



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2017

October SalesData Market Report

October 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 October 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

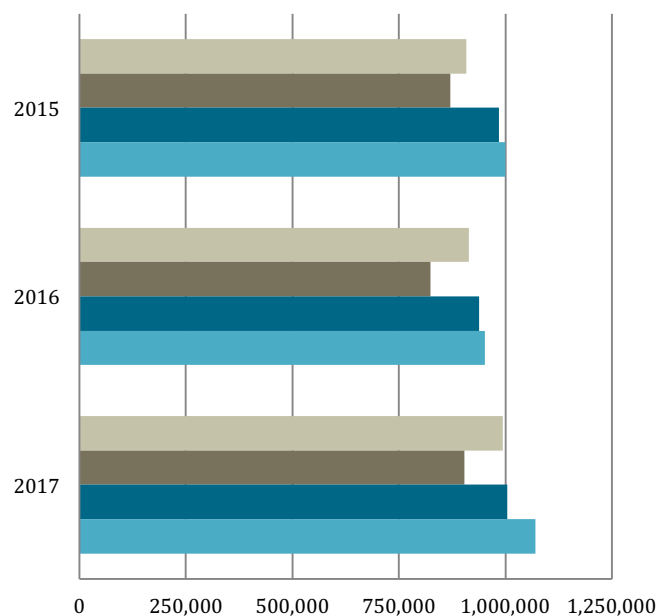
This report aims to encapsulate data from most days in October. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016	2015
Week 1	08-Oct	09-Oct	11-Oct
Week 2	15-Oct	16-Oct	18-Oct
Week 3	22-Oct	23-Oct	25-Oct
Week 4	29-Oct	30-Oct	01-Nov

ALL MARKET

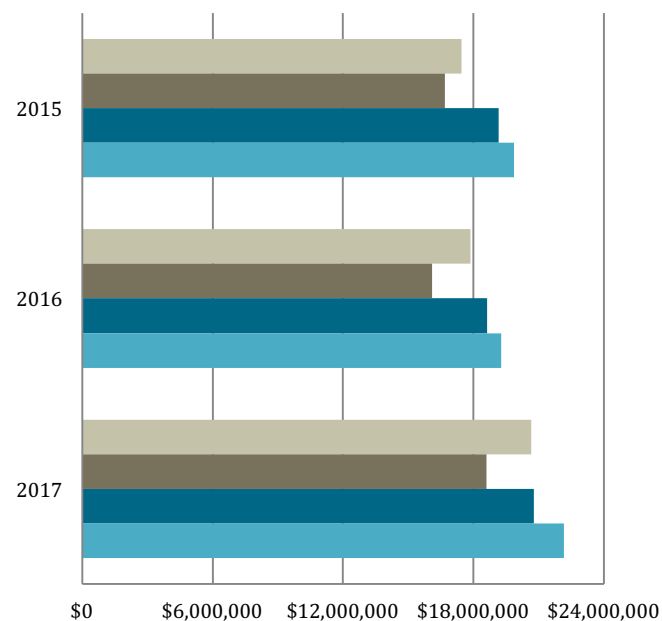
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
October Week 1	994,646	913,674	907,912
October Week 2	903,180	823,774	870,528
October Week 3	1,004,987	938,654	985,303
October Week 4	1,069,918	952,132	999,334

Value Sold (in millions of dollars)

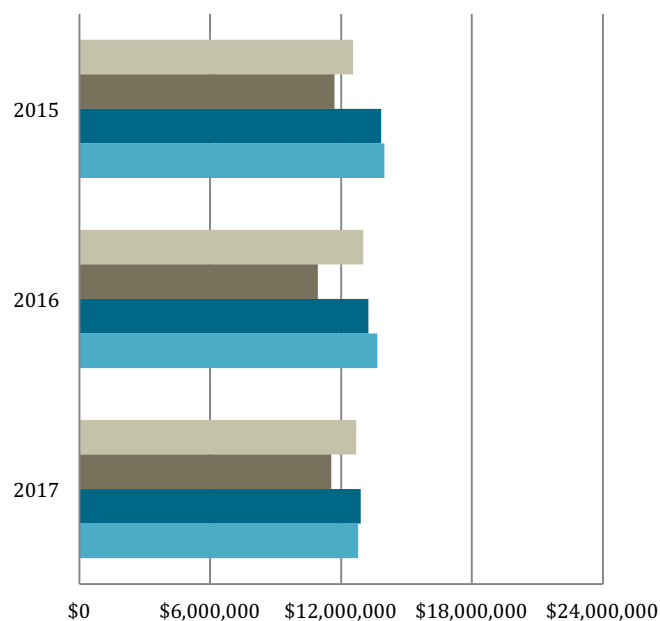


	2017	2016	2015
October Week 1	\$20,660,353.92	\$17,871,373.42	\$17,436,215.33
October Week 2	\$18,609,832.82	\$16,106,171.50	\$16,696,163.00
October Week 3	\$20,768,999.27	\$18,622,262.23	\$19,155,688.33
October Week 4	\$22,151,171.55	\$19,276,148.31	\$19,858,247.98

RING FENCE MARKET

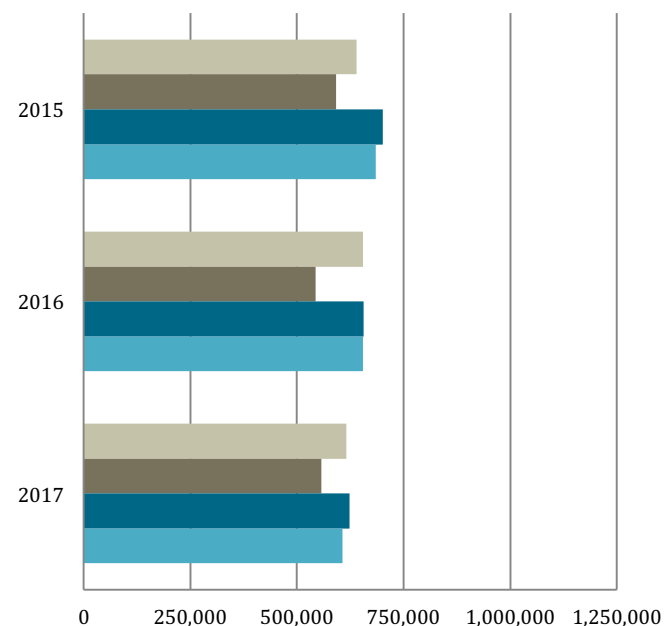
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units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

Value Sold (in millions of dollars)



	2017	2016	2015
October Week 1	\$12,707,786.55	\$13,006,251.04	\$12,536,656.36
October Week 2	\$11,560,234.91	\$10,943,067.27	\$11,688,207.42
October Week 3	\$12,899,868.89	\$12,239,437.45	\$13,851,237.26
October Week 4	\$12,790,869.21	\$13,676,755.57	\$13,992,742.85

Volume Sold (in units)

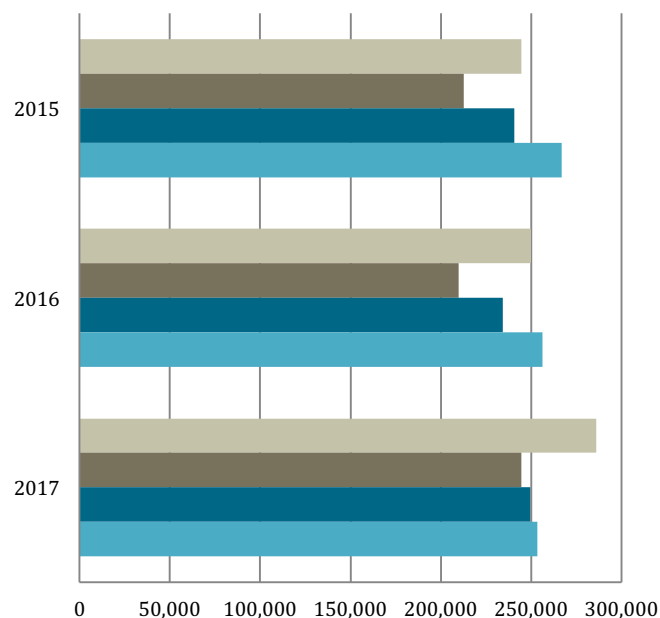


	2017	2016	2015
October Week 1	615,865	653,971	640,332
October Week 2	557,803	543,429	591,377
October Week 3	623,352	656,115	700,729
October Week 4	606,132	654,499	684,838

FICTION: ALL MARKET

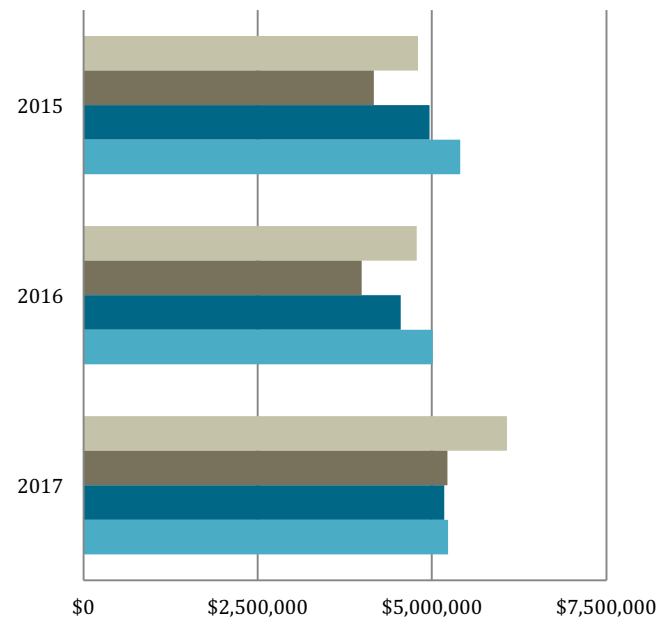
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
October Week 1	285,841	249,942	244,433
October Week 2	244,676	209,937	212,562
October Week 3	249,649	234,312	240,674
October Week 4	253,569	256,351	266,696

Value Sold (in millions of dollars)

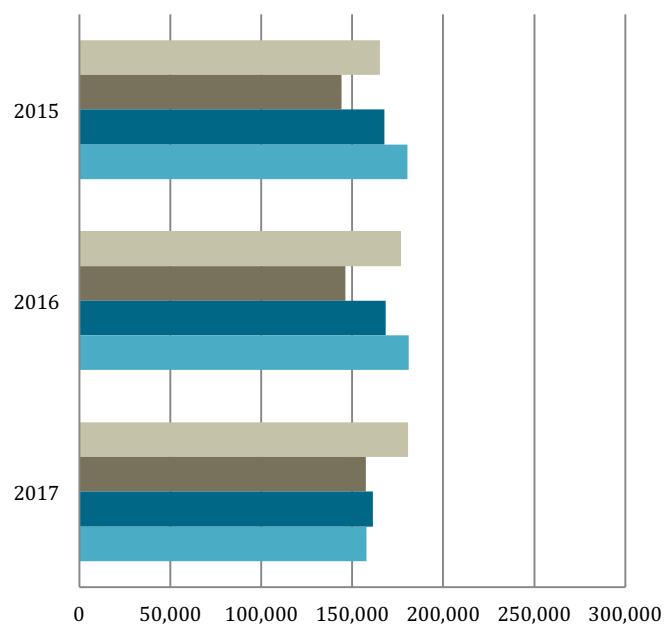


	2017	2016	2015
October Week 1	\$6,073,292.94	\$4,780,755.26	\$4,797,090.22
October Week 2	\$5,226,577.45	\$3,995,136.26	\$4,163,737.84
October Week 3	\$5,181,027.89	\$4,552,625.16	\$4,961,248.27
October Week 4	\$5,233,827.46	\$5,010,415.18	\$5,407,838.93

FICTION: RING FENCE MARKET

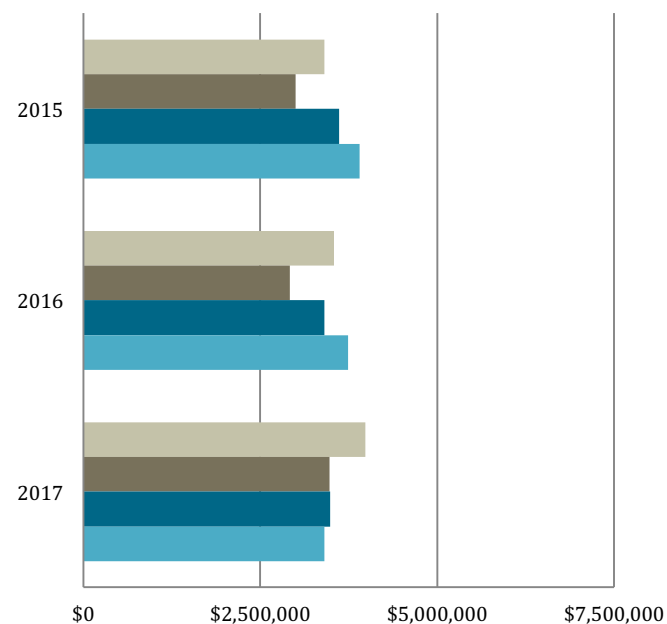
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	180,635	176,882	165,062
October Week 2	157,305	146,022	143,974
October Week 3	161,236	168,418	167,572
October Week 4	157,827	181,085	180,464

Value Sold (in millions of dollars)

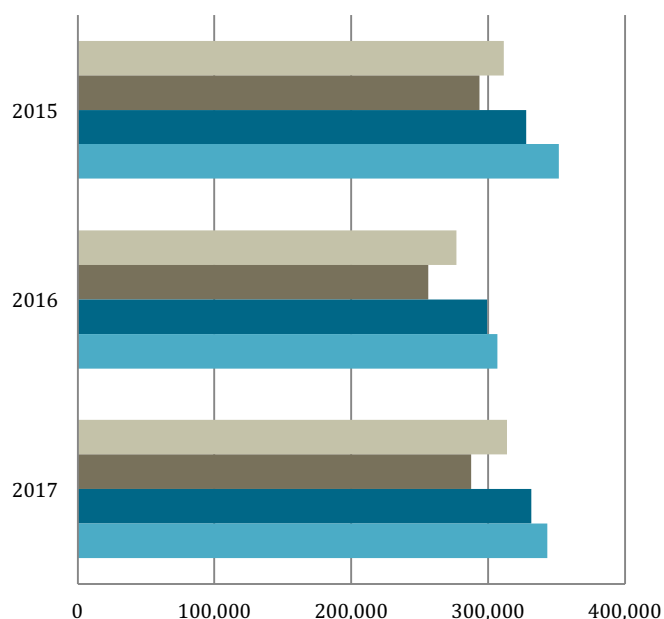


	2017	2016	2015
October Week 1	\$3,981,060.97	\$3,540,631.68	\$3,400,287.73
October Week 2	\$3,481,583.21	\$2,920,191.77	\$2,995,387.55
October Week 3	\$3,484,984.26	\$3,407,493.87	\$3,614,632.79
October Week 4	\$3,403,889.32	\$3,735,177.73	\$3,905,195.01

NON-FICTION: ALL MARKET

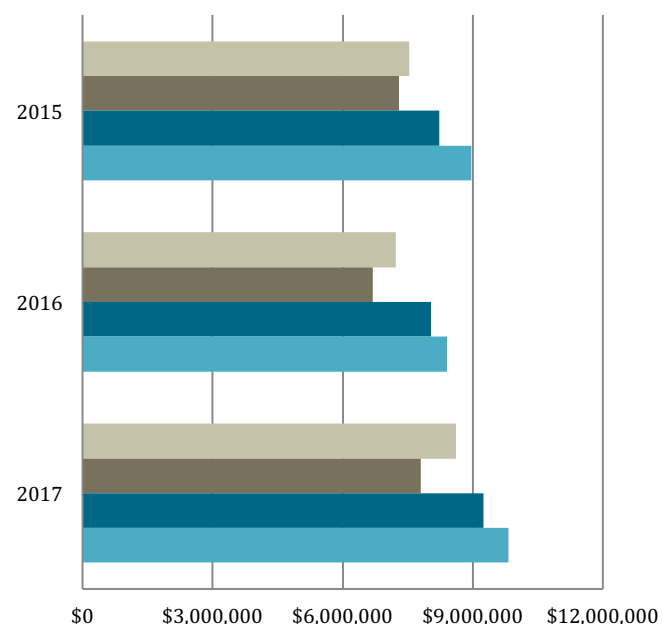
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
October Week 1	313,838	276,884	311,487
October Week 2	287,495	256,081	293,917
October Week 3	331,429	299,447	327,742
October Week 4	343,417	306,840	351,624

Value Sold (in millions of dollars)

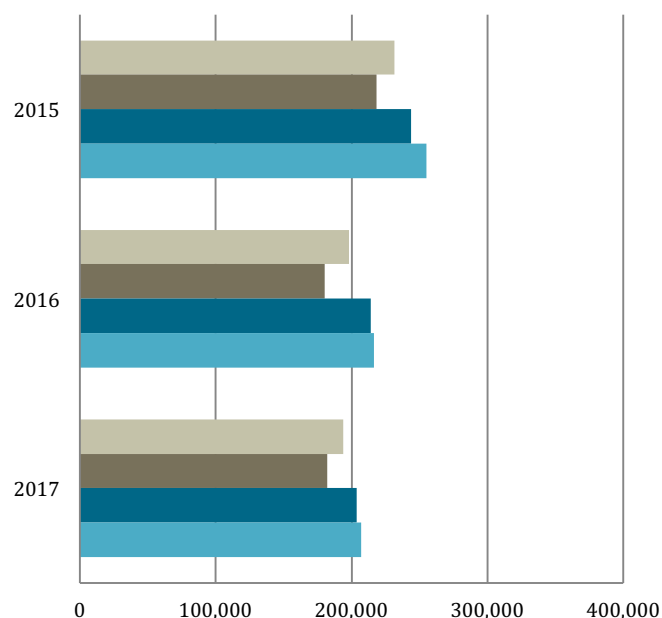


	2017	2016	2015
October Week 1	\$8,605,022.65	\$7,218,849.78	\$7,531,808.84
October Week 2	\$7,790,631.60	\$6,696,500.38	\$7,296,698.38
October Week 3	\$9,246,728.21	\$8,038,062.30	\$8,226,243.01
October Week 4	\$9,816,020.43	\$8,400,622.81	\$8,963,693.48

NON-FICTION: RING FENCE MARKET

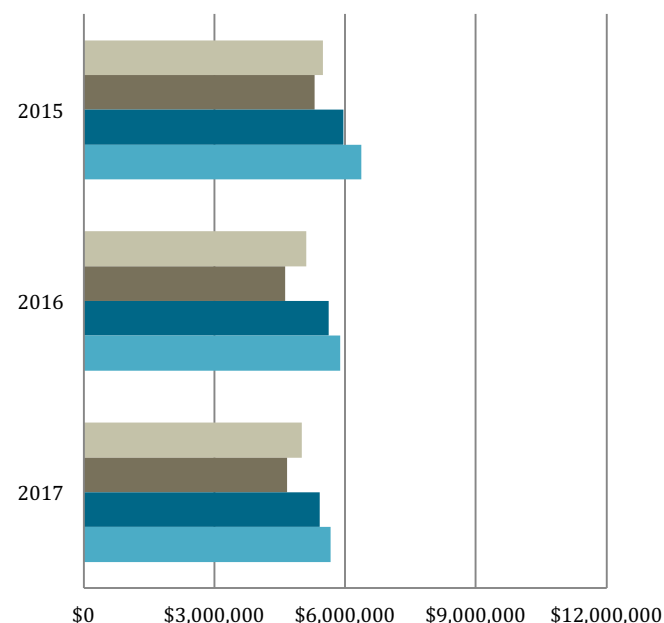
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	193,742	198,288	231,417
October Week 2	182,066	180,135	218,441
October Week 3	203,800	213,928	243,889
October Week 4	207,166	216,702	255,056

Value Sold (in millions of dollars)

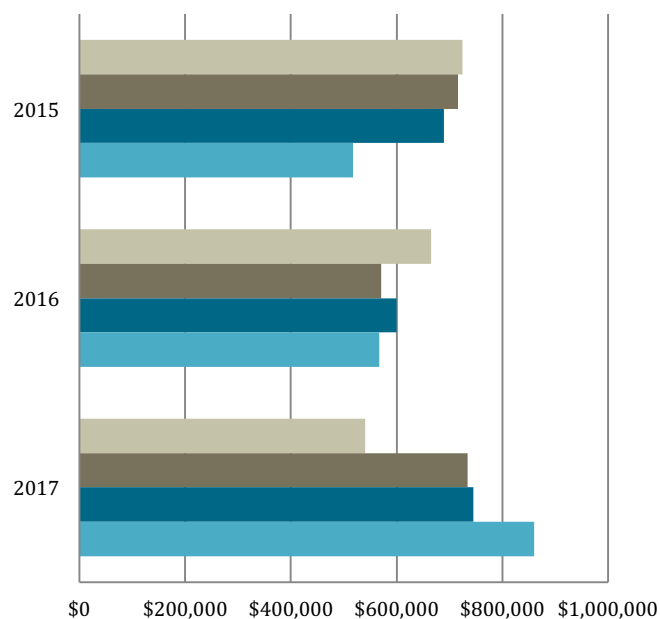


	2017	2016	2015
October Week 1	\$5,005,994.70	\$5,111,521.08	\$5,490,342.83
October Week 2	\$4,673,942.91	\$4,629,314.23	\$5,293,106.63
October Week 3	\$5,418,988.14	\$5,628,666.85	\$5,966,544.23
October Week 4	\$5,668,210.61	\$5,889,406.17	\$6,364,250.52

YOUNG ADULT: ALL MARKET

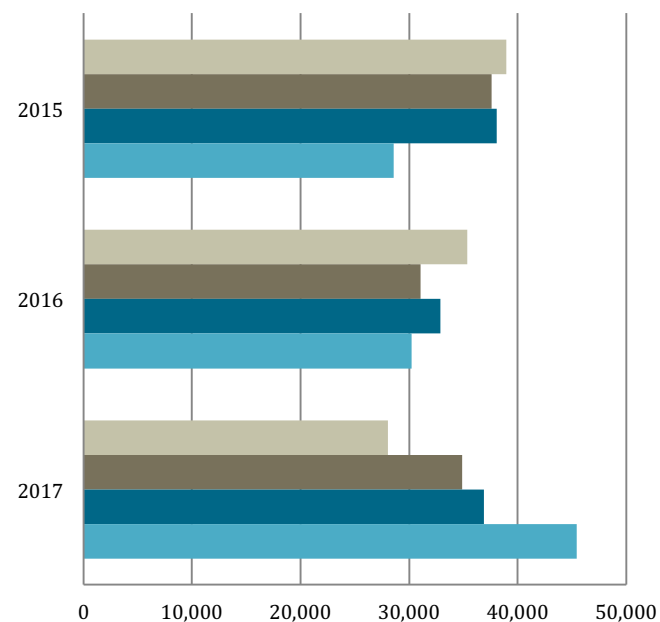
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by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

Value Sold (in millions of dollars)



	2017	2016	2015
October Week 1	\$540,917.08	\$665,314.68	\$723,962.32
October Week 2	\$733,902.00	\$570,311.05	\$716,381.08
October Week 3	\$744,540.79	\$599,869.63	\$689,262.77
October Week 4	\$860,095.02	\$567,632.66	\$517,950.44

Volume Sold (in units)

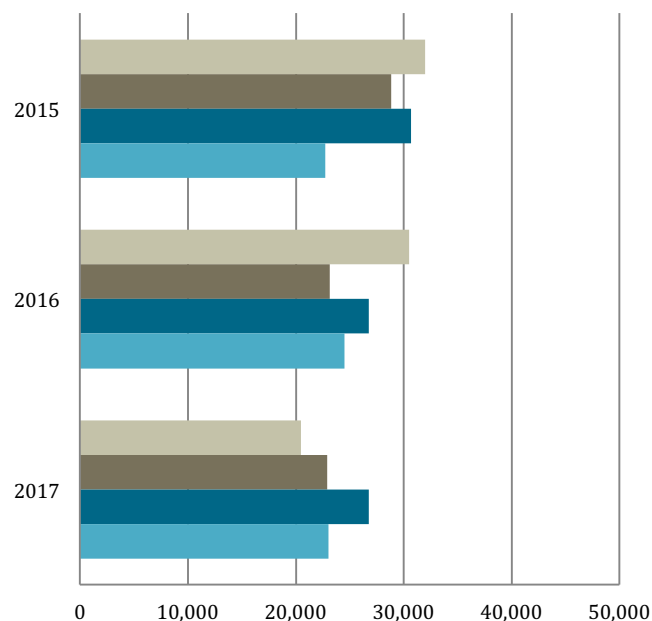


	2017	2016	2015
October Week 1	28,062	35,375	38,953
October Week 2	34,905	31,048	37,592
October Week 3	36,915	32,892	38,049
October Week 4	45,444	30,238	28,563

YOUNG ADULT: RING FENCE MARKET

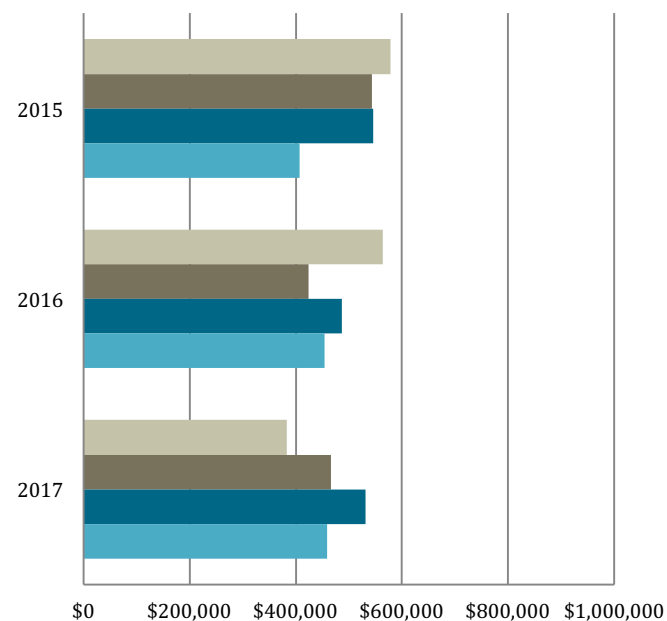
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	20,476	30,473	31,968
October Week 2	22,893	23,127	28,830
October Week 3	26,743	26,765	30,672
October Week 4	23,008	24,483	22,735

Value Sold (in millions of dollars)

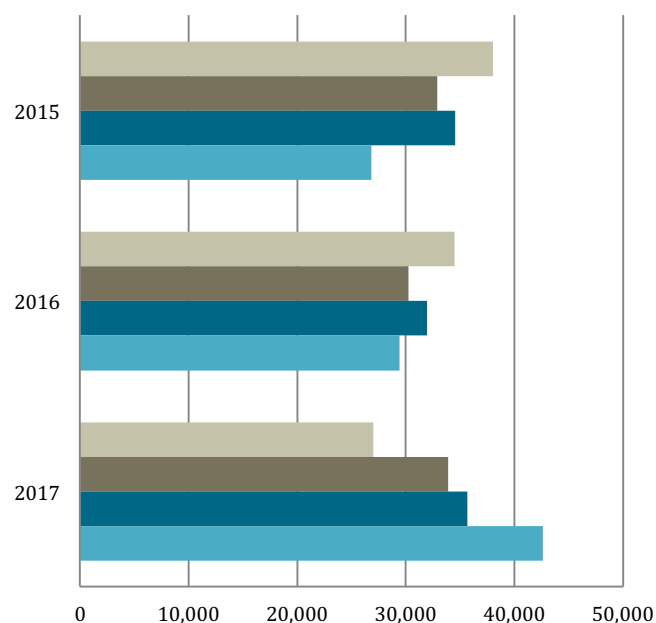


	2017	2016	2015
October Week 1	\$382,929.16	\$563,694.50	\$577,810.12
October Week 2	\$466,645.90	\$424,368.28	\$543,134.04
October Week 3	\$531,136.47	\$486,301.53	\$546,040.49
October Week 4	\$458,630.39	\$453,719.29	\$406,721.50

YOUNG ADULT FICTION: ALL MARKET

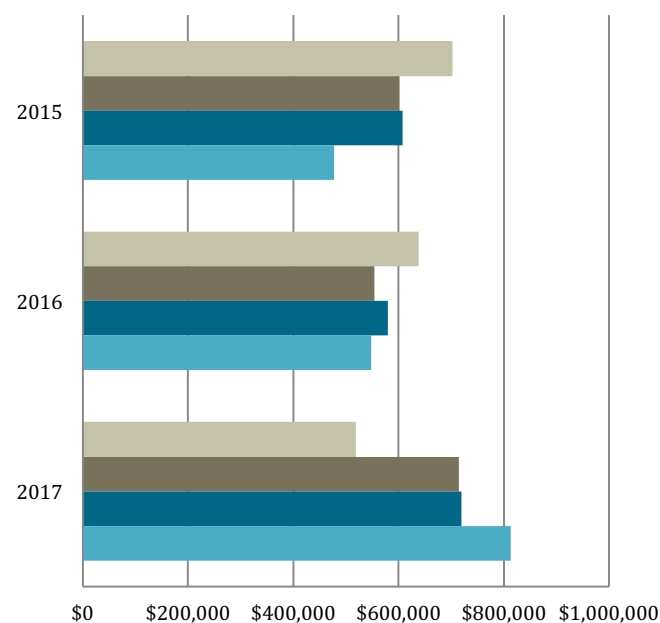
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	27,019	34,458	38,034
October Week 2	33,894	30,261	32,922
October Week 3	35,653	31,926	34,524
October Week 4	42,643	29,420	26,796

Value Sold (in millions of dollars)

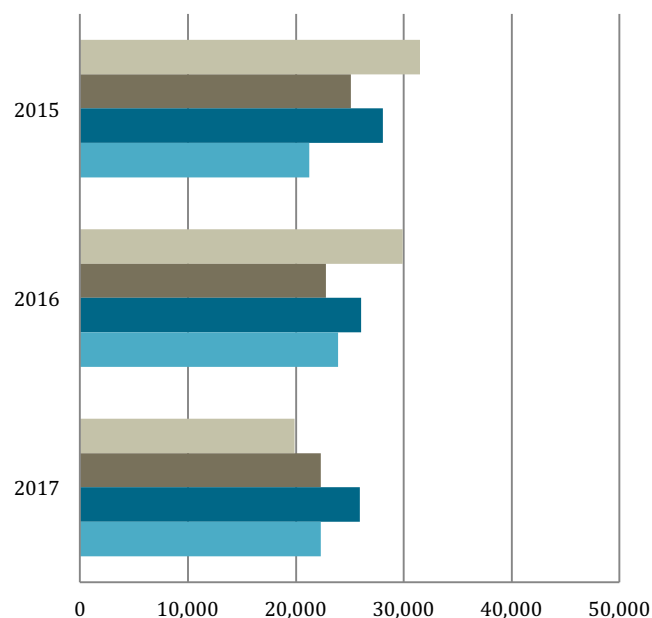


	2017	2016	2015
October Week 1	\$518,272.88	\$638,180.02	\$702,556.76
October Week 2	\$714,012.24	\$554,201.54	\$600,937.71
October Week 3	\$718,687.33	\$579,230.03	\$607,415.25
October Week 4	\$812,239.90	\$547,990.94	\$477,142.08

YOUNG ADULT FICTION: RING FENCE MARKET

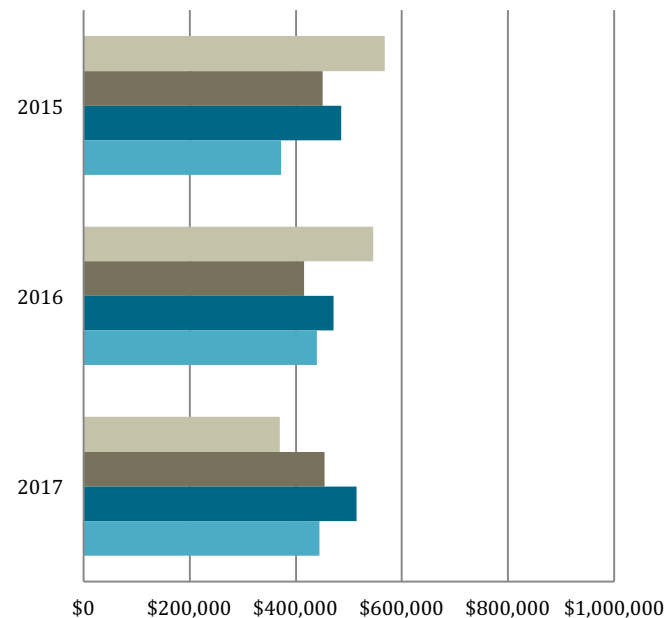
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	19,871	29,875	31,508
October Week 2	22,290	22,756	25,082
October Week 3	25,944	26,057	28,069
October Week 4	22,306	23,922	21,250

Value Sold (in millions of dollars)

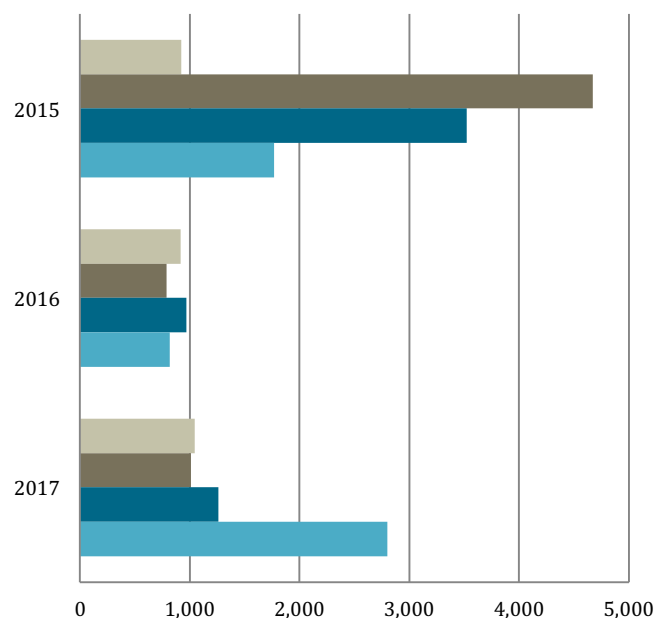


	2017	2016	2015
October Week 1	\$370,108.01	\$545,611.87	\$567,570.15
October Week 2	\$454,437.14	\$415,356.36	\$450,725.46
October Week 3	\$514,288.26	\$470,863.97	\$485,368.33
October Week 4	\$444,596.48	\$439,743.89	\$372,418.95

YOUNG ADULT NON-FICTION: ALL MARKET

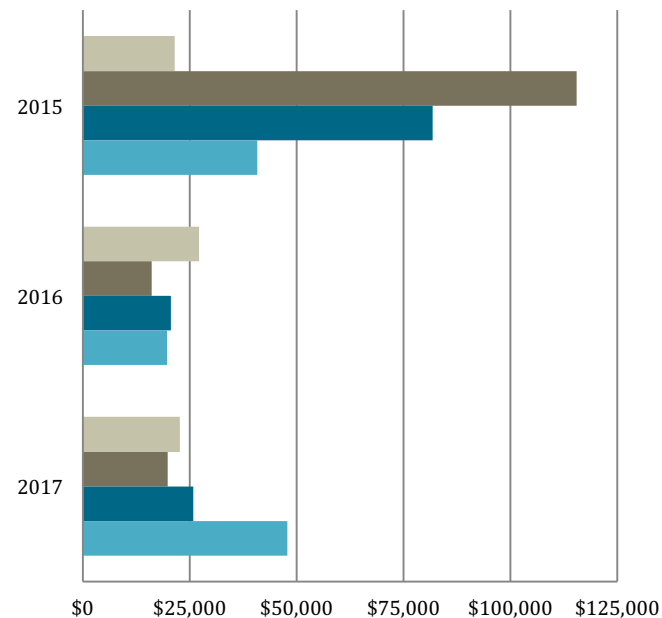
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	1,043	917	919
October Week 2	1,011	787	4,670
October Week 3	1,262	966	3,525
October Week 4	2,801	818	1,767

Value Sold (in millions of dollars)

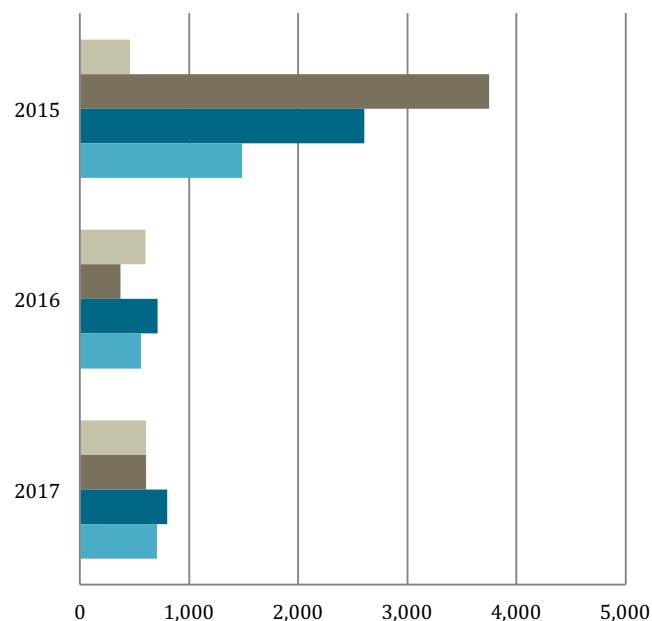


	2017	2016	2015
October Week 1	\$22,644.20	\$27,134.66	\$21,405.56
October Week 2	\$19,889.76	\$16,109.51	\$115,443.37
October Week 3	\$25,853.46	\$20,639.60	\$81,847.52
October Week 4	\$47,855.12	\$19,641.72	\$40,808.36

YOUNG ADULT NON-FICTION: RING FENCE MARKET

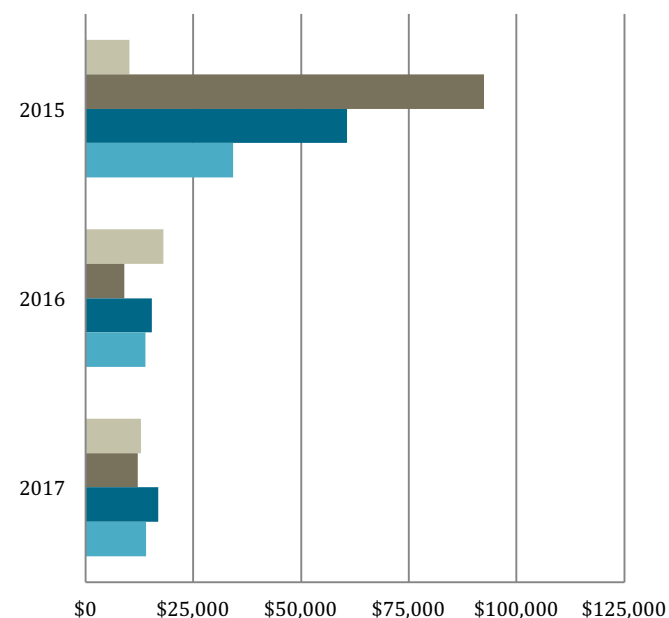
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Volume Sold (in units)



	2017	2016	2015
October Week 1	605	598	460
October Week 2	603	371	3,748
October Week 3	799	708	2,603
October Week 4	702	561	1,485

Value Sold (in millions of dollars)

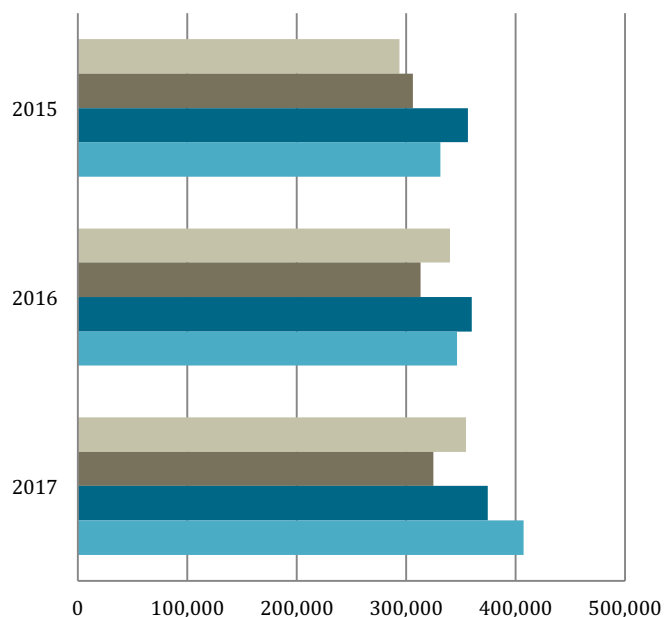


	2017	2016	2015
October Week 1	\$12,821.15	\$18,082.63	\$10,239.97
October Week 2	\$12,208.76	\$9,011.92	\$92,408.58
October Week 3	\$16,848.21	\$15,437.56	\$60,672.16
October Week 4	\$14,033.91	\$13,975.40	\$34,302.55

JUVENILE: ALL MARKET

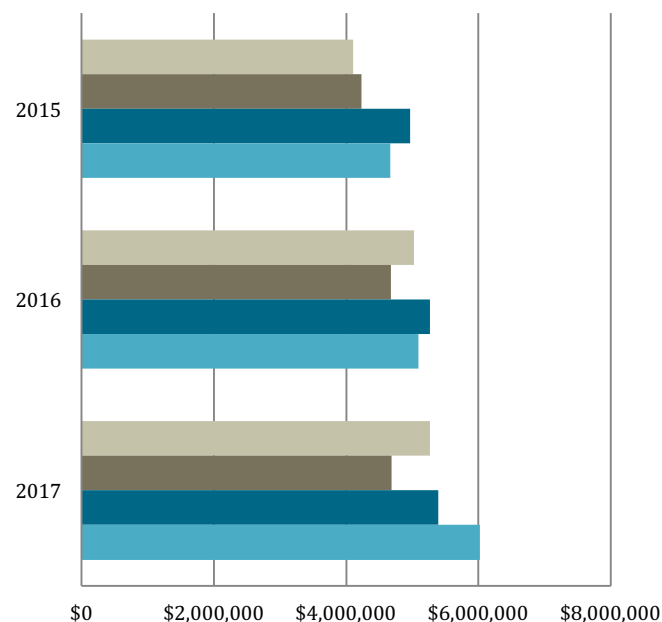
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
October Week 1	354,688	339,958	293,773
October Week 2	324,614	313,355	306,319
October Week 3	374,329	359,721	356,672
October Week 4	407,055	346,178	331,214

Value Sold (in millions of dollars)

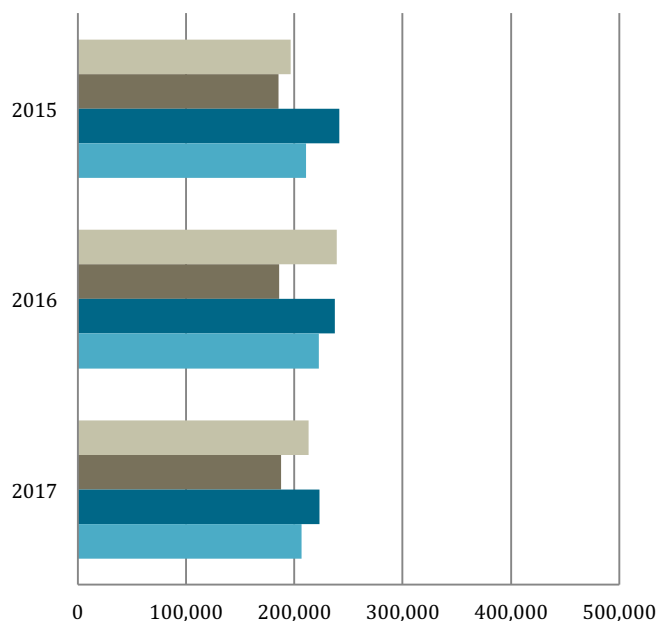


	2017	2016	2015
October Week 1	\$5,266,312.27	\$5,029,504.00	\$4,101,388.03
October Week 2	\$4,683,974.04	\$4,674,760.67	\$4,230,537.73
October Week 3	\$5,392,270.31	\$5,266,971.55	\$4,971,334.47
October Week 4	\$6,018,874.85	\$5,094,749.79	\$4,665,485.93

JUVENILE: RING FENCE MARKET

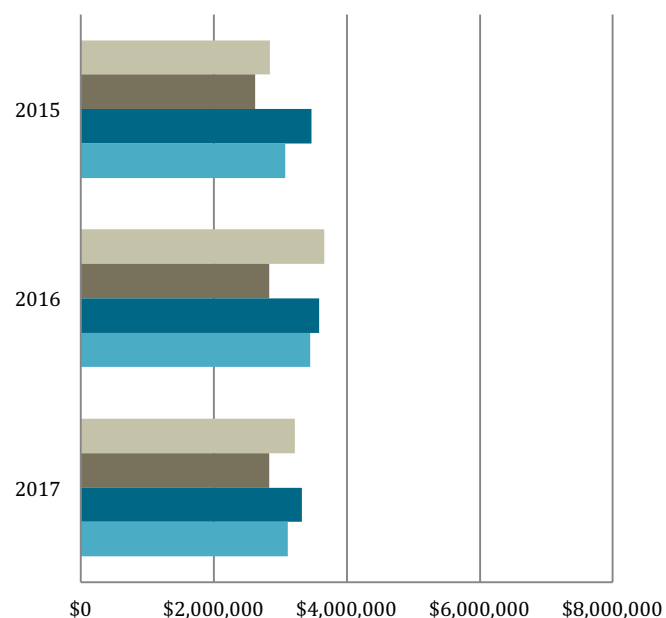
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	212,893	239,446	196,540
October Week 2	188,022	185,887	185,347
October Week 3	222,911	237,592	241,647
October Week 4	206,951	222,578	210,865

Value Sold (in millions of dollars)

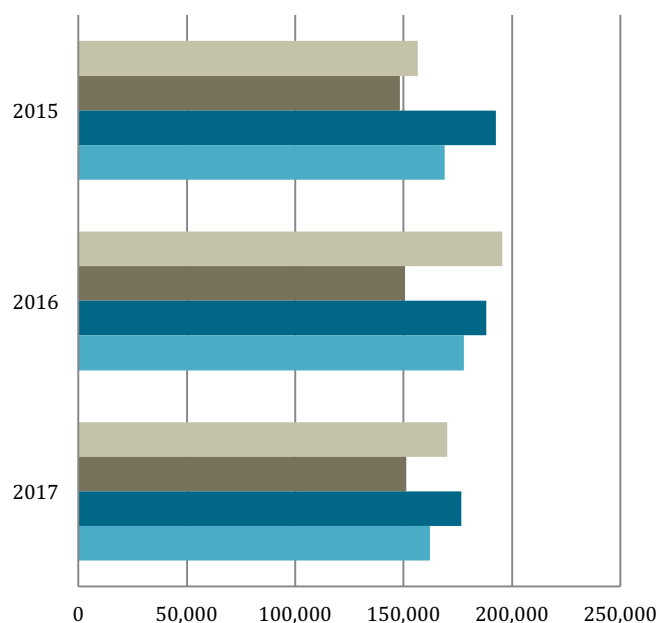


	2017	2016	2015
October Week 1	\$3,220,194.87	\$3,658,257.44	\$2,841,250.89
October Week 2	\$2,828,107.95	\$2,835,930.60	\$2,624,275.57
October Week 3	\$3,323,270.52	\$3,582,554.85	\$3,471,067.48
October Week 4	\$3,106,927.45	\$3,443,761.06	\$3,075,412.92

JUVENILE FICTION: ALL MARKET

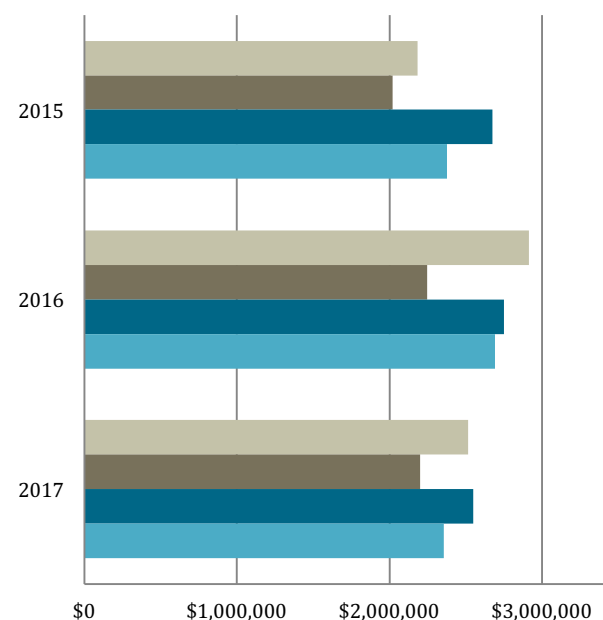
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Volume Sold (in units)



	2017	2016	2015
October Week 1	170,083	195,373	156,355
October Week 2	151,209	150,496	148,274
October Week 3	176,589	188,153	192,636
October Week 4	162,195	177,824	168,965

Value Sold (in millions of dollars)

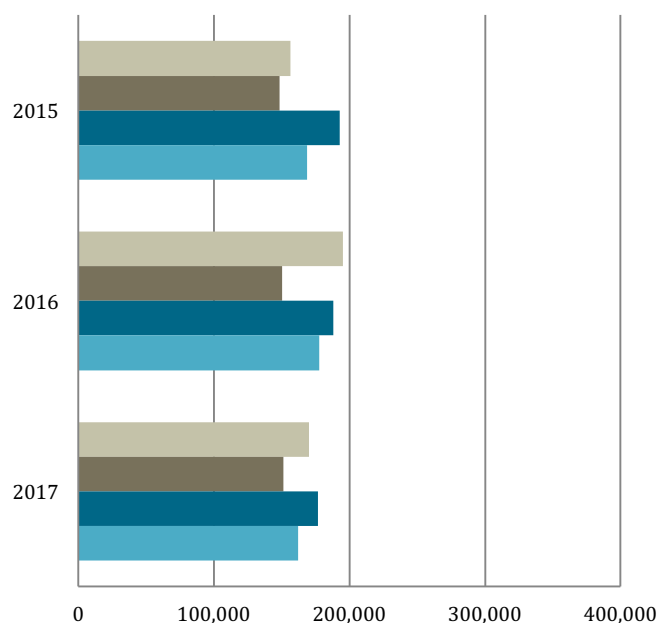


	2017	2016	2015
October Week 1	\$2,514,017.78	\$2,914,945.05	\$2,181,899.74
October Week 2	\$2,201,571.86	\$2,248,252.78	\$2,020,315.31
October Week 3	\$2,548,254.09	\$2,750,494.98	\$2,674,619.97
October Week 4	\$2,353,496.89	\$2,692,436.15	\$2,377,614.47

JUVENILE FICTION: RING FENCE MARKET

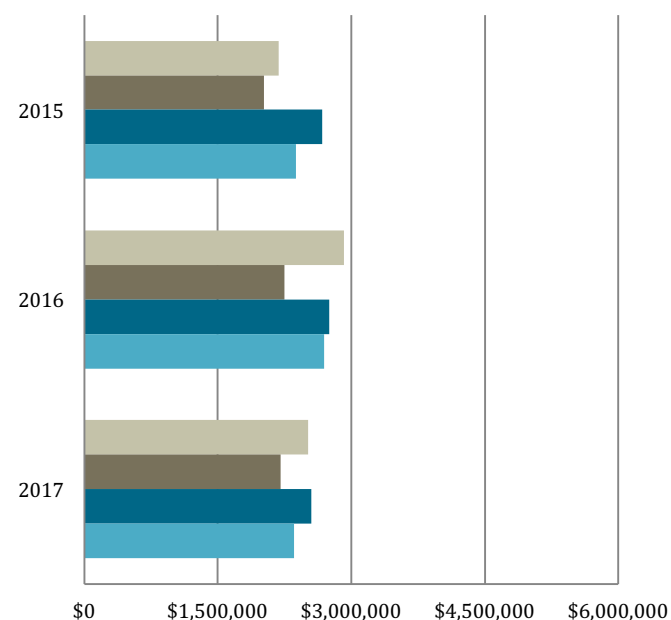
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	170,083	195,373	156,355
October Week 2	151,209	150,496	148,274
October Week 3	176,589	188,153	192,636
October Week 4	162,195	177,824	168,965

Value Sold (in millions of dollars)

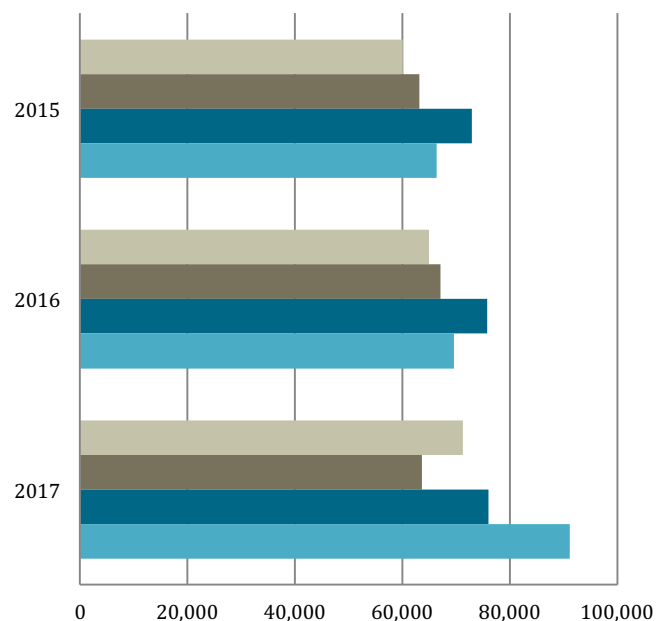


	2017	2016	2015
October Week 1	\$2,514,017.78	\$2,914,945.05	\$2,181,899.74
October Week 2	\$2,201,571.86	\$2,248,252.78	\$2,020,315.31
October Week 3	\$2,548,254.09	\$2,750,494.98	\$2,674,619.97
October Week 4	\$2,353,496.89	\$2,692,436.15	\$2,377,614.47

JUVENILE NON-FICTION: ALL MARKET

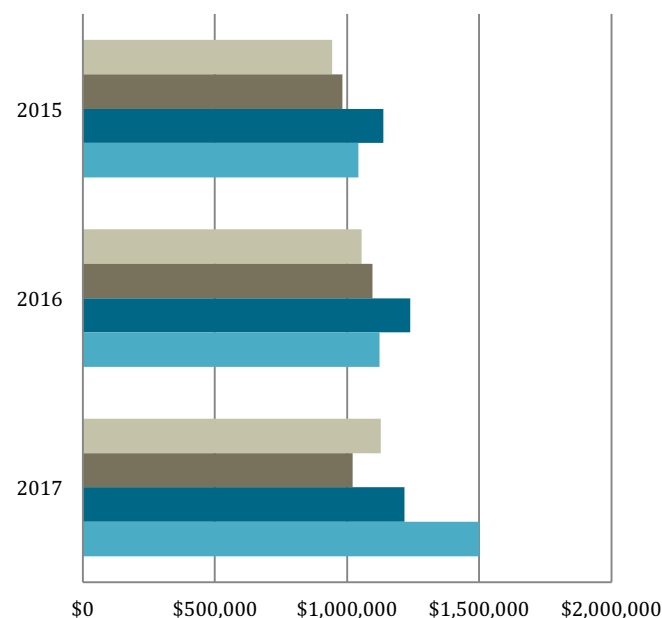
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	71,270	64,965	60,024
October Week 2	63,701	67,117	63,127
October Week 3	76,018	75,772	72,954
October Week 4	91,231	69,665	66,430

Value Sold (in millions of dollars)

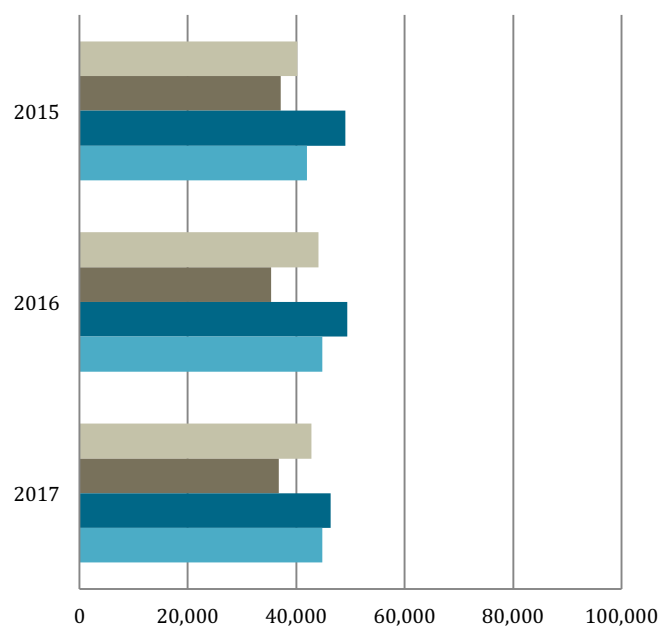


	2017	2016	2015
October Week 1	\$1,127,250.54	\$1,054,286.39	\$943,844.47
October Week 2	\$1,019,587.23	\$1,095,583.09	\$981,504.47
October Week 3	\$1,215,541.37	\$1,239,316.35	\$1,135,708.87
October Week 4	\$1,499,634.81	\$1,121,116.97	\$1,043,591.71

JUVENILE NON-FICTION: RING FENCE MARKET

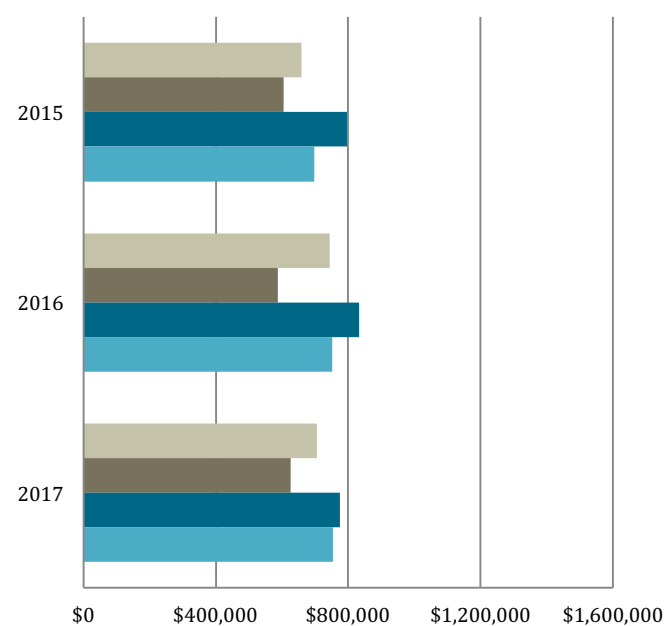
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of October in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	42,810	44,073	40,185
October Week 2	36,813	35,391	37,073
October Week 3	46,322	49,439	49,011
October Week 4	44,756	44,754	41,900

Value Sold (in millions of dollars)

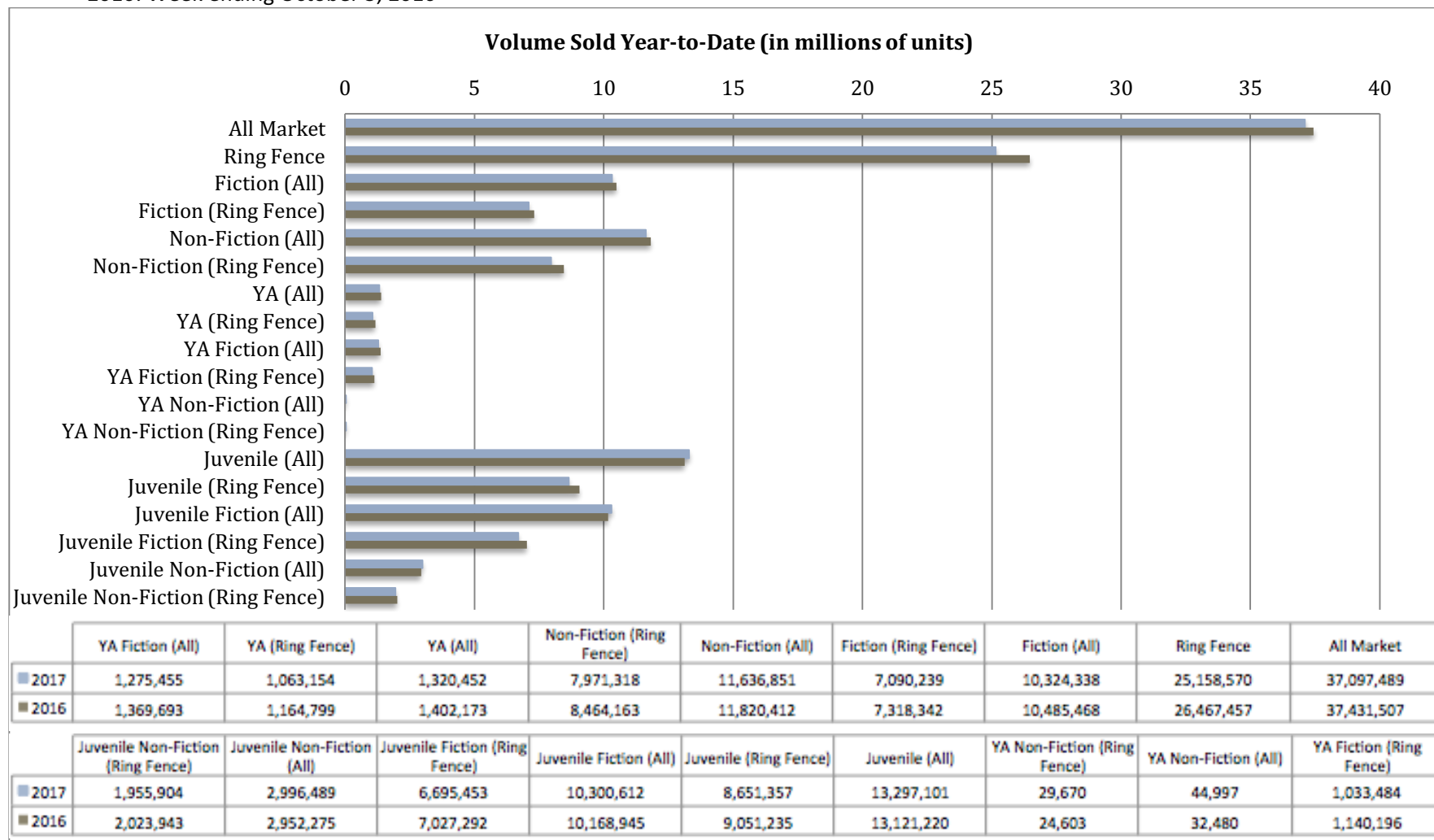


	2017	2016	2015
October Week 1	\$706,177.09	\$743,312.39	\$659,351.15
October Week 2	\$626,536.09	\$587,677.82	\$603,960.26
October Week 3	\$775,016.43	\$832,059.87	\$796,447.51
October Week 4	\$753,430.56	\$751,324.91	\$697,798.45

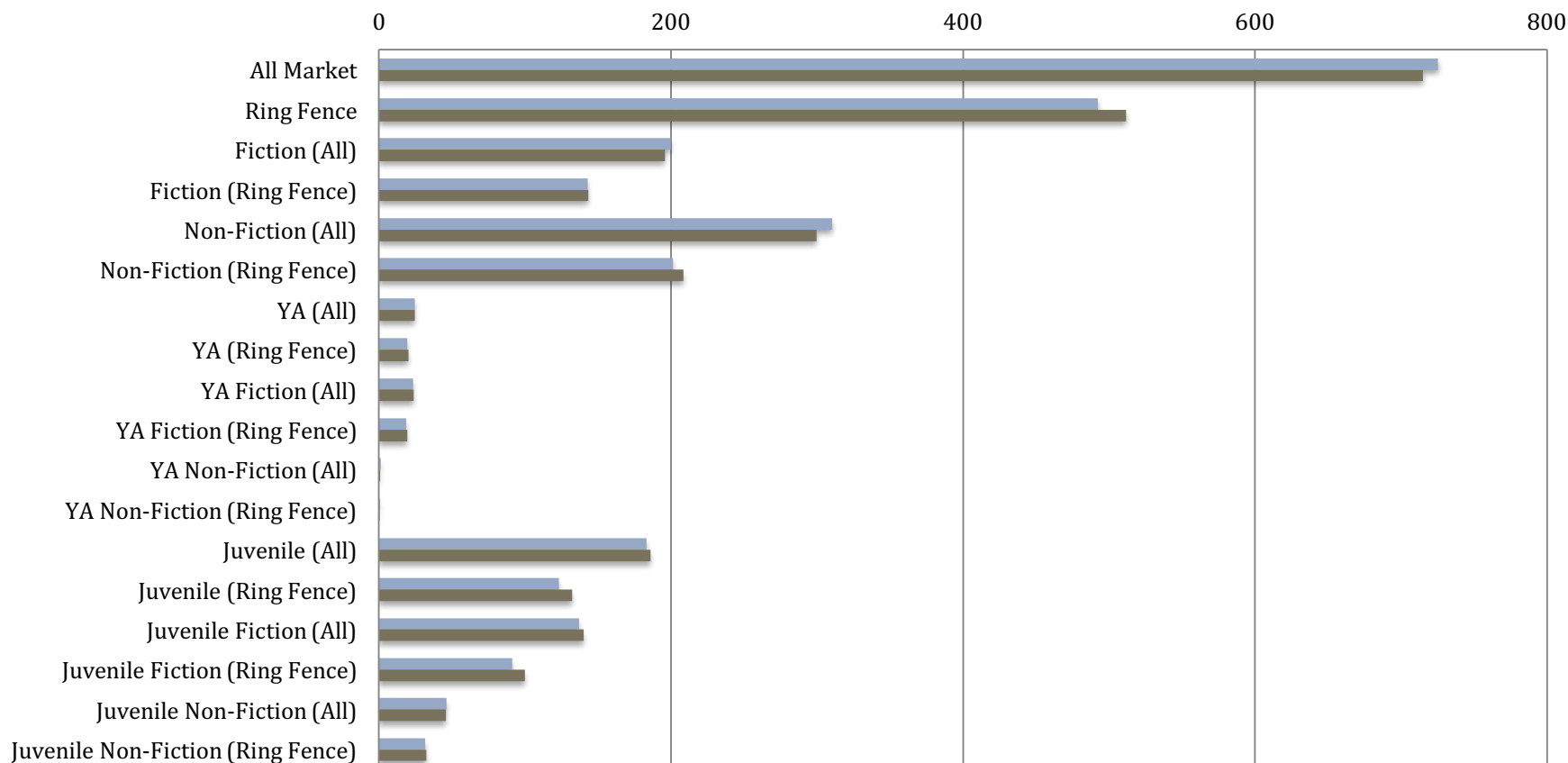
YEAR-TO-DATE COMPARISON

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 October 1, 2017
- 2016: Week ending October 3, 2016



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



	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	\$23,303,910.48	\$19,302,691.41	\$24,310,366.99	\$201,301,726.64	\$310,367,993.53	\$143,011,855.72	\$199,886,677.23	\$492,134,061.44	\$725,316,878.80
2016	\$23,795,189.64	\$20,052,783.26	\$24,526,829.60	\$208,482,816.76	\$299,482,658.59	\$143,260,946.91	\$195,761,816.75	\$511,515,105.58	\$714,940,227.90
	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	\$31,672,600.04	\$46,209,520.45	\$91,357,447.99	\$137,019,297.92	\$123,030,048.03	\$183,228,818.37	\$685,806.29	\$1,006,456.51	\$18,616,885.12
2016	\$32,377,465.68	\$45,810,245.65	\$99,920,458.27	\$139,995,599.84	\$132,297,923.95	\$185,805,845.49	\$560,525.10	\$731,639.96	\$19,492,258.16