



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 03.2016

Monthly SalesData Market Report March 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 March 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

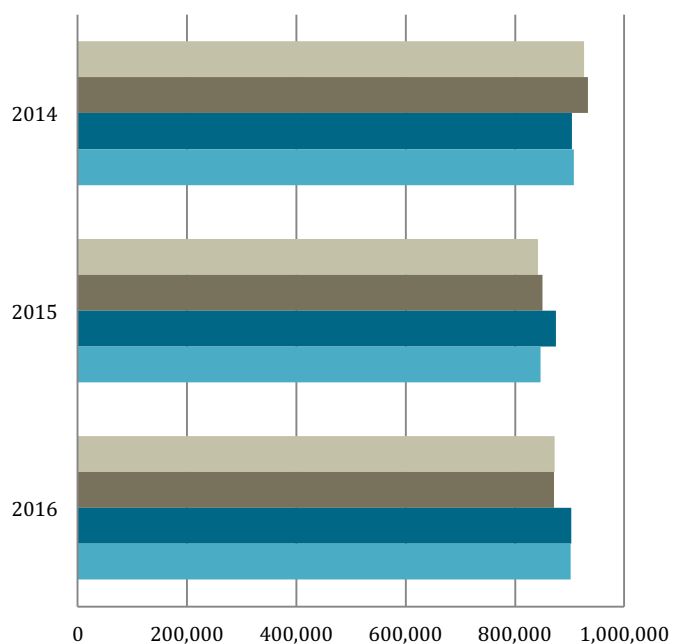
This report aims to encapsulate data from most days in March. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ March also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2016	2015	2014
Week 1	06-Mar	08-Mar	09-Mar
Week 2	13-Mar	15-Mar	16-Mar
Week 3	20-Mar	22-Mar	23-Mar
Week 4	27-Mar	29-Mar	30-Mar

ALL MARKET

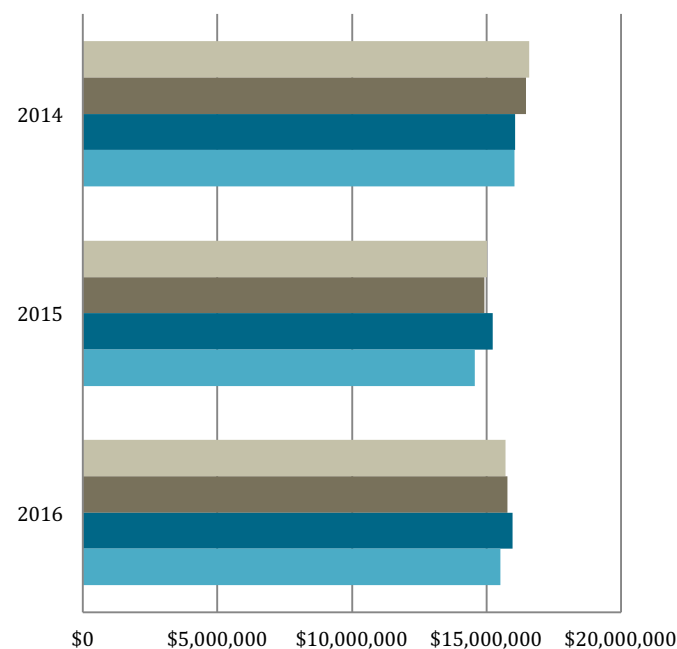
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
March Week 1	872,332	842,483	926,688
March Week 2	870,885	850,620	933,707
March Week 3	902,389	875,129	904,320
March Week 4	901,871	847,236	907,026

Value Sold (in millions of dollars)

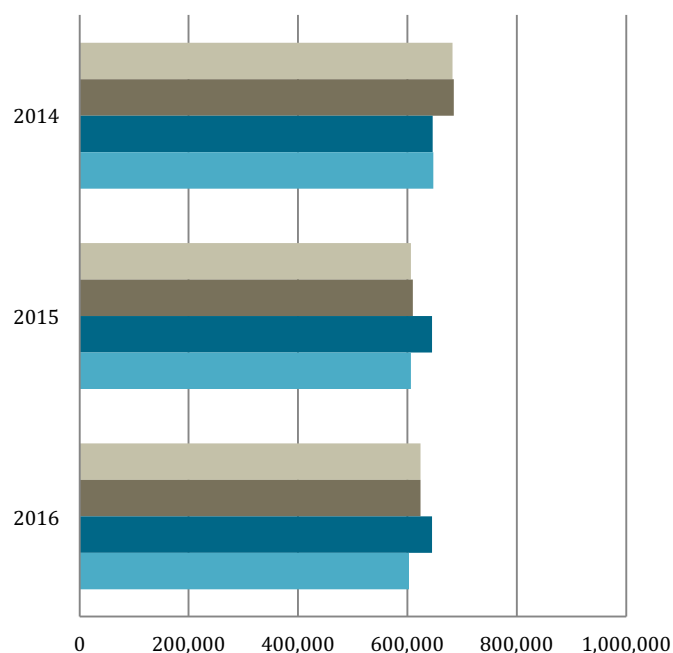


	2016	2015	2014
March Week 1	\$15,702,500.02	\$15,022,104.42	\$16,588,533.06
March Week 2	\$15,775,388.95	\$14,930,478.44	\$16,483,750.78
March Week 3	\$15,980,393.31	\$15,225,352.38	\$16,069,475.88
March Week 4	\$15,518,684.92	\$14,574,291.76	\$16,045,627.26

RING FENCE MARKET

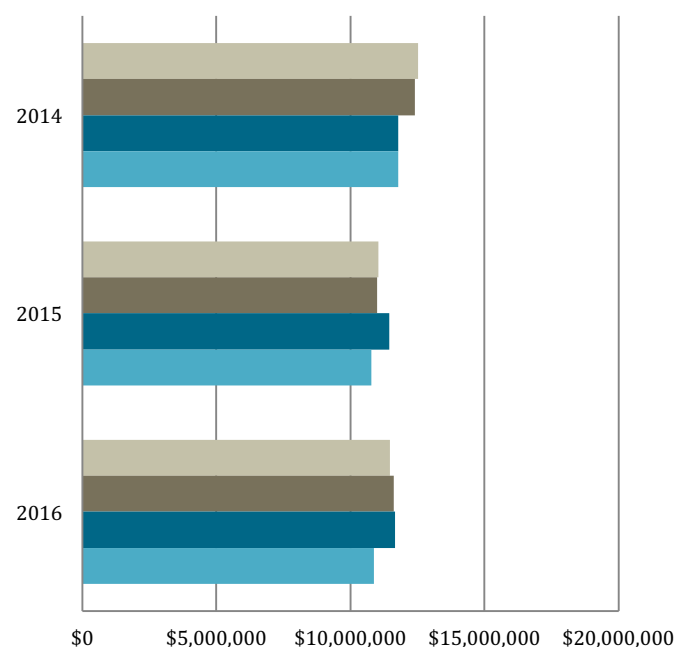
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
March Week 1	623,600	606,371	682,767
March Week 2	624,458	609,862	684,927
March Week 3	644,992	645,040	645,758
March Week 4	603,375	605,862	646,965

Value Sold (in millions of dollars)

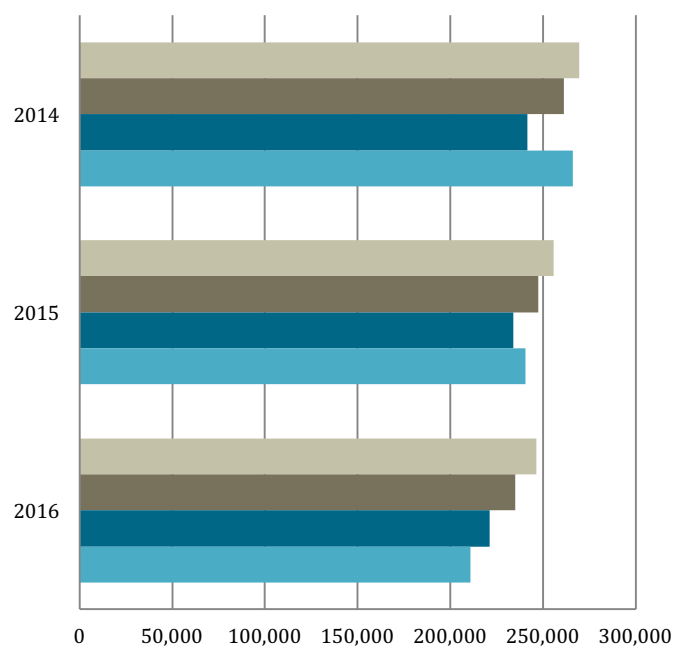


	2016	2015	2014
March Week 1	\$11,468,687.99	\$11,035,833.90	\$12,528,464.36
March Week 2	\$11,619,775.17	\$10,995,616.97	\$12,402,224.27
March Week 3	\$11,652,631.50	\$11,452,613.64	\$11,790,431.22
March Week 4	\$10,866,784.92	\$10,780,164.40	\$11,786,960.05

FICTION: ALL MARKET

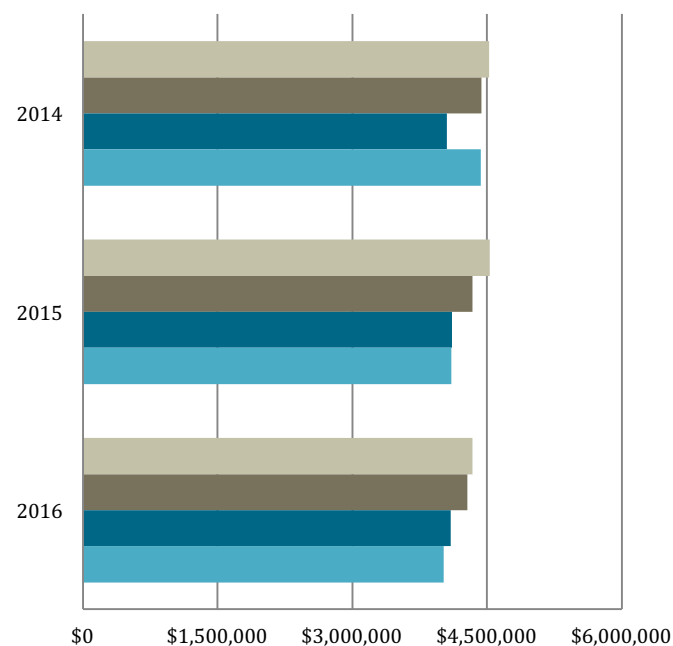
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
March Week 1	246,419	255,681	269,537
March Week 2	235,055	247,275	261,210
March Week 3	221,050	234,022	241,717
March Week 4	210,925	240,447	265,997

Value Sold (in millions of dollars)

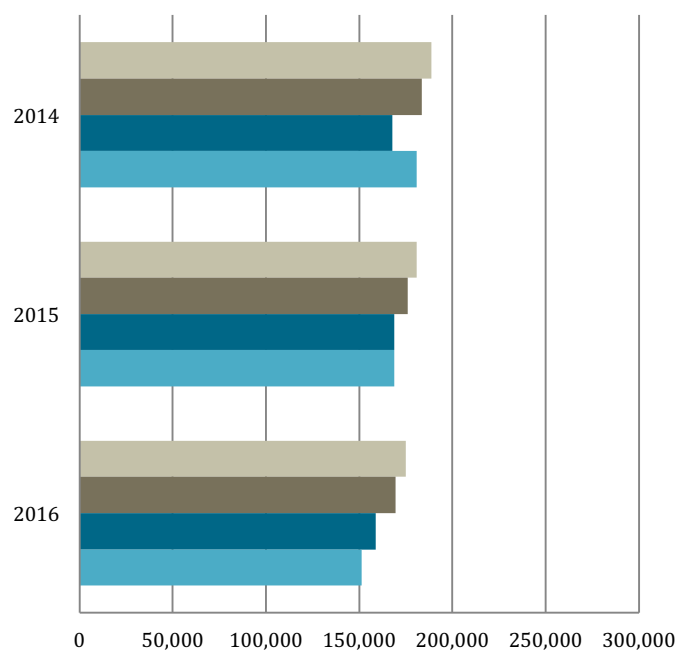


	2016	2015	2014
March Week 1	\$4,337,955.98	\$4,534,622.76	\$4,527,903.37
March Week 2	\$4,283,724.26	\$4,339,796.91	\$4,438,832.50
March Week 3	\$4,094,335.06	\$4,112,752.28	\$4,052,934.38
March Week 4	\$4,020,298.25	\$4,100,818.35	\$4,428,651.36

FICTION: RING FENCE MARKET

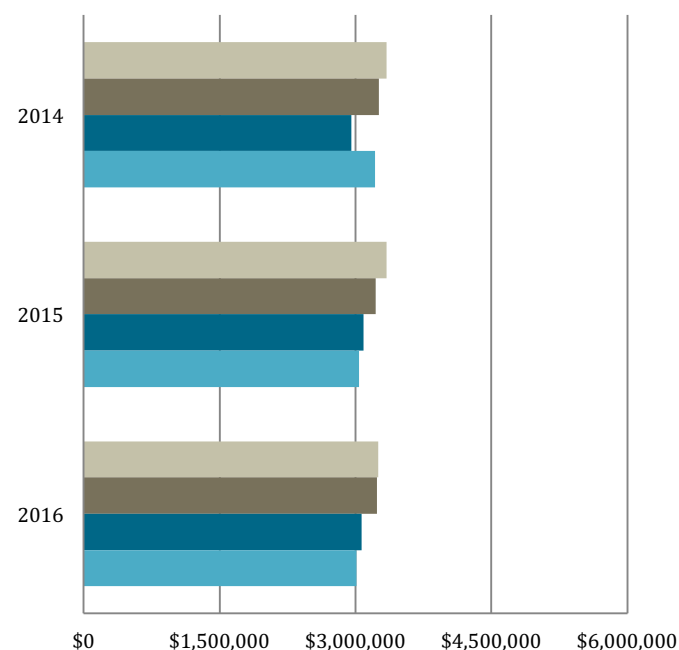
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	174,908	180,978	188,871
March Week 2	169,458	176,064	183,696
March Week 3	159,016	168,888	167,881
March Week 4	151,356	168,751	180,832

Value Sold (in millions of dollars)

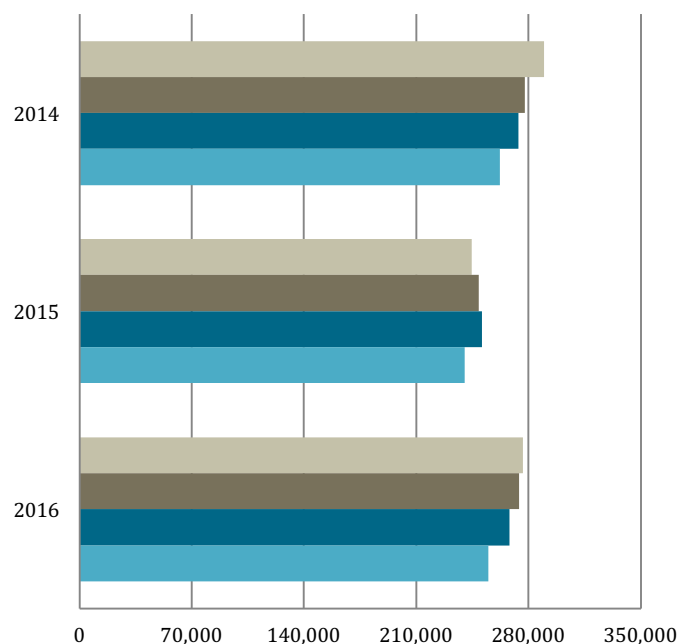


	2016	2015	2014
March Week 1	\$3,249,538.47	\$3,339,669.46	\$3,342,191.80
March Week 2	\$3,237,027.87	\$3,221,519.60	\$3,256,254.13
March Week 3	\$3,066,391.14	\$3,085,079.20	\$2,951,912.99
March Week 4	\$3,008,011.05	\$3,040,871.72	\$3,213,690.16

NON-FICTION: ALL MARKET

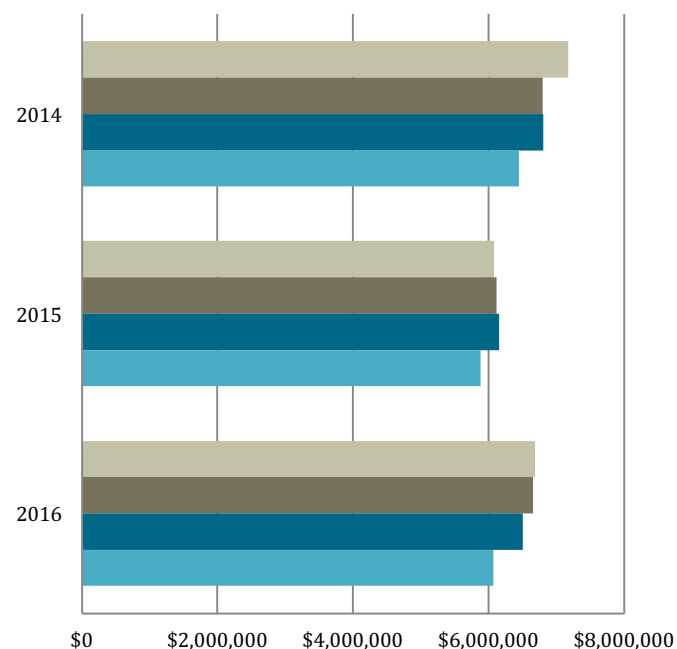
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire March of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
March Week 1	276,677	244,679	289,582
March Week 2	273,949	248,918	277,578
March Week 3	268,228	251,029	273,733
March Week 4	254,791	239,990	262,109

Value Sold (in millions of dollars)

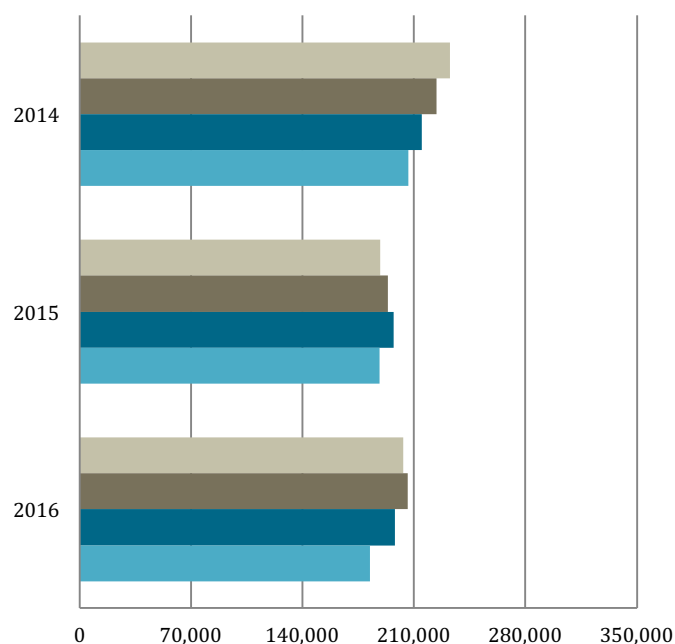


	2016	2015	2014
March Week 1	\$6,688,373.51	\$6,081,327.80	\$7,178,273.21
March Week 2	\$6,659,632.63	\$6,117,377.13	\$6,794,296.66
March Week 3	\$6,507,347.41	\$6,154,152.68	\$6,810,044.89
March Week 4	\$6,069,344.50	\$5,884,985.75	\$6,445,691.40

NON-FICTION: RING FENCE MARKET

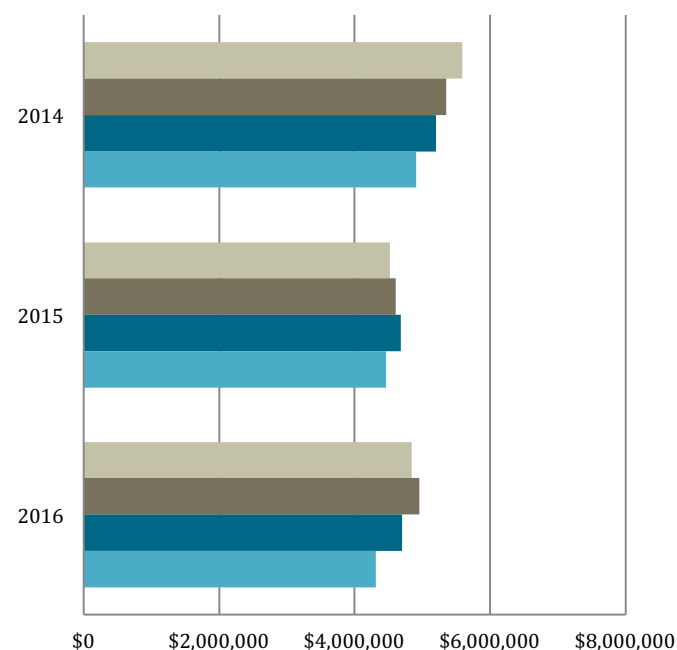
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	203,453	188,911	232,549
March Week 2	206,231	193,465	224,237
March Week 3	197,997	197,241	215,106
March Week 4	182,317	188,506	206,694

Value Sold (in millions of dollars)

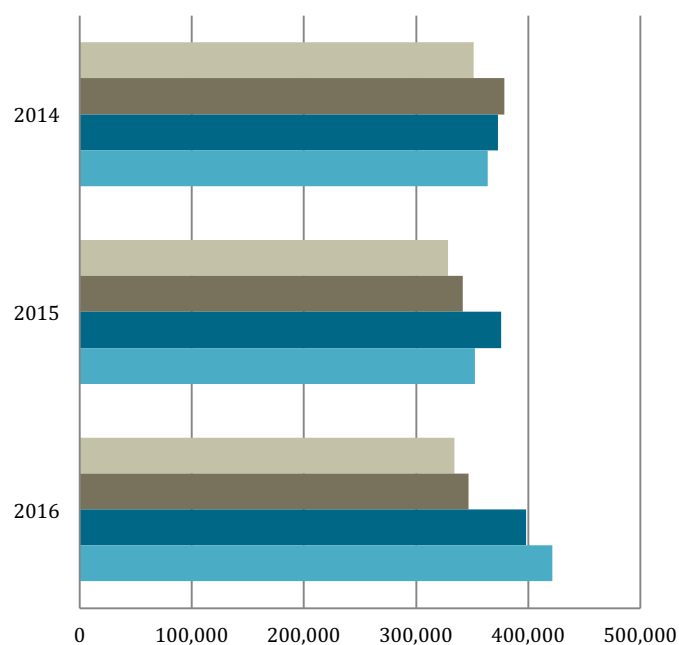


	2016	2015	2014
March Week 1	\$4,842,323.92	\$4,519,392.77	\$5,590,751.26
March Week 2	\$4,951,351.73	\$4,601,682.95	\$5,348,279.37
March Week 3	\$4,701,257.70	\$4,683,008.01	\$5,199,473.50
March Week 4	\$4,312,295.50	\$4,466,274.70	\$4,911,021.48

JUVENILE: ALL MARKET

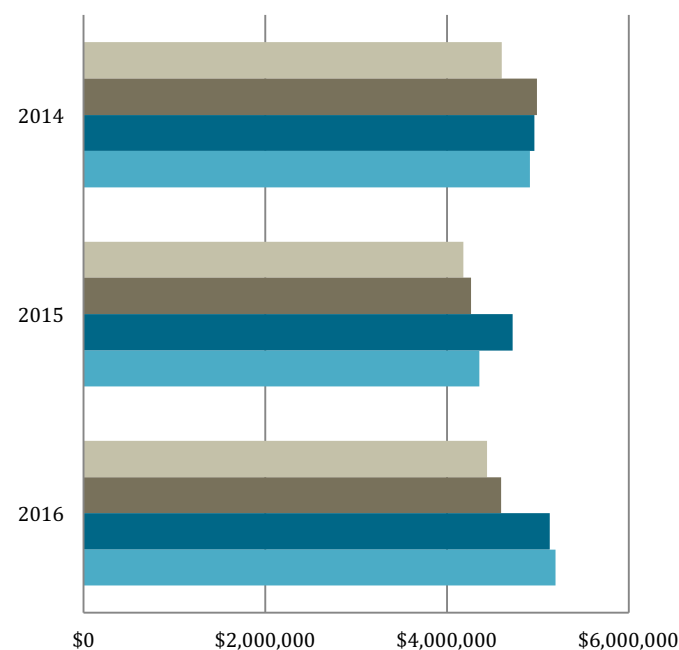
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
March Week 1	334,376	328,412	351,433
March Week 2	346,915	341,566	378,962
March Week 3	398,009	376,126	372,969
March Week 4	421,695	352,326	363,693

Value Sold (in millions of dollars)

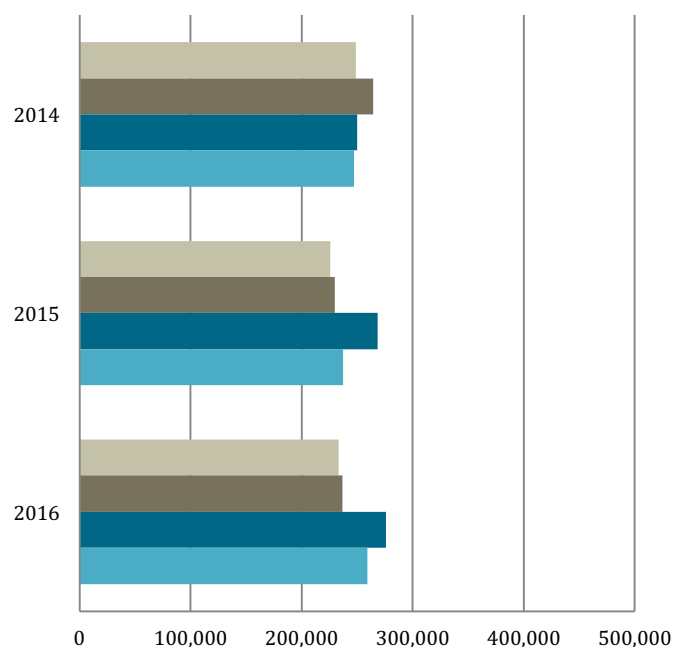


	2016	2015	2014
March Week 1	\$4,443,731.79	\$4,181,360.86	\$4,599,267.53
March Week 2	\$4,593,609.04	\$4,263,560.66	\$4,987,488.61
March Week 3	\$5,132,256.03	\$4,722,336.74	\$4,961,466.68
March Week 4	\$5,195,431.84	\$4,355,318.86	\$4,915,893.60

JUVENILE: RING FENCE MARKET

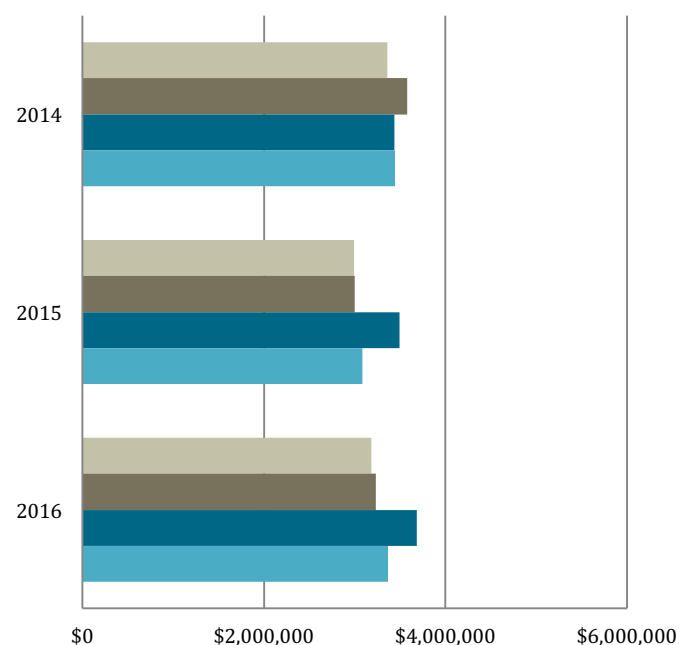
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	233,327	225,688	248,619
March Week 2	236,738	230,027	264,556
March Week 3	276,067	268,300	250,327
March Week 4	259,193	237,578	247,024

Value Sold (in millions of dollars)

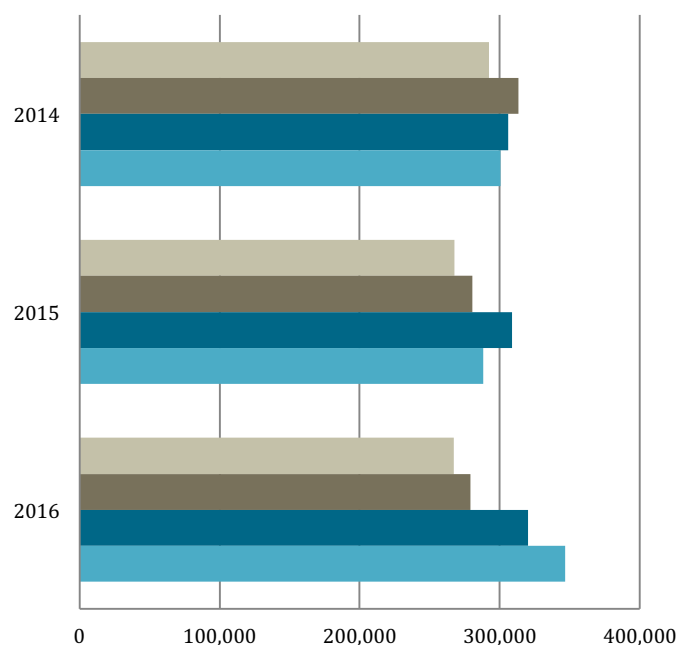


	2016	2015	2014
March Week 1	\$3,183,581.07	\$2,990,116.01	\$3,358,240.98
March Week 2	\$3,231,237.03	\$2,999,252.88	\$3,581,590.96
March Week 3	\$3,681,639.63	\$3,491,274.94	\$3,437,560.23
March Week 4	\$3,364,785.51	\$3,081,617.12	\$3,446,145.57

JUVENILE FICTION: ALL MARKET

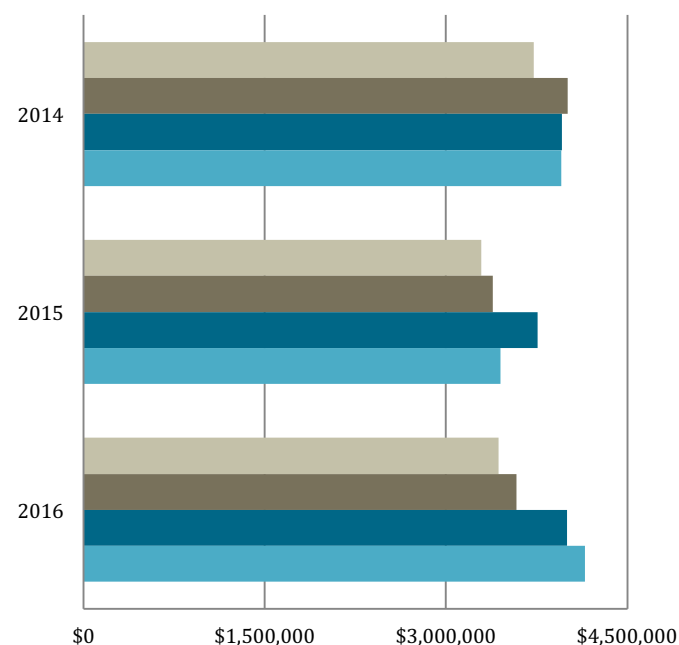
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	267,243	267,682	292,409
March Week 2	278,830	280,406	313,279
March Week 3	320,229	308,765	306,067
March Week 4	346,555	288,379	300,380

Value Sold (in millions of dollars)

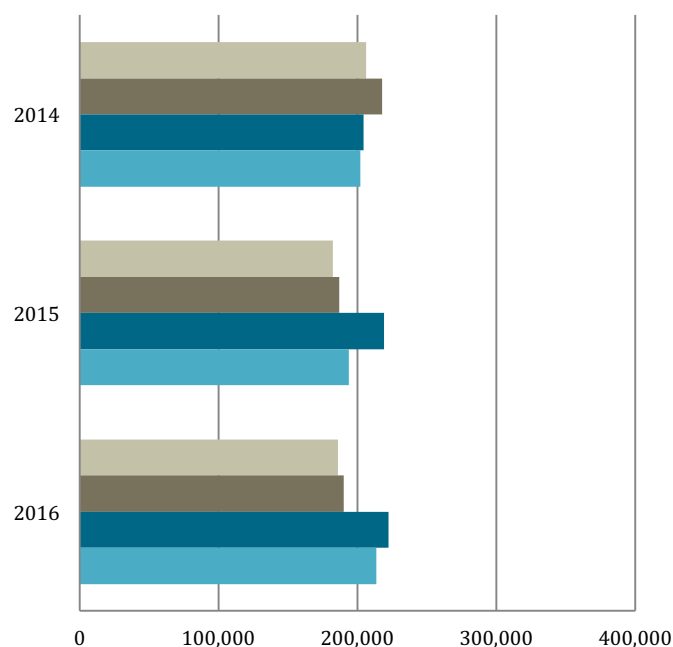


	2016	2015	2014
March Week 1	\$3,435,426.06	\$3,290,611.28	\$3,728,725.16
March Week 2	\$3,583,253.64	\$3,388,495.95	\$4,005,165.04
March Week 3	\$4,003,198.01	\$3,755,876.65	\$3,959,970.28
March Week 4	\$4,151,326.71	\$3,450,372.42	\$3,953,361.45

JUVENILE FICTION: RING FENCE MARKET

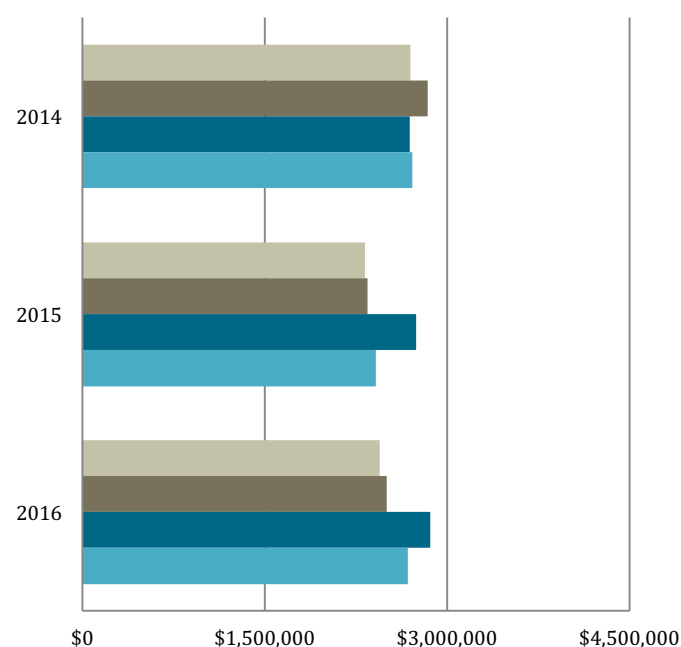
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	185,879	182,454	206,037
March Week 2	190,077	186,769	217,852
March Week 3	222,398	218,992	204,519
March Week 4	213,537	193,642	202,151

Value Sold (in millions of dollars)

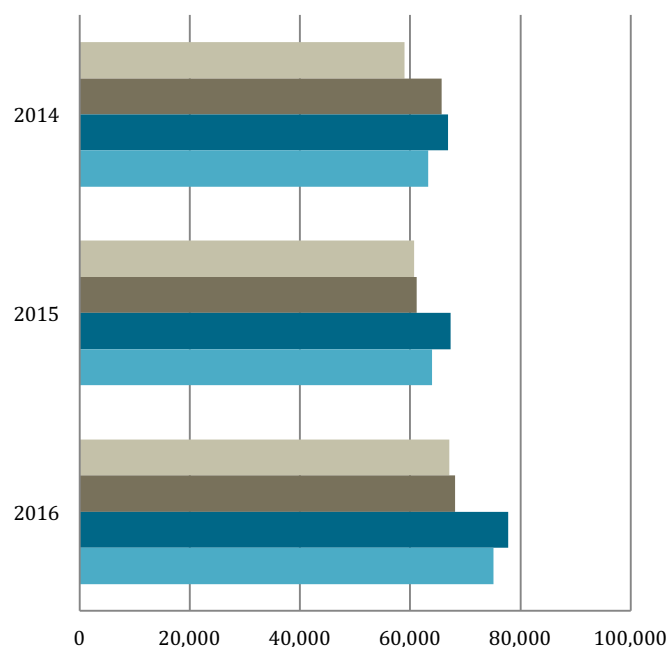


	2016	2015	2014
March Week 1	\$2,446,848.67	\$2,325,536.36	\$2,699,520.13
March Week 2	\$2,503,517.34	\$2,343,414.58	\$2,840,727.24
March Week 3	\$2,861,721.54	\$2,748,196.36	\$2,695,491.62
March Week 4	\$2,677,317.94	\$2,413,600.46	\$2,714,967.77

JUVENILE NON-FICTION: ALL MARKET

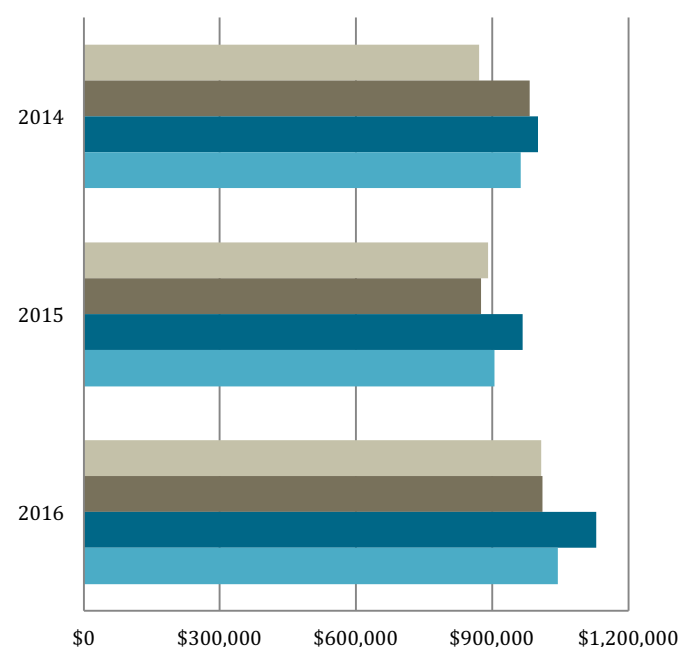
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of March in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	67,133	60,730	59,024
March Week 2	68,085	61,160	65,683
March Week 3	77,780	67,361	66,902
March Week 4	75,140	63,947	63,313

Value Sold (in millions of dollars)

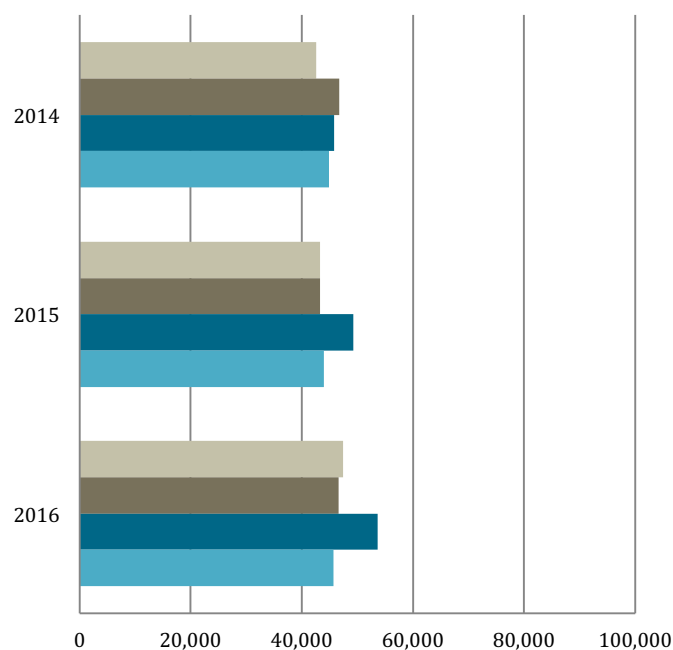


	2016	2015	2014
March Week 1	\$1,008,305.73	\$890,749.58	\$870,542.37
March Week 2	\$1,010,355.40	\$875,064.71	\$982,323.57
March Week 3	\$1,129,058.02	\$966,460.09	\$1,001,496.40
March Week 4	\$1,044,105.13	\$904,946.44	\$962,532.15

JUVENILE NON-FICTION: RING FENCE MARKET

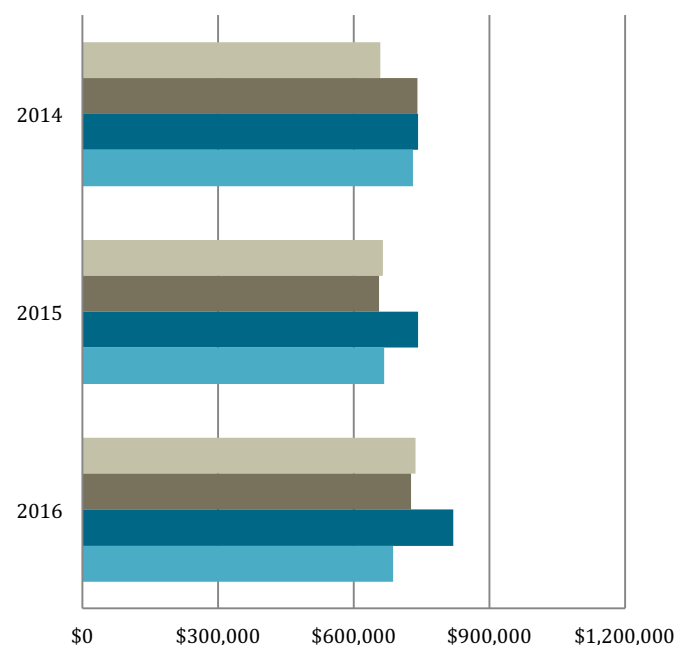
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Volume Sold (in units)



	2016	2015	2014
March Week 1	47,448	43,234	42,582
March Week 2	46,661	43,258	46,704
March Week 3	53,669	49,308	45,808
March Week 4	45,656	43,936	44,873

Value Sold (in millions of dollars)



	2016	2015	2014
March Week 1	\$736,732.40	\$664,579.65	\$658,720.85
March Week 2	\$727,719.69	\$655,838.30	\$740,863.72
March Week 3	\$819,918.09	\$743,078.58	\$742,068.61
March Week 4	\$687,467.57	\$668,016.66	\$731,177.80

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 March 27, 2016

2015: Week ending March 29, 2015

