



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 06.2016

Monthly SalesData Market Report June 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 June 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

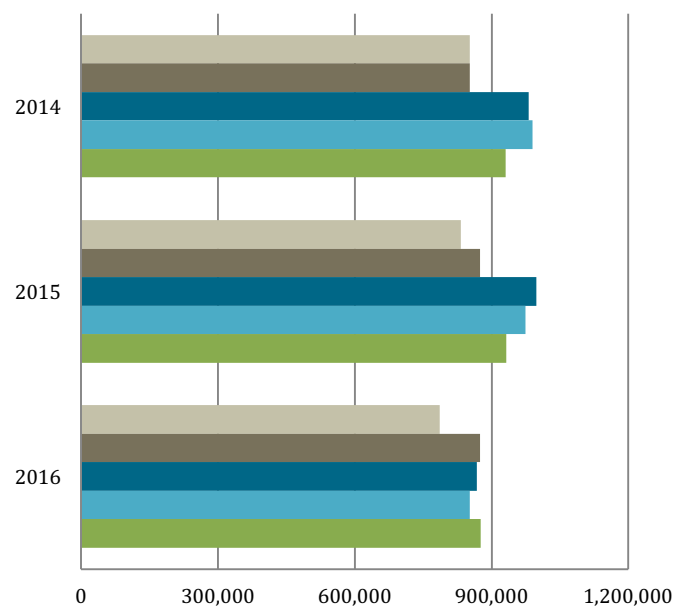
This report aims to encapsulate data from most days in April. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2016	2015	2014
Week 1	05-Jun	07-Jun	08-Jun
Week 2	12-Jun	14-Jun	15-Jun
Week 3	19-Jun	21-Jun	22-Jun
Week 4	26-Jun	28-Jun	29-Jun
Week 5	03-Jul	05-Jul	06-Jul

ALL MARKET

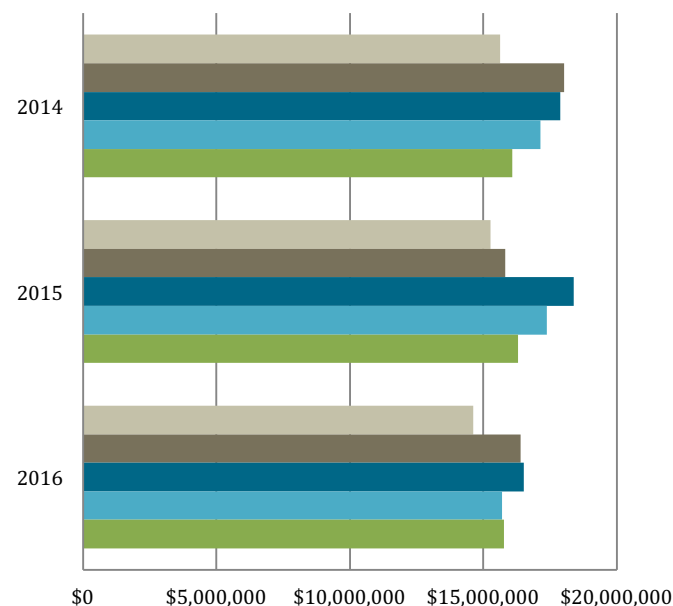
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
■ Month Week 1	786,652	831,934	852,308
■ Month Week 2	874,744	874,338	852,308
■ Month Week 3	866,985	998,321	981,003
■ Month Week 4	852,102	974,756	990,255
■ Month Week 5	876,084	932,365	931,179

Value Sold (in millions of dollars)

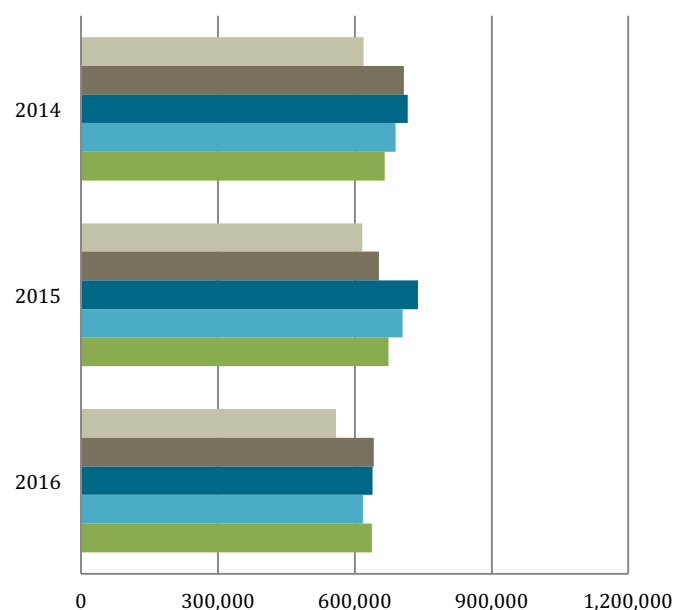


	2016	2015	2014
■ Month Week 1	\$14,629,960.79	\$15,274,837.31	\$15,637,198.19
■ Month Week 2	\$16,402,903.51	\$15,810,020.97	\$18,017,772.12
■ Month Week 3	\$16,511,317.42	\$18,377,416.65	\$17,872,099.97
■ Month Week 4	\$15,695,547.64	\$17,379,069.66	\$17,140,922.83
■ Month Week 5	\$15,770,823.68	\$16,298,070.63	\$16,084,024.38

RING FENCE MARKET

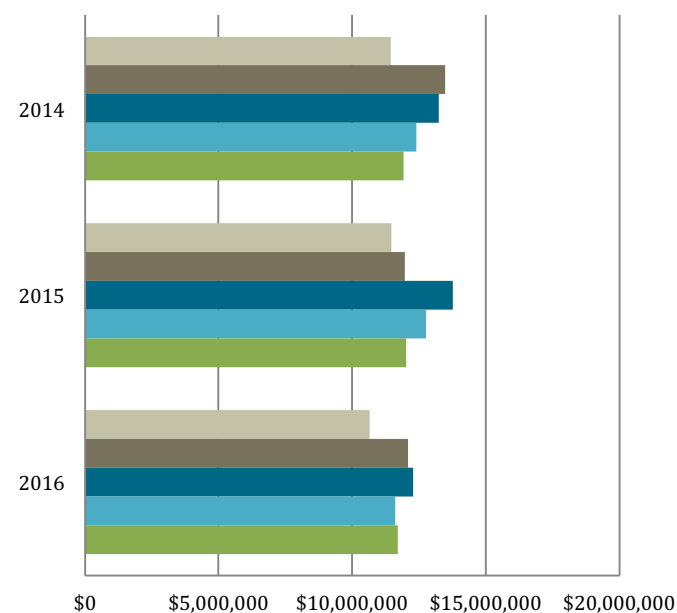
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
Month Week 1	558,671	616,594	618,883
Month Week 2	640,948	652,783	707,589
Month Week 3	638,560	738,377	716,391
Month Week 4	617,536	704,545	690,069
Month Week 5	637,484	673,683	666,123

Value Sold (in millions of dollars)

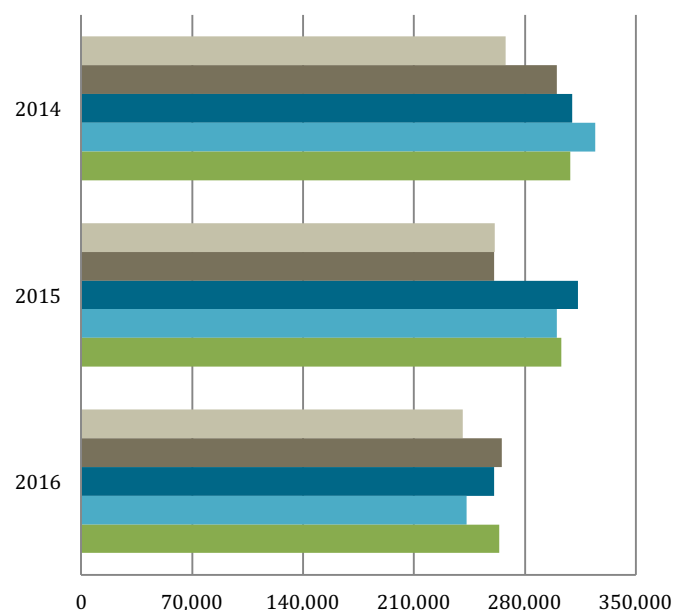


	2016	2015	2014
Month Week 1	\$10,644,822.89	\$11,477,032.42	\$11,444,126.94
Month Week 2	\$12,080,162.89	\$11,976,821.99	\$13,488,614.34
Month Week 3	\$12,294,270.31	\$13,762,481.96	\$13,244,366.59
Month Week 4	\$11,622,870.87	\$12,761,322.96	\$12,409,972.78
Month Week 5	\$11,699,449.04	\$12,029,367.97	\$11,922,565.60

FICTION: ALL MARKET

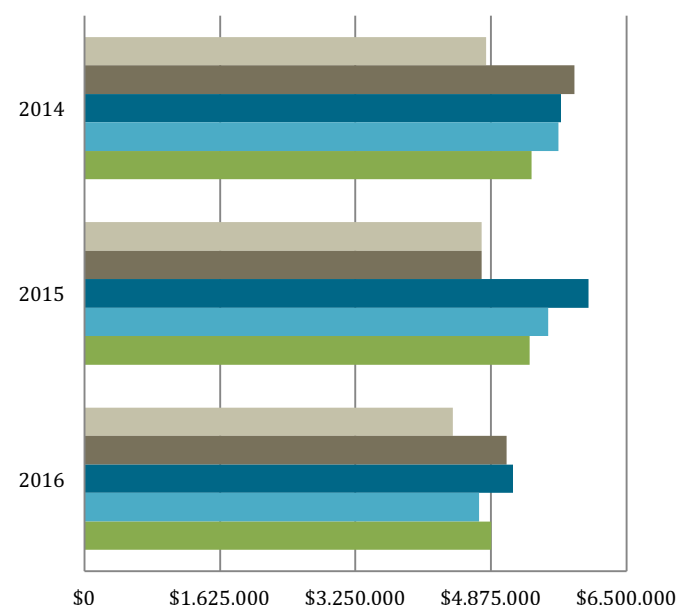
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
Month Week 1	240,813	260,964	267,736
Month Week 2	265,520	260,521	300,261
Month Week 3	260,404	313,544	309,712
Month Week 4	243,093	299,996	324,367
Month Week 5	263,975	303,192	308,831

Value Sold (in millions of dollars)

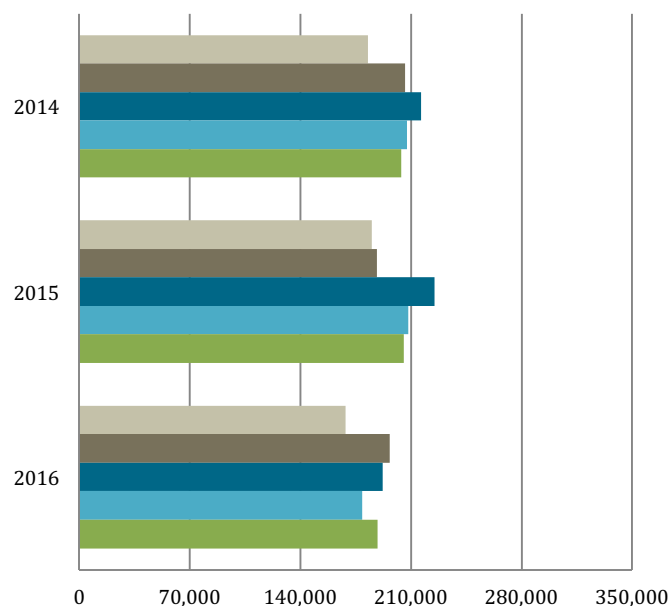


	2016	2015	2014
Month Week 1	\$4,419,010.97	\$4,761,673.49	\$4,817,917.28
Month Week 2	\$5,057,376.85	\$4,760,169.47	\$5,873,376.31
Month Week 3	\$5,140,588.22	\$6,042,214.85	\$5,709,159.77
Month Week 4	\$4,729,724.77	\$5,562,759.60	\$5,683,158.17
Month Week 5	\$4,873,110.49	\$5,336,864.86	\$5,360,583.48

FICTION: RING FENCE MARKET

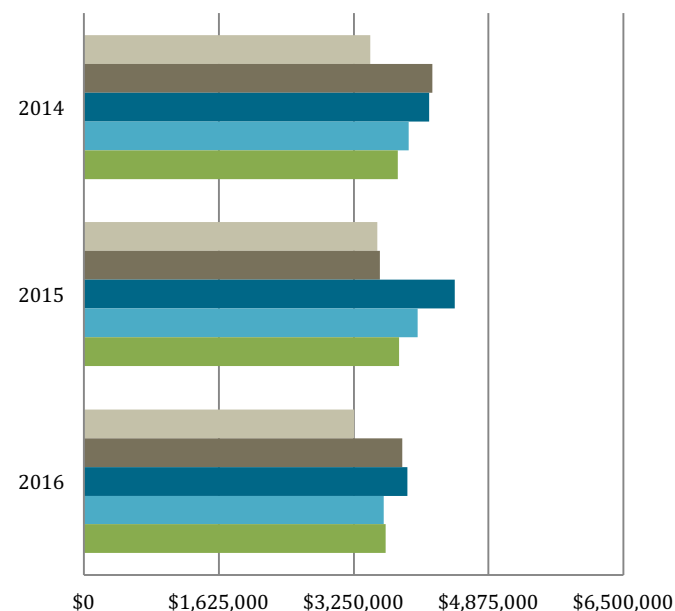
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
Month Week 1	168,366	185,353	182,544
Month Week 2	196,454	188,254	206,341
Month Week 3	191,909	224,751	216,176
Month Week 4	179,015	208,371	207,493
Month Week 5	188,996	205,604	203,908

Value Sold (in millions of dollars)

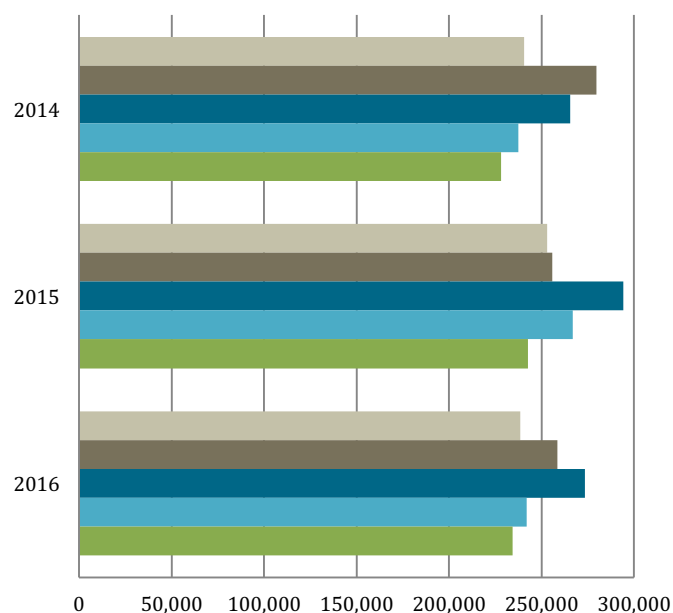


	2016	2015	2014
Month Week 1	\$3,258,698.26	\$3,537,979.72	\$3,452,294.20
Month Week 2	\$3,833,259.58	\$3,563,539.38	\$4,196,001.98
Month Week 3	\$3,898,301.12	\$4,463,459.54	\$4,155,209.76
Month Week 4	\$3,614,445.72	\$4,023,589.28	\$3,910,718.28
Month Week 5	\$3,633,466.35	\$3,795,565.14	\$3,780,468.05

NON-FICTION: ALL MARKET

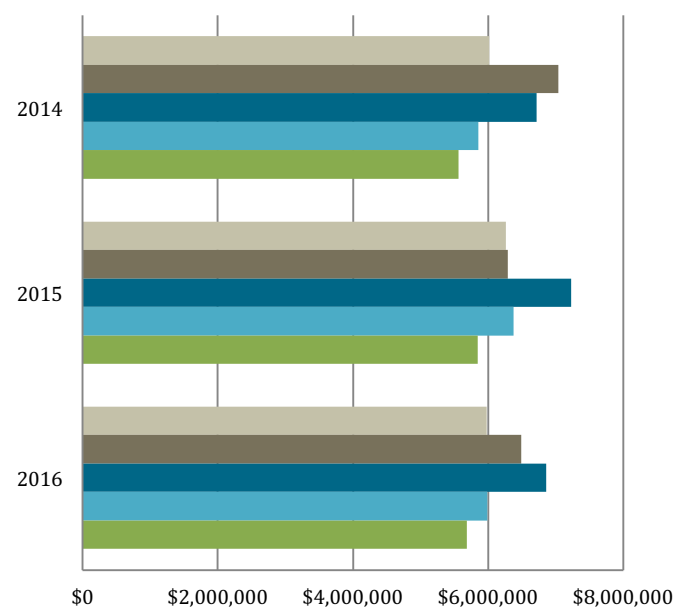
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	238,528	253,125	240,387
Month Week 2	258,482	255,706	279,695
Month Week 3	273,525	294,207	265,254
Month Week 4	241,806	266,906	237,348
Month Week 5	234,321	242,697	228,111

Value Sold (in millions of dollars)

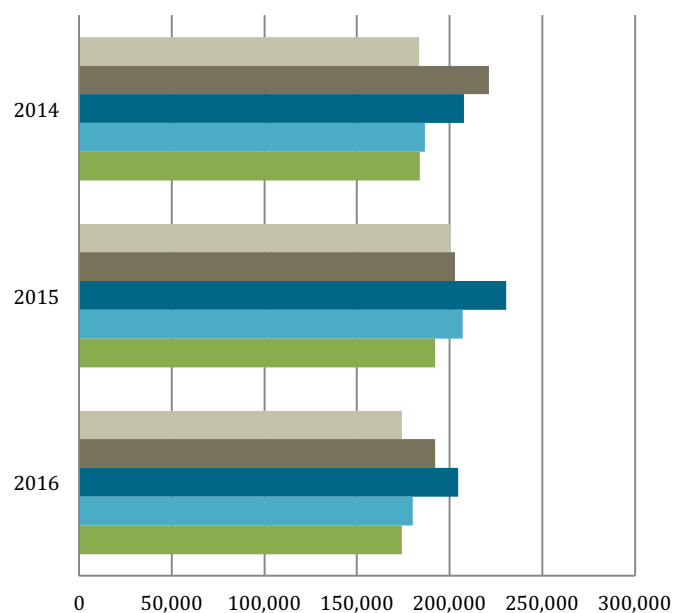


	2016	2015	2014
Month Week 1	\$5,978,789.59	\$6,260,395.85	\$6,019,751.71
Month Week 2	\$6,489,247.32	\$6,290,928.68	\$7,043,944.19
Month Week 3	\$6,856,411.77	\$7,230,666.49	\$6,720,370.04
Month Week 4	\$5,985,382.81	\$6,376,484.13	\$5,852,321.72
Month Week 5	\$5,683,330.89	\$5,843,845.81	\$5,558,523.42

NON-FICTION: RING FENCE MARKET

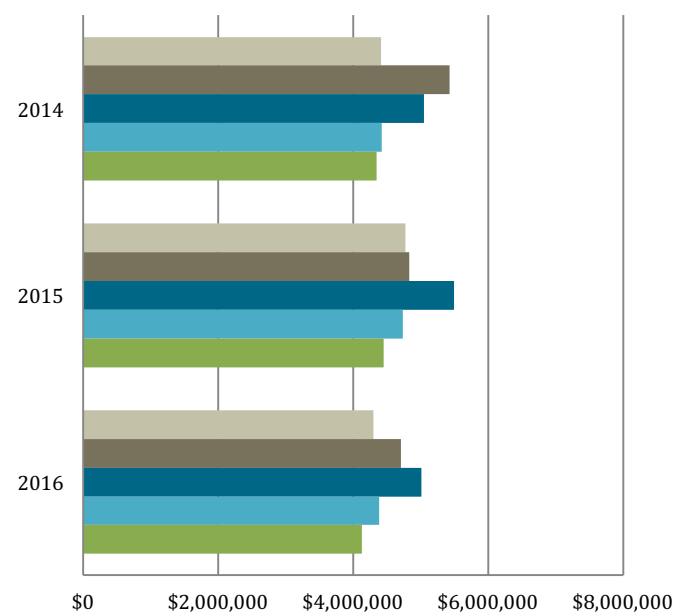
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ Month Week 1	174,077	200,301	183,654
■ Month Week 2	192,247	202,924	221,126
■ Month Week 3	204,456	230,567	207,728
■ Month Week 4	180,116	207,084	186,658
■ Month Week 5	174,108	192,085	183,869

Value Sold (in millions of dollars)

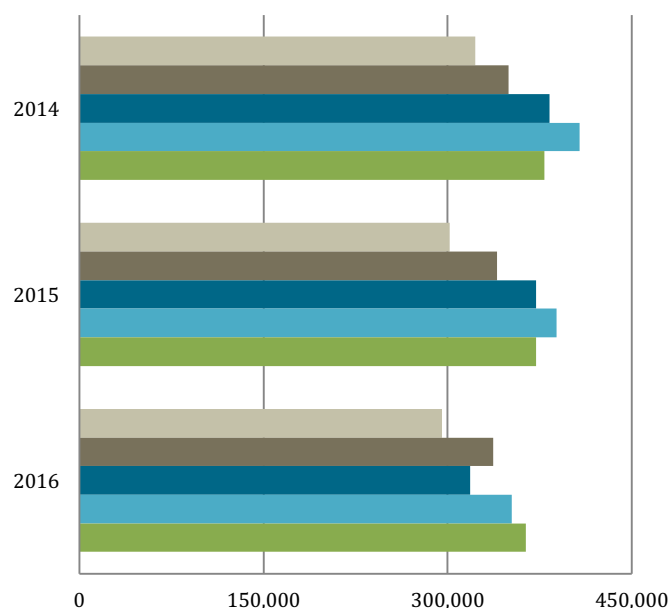


	2016	2015	2014
■ Month Week 1	\$4,297,778.74	\$4,767,709.19	\$4,413,429.06
■ Month Week 2	\$4,709,721.73	\$4,824,019.04	\$5,422,085.98
■ Month Week 3	\$5,013,431.08	\$5,490,516.66	\$5,049,078.19
■ Month Week 4	\$4,380,200.50	\$4,734,324.29	\$4,420,838.62
■ Month Week 5	\$4,129,628.41	\$4,453,388.71	\$4,341,062.32

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

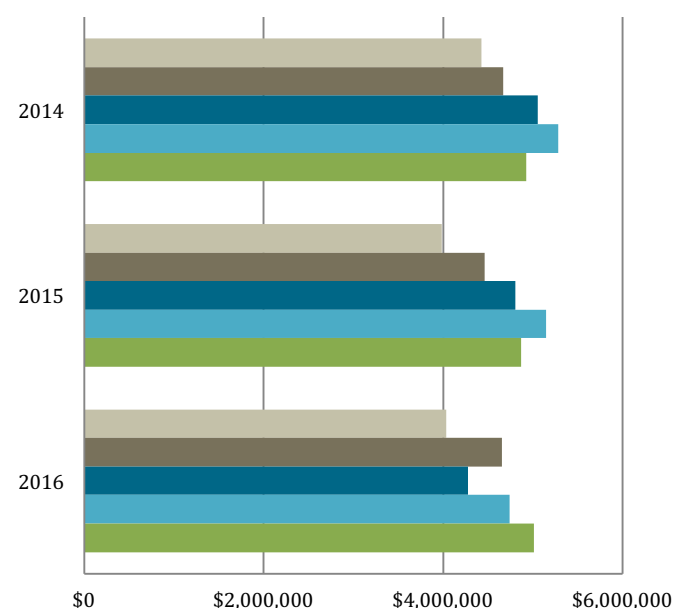
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	295,472	301,426	322,616
Month Week 2	337,115	340,456	349,595
Month Week 3	318,450	371,817	383,042
Month Week 4	352,084	388,579	407,744
Month Week 5	363,772	372,121	379,022

Value Sold (in millions of dollars)

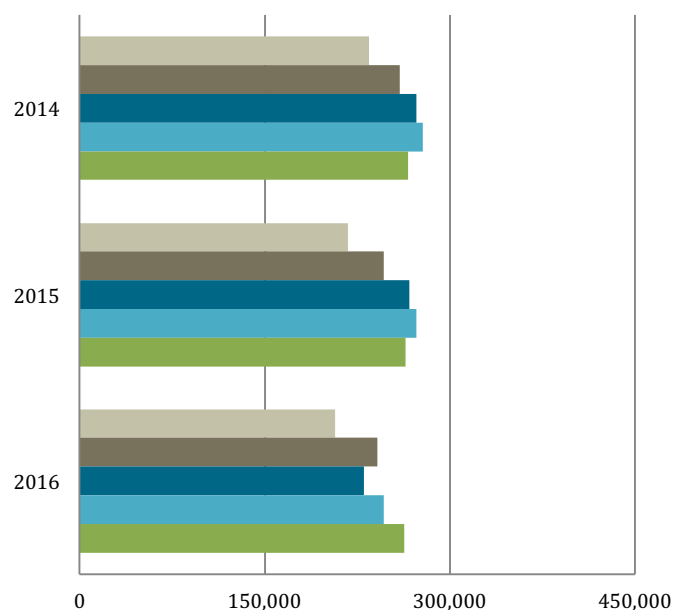


	2016	2015	2014
Month Week 1	\$4,031,160.29	\$3,981,139.92	\$4,427,220.50
Month Week 2	\$4,654,426.23	\$4,464,730.06	\$4,670,913.83
Month Week 3	\$4,275,654.54	\$4,802,612.22	\$5,055,141.47
Month Week 4	\$4,739,288.55	\$5,143,945.07	\$5,280,806.89
Month Week 5	\$5,010,790.60	\$4,868,532.95	\$4,922,436.77

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

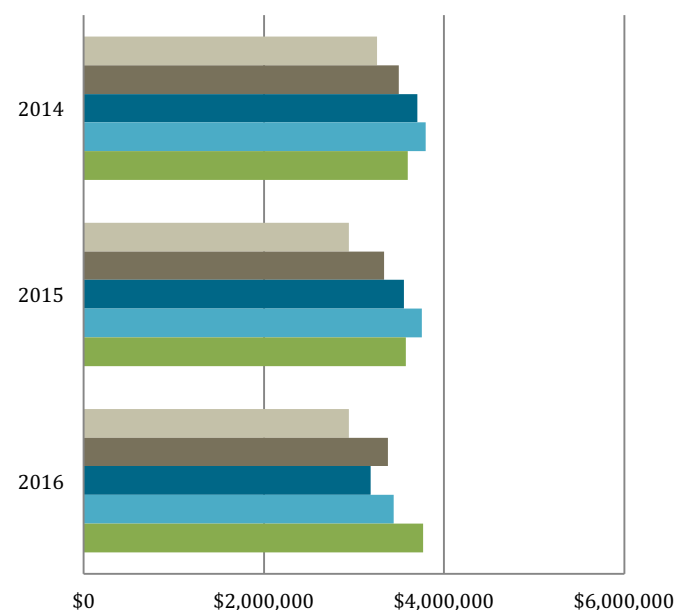
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	207,044	217,282	234,593
Month Week 2	240,934	246,566	259,403
Month Week 3	230,083	267,132	272,952
Month Week 4	246,126	272,667	278,070
Month Week 5	262,899	264,152	266,059

Value Sold (in millions of dollars)

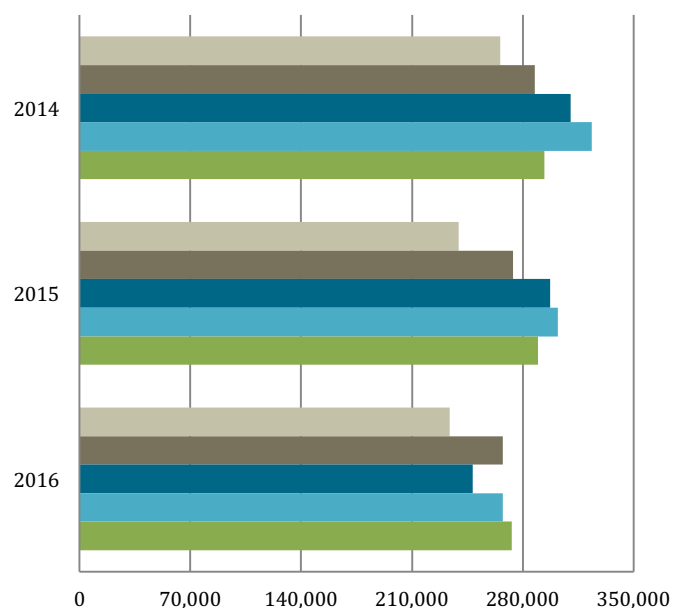


	2016	2015	2014
Month Week 1	\$2,943,748.76	\$2,940,166.63	\$3,256,195.13
Month Week 2	\$3,374,786.91	\$3,337,019.04	\$3,499,478.77
Month Week 3	\$3,185,174.29	\$3,554,725.44	\$3,707,197.96
Month Week 4	\$3,440,022.49	\$3,753,988.37	\$3,795,003.24
Month Week 5	\$3,769,523.28	\$3,575,585.98	\$3,597,711.03

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

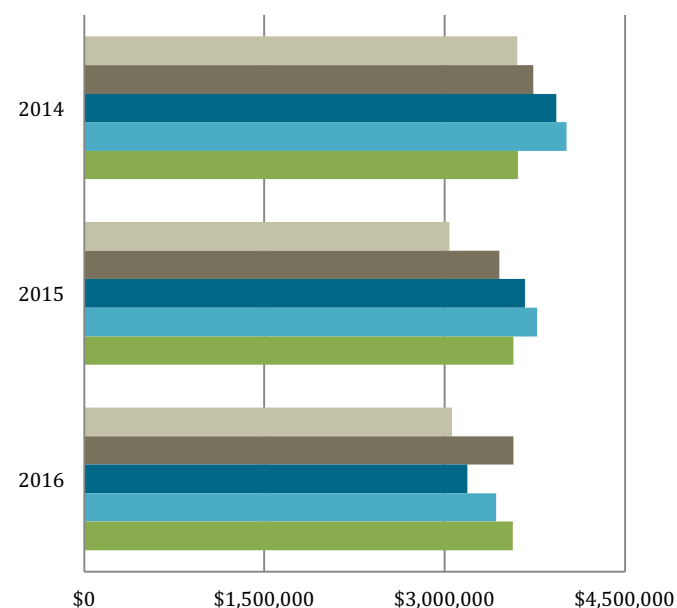
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ Month Week 1	233,706	239,356	265,623
■ Month Week 2	267,476	273,985	287,374
■ Month Week 3	248,306	297,147	310,371
■ Month Week 4	267,460	302,004	323,455
■ Month Week 5	272,821	289,634	293,664

Value Sold (in millions of dollars)

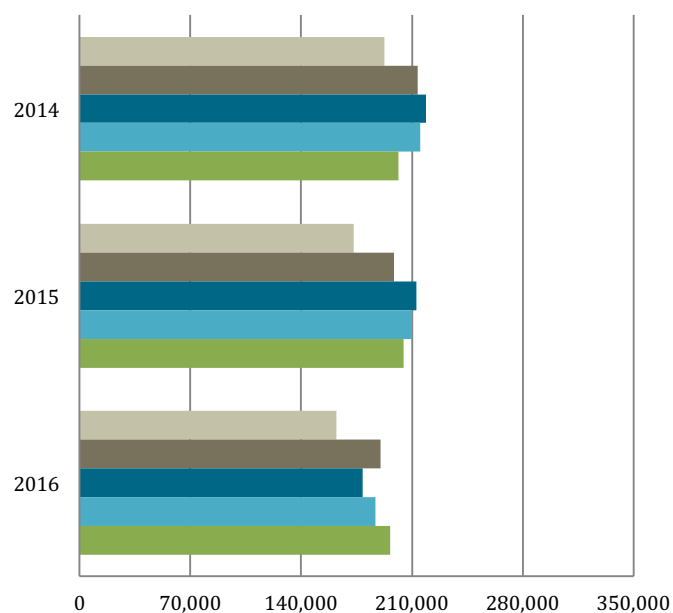


	2016	2015	2014
■ Month Week 1	\$3,061,698.54	\$3,038,416.64	\$3,602,549.51
■ Month Week 2	\$3,570,314.71	\$3,455,571.12	\$3,740,574.47
■ Month Week 3	\$3,188,941.09	\$3,669,328.31	\$3,928,424.79
■ Month Week 4	\$3,430,913.38	\$3,772,182.31	\$4,014,668.42
■ Month Week 5	\$3,568,296.45	\$3,571,778.78	\$3,611,300.03

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

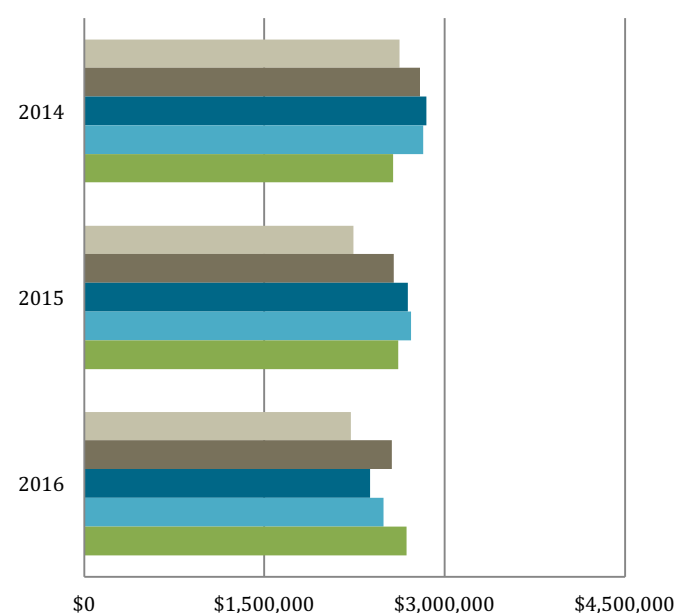
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	162,272	173,006	192,643
Month Week 2	189,946	198,459	213,562
Month Week 3	178,962	212,665	218,856
Month Week 4	186,814	209,823	215,376
Month Week 5	196,203	204,883	201,419

Value Sold (in millions of dollars)

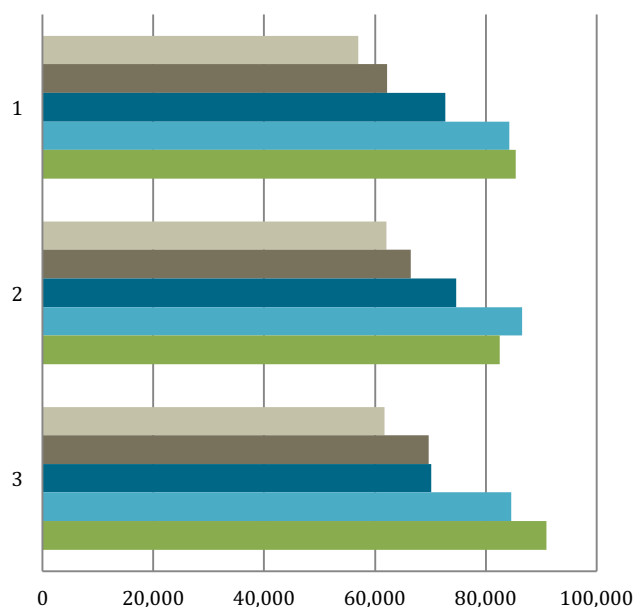


	2016	2015	2014
Month Week 1	\$2,218,397.37	\$2,240,810.13	\$2,626,523.92
Month Week 2	\$2,562,750.87	\$2,574,882.85	\$2,793,097.95
Month Week 3	\$2,376,947.09	\$2,696,503.48	\$2,850,776.88
Month Week 4	\$2,488,902.35	\$2,718,271.53	\$2,819,599.12
Month Week 5	\$2,681,484.41	\$2,613,067.67	\$2,569,053.67

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

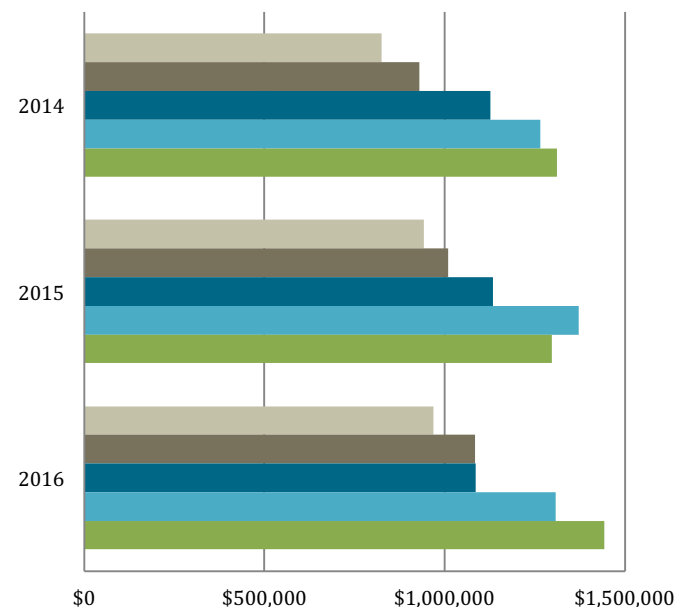
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	61,766	62,070	56,993
Month Week 2	69,639	66,471	62,221
Month Week 3	70,144	74,670	72,671
Month Week 4	84,624	86,575	84,289
Month Week 5	90,951	82,487	85,358

Value Sold (in millions of dollars)

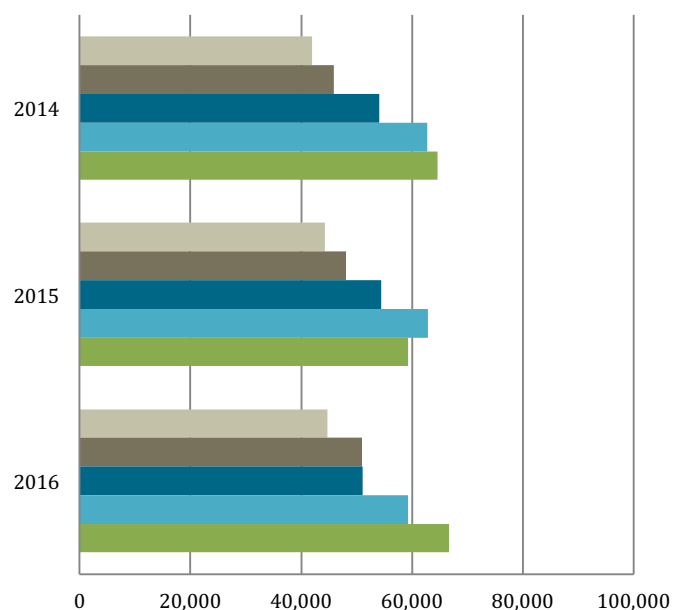


	2016	2015	2014
Month Week 1	\$969,461.75	\$942,723.28	\$824,670.99
Month Week 2	\$1,084,111.52	\$1,009,158.94	\$930,339.36
Month Week 3	\$1,086,713.45	\$1,133,283.91	\$1,126,716.68
Month Week 4	\$1,308,375.17	\$1,371,762.76	\$1,266,138.47
Month Week 5	\$1,442,494.15	\$1,296,754.17	\$1,311,136.74

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

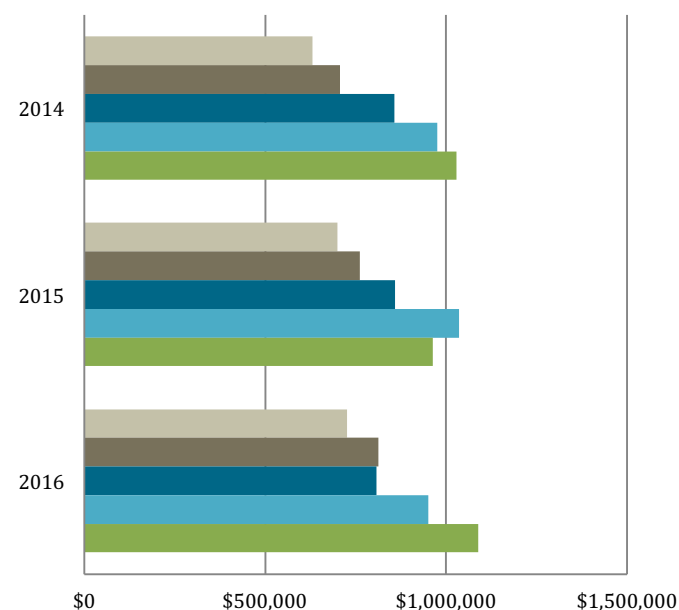
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of June in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
Month Week 1	44,772	44,276	41,950
Month Week 2	50,988	48,107	45,841
Month Week 3	51,121	54,467	54,096
Month Week 4	59,312	62,844	62,694
Month Week 5	66,696	59,269	64,640

Value Sold (in millions of dollars)



	2016	2015	2014
Month Week 1	\$725,351.39	\$699,356.50	\$629,671.21
Month Week 2	\$812,036.04	\$762,136.19	\$706,380.82
Month Week 3	\$808,227.20	\$858,221.96	\$856,421.08
Month Week 4	\$951,120.14	\$1,035,716.84	\$975,404.12
Month Week 5	\$1,088,038.87	\$962,518.31	\$1,028,657.36

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 July 3, 2016

2015: Week ending July 5, 2015

