



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 11.2016

Monthly SalesData
Market Report
November 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 November 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

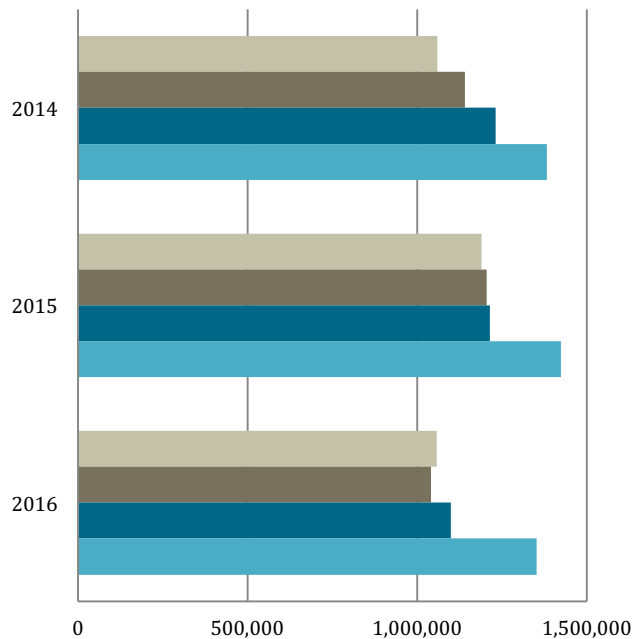
This report aims to encapsulate data from most days in November. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ November also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2016	2015	2014
Week 1	06-Nov	08-Nov	09-Nov
Week 2	13-Nov	15-Nov	16-Nov
Week 3	20-Nov	22-Nov	23-Nov
Week 4	27-Nov	29-Nov	30-Nov

ALL MARKET

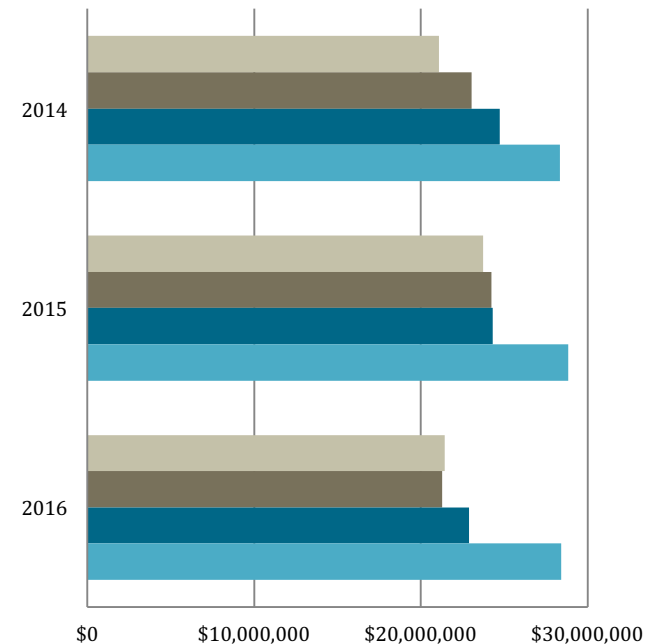
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
November Week 1	1,057,453	1,189,837	1,059,688
November Week 2	1,041,508	1,205,428	1,141,711
November Week 3	1,099,936	1,215,006	1,232,554
November Week 4	1,353,317	1,423,773	1,383,507

Value Sold (in millions of dollars)

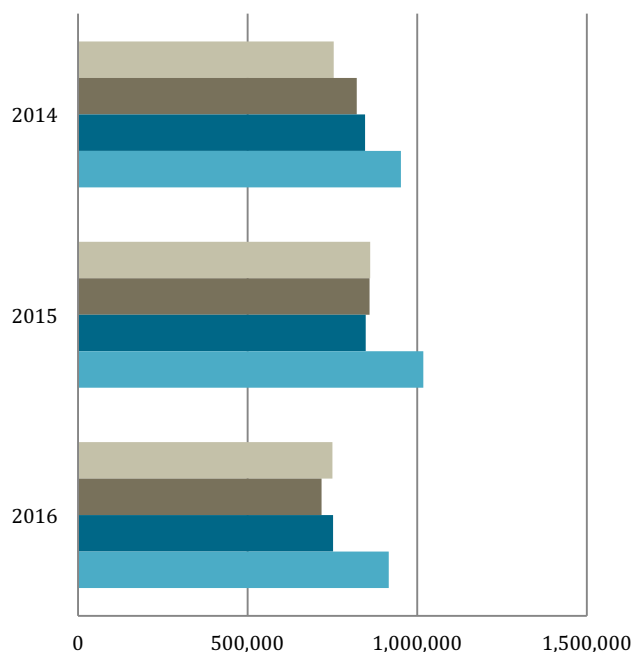


	2016	2015	2014
November Week 1	\$21,424,432.31	\$23,729,653.17	\$21,083,370.29
November Week 2	\$21,271,481.64	\$24,223,995.22	\$23,049,989.17
November Week 3	\$22,882,965.81	\$24,300,862.29	\$24,723,720.27
November Week 4	\$28,436,292.88	\$28,849,528.77	\$28,356,741.11

RING FENCE MARKET

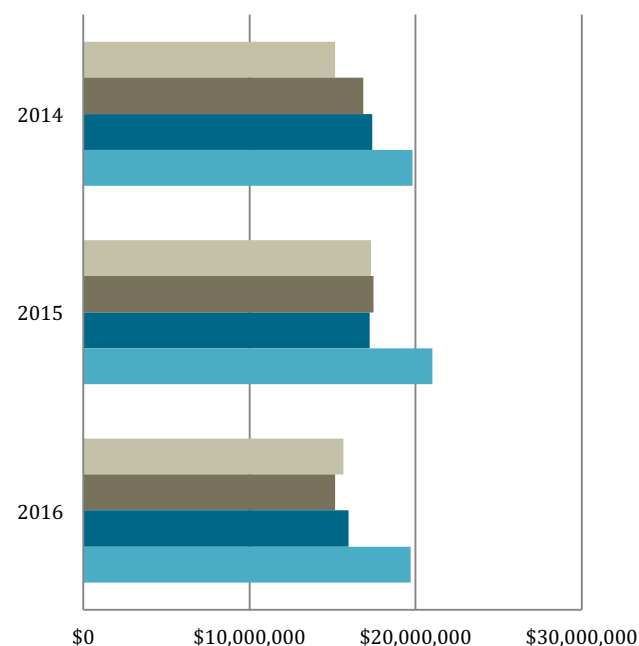
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
November Week 1	750,593	862,370	754,207
November Week 2	719,329	860,127	821,662
November Week 3	753,122	848,080	847,666
November Week 4	915,927	1,019,257	951,983

Value Sold (in millions of dollars)

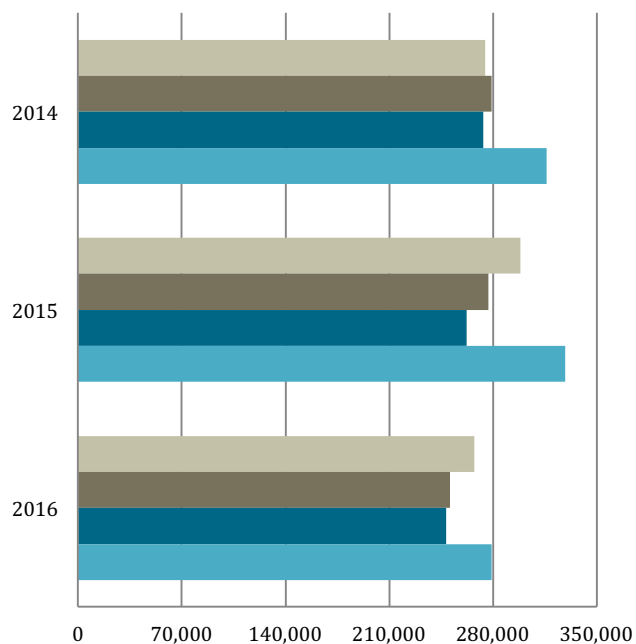


	2016	2015	2014
November Week 1	\$15,655,760.88	\$17,314,746.20	\$15,149,781.44
November Week 2	\$15,129,522.22	\$17,458,852.66	\$16,844,098.85
November Week 3	\$15,946,394.44	\$17,216,103.17	\$17,363,023.35
November Week 4	\$19,712,104.32	\$21,016,848.25	\$19,802,251.37

FICTION: ALL MARKET

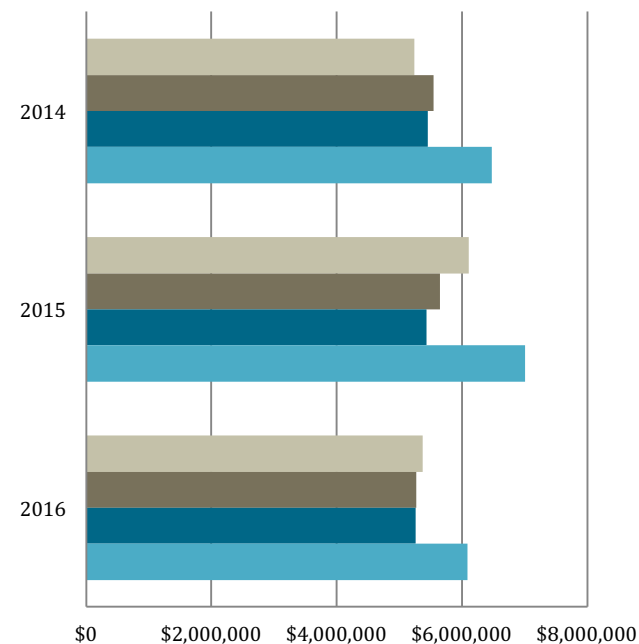
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ November Week 1	267,575	298,674	274,954
■ November Week 2	251,209	276,806	278,996
■ November Week 3	248,242	262,105	273,539
■ November Week 4	279,189	328,783	316,371

Value Sold (in millions of dollars)

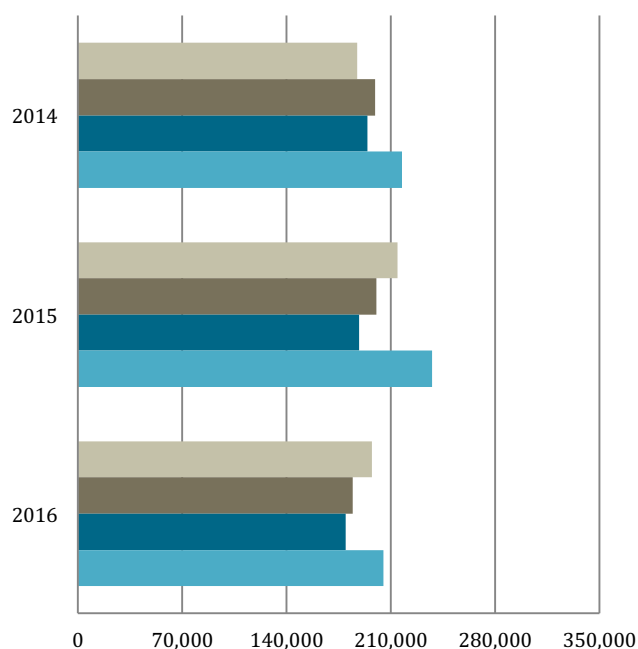


	2016	2015	2014
■ November Week 1	\$5,375,932.30	\$6,110,690.58	\$5,237,195.04
■ November Week 2	\$5,266,284.52	\$5,651,703.75	\$5,550,464.38
■ November Week 3	\$5,262,836.60	\$5,439,051.79	\$5,455,107.45
■ November Week 4	\$6,086,198.19	\$7,008,838.37	\$6,478,579.75

FICTION: RING FENCE MARKET

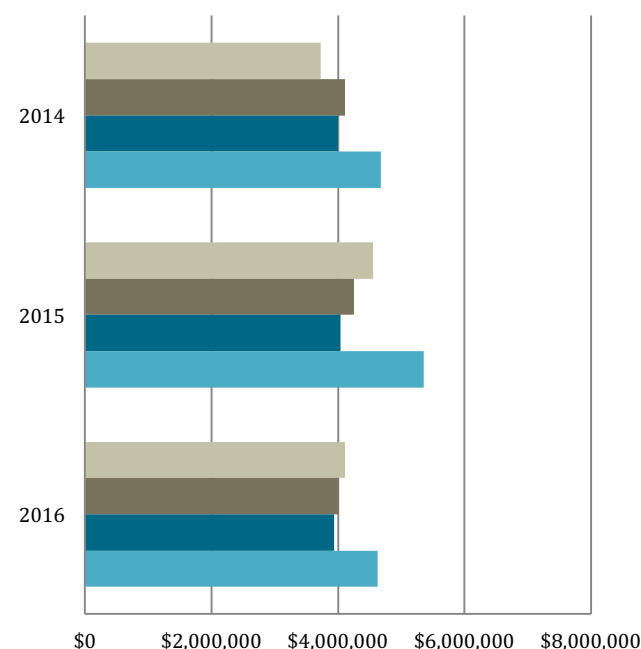
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	197,162	214,453	187,356
■ November Week 2	184,354	200,174	199,212
■ November Week 3	179,376	188,585	194,308
■ November Week 4	204,784	237,515	217,300

Value Sold (in millions of dollars)

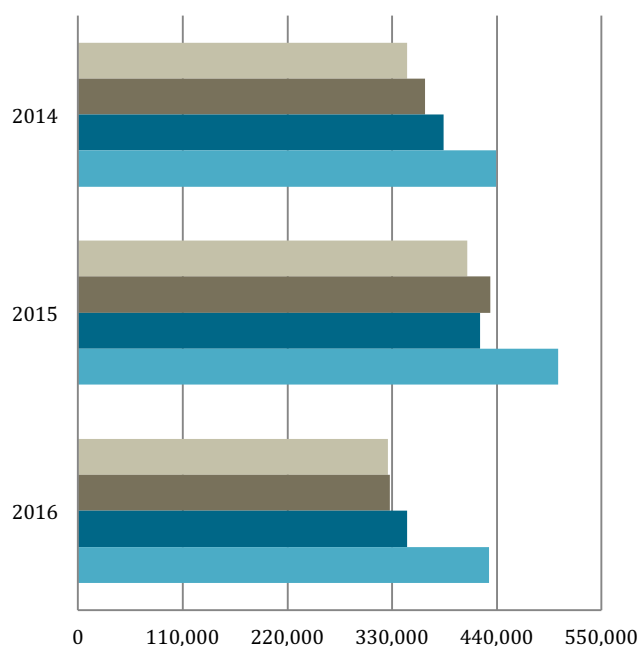


	2016	2015	2014
■ November Week 1	\$4,113,125.17	\$4,554,641.07	\$3,728,016.63
■ November Week 2	\$4,011,169.67	\$4,250,959.36	\$4,114,455.34
■ November Week 3	\$3,942,577.29	\$4,043,668.83	\$3,997,293.46
■ November Week 4	\$4,623,383.09	\$5,353,670.38	\$4,674,011.44

NON-FICTION: ALL MARKET

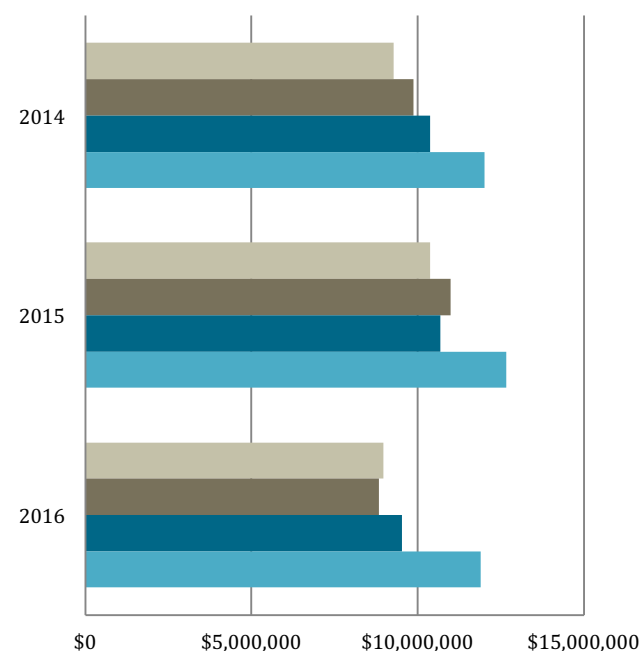
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire November of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	325,492	408,999	345,904
■ November Week 2	327,447	433,153	364,779
■ November Week 3	345,577	422,211	383,906
■ November Week 4	431,576	504,170	438,859

Value Sold (in millions of dollars)

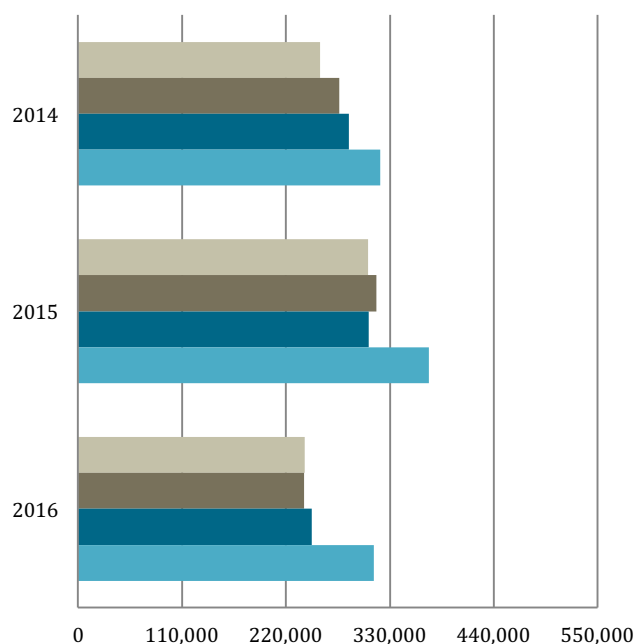


	2016	2015	2014
■ November Week 1	\$8,961,060.60	\$10,379,623.04	\$9,283,707.61
■ November Week 2	\$8,841,269.10	\$10,991,613.32	\$9,871,888.83
■ November Week 3	\$9,535,743.76	\$10,678,963.61	\$10,381,564.91
■ November Week 4	\$11,891,520.47	\$12,674,013.98	\$12,004,635.32

NON-FICTION: RING FENCE MARKET

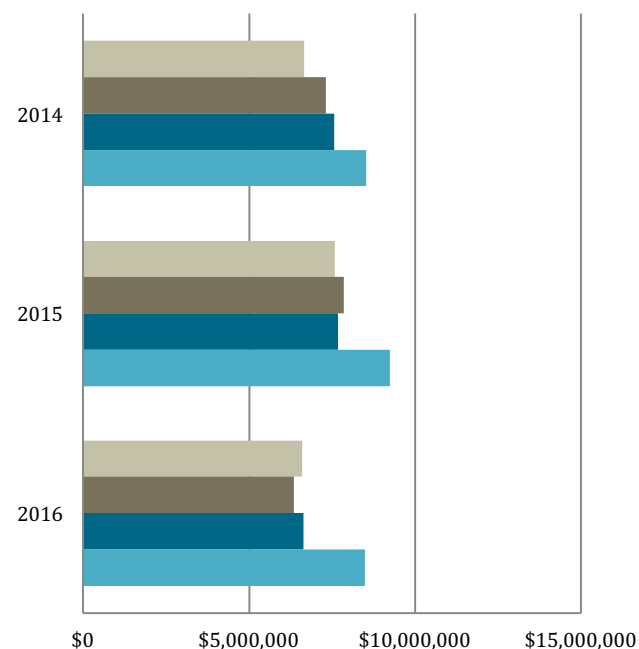
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	239,994	306,911	256,106
■ November Week 2	239,252	315,464	276,631
■ November Week 3	247,568	307,633	286,496
■ November Week 4	313,104	371,389	319,881

Value Sold (in millions of dollars)

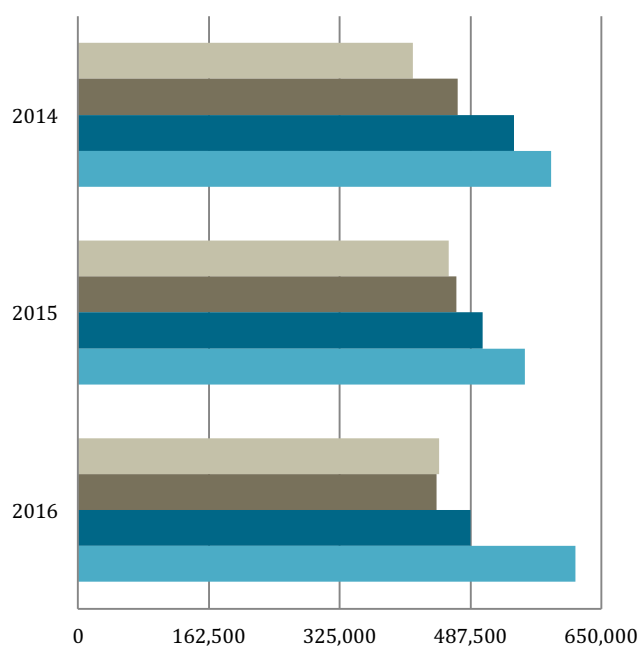


	2016	2015	2014
■ November Week 1	\$6,586,446.52	\$7,585,650.93	\$6,650,516.31
■ November Week 2	\$6,347,338.71	\$7,850,721.77	\$7,315,179.72
■ November Week 3	\$6,627,968.76	\$7,678,394.41	\$7,561,220.81
■ November Week 4	\$8,479,725.05	\$9,239,664.59	\$8,529,845.84

JUVENILE: ALL MARKET (INCLUDES YOUNG ADULT)

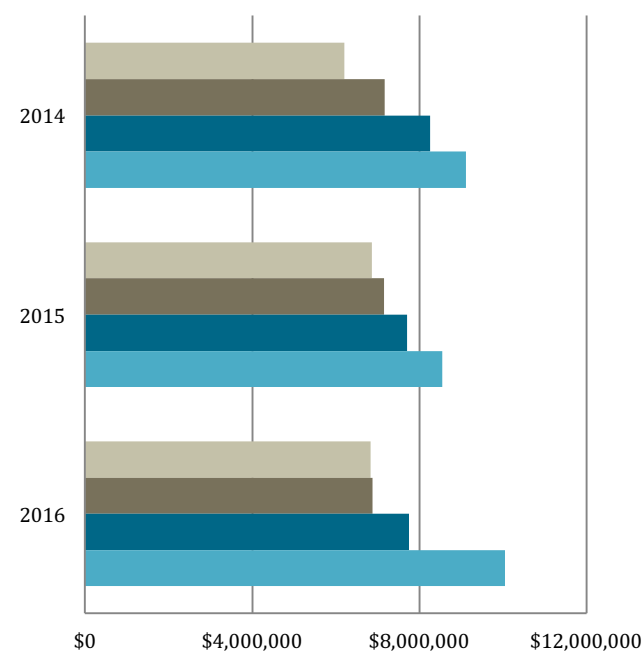
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ November Week 1	448,670	460,166	416,011
■ November Week 2	445,317	470,255	471,302
■ November Week 3	487,343	502,890	541,204
■ November Week 4	617,775	555,349	587,392

Value Sold (in millions of dollars)

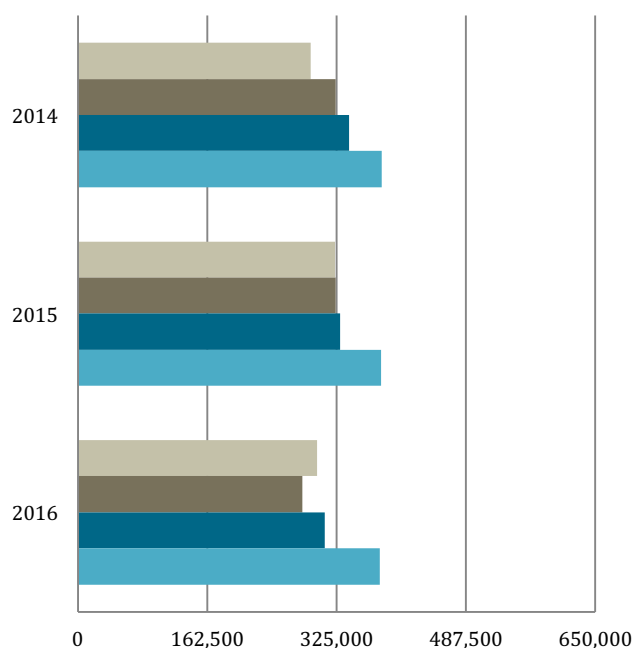


	2016	2015	2014
■ November Week 1	\$6,839,752.19	\$6,869,915.34	\$6,205,235.62
■ November Week 2	\$6,887,571.89	\$7,163,453.53	\$7,173,812.08
■ November Week 3	\$7,748,380.22	\$7,707,992.84	\$8,261,258.25
■ November Week 4	\$10,059,253.83	\$8,551,843.65	\$9,117,006.60

JUVENILE: RING FENCE MARKET (INCLUDES YOUNG ADULT)

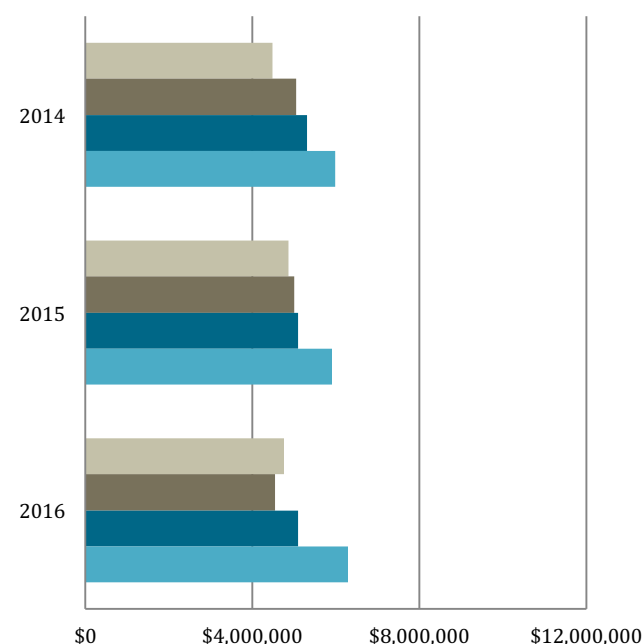
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Volume Sold (in units)



	2016	2015	2014
November Week 1	300,785	323,248	292,321
November Week 2	281,664	324,055	324,001
November Week 3	310,564	329,184	341,026
November Week 4	378,924	381,235	381,954

Value Sold (in millions of dollars)

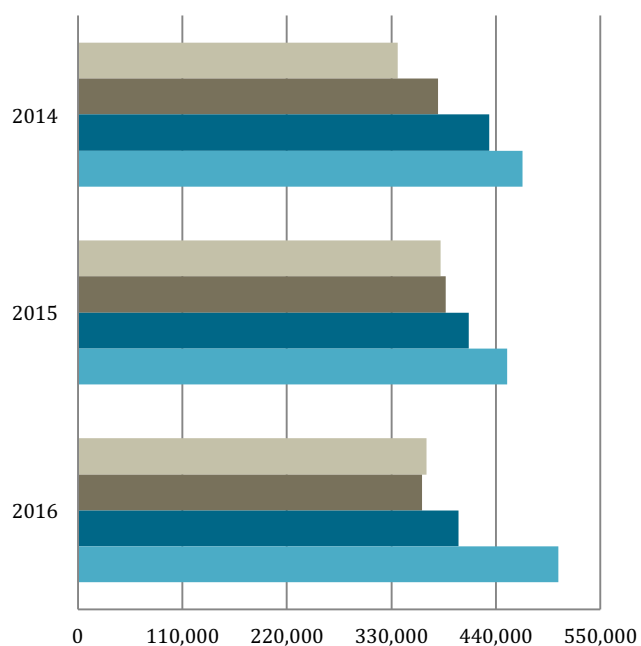


	2016	2015	2014
November Week 1	\$4,751,146.36	\$4,865,472.48	\$4,479,983.22
November Week 2	\$4,536,749.53	\$5,001,972.60	\$5,039,548.71
November Week 3	\$5,094,365.92	\$5,097,099.86	\$5,300,181.82
November Week 4	\$6,282,269.23	\$5,908,340.46	\$5,984,733.41

JUVENILE FICTION: ALL MARKET (INCLUDES YOUNG ADULT)

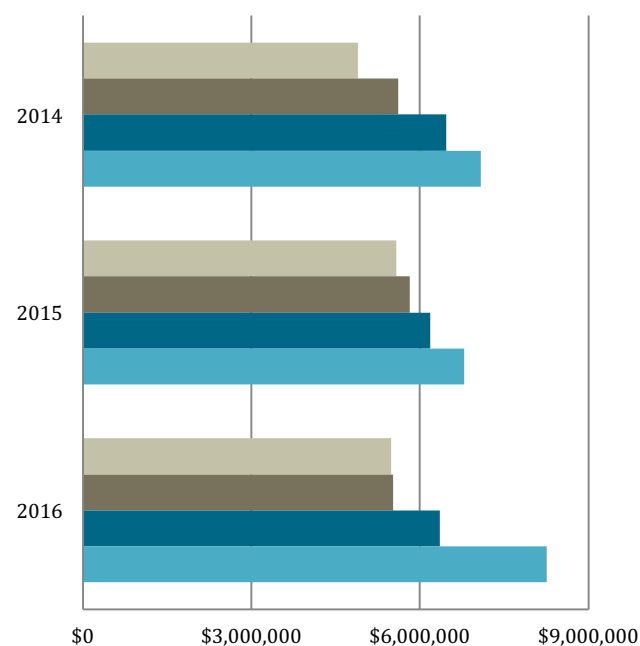
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	366,716	381,505	336,413
November Week 2	362,097	386,883	378,769
November Week 3	400,366	411,348	433,227
November Week 4	505,362	451,523	468,080

Value Sold (in millions of dollars)

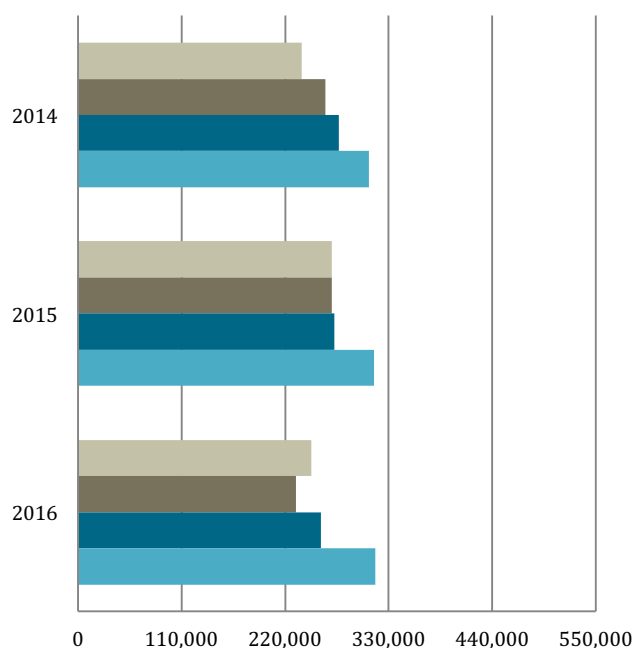


	2016	2015	2014
November Week 1	\$5,487,835.11	\$5,584,073.54	\$4,898,562.28
November Week 2	\$5,523,456.33	\$5,812,708.84	\$5,617,103.60
November Week 3	\$6,356,658.11	\$6,188,494.66	\$6,464,335.12
November Week 4	\$8,255,374.03	\$6,788,685.09	\$7,078,885.03

JUVENILE FICTION: RING FENCE MARKET (INCLUDES YOUNG ADULT)

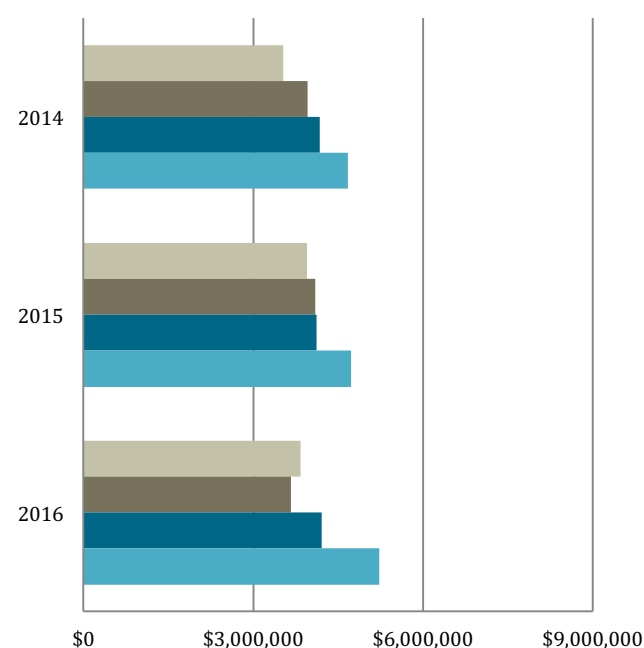
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
■ November Week 1	247,871	269,416	237,472
■ November Week 2	231,223	269,524	262,632
■ November Week 3	258,070	272,079	276,876
■ November Week 4	315,823	314,260	308,994

Value Sold (in millions of dollars)

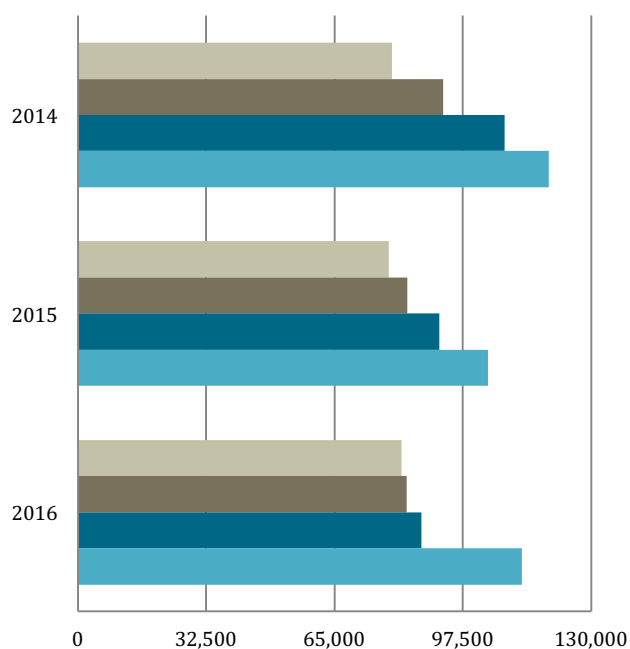


	2016	2015	2014
■ November Week 1	\$3,838,757.70	\$3,952,472.14	\$3,528,219.72
■ November Week 2	\$3,661,312.01	\$4,091,499.63	\$3,962,206.55
■ November Week 3	\$4,214,016.81	\$4,121,760.90	\$4,175,182.28
■ November Week 4	\$5,226,875.97	\$4,727,601.25	\$4,678,615.02

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

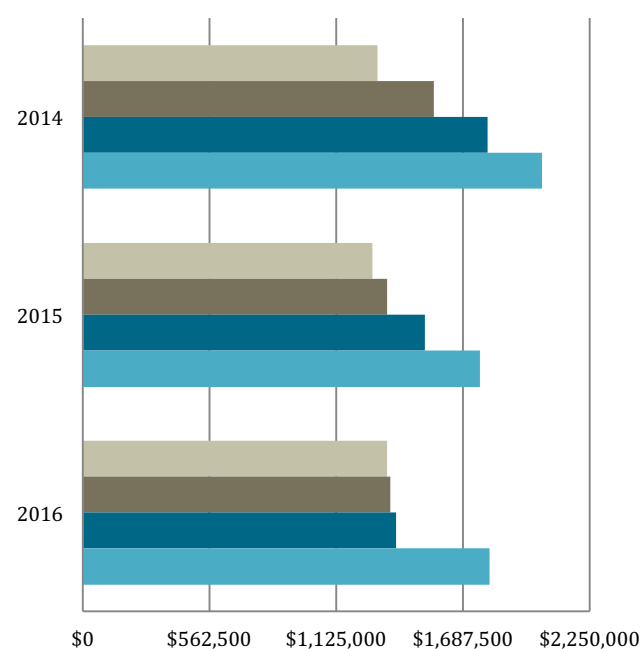
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of November in 2014, 2015, and 2016. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	81,954	78,661	79,598
November Week 2	83,220	83,372	92,533
November Week 3	86,977	91,542	107,977
November Week 4	112,413	103,826	119,312

Value Sold (in millions of dollars)

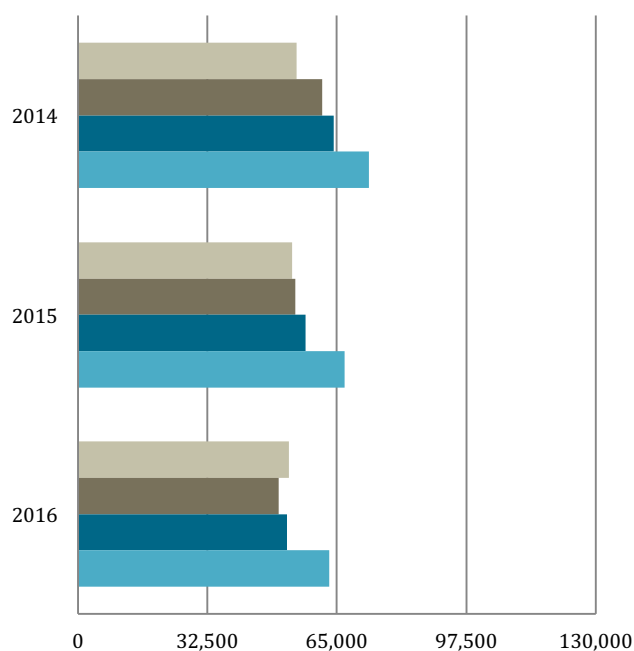


	2016	2015	2014
November Week 1	\$1,351,917.08	\$1,285,841.80	\$1,306,673.34
November Week 2	\$1,364,115.56	\$1,350,744.69	\$1,556,708.48
November Week 3	\$1,391,722.11	\$1,519,498.18	\$1,796,923.13
November Week 4	\$1,803,879.80	\$1,763,158.56	\$2,038,121.57

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

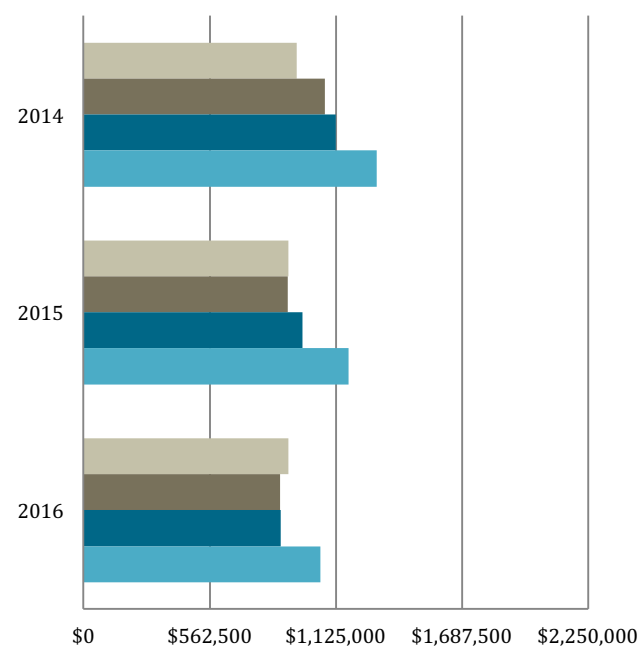
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Volume Sold (in units)



	2016	2015	2014
November Week 1	52,914	53,832	54,849
November Week 2	50,441	54,531	61,369
November Week 3	52,494	57,105	64,150
November Week 4	63,101	66,975	72,960

Value Sold (in millions of dollars)



	2016	2015	2014
November Week 1	\$912,388.66	\$913,000.34	\$951,763.50
November Week 2	\$875,437.52	\$910,472.97	\$1,077,342.16
November Week 3	\$880,349.11	\$975,338.96	\$1,124,999.54
November Week 4	\$1,055,393.26	\$1,180,739.21	\$1,306,118.39

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 November 27, 2016

2015: Week ending November 29, 2015

