



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 09.2016

September SalesData Market Report



**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 September 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

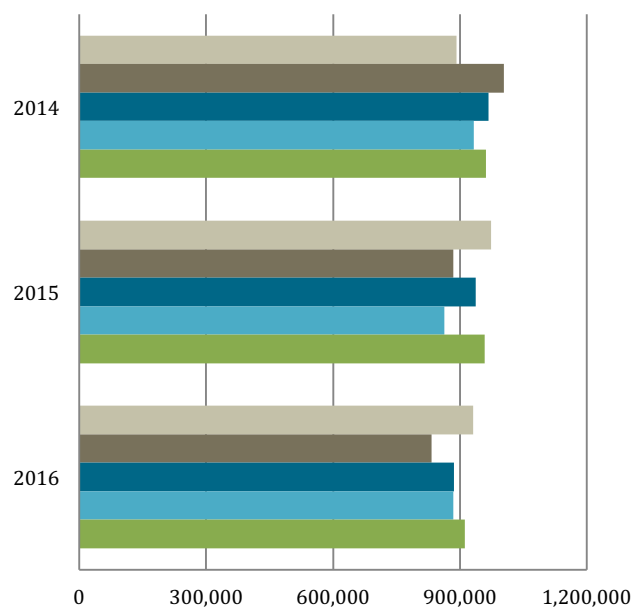
This report aims to encapsulate data from most days in September. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2016	2015	2014
Week 1	04-Sep	06-Sep	07-Sep
Week 2	11-Sep	13-Sep	14-Sep
Week 3	18-Sep	20-Sep	21-Sep
Week 4	25-Sep	27-Sep	28-Sep
Week 5	02-Oct	04-Oct	05-Oct

ALL MARKET

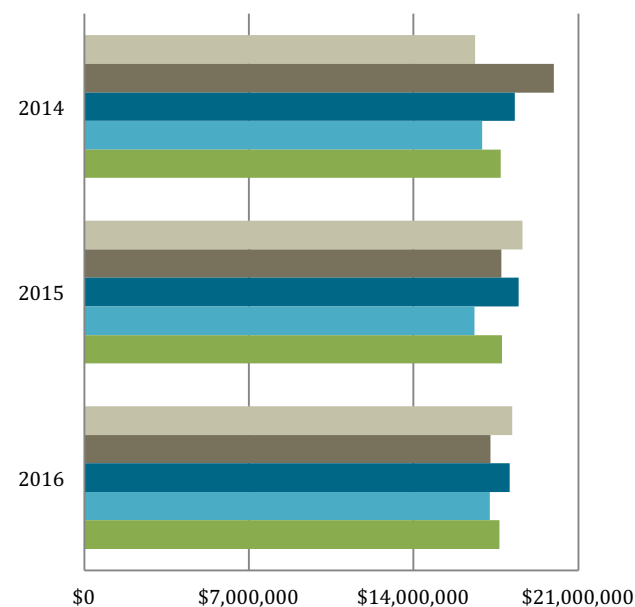
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
September Week 1	931,806	972,858	891,745
September Week 2	832,323	884,254	1,003,263
September Week 3	885,577	937,295	967,280
September Week 4	883,911	862,726	931,911
September Week 5	911,000	958,952	961,297

Value Sold (in millions of dollars)

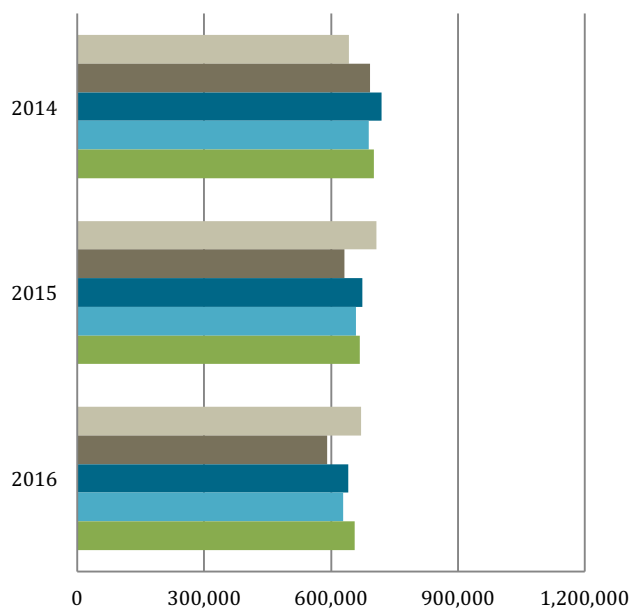


	2016	2015	2014
September Week 1	\$18,203,088.33	\$18,622,631.09	\$16,613,309.10
September Week 2	\$17,256,471.35	\$17,727,490.26	\$19,969,442.49
September Week 3	\$18,079,135.98	\$18,475,192.00	\$18,296,527.11
September Week 4	\$17,247,604.76	\$16,579,650.61	\$16,915,359.56
September Week 5	\$17,655,775.41	\$17,747,672.91	\$17,696,709.89

RING FENCE MARKET

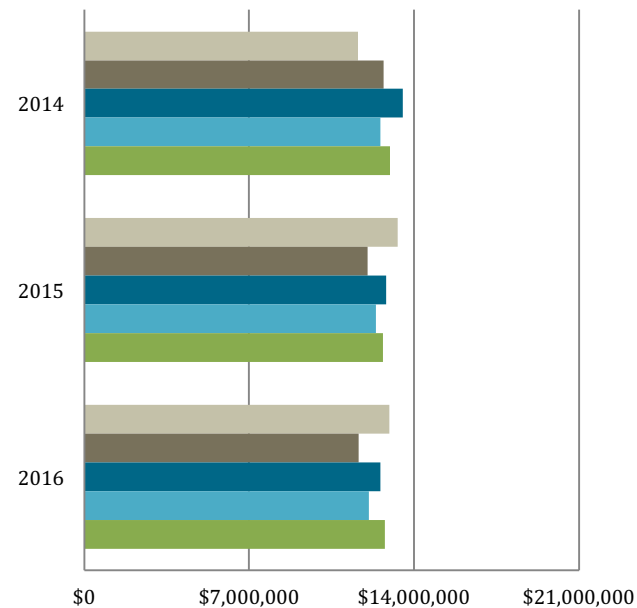
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
September Week 1	670,790	706,473	641,316
September Week 2	590,118	631,892	691,791
September Week 3	640,570	673,492	719,188
September Week 4	627,792	658,498	689,428
September Week 5	655,017	667,070	701,146

Value Sold (in millions of dollars)

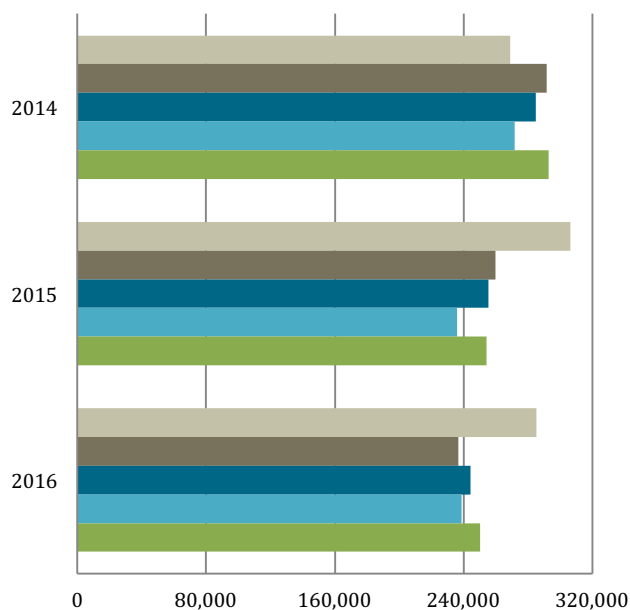


	2016	2015	2014
September Week 1	\$12,961,071.02	\$13,300,200.05	\$11,635,380.70
September Week 2	\$11,652,544.62	\$12,033,907.41	\$12,715,260.32
September Week 3	\$12,586,816.10	\$12,822,991.31	\$13,533,407.67
September Week 4	\$12,084,060.05	\$12,387,938.16	\$12,579,302.16
September Week 5	\$12,769,384.61	\$12,697,599.86	\$12,993,684.46

FICTION: ALL MARKET

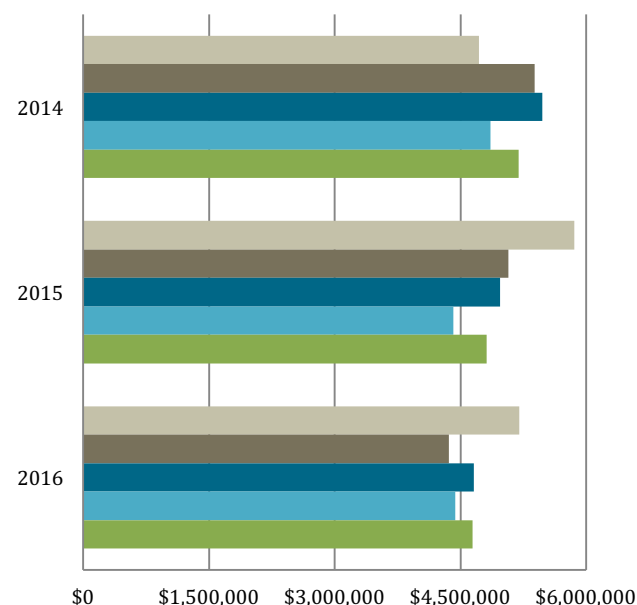
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ September Week 1	285,210	306,407	268,899
■ September Week 2	236,558	259,636	291,598
■ September Week 3	244,321	255,254	284,713
■ September Week 4	238,744	236,150	271,827
■ September Week 5	250,339	254,198	292,863

Value Sold (in millions of dollars)

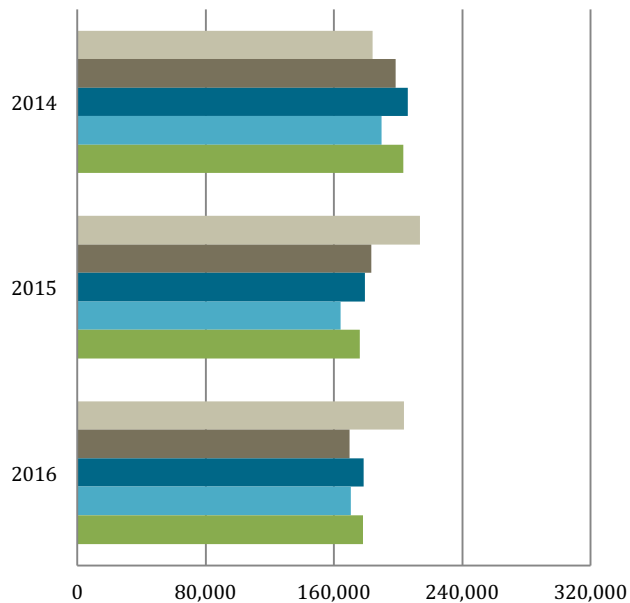


	2016	2015	2014
■ September Week 1	\$5,204,686.38	\$5,856,737.52	\$4,717,174.12
■ September Week 2	\$4,359,433.67	\$5,073,844.69	\$5,382,908.85
■ September Week 3	\$4,658,261.01	\$4,969,075.36	\$5,478,228.38
■ September Week 4	\$4,436,931.97	\$4,415,854.89	\$4,860,813.42
■ September Week 5	\$4,644,198.81	\$4,814,973.99	\$5,194,877.86

FICTION: RING FENCE MARKET

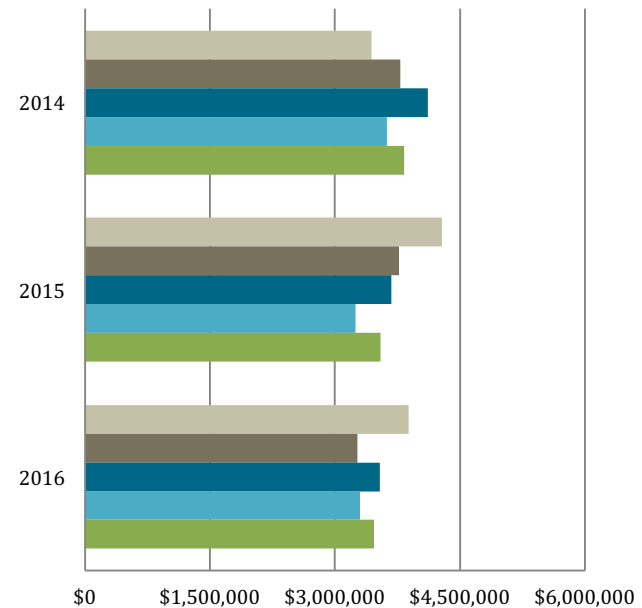
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	203,440	213,441	184,207
September Week 2	169,523	183,352	198,244
September Week 3	178,450	179,323	205,917
September Week 4	170,599	163,979	189,746
September Week 5	178,194	176,198	203,079

Value Sold (in millions of dollars)

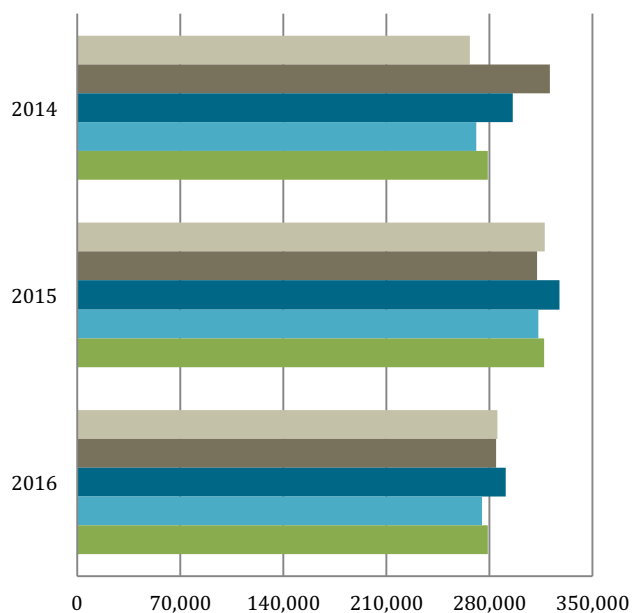


	2016	2015	2014
September Week 1	\$3,879,975.62	\$4,281,382.09	\$3,435,655.38
September Week 2	\$3,265,575.64	\$3,771,156.88	\$3,782,007.14
September Week 3	\$3,538,839.08	\$3,676,940.93	\$4,109,804.73
September Week 4	\$3,297,903.69	\$3,248,749.70	\$3,624,206.04
September Week 5	\$3,470,383.49	\$3,547,402.86	\$3,827,718.03

NON-FICTION: ALL MARKET

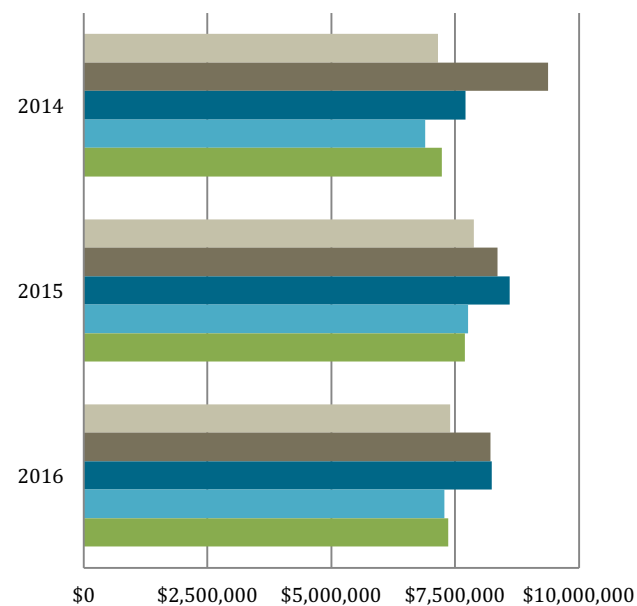
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ September Week 1	285,055	317,517	266,515
■ September Week 2	284,576	312,079	320,707
■ September Week 3	290,803	327,609	295,686
■ September Week 4	274,815	313,032	271,087
■ September Week 5	278,645	316,869	278,677

Value Sold (in millions of dollars)

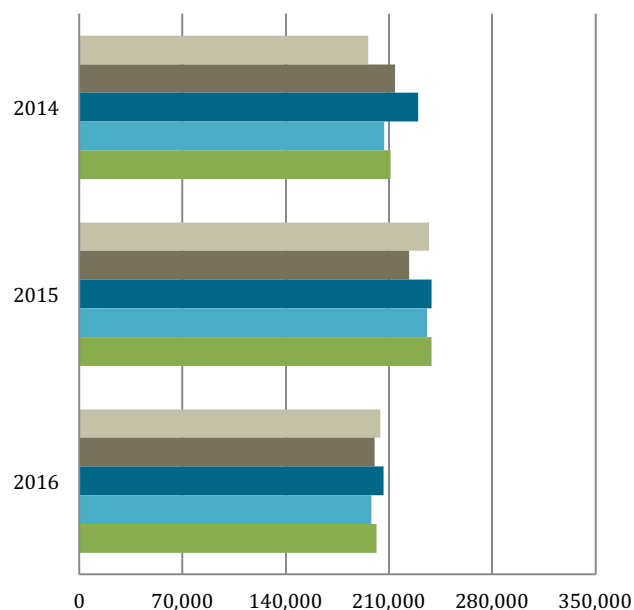


	2016	2015	2014
■ September Week 1	\$7,395,915.64	\$7,879,656.46	\$7,150,504.19
■ September Week 2	\$8,211,825.68	\$8,361,451.88	\$9,375,799.81
■ September Week 3	\$8,236,026.86	\$8,596,540.93	\$7,707,713.71
■ September Week 4	\$7,279,079.26	\$7,756,627.03	\$6,891,592.48
■ September Week 5	\$7,359,253.81	\$7,696,126.02	\$7,234,303.37

NON-FICTION: RING FENCE MARKET

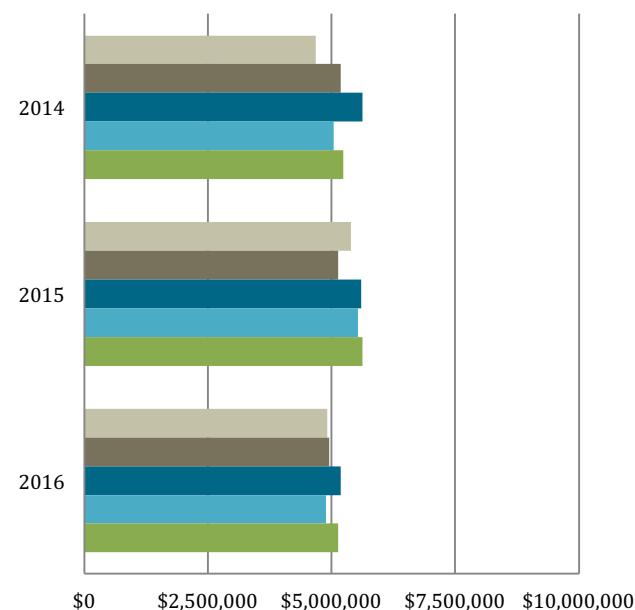
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	204,258	237,358	195,789
September Week 2	200,034	223,613	214,205
September Week 3	206,295	238,747	229,793
September Week 4	198,160	235,673	206,871
September Week 5	201,673	238,952	211,197

Value Sold (in millions of dollars)

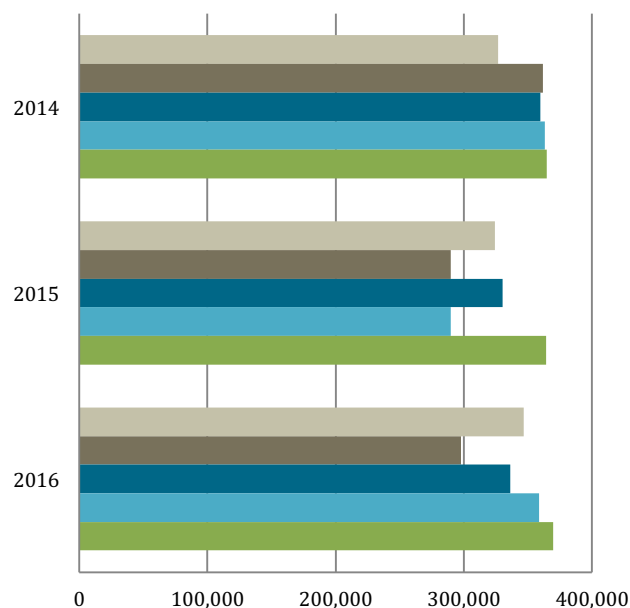


	2016	2015	2014
September Week 1	\$4,904,967.75	\$5,391,248.91	\$4,675,905.96
September Week 2	\$4,955,494.59	\$5,133,431.16	\$5,185,026.90
September Week 3	\$5,181,639.93	\$5,596,553.74	\$5,628,118.44
September Week 4	\$4,879,980.72	\$5,530,283.38	\$5,045,147.67
September Week 5	\$5,133,697.94	\$5,629,274.78	\$5,232,698.61

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

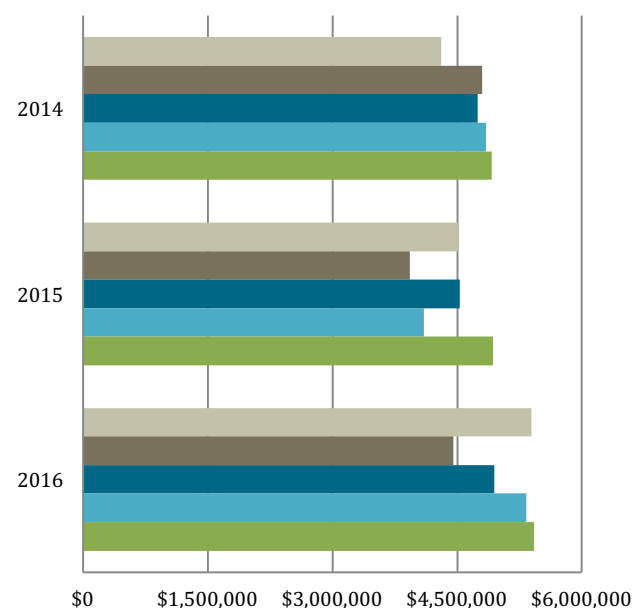
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of September in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
September Week 1	346,600	324,008	326,850
September Week 2	297,530	289,590	361,713
September Week 3	336,411	330,193	359,794
September Week 4	358,642	289,850	363,182
September Week 5	369,706	364,066	364,561

Value Sold (in millions of dollars)

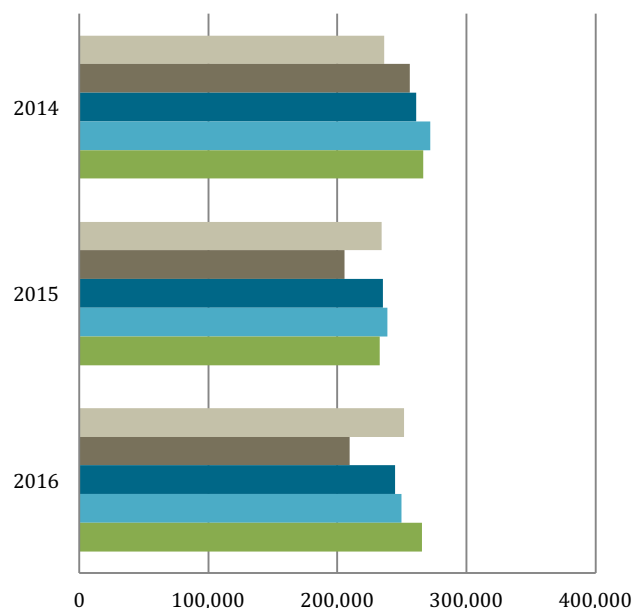


	2016	2015	2014
September Week 1	\$5,390,265.79	\$4,519,326.16	\$4,306,903.03
September Week 2	\$4,456,871.52	\$3,932,289.16	\$4,798,627.90
September Week 3	\$4,948,859.91	\$4,532,871.87	\$4,748,027.09
September Week 4	\$5,331,072.04	\$4,098,025.34	\$4,845,134.43
September Week 5	\$5,421,811.15	\$4,929,581.82	\$4,915,373.95

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

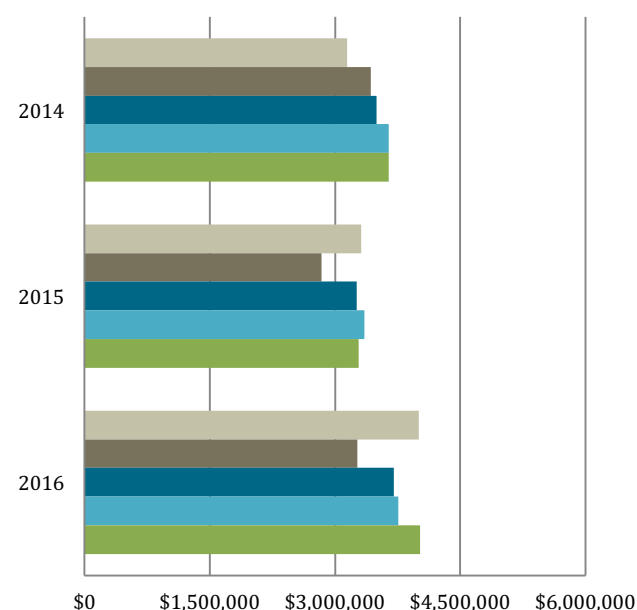
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Volume Sold (in units)



	2016	2015	2014
■ September Week 1	251,651	234,275	236,252
■ September Week 2	209,604	205,479	256,052
■ September Week 3	244,462	235,441	261,196
■ September Week 4	249,588	238,666	272,049
■ September Week 5	265,520	232,910	266,549

Value Sold (in millions of dollars)

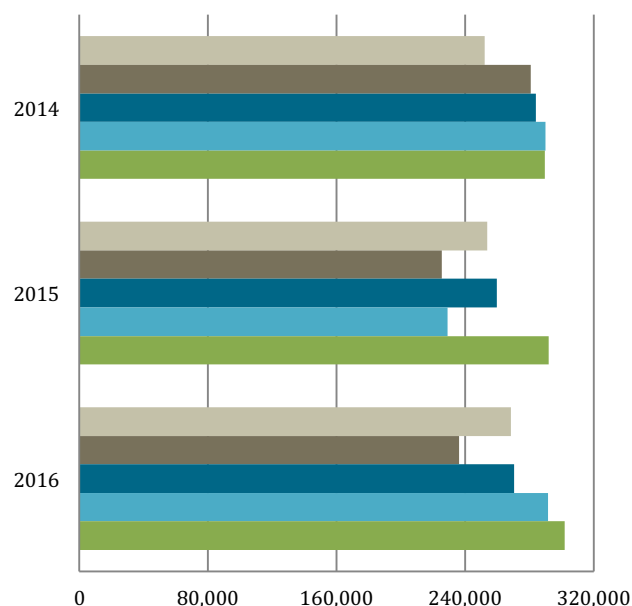


	2016	2015	2014
■ September Week 1	\$4,007,290.93	\$3,315,086.52	\$3,146,376.43
■ September Week 2	\$3,268,793.99	\$2,840,148.40	\$3,430,015.58
■ September Week 3	\$3,701,298.26	\$3,259,604.75	\$3,495,478.59
■ September Week 4	\$3,755,185.28	\$3,353,389.13	\$3,646,044.14
■ September Week 5	\$4,018,047.34	\$3,280,164.09	\$3,639,973.97

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

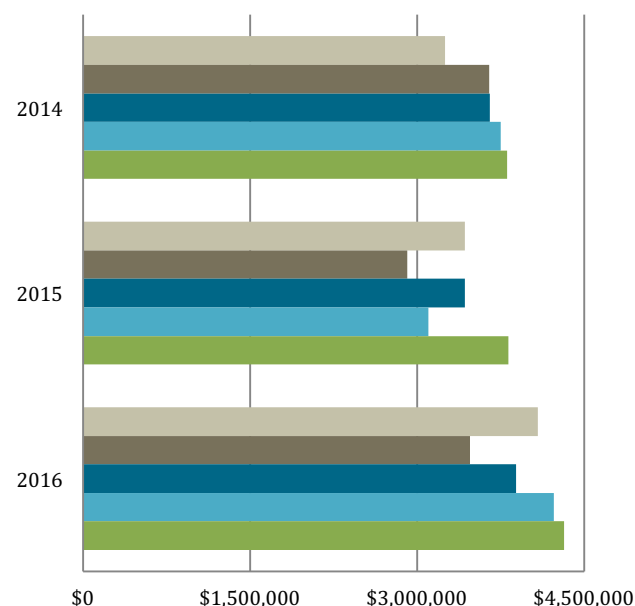
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	268,549	253,735	251,920
September Week 2	236,219	225,353	280,883
September Week 3	270,328	259,472	283,939
September Week 4	291,473	228,933	289,744
September Week 5	301,634	291,980	289,412

Value Sold (in millions of dollars)

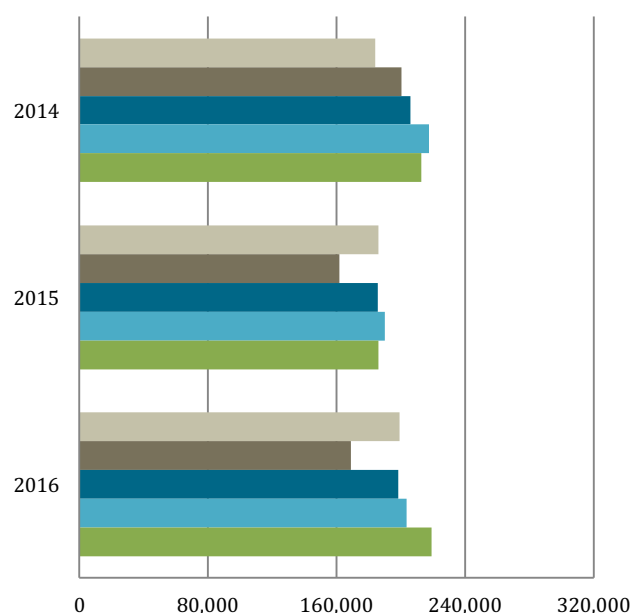


	2016	2015	2014
September Week 1	\$4,084,164.56	\$3,430,834.43	\$3,248,849.82
September Week 2	\$3,472,966.94	\$2,914,048.87	\$3,645,886.57
September Week 3	\$3,890,851.25	\$3,428,295.47	\$3,655,363.70
September Week 4	\$4,229,748.09	\$3,100,006.22	\$3,752,020.63
September Week 5	\$4,317,347.63	\$3,817,721.31	\$3,809,173.08

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

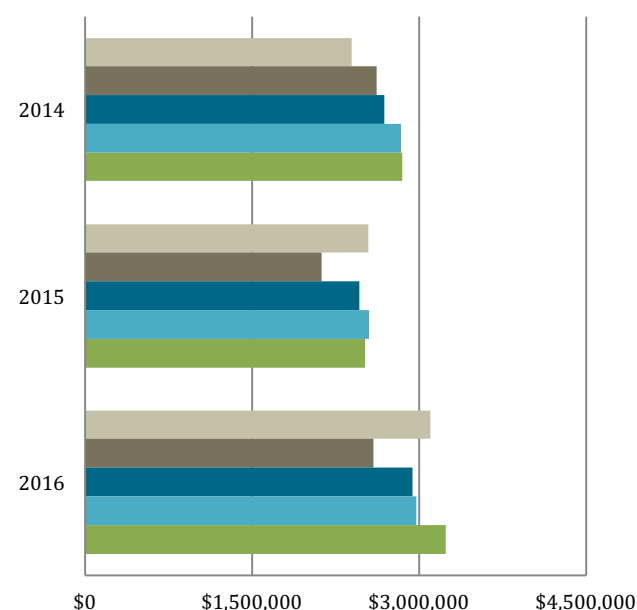
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	199,309	186,049	184,052
September Week 2	168,776	161,564	200,173
September Week 3	198,348	185,564	205,876
September Week 4	203,568	190,096	217,607
September Week 5	219,164	186,042	212,811

Value Sold (in millions of dollars)

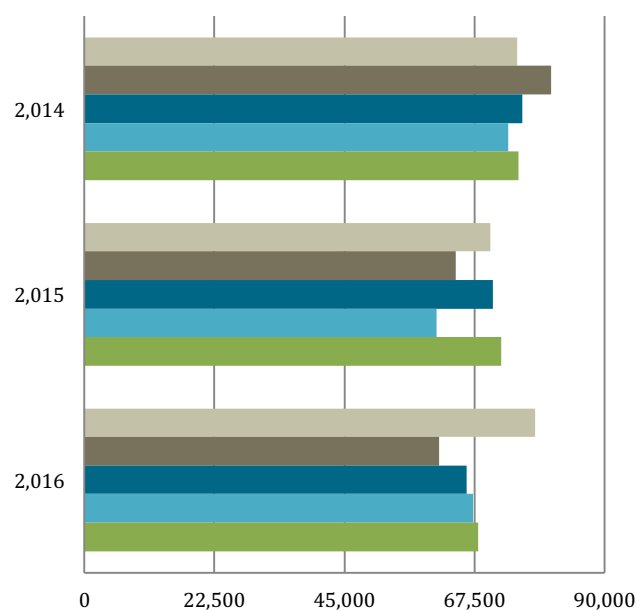


	2016	2015	2014
September Week 1	\$3,100,669.84	\$2,542,148.22	\$2,397,263.57
September Week 2	\$2,591,108.34	\$2,125,649.28	\$2,616,663.78
September Week 3	\$2,943,487.78	\$2,463,388.70	\$2,689,629.30
September Week 4	\$2,974,993.70	\$2,551,286.31	\$2,834,550.38
September Week 5	\$3,241,039.17	\$2,516,987.14	\$2,846,347.37

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

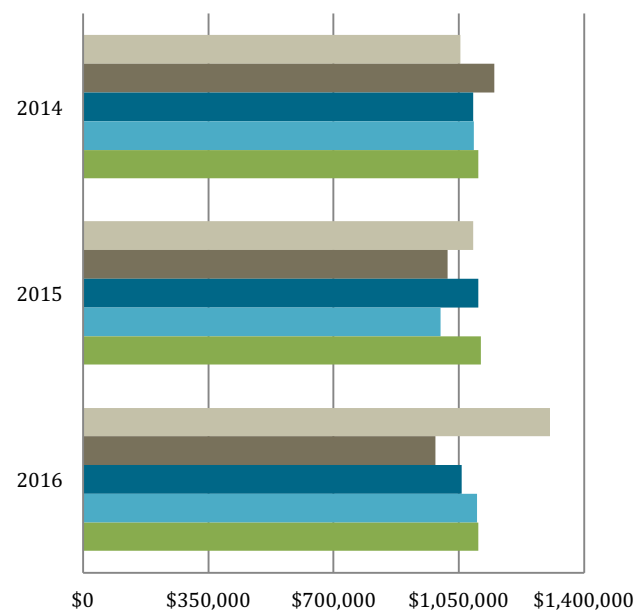
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied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



	2,016	2,015	2,014
September Week 1	77,926	70,252	74,839
September Week 2	61,311	64,198	80,711
September Week 3	66,083	70,662	75,723
September Week 4	67,169	60,879	73,348
September Week 5	68,072	72,035	75,070

Value Sold (in millions of dollars)

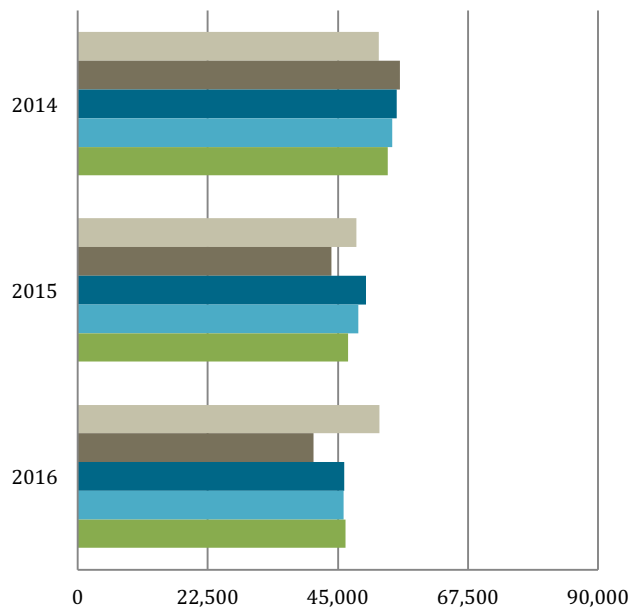


	2016	2015	2014
September Week 1	\$1,304,425.01	\$1,089,348.42	\$1,054,912.38
September Week 2	\$983,904.58	\$1,018,369.65	\$1,149,776.98
September Week 3	\$1,058,008.66	\$1,104,095.25	\$1,090,143.55
September Week 4	\$1,101,323.95	\$998,337.44	\$1,091,677.00
September Week 5	\$1,104,463.52	\$1,111,524.65	\$1,104,855.84

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

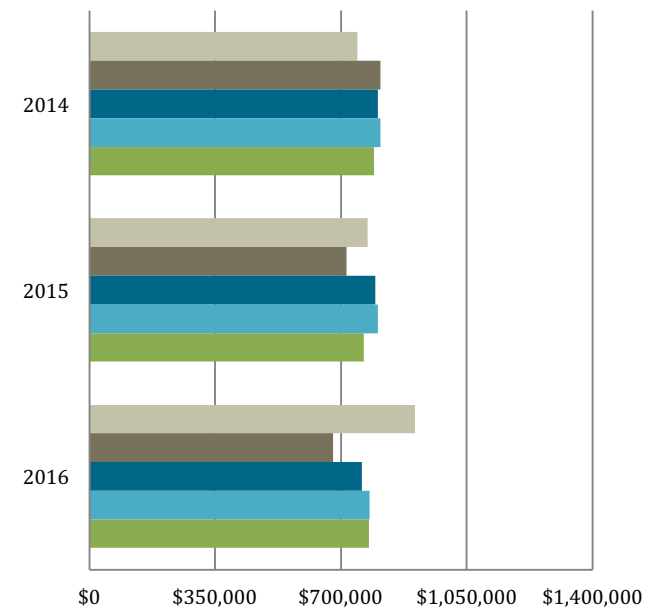
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	52,224	48,207	52,113
September Week 2	40,828	43,877	55,764
September Week 3	46,114	49,816	55,197
September Week 4	46,020	48,521	54,355
September Week 5	46,356	46,812	53,662

Value Sold (in millions of dollars)



	2016	2015	2014
September Week 1	\$905,117.91	\$773,870.42	\$746,099.17
September Week 2	\$677,685.65	\$714,653.96	\$810,465.25
September Week 3	\$757,810.48	\$795,850.37	\$803,368.10
September Week 4	\$780,191.58	\$802,240.69	\$809,953.45
September Week 5	\$777,008.17	\$762,860.02	\$792,316.90

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 October 2, 2016

2015: Week ending October 4, 2015

