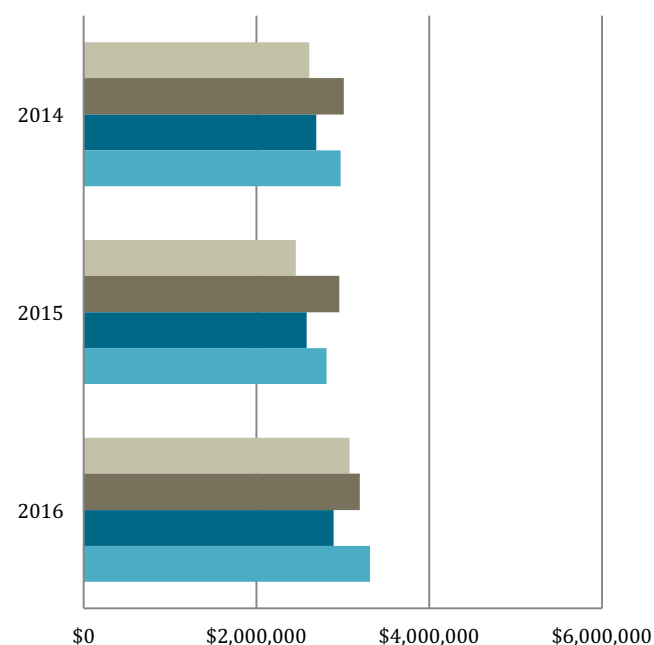
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	229,150	190,242	198,811
February Week 2	236,756	225,368	229,438
February Week 3	213,852	201,215	203,469
February Week 4	238,876	214,468	227,338

Value Sold (in millions of dollars)

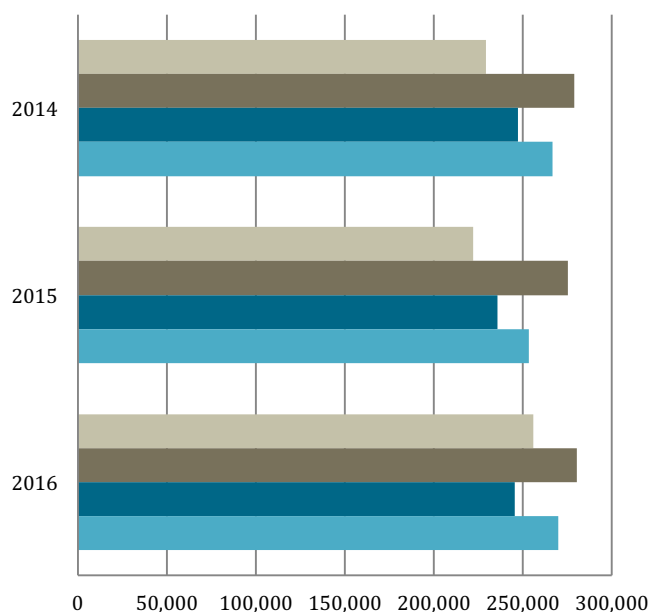


	2016	2015	2014
February Week 1	\$3,075,057.30	\$2,452,989.80	\$2,607,377.10
February Week 2	\$3,199,459.40	\$2,958,735.01	\$3,012,451.39
February Week 3	\$2,892,425.34	\$2,579,342.15	\$2,688,923.09
February Week 4	\$3,318,333.52	\$2,808,608.90	\$2,971,696.65

JUVENILE FICTION: ALL MARKET

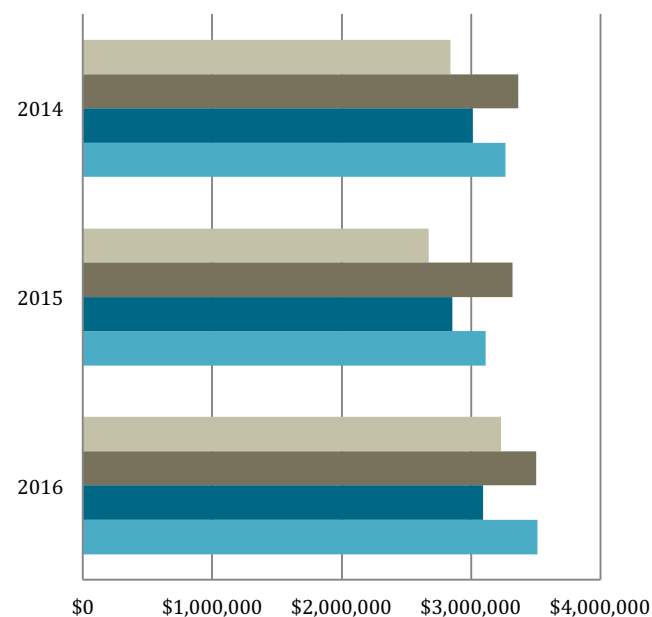
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	255,746	222,233	229,369
February Week 2	280,247	275,271	278,777
February Week 3	245,344	235,658	247,281
February Week 4	269,707	253,380	266,676

Value Sold (in millions of dollars)

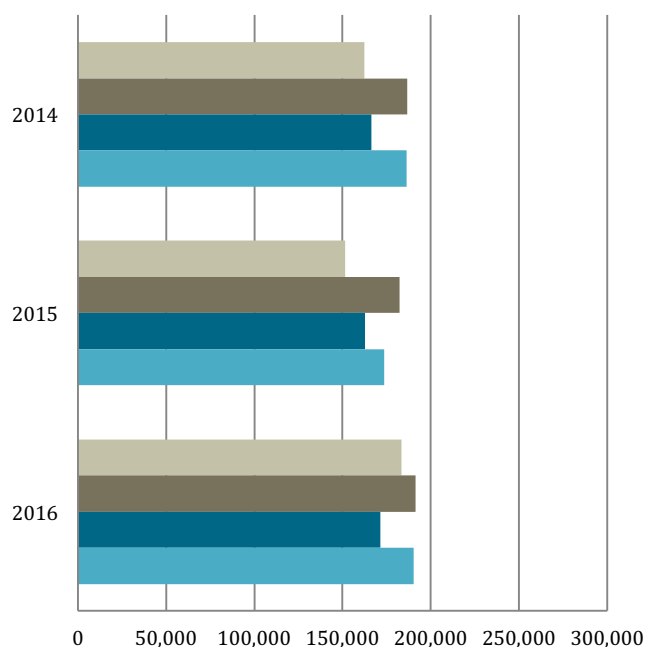


	2016	2015	2014
February Week 1	\$3,230,459.15	\$2,674,191.15	\$2,841,205.28
February Week 2	\$3,504,570.44	\$3,320,792.03	\$3,368,191.26
February Week 3	\$3,093,128.81	\$2,855,575.96	\$3,016,588.06
February Week 4	\$3,512,829.36	\$3,111,442.64	\$3,266,804.37

JUVENILE FICTION: RING FENCE MARKET

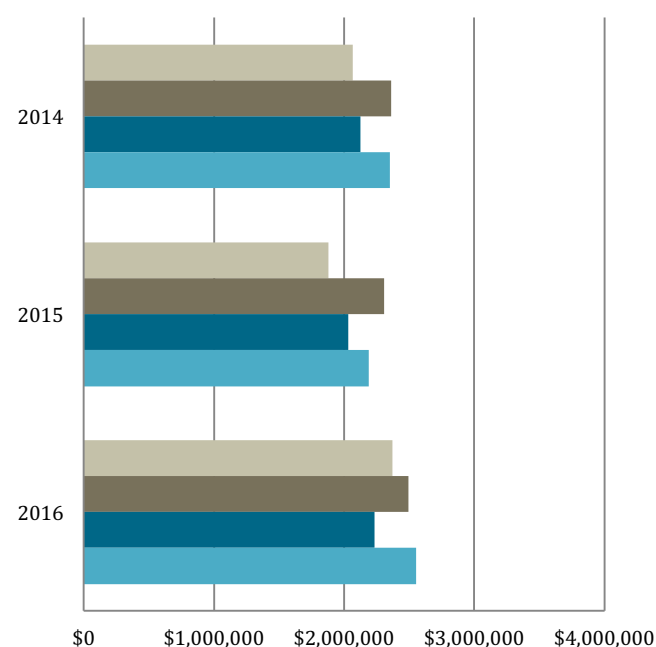
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
February Week 1	183,451	151,470	162,477
February Week 2	191,398	182,430	186,498
February Week 3	171,484	162,594	166,262
February Week 4	190,205	173,408	186,198

Value Sold (in millions of dollars)

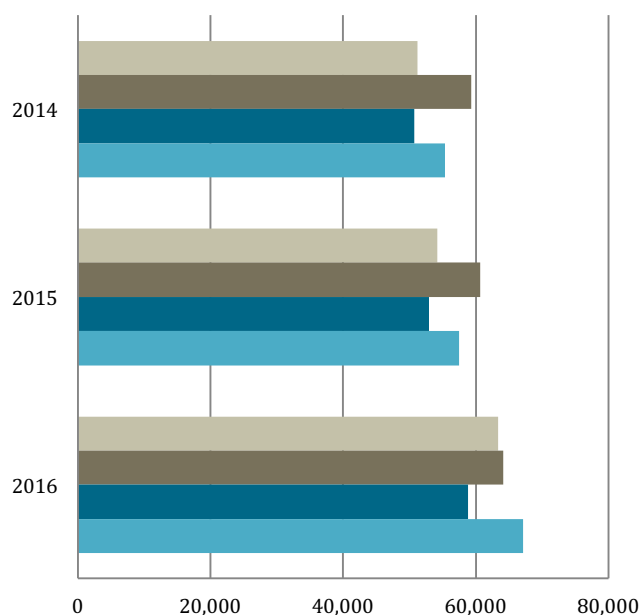


	2016	2015	2014
February Week 1	\$2,372,534.62	\$1,880,311.77	\$2,064,998.38
February Week 2	\$2,496,728.25	\$2,306,426.33	\$2,360,799.57
February Week 3	\$2,235,914.98	\$2,030,860.67	\$2,124,014.31
February Week 4	\$2,552,824.10	\$2,190,559.88	\$2,350,660.99

JUVENILE NON-FICTION: ALL MARKET

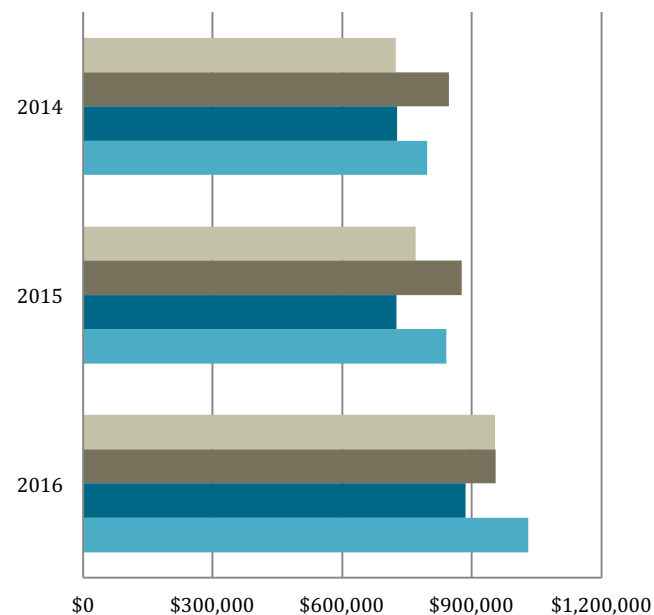
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
February Week 1	63,321	54,177	51,159
February Week 2	64,105	60,622	59,253
February Week 3	58,797	52,970	50,739
February Week 4	67,126	57,457	55,368

Value Sold (in millions of dollars)

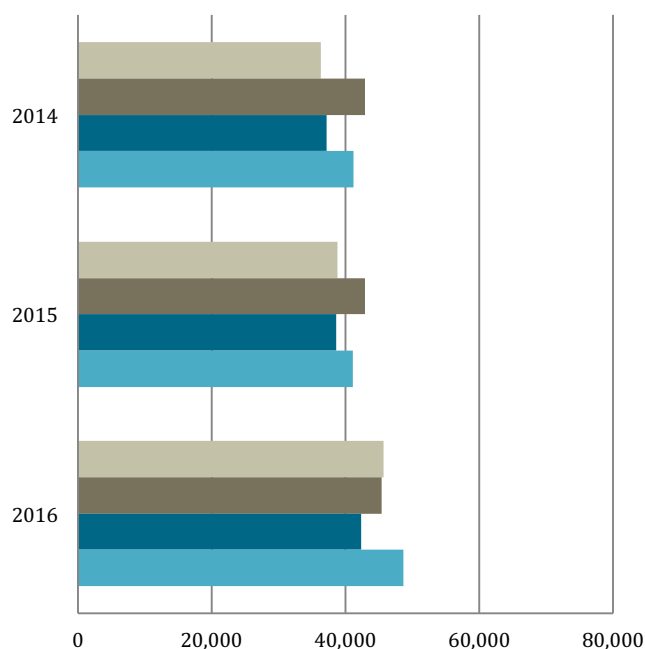


	2016	2015	2014
February Week 1	\$953,760.54	\$769,882.16	\$724,275.35
February Week 2	\$955,122.30	\$877,199.82	\$846,812.44
February Week 3	\$886,185.56	\$725,008.12	\$726,891.29
February Week 4	\$1,031,052.98	\$841,285.39	\$796,837.50

JUVENILE NON-FICTION: RING FENCE MARKET

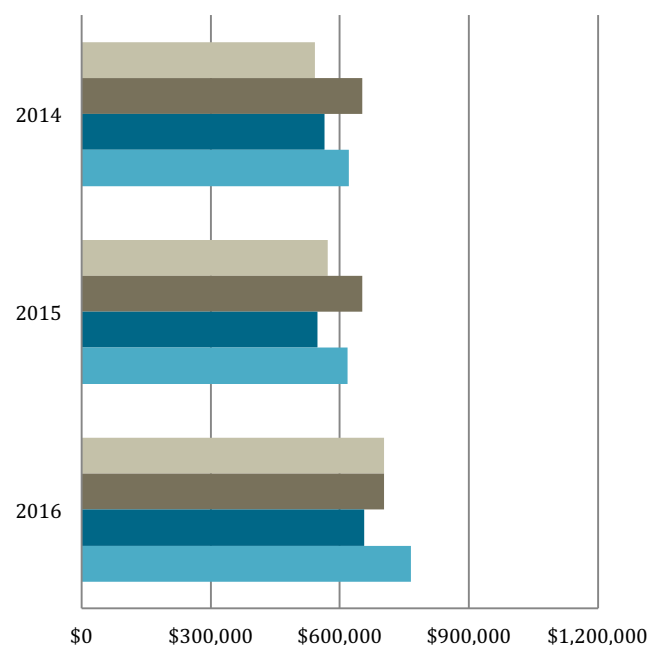
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of February in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
February Week 1	45,699	38,772	36,334
February Week 2	45,358	42,938	42,940
February Week 3	42,368	38,621	37,207
February Week 4	48,671	41,060	41,140

Value Sold (in millions of dollars)



	2016	2015	2014
February Week 1	\$702,522.68	\$572,678.03	\$542,378.72
February Week 2	\$702,731.15	\$652,308.68	\$651,651.82
February Week 3	\$656,510.36	\$548,481.48	\$564,908.78
February Week 4	\$765,509.42	\$618,049.02	\$621,035.66

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 February 28, 2016

2015: Week ending March 01, 2015

