



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 01.2017

January SalesData Market Report January 2017



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 January in the years 2016 to 2017. 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, Young Adult, Young Adult Fiction, Young Adult 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, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction data.

REPORT DATES

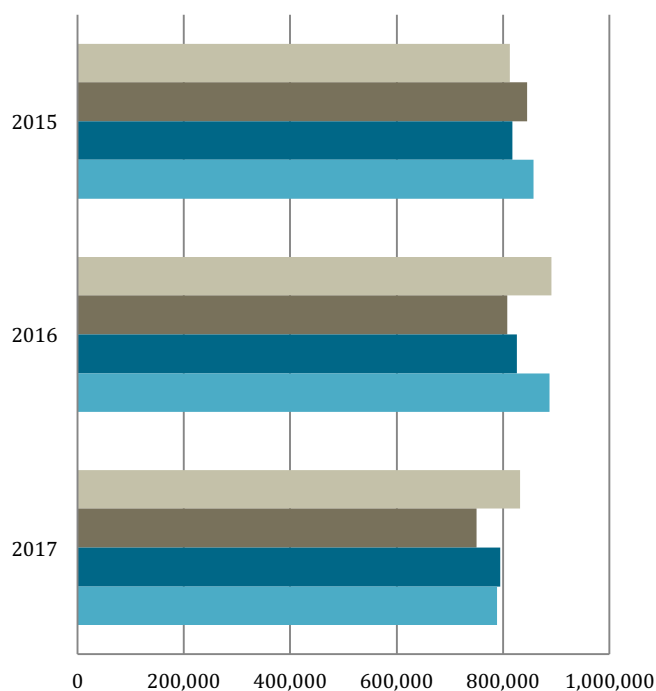
This report aims to encapsulate data from most days in January. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016	2015
Week 1	08-Jan	10-Jan	11-Jan
Week 2	15-Jan	17-Jan	18-Jan
Week 3	22-Jan	24-Jan	25-Jan
Week 4	29-Jan	31-Jan	01-Feb

ALL MARKET

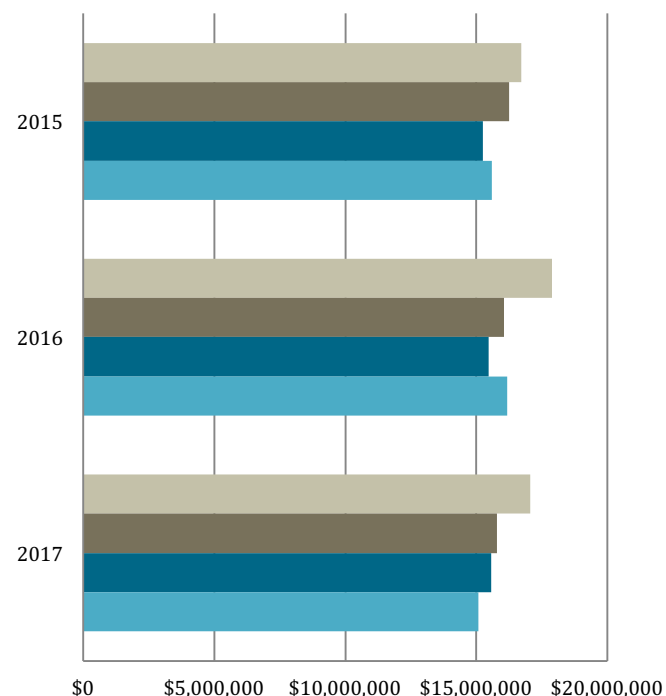
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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)



	2017	2016	2015
January Week 1	832,158	890,629	812,918
January Week 2	750,187	807,482	845,037
January Week 3	794,846	825,324	817,042
January Week 4	788,391	886,608	856,472

Value Sold (in millions of dollars)

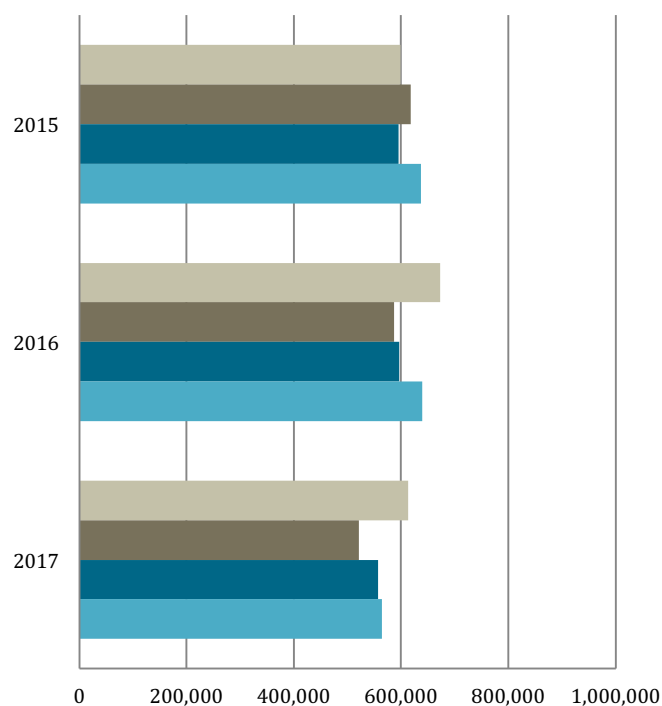


	2017	2016	2015
January Week 1	\$17,052,691.25	\$17,892,591.20	\$16,704,907.83
January Week 2	\$15,786,321.50	\$16,062,506.97	\$16,245,318.14
January Week 3	\$15,573,617.02	\$15,462,601.31	\$15,254,967.52
January Week 4	\$15,077,468.83	\$16,168,537.97	\$15,600,805.17

RING FENCE MARKET

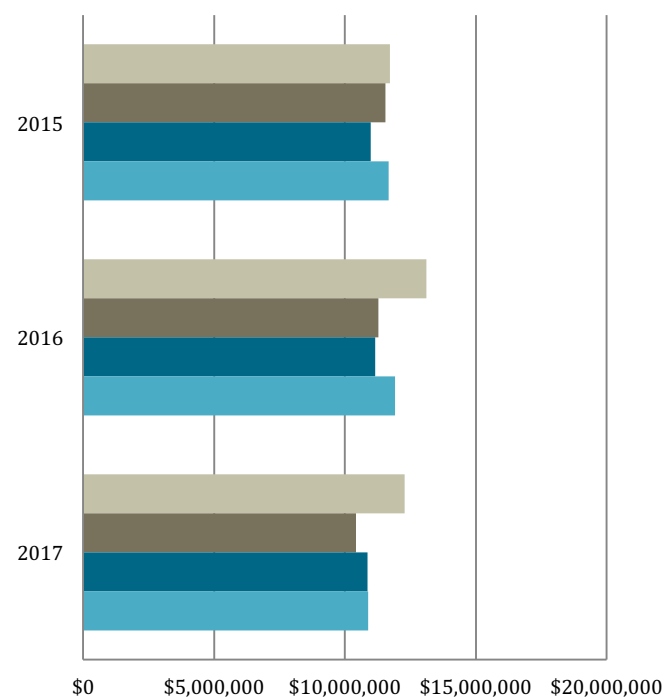
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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)



	2017	2016	2015
January Week 1	613,345	673,058	598,643
January Week 2	520,842	586,705	618,260
January Week 3	557,205	596,581	595,211
January Week 4	564,313	639,976	636,453

Value Sold (in millions of dollars)

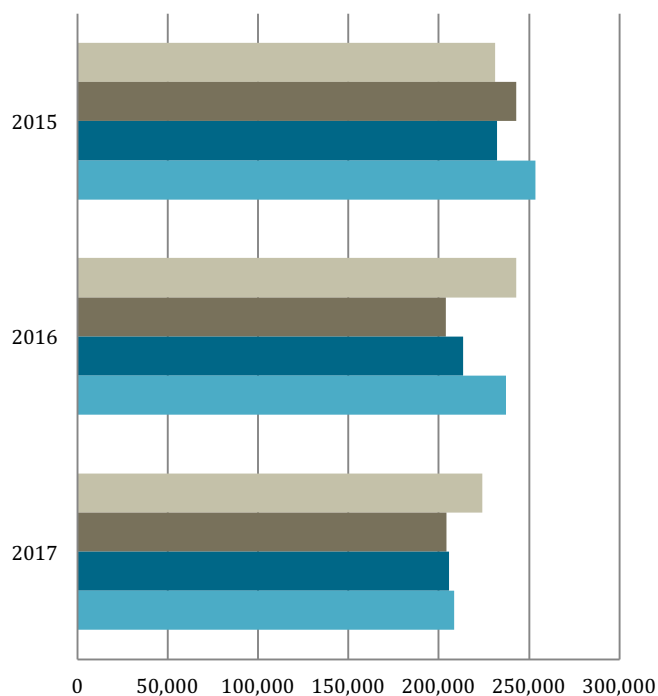


	2017	2016	2015
January Week 1	\$12,272,629.39	\$13,109,355.20	\$11,730,789.07
January Week 2	\$10,429,282.15	\$11,283,815.22	\$11,540,072.69
January Week 3	\$10,853,263.00	\$11,156,042.15	\$10,995,352.02
January Week 4	\$10,878,549.55	\$11,926,541.27	\$11,679,194.92

FICTION: ALL MARKET

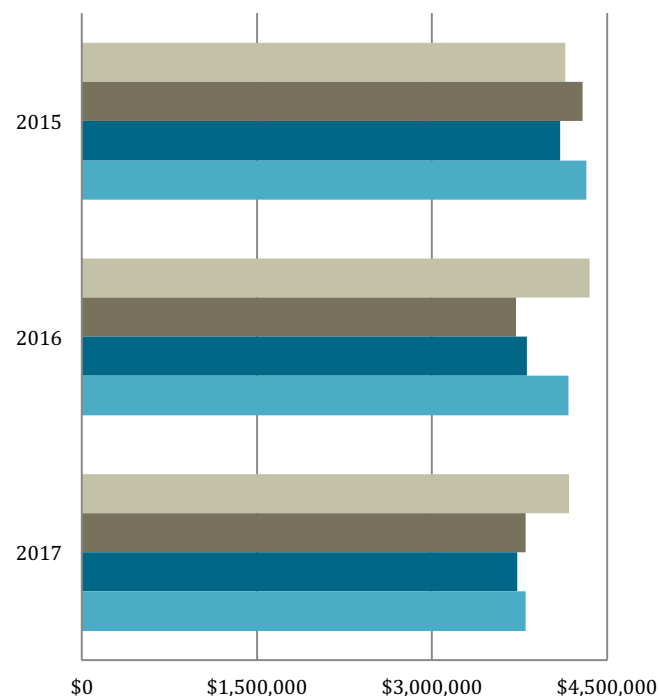
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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)



	2017	2016	2015
January Week 1	223,949	242,907	231,346
January Week 2	204,137	204,105	242,952
January Week 3	205,603	213,474	232,090
January Week 4	208,420	237,342	253,412

Value Sold (in millions of dollars)

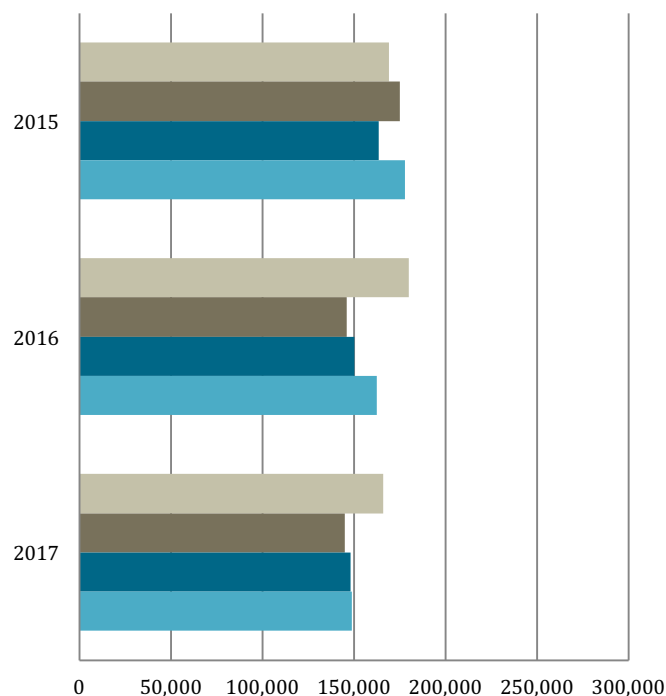


	2017	2016	2015
January Week 1	\$4,174,577.56	\$4,348,210.17	\$4,142,884.39
January Week 2	\$3,800,333.72	\$3,718,158.40	\$4,290,643.61
January Week 3	\$3,729,962.37	\$3,812,231.28	\$4,099,942.31
January Week 4	\$3,799,705.66	\$4,169,265.27	\$4,321,457.03

FICTION: RING FENCE MARKET

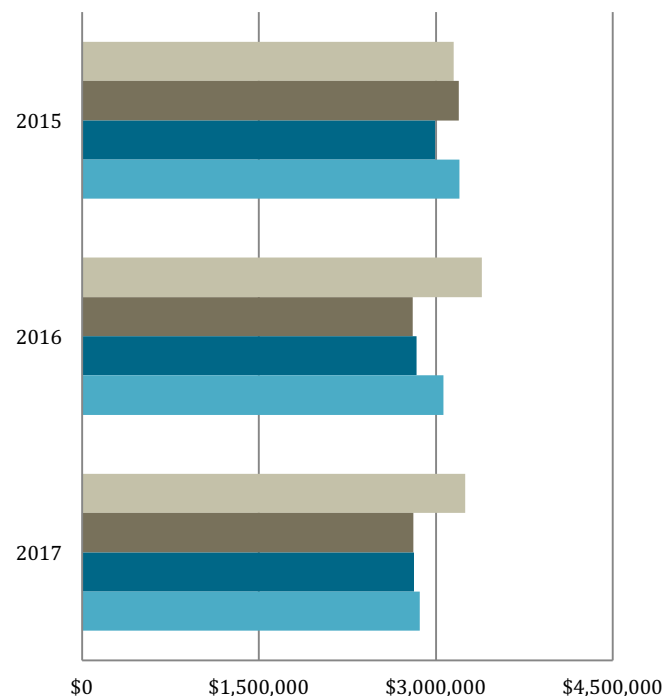
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	166,075	180,099	169,036
January Week 2	144,911	146,066	175,158
January Week 3	148,286	150,369	163,742
January Week 4	149,071	162,381	177,934

Value Sold (in millions of dollars)

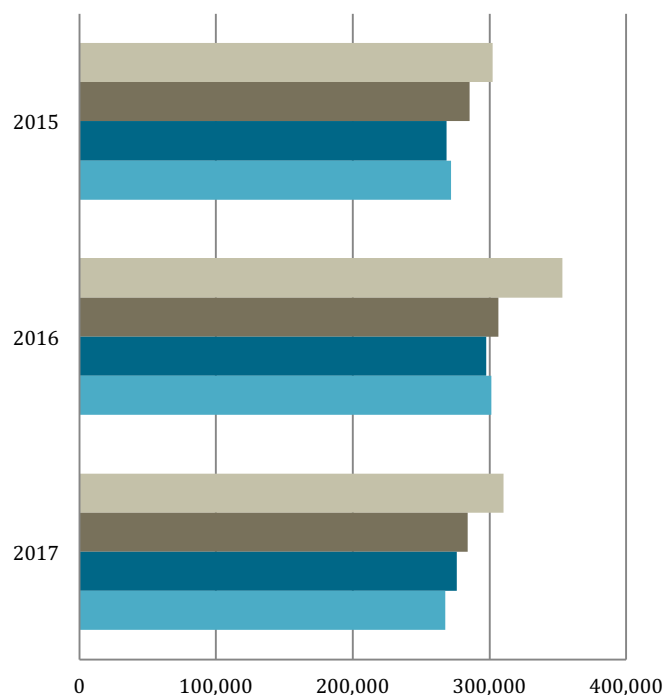


	2017	2016	2015
January Week 1	\$3,246,746.14	\$3,391,692.76	\$3,149,221.57
January Week 2	\$2,810,667.12	\$2,806,009.47	\$3,193,933.51
January Week 3	\$2,815,873.34	\$2,837,196.44	\$2,992,620.55
January Week 4	\$2,864,916.95	\$3,062,731.24	\$3,199,194.82

NON-FICTION: ALL MARKET

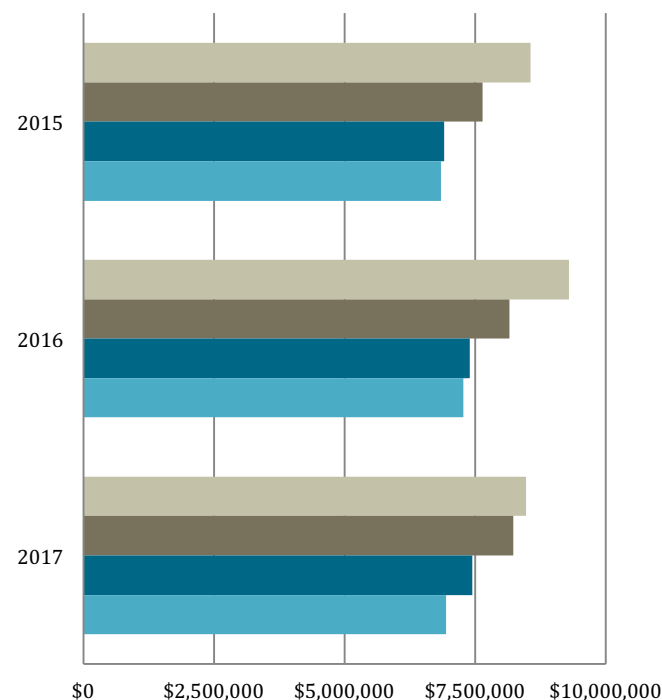
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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)



	2017	2016	2015
January Week 1	310,003	353,278	302,266
January Week 2	283,832	306,596	285,213
January Week 3	275,858	297,641	268,601
January Week 4	267,583	301,115	271,779

Value Sold (in millions of dollars)

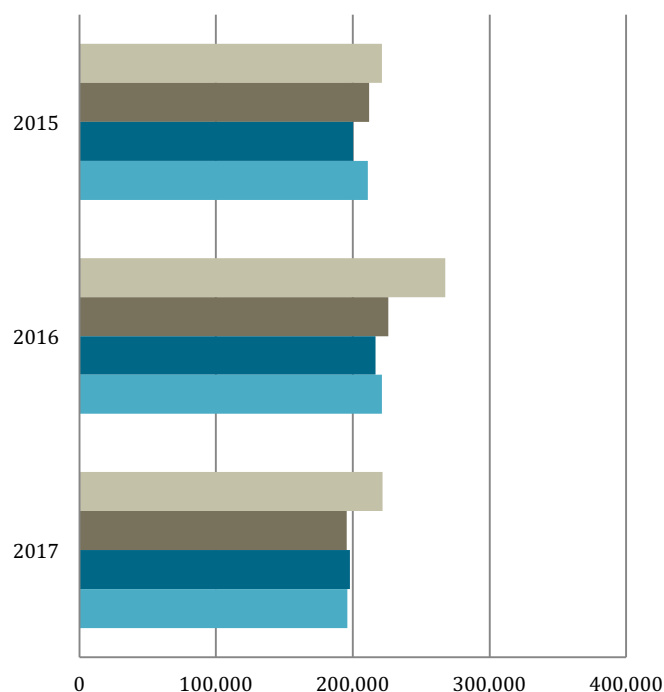


	2017	2016	2015
January Week 1	\$8,468,141.47	\$9,294,979.68	\$8,559,831.01
January Week 2	\$8,223,248.10	\$8,156,771.50	\$7,639,538.91
January Week 3	\$7,445,410.47	\$7,389,542.82	\$6,899,629.56
January Week 4	\$6,936,680.18	\$7,273,598.54	\$6,846,376.84

NON-FICTION: RING FENCE MARKET

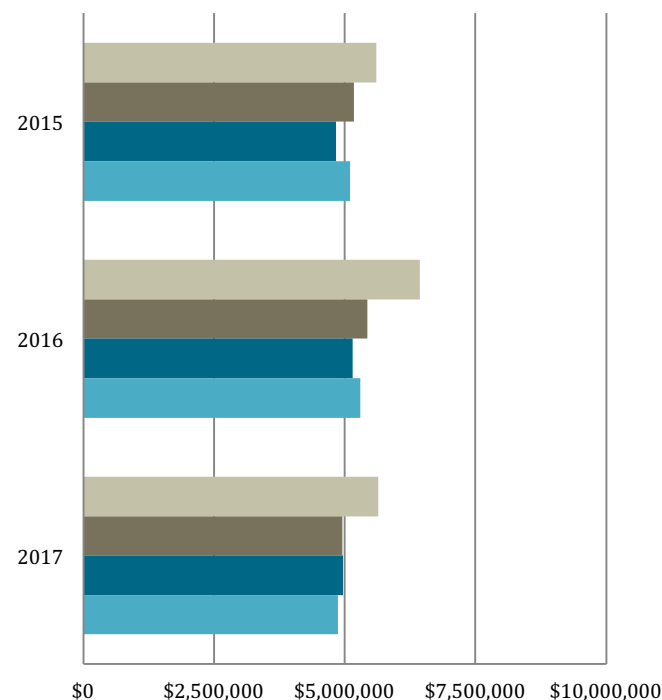
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	221,897	267,703	221,469
January Week 2	195,633	226,000	211,695
January Week 3	197,984	216,752	200,356
January Week 4	196,104	221,483	210,919

Value Sold (in millions of dollars)

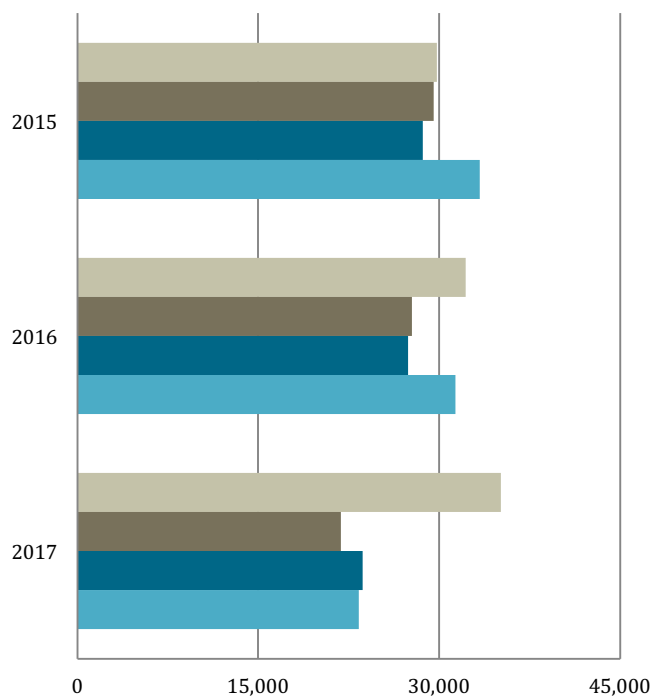


	2017	2016	2015
January Week 1	\$5,637,252.37	\$6,439,475.77	\$5,606,713.59
January Week 2	\$4,960,808.48	\$5,438,476.53	\$5,175,335.26
January Week 3	\$4,971,625.43	\$5,147,109.52	\$4,836,901.32
January Week 4	\$4,872,292.01	\$5,300,532.39	\$5,096,737.47

YOUNG ADULT: ALL MARKET

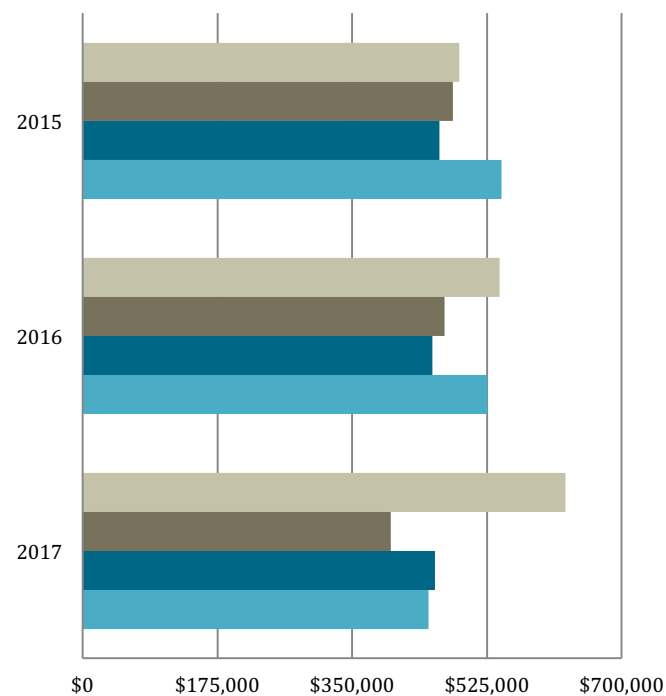
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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)



	2017	2016	2015
January Week 1	35,121	32,200	29,795
January Week 2	21,861	27,724	29,539
January Week 3	23,664	27,408	28,631
January Week 4	23,348	31,326	33,369

Value Sold (in millions of dollars)

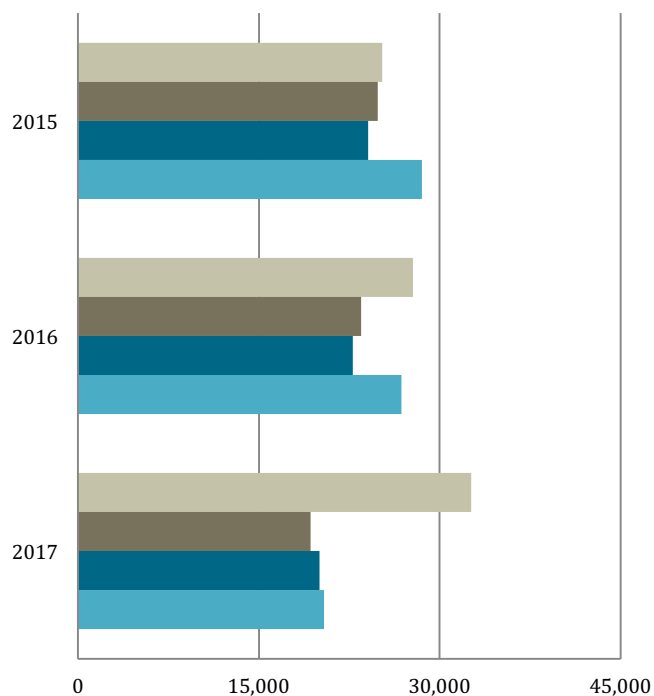


	2017	2016	2015
January Week 1	\$626,830.33	\$541,770.39	\$489,105.46
January Week 2	\$399,827.61	\$469,882.82	\$481,195.66
January Week 3	\$457,819.82	\$454,264.99	\$463,231.75
January Week 4	\$449,056.93	\$525,873.96	\$544,336.01

YOUNG ADULT: RING FENCE MARKET

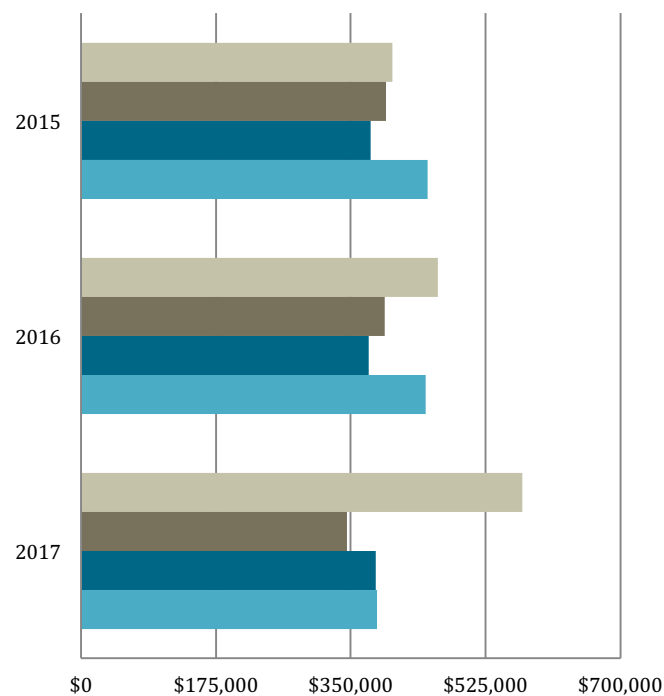
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	32,611	27,756	25,233
January Week 2	19,285	23,481	24,846
January Week 3	20,033	22,775	24,076
January Week 4	20,401	26,833	28,534

Value Sold (in millions of dollars)

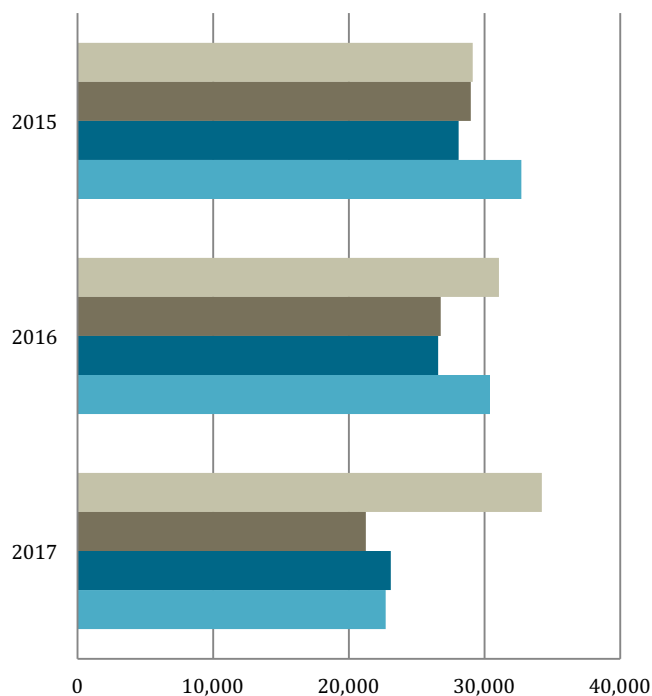


	2017	2016	2015
January Week 1	\$572,792.25	\$463,281.18	\$403,649.75
January Week 2	\$345,232.26	\$394,084.13	\$395,587.81
January Week 3	\$382,635.28	\$373,565.04	\$375,898.06
January Week 4	\$384,198.44	\$446,996.26	\$449,534.19

YOUNG ADULT FICTION: ALL MARKET

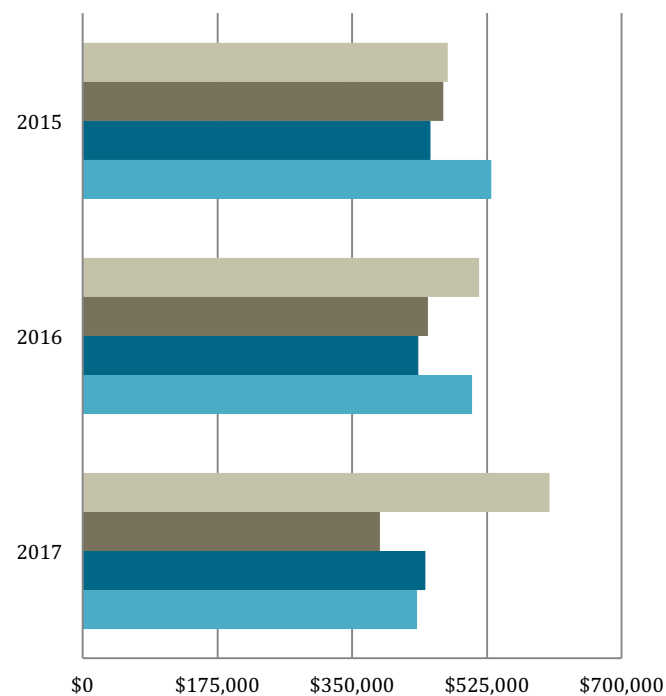
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	34,247	31,048	29,124
January Week 2	21,275	26,771	28,974
January Week 3	23,094	26,583	28,109
January Week 4	22,709	30,433	32,728

Value Sold (in millions of dollars)

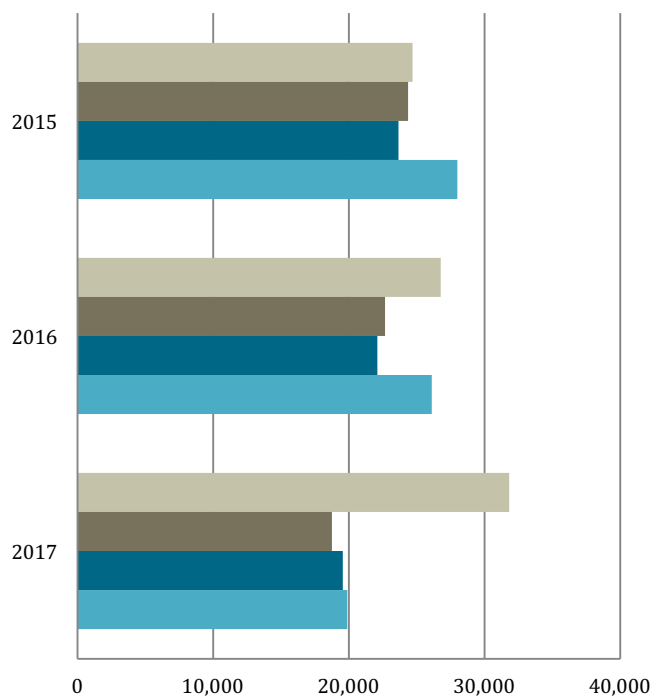


	2017	2016	2015
January Week 1	\$606,017.48	\$515,173.78	\$474,460.89
January Week 2	\$385,726.40	\$448,315.25	\$468,547.13
January Week 3	\$444,668.43	\$435,777.65	\$452,073.10
January Week 4	\$433,882.20	\$505,777.70	\$530,661.85

YOUNG ADULT FICTION: RING FENCE MARKET

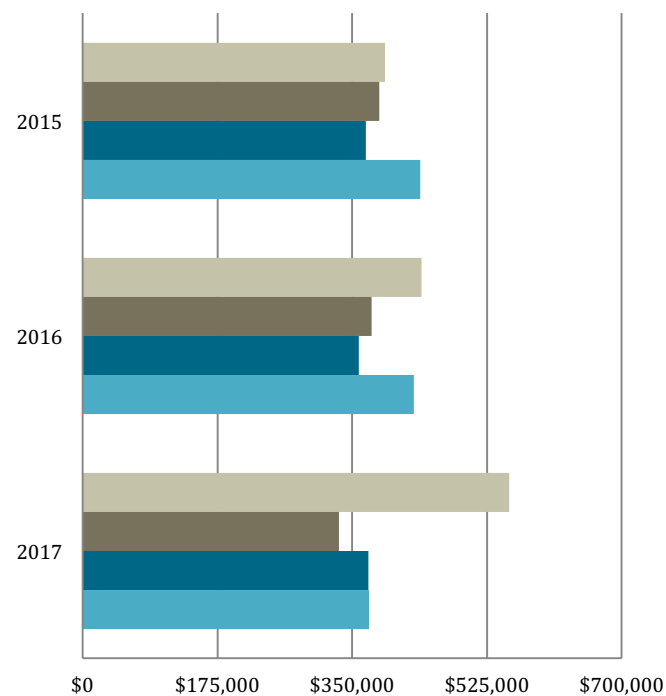
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2017	2016	2015
January Week 1	31,842	26,759	24,718
January Week 2	18,764	22,654	24,383
January Week 3	19,541	22,090	23,688
January Week 4	19,908	26,102	28,010

Value Sold (in millions of dollars)

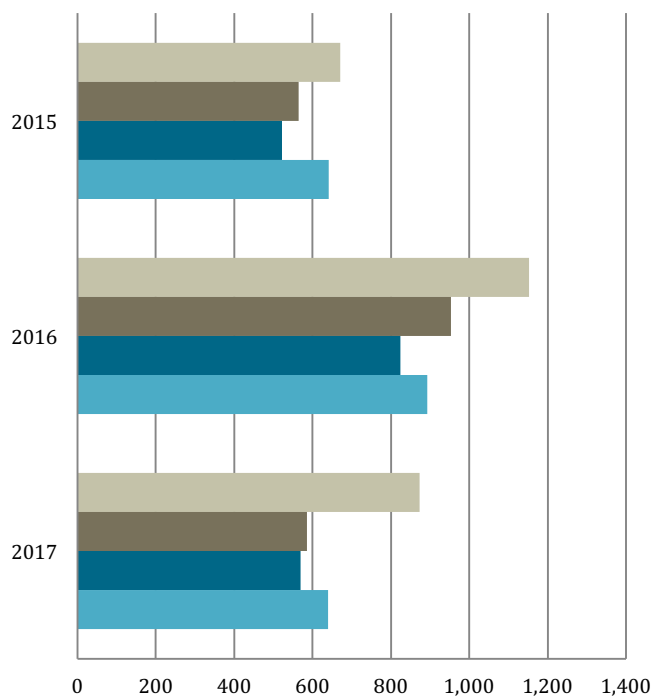


	2017	2016	2015
January Week 1	\$554,140.41	\$440,132.50	\$392,585.85
January Week 2	\$332,572.37	\$375,355.43	\$385,245.38
January Week 3	\$371,139.46	\$358,256.31	\$367,651.42
January Week 4	\$372,030.46	\$430,446.37	\$438,638.35

YOUNG ADULT NON-FICTION: ALL MARKET

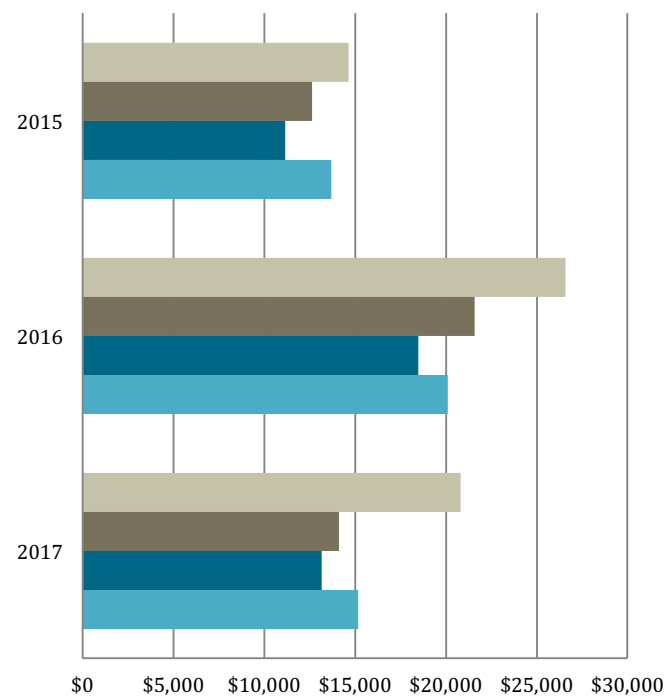
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2017	2016	2015
January Week 1	874	1,152	671
January Week 2	586	953	565
January Week 3	570	825	522
January Week 4	639	893	641

Value Sold (in millions of dollars)

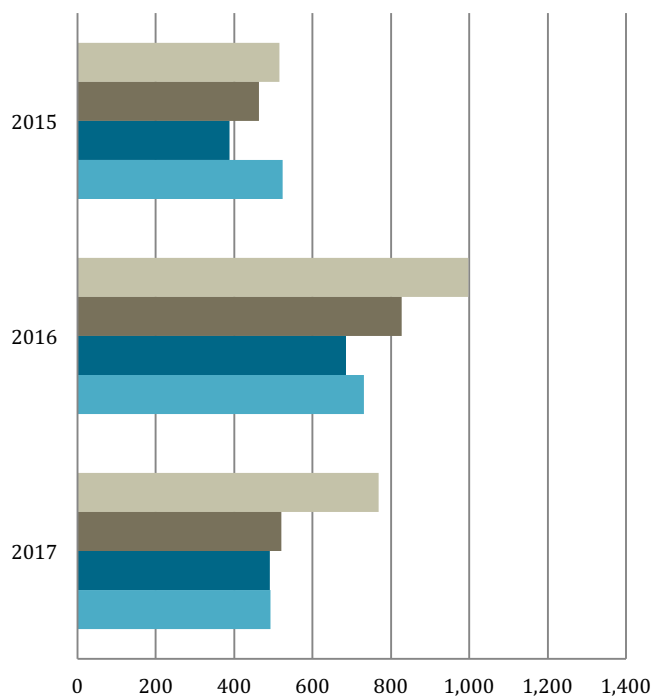


	2017	2016	2015
January Week 1	\$20,812.85	\$26,596.61	\$14,644.57
January Week 2	\$14,101.21	\$21,567.57	\$12,648.53
January Week 3	\$13,151.39	\$18,487.34	\$11,158.65
January Week 4	\$15,174.73	\$20,096.26	\$13,674.16

YOUNG ADULT NON-FICTION: RING FENCE MARKET

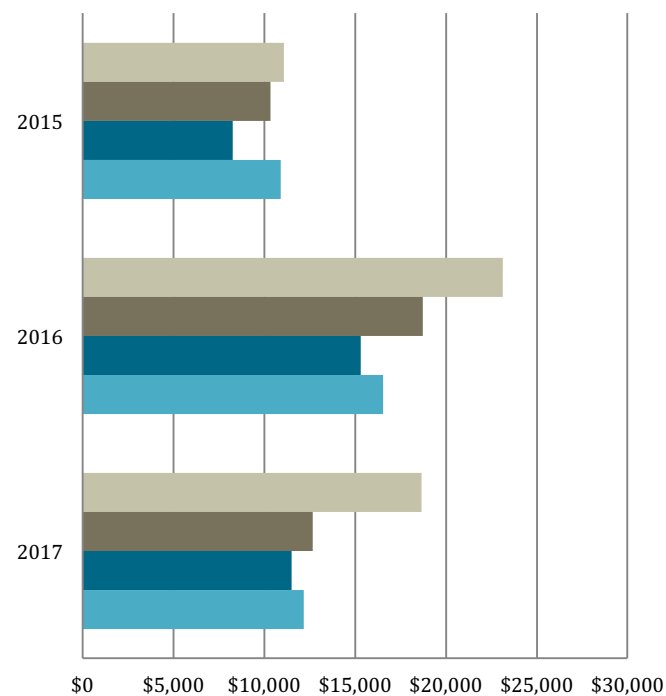
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list 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)



	2017	2016	2015
January Week 1	769	997	515
January Week 2	521	827	463
January Week 3	492	685	388
January Week 4	493	731	524

Value Sold (in millions of dollars)

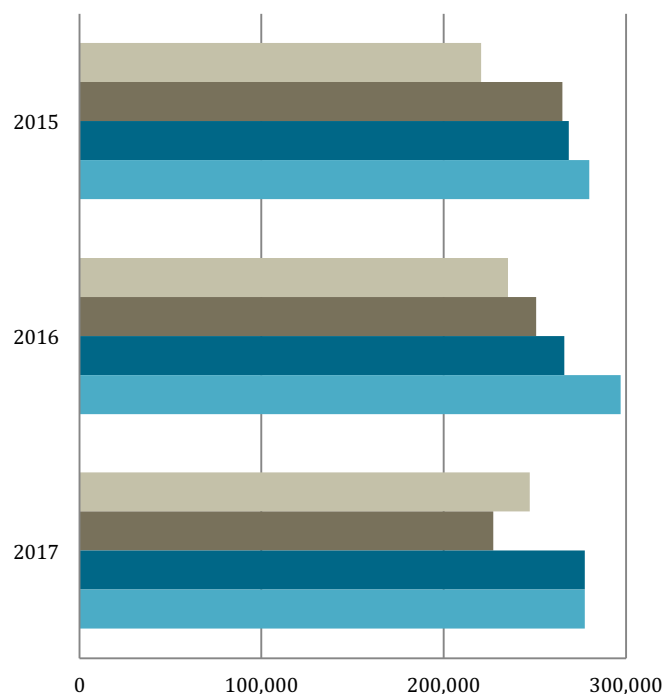


	2017	2016	2015
January Week 1	\$18,651.84	\$23,148.68	\$11,063.90
January Week 2	\$12,659.89	\$18,728.70	\$10,342.43
January Week 3	\$11,495.82	\$15,308.73	\$8,246.64
January Week 4	\$12,167.98	\$16,549.89	\$10,895.84

JUVENILE: ALL MARKET

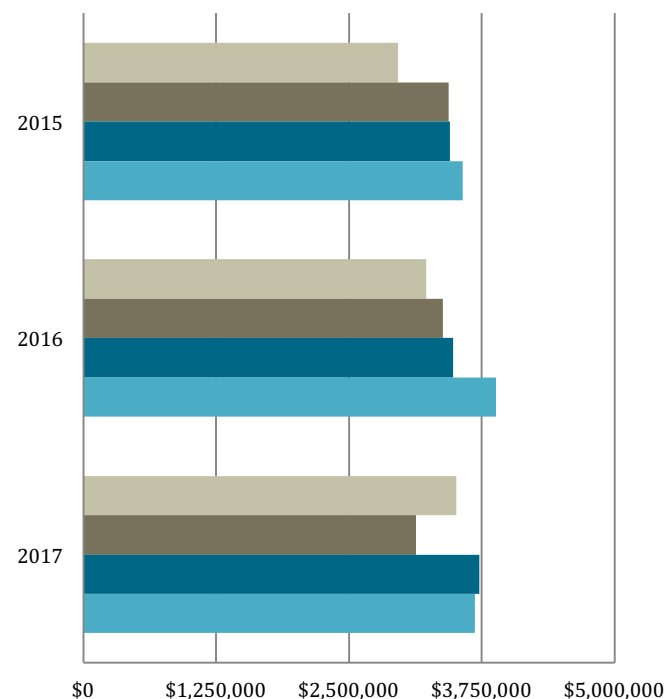
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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)



	2017	2016	2015
January Week 1	247,205	235,211	220,395
January Week 2	227,234	250,690	265,177
January Week 3	277,325	266,120	268,592
January Week 4	277,206	296,859	279,782

Value Sold (in millions of dollars)

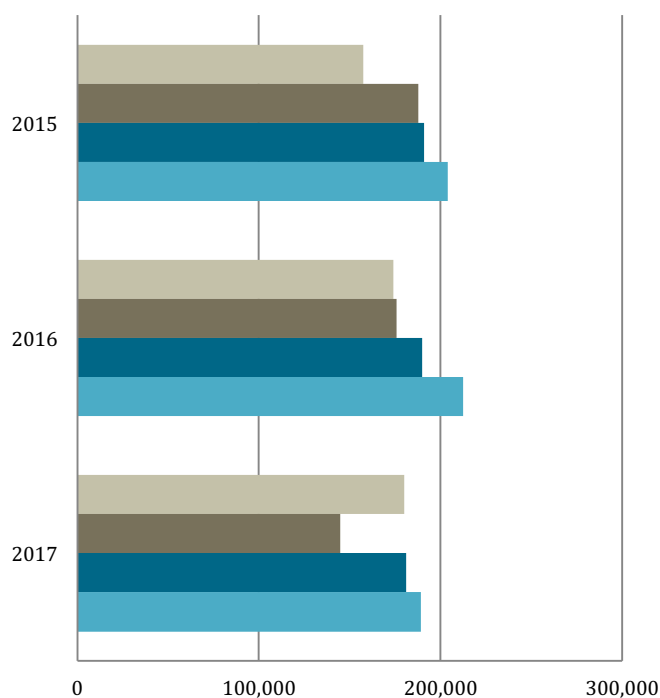


	2017	2016	2015
January Week 1	\$3,508,515.27	\$3,228,770.99	\$2,963,609.26
January Week 2	\$3,133,633.22	\$3,385,149.41	\$3,440,626.15
January Week 3	\$3,730,962.07	\$3,478,393.19	\$3,451,764.97
January Week 4	\$3,684,430.75	\$3,885,293.97	\$3,569,053.93

JUVENILE: RING FENCE MARKET

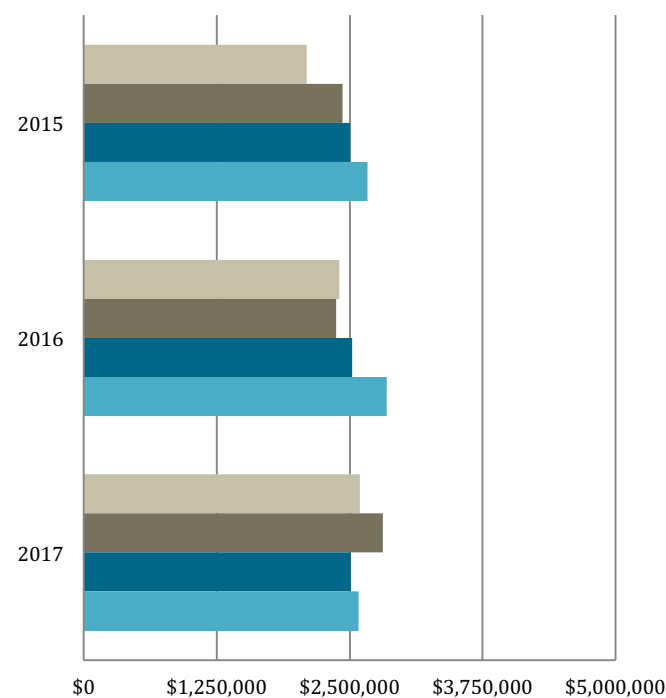
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	179,857	173,946	157,608
January Week 2	144,911	175,901	187,680
January Week 3	181,167	189,820	191,059
January Week 4	189,294	212,449	203,959

Value Sold (in millions of dollars)

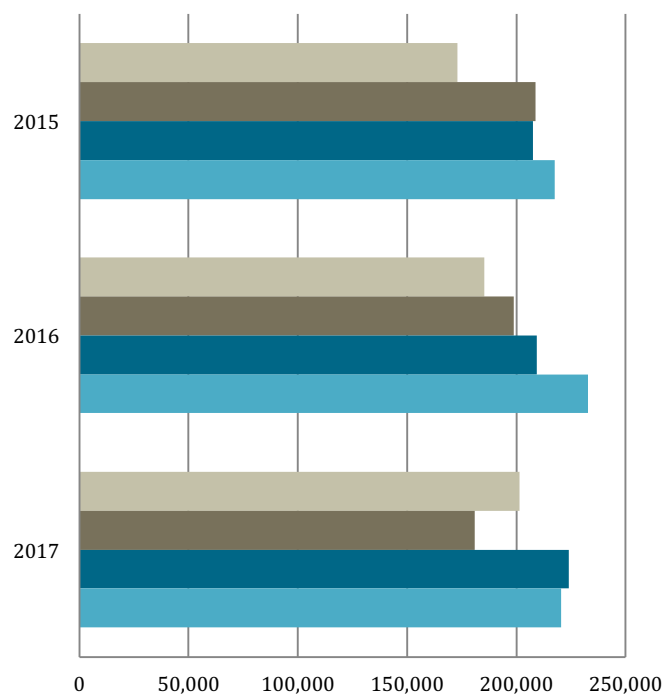


	2017	2016	2015
January Week 1	\$2,593,891.32	\$2,403,685.06	\$2,098,202.12
January Week 2	\$2,810,667.12	\$2,373,499.46	\$2,434,019.41
January Week 3	\$2,513,265.30	\$2,521,787.06	\$2,502,585.68
January Week 4	\$2,585,531.64	\$2,845,441.23	\$2,665,457.91

JUVENILE FICTION: ALL MARKET

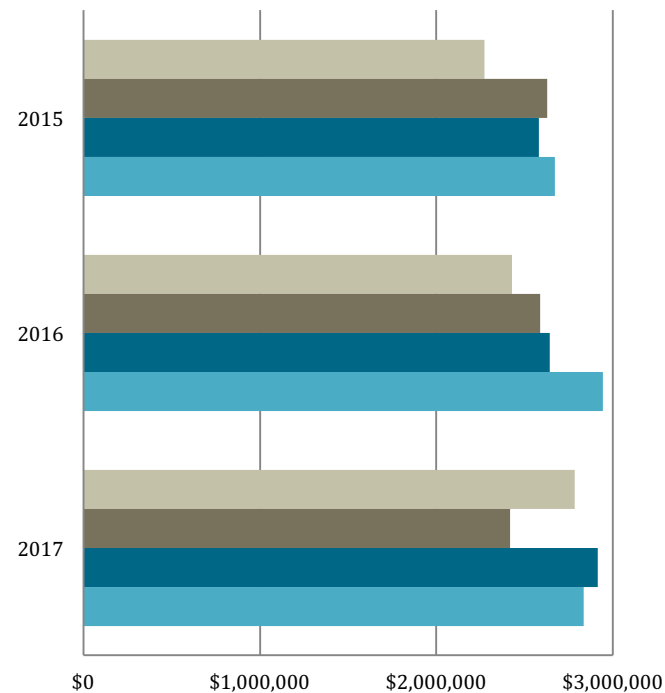
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	201,420	185,220	173,018
January Week 2	181,025	198,691	208,717
January Week 3	224,029	209,432	207,735
January Week 4	220,566	232,808	217,511

Value Sold (in millions of dollars)

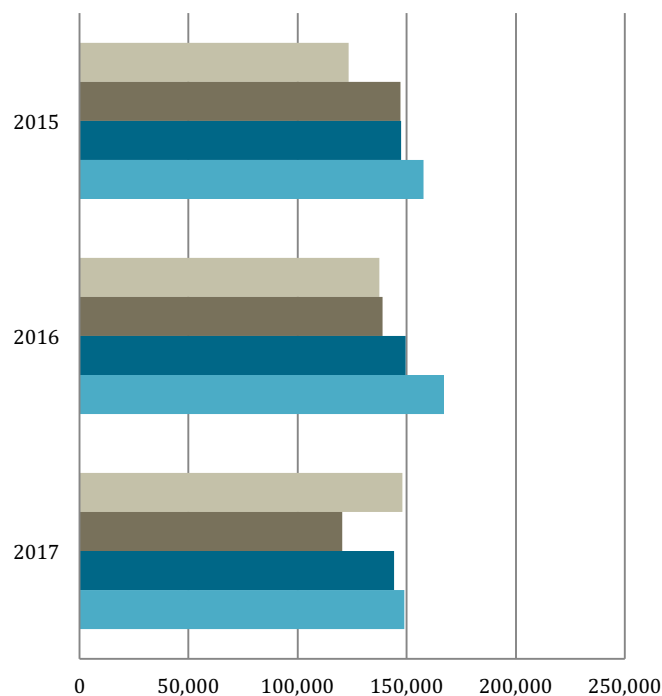


	2017	2016	2015
January Week 1	\$2,783,717.66	\$2,428,097.77	\$2,270,618.75
January Week 2	\$2,416,269.92	\$2,586,427.62	\$2,627,531.18
January Week 3	\$2,915,179.62	\$2,641,482.65	\$2,579,782.08
January Week 4	\$2,834,745.70	\$2,941,943.02	\$2,669,425.01

JUVENILE FICTION: RING FENCE MARKET

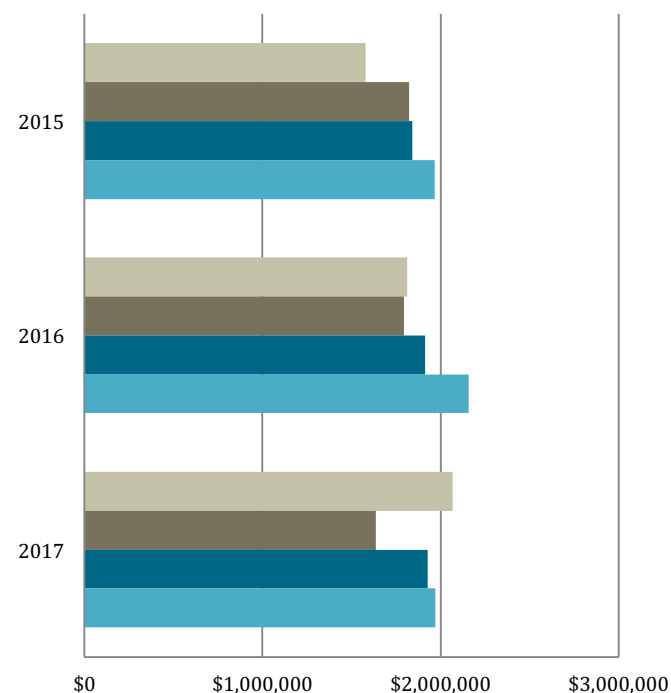
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2017	2016	2015
January Week 1	147,944	137,583	123,549
January Week 2	120,406	138,964	147,249
January Week 3	144,247	149,488	147,442
January Week 4	148,997	167,044	157,771

Value Sold (in millions of dollars)

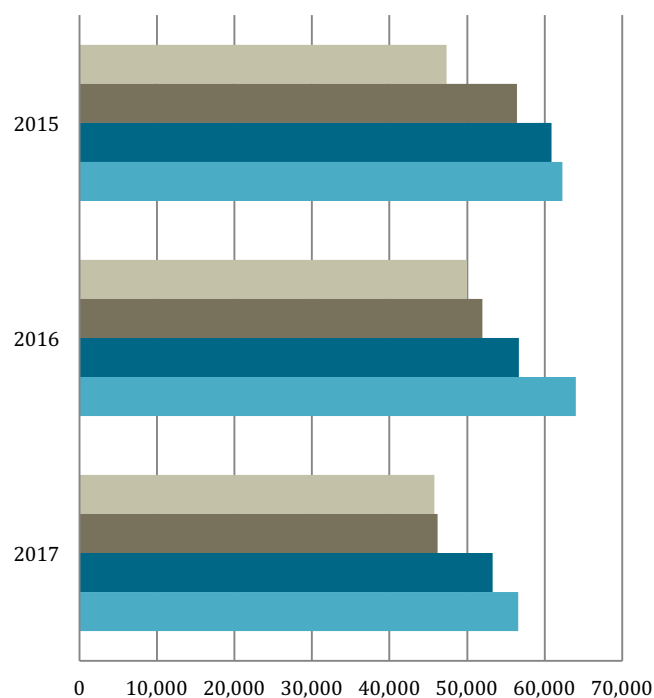


	2017	2016	2015
January Week 1	\$2,066,263.92	\$1,810,962.03	\$1,577,268.78
January Week 2	\$1,637,707.54	\$1,794,868.75	\$1,822,022.81
January Week 3	\$1,929,293.36	\$1,912,368.85	\$1,842,385.19
January Week 4	\$1,969,868.82	\$2,159,243.39	\$1,967,833.32

JUVENILE NON-FICTION: ALL MARKET

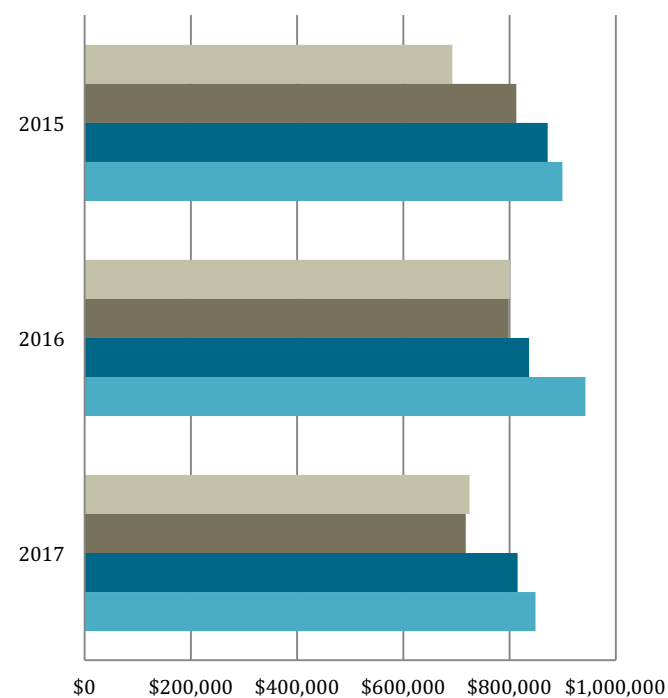
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2017	2016	2015
January Week 1	45,785	49,991	47,377
January Week 2	46,209	51,999	56,460
January Week 3	53,296	56,688	60,857
January Week 4	56,640	64,051	62,271

Value Sold (in millions of dollars)

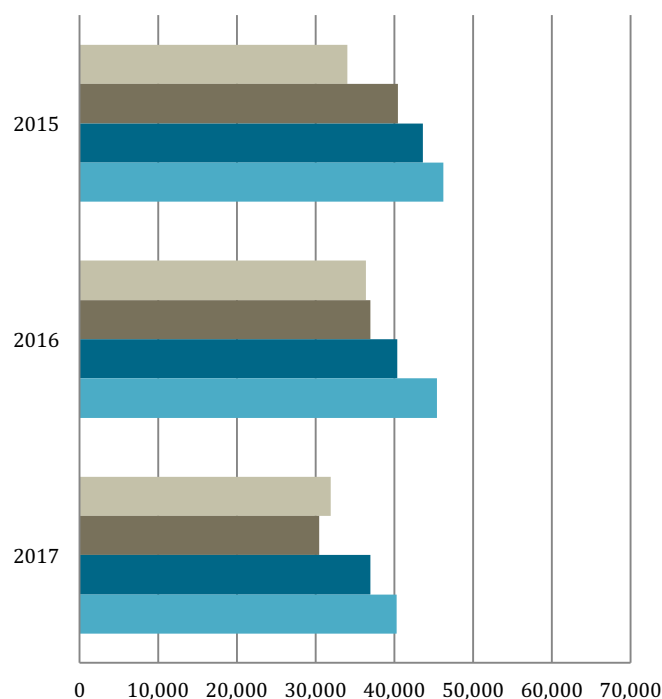


	2017	2016	2015
January Week 1	\$724,797.61	\$800,673.22	\$692,990.51
January Week 2	\$717,363.30	\$798,721.79	\$813,094.97
January Week 3	\$815,782.45	\$836,910.54	\$871,982.89
January Week 4	\$849,685.05	\$943,350.95	\$899,628.92

JUVENILE NON-FICTION: RING FENCE MARKET

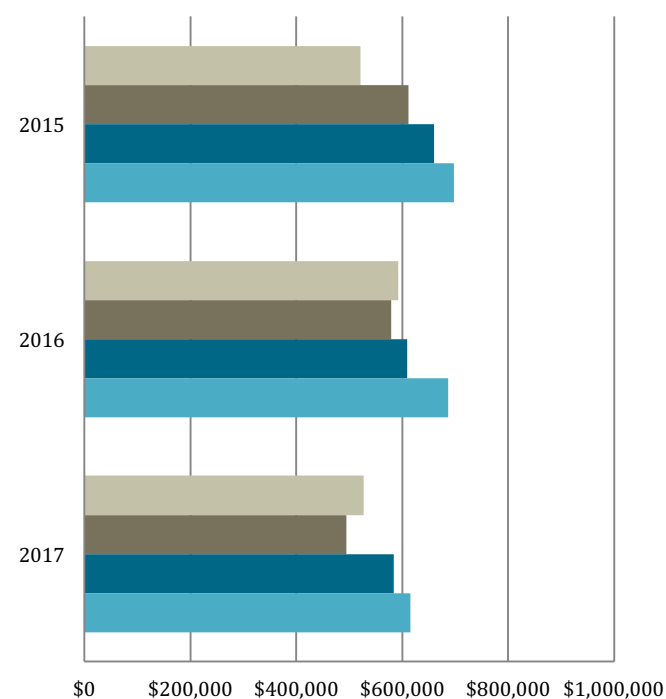
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2017	2016	2015
January Week 1	31,913	36,363	34,059
January Week 2	30,476	36,937	40,431
January Week 3	36,920	40,332	43,617
January Week 4	40,297	45,405	46,188

Value Sold (in millions of dollars)

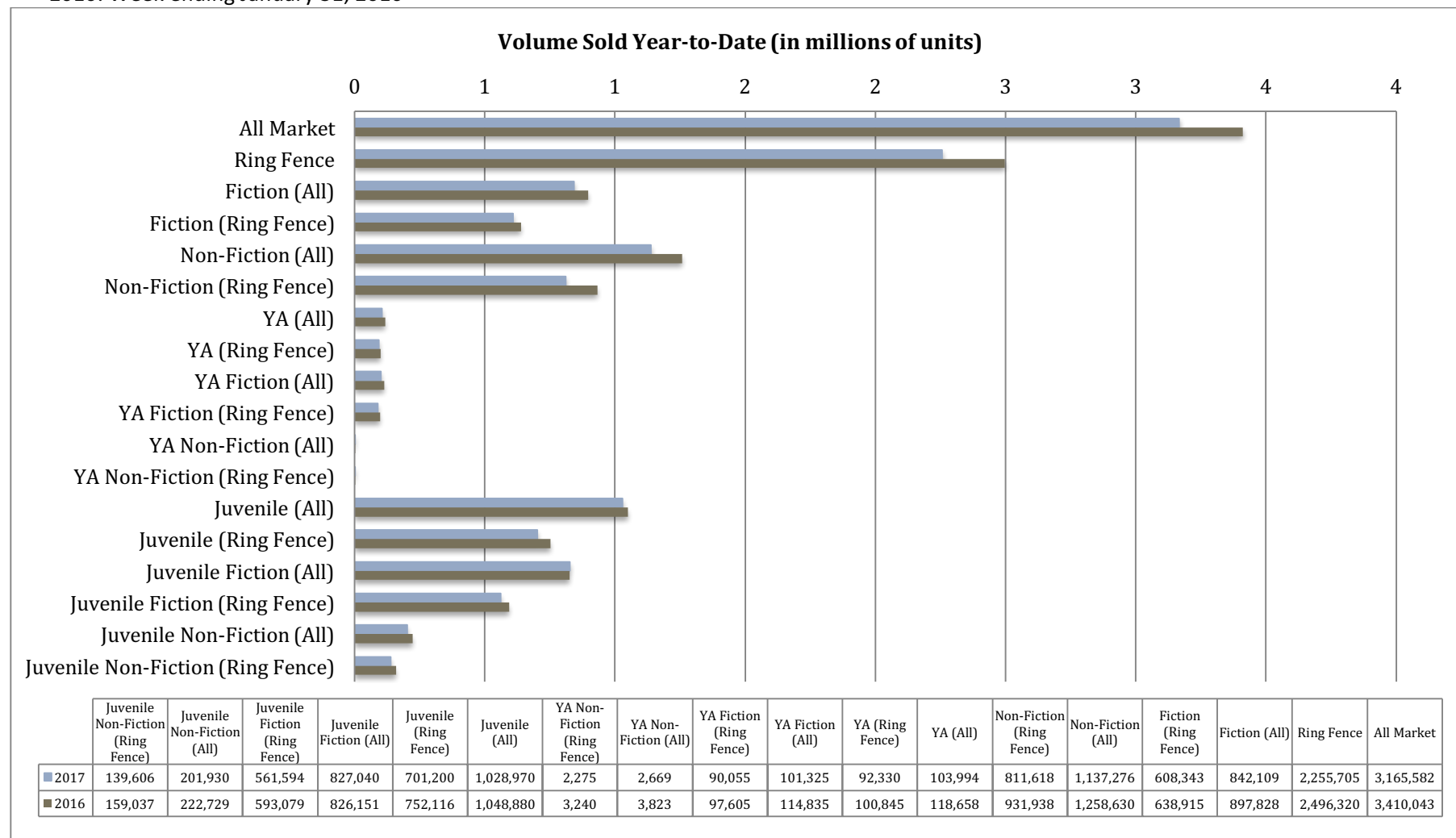


	2017	2016	2015
January Week 1	\$527,627.40	\$592,723.03	\$520,933.34
January Week 2	\$494,372.85	\$578,630.71	\$611,996.60
January Week 3	\$583,971.94	\$609,418.21	\$660,200.49
January Week 4	\$615,662.82	\$686,197.84	\$697,624.59

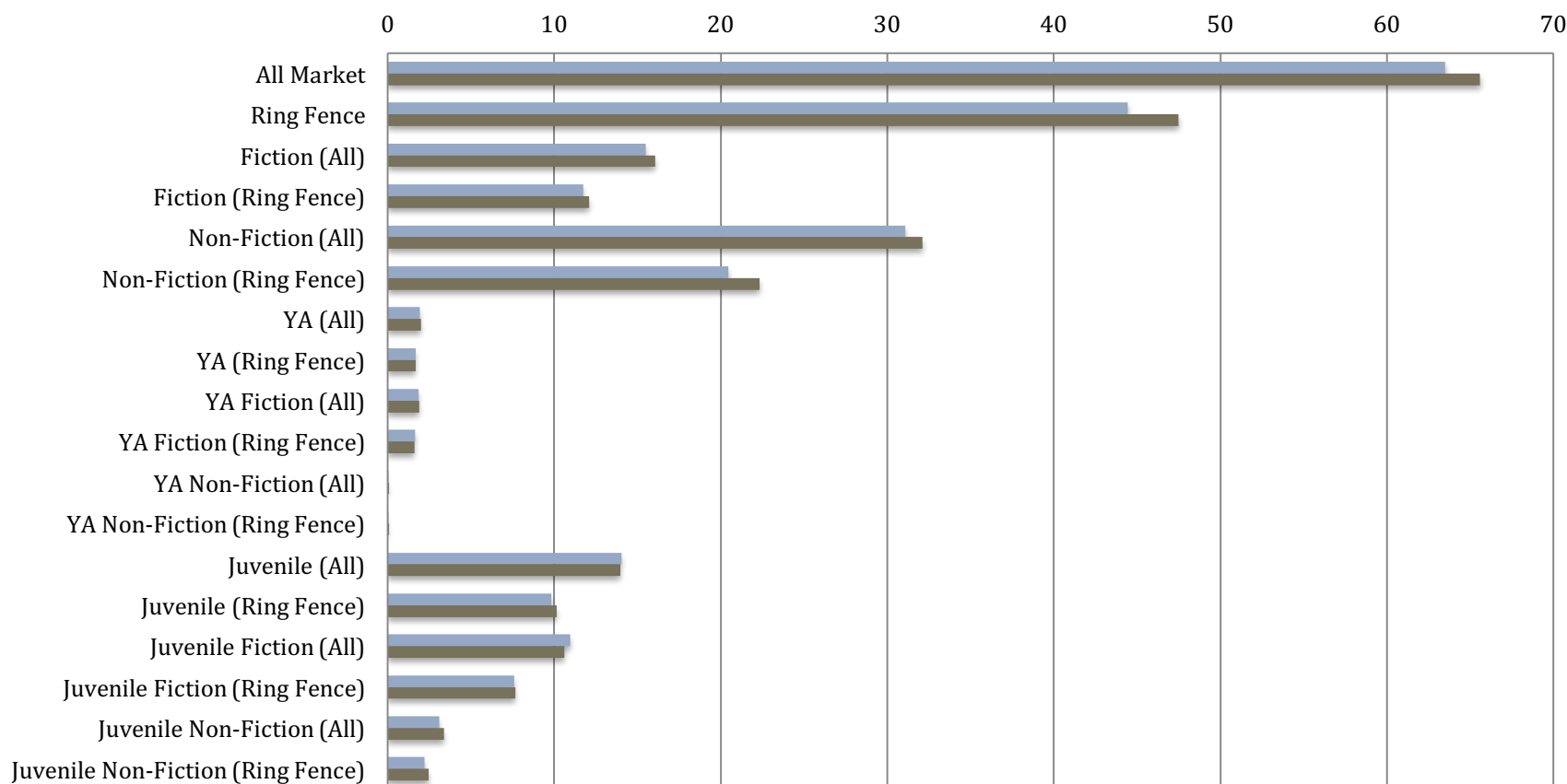
YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016 and 2017. The graphs compare 2017's year-to-date numbers with the comparable period in 2016. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. The time periods for this comparison are as follows:

- 2017: Week ending January 29, 2017
- 2016: Week ending January 31, 2016



Value Sold Year-to-Date (in millions of dollars)



	Juvenile Non-Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Fiction (All)	Juvenile (Ring Fence)	Juvenile (All)	YA Non-Fiction (Ring Fence)	YA Non-Fiction (All)	YA Fiction (Ring Fence)
■ 2017	\$2,221,635.01	\$3,107,628.41	\$7,603,133.64	\$10,949,912.90	\$9,824,768.65	\$14,057,541.31	\$54,975.53	\$63,240.18	\$1,629,882.70
■ 2016	\$2,466,969.79	\$3,379,656.50	\$7,677,443.02	\$10,597,951.06	\$10,144,412.81	\$13,977,607.56	\$73,736.00	\$86,747.78	\$1,604,190.61

	YA Fiction (All)	YA (Ring Fence)	YA (All)	Non-Fiction (Ring Fence)	Non-Fiction (All)	Fiction (Ring Fence)	Fiction (All)	Ring Fence	All Market
■ 2017	\$1,870,294.51	\$1,684,858.23	\$1,933,534.69	\$20,441,978.29	\$31,073,480.22	\$11,738,203.55	\$15,504,579.31	\$44,433,724.09	\$63,490,098.60
■ 2016	\$1,905,044.38	\$1,677,926.61	\$1,991,792.16	\$22,325,594.21	\$32,114,892.54	\$12,097,629.91	\$16,047,865.12	\$47,475,753.84	\$65,586,237.45