



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 07.2016

Monthly SalesData Market Report July 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 July 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

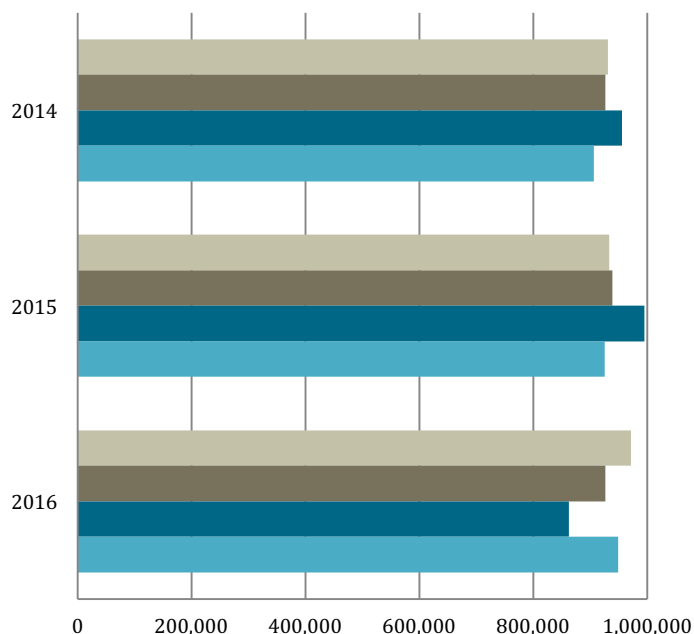
This report aims to encapsulate data from most days in July. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ July also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2016	2015	2014
Week 1	10-Jul	05-Jul	06-Jul
Week 2	17-Jul	12-Jul	13-Jul
Week 3	24-Jul	19-Jul	20-Jul
Week 4	31-Jul	26-Jul	27-Jul

ALL MARKET

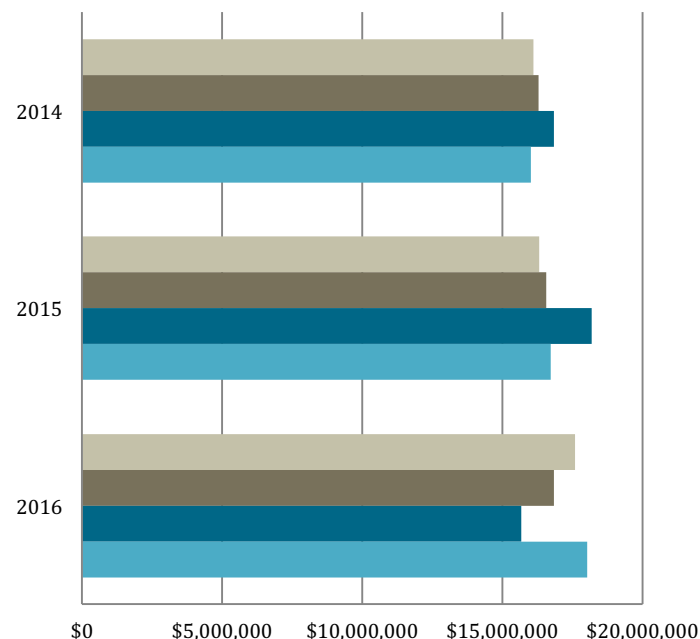
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
July Week 1	971,263	932,515	931,264
July Week 2	926,445	939,103	926,580
July Week 3	862,590	994,876	955,681
July Week 4	948,339	925,184	906,284

Value Sold (in millions of dollars)

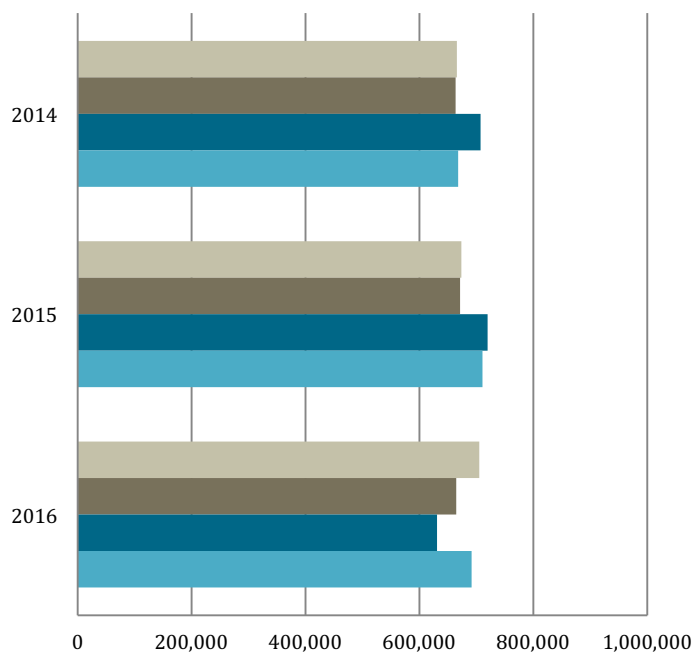


	2016	2015	2014
July Week 1	\$17,581,676.97	\$16,314,802.71	\$16,098,186.87
July Week 2	\$16,821,730.31	\$16,563,775.01	\$16,281,423.18
July Week 3	\$15,659,945.04	\$18,178,470.22	\$16,828,004.68
July Week 4	\$18,010,771.51	\$16,718,781.61	\$16,002,216.24

RING FENCE MARKET

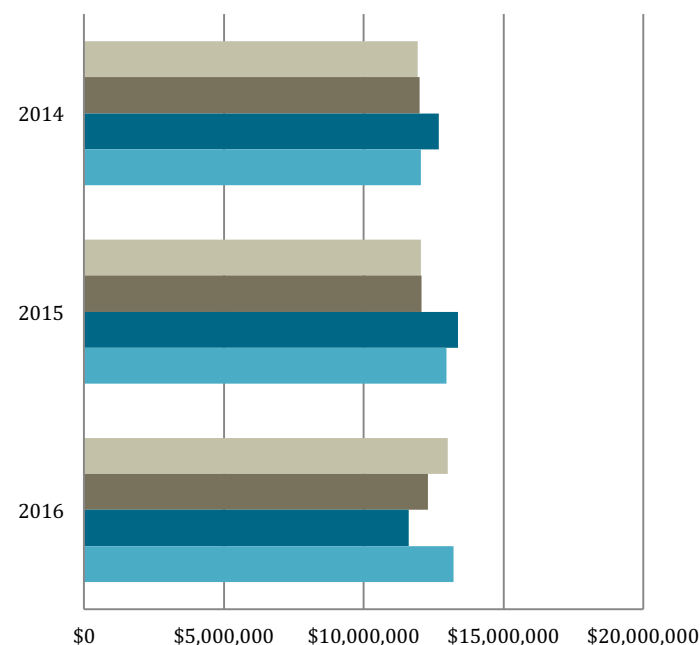
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
July Week 1	705,006	673,719	666,053
July Week 2	664,809	672,086	663,694
July Week 3	631,135	720,394	707,933
July Week 4	691,965	710,922	668,017

Value Sold (in millions of dollars)

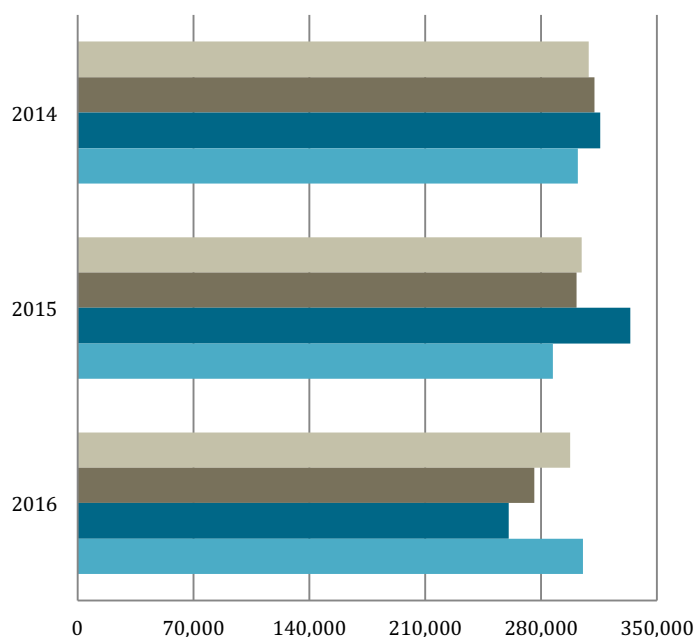


	2016	2015	2014
July Week 1	\$13,013,583.58	\$12,042,260.03	\$11,933,070.42
July Week 2	\$12,292,145.15	\$12,068,263.76	\$11,992,602.26
July Week 3	\$11,619,760.45	\$13,366,578.24	\$12,691,773.82
July Week 4	\$13,204,421.68	\$12,964,378.80	\$12,055,707.67

FICTION: ALL MARKET

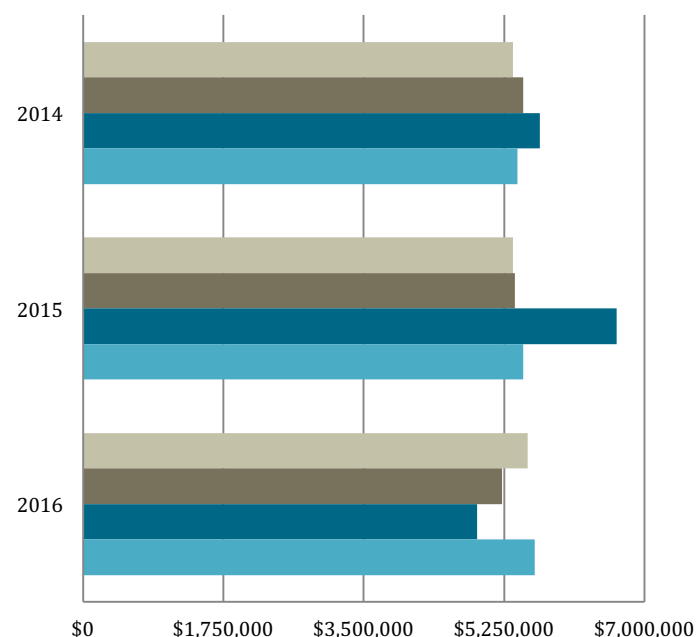
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
July Week 1	297,332	304,352	308,753
July Week 2	275,834	301,271	312,038
July Week 3	260,442	333,859	315,772
July Week 4	305,259	286,858	302,080

Value Sold (in millions of dollars)

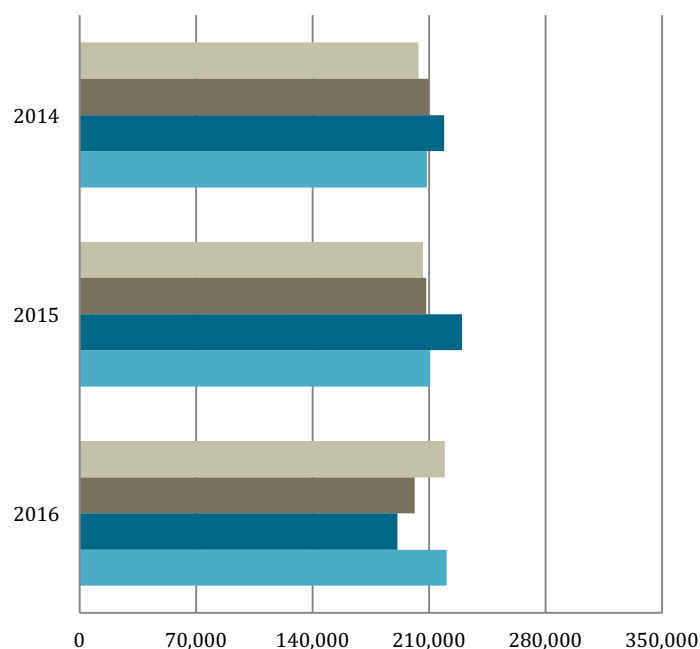


	2016	2015	2014
July Week 1	\$5,543,963.54	\$5,363,387.21	\$5,362,431.77
July Week 2	\$5,226,412.49	\$5,383,868.64	\$5,491,228.60
July Week 3	\$4,913,585.68	\$6,648,954.71	\$5,696,992.32
July Week 4	\$5,628,004.44	\$5,487,666.46	\$5,419,051.27

FICTION: RING FENCE MARKET

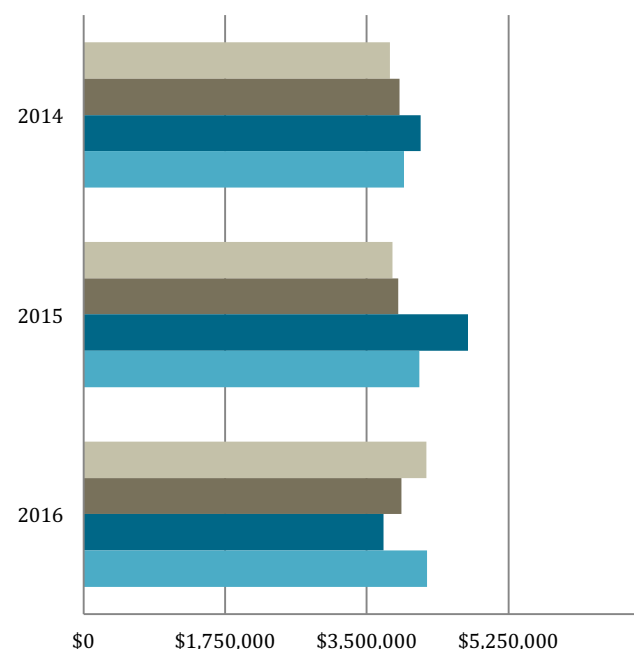
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
July Week 1	219,466	206,610	203,831
July Week 2	201,574	208,328	209,736
July Week 3	191,097	229,854	219,284
July Week 4	220,812	210,740	208,924

Value Sold (in millions of dollars)

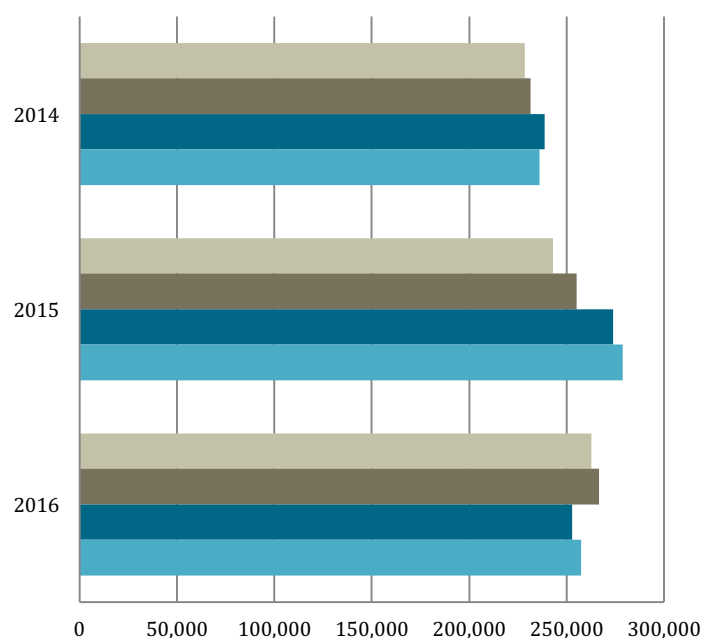


	2016	2015	2014
July Week 1	\$4,237,711.92	\$3,818,617.04	\$3,781,733.20
July Week 2	\$3,924,163.61	\$3,887,542.70	\$3,902,455.28
July Week 3	\$3,704,165.54	\$4,751,205.95	\$4,167,064.48
July Week 4	\$4,243,065.08	\$4,147,169.27	\$3,957,714.34

NON-FICTION: ALL MARKET

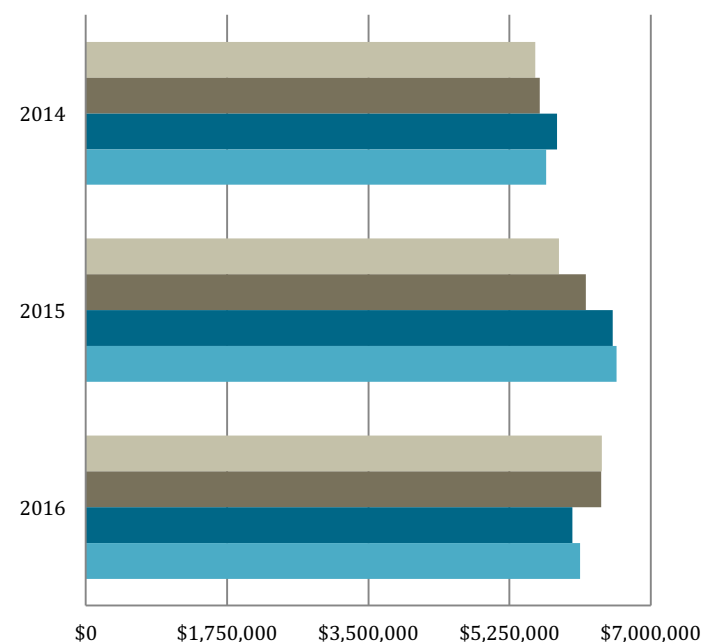
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire July of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
July Week 1	262,809	243,014	228,350
July Week 2	266,554	255,146	231,409
July Week 3	252,851	273,864	238,775
July Week 4	257,315	278,642	235,935

Value Sold (in millions of dollars)

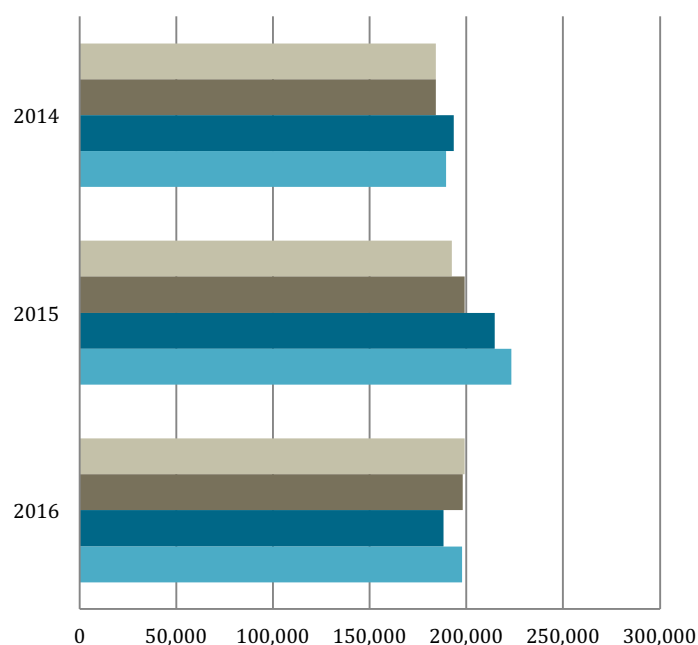


	2016	2015	2014
July Week 1	\$6,394,951.95	\$5,859,388.62	\$5,570,190.37
July Week 2	\$6,382,153.47	\$6,196,887.14	\$5,625,060.48
July Week 3	\$6,028,861.33	\$6,531,005.58	\$5,836,115.06
July Week 4	\$6,120,982.02	\$6,577,460.16	\$5,704,128.49

NON-FICTION: RING FENCE MARKET

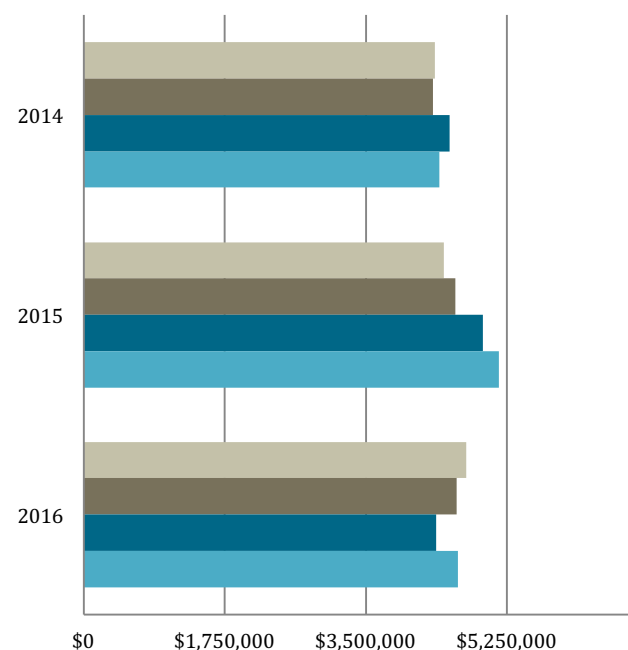
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	199,077	192,330	184,219
July Week 2	198,179	199,072	184,293
July Week 3	188,010	214,561	193,411
July Week 4	197,764	223,294	189,340

Value Sold (in millions of dollars)

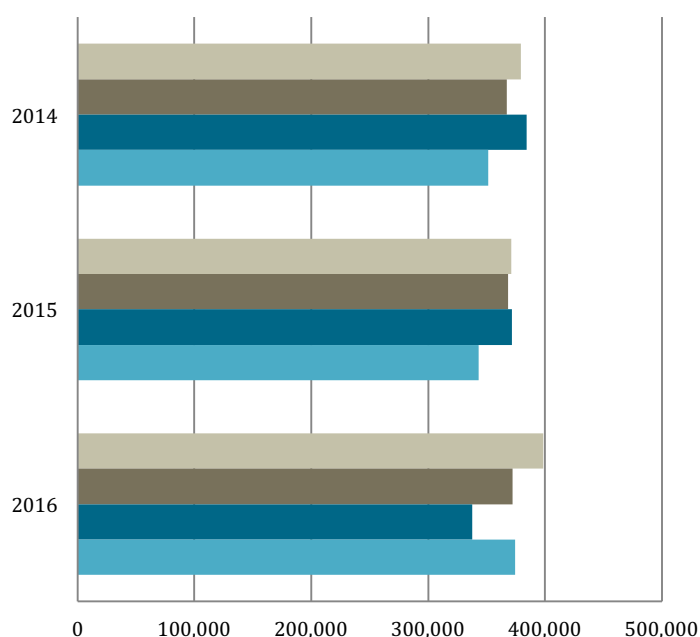


	2016	2015	2014
July Week 1	\$4,743,767.38	\$4,465,430.49	\$4,353,269.48
July Week 2	\$4,621,096.41	\$4,607,365.23	\$4,330,236.39
July Week 3	\$4,372,818.20	\$4,948,568.27	\$4,534,005.73
July Week 4	\$4,637,072.46	\$5,151,452.72	\$4,411,565.26

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

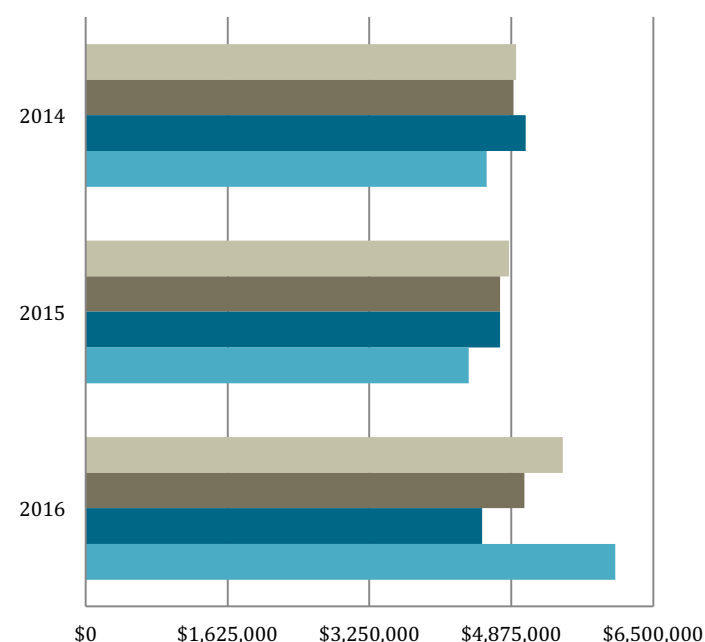
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
July Week 1	398,750	371,189	379,238
July Week 2	372,077	368,301	367,570
July Week 3	337,572	371,476	384,435
July Week 4	374,656	343,202	351,446

Value Sold (in millions of dollars)

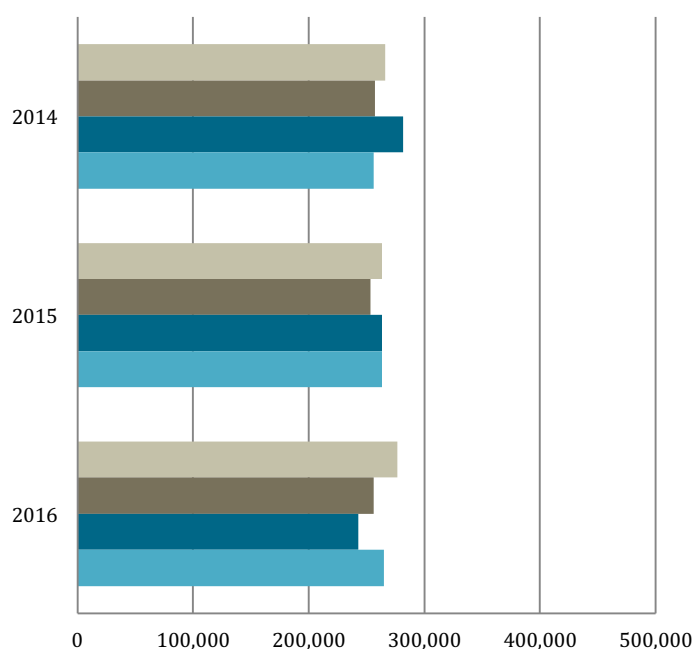


	2016	2015	2014
July Week 1	\$5,461,876.19	\$4,852,721.69	\$4,930,906.67
July Week 2	\$5,025,869.85	\$4,748,838.84	\$4,903,750.88
July Week 3	\$4,540,389.84	\$4,744,421.52	\$5,040,541.82
July Week 4	\$6,065,959.96	\$4,385,054.56	\$4,589,902.03

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

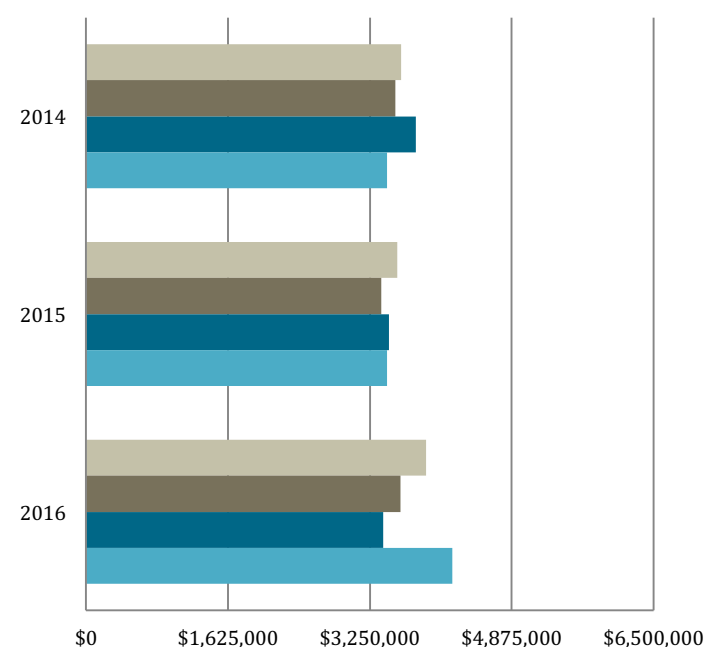
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	276,720	263,258	266,128
July Week 2	255,863	253,069	257,077
July Week 3	242,907	263,268	281,636
July Week 4	264,728	263,472	255,960

Value Sold (in millions of dollars)

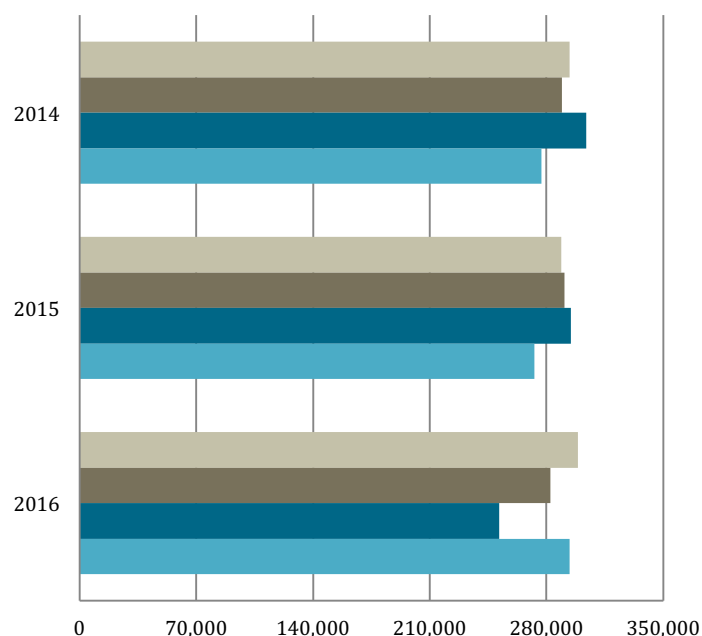


	2016	2015	2014
July Week 1	\$3,891,699.07	\$3,560,664.87	\$3,603,516.62
July Week 2	\$3,603,260.32	\$3,381,918.93	\$3,541,748.45
July Week 3	\$3,405,089.11	\$3,464,210.87	\$3,774,516.44
July Week 4	\$4,193,317.26	\$3,447,565.16	\$3,445,559.83

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

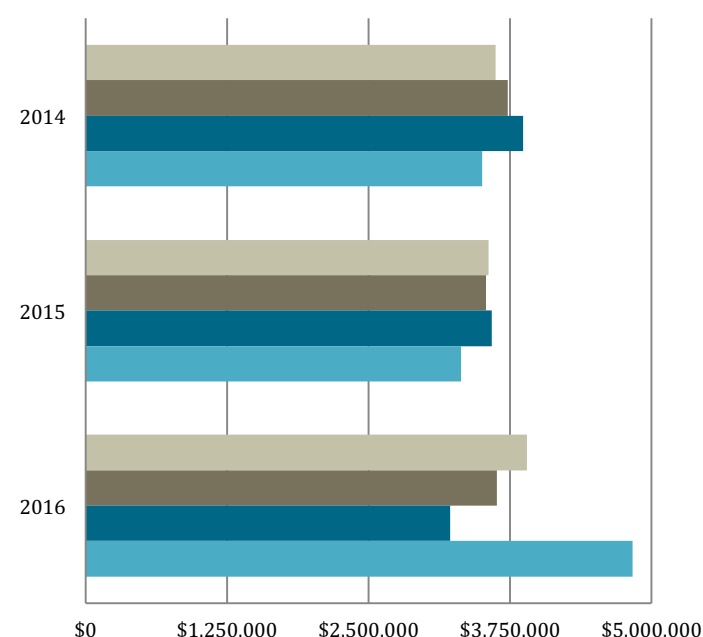
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	298,823	288,690	293,821
July Week 2	282,403	290,640	289,082
July Week 3	251,616	294,734	303,983
July Week 4	293,716	272,852	276,826

Value Sold (in millions of dollars)

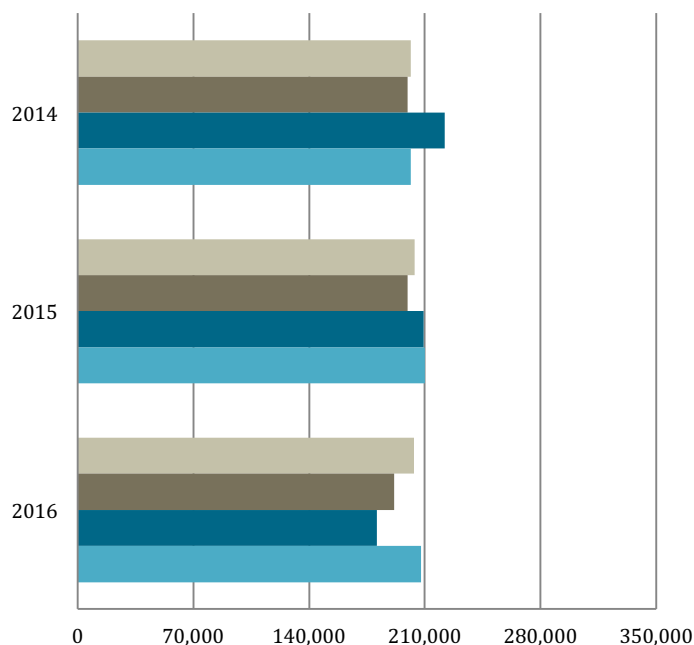


	2016	2015	2014
July Week 1	\$3,898,928.05	\$3,558,223.61	\$3,619,003.43
July Week 2	\$3,630,026.20	\$3,537,461.07	\$3,728,662.11
July Week 3	\$3,218,958.93	\$3,586,705.63	\$3,862,767.84
July Week 4	\$4,831,099.14	\$3,318,207.98	\$3,505,447.83

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

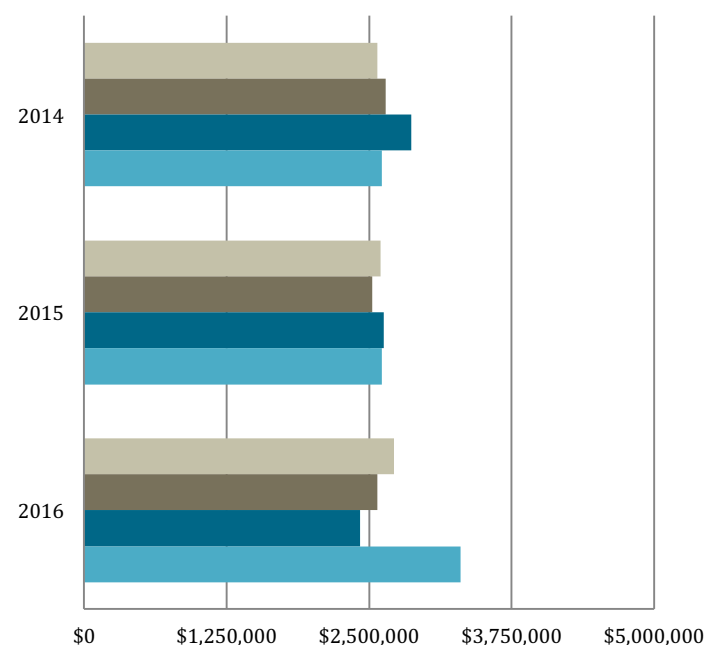
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	203,613	204,000	201,461
July Week 2	191,569	199,591	199,628
July Week 3	181,030	209,386	222,047
July Week 4	207,785	209,947	201,462

Value Sold (in millions of dollars)

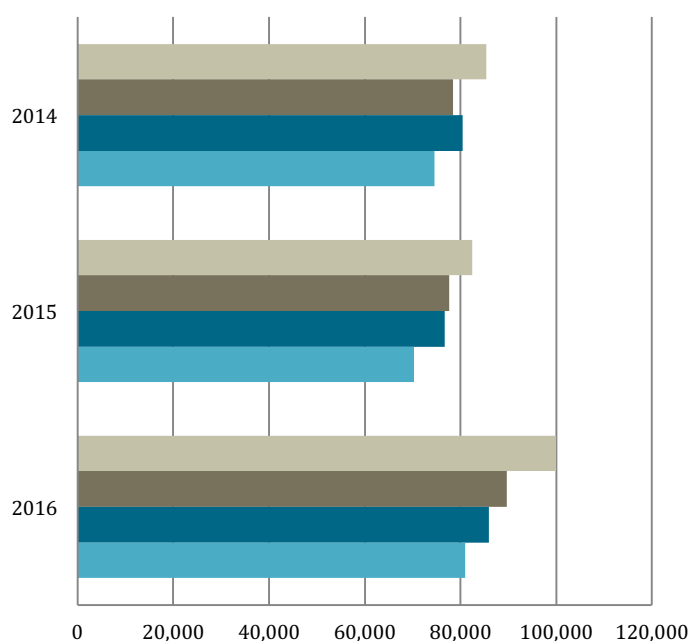


	2016	2015	2014
July Week 1	\$2,716,398.64	\$2,600,221.72	\$2,574,440.94
July Week 2	\$2,574,051.57	\$2,524,545.85	\$2,644,099.68
July Week 3	\$2,419,766.35	\$2,626,711.74	\$2,868,036.83
July Week 4	\$3,300,159.38	\$2,611,464.46	\$2,613,045.19

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

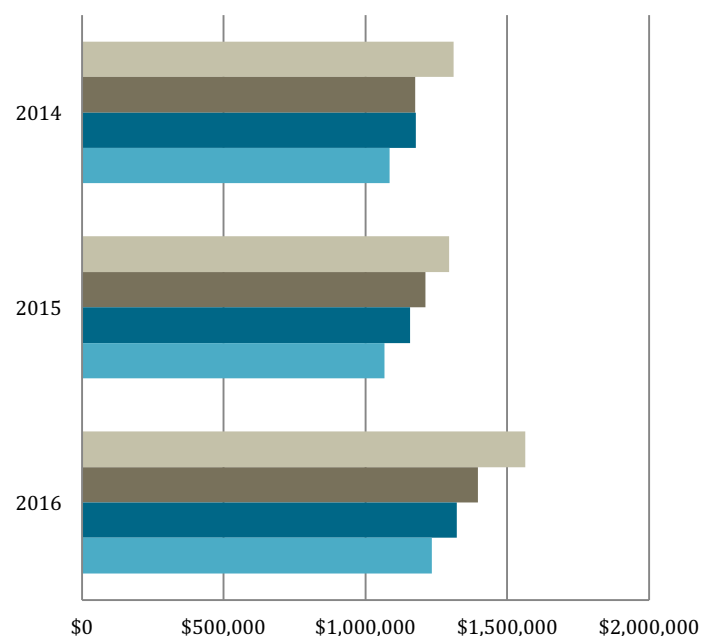
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	99,927	82,499	85,417
July Week 2	89,674	77,661	78,488
July Week 3	85,956	76,742	80,452
July Week 4	80,940	70,350	74,620

Value Sold (in millions of dollars)

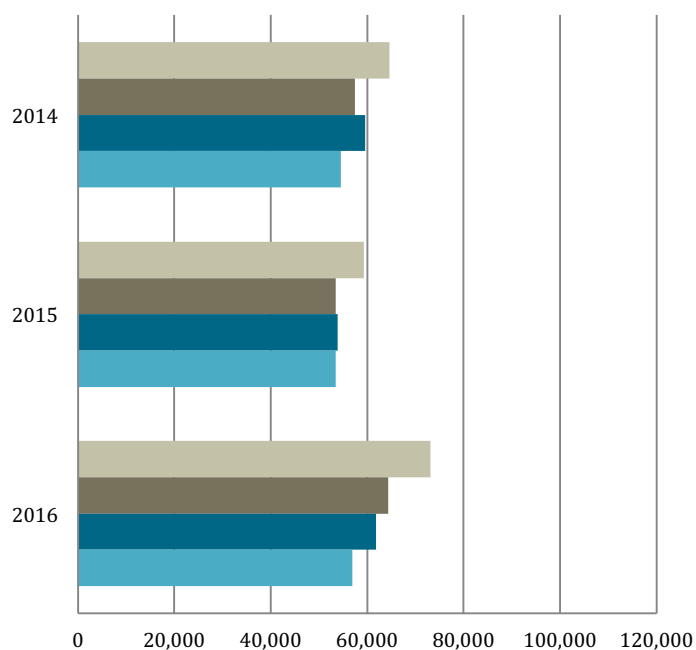


	2016	2015	2014
July Week 1	\$1,562,948.14	\$1,294,498.08	\$1,311,903.24
July Week 2	\$1,395,843.65	\$1,211,377.77	\$1,175,088.77
July Week 3	\$1,321,430.91	\$1,157,715.89	\$1,177,773.98
July Week 4	\$1,234,860.82	\$1,066,846.58	\$1,084,454.20

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

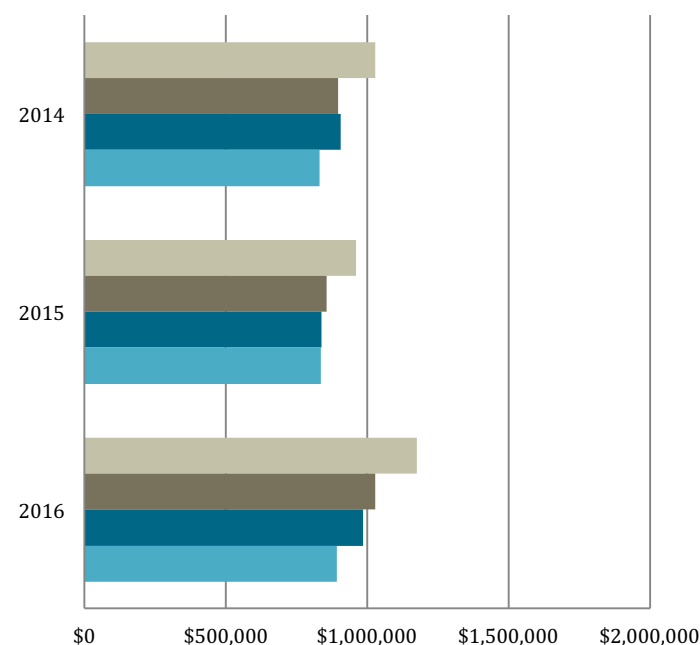
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of July in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
July Week 1	73,107	59,258	64,667
July Week 2	64,294	53,478	57,449
July Week 3	61,877	53,882	59,589
July Week 4	56,943	53,525	54,498

Value Sold (in millions of dollars)



	2016	2015	2014
July Week 1	\$1,175,300.43	\$960,443.15	\$1,029,075.68
July Week 2	\$1,029,208.75	\$857,373.08	\$897,648.77
July Week 3	\$985,322.76	\$837,499.13	\$906,479.61
July Week 4	\$893,157.88	\$836,100.70	\$832,514.64

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 31, 2016

2015: Week ending July 26, 2015

