



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 08.2016

Monthly SalesData
Market Report
August 2016



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2016

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 August 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

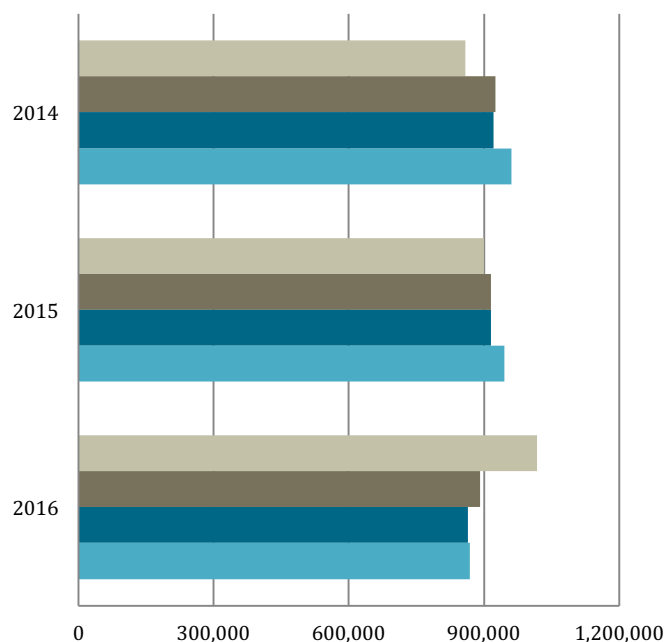
This report aims to encapsulate data from most days in August. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ August also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2016	2015	2014
Week 1	07-Aug	09-Aug	10-Aug
Week 2	14-Aug	15-Aug	17-Aug
Week 3	21-Aug	23-Aug	24-Aug
Week 4	28-Aug	30-Aug	31-Aug

ALL MARKET

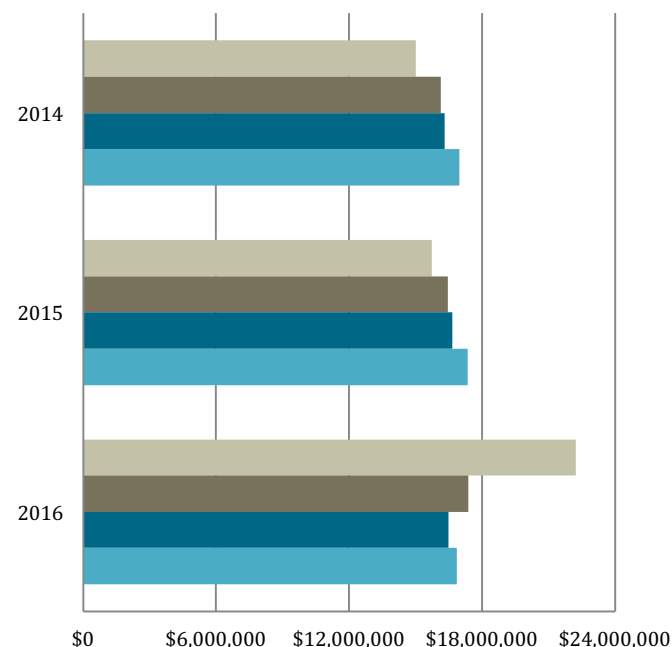
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
■ August Week 1	1,017,236	899,692	858,645
■ August Week 2	892,144	915,907	926,066
■ August Week 3	864,116	915,276	920,982
■ August Week 4	869,168	944,768	960,617

Value Sold (in millions of dollars)

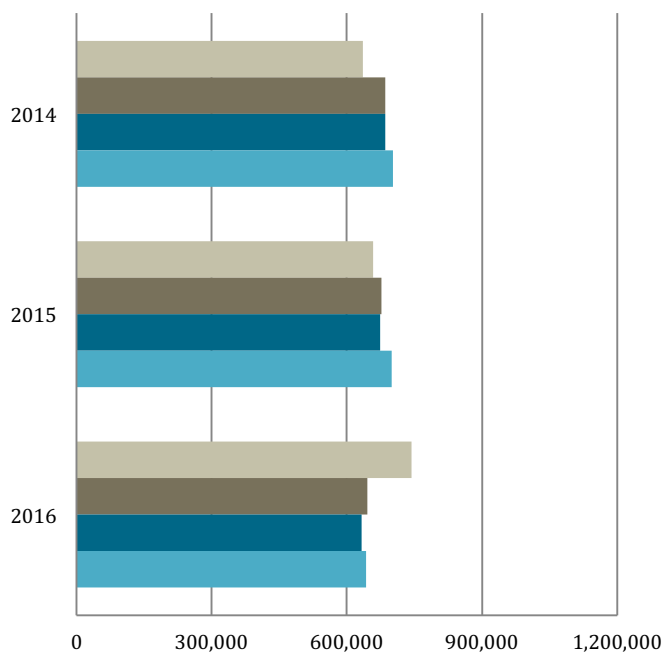


	2016	2015	2014
■ August Week 1	\$22,222,440.97	\$15,725,958.05	\$15,005,611.16
■ August Week 2	\$17,377,030.76	\$16,444,154.78	\$16,152,841.16
■ August Week 3	\$16,475,726.08	\$16,654,067.08	\$16,301,379.85
■ August Week 4	\$16,865,447.56	\$17,348,239.76	\$16,980,404.18

RING FENCE MARKET

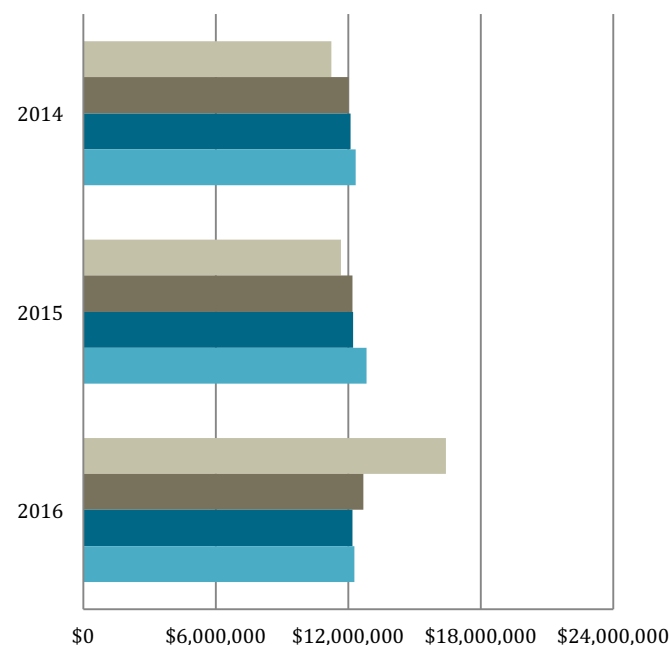
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
August Week 1	744,419	658,484	635,482
August Week 2	645,253	676,386	686,000
August Week 3	633,234	673,596	686,005
August Week 4	643,427	700,351	701,915

Value Sold (in millions of dollars)

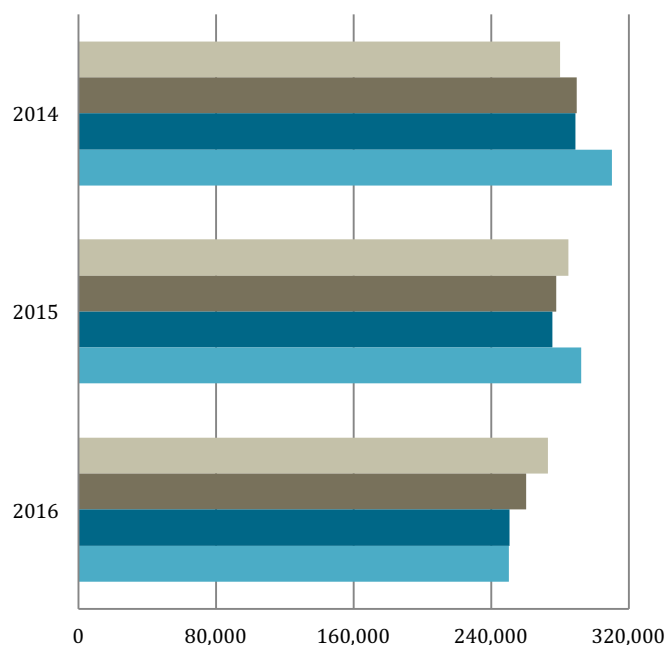


	2016	2015	2014
August Week 1	\$16,435,125.09	\$11,675,215.54	\$11,229,116.71
August Week 2	\$12,692,317.13	\$12,195,455.50	\$12,017,972.14
August Week 3	\$12,204,617.75	\$12,229,369.53	\$12,109,289.47
August Week 4	\$12,295,283.35	\$12,839,580.91	\$12,346,627.65

FICTION: ALL MARKET

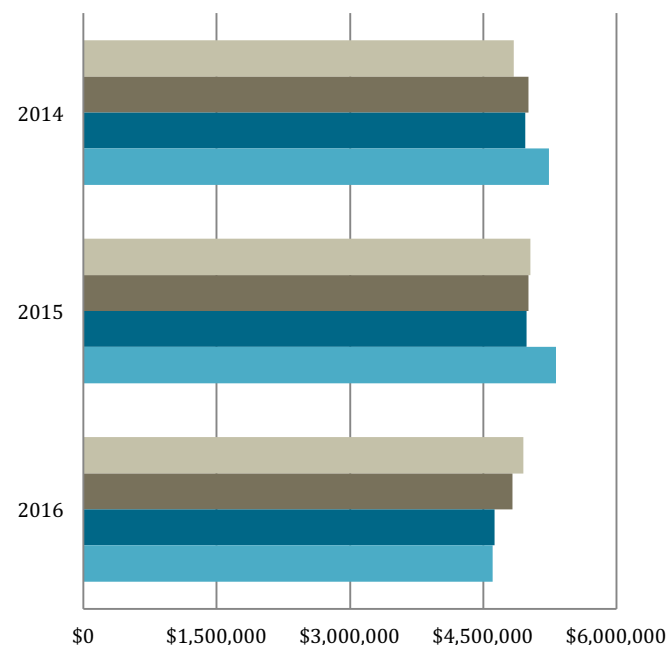
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
August Week 1	273,076	284,823	280,073
August Week 2	260,491	277,763	289,820
August Week 3	250,527	275,502	288,940
August Week 4	250,380	292,426	310,045

Value Sold (in millions of dollars)

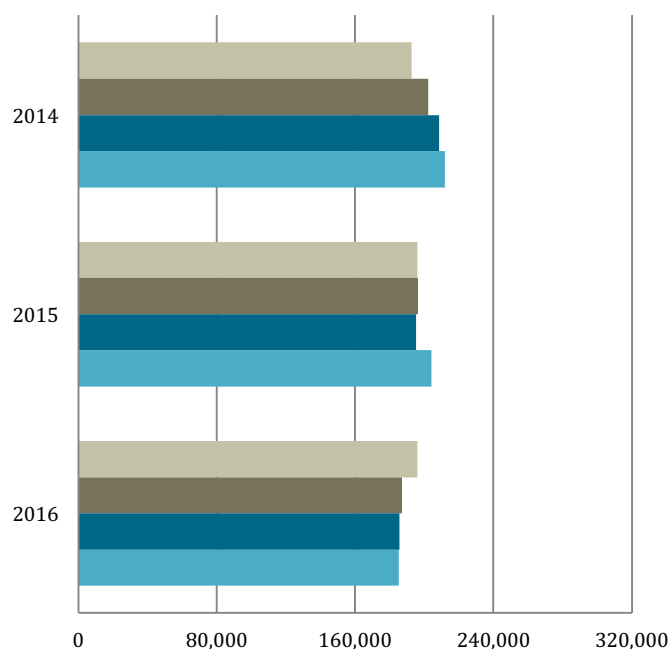


	2016	2015	2014
August Week 1	\$4,953,299.56	\$5,031,163.61	\$4,847,616.48
August Week 2	\$4,826,904.79	\$5,012,773.43	\$5,010,589.03
August Week 3	\$4,630,719.29	\$4,989,765.93	\$4,975,457.52
August Week 4	\$4,607,560.50	\$5,322,795.65	\$5,242,187.45

FICTION: RING FENCE MARKET

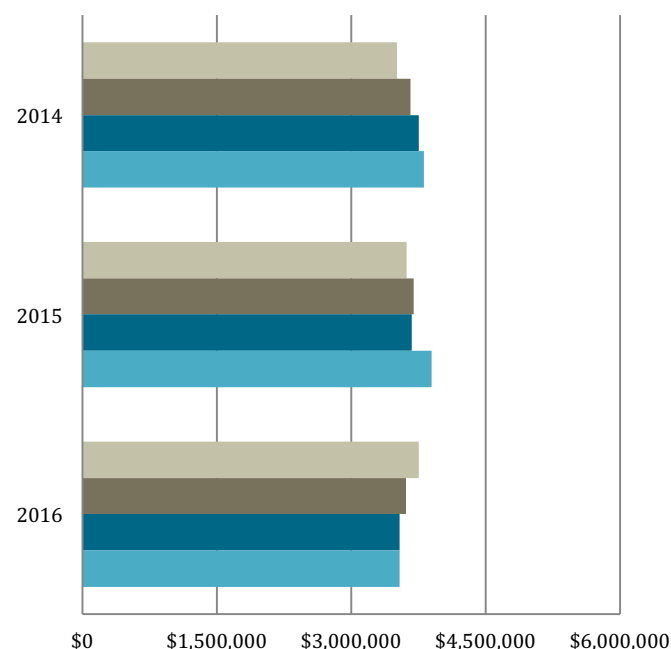
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	195,909	196,018	192,655
August Week 2	187,121	196,218	202,380
August Week 3	185,448	195,297	208,624
August Week 4	185,336	204,025	211,711

Value Sold (in millions of dollars)

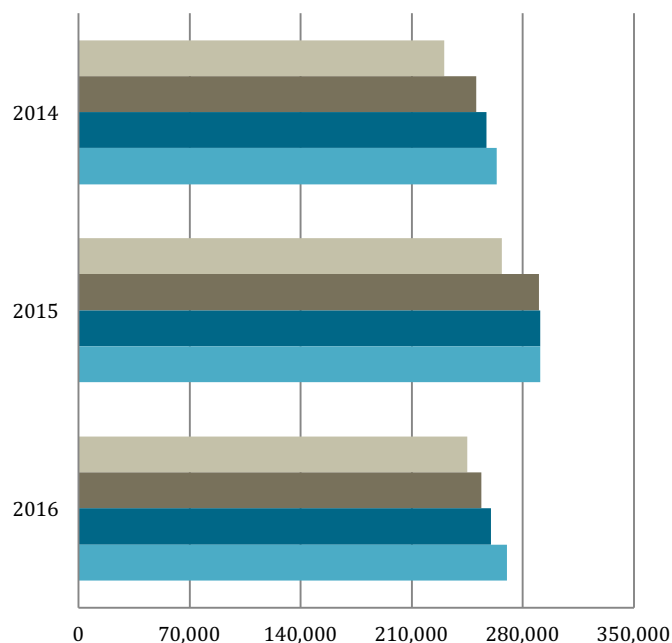


	2016	2015	2014
August Week 1	\$3,756,229.24	\$3,621,402.42	\$3,507,309.10
August Week 2	\$3,609,312.44	\$3,696,470.22	\$3,662,197.47
August Week 3	\$3,539,911.06	\$3,672,085.61	\$3,751,636.00
August Week 4	\$3,539,897.37	\$3,893,879.61	\$3,813,683.25

NON-FICTION: ALL MARKET

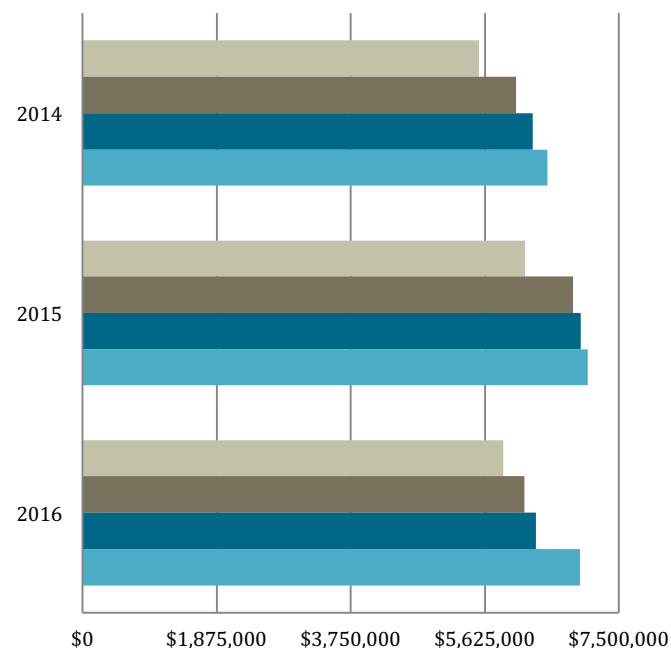
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire August of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
August Week 1	244,991	266,888	230,333
August Week 2	253,911	290,099	250,816
August Week 3	260,057	291,005	257,050
August Week 4	269,850	291,030	263,668

Value Sold (in millions of dollars)

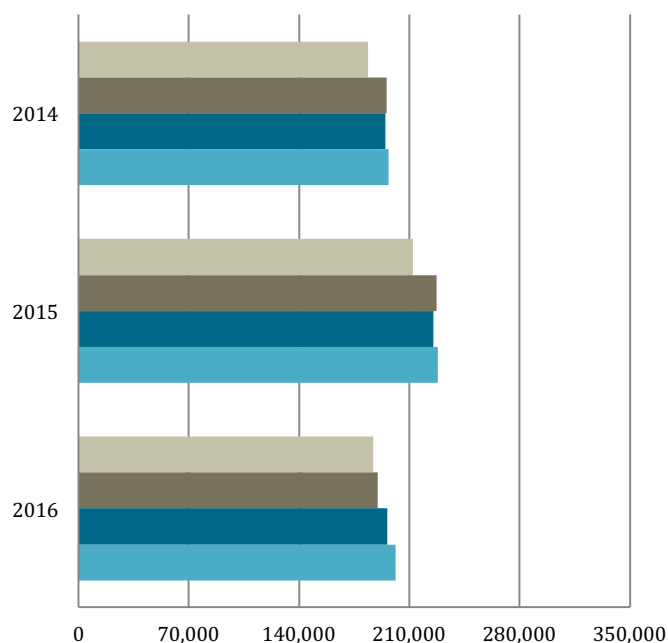


	2016	2015	2014
August Week 1	\$5,878,863.94	\$6,187,544.67	\$5,539,367.58
August Week 2	\$6,179,008.21	\$6,854,462.73	\$6,065,233.24
August Week 3	\$6,339,781.50	\$6,963,409.76	\$6,291,560.97
August Week 4	\$6,959,021.89	\$7,060,689.89	\$6,499,397.31

NON-FICTION: RING FENCE MARKET

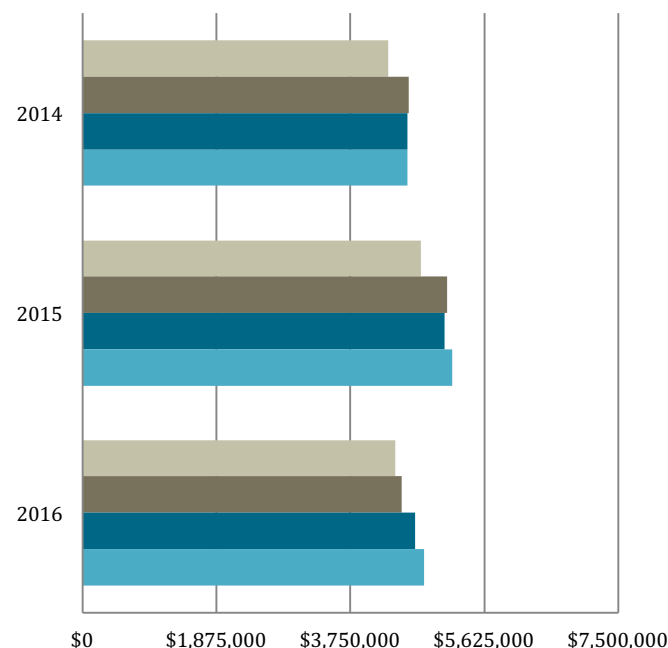
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	187,202	212,270	183,640
August Week 2	189,856	227,234	195,684
August Week 3	196,118	225,392	194,963
August Week 4	201,308	228,018	196,672

Value Sold (in millions of dollars)

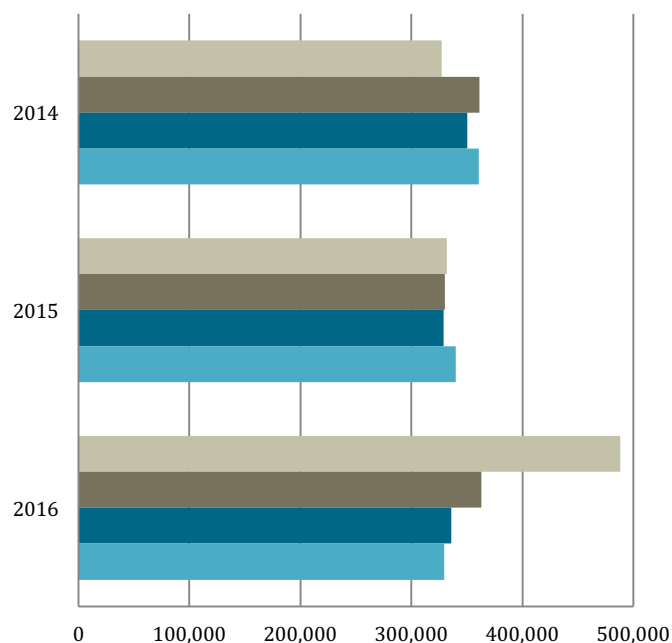


	2016	2015	2014
August Week 1	\$4,377,069.62	\$4,737,653.02	\$4,280,702.36
August Week 2	\$4,466,188.37	\$5,102,690.96	\$4,567,562.62
August Week 3	\$4,660,162.21	\$5,068,420.91	\$4,546,971.83
August Week 4	\$4,785,064.90	\$5,176,626.72	\$4,552,833.81

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

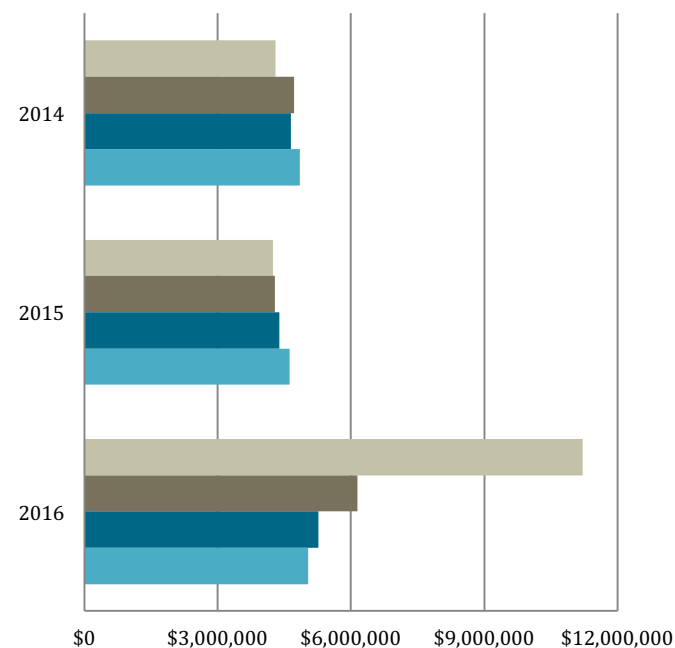
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
August Week 1	487,955	331,614	326,969
August Week 2	362,809	330,066	360,972
August Week 3	335,906	329,022	350,109
August Week 4	329,816	340,047	360,799

Value Sold (in millions of dollars)

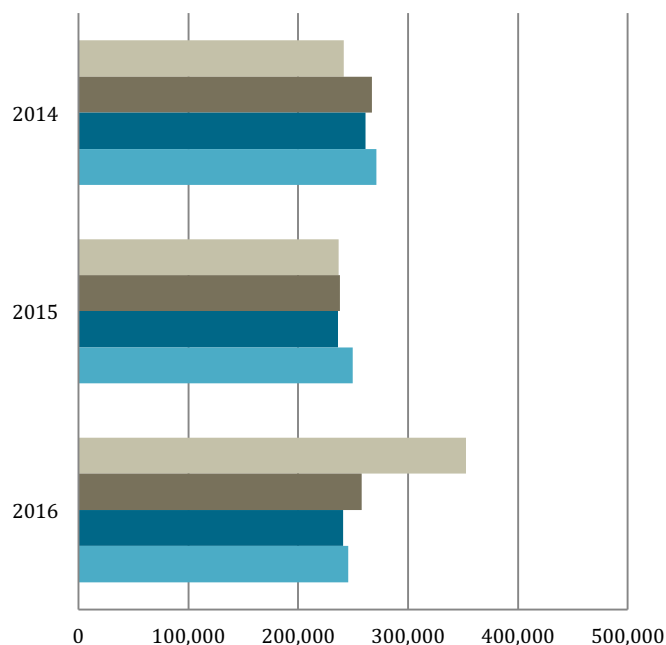


	2016	2015	2014
August Week 1	\$11,210,831.78	\$4,241,635.46	\$4,304,276.80
August Week 2	\$6,140,043.18	\$4,283,223.53	\$4,717,093.59
August Week 3	\$5,273,229.95	\$4,389,249.00	\$4,651,800.64
August Week 4	\$5,039,705.04	\$4,619,175.60	\$4,841,672.49

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

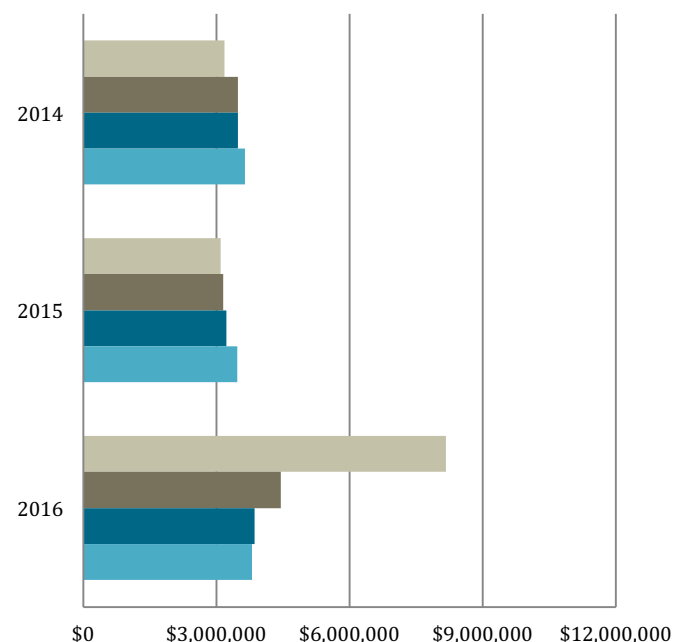
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	352,817	236,703	241,328
August Week 2	257,841	238,075	267,289
August Week 3	240,803	236,080	261,170
August Week 4	245,338	249,702	271,045

Value Sold (in millions of dollars)

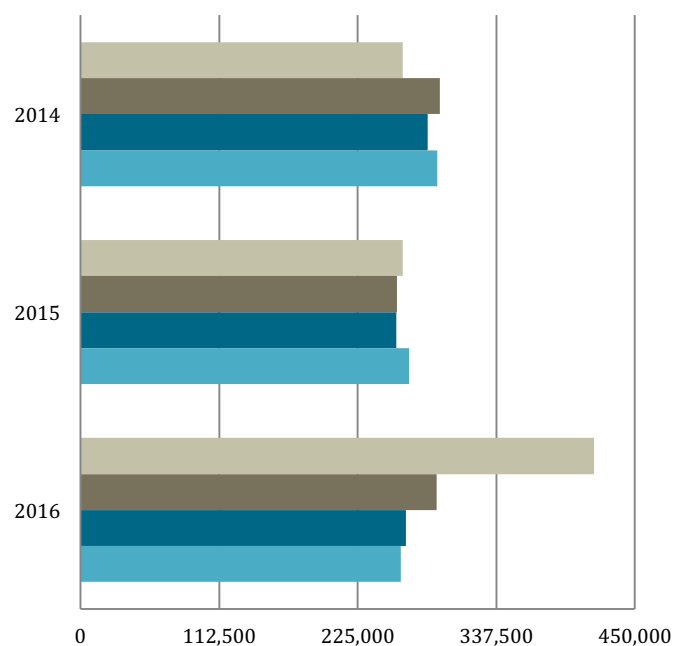


	2016	2015	2014
August Week 1	\$8,170,561.10	\$3,100,987.10	\$3,184,625.00
August Week 2	\$4,451,533.58	\$3,156,641.27	\$3,486,355.42
August Week 3	\$3,855,638.33	\$3,225,655.35	\$3,486,249.89
August Week 4	\$3,808,152.23	\$3,471,841.49	\$3,645,352.38

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

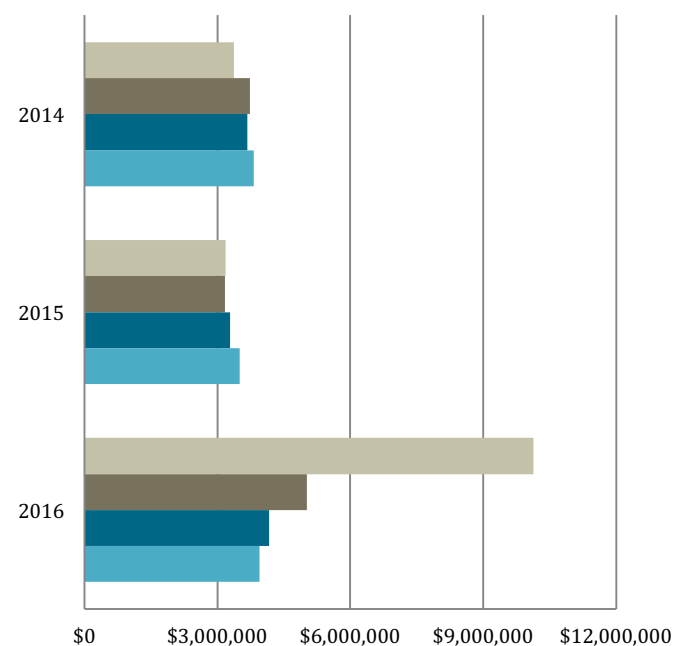
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	416,982	261,506	261,739
August Week 2	289,104	256,785	291,444
August Week 3	264,169	256,590	281,860
August Week 4	260,028	266,621	289,758

Value Sold (in millions of dollars)

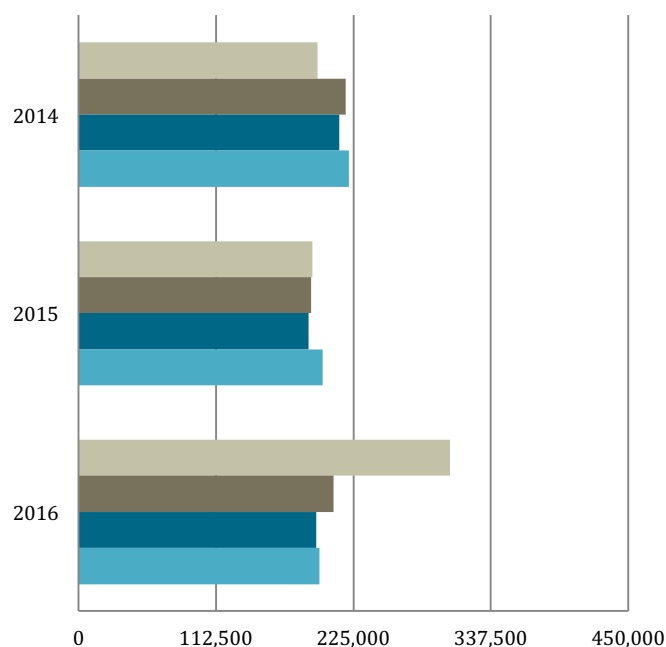


	2016	2015	2014
August Week 1	\$10,128,335.26	\$3,189,884.47	\$3,375,566.58
August Week 2	\$5,018,158.84	\$3,164,387.29	\$3,730,535.20
August Week 3	\$4,164,646.44	\$3,293,931.23	\$3,672,266.49
August Week 4	\$3,949,160.66	\$3,499,835.45	\$3,828,692.14

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

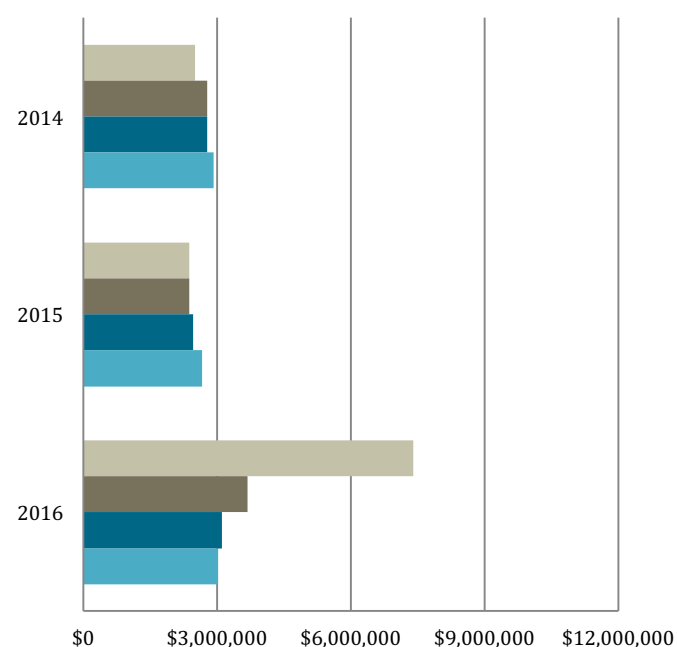
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	303,780	191,330	195,642
August Week 2	208,764	190,405	218,760
August Week 3	194,391	188,457	213,512
August Week 4	197,053	199,747	221,022

Value Sold (in millions of dollars)

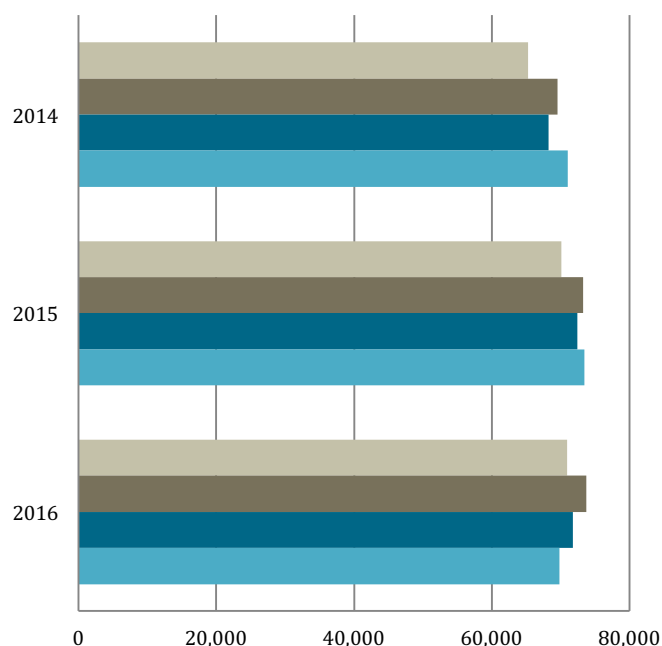


	2016	2015	2014
August Week 1	\$7,398,867.51	\$2,373,463.16	\$2,509,427.35
August Week 2	\$3,681,124.70	\$2,386,561.16	\$2,778,124.38
August Week 3	\$3,115,079.63	\$2,462,605.82	\$2,782,694.90
August Week 4	\$3,029,194.02	\$2,666,604.68	\$2,921,725.78

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

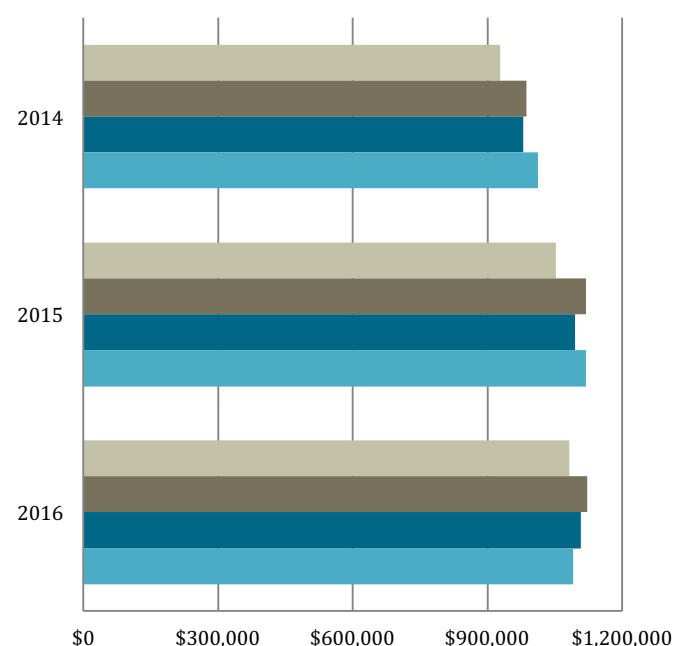
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	70,973	70,108	65,230
August Week 2	73,705	73,281	69,528
August Week 3	71,737	72,432	68,249
August Week 4	69,788	73,426	71,041

Value Sold (in millions of dollars)

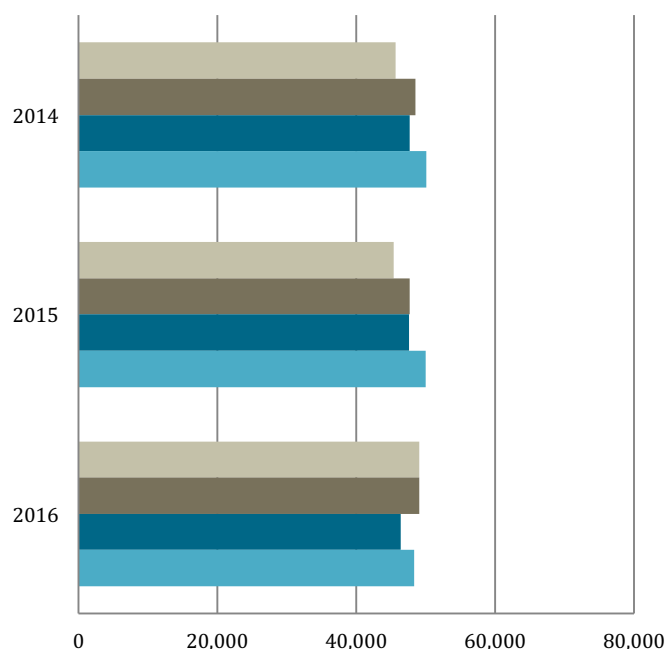


	2016	2015	2014
August Week 1	\$1,082,496.52	\$1,051,750.99	\$928,710.22
August Week 2	\$1,121,884.34	\$1,118,836.24	\$986,558.39
August Week 3	\$1,108,583.51	\$1,095,317.77	\$979,534.15
August Week 4	\$1,090,544.38	\$1,119,340.15	\$1,012,980.35

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

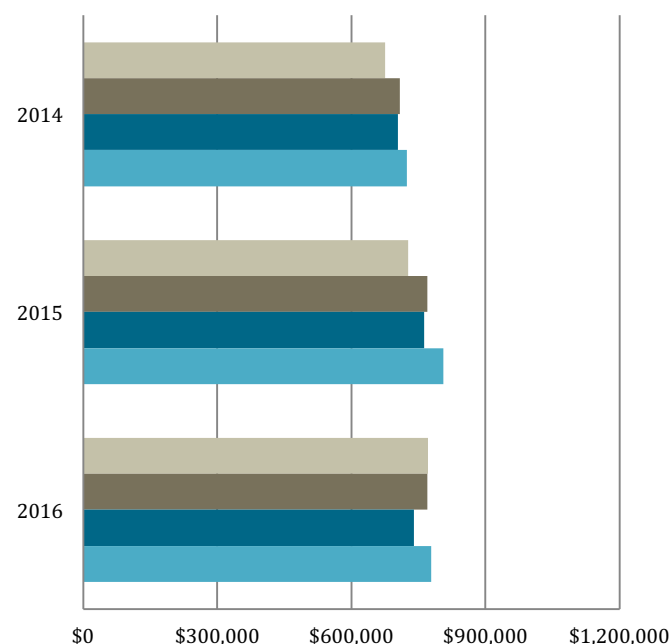
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of August in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
August Week 1	49,037	45,373	45,686
August Week 2	49,077	47,670	48,529
August Week 3	46,412	47,623	47,658
August Week 4	48,285	49,955	50,023

Value Sold (in millions of dollars)



	2016	2015	2014
August Week 1	\$771,693.59	\$727,523.94	\$675,197.65
August Week 2	\$770,408.88	\$770,080.11	\$708,231.04
August Week 3	\$740,558.70	\$763,049.53	\$703,554.99
August Week 4	\$778,958.21	\$805,236.81	\$723,626.60

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 August 28, 2016

2015: Week ending August 30, 2015

