



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 08.2017

August SalesData Market Report August 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 August in the years 2015 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

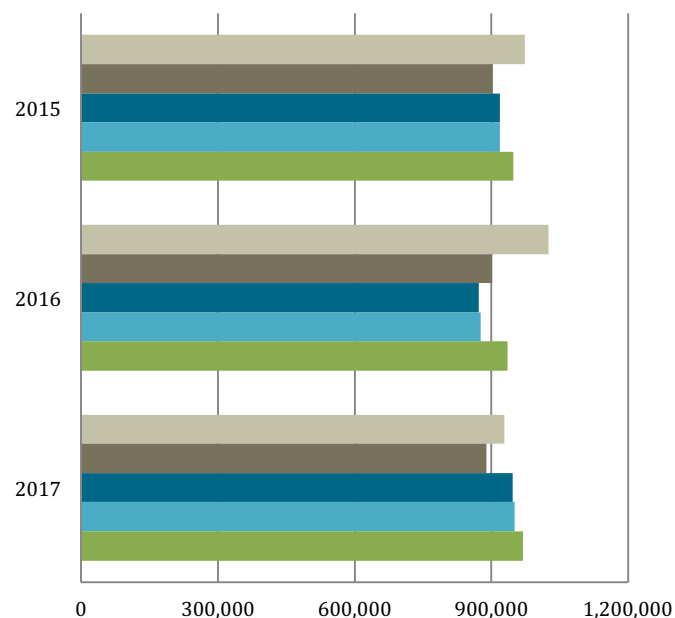
This report aims to encapsulate data from most days in August. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016	2015
Week 1	06-Aug	07-Aug	02-Aug
Week 2	13-Aug	14-Aug	09-Aug
Week 3	20-Aug	21-Aug	16-Aug
Week 4	27-Aug	28-Aug	23-Aug
Week 5	03-Sep	04-Sep	30-Aug

ALL MARKET

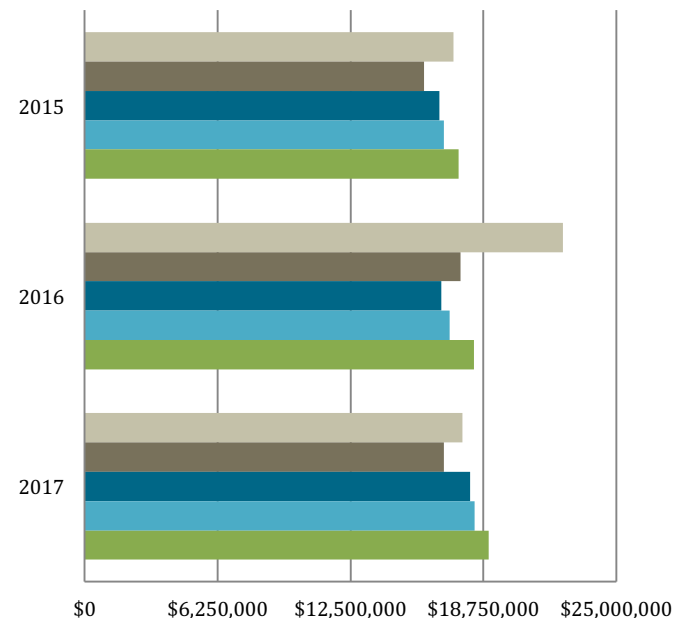
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
■ Month Week 1	929,154	1,025,922	972,938
■ Month Week 2	889,354	901,931	902,534
■ Month Week 3	946,153	872,777	918,673
■ Month Week 4	951,076	876,959	918,328
■ Month Week 5	968,870	934,884	947,928

Value Sold (in millions of dollars)

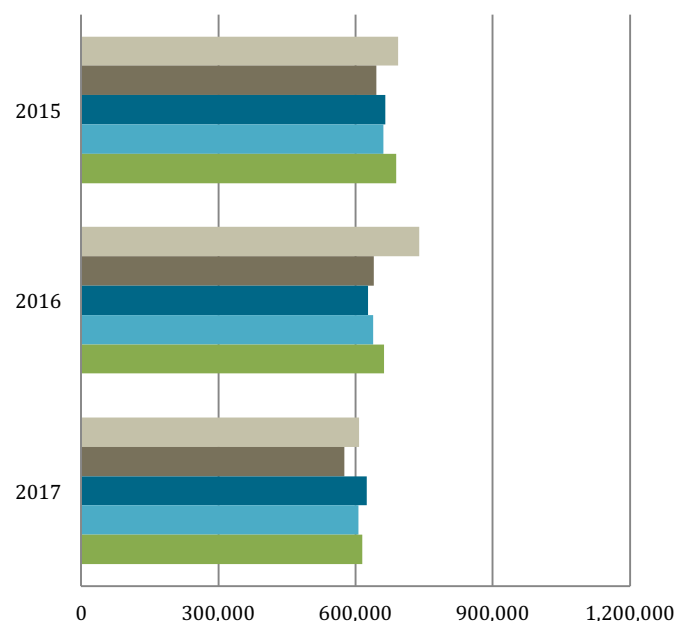


	2017	2016	2015
■ Month Week 1	\$17,760,306.73	\$22,484,821.92	\$17,336,614.68
■ Month Week 2	\$16,879,797.22	\$17,682,321.01	\$15,950,984.10
■ Month Week 3	\$18,110,852.19	\$16,764,457.02	\$16,664,782.31
■ Month Week 4	\$18,323,835.27	\$17,150,442.43	\$16,880,797.22
■ Month Week 5	\$19,002,490.86	\$18,317,248.82	\$17,568,394.22

RING FENCE MARKET

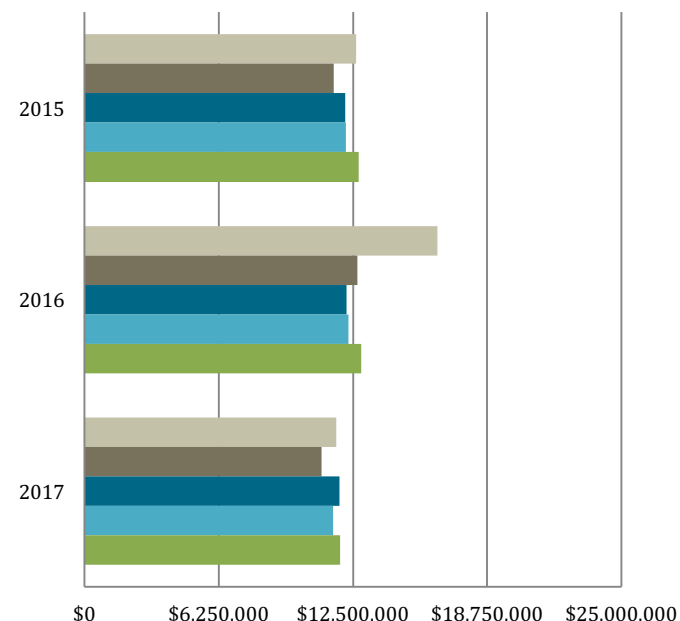
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
Month Week 1	607,377	739,218	692,558
Month Week 2	576,127	640,459	645,749
Month Week 3	625,198	627,952	664,675
Month Week 4	606,619	638,161	661,261
Month Week 5	614,439	662,950	688,415

Value Sold (in millions of dollars)

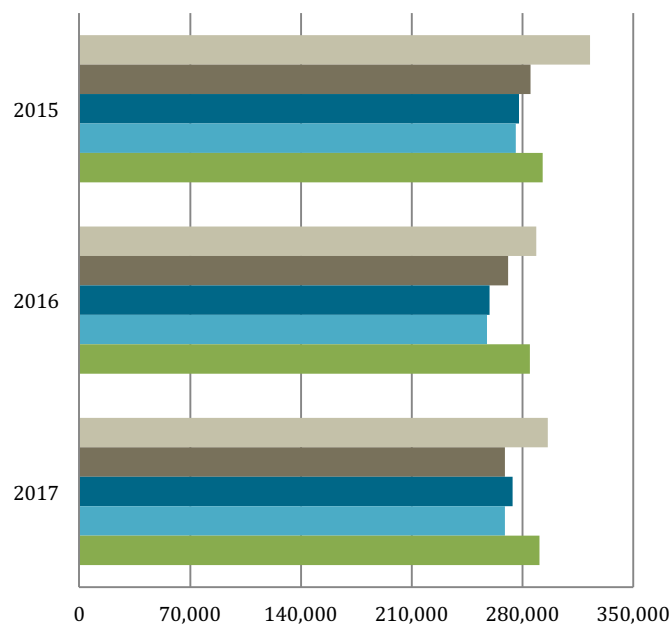


	2017	2016	2015
Month Week 1	\$11,730,812.00	\$16,420,072.10	\$12,640,655.48
Month Week 2	\$11,050,581.46	\$12,698,861.75	\$11,602,242.05
Month Week 3	\$11,867,623.02	\$12,204,247.39	\$12,135,966.39
Month Week 4	\$11,588,907.49	\$12,290,043.58	\$12,158,572.22
Month Week 5	\$11,890,717.07	\$12,875,212.08	\$12,774,993.35

FICTION: ALL MARKET

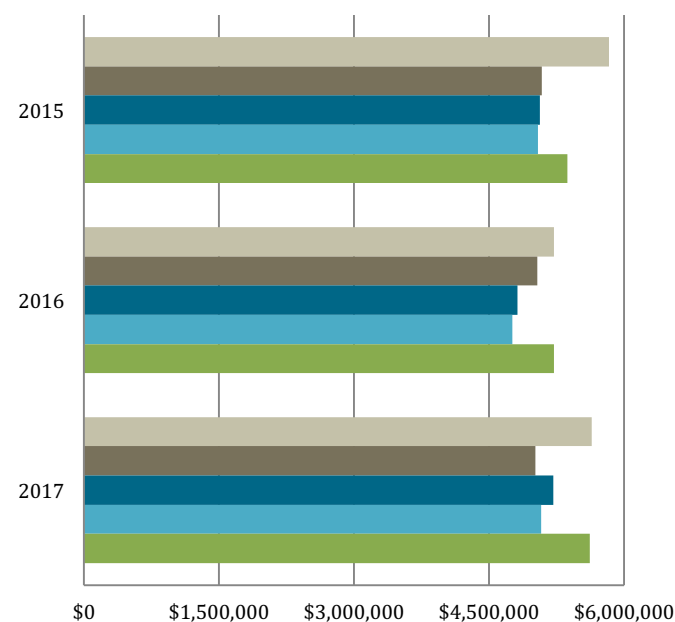
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	295,925	288,630	322,584
Month Week 2	268,950	270,909	284,780
Month Week 3	273,684	259,107	277,633
Month Week 4	268,950	257,567	275,745
Month Week 5	290,430	284,492	292,446

Value Sold (in millions of dollars)

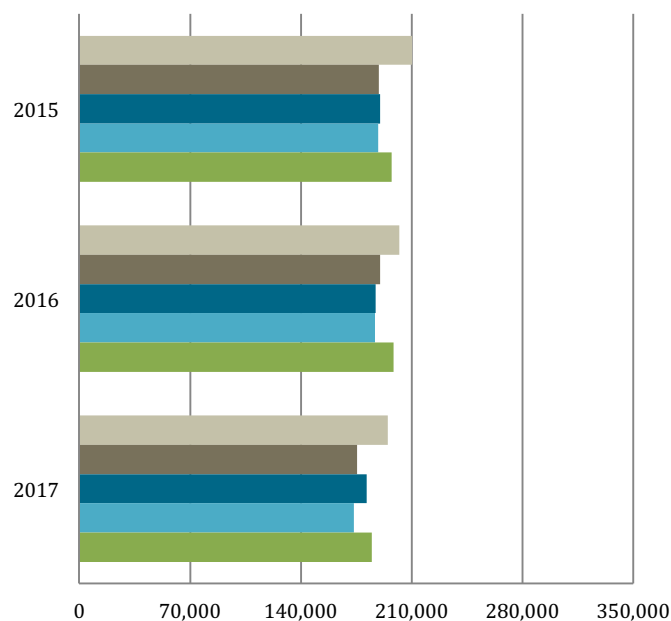


	2017	2016	2015
Month Week 1	\$5,638,916.59	\$5,218,512.01	\$5,833,487.71
Month Week 2	\$5,012,435.61	\$5,030,575.71	\$5,086,542.49
Month Week 3	\$5,213,380.20	\$4,811,404.34	\$5,061,248.53
Month Week 4	\$5,079,112.16	\$4,758,477.50	\$5,041,071.38
Month Week 5	\$5,619,754.31	\$5,217,239.27	\$5,369,859.92

FICTION: RING FENCE MARKET

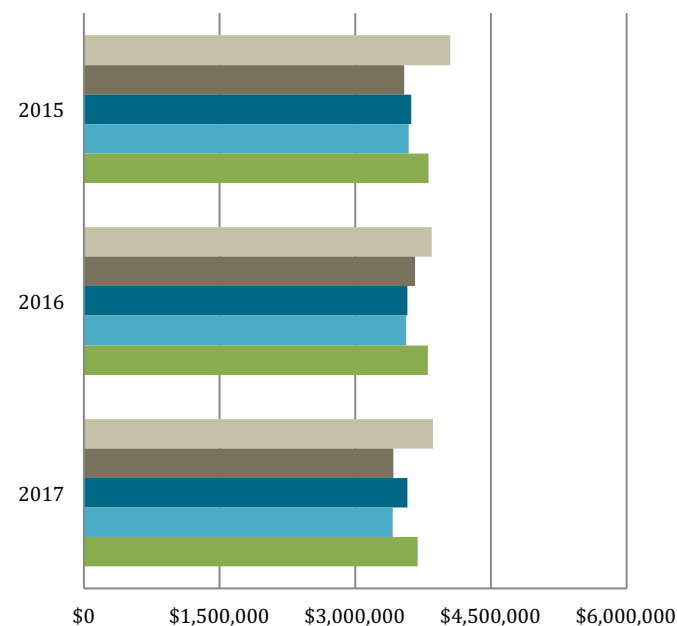
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	194,996	202,157	210,361
Month Week 2	175,443	190,059	189,226
Month Week 3	181,313	187,196	190,103
Month Week 4	173,451	186,590	188,877
Month Week 5	184,713	198,273	197,110

Value Sold (in millions of dollars)

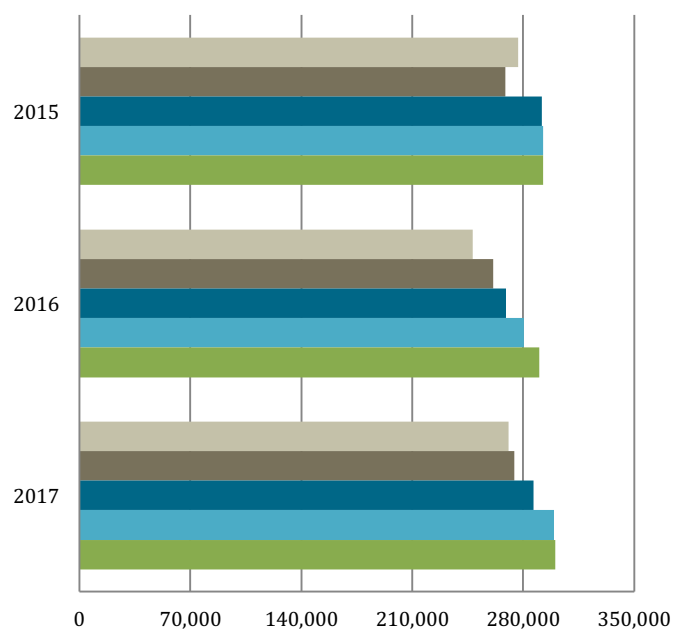


	2017	2016	2015
Month Week 1	\$3,863,841.04	\$3,848,046.44	\$4,051,090.02
Month Week 2	\$3,422,527.53	\$3,663,430.95	\$3,544,830.59
Month Week 3	\$3,576,545.31	\$3,578,223.31	\$3,622,897.21
Month Week 4	\$3,413,929.96	\$3,566,998.11	\$3,594,640.94
Month Week 5	\$3,693,512.70	\$3,802,955.07	\$3,812,222.82

NON-FICTION: ALL MARKET

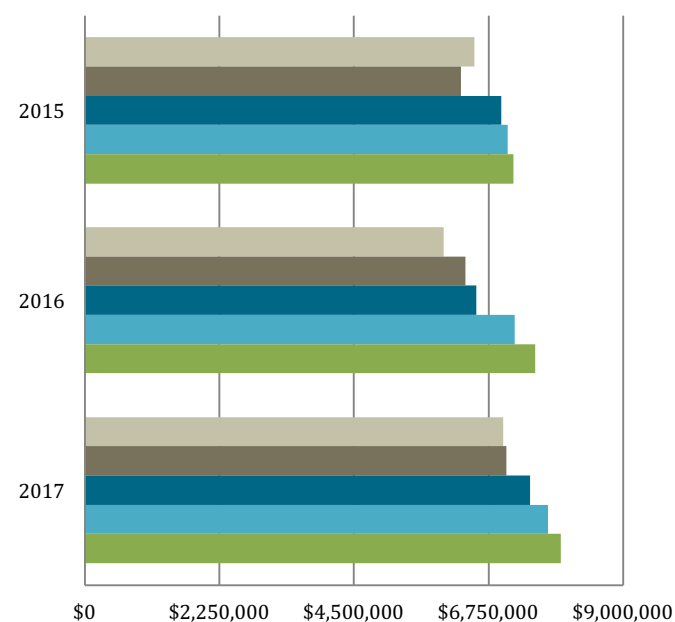
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
Month Week 1	270,777	248,284	276,656
Month Week 2	274,522	260,963	268,687
Month Week 3	286,556	269,263	291,740
Month Week 4	299,227	280,296	292,544
Month Week 5	300,306	290,221	292,675

Value Sold (in millions of dollars)

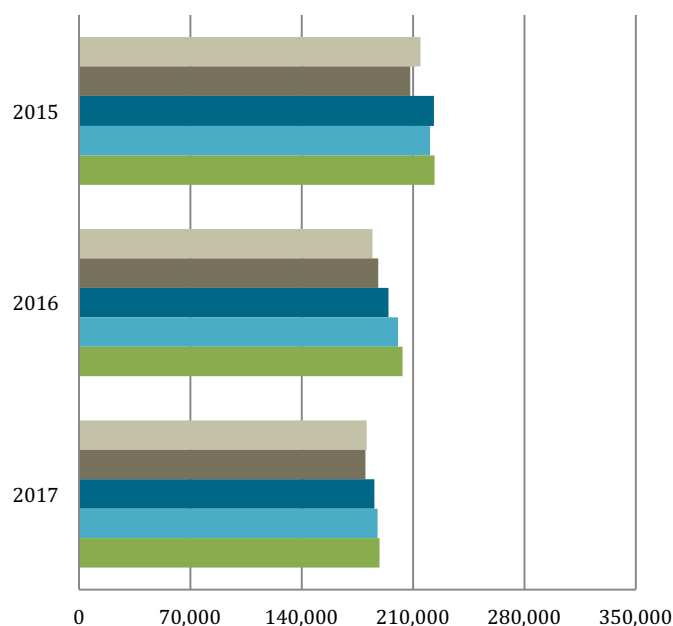


	2017	2016	2015
Month Week 1	\$6,997,803.27	\$5,999,182.74	\$6,515,001.30
Month Week 2	\$7,048,938.13	\$6,363,670.15	\$6,289,453.89
Month Week 3	\$7,442,387.13	\$6,545,916.94	\$6,958,375.74
Month Week 4	\$7,748,732.12	\$7,189,270.43	\$7,071,994.98
Month Week 5	\$7,956,161.31	\$7,528,910.33	\$7,168,522.58

NON-FICTION: RING FENCE MARKET

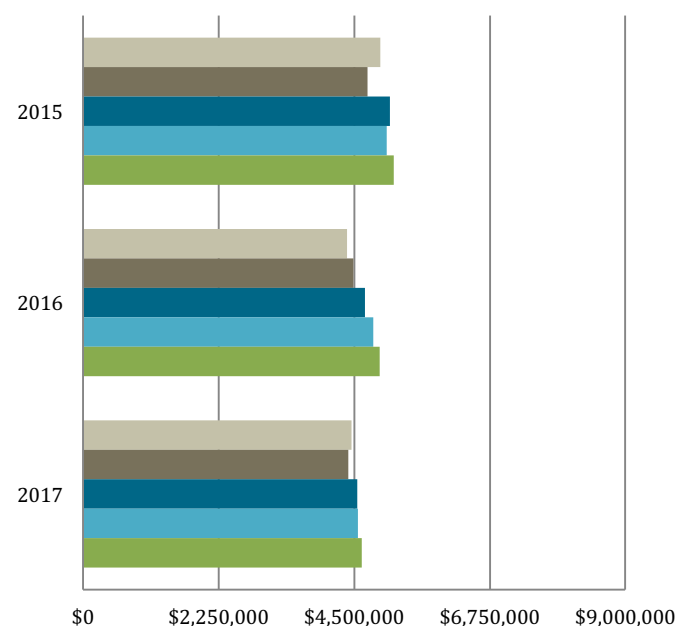
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	180,835	184,571	214,660
Month Week 2	180,003	188,167	208,361
Month Week 3	185,821	194,560	223,150
Month Week 4	187,782	200,518	220,656
Month Week 5	189,017	203,398	223,660

Value Sold (in millions of dollars)

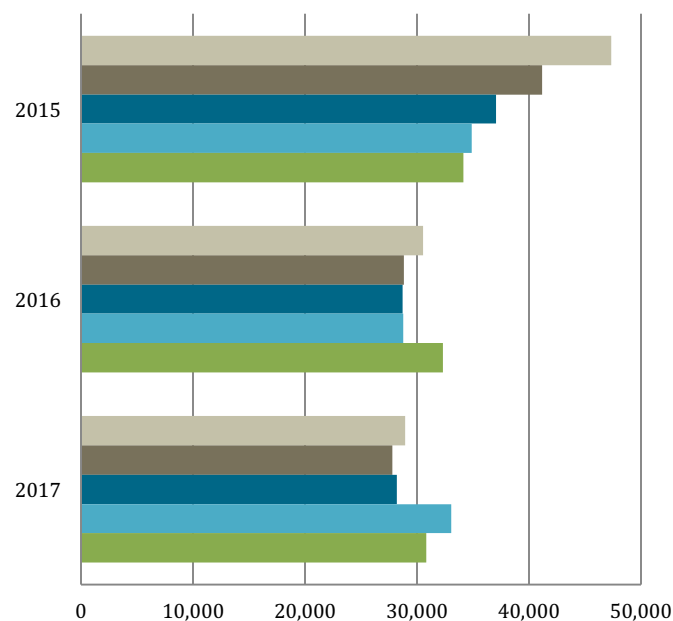


	2017	2016	2015
Month Week 1	\$4,451,348.43	\$4,377,935.75	\$4,930,626.71
Month Week 2	\$4,403,063.11	\$4,488,648.29	\$4,722,687.97
Month Week 3	\$4,555,034.01	\$4,684,377.99	\$5,091,243.62
Month Week 4	\$4,562,168.71	\$4,816,583.57	\$5,041,942.92
Month Week 5	\$4,626,398.15	\$4,923,670.52	\$5,158,556.31

YOUNG ADULT: ALL MARKET

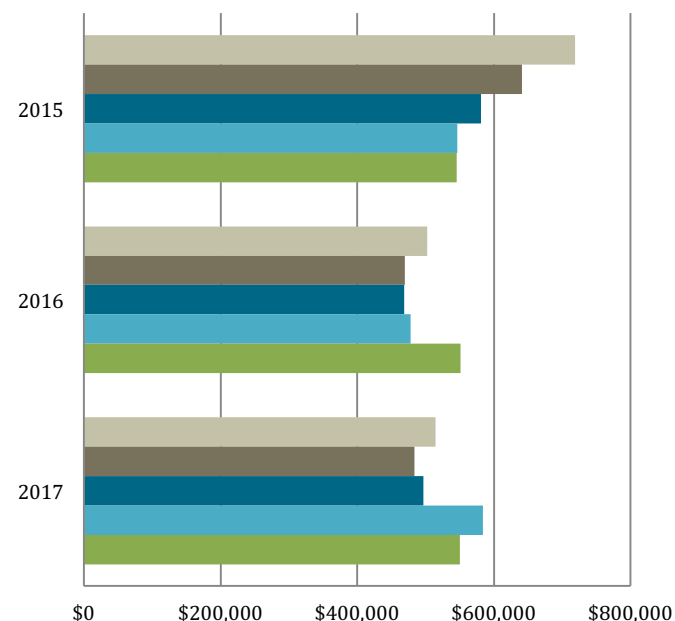
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
Month Week 1	28,958	30,519	47,349
Month Week 2	27,796	28,804	41,141
Month Week 3	28,195	28,723	37,039
Month Week 4	33,072	28,788	34,901
Month Week 5	30,837	32,321	34,123

Value Sold (in millions of dollars)

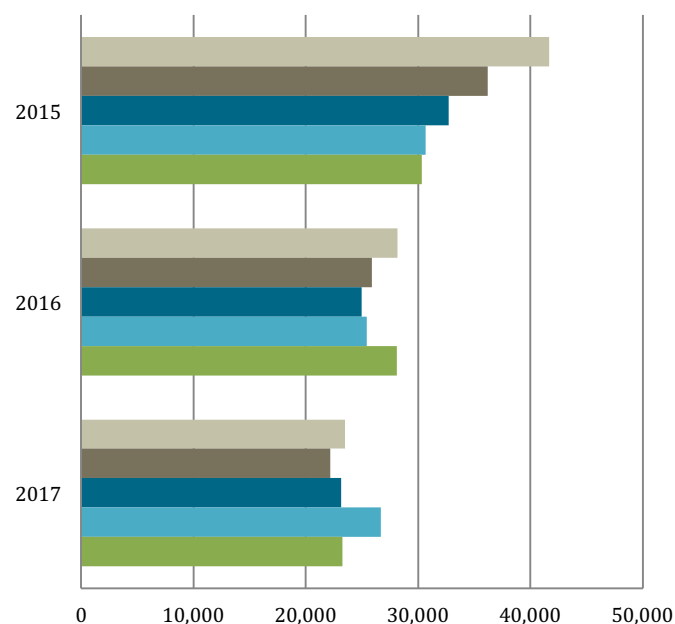


	2017	2016	2015
Month Week 1	\$514,748.10	\$502,181.46	\$719,119.78
Month Week 2	\$483,704.65	\$469,870.98	\$640,856.73
Month Week 3	\$497,042.17	\$468,727.17	\$580,737.15
Month Week 4	\$583,583.07	\$478,356.54	\$546,689.33
Month Week 5	\$550,372.40	\$551,072.85	\$545,165.96

YOUNG ADULT: RING FENCE MARKET

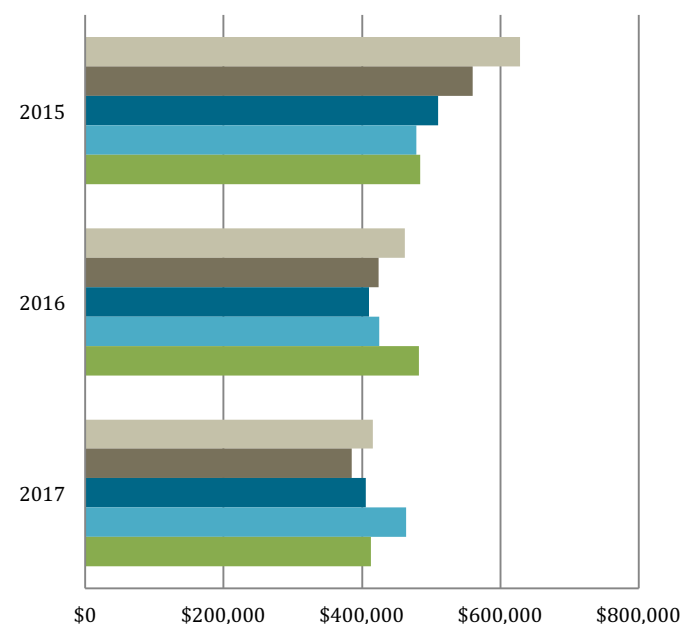
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	23,462	28,162	41,700
Month Week 2	22,197	25,904	36,189
Month Week 3	23,176	24,993	32,716
Month Week 4	26,693	25,443	30,679
Month Week 5	23,241	28,118	30,351

Value Sold (in millions of dollars)

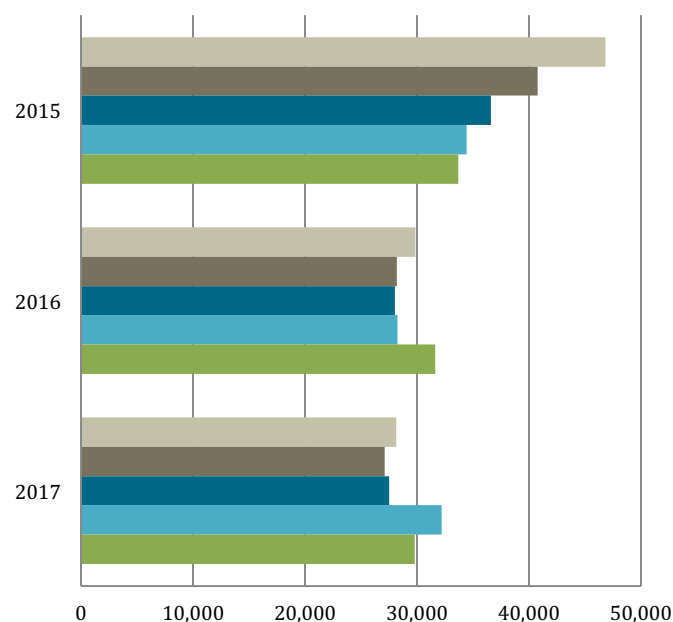


	2017	2016	2015
Month Week 1	\$415,732.57	\$461,482.16	\$627,804.60
Month Week 2	\$385,291.02	\$423,803.98	\$559,821.72
Month Week 3	\$405,668.98	\$410,384.85	\$510,037.22
Month Week 4	\$463,385.50	\$424,886.63	\$478,850.54
Month Week 5	\$412,752.30	\$481,922.96	\$483,756.10

YOUNG ADULT FICTION: ALL MARKET

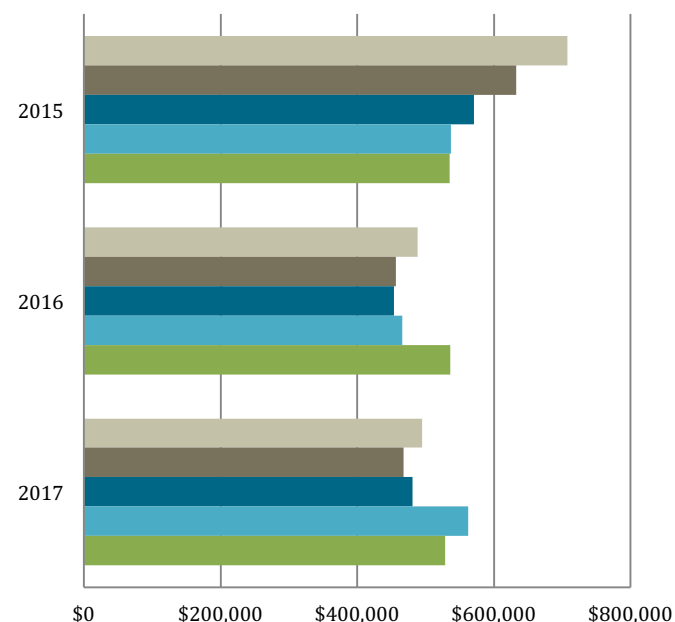
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	28,112	29,870	46,805
Month Week 2	27,104	28,181	40,746
Month Week 3	27,476	28,042	36,586
Month Week 4	32,163	28,238	34,436
Month Week 5	29,811	31,638	33,666

Value Sold (in millions of dollars)

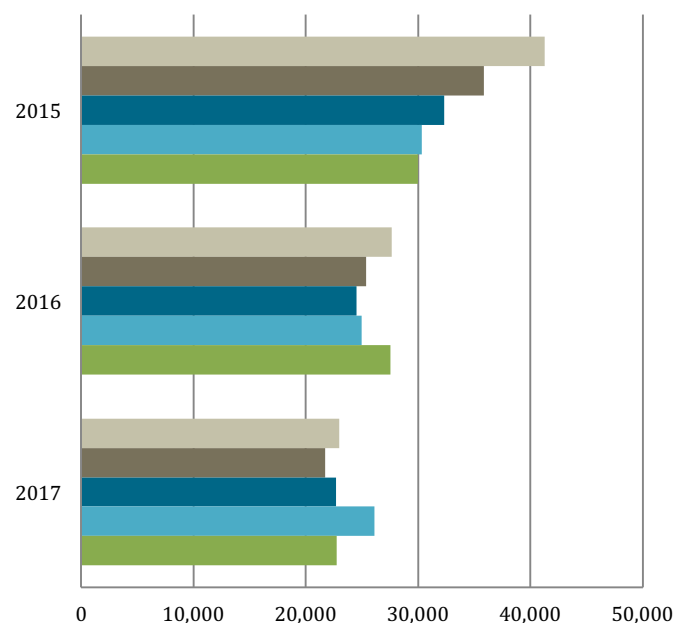


	2017	2016	2015
Month Week 1	\$495,425.41	\$488,066.82	\$707,450.01
Month Week 2	\$467,837.91	\$456,316.98	\$632,344.79
Month Week 3	\$480,767.67	\$453,381.71	\$571,013.05
Month Week 4	\$562,260.29	\$466,356.90	\$537,257.99
Month Week 5	\$528,296.01	\$535,803.89	\$535,357.19

YOUNG ADULT FICTION: RING FENCE MARKET

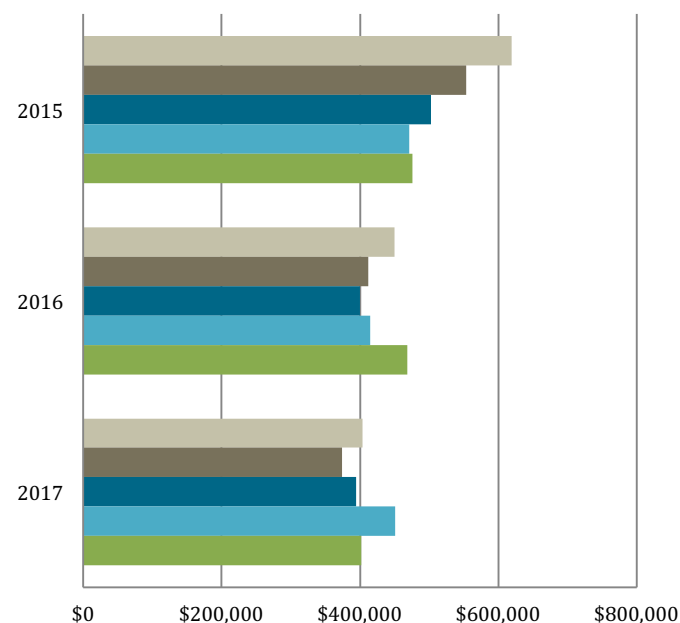
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
Month Week 1	22,959	27,648	41,301
Month Week 2	21,735	25,366	35,861
Month Week 3	22,696	24,499	32,353
Month Week 4	26,140	24,961	30,304
Month Week 5	22,724	27,525	29,983

Value Sold (in millions of dollars)

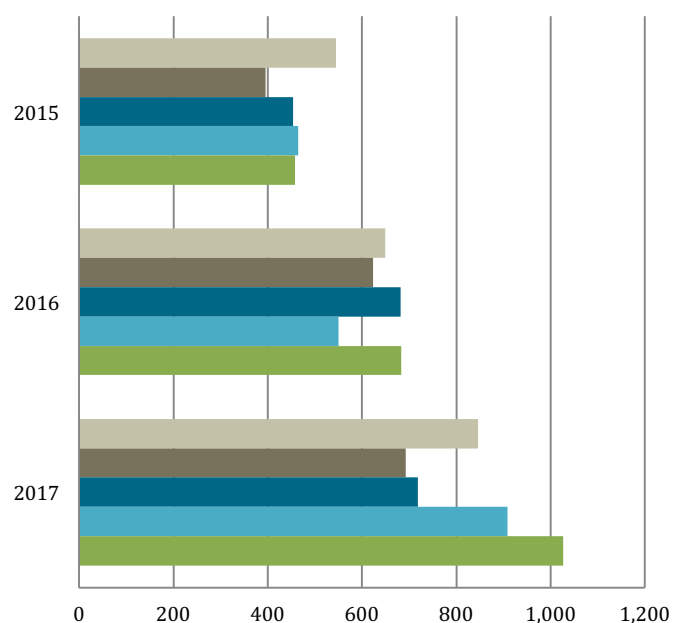


	2017	2016	2015
Month Week 1	\$403,484.70	\$450,103.63	\$619,414.87
Month Week 2	\$374,023.34	\$411,883.02	\$552,867.36
Month Week 3	\$394,394.07	\$399,497.85	\$502,265.58
Month Week 4	\$450,517.37	\$414,192.76	\$471,454.77
Month Week 5	\$401,308.79	\$468,524.41	\$475,862.91

YOUNG ADULT NON-FICTION: ALL MARKET

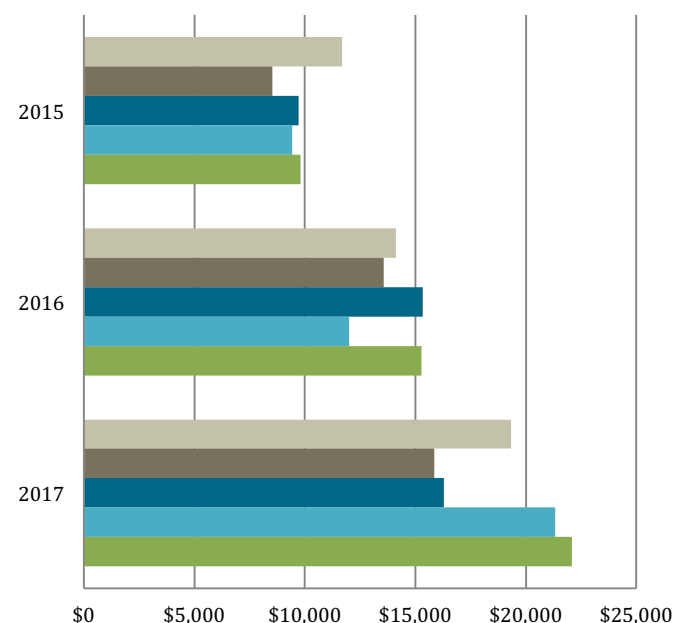
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	846	649	544
Month Week 2	692	623	395
Month Week 3	719	681	453
Month Week 4	909	550	465
Month Week 5	1,026	683	457

Value Sold (in millions of dollars)

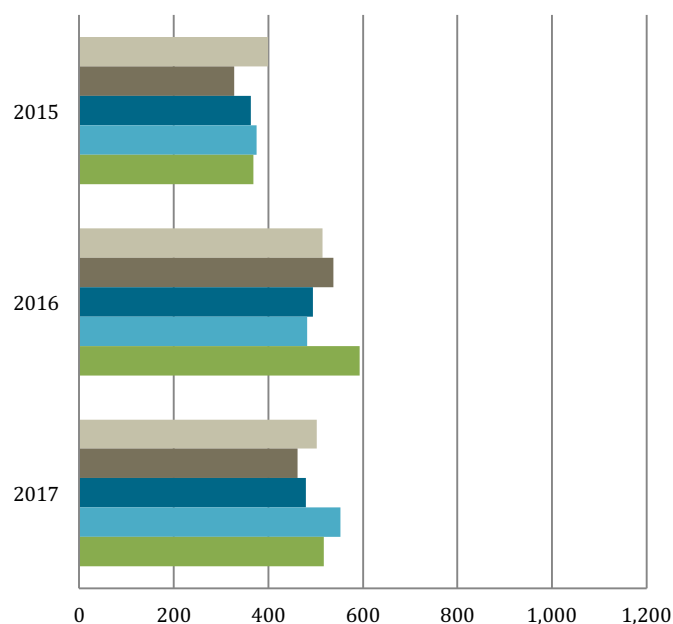


	2017	2016	2015
Month Week 1	\$19,322.69	\$14,114.64	\$11,669.77
Month Week 2	\$15,866.74	\$13,554.00	\$8,511.94
Month Week 3	\$16,274.50	\$15,345.46	\$9,724.10
Month Week 4	\$21,322.78	\$11,999.64	\$9,431.34
Month Week 5	\$22,076.39	\$15,268.96	\$9,808.77

YOUNG ADULT NON-FICTION: RING FENCE MARKET

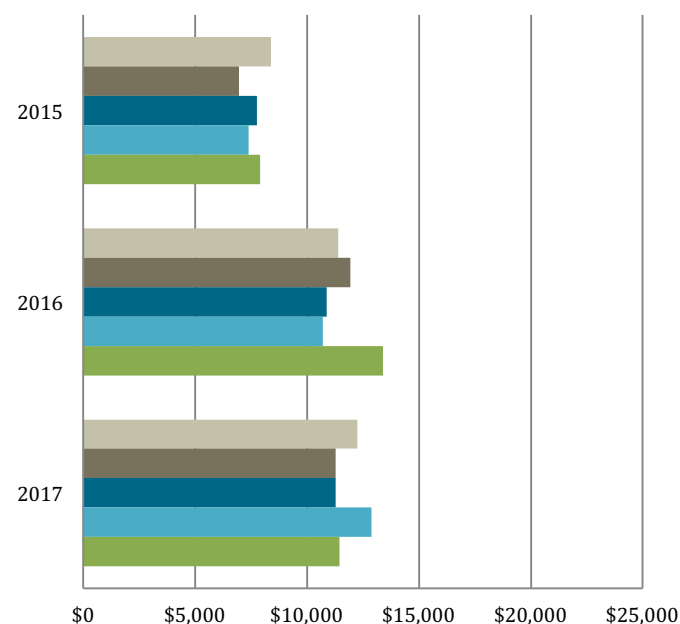
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Volume Sold (in units)



	2017	2016	2015
Month Week 1	503	514	399
Month Week 2	462	538	328
Month Week 3	480	494	363
Month Week 4	553	482	375
Month Week 5	517	593	368

Value Sold (in millions of dollars)

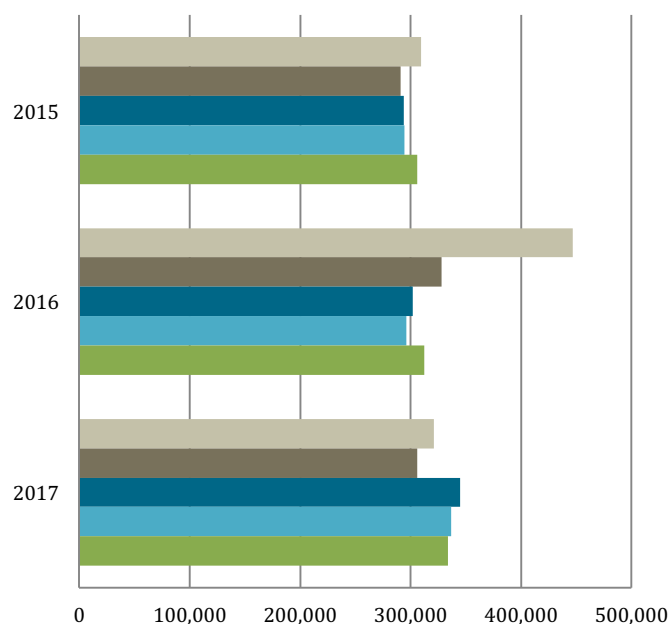


	2017	2016	2015
Month Week 1	\$12,247.87	\$11,378.53	\$8,389.73
Month Week 2	\$11,267.68	\$11,920.96	\$6,954.36
Month Week 3	\$11,274.91	\$10,887.00	\$7,771.64
Month Week 4	\$12,868.13	\$10,693.87	\$7,395.77
Month Week 5	\$11,443.51	\$13,398.55	\$7,893.19

JUVENILE: ALL MARKET

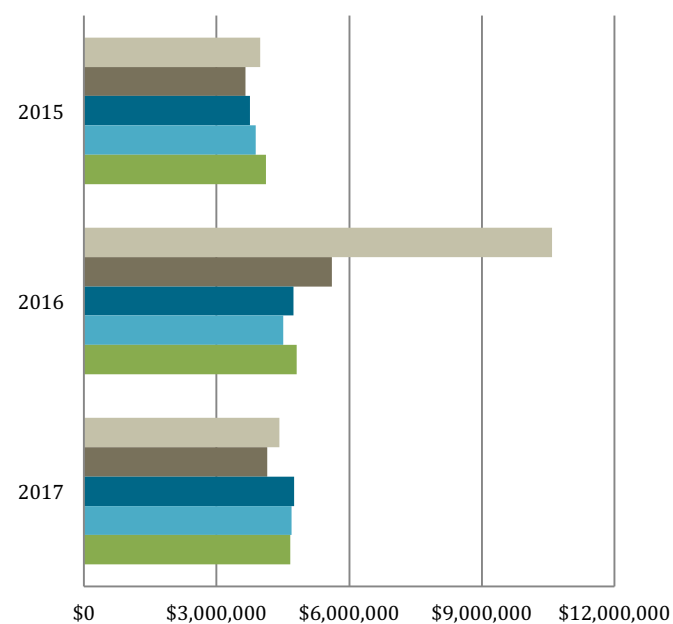
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of August in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	320,989	447,188	309,485
Month Week 2	305,991	327,922	291,150
Month Week 3	344,650	301,943	293,758
Month Week 4	336,658	295,978	294,317
Month Week 5	333,643	312,236	306,013

Value Sold (in millions of dollars)

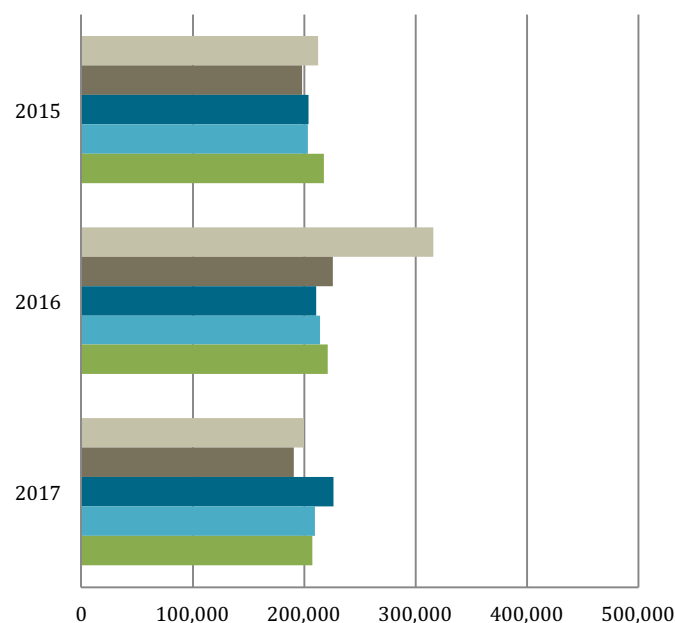


	2017	2016	2015
Month Week 1	\$4,423,150.18	\$10,584,033.89	\$3,987,324.66
Month Week 2	\$4,141,043.19	\$5,603,783.85	\$3,661,480.62
Month Week 3	\$4,753,003.14	\$4,745,502.35	\$3,762,079.65
Month Week 4	\$4,697,971.24	\$4,510,588.54	\$3,890,993.41
Month Week 5	\$4,663,773.30	\$4,809,109.07	\$4,121,675.60

JUVENILE: RING FENCE MARKET

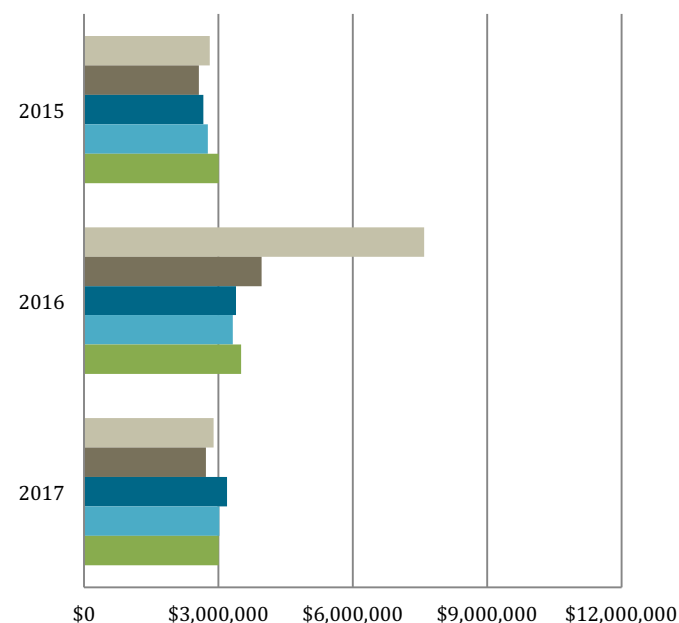
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Volume Sold (in units)



	2017	2016	2015
Month Week 1	199,870	315,818	212,357
Month Week 2	190,470	226,009	198,412
Month Week 3	226,089	210,578	203,669
Month Week 4	209,903	214,502	203,490
Month Week 5	207,540	221,437	217,726

Value Sold (in millions of dollars)

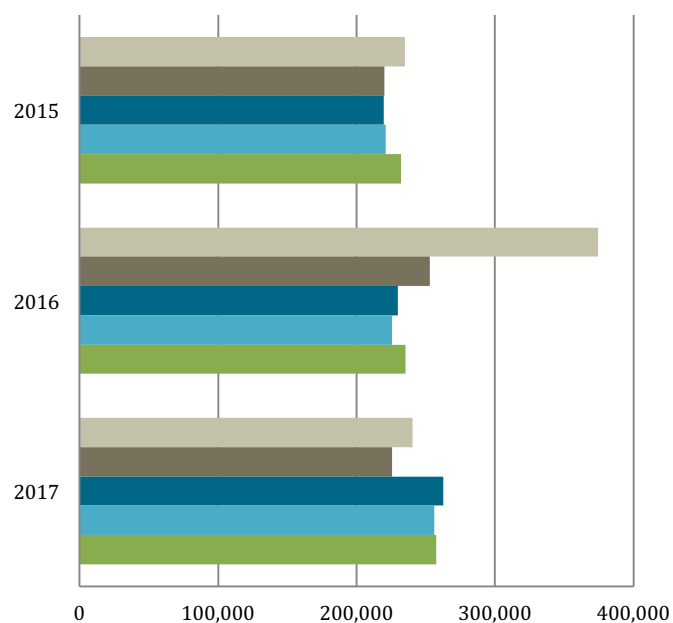


	2017	2016	2015
Month Week 1	\$2,887,680.25	\$7,599,454.15	\$2,803,774.06
Month Week 2	\$2,716,729.19	\$3,958,012.98	\$2,555,694.33
Month Week 3	\$3,192,560.67	\$3,383,857.57	\$2,666,219.38
Month Week 4	\$3,010,730.10	\$3,322,958.10	\$2,763,420.90
Month Week 5	\$3,006,829.93	\$3,501,088.28	\$3,008,599.69

JUVENILE FICTION: ALL MARKET

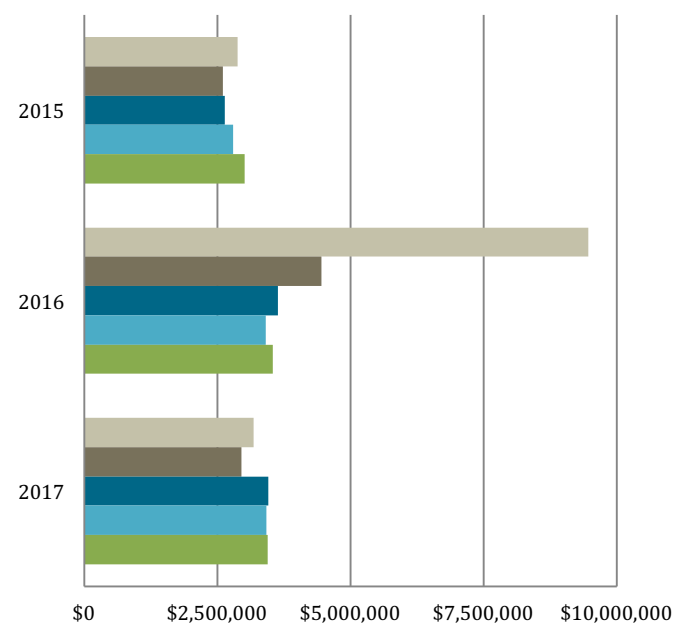
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	240,383	374,678	235,159
Month Week 2	225,576	253,030	220,201
Month Week 3	262,868	229,882	219,689
Month Week 4	256,302	225,563	221,217
Month Week 5	257,752	235,580	232,197

Value Sold (in millions of dollars)

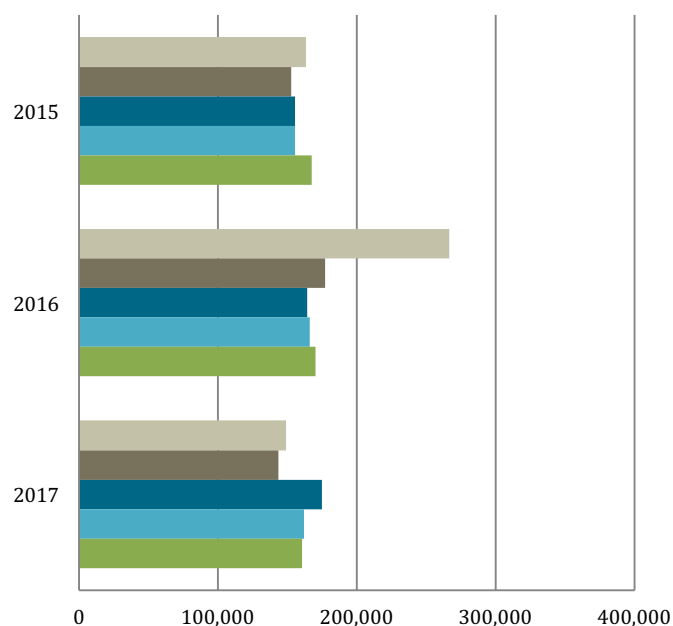


	2017	2016	2015
Month Week 1	\$3,182,014.85	\$9,469,088.81	\$2,875,362.15
Month Week 2	\$2,958,107.88	\$4,460,384.35	\$2,605,072.45
Month Week 3	\$3,460,634.84	\$3,632,079.82	\$2,640,063.61
Month Week 4	\$3,418,329.14	\$3,407,459.90	\$2,798,101.03
Month Week 5	\$3,441,848.18	\$3,544,566.41	\$3,010,185.39

JUVENILE FICTION: RING FENCE MARKET

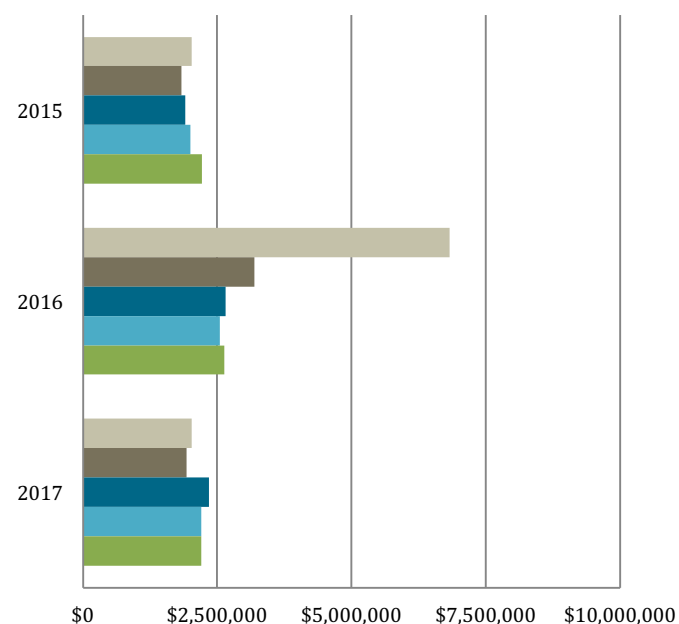
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
Month Week 1	149,282	266,698	163,326
Month Week 2	143,719	177,080	152,940
Month Week 3	174,995	164,616	155,825
Month Week 4	161,934	166,416	155,619
Month Week 5	160,888	170,564	167,639

Value Sold (in millions of dollars)

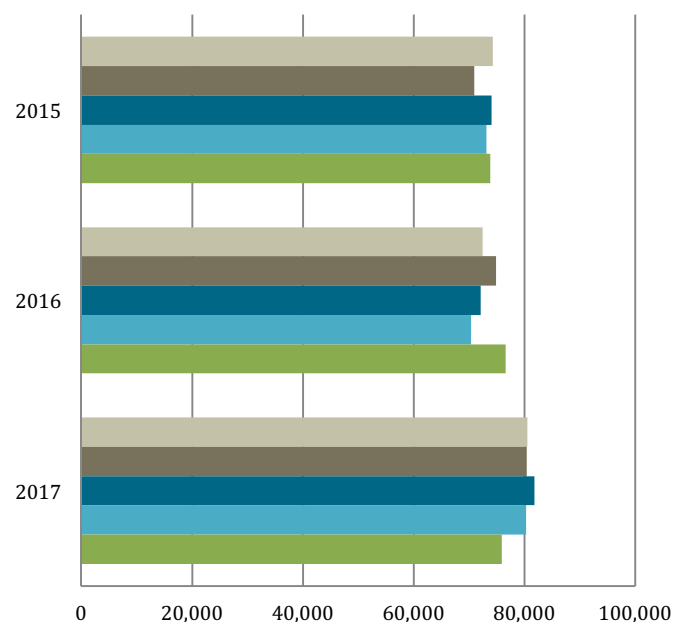


	2017	2016	2015
Month Week 1	\$2,029,858.05	\$6,822,266.79	\$2,022,262.45
Month Week 2	\$1,931,514.74	\$3,188,192.05	\$1,831,604.32
Month Week 3	\$2,341,938.76	\$2,649,557.95	\$1,899,774.91
Month Week 4	\$2,196,846.63	\$2,547,255.60	\$2,003,111.97
Month Week 5	\$2,207,960.69	\$2,629,620.38	\$2,209,145.19

JUVENILE NON-FICTION: ALL MARKET

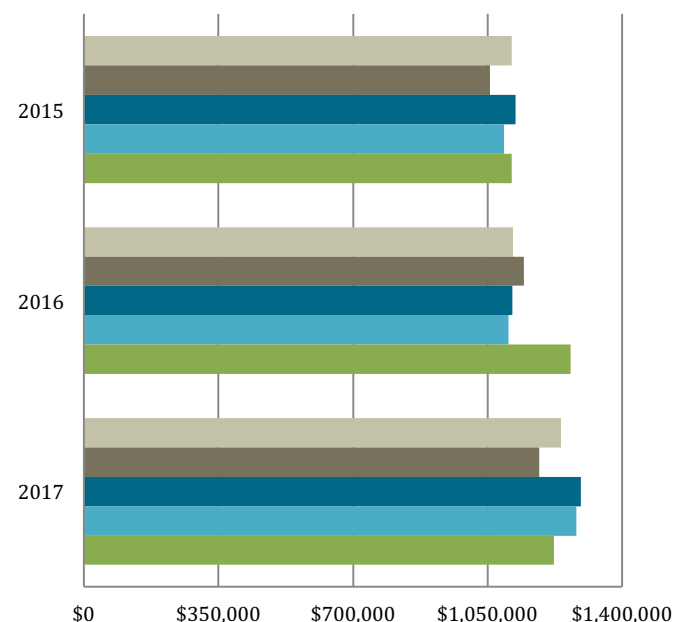
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	80,606	72,510	74,326
Month Week 2	80,415	74,892	70,949
Month Week 3	81,782	72,061	74,069
Month Week 4	80,356	70,415	73,100
Month Week 5	75,891	76,656	73,816

Value Sold (in millions of dollars)

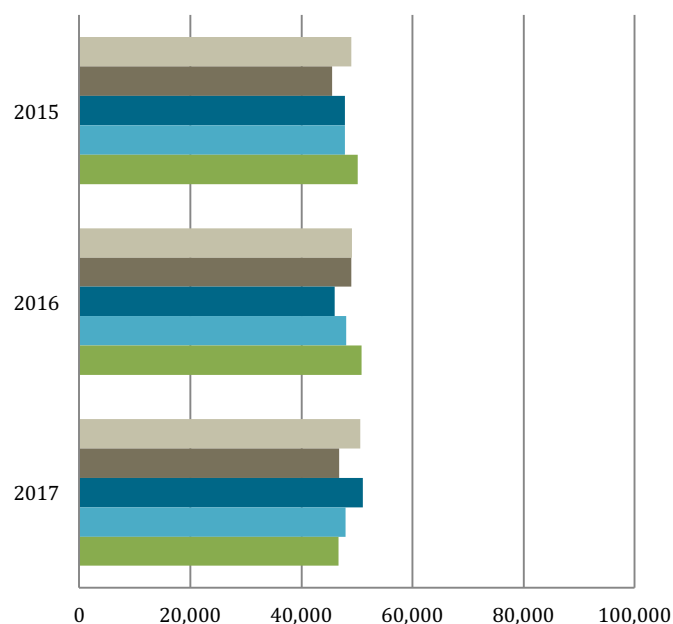


	2017	2016	2015
Month Week 1	\$1,241,135.33	\$1,114,945.08	\$1,111,962.51
Month Week 2	\$1,182,935.31	\$1,143,399.50	\$1,056,408.17
Month Week 3	\$1,292,368.30	\$1,113,422.53	\$1,122,016.04
Month Week 4	\$1,279,642.10	\$1,103,128.64	\$1,092,892.38
Month Week 5	\$1,221,925.12	\$1,264,542.66	\$1,111,490.21

JUVENILE NON-FICTION: RING FENCE MARKET

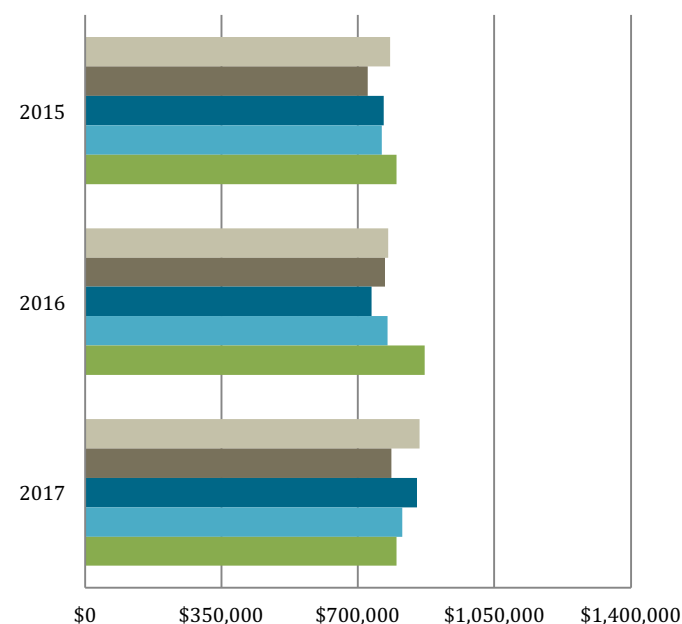
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
Month Week 1	50,588	49,120	49,031
Month Week 2	46,751	48,929	45,472
Month Week 3	51,094	45,962	47,844
Month Week 4	47,969	48,086	47,871
Month Week 5	46,652	50,873	50,087

Value Sold (in millions of dollars)

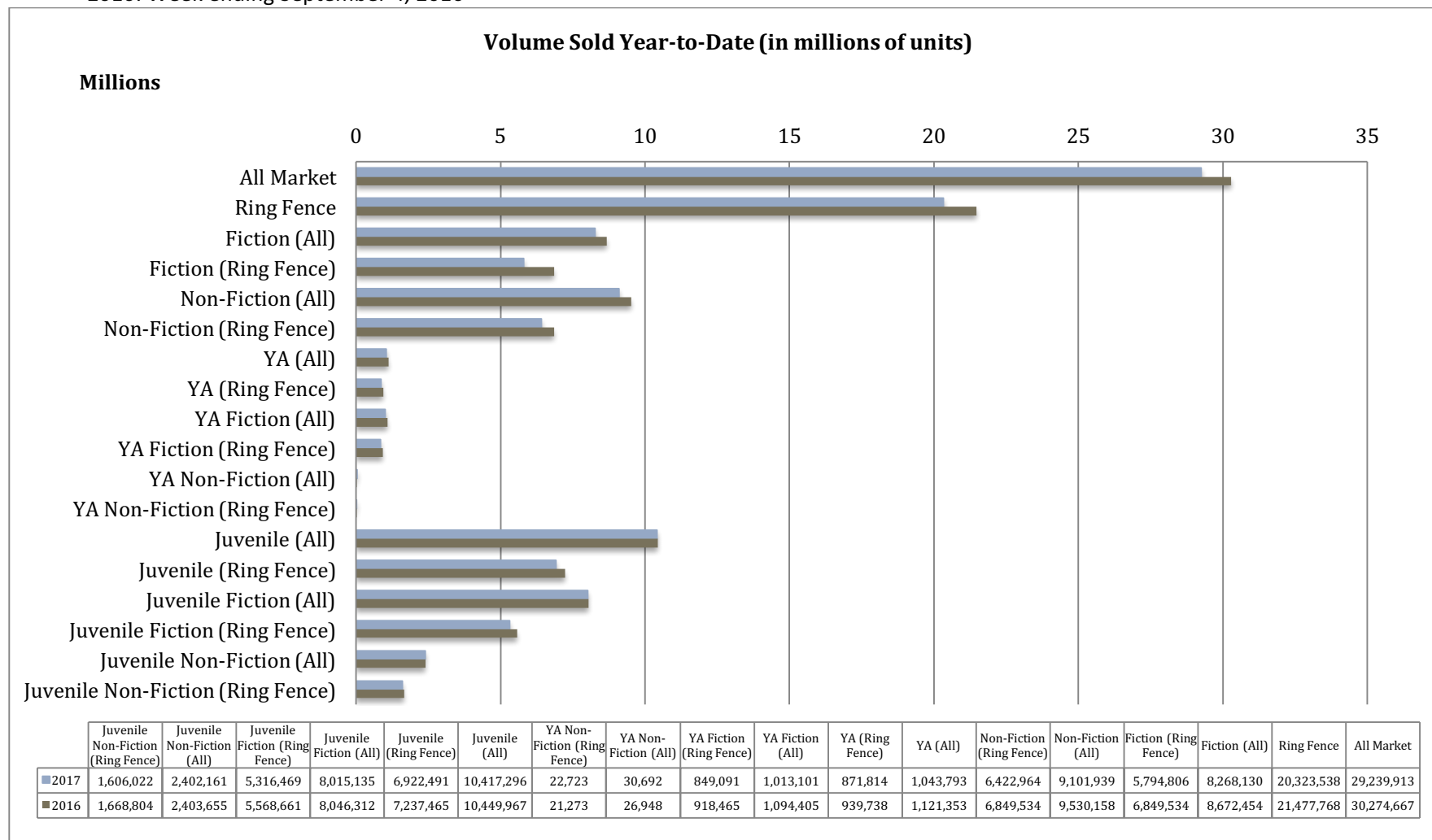


	2017	2016	2015
Month Week 1	\$857,822.20	\$777,187.36	\$781,511.61
Month Week 2	\$785,214.45	\$769,820.93	\$724,090.01
Month Week 3	\$850,621.91	\$734,299.62	\$766,444.47
Month Week 4	\$813,883.47	\$775,702.50	\$760,308.93
Month Week 5	\$798,869.24	\$871,467.90	\$799,454.50

YEAR-TO-DATE COMPARISON

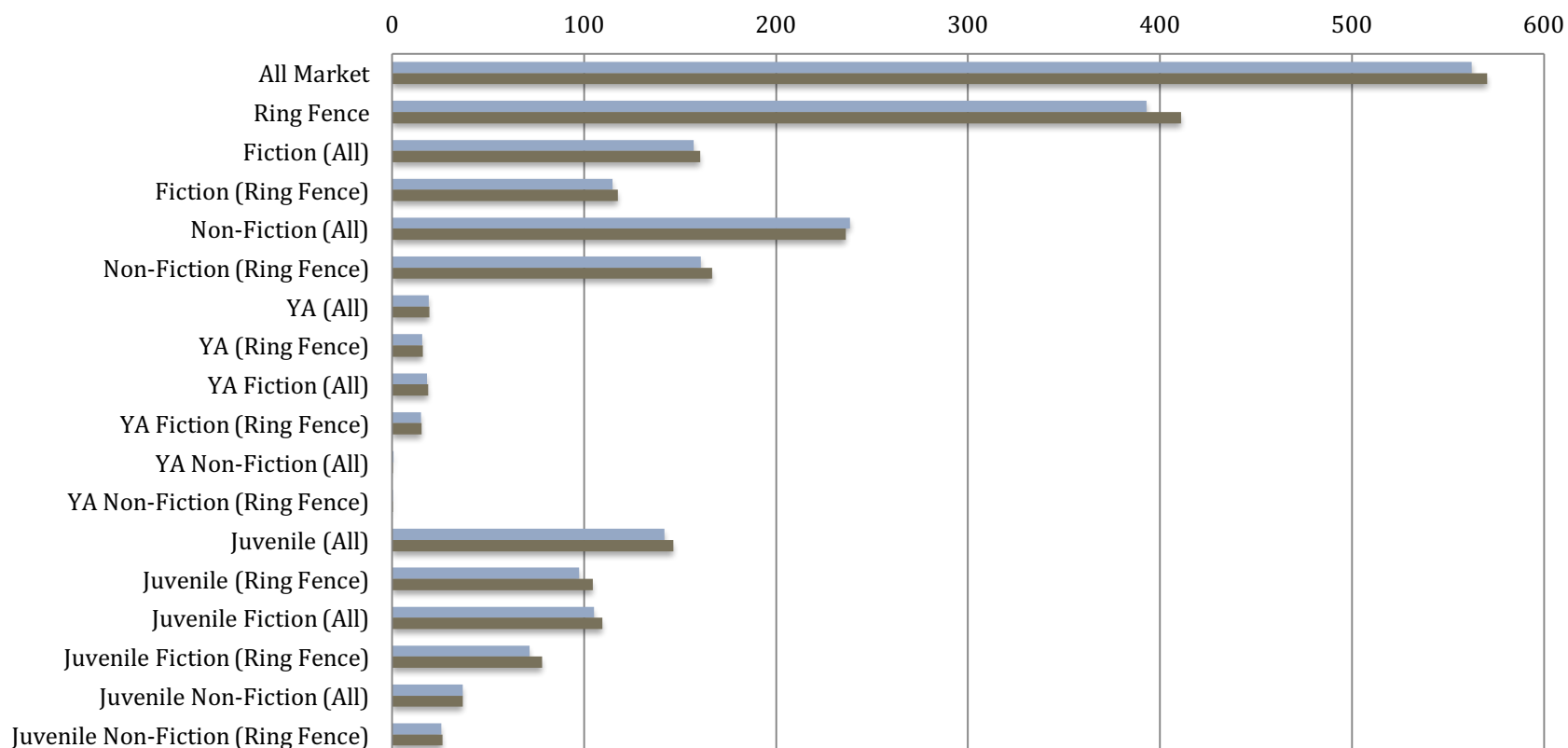
The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016 and 2017. The graphs compare 2017's year-to-date numbers with the comparable period in 2016. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared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

- 2017: Week ending September 3, 2017
- 2016: Week ending September 4, 2016



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

Millions



	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	\$18,305,931.30	\$15,685,129.31	\$19,022,744.39	\$160,730,352.24	\$238,411,501.72	\$114,809,528.44	\$157,209,832.69	\$393,049,558.36	\$562,233,408.34
■ 2016	\$18,763,606.67	\$15,968,897.36	\$19,359,425.28	\$166,625,673.46	\$236,442,983.76	\$117,458,827.77	\$160,492,640.06	\$410,880,898.04	\$570,510,680.39

	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	\$25,771,863.26	\$36,654,285.18	\$71,653,816.31	\$105,060,540.50	\$97,425,679.57	\$141,714,825.68	\$541,794.39	\$716,813.09	\$15,143,334.92
■ 2016	\$26,375,182.55	\$36,878,325.62	\$78,195,253.78	\$109,492,693.69	\$104,570,436.33	\$146,371,019.31	\$474,345.28	\$595,818.61	\$15,494,552.08