



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 04.2016

April SalesData Market Report April 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 April 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

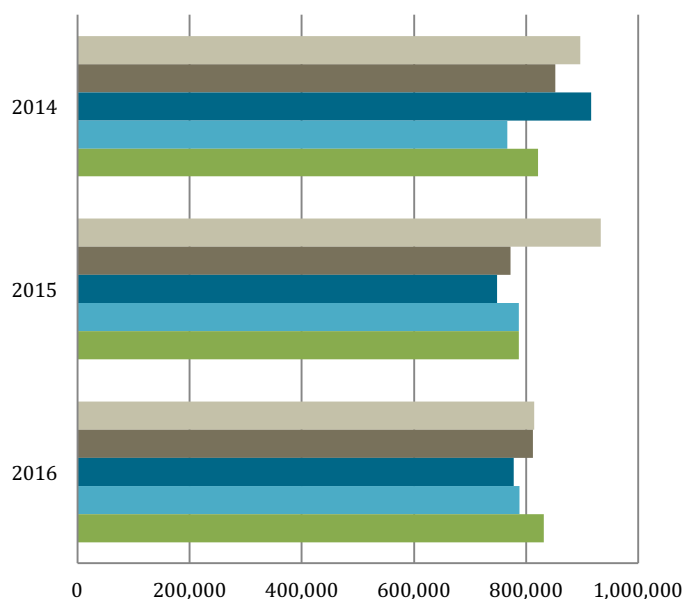
This report aims to encapsulate data from most days in April. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2016	2015	2014
Week 1	03-Apr	05-Apr	06-Apr
Week 2	10-Apr	12-Apr	13-Apr
Week 3	17-Apr	19-Apr	20-Apr
Week 4	24-Apr	26-Apr	27-Apr
Week 5	01-May	03-May	04-May

ALL MARKET

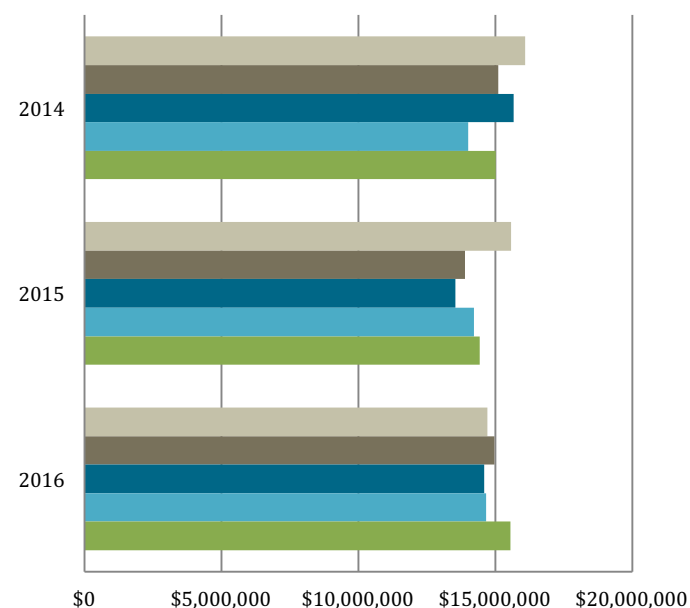
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
■ April Week 1	814,894	933,135	896,952
■ April Week 2	812,303	771,619	851,551
■ April Week 3	777,688	748,090	915,447
■ April Week 4	787,840	787,098	766,390
■ April Week 5	831,624	787,053	821,490

Value Sold (in millions of dollars)

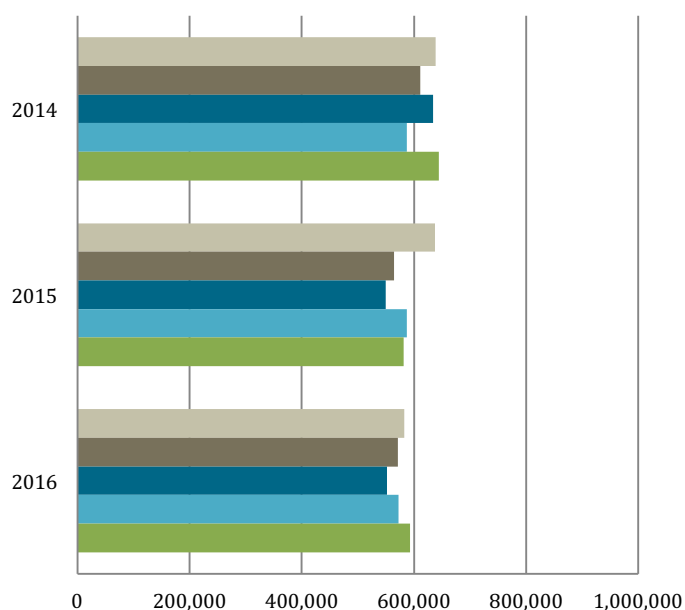


	2016	2015	2014
■ April Week 1	\$14,711,349.39	\$15,574,261.19	\$16,098,436.89
■ April Week 2	\$14,978,711.89	\$13,899,678.49	\$15,103,803.15
■ April Week 3	\$14,600,177.13	\$13,538,653.19	\$15,674,294.20
■ April Week 4	\$14,678,674.18	\$14,238,162.71	\$14,021,342.49
■ April Week 5	\$15,551,215.66	\$14,439,353.84	\$15,011,304.79

RING FENCE MARKET

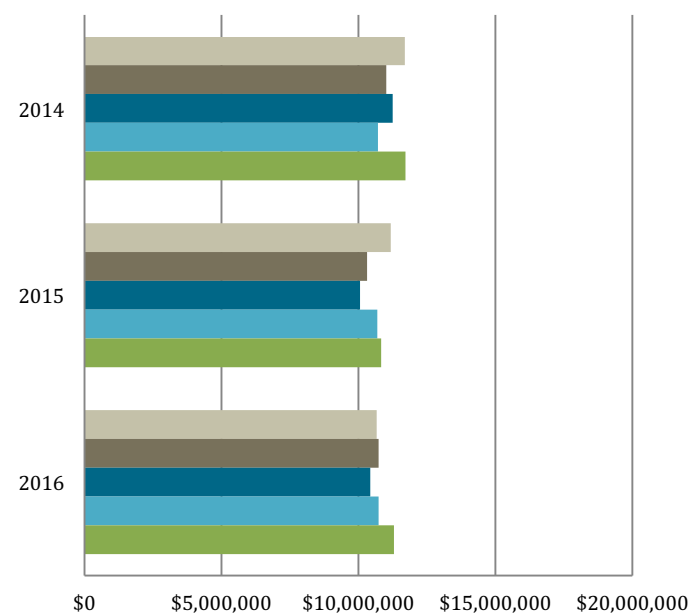
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
■ April Week 1	582,285	637,659	638,234
■ April Week 2	571,608	564,794	611,049
■ April Week 3	552,294	549,965	633,609
■ April Week 4	572,599	587,875	587,840
■ April Week 5	592,979	582,128	644,795

Value Sold (in millions of dollars)

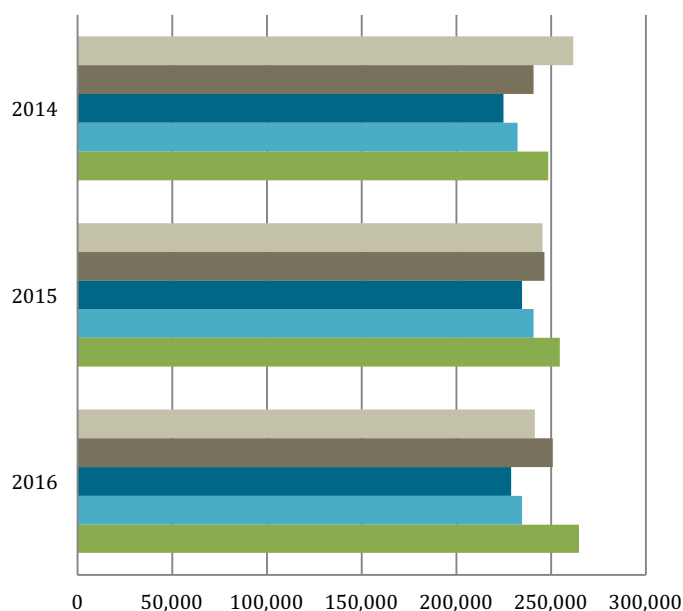


	2016	2015	2014
■ April Week 1	\$10,675,725.96	\$11,169,055.88	\$11,693,638.65
■ April Week 2	\$10,737,440.95	\$10,321,983.60	\$11,008,932.50
■ April Week 3	\$10,429,251.54	\$10,058,999.01	\$11,239,872.91
■ April Week 4	\$10,731,277.41	\$10,698,306.97	\$10,708,986.73
■ April Week 5	\$11,296,883.42	\$10,829,868.22	\$11,706,887.68

FICTION: ALL MARKET

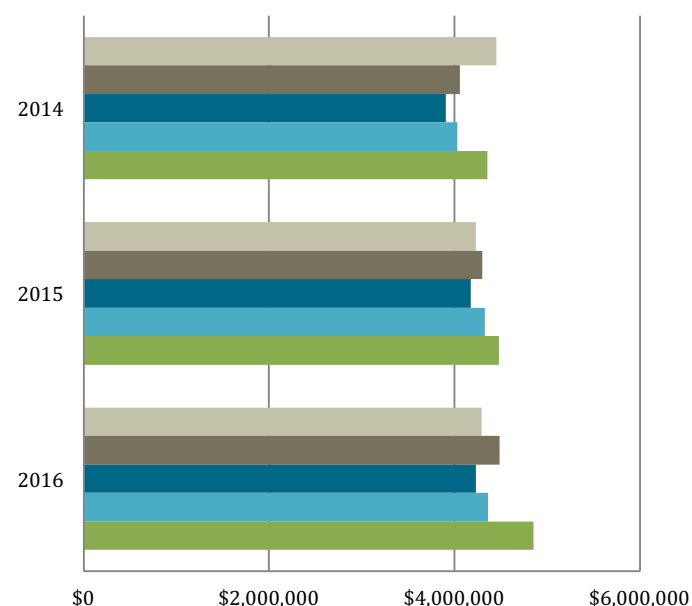
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ April Week 1	241,567	245,619	261,799
■ April Week 2	251,003	246,601	240,760
■ April Week 3	229,016	234,583	224,978
■ April Week 4	234,632	240,813	232,481
■ April Week 5	264,676	254,770	248,685

Value Sold (in millions of dollars)

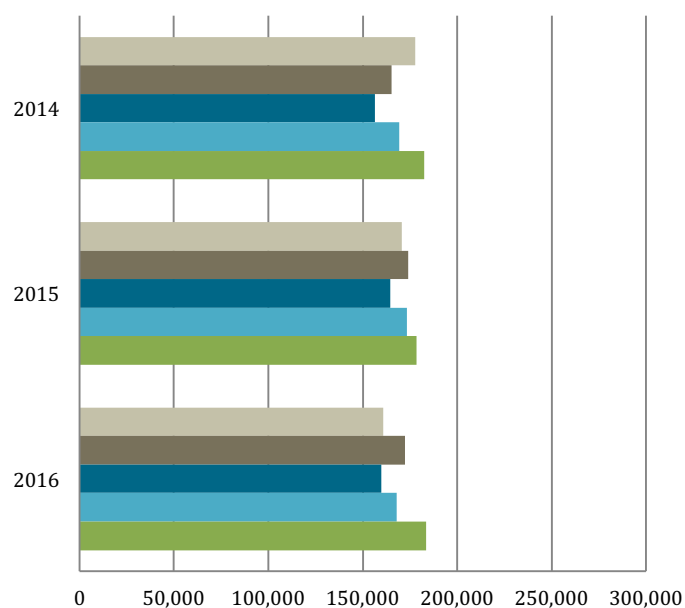


	2016	2015	2014
■ April Week 1	\$4,289,555.53	\$4,228,064.44	\$4,450,733.52
■ April Week 2	\$4,483,471.65	\$4,297,346.21	\$4,059,117.80
■ April Week 3	\$4,229,855.05	\$4,175,536.20	\$3,903,883.30
■ April Week 4	\$4,361,702.59	\$4,326,989.40	\$4,029,910.98
■ April Week 5	\$4,848,455.65	\$4,475,855.93	\$4,355,064.71

FICTION: RING FENCE MARKET

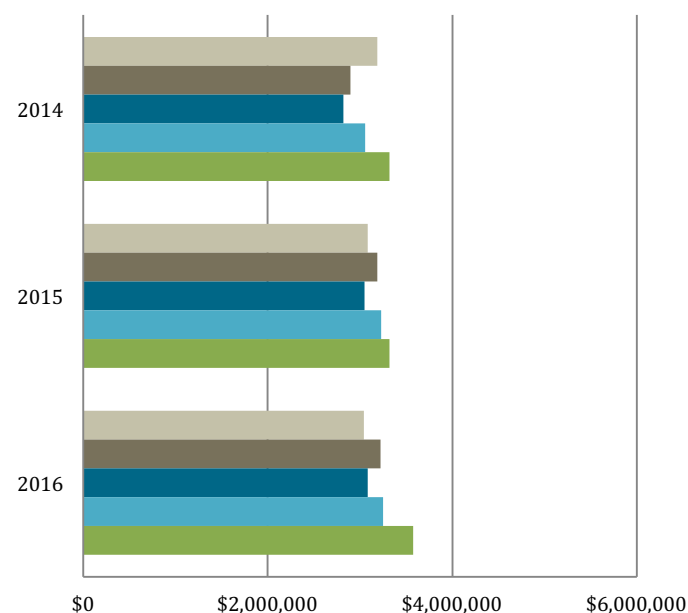
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
April Week 1	160,668	170,726	177,661
April Week 2	172,234	173,944	165,218
April Week 3	159,760	164,501	156,572
April Week 4	167,844	173,344	169,247
April Week 5	183,524	178,397	182,460

Value Sold (in millions of dollars)

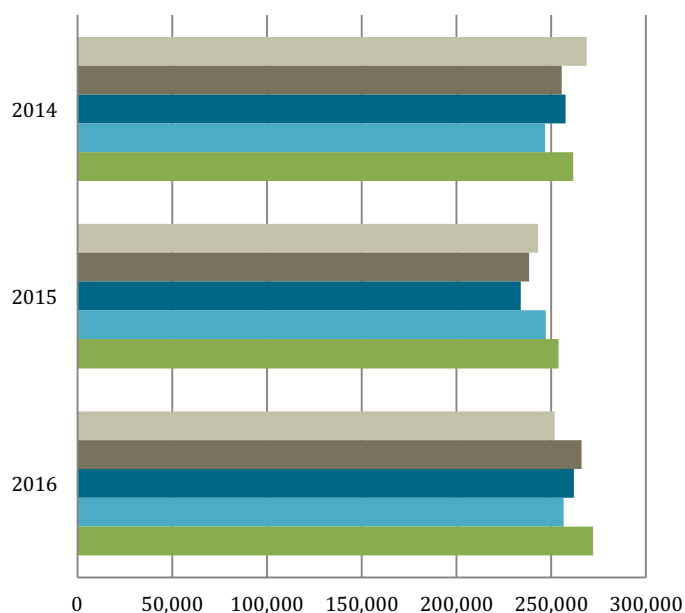


	2016	2015	2014
April Week 1	\$3,043,557.07	\$3,083,394.69	\$3,187,194.56
April Week 2	\$3,224,305.97	\$3,186,717.57	\$2,896,682.48
April Week 3	\$3,086,401.17	\$3,046,516.48	\$2,822,106.36
April Week 4	\$3,252,738.76	\$3,228,059.91	\$3,054,403.05
April Week 5	\$3,572,951.88	\$3,321,605.75	\$3,319,013.83

NON-FICTION: ALL MARKET

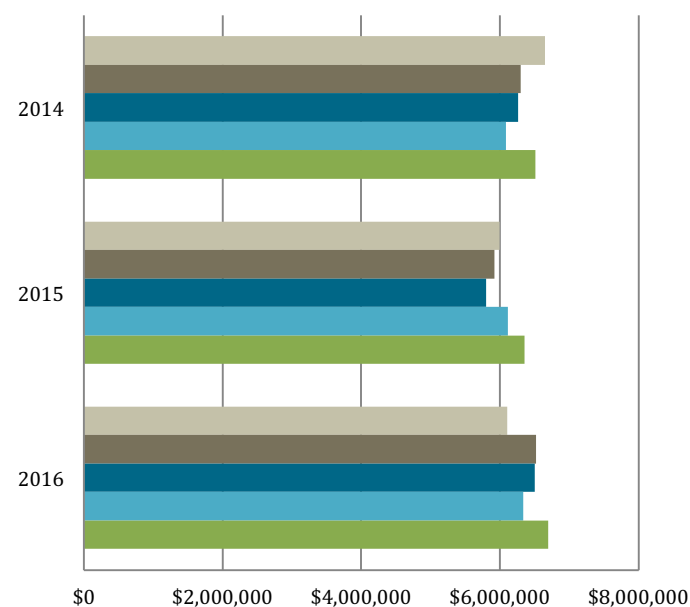
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ April Week 1	251,884	242,858	268,715
■ April Week 2	265,802	238,306	255,353
■ April Week 3	261,709	233,749	257,588
■ April Week 4	256,371	247,067	246,822
■ April Week 5	272,136	253,931	261,501

Value Sold (in millions of dollars)

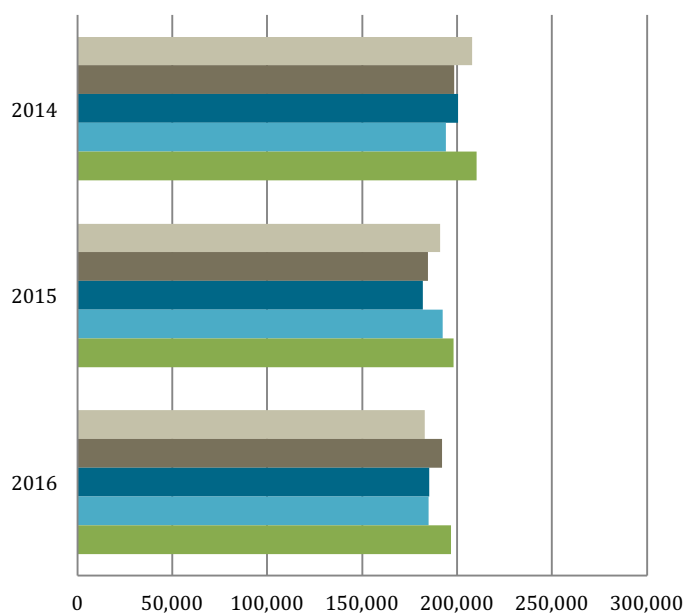


	2016	2015	2014
■ April Week 1	\$6,102,917.64	\$5,995,738.20	\$6,650,014.73
■ April Week 2	\$6,520,422.21	\$5,925,534.06	\$6,304,382.53
■ April Week 3	\$6,501,941.57	\$5,800,440.47	\$6,266,224.50
■ April Week 4	\$6,337,405.49	\$6,115,831.28	\$6,091,002.87
■ April Week 5	\$6,696,105.04	\$6,358,965.63	\$6,512,937.85

NON-FICTION: RING FENCE MARKET

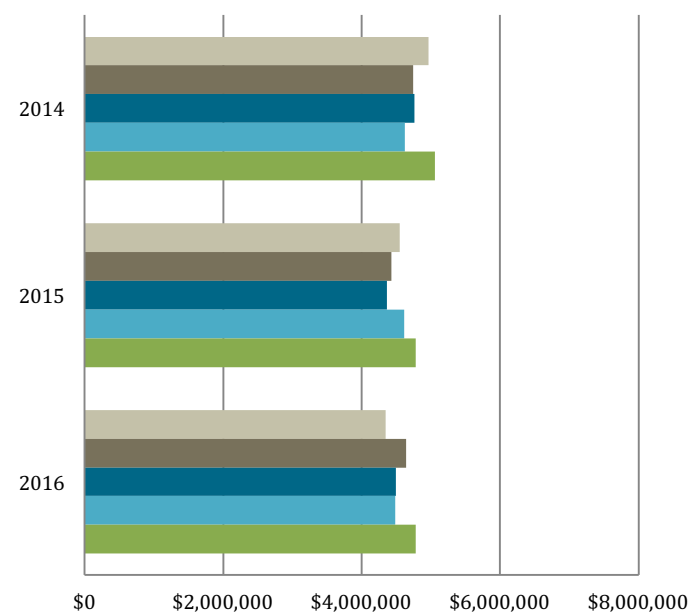
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ April Week 1	182,939	190,986	208,118
■ April Week 2	192,246	184,605	198,646
■ April Week 3	185,306	181,876	200,394
■ April Week 4	184,927	192,526	194,168
■ April Week 5	196,823	198,127	210,474

Value Sold (in millions of dollars)

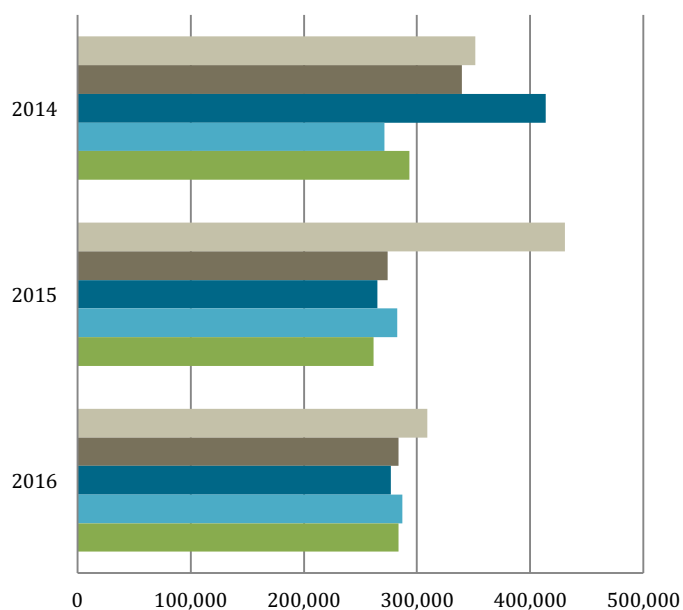


	2016	2015	2014
■ April Week 1	\$4,350,498.61	\$4,548,433.86	\$4,970,364.00
■ April Week 2	\$4,643,712.06	\$4,433,313.46	\$4,741,222.95
■ April Week 3	\$4,490,820.18	\$4,369,473.90	\$4,759,107.24
■ April Week 4	\$4,484,575.06	\$4,612,274.00	\$4,620,144.63
■ April Week 5	\$4,780,924.07	\$4,785,133.66	\$5,060,040.57

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

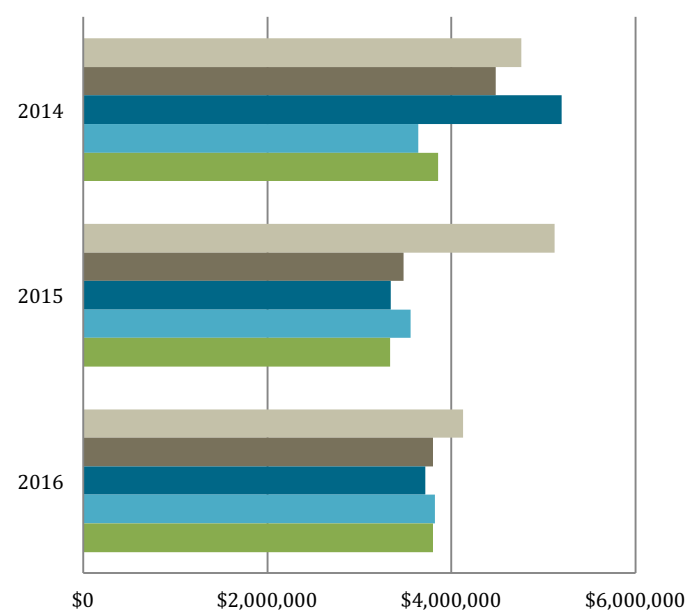
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
April Week 1	308,998	430,612	351,529
April Week 2	283,898	274,289	339,421
April Week 3	276,641	264,780	413,585
April Week 4	286,877	282,240	271,132
April Week 5	283,679	261,360	293,192

Value Sold (in millions of dollars)

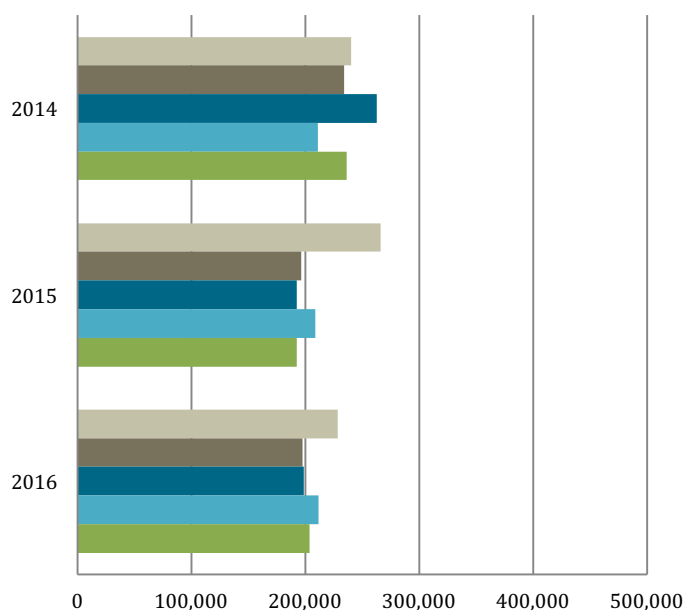


	2016	2015	2014
April Week 1	\$4,123,364.70	\$5,119,732.24	\$4,755,555.57
April Week 2	\$3,801,750.42	\$3,480,333.81	\$4,482,807.04
April Week 3	\$3,716,244.02	\$3,341,910.99	\$5,195,610.84
April Week 4	\$3,821,468.94	\$3,553,066.54	\$3,641,310.05
April Week 5	\$3,801,825.76	\$3,331,748.70	\$3,854,449.55

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

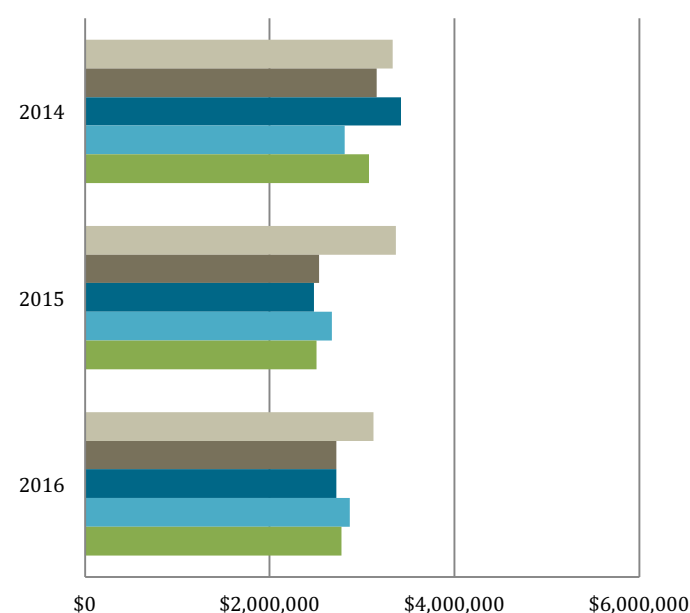
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Volume Sold (in units)



	2016	2015	2014
■ April Week 1	228,598	266,406	240,342
■ April Week 2	197,705	196,267	234,399
■ April Week 3	198,902	192,446	262,983
■ April Week 4	211,844	208,901	211,150
■ April Week 5	203,534	192,533	236,123

Value Sold (in millions of dollars)

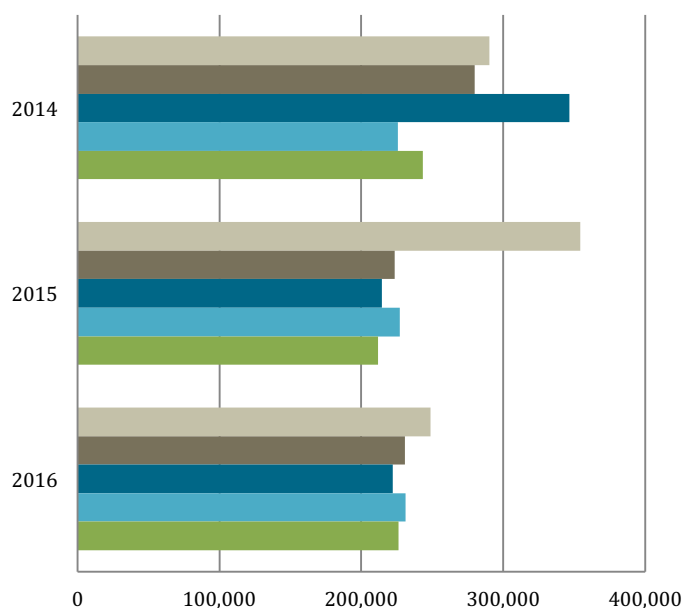


	2016	2015	2014
■ April Week 1	\$3,121,791.65	\$3,367,900.90	\$3,332,273.93
■ April Week 2	\$2,723,373.09	\$2,538,473.85	\$3,155,756.60
■ April Week 3	\$2,724,872.88	\$2,476,258.22	\$3,424,990.89
■ April Week 4	\$2,869,622.39	\$2,672,029.60	\$2,814,488.85
■ April Week 5	\$2,777,895.64	\$2,505,253.69	\$3,078,239.51

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

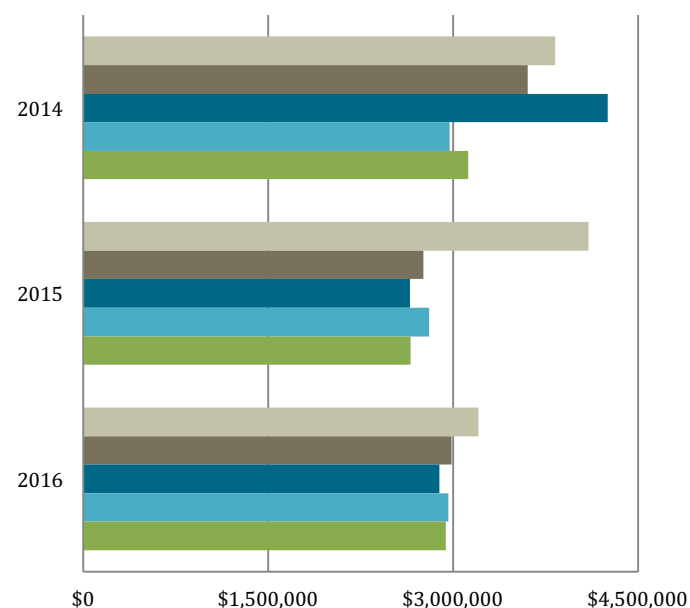
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ April Week 1	248,649	354,212	290,200
■ April Week 2	230,489	223,287	279,849
■ April Week 3	222,200	214,552	346,549
■ April Week 4	230,953	227,114	225,518
■ April Week 5	226,184	211,739	243,258

Value Sold (in millions of dollars)

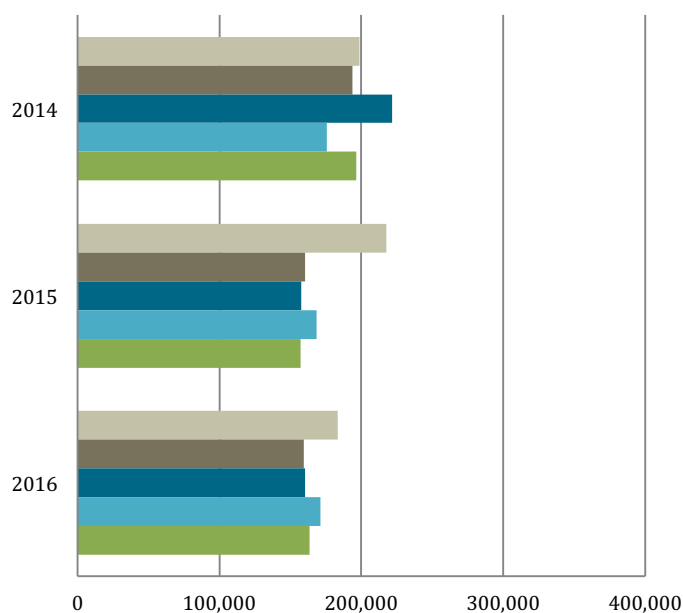


	2016	2015	2014
■ April Week 1	\$3,208,984.86	\$4,098,363.58	\$3,831,628.72
■ April Week 2	\$2,990,701.27	\$2,759,514.98	\$3,607,231.27
■ April Week 3	\$2,888,835.58	\$2,648,521.00	\$4,256,741.58
■ April Week 4	\$2,965,065.77	\$2,804,659.64	\$2,971,419.96
■ April Week 5	\$2,939,865.94	\$2,658,361.49	\$3,124,833.45

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

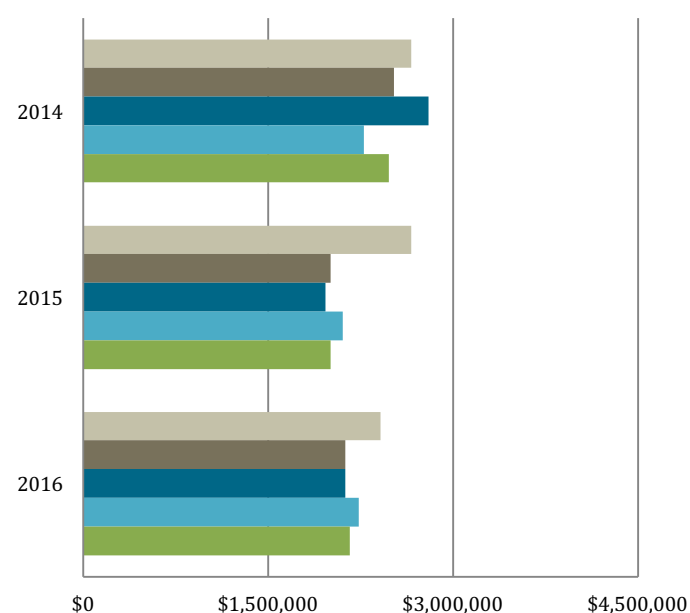
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ April Week 1	183,549	217,786	198,571
■ April Week 2	159,619	160,276	193,814
■ April Week 3	160,346	157,526	221,723
■ April Week 4	171,392	168,523	175,821
■ April Week 5	163,479	157,422	196,194

Value Sold (in millions of dollars)

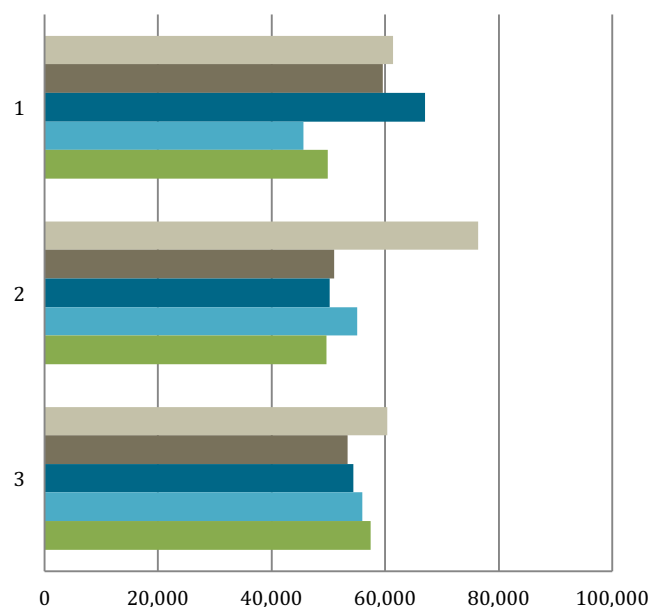


	2016	2015	2014
■ April Week 1	\$2,412,203.37	\$2,663,835.98	\$2,658,829.55
■ April Week 2	\$2,128,457.46	\$2,007,928.57	\$2,521,200.69
■ April Week 3	\$2,124,941.97	\$1,967,378.67	\$2,801,097.42
■ April Week 4	\$2,234,004.31	\$2,105,754.88	\$2,278,970.69
■ April Week 5	\$2,161,880.69	\$2,007,261.78	\$2,478,480.55

JUVENILE NON-FICTION: ALL MARKET

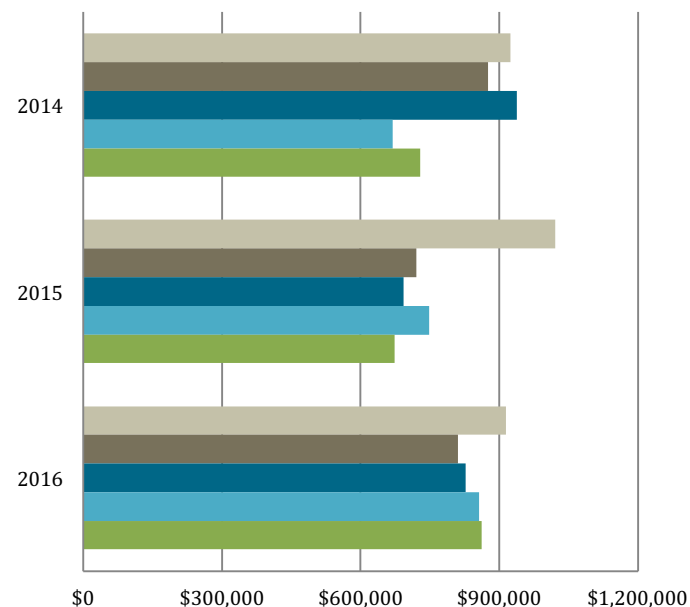
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of April in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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



	3	2	1
April Week 1	60,349	76,400	61,329
April Week 2	53,409	51,002	59,572
April Week 3	54,441	50,228	67,036
April Week 4	55,924	55,126	45,614
April Week 5	57,495	49,621	49,934

Value Sold (in millions of dollars)

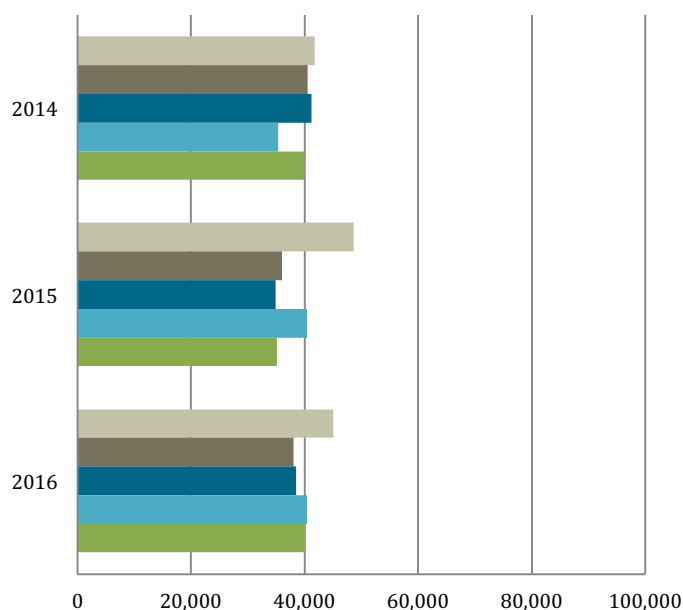


	2016	2015	2014
April Week 1	\$914,379.84	\$1,021,368.66	\$923,926.85
April Week 2	\$811,049.15	\$720,818.83	\$875,575.77
April Week 3	\$827,408.44	\$693,389.99	\$938,869.26
April Week 4	\$856,403.17	\$748,406.90	\$669,890.09
April Week 5	\$861,959.82	\$673,387.21	\$729,616.10

JUVENILE NON-FICTION: RING FENCE MARKET

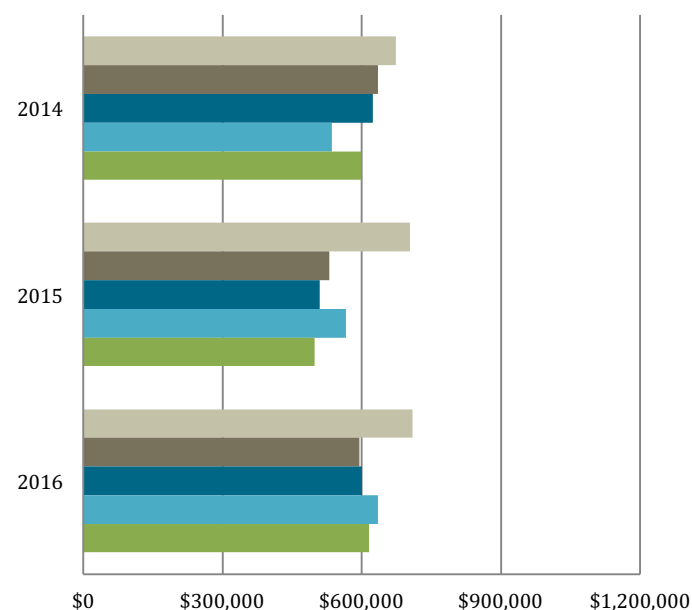
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Volume Sold (in units)



	2016	2015	2014
■ April Week 1	45,049	48,620	41,771
■ April Week 2	38,086	35,991	40,585
■ April Week 3	38,556	34,920	41,260
■ April Week 4	40,452	40,378	35,329
■ April Week 5	40,055	35,111	39,929

Value Sold (in millions of dollars)



	2016	2015	2014
■ April Week 1	\$709,588.28	\$704,064.92	\$673,444.38
■ April Week 2	\$594,915.63	\$530,545.28	\$634,555.91
■ April Week 3	\$599,930.91	\$508,879.55	\$623,893.47
■ April Week 4	\$635,618.08	\$566,274.72	\$535,518.16
■ April Week 5	\$616,014.95	\$497,991.91	\$599,758.96

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 May 1, 2016

2015: Week ending May 3, 2015

