



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 05.2016

Monthly SalesData Market Report May 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 May 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

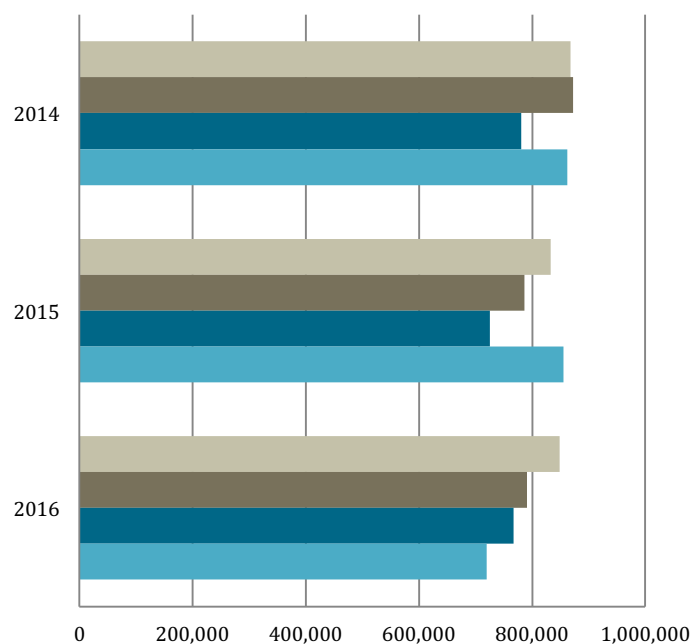
This report aims to encapsulate data from most days in May. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ May also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this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

	2016	2015	2014
Week 1	08-May	10-May	11-May
Week 2	15-May	17-May	18-May
Week 3	22-May	24-May	25-May
Week 4	29-May	31-May	01-Jun

ALL MARKET

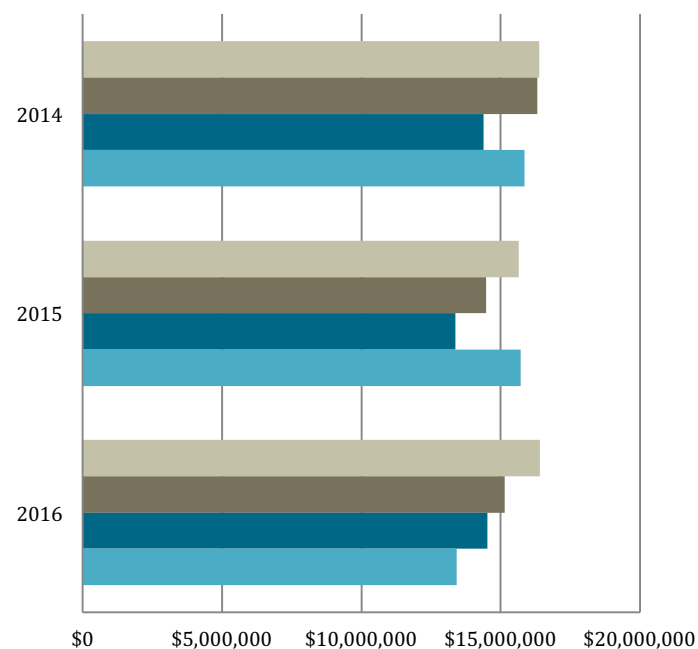
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each 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
■ May Week 1	848,934	832,182	867,581
■ May Week 2	791,333	786,531	872,536
■ May Week 3	767,418	724,858	780,598
■ May Week 4	719,858	855,333	861,707

Value Sold (in millions of dollars)

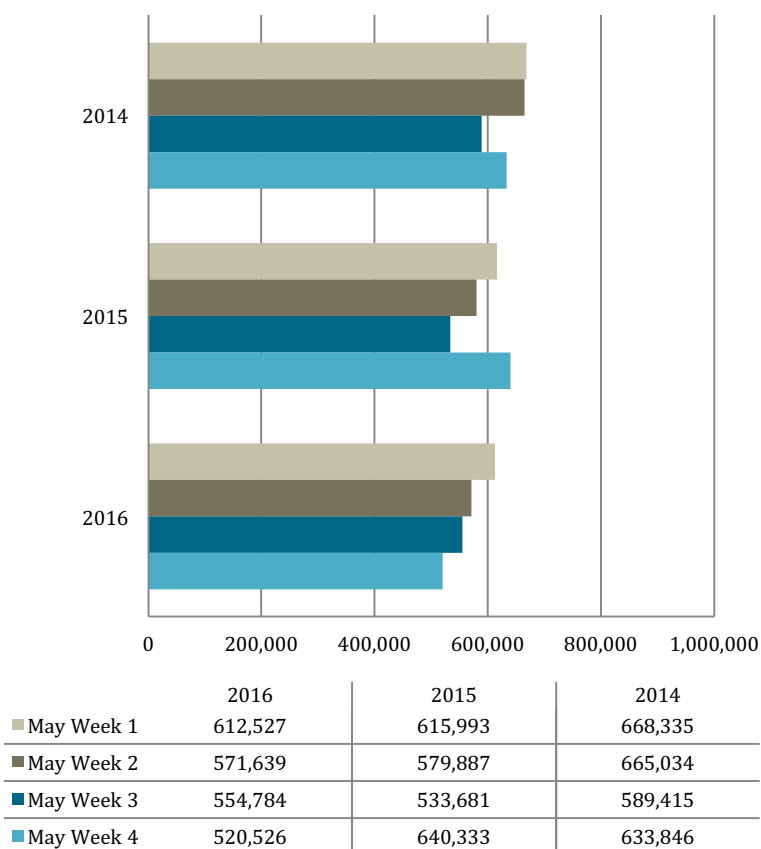


	2016	2015	2014
■ May Week 1	\$16,410,325.03	\$15,644,639.40	\$16,387,990.06
■ May Week 2	\$15,154,318.97	\$14,472,224.40	\$16,317,312.13
■ May Week 3	\$14,530,804.86	\$13,374,744.18	\$14,393,586.88
■ May Week 4	\$13,430,887.01	\$15,718,368.79	\$15,855,588.93

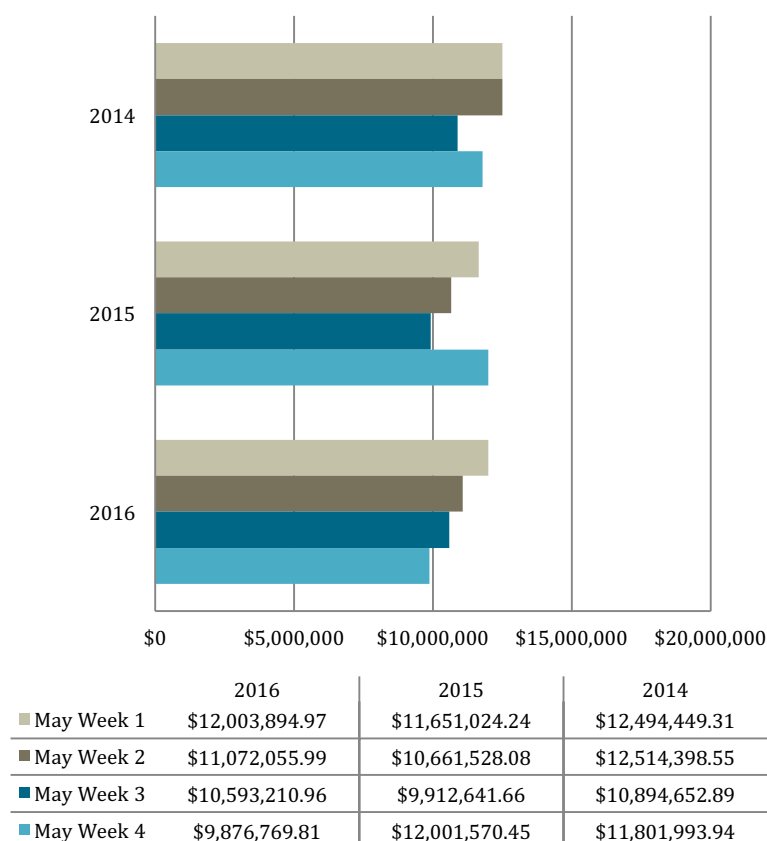
RING FENCE MARKET

The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of May 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)



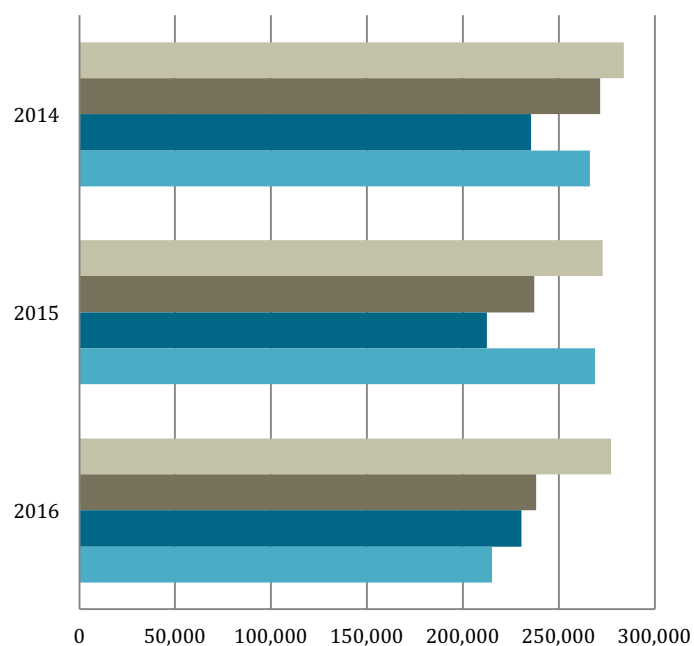
Value Sold (in millions of dollars)



FICTION: ALL MARKET

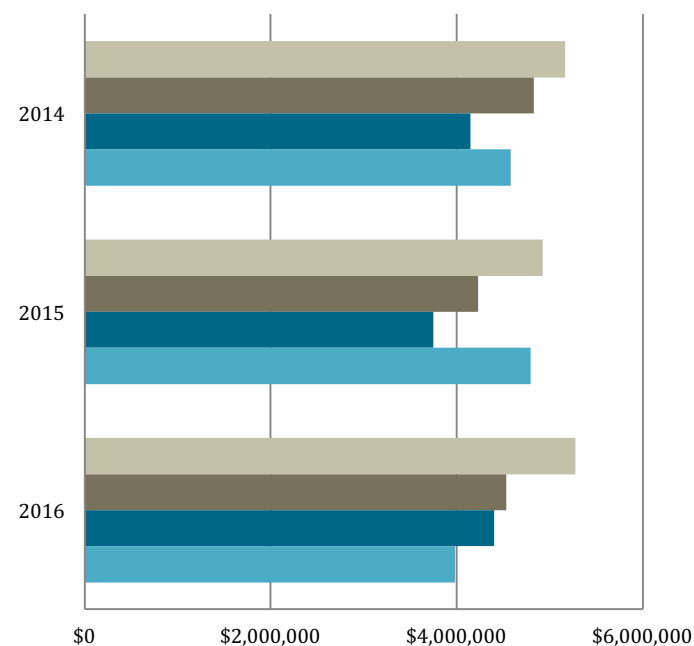
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
■ May Week 1	277,236	272,986	283,936
■ May Week 2	238,178	237,039	271,370
■ May Week 3	230,538	212,495	235,569
■ May Week 4	215,236	268,976	266,334

Value Sold (in millions of dollars)

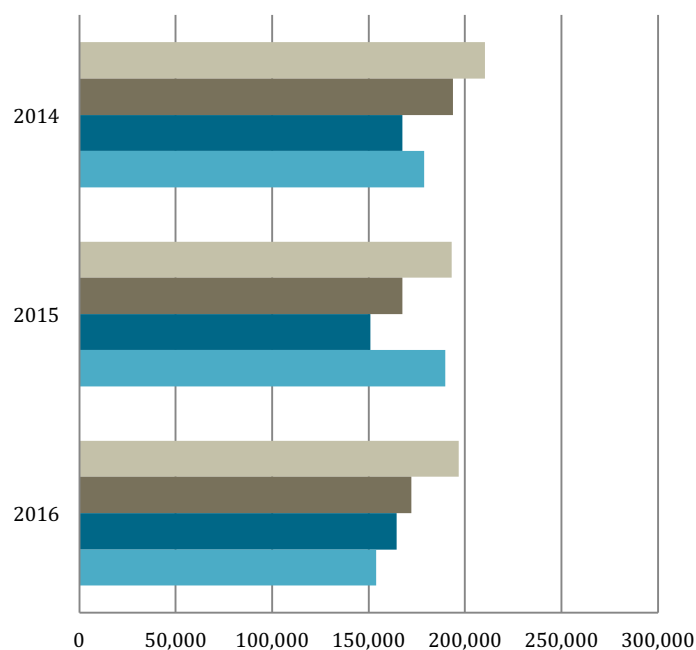


	2016	2015	2014
■ May Week 1	\$5,278,323.66	\$4,928,908.11	\$5,164,824.87
■ May Week 2	\$4,532,665.31	\$4,232,706.52	\$4,827,327.21
■ May Week 3	\$4,404,196.06	\$3,746,716.62	\$4,148,569.45
■ May Week 4	\$3,981,495.45	\$4,798,918.26	\$4,579,210.31

FICTION: RING FENCE MARKET

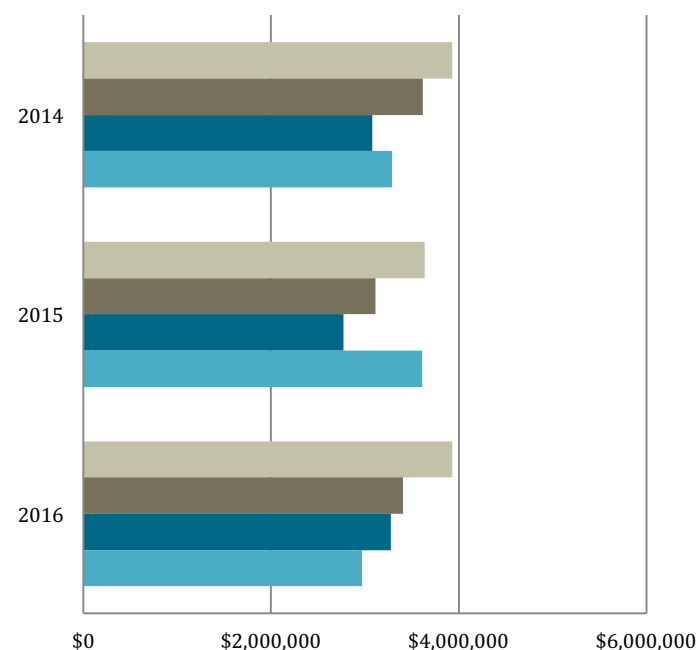
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
May Week 1	196,894	193,213	210,281
May Week 2	172,048	167,612	193,905
May Week 3	164,610	150,912	167,594
May Week 4	154,109	189,850	178,837

Value Sold (in millions of dollars)

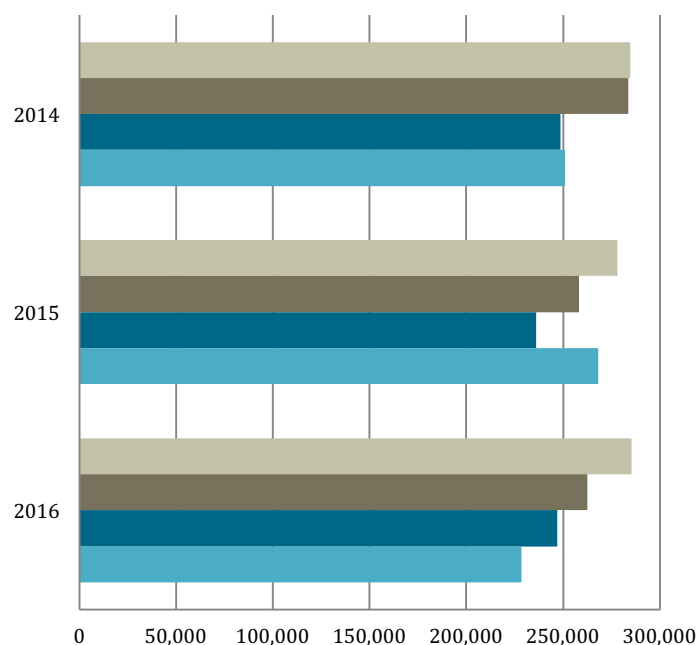


	2016	2015	2014
May Week 1	\$3,932,160.38	\$3,637,614.27	\$3,931,544.72
May Week 2	\$3,409,211.68	\$3,111,134.61	\$3,616,396.38
May Week 3	\$3,278,631.78	\$2,771,976.12	\$3,078,978.88
May Week 4	\$2,968,878.54	\$3,607,969.41	\$3,292,479.42

NON-FICTION: ALL MARKET

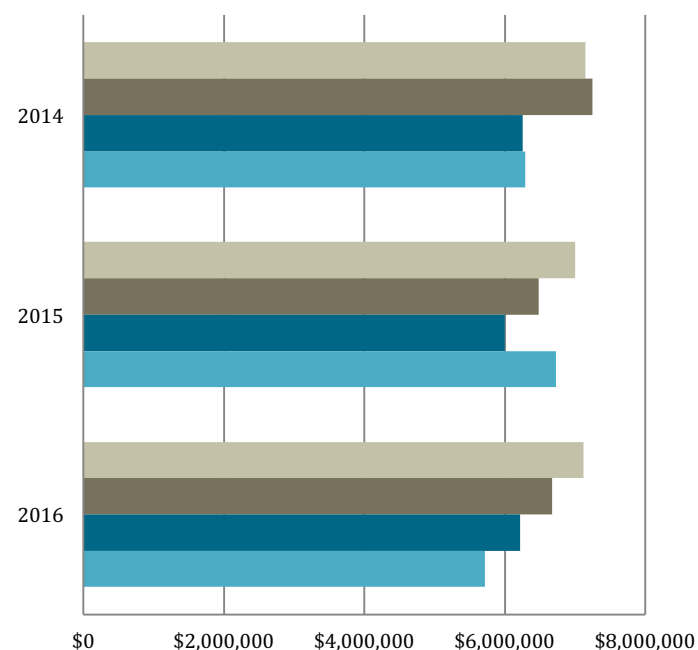
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire May of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ May Week 1	285,296	278,030	284,572
■ May Week 2	262,672	258,276	283,575
■ May Week 3	246,944	236,005	248,511
■ May Week 4	228,403	268,110	250,883

Value Sold (in millions of dollars)

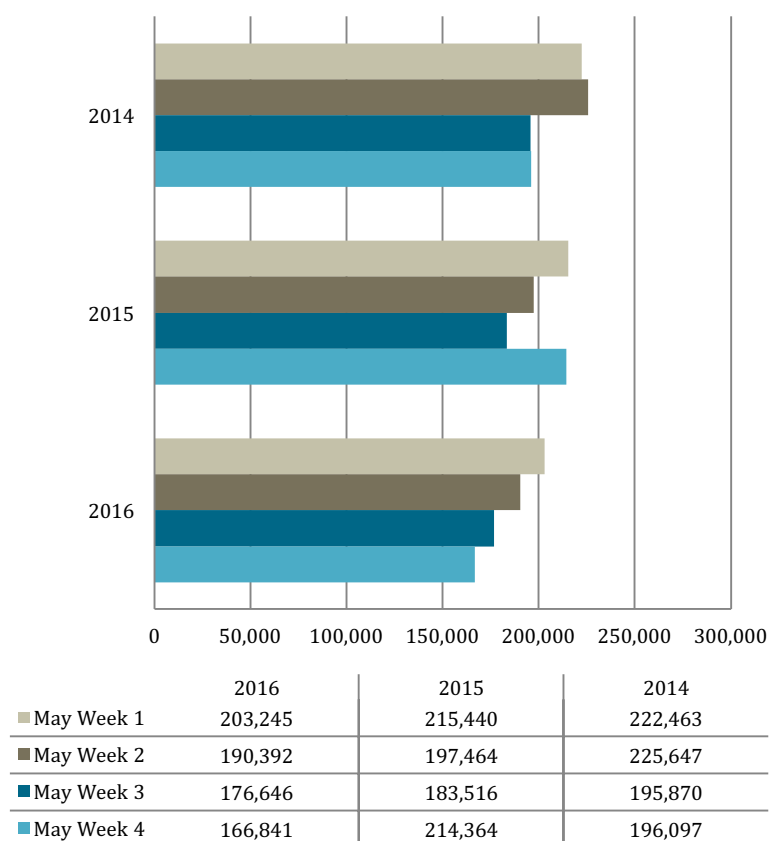


	2016	2015	2014
■ May Week 1	\$7,123,922.88	\$6,999,970.59	\$7,146,798.97
■ May Week 2	\$6,670,469.80	\$6,487,120.17	\$7,249,388.54
■ May Week 3	\$6,222,796.45	\$5,995,643.94	\$6,257,988.39
■ May Week 4	\$5,713,223.22	\$6,728,524.82	\$6,289,692.70

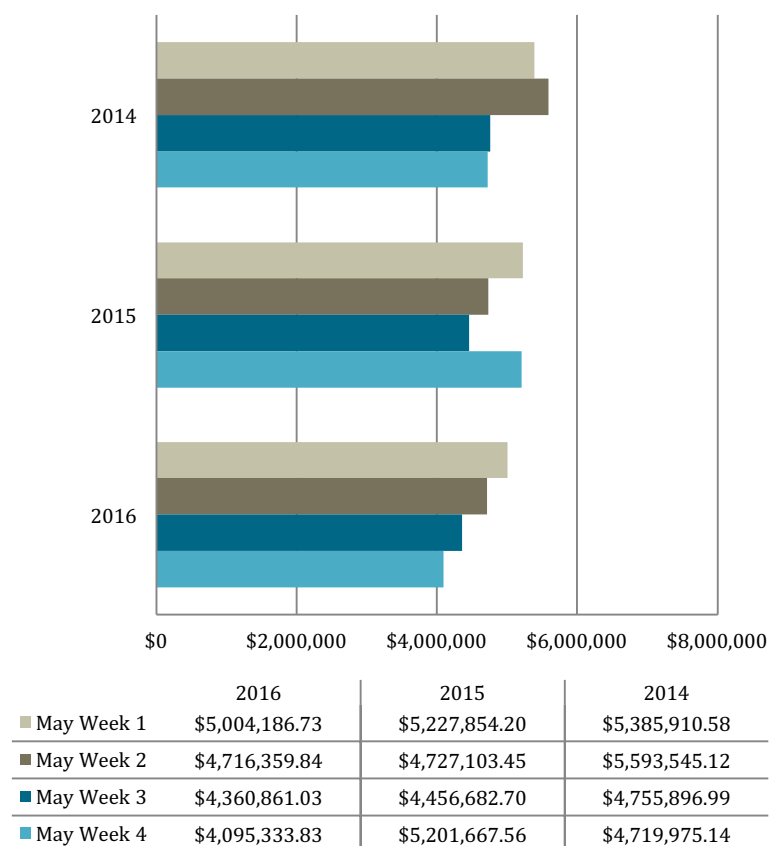
NON-FICTION: RING FENCE MARKET

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 May 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)



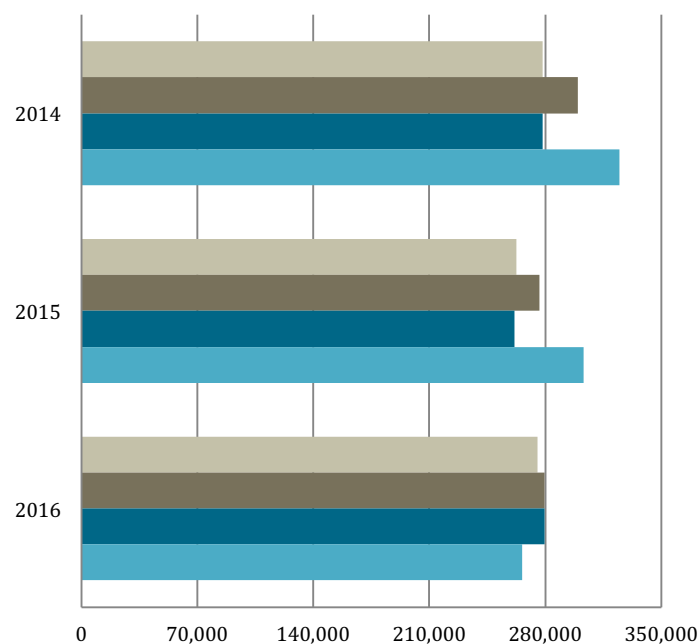
Value Sold (in millions of dollars)



JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

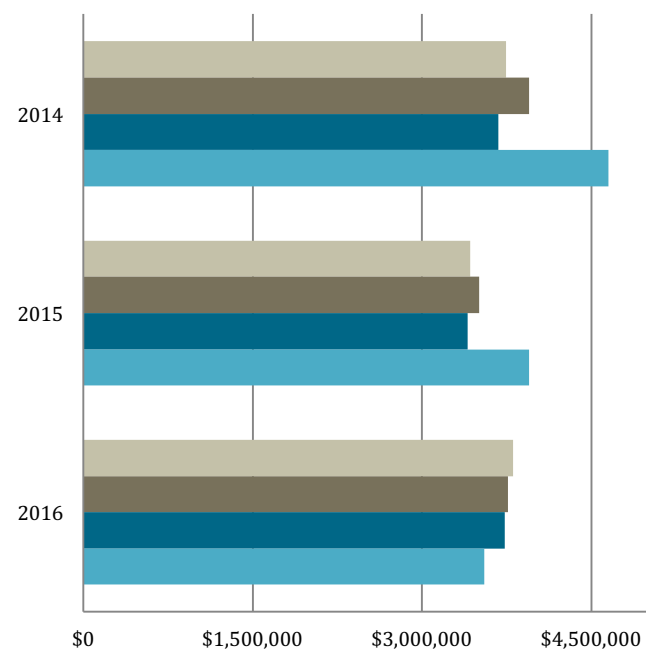
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
■ May Week 1	275,111	262,630	278,148
■ May Week 2	279,532	276,225	299,712
■ May Week 3	279,542	261,515	278,481
■ May Week 4	266,164	302,930	324,760

Value Sold (in millions of dollars)

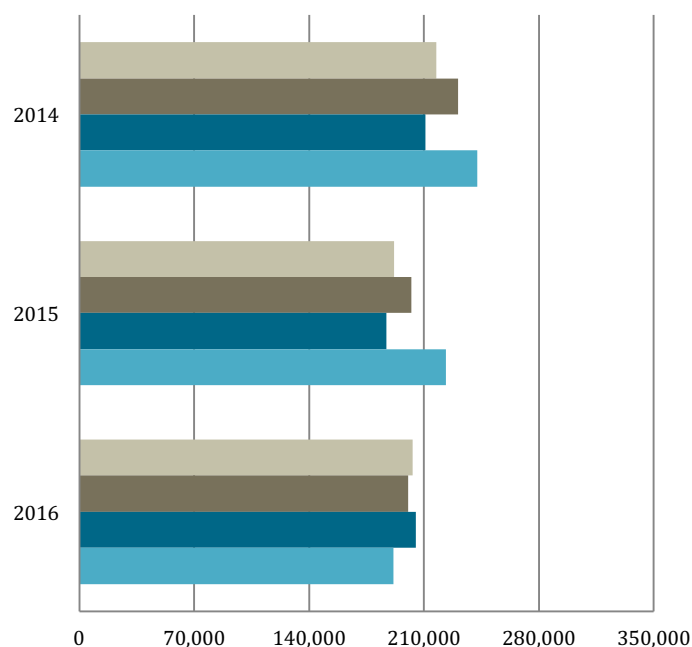


	2016	2015	2014
■ May Week 1	\$3,808,712.66	\$3,424,918.68	\$3,745,080.54
■ May Week 2	\$3,764,055.97	\$3,506,158.84	\$3,948,474.73
■ May Week 3	\$3,733,531.60	\$3,402,875.65	\$3,675,615.74
■ May Week 4	\$3,553,351.64	\$3,951,474.52	\$4,652,809.02

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

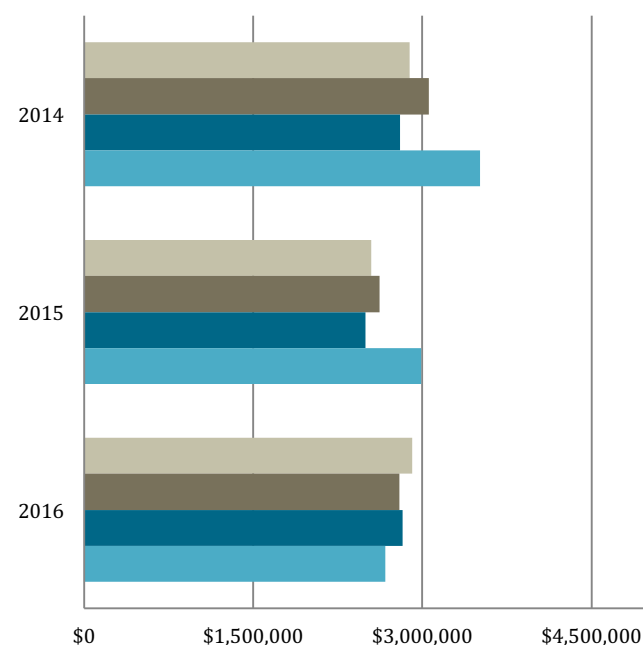
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ May Week 1	203,268	191,874	217,408
■ May Week 2	200,207	202,540	230,734
■ May Week 3	205,188	187,203	211,122
■ May Week 4	191,579	223,347	242,705

Value Sold (in millions of dollars)

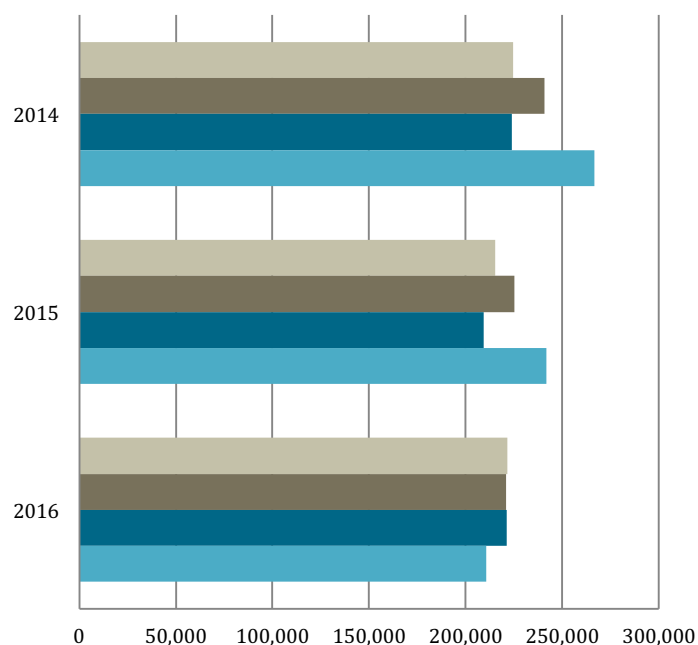


	2016	2015	2014
■ May Week 1	\$2,908,790.92	\$2,545,519.42	\$2,888,147.47
■ May Week 2	\$2,796,658.50	\$2,621,936.25	\$3,059,232.51
■ May Week 3	\$2,823,483.55	\$2,497,263.36	\$2,801,302.96
■ May Week 4	\$2,671,966.25	\$2,990,320.92	\$3,511,170.39

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

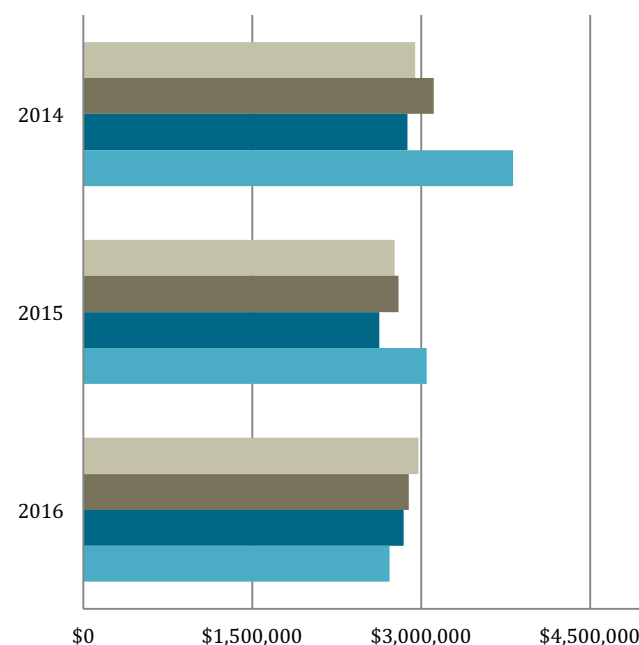
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
May Week 1	221,709	215,390	224,613
May Week 2	221,045	225,314	240,738
May Week 3	221,142	209,269	223,878
May Week 4	210,802	241,784	266,592

Value Sold (in millions of dollars)

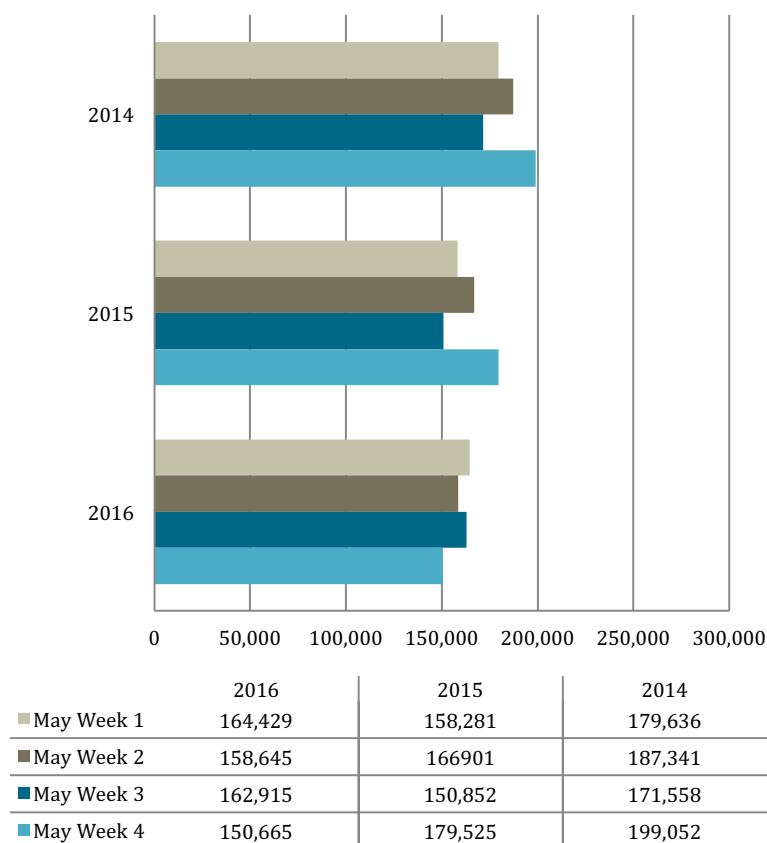


	2016	2015	2014
May Week 1	\$2,977,889.29	\$2,763,203.51	\$2,944,558.74
May Week 2	\$2,887,416.62	\$2,796,526.20	\$3,110,451.26
May Week 3	\$2,842,513.18	\$2,630,725.02	\$2,880,419.77
May Week 4	\$2,718,419.66	\$3,048,686.12	\$3,819,232.74

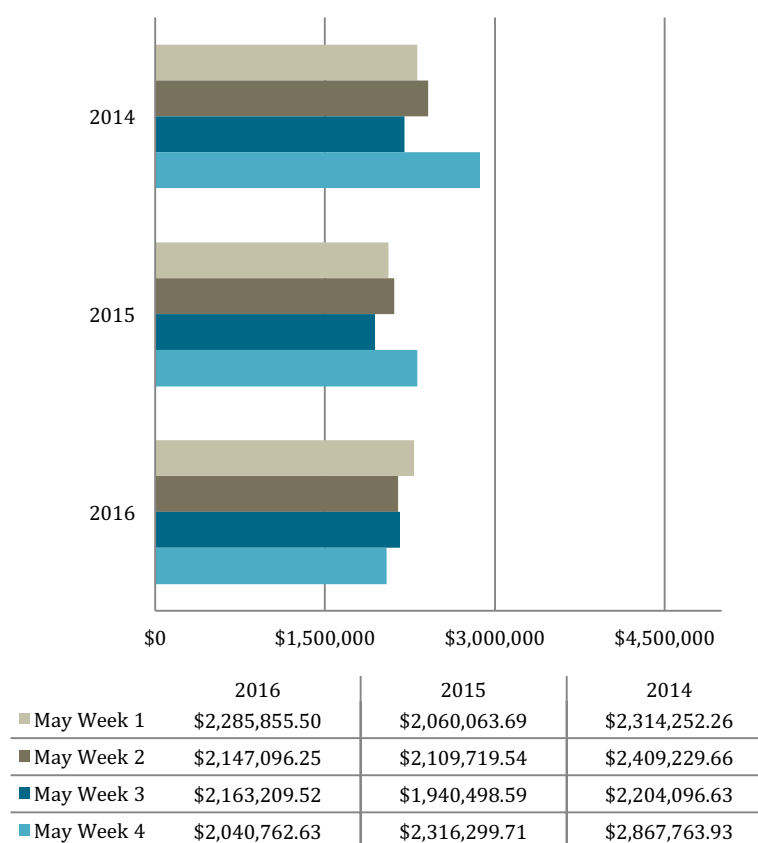
JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

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 May 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)



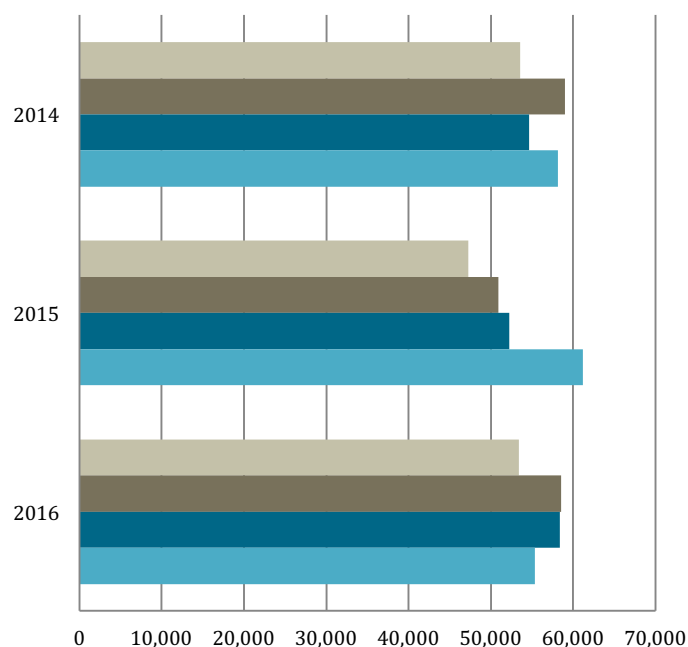
Value Sold (in millions of dollars)



JUVENILE NON-FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

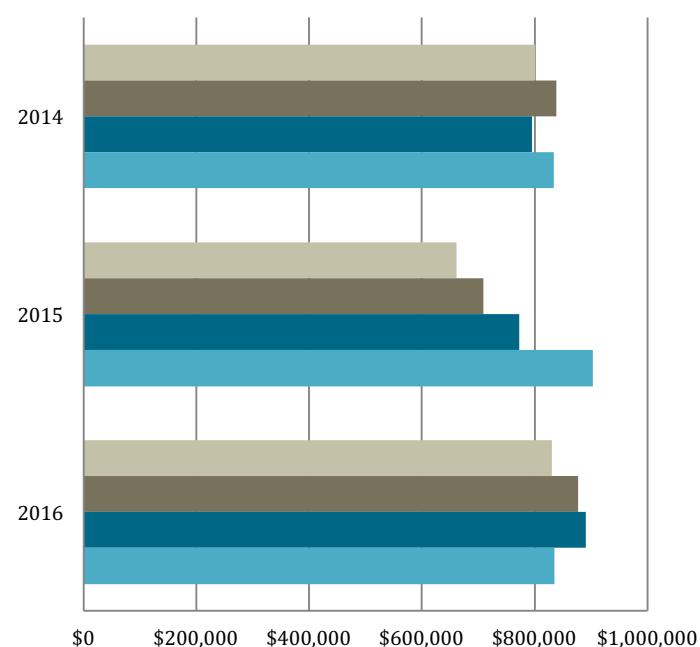
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of May in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ May Week 1	53,402	47,240	53,535
■ May Week 2	58,487	50,911	58,974
■ May Week 3	58,400	52,246	54,603
■ May Week 4	55,362	61,146	58,168

Value Sold (in millions of dollars)

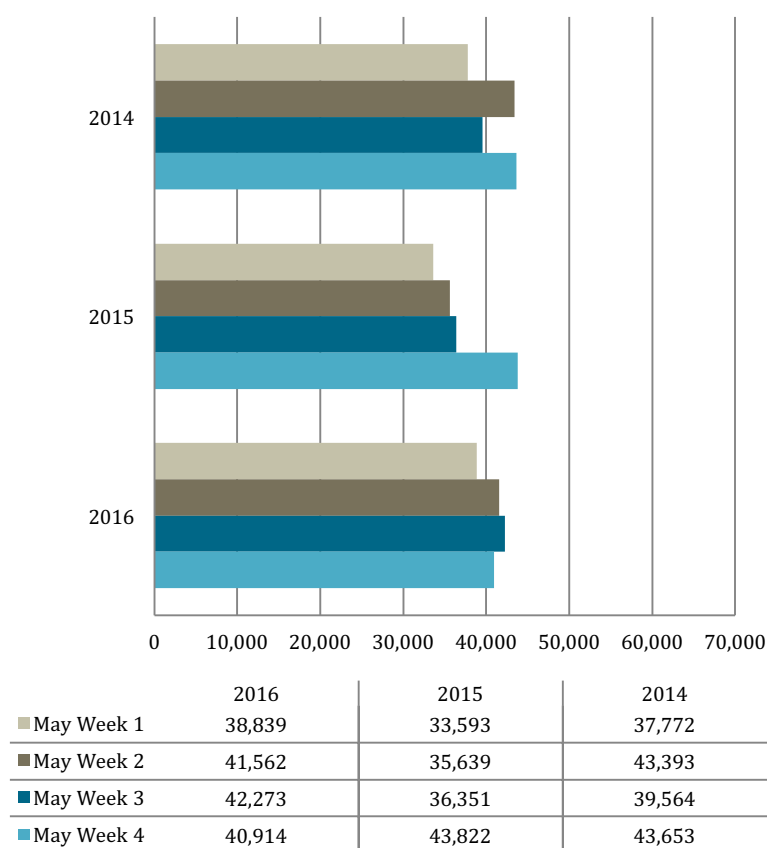


	2016	2015	2014
■ May Week 1	\$830,823.37	\$661,715.17	\$800,521.80
■ May Week 2	\$876,639.35	\$709,632.64	\$838,023.47
■ May Week 3	\$891,018.42	\$772,150.63	\$795,195.97
■ May Week 4	\$834,931.98	\$902,788.40	\$833,576.28

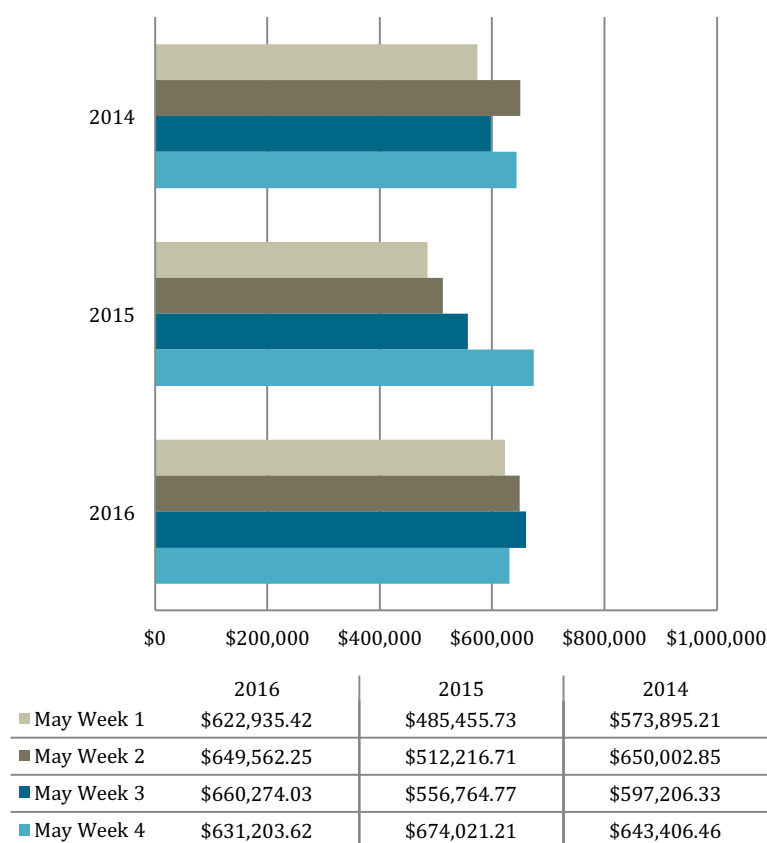
JUVENILE NON-FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

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 May 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)



Value Sold (in millions of dollars)



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 29, 2016

2015: Week ending May 31, 2015

