



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 1.2019

December SalesData Market Report



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2019

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 December in the years 2016 to 2018. 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. In December 2018, we have reconfigured our ring fence (comparable store group) in order to better represent the market and because of these changes comparison to some prior years is not possible. This report contains only 2016, 2017, and 2018 data.

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, Young Adult, Young Adult Fiction, and Young Adult 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, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction data.

REPORT DATES

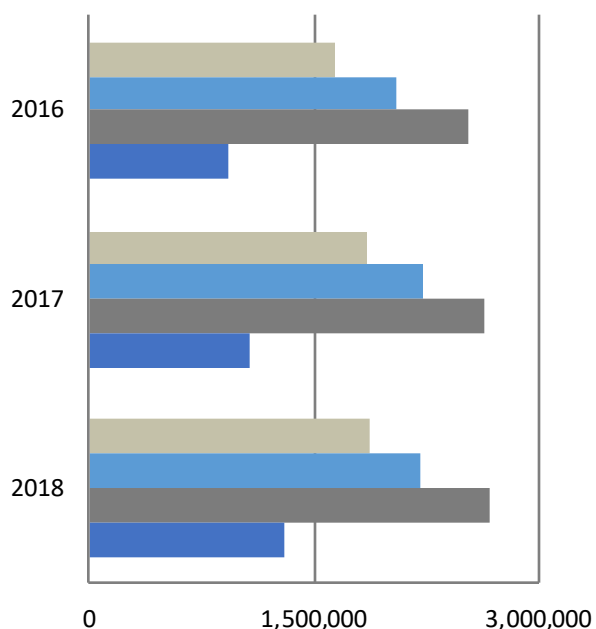
This report aims to encapsulate data from most days in December. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month December also include a few days’ worth of data from the previous month or the following month. The specific week-ending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

	2018	2017	2016
Week 1	09-Dec	10-Dec	11-Dec
Week 2	16-Dec	17-Dec	18-Dec
Week 3	23-Dec	24-Dec	25-Dec
Week 4	30-Dec	31-Dec	01-Jan

ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of December in 2016, 2017, and 2018. 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.

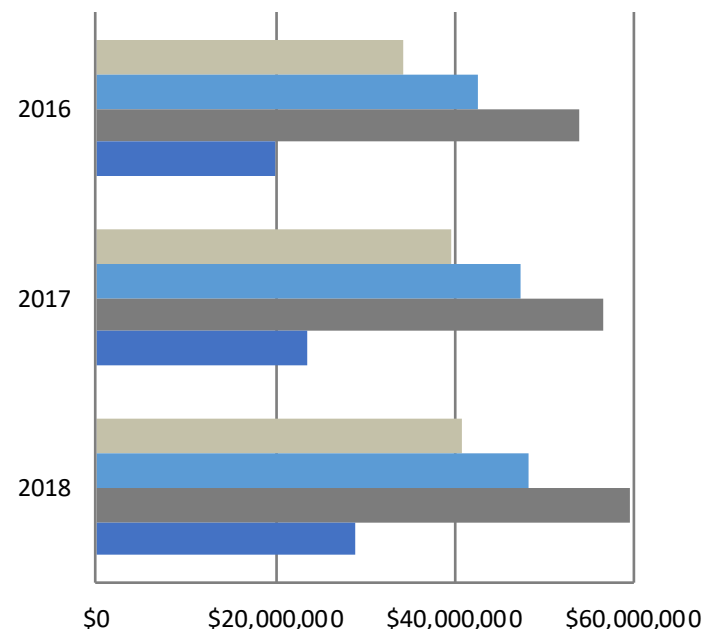
Volume Sold (in units)



	2018	2017	2016
December Week 1	1,866,964	1,857,885	1,641,754
December Week 2	2,200,722	2,220,944	2,042,298
December Week 3	2,664,243	2,628,884	2,528,916
December Week 4	1,290,590	1,062,374	934,178

Total	8,022,519	7,770,087	7,147,146
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



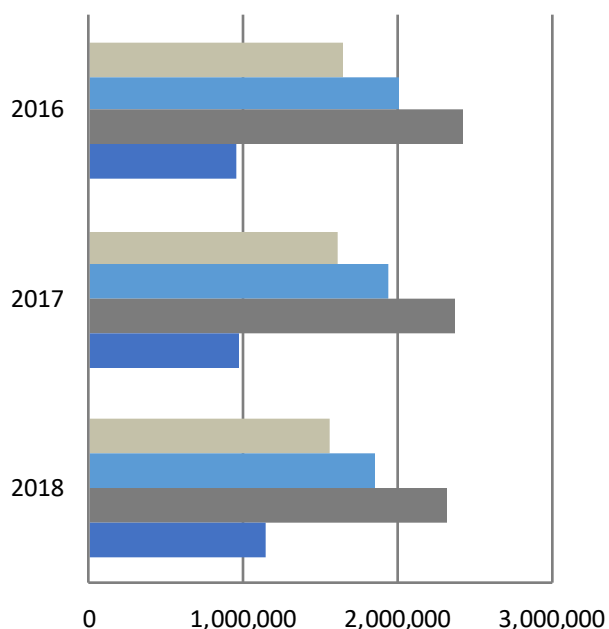
	2018	2017	2016
December Week 1	\$40,945,036.02	\$39,779,521.82	\$34,239,303.36
December Week 2	\$48,262,372.81	\$47,477,657.52	\$42,716,560.98
December Week 3	\$59,602,502.19	\$56,629,093.54	\$53,855,906.65
December Week 4	\$29,058,585.86	\$23,530,975.86	\$20,118,449.86

Total	\$177,868,496.88	\$167,417,248.74	\$150,930,220.85
--------------	-------------------------	-------------------------	-------------------------

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 December in 2016, 2017, and 2018. 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.

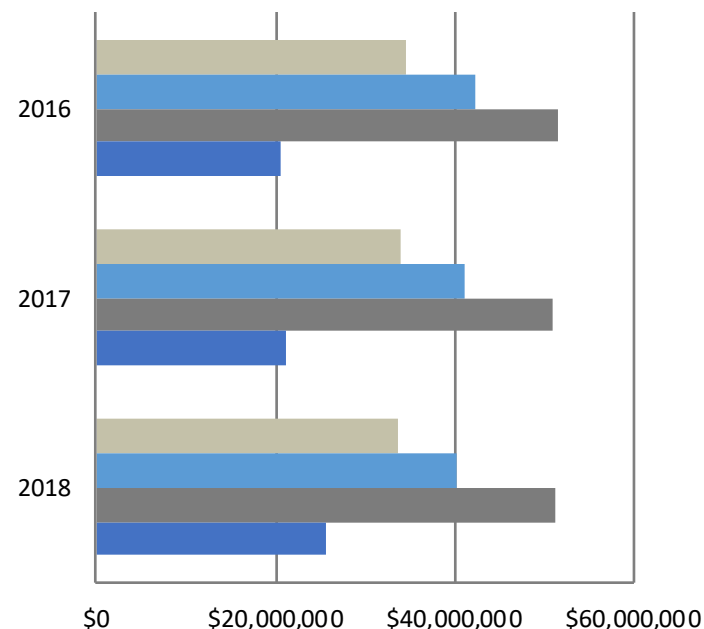
Volume Sold (in units)



	2018	2017	2016
December Week 1	1,555,700	1,599,667	1,641,292
December Week 2	1,850,724	1,934,286	2,013,696
December Week 3	2,309,114	2,372,375	2,414,637
December Week 4	1,141,061	961,239	949,957

Total	6,856,599	6,867,567	7,019,582
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



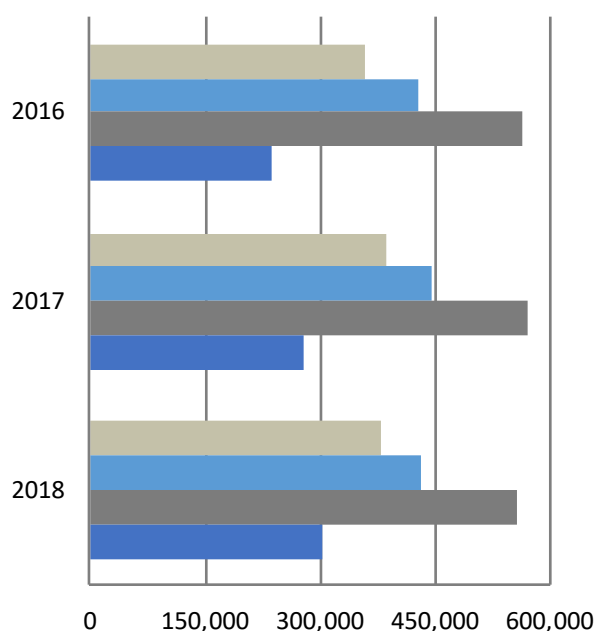
	2018	2017	2016
December Week 1	\$33,842,317.27	\$33,937,309.35	\$34,503,156.36
December Week 2	\$40,234,469.36	\$41,106,502.73	\$42,320,250.92
December Week 3	\$51,385,632.05	\$51,149,997.45	\$51,628,575.57
December Week 4	\$25,600,510.35	\$21,196,687.63	\$20,582,852.48

Total	\$151,062,929.03	\$147,390,497.16	\$149,034,835.33
--------------	-------------------------	-------------------------	-------------------------

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 December in 2016, 2017, and 2018. 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.

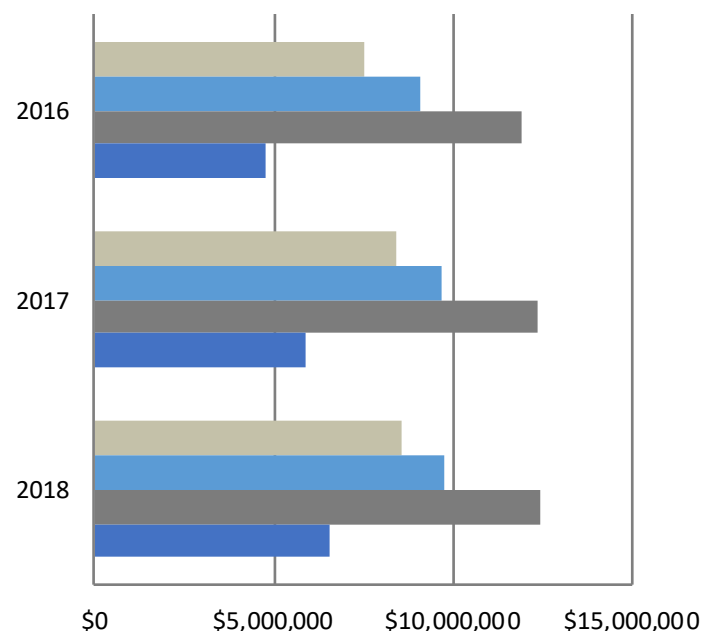
Volume Sold (in units)



	2018	2017	2016
December Week 1	381,215	387,289	360,090
December Week 2	432,356	444,745	428,322
December Week 3	558,001	569,309	565,599
December Week 4	301,392	278,754	238,210

Total	1,672,964	1,680,097	1,592,221
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



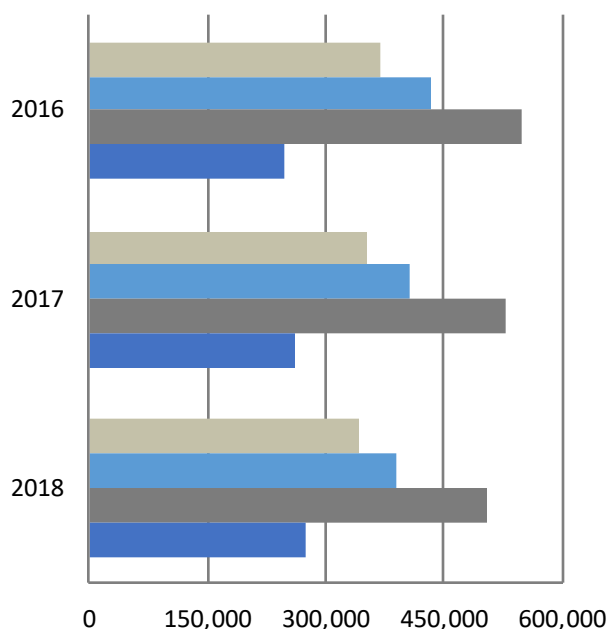
	2018	2017	2016
December Week 1	\$8,585,147.34	\$8,458,408.73	\$7,497,881.90
December Week 2	\$9,777,215.50	\$9,726,375.61	\$9,062,809.65
December Week 3	\$12,475,782.51	\$12,393,392.30	\$11,932,433.15
December Week 4	\$6,530,764.97	\$5,866,049.78	\$4,786,275.37

Total	\$1,672,964.00	\$1,680,097.00	\$33,279,400.07
--------------	-----------------------	-----------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

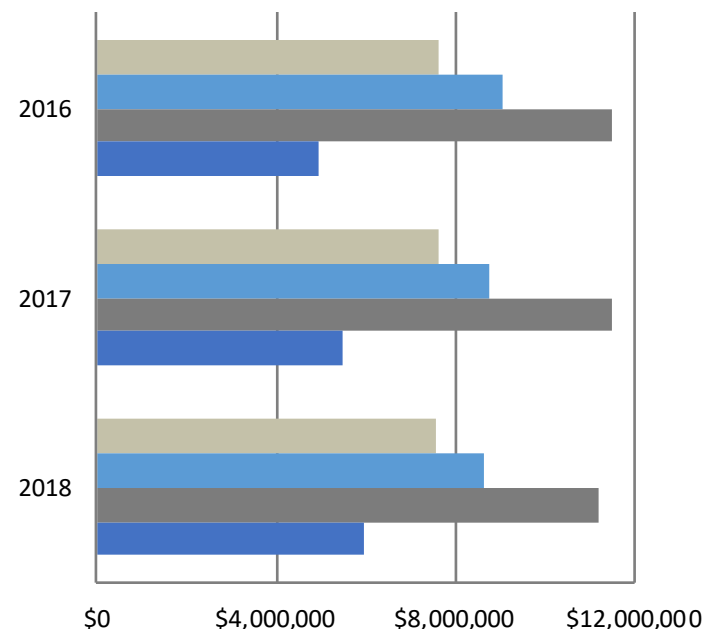
Volume Sold (in units)



	2018	2017	2016
December Week 1	341,405	351,897	368,075
December Week 2	387,551	405,729	431,837
December Week 3	505,183	528,833	548,211
December Week 4	275,341	261,378	246,509

Total	1,509,480	1,547,837	1,594,632
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



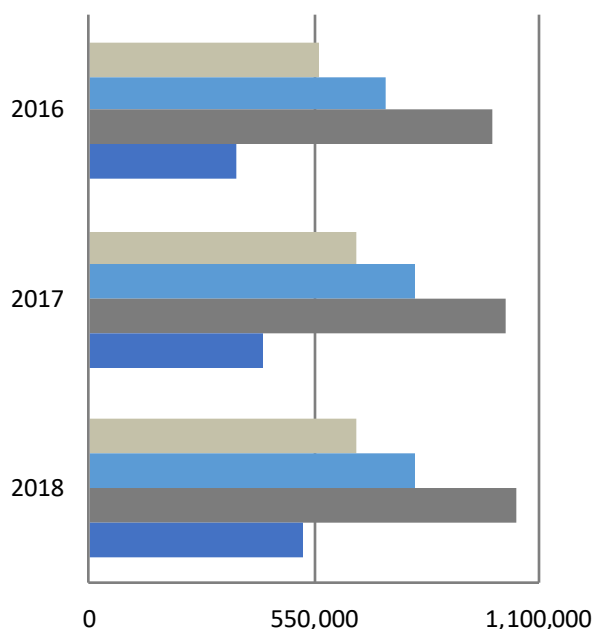
	2018	2017	2016
December Week 1	\$7,599,025.60	\$7,609,785.37	\$7,609,715.22
December Week 2	\$8,656,921.14	\$8,800,498.86	\$9,087,118.35
December Week 3	\$11,212,837.17	\$11,510,469.39	\$11,525,458.31
December Week 4	\$5,947,811.83	\$5,514,530.87	\$4,968,601.71

Total	\$33,416,595.74	\$33,435,284.49	\$33,190,893.59
--------------	------------------------	------------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

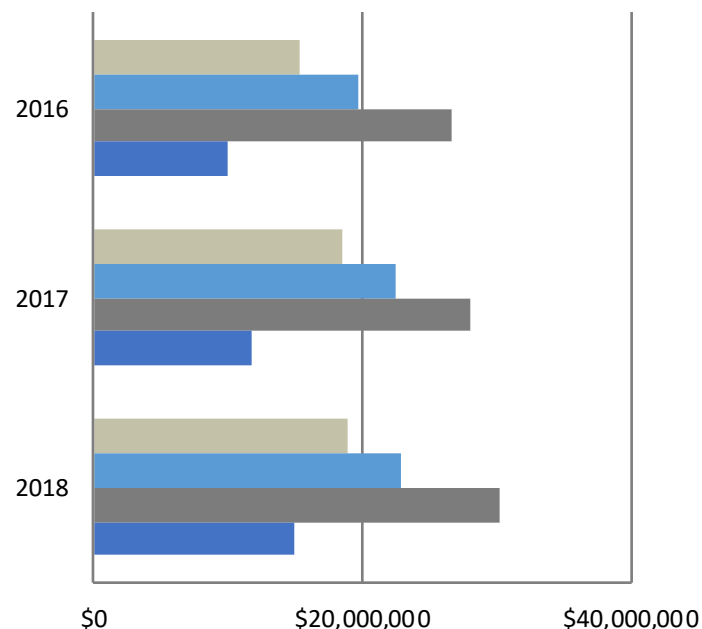
Volume Sold (in units)



	2018	2017	2016
December Week 1	652,954	655,904	560,035
December Week 2	794,551	798,978	722,558
December Week 3	1,046,496	1,020,076	987,068
December Week 4	522,468	424,453	358,199

Total	3,016,469	2,899,411	2,627,860
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



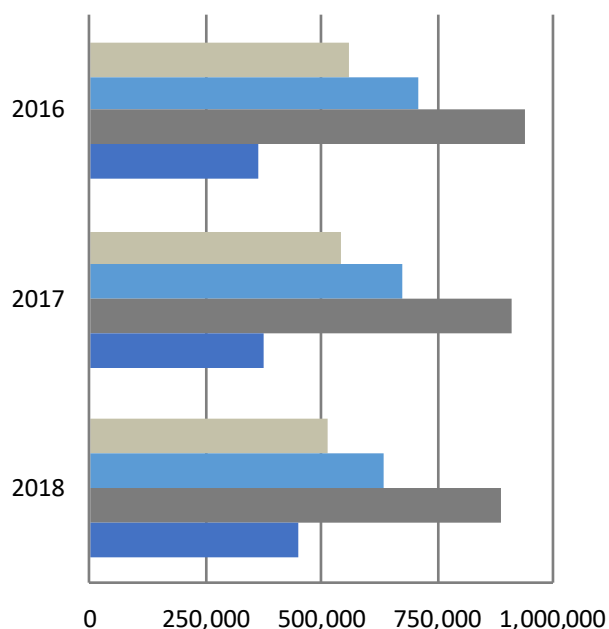
	2018	2017	2016
December Week 1	\$18,958,368.79	\$18,504,032.28	\$15,338,925.27
December Week 2	\$22,921,093.18	\$22,510,727.17	\$19,659,291.69
December Week 3	\$30,302,446.46	\$28,050,416.54	\$26,639,958.41
December Week 4	\$14,942,614.26	\$11,802,623.06	\$9,908,296.85

Total	\$87,124,522.69	\$80,867,799.05	\$71,546,472.22
--------------	------------------------	------------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

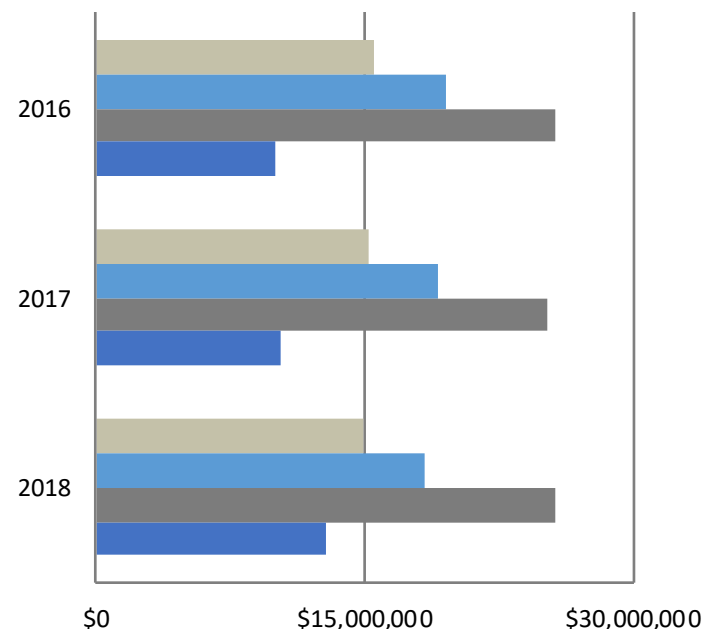
Volume Sold (in units)



	2018	2017	2016
December Week 1	513,025	541,599	561,671
December Week 2	634,618	676,343	711,163
December Week 3	885,365	913,126	941,170
December Week 4	449,383	372,823	360,970

Total	2,482,391	2,503,891	2,574,974
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



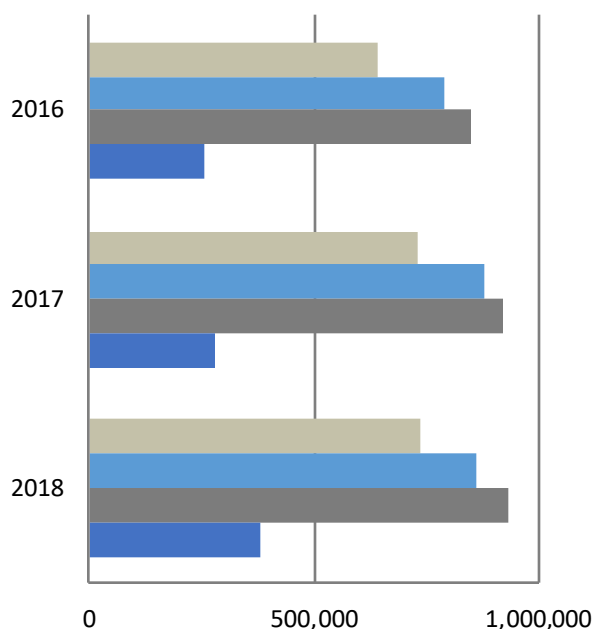
	2018	2017	2016
December Week 1	\$14,986,779.42	\$15,241,532.14	\$15,552,247.61
December Week 2	\$18,354,958.81	\$19,048,413.51	\$19,540,952.19
December Week 3	\$25,606,537.71	\$25,155,072.64	\$25,584,899.28
December Week 4	\$12,876,953.68	\$10,330,391.24	\$10,019,287.90

Total	\$71,825,229.62	\$69,775,409.53	\$70,697,386.98
--------------	------------------------	------------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

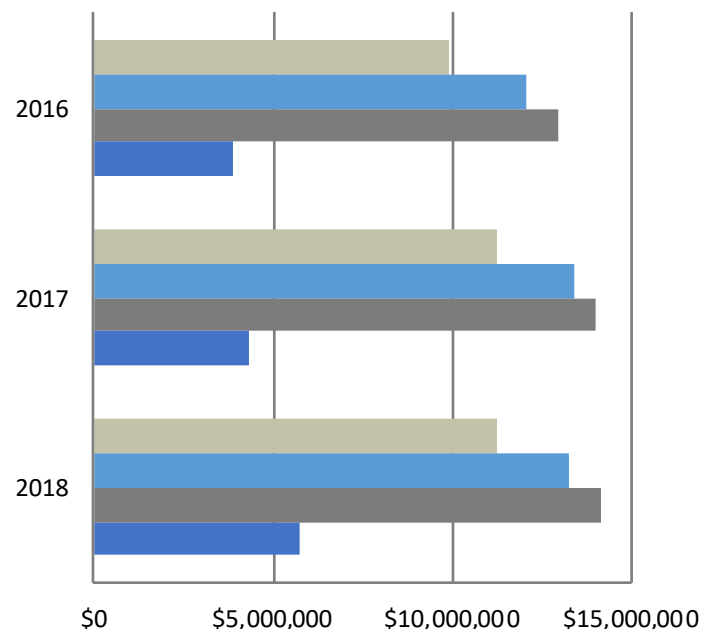
Volume Sold (in units)



	2018	2017	2016
December Week 1	733,676	727,574	639,236
December Week 2	861,383	876,551	786,493
December Week 3	929,835	919,799	848,866
December Week 4	377,721	280,126	254,392

Total	2,902,615	2,804,050	2,528,987
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



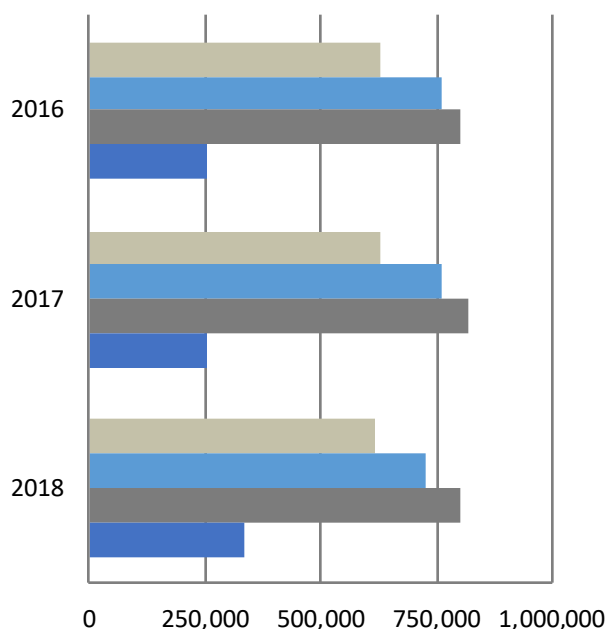
	2018	2017	2016
December Week 1	\$11,271,666.98	\$11,279,579.80	\$9,894,568.68
December Week 2	\$13,260,634.67	\$13,433,701.94	\$12,112,347.66
December Week 3	\$14,195,950.93	\$14,031,455.49	\$13,013,627.03
December Week 4	\$5,734,423.82	\$4,349,873.23	\$3,879,970.07

Total	\$44,462,676.40	\$43,094,610.46	\$38,900,513.44
--------------	------------------------	------------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

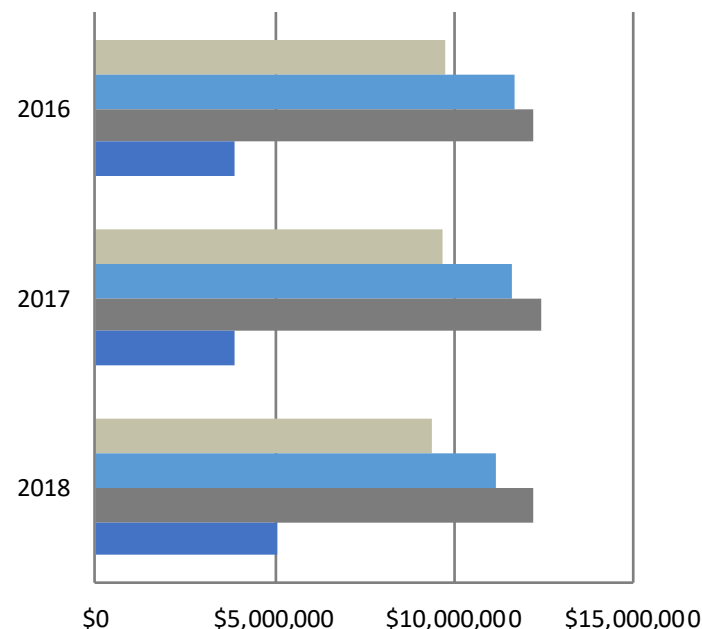
Volume Sold (in units)



	2018	2017	2016
December Week 1	614,208	626,110	626,125
December Week 2	728,198	760,959	762,695
December Week 3	802,233	818,081	800,360
December Week 4	333,897	251,235	253,007

Total	2,478,536	2,456,385	2,442,187
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



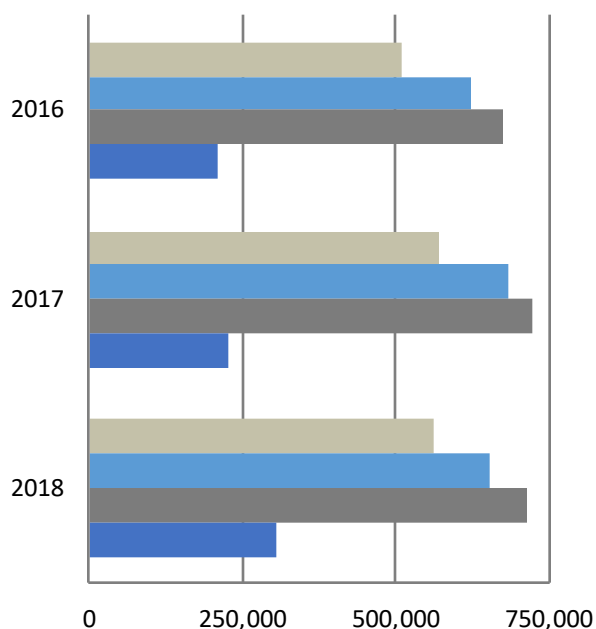
	2018	2017	2016
December Week 1	\$9,393,422.72	\$9,670,577.05	\$9,760,763.89
December Week 2	\$11,180,344.91	\$11,617,132.47	\$11,738,375.99
December Week 3	\$12,208,073.08	\$12,451,999.45	\$12,267,446.63
December Week 4	\$5,050,399.18	\$3,889,241.14	\$3,907,820.73

Total	\$37,832,239.89	\$37,628,950.11	\$37,674,407.24
--------------	------------------------	------------------------	------------------------

JUVENILE FICTION: ALL MARKET

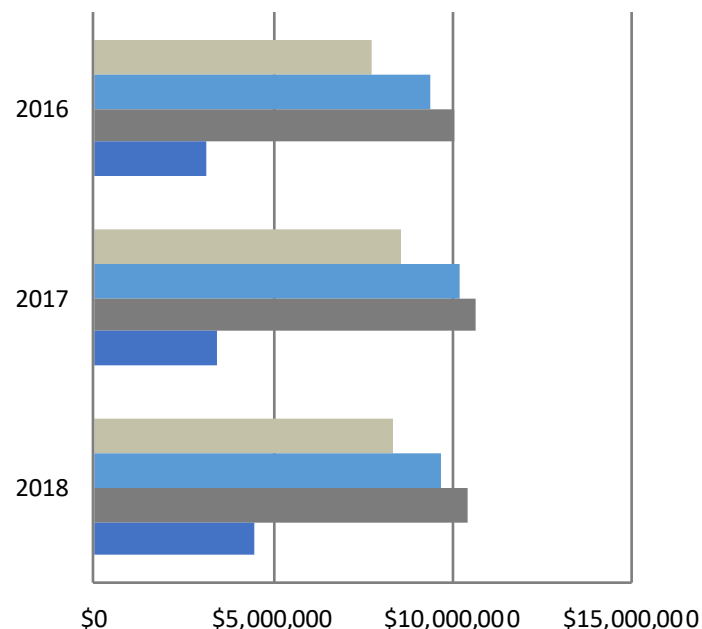
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of December in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
December Week 1	561,130	568,006	507,687
December Week 2	653,837	683,898	623,671
December Week 3	713,160	721,419	674,345
December Week 4	304,105	227,303	210,096
Total	2,232,232	2,200,626	2,015,799

Value Sold (in millions of dollars)

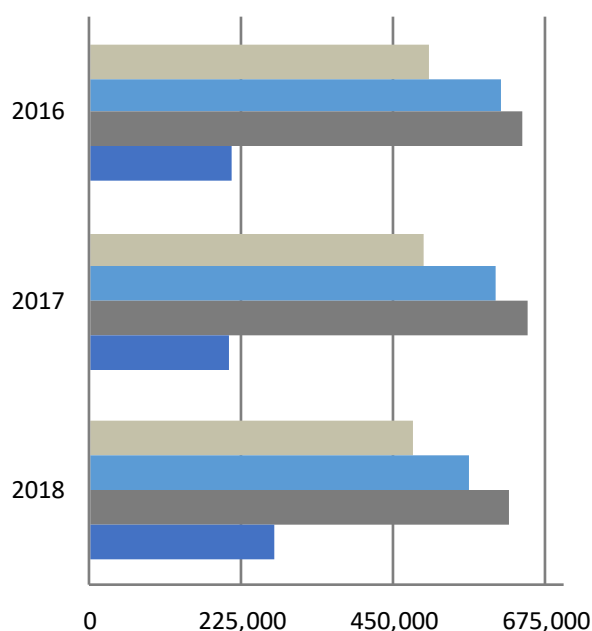


	2018	2017	2016
December Week 1	\$8,353,938.54	\$8,587,710.17	\$7,723,812.32
December Week 2	\$9,697,511.85	\$10,197,365.88	\$9,401,073.80
December Week 3	\$10,408,164.58	\$10,644,175.81	\$10,091,619.84
December Week 4	\$4,444,304.24	\$3,433,252.90	\$3,141,298.89
Total	\$32,903,919.21	\$32,862,504.76	\$30,357,804.85

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 December in 2016, 2017, and 2018. 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.

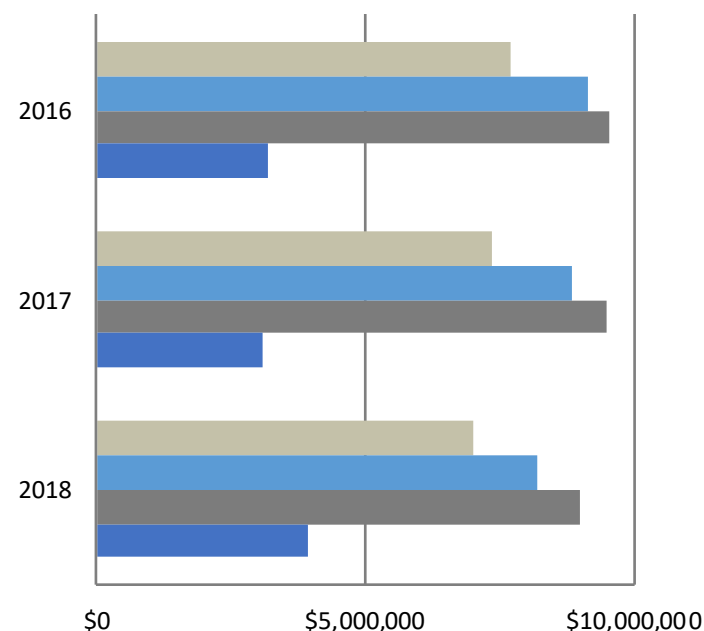
Volume Sold (in units)



	2018	2017	2016
December Week 1	477,420	493,791	501,803
December Week 2	560,266	599,408	608,919
December Week 3	621,190	646,704	637,784
December Week 4	270,628	205,420	209,342

Total	1,929,504	1,945,323	1,957,848
--------------	------------------	------------------	------------------

Value Sold (in millions of dollars)



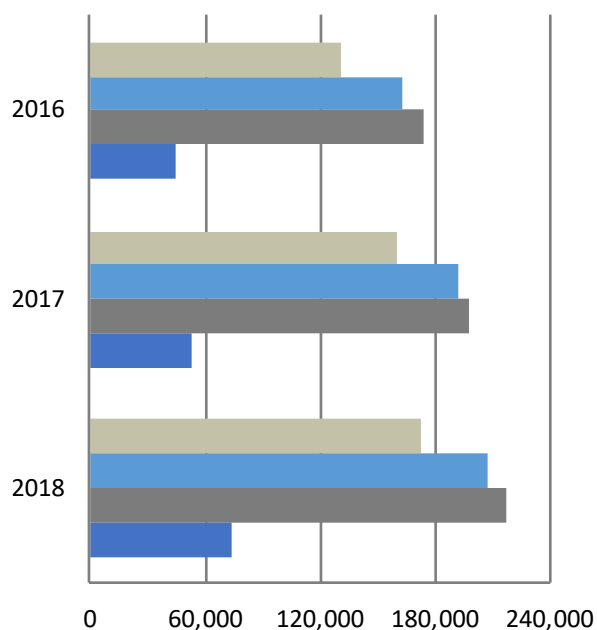
	2018	2017	2016
December Week 1	\$6,998,316.01	\$7,372,421.11	\$7,691,087.63
December Week 2	\$8,203,558.30	\$8,845,247.80	\$9,151,461.16
December Week 3	\$8,976,975.85	\$9,490,522.54	\$9,530,375.56
December Week 4	\$3,925,333.45	\$3,084,713.00	\$3,173,897.02

Total	\$28,104,183.61	\$28,792,904.45	\$29,546,821.37
--------------	------------------------	------------------------	------------------------

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 December in 2016, 2017, and 2018. 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.

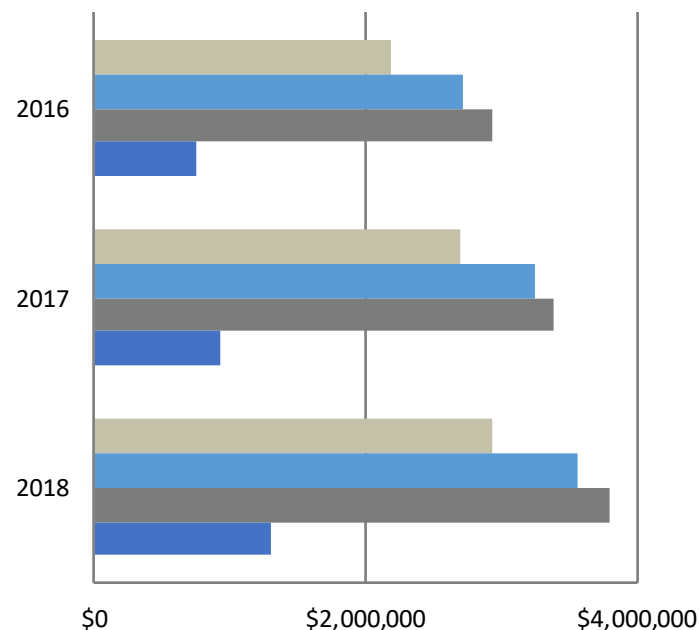
Volume Sold (in units)



	2018	2017	2016
December Week 1	172,546	159,568	131,549
December Week 2	207,546	192,653	162,822
December Week 3	216,675	198,380	174,521
December Week 4	73,616	52,823	44,296

Total	670,383	603,424	513,188
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



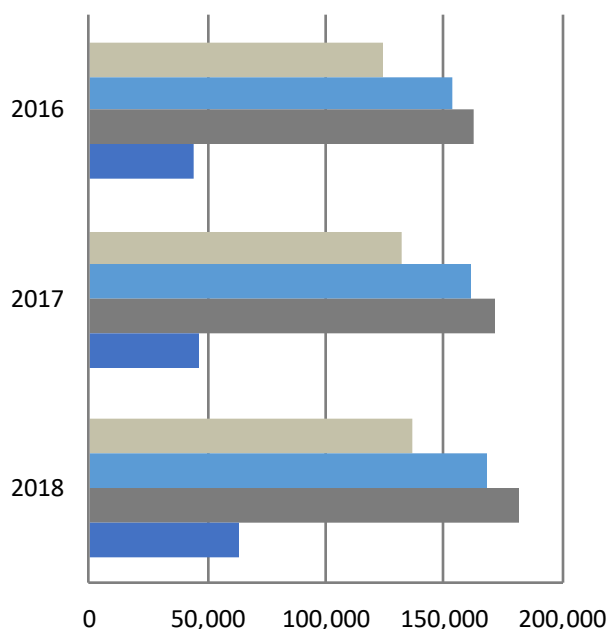
	2018	2017	2016
December Week 1	\$2,917,728.44	\$2,691,869.63	\$2,170,756.36
December Week 2	\$3,563,122.82	\$3,236,336.06	\$2,711,273.86
December Week 3	\$3,787,786.35	\$3,387,279.68	\$2,922,007.19
December Week 4	\$1,290,119.58	\$916,620.33	\$738,671.18

Total	\$11,558,757.19	\$10,232,105.70	\$8,542,708.59
--------------	------------------------	------------------------	-----------------------

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 December in 2016, 2017, and 2018. 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.

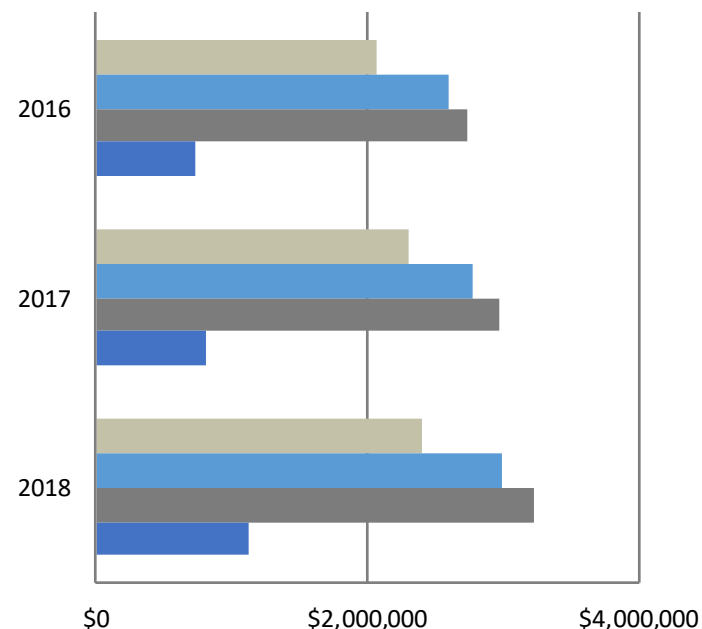
Volume Sold (in units)



	2018	2017	2016
December Week 1	136,788	132,319	124,322
December Week 2	167,932	161,551	153,776
December Week 3	181,043	171,377	162,576
December Week 4	63,269	45,815	43,665

Total	549,032	511,062	484,339
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



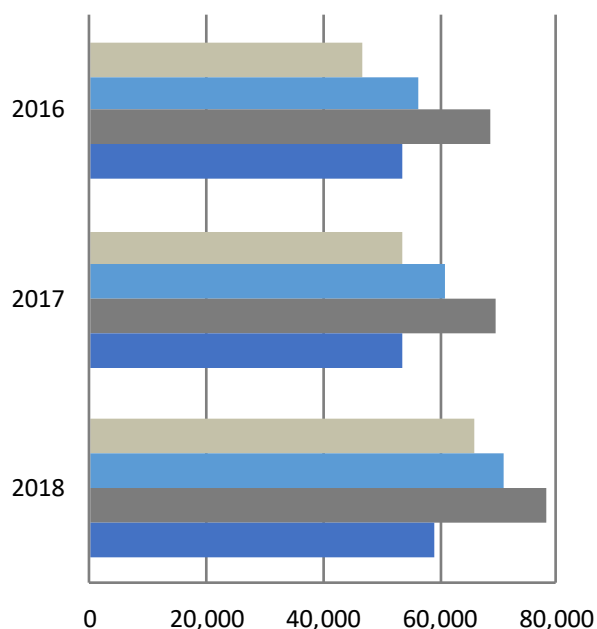
	2018	2017	2016
December Week 1	\$2,395,106.71	\$2,298,155.94	\$2,069,676.26
December Week 2	\$2,976,786.61	\$2,771,884.67	\$2,586,914.83
December Week 3	\$3,231,097.23	\$2,961,476.91	\$2,737,071.07
December Week 4	\$1,125,065.73	\$804,528.14	\$733,923.71

Total	\$9,728,056.28	\$8,836,045.66	\$8,127,585.87
--------------	-----------------------	-----------------------	-----------------------

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 December in 2016, 2017, and 2018. 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.

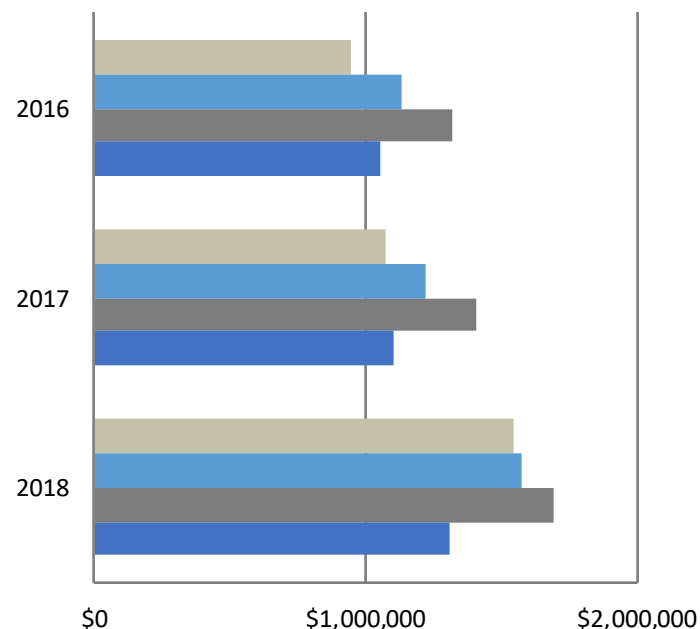
Volume Sold (in units)



	2018	2017	2016
December Week 1	66,010	53,326	46,885
December Week 2	70,873	60,840	56,335
December Week 3	78,379	69,469	68,435
December Week 4	59,214	53,469	53,688

Total	274,476	237,104	225,343
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



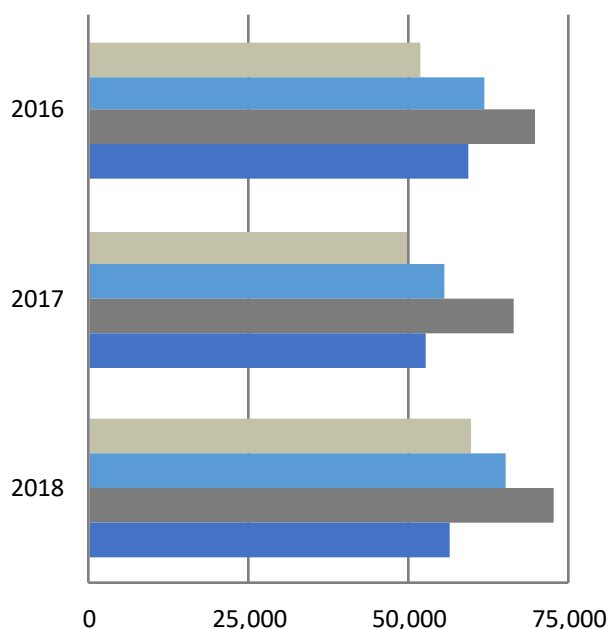
	2018	2017	2016
December Week 1	\$1,540,590.89	\$1,066,474.79	\$939,279.96
December Week 2	\$1,568,898.72	\$1,214,293.04	\$1,125,243.86
December Week 3	\$1,688,869.26	\$1,399,955.78	\$1,318,195.95
December Week 4	\$1,304,678.70	\$1,102,938.00	\$1,054,286.58

Total	\$6,103,037.57	\$4,783,661.61	\$4,437,006.35
--------------	-----------------------	-----------------------	-----------------------

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 December in 2016, 2017, and 2018. 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

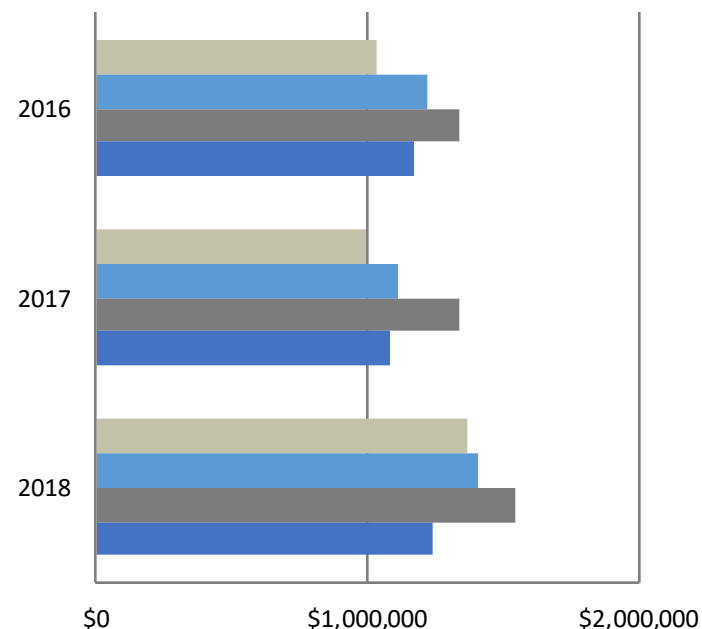
Volume Sold (in units)



	2018	2017	2016
December Week 1	59,630	49,825	51,557
December Week 2	64,925	55,634	61,530
December Week 3	72,521	66,395	69,518
December Week 4	56,484	52,391	59,409

Total	253,560	224,245	242,014
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



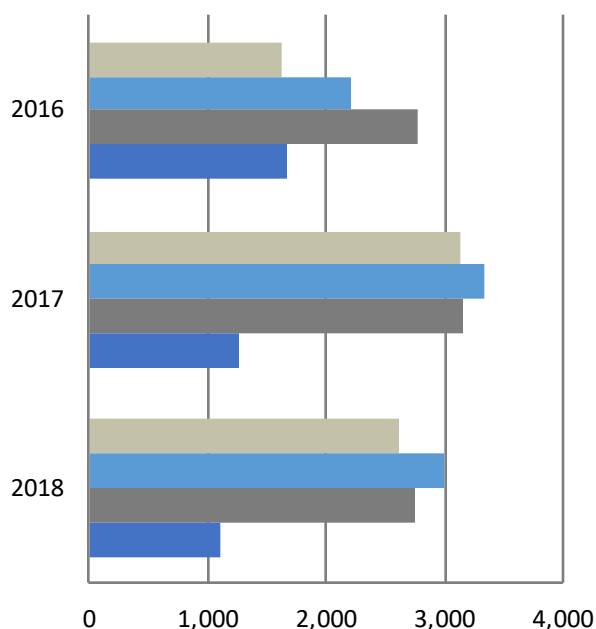
	2018	2017	2016
December Week 1	\$1,364,896.47	\$991,047.62	\$1,027,145.44
December Week 2	\$1,405,113.92	\$1,106,815.12	\$1,216,719.38
December Week 3	\$1,543,412.08	\$1,331,305.88	\$1,334,750.89
December Week 4	\$1,239,369.73	\$1,078,909.44	\$1,170,059.00

Total	\$5,552,792.20	\$4,508,078.06	\$4,748,674.71
--------------	-----------------------	-----------------------	-----------------------

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 December in 2016, 2017, and 2018. 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.

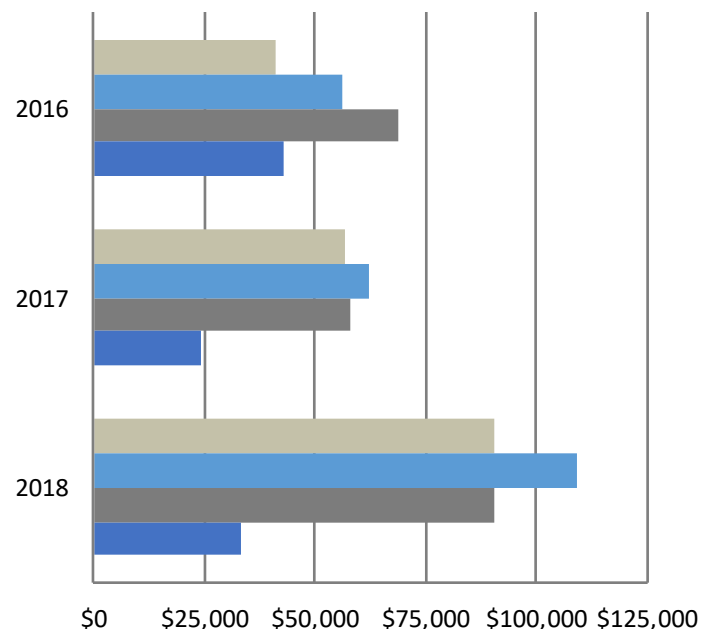
Volume Sold (in units)



	2018	2017	2016
December Week 1	2,615	3,130	1,626
December Week 2	3,005	3,346	2,214
December Week 3	2,750	3,154	2,765
December Week 4	1,110	1,258	1,671

Total	9,480	10,888	8,276
--------------	--------------	---------------	--------------

Value Sold (in millions of dollars)



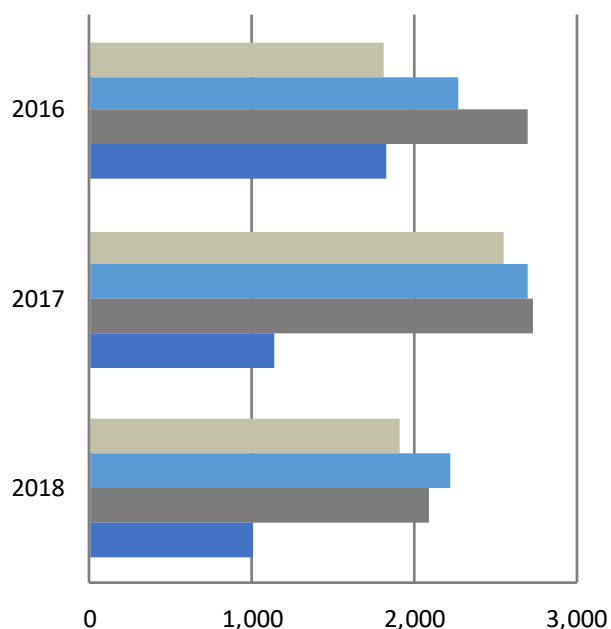
	2018	2017	2016
December Week 1	\$90,142.52	\$56,922.62	\$40,695.00
December Week 2	\$108,822.11	\$61,821.65	\$56,103.80
December Week 3	\$90,186.42	\$57,781.43	\$68,768.65
December Week 4	\$33,236.49	\$24,078.11	\$43,019.24

Total	\$322,387.54	\$200,603.81	\$208,586.69
--------------	---------------------	---------------------	---------------------

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 December in 2016, 2017, and 2018. 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.

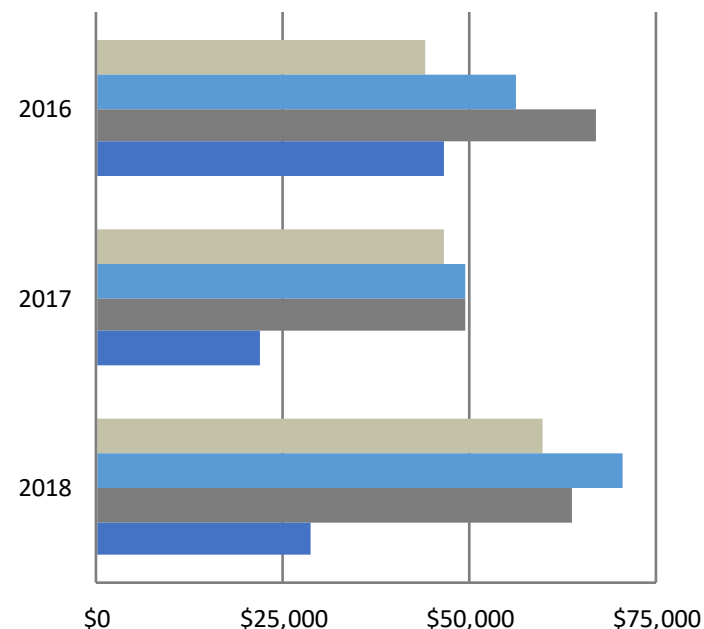
Volume Sold (in units)



	2018	2017	2016
December Week 1	1,907	2,549	1,813
December Week 2	2,218	2,705	2,268
December Week 3	2,093	2,733	2,703
December Week 4	998	1,131	1,819

Total	7,216	9,118	8,603
--------------	--------------	--------------	--------------

Value Sold (in millions of dollars)



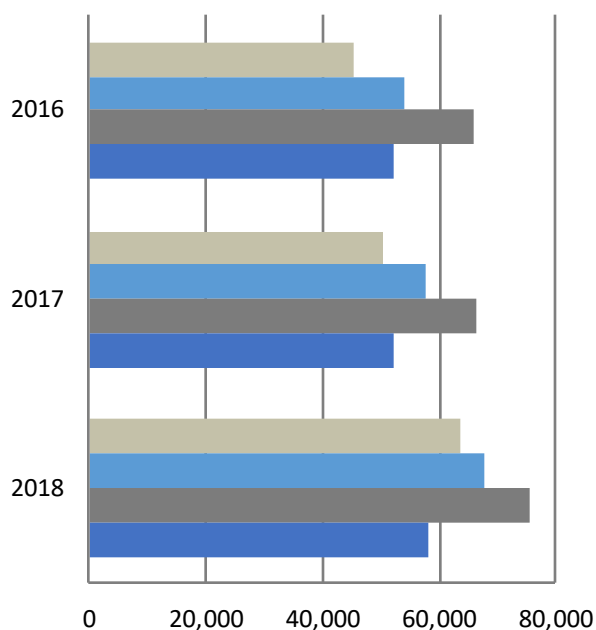
	2018	2017	2016
December Week 1	\$59,696.90	\$46,326.59	\$43,900.96
December Week 2	\$70,409.67	\$49,258.57	\$56,115.53
December Week 3	\$63,525.62	\$49,205.43	\$66,710.31
December Week 4	\$28,573.22	\$21,756.05	\$46,468.11

Total	\$222,205.41	\$166,546.64	\$213,194.91
--------------	---------------------	---------------------	---------------------

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 December in 2016, 2017, and 2018. 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.

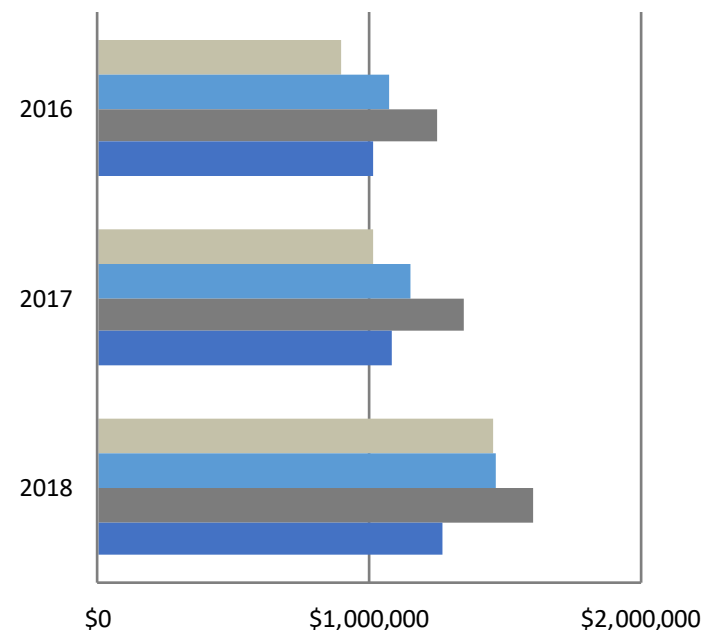
Volume Sold (in units)



	2018	2017	2016
December Week 1	63,395	50,196	45,259
December Week 2	67,868	57,494	54,121
December Week 3	75,629	66,315	65,670
December Week 4	58,104	52,211	52,017

Total	264,996	226,216	217,067
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



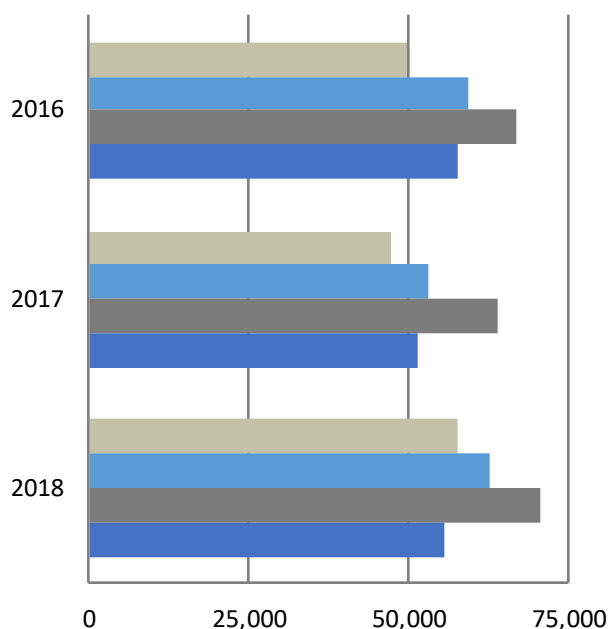
	2018	2017	2016
December Week 1	\$1,450,448.37	\$1,009,552.17	\$898,584.96
December Week 2	\$1,460,076.61	\$1,152,471.39	\$1,069,140.06
December Week 3	\$1,598,682.84	\$1,342,174.35	\$1,249,427.30
December Week 4	\$1,271,442.21	\$1,078,859.89	\$1,011,267.34

Total	\$5,780,650.03	\$4,583,057.80	\$4,228,419.66
--------------	-----------------------	-----------------------	-----------------------

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 December in 2016, 2017, and 2018. 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

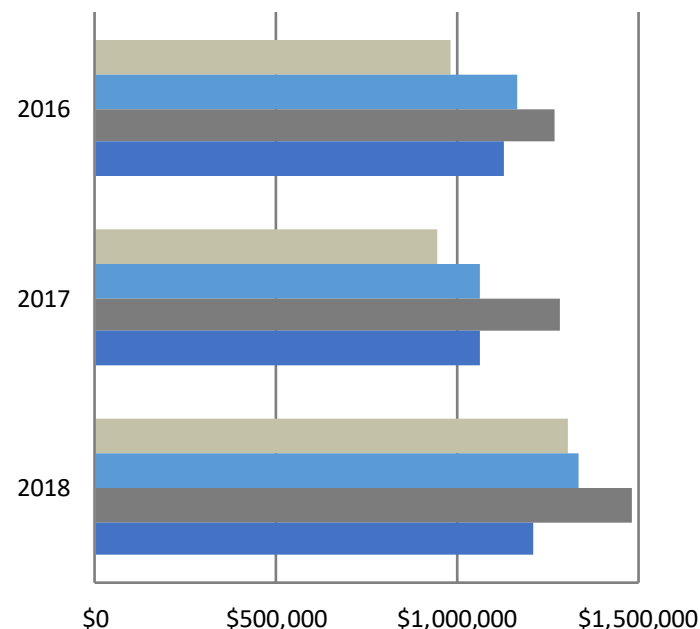
Volume Sold (in units)



	2018	2017	2016
December Week 1	57,723	47,276	49,744
December Week 2	62,707	52,929	59,262
December Week 3	70,428	63,662	66,815
December Week 4	55,486	51,260	57,590

Total	246,344	215,127	233,411
--------------	----------------	----------------	----------------

Value Sold (in millions of dollars)



	2018	2017	2016
December Week 1	\$1,305,199.57	\$944,721.03	\$983,244.48
December Week 2	\$1,334,704.25	\$1,057,556.55	\$1,160,603.85
December Week 3	\$1,479,886.46	\$1,282,100.45	\$1,268,040.58
December Week 4	\$1,210,796.51	\$1,057,153.39	\$1,123,590.89

Total	\$5,330,586.79	\$4,341,531.42	\$4,535,479.80
--------------	-----------------------	-----------------------	-----------------------

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2017 and 2018. The graphs compare 2018's year-to-date numbers with the comparable period in 2017. 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:

- 2018: Week ending December 30, 2018
- 2017: Week ending December 31, 2017

