



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2016

Monthly SalesData
Market Report
October 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 October 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

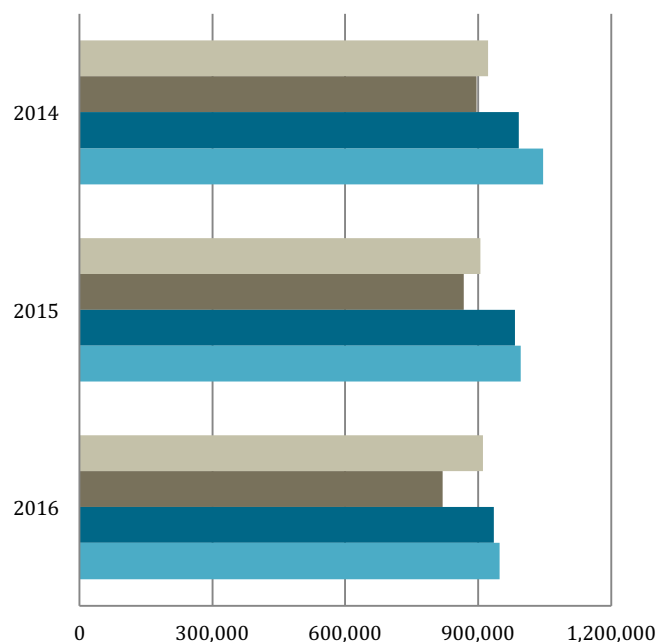
This report aims to encapsulate data from most days in October. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ October also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2016	2015	2014
Week 1	09-Oct	11-Oct	12-Oct
Week 2	16-Oct	18-Oct	19-Oct
Week 3	23-Oct	25-Oct	26-Oct
Week 4	30-Oct	01-Nov	02-Nov

ALL MARKET

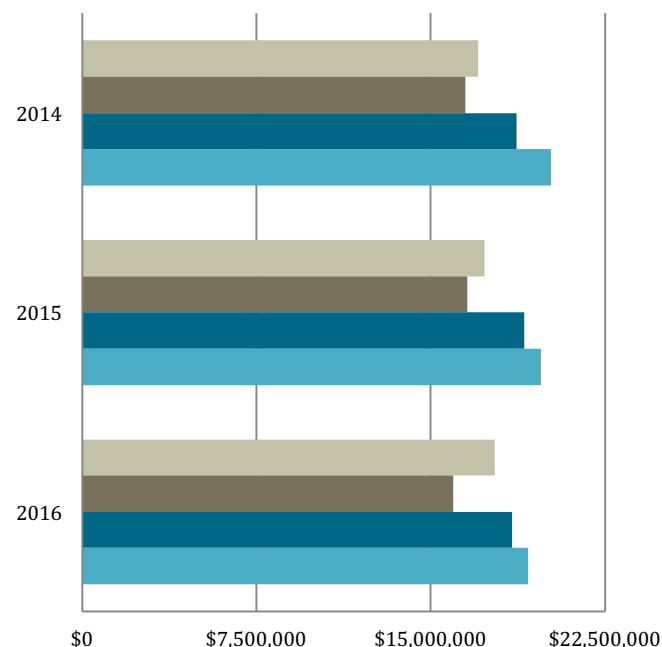
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
October Week 1	910,861	904,756	922,757
October Week 2	819,836	867,825	896,555
October Week 3	935,024	982,672	991,572
October Week 4	948,771	996,501	1,046,453

Value Sold (in millions of dollars)

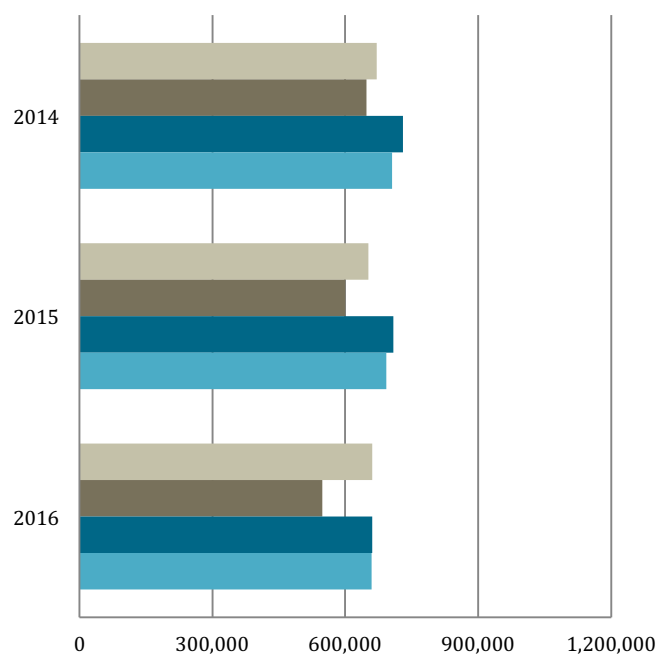


	2016	2015	2014
October Week 1	\$17,764,269.06	\$17,319,427.87	\$17,047,937.09
October Week 2	\$15,979,461.18	\$16,584,975.21	\$16,493,895.30
October Week 3	\$18,513,375.62	\$19,035,668.34	\$18,685,446.91
October Week 4	\$19,187,562.00	\$19,744,264.06	\$20,191,758.40

RING FENCE MARKET

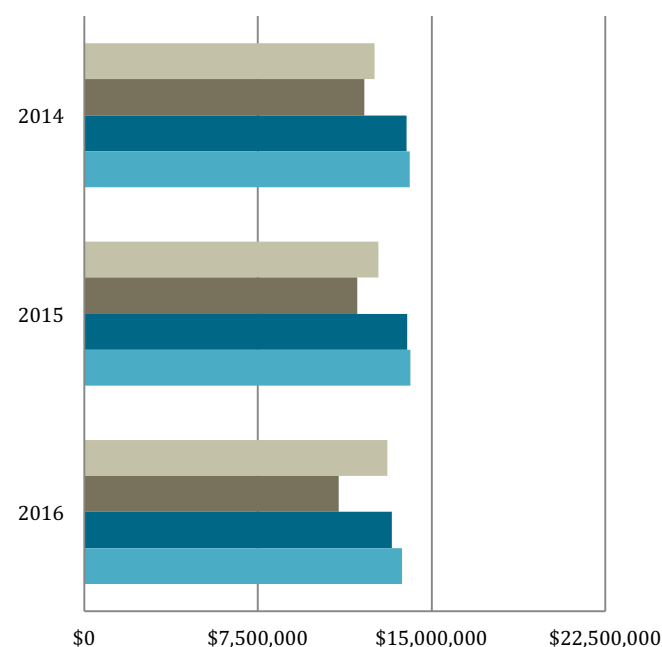
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
October Week 1	661,294	652,234	671,156
October Week 2	548,687	599,885	648,077
October Week 3	661,475	709,128	729,644
October Week 4	659,331	692,699	705,604

Value Sold (in millions of dollars)

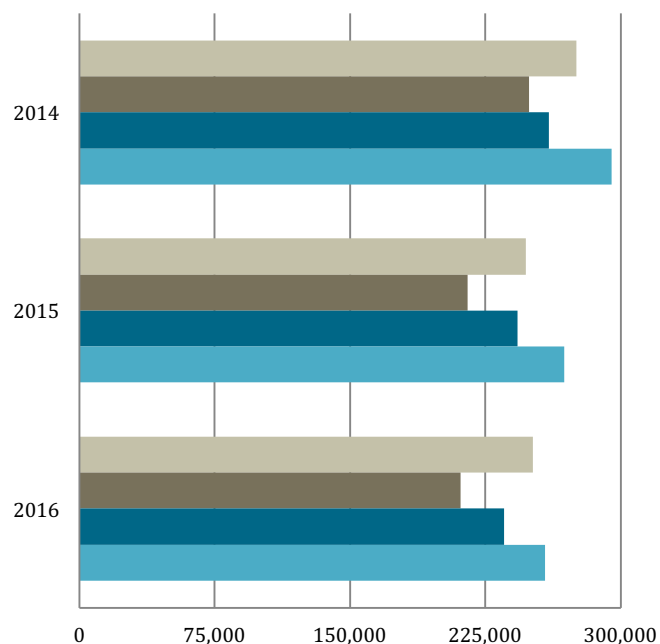


	2016	2015	2014
October Week 1	\$13,080,411.53	\$12,694,334.38	\$12,540,411.29
October Week 2	\$10,984,998.08	\$11,784,798.41	\$12,109,873.91
October Week 3	\$13,297,275.60	\$13,936,291.52	\$13,916,585.10
October Week 4	\$13,725,943.16	\$14,075,702.21	\$14,048,867.13

FICTION: ALL MARKET

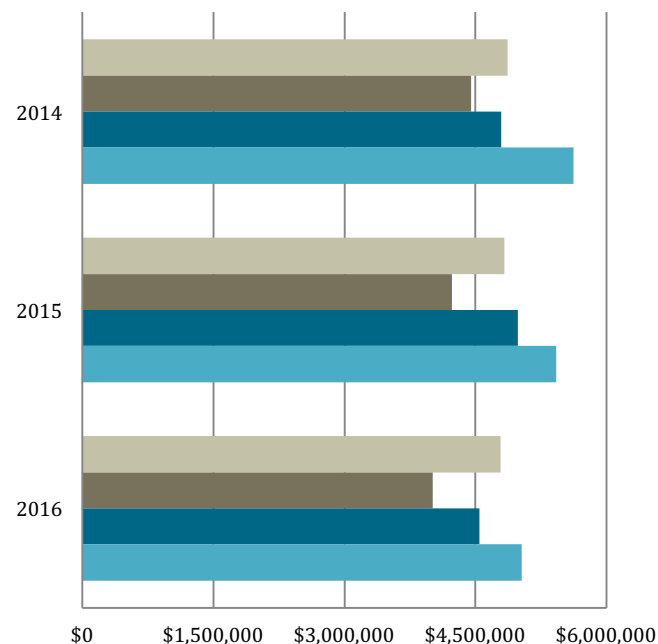
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
October Week 1	251,387	247,371	275,296
October Week 2	211,356	215,044	249,167
October Week 3	235,444	242,916	260,072
October Week 4	257,864	268,633	294,865

Value Sold (in millions of dollars)

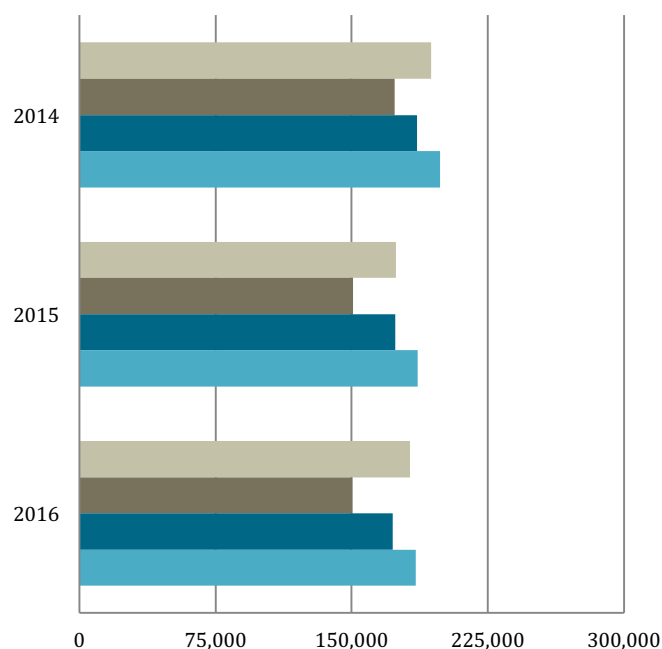


	2016	2015	2014
October Week 1	\$4,789,056.94	\$4,830,162.72	\$4,867,198.70
October Week 2	\$4,012,005.63	\$4,228,119.72	\$4,452,466.76
October Week 3	\$4,544,368.41	\$4,983,093.81	\$4,798,800.66
October Week 4	\$5,027,362.28	\$5,426,299.55	\$5,624,048.83

FICTION: RING FENCE MARKET

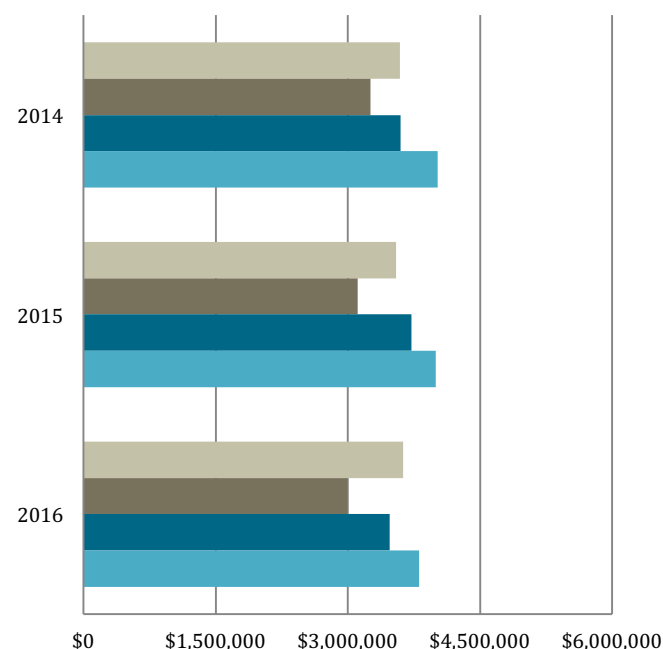
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	182,135	174,336	193,662
October Week 2	150,544	150,597	173,643
October Week 3	172,792	174,183	186,170
October Week 4	185,439	186,433	198,606

Value Sold (in millions of dollars)

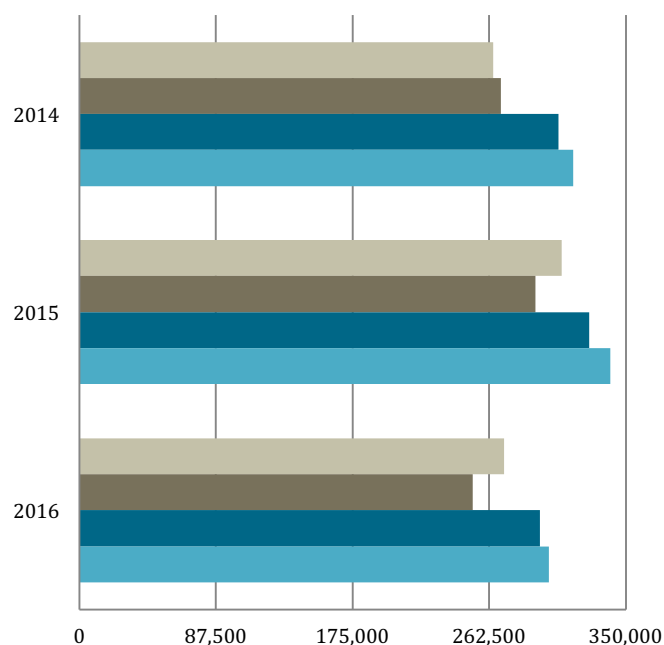


	2016	2015	2014
October Week 1	\$3,626,262.96	\$3,550,988.93	\$3,589,084.58
October Week 2	\$2,995,153.51	\$3,113,933.64	\$3,257,630.68
October Week 3	\$3,479,043.66	\$3,721,664.88	\$3,599,730.96
October Week 4	\$3,809,783.51	\$3,999,995.88	\$4,020,511.33

NON-FICTION: ALL MARKET

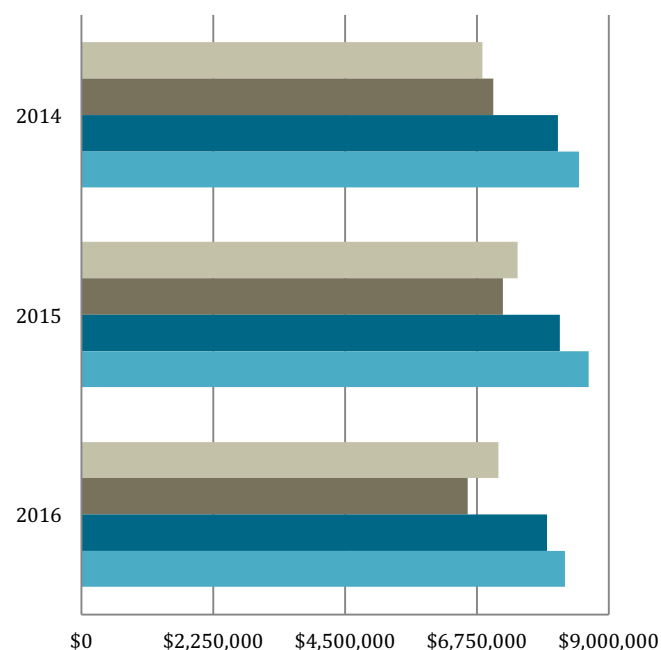
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire October of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	272,037	309,052	265,238
October Week 2	251,888	292,156	270,038
October Week 3	295,039	326,561	306,995
October Week 4	300,561	340,024	316,077

Value Sold (in millions of dollars)

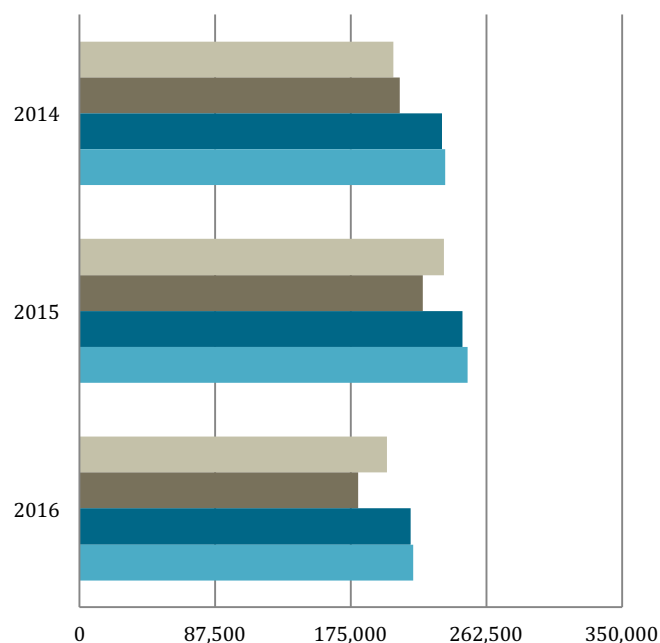


	2016	2015	2014
October Week 1	\$7,114,384.00	\$7,437,894.70	\$6,840,402.28
October Week 2	\$6,586,620.88	\$7,188,923.70	\$7,026,666.00
October Week 3	\$7,942,487.44	\$8,162,749.82	\$8,128,791.21
October Week 4	\$8,254,137.49	\$8,656,440.67	\$8,493,101.79

NON-FICTION: RING FENCE MARKET

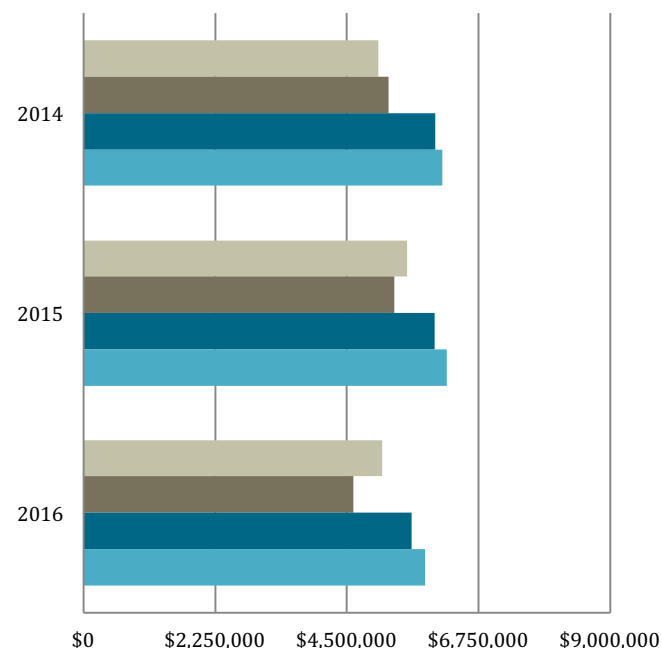
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	198,638	235,394	202,560
October Week 2	180,013	221,662	206,511
October Week 3	213,648	247,239	233,938
October Week 4	215,374	250,289	236,043

Value Sold (in millions of dollars)

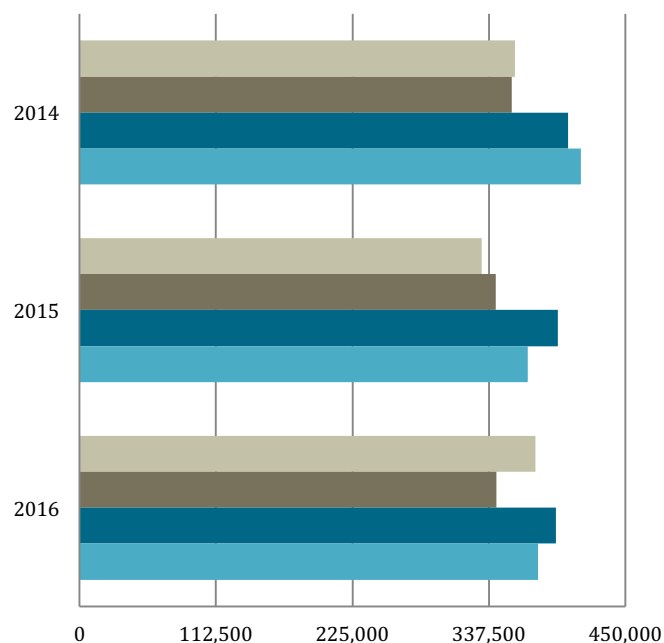


	2016	2015	2014
October Week 1	\$5,106,652.03	\$5,529,263.11	\$5,041,093.55
October Week 2	\$4,607,486.46	\$5,312,040.66	\$5,208,756.42
October Week 3	\$5,606,415.89	\$5,995,386.79	\$6,007,752.43
October Week 4	\$5,831,317.02	\$6,205,360.17	\$6,134,864.14

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

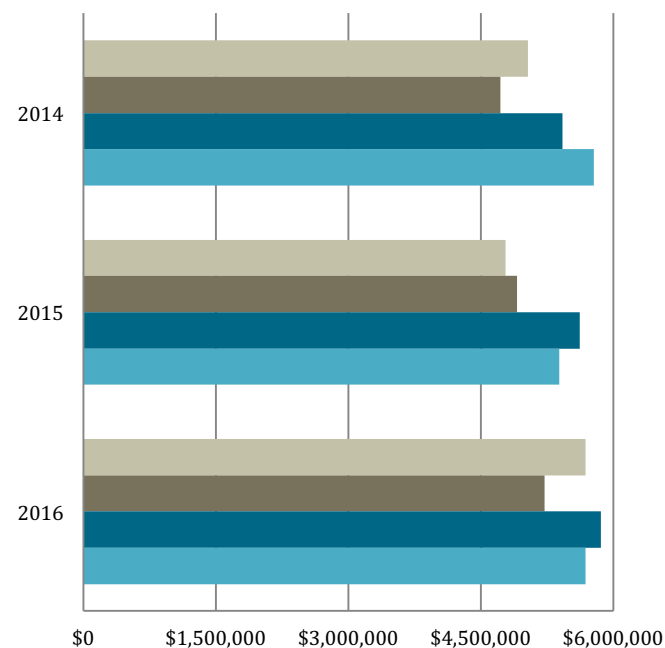
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
October Week 1	376,053	331,524	359,114
October Week 2	343,634	343,369	356,465
October Week 3	392,524	394,163	402,535
October Week 4	377,762	369,330	413,237

Value Sold (in millions of dollars)

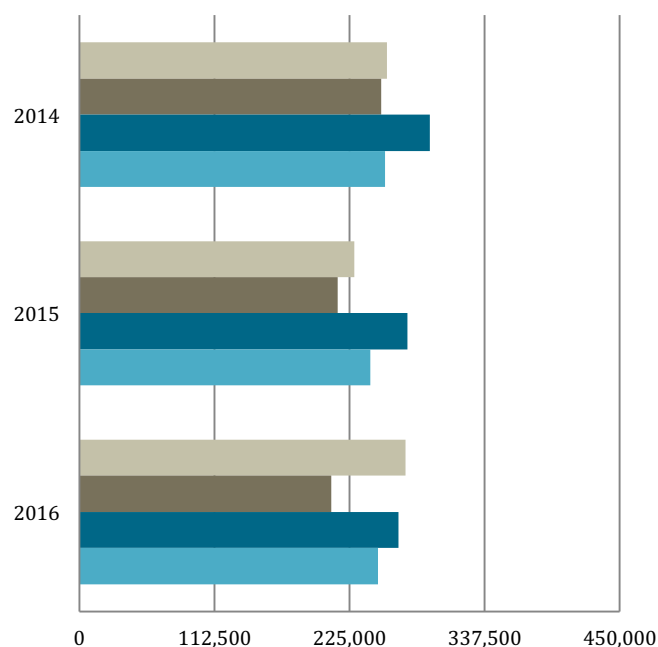


	2016	2015	2014
October Week 1	\$5,682,326.50	\$4,780,836.40	\$5,034,275.53
October Week 2	\$5,221,103.94	\$4,907,053.71	\$4,722,196.82
October Week 3	\$5,855,715.64	\$5,616,237.03	\$5,426,521.32
October Week 4	\$5,683,164.14	\$5,384,296.25	\$5,777,031.53

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

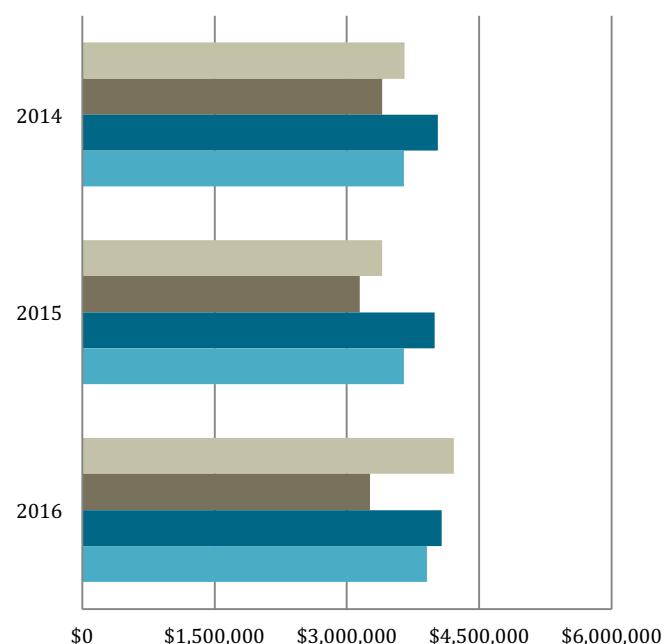
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	271,446	228,965	256,334
October Week 2	209,883	214,939	251,117
October Week 3	265,582	273,091	291,687
October Week 4	248,417	242,163	254,585

Value Sold (in millions of dollars)

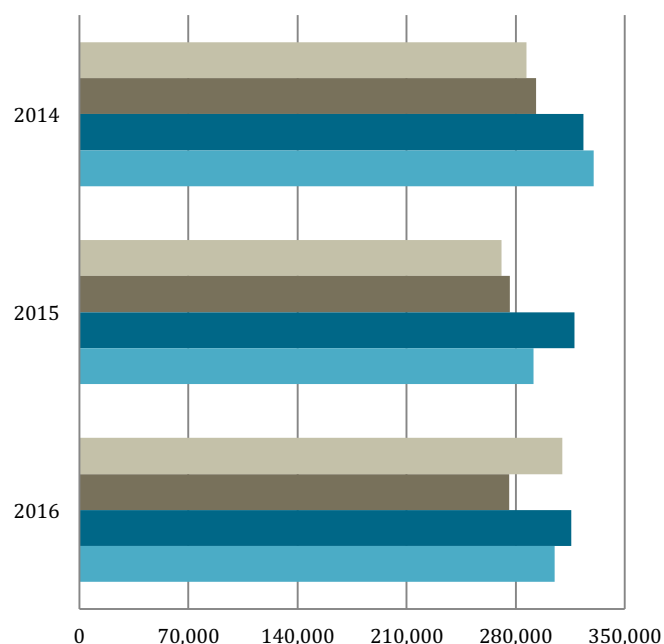


	2016	2015	2014
October Week 1	\$4,213,695.56	\$3,398,024.98	\$3,655,110.10
October Week 2	\$3,258,879.61	\$3,146,911.90	\$3,399,835.73
October Week 3	\$4,071,311.15	\$3,993,882.89	\$4,029,417.75
October Week 4	\$3,908,684.47	\$3,646,144.84	\$3,647,681.23

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

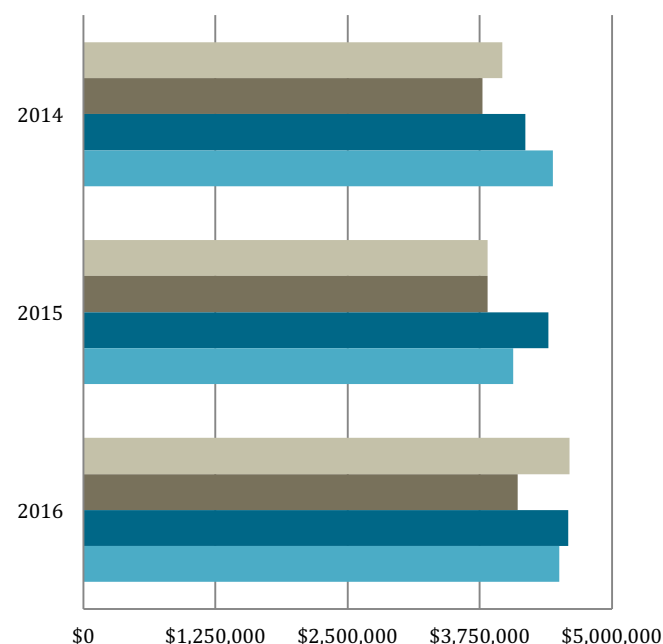
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	309,686	270,962	286,892
October Week 2	275,565	276,159	292,826
October Week 3	315,419	317,764	323,417
October Week 4	305,114	291,180	330,039

Value Sold (in millions of dollars)

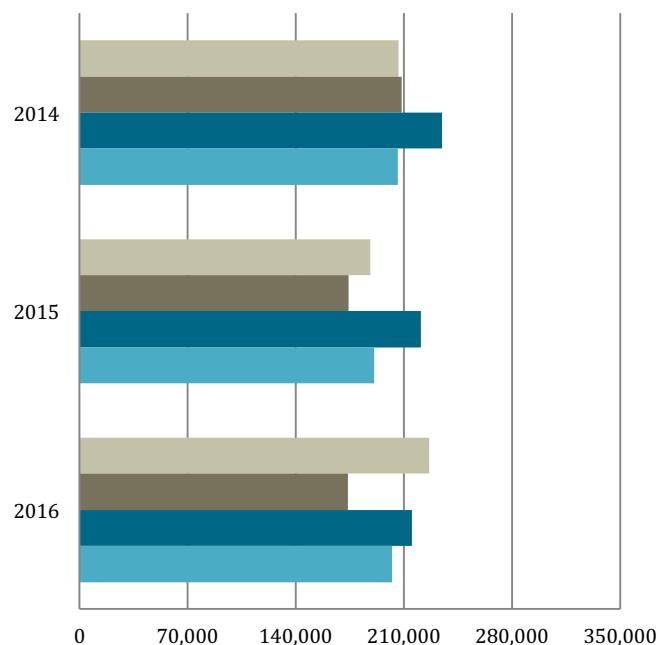


	2016	2015	2014
October Week 1	\$4,600,512.65	\$3,821,378.97	\$3,960,948.93
October Week 2	\$4,107,498.99	\$3,821,718.71	\$3,776,629.04
October Week 3	\$4,588,607.97	\$4,398,395.31	\$4,179,800.33
October Week 4	\$4,499,781.99	\$4,067,036.47	\$4,438,255.57

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

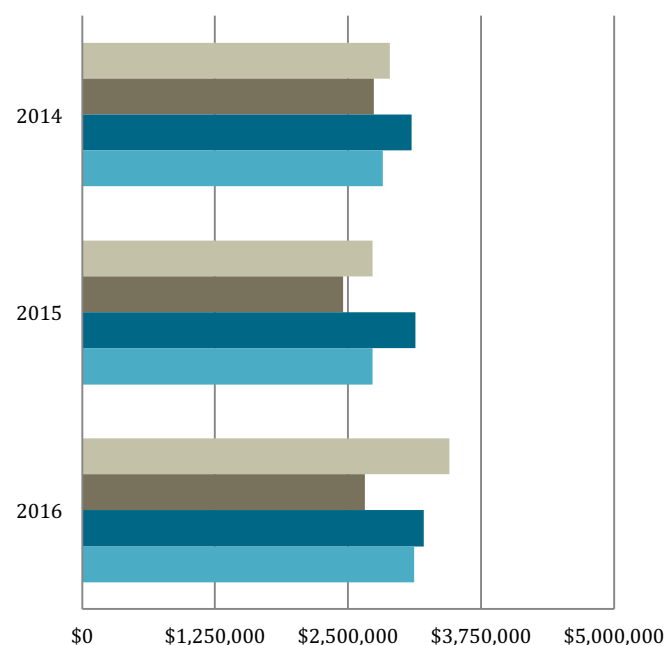
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	226,413	188,252	206,512
October Week 2	173,882	174,075	208,454
October Week 3	215,073	221,118	234,732
October Week 4	202,246	190,654	206,140

Value Sold (in millions of dollars)

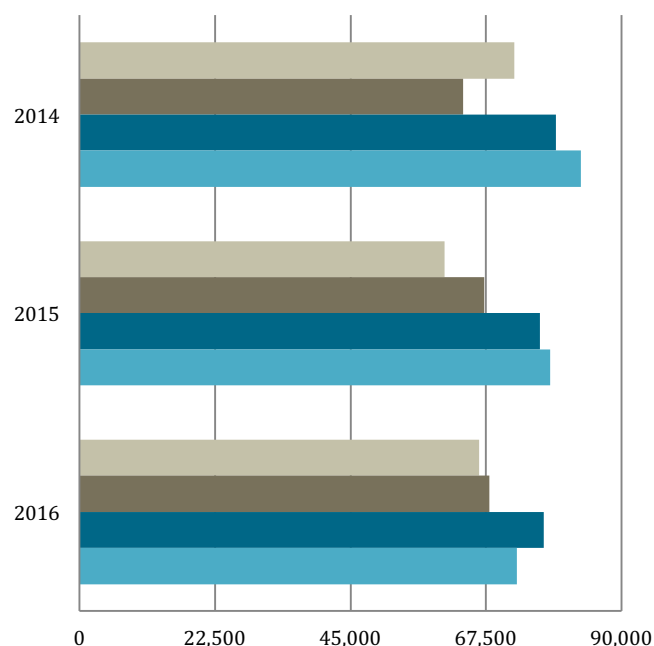


	2016	2015	2014
October Week 1	\$3,453,440.76	\$2,728,592.76	\$2,893,297.75
October Week 2	\$2,655,559.53	\$2,453,284.06	\$2,739,975.59
October Week 3	\$3,214,023.33	\$3,132,086.83	\$3,098,043.06
October Week 4	\$3,123,306.06	\$2,732,272.62	\$2,825,585.73

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

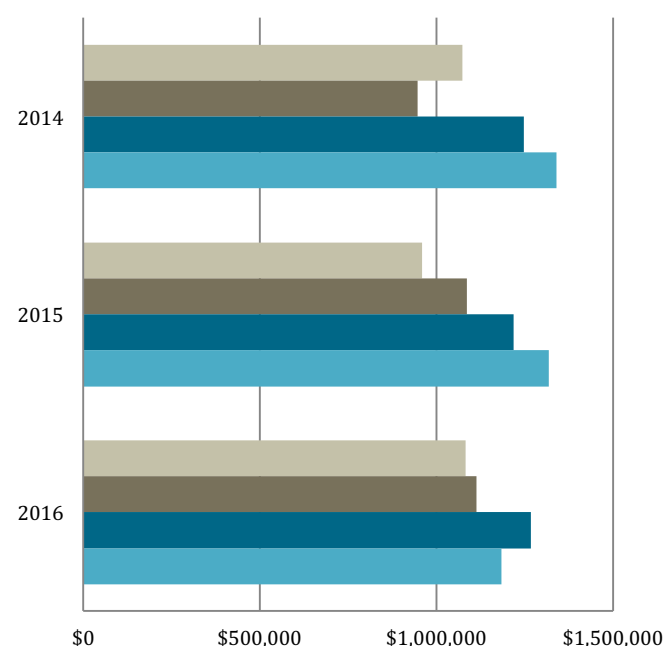
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	66,367	60,562	72,222
October Week 2	68,069	67,210	63,639
October Week 3	77,105	76,399	79,118
October Week 4	72,648	78,150	83,198

Value Sold (in millions of dollars)

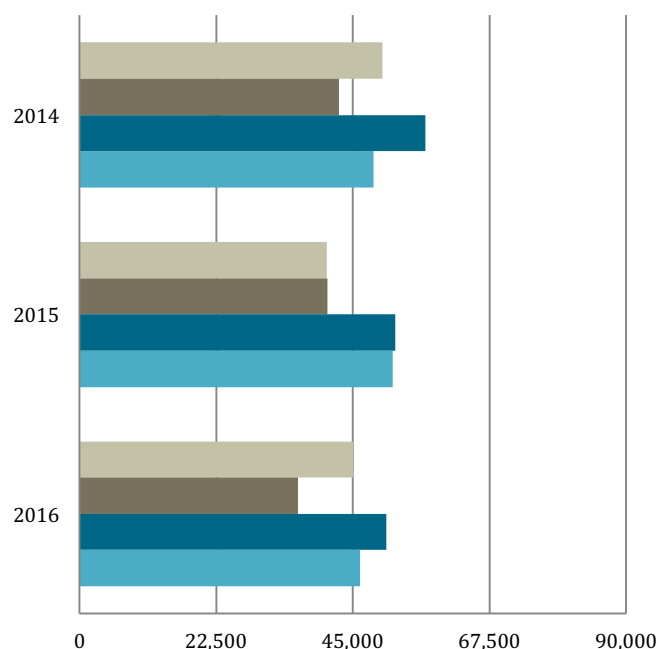


	2016	2015	2014
October Week 1	\$1,081,813.85	\$959,457.43	\$1,073,326.60
October Week 2	\$1,113,604.95	\$1,085,335.00	\$945,567.78
October Week 3	\$1,267,107.67	\$1,217,841.72	\$1,246,720.99
October Week 4	\$1,183,382.15	\$1,317,259.78	\$1,338,775.96

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

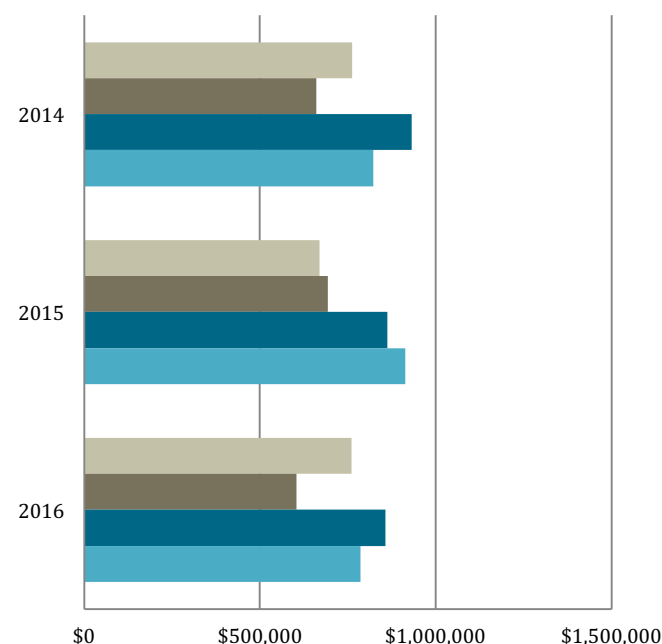
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of October in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	45,033	40,713	49,822
October Week 2	36,001	40,864	42,663
October Week 3	50,509	51,973	56,955
October Week 4	46,171	51,509	48,445

Value Sold (in millions of dollars)



	2016	2015	2014
October Week 1	\$760,254.80	\$669,432.22	\$761,812.35
October Week 2	\$603,320.08	\$693,627.84	\$659,860.14
October Week 3	\$857,287.82	\$861,796.06	\$931,374.69
October Week 4	\$785,378.41	\$913,872.22	\$822,095.50

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 30, 2016

2015: Week ending November 01, 2015

