



A RESEARCH REPORT BY BOOKNET CANADA

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**Subcategory
Breakdowns for
Business & Economics,
Computers, and Travel.
A Closer Look at Three
of the Most Complex
Categories in the *BNC
Canadian Book Market
2008.***

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Introduction

We've done it! And in record time! The *BNC Canadian Book Market 2008* is out and ready to provide you with a complete summary of 2008 sales data across the country.

But you know us; we can't get enough of sales data. Since we were on such a roll, we thought "Hey, why not dig a little deeper? Let's check out some subcategories!" We've taken three of the most diverse non-fiction categories--Business & Economics, Computers, and Travel--and broken them down into subcategories to show consumer spend in more detail.

For each of the top categories, we've included a bar graph displaying percentages of the category each genre represents, a top level table of Value of List Price, Volume Sold, ISBNs reported and ISBNs sold, and a Top Ten Table to provide clues as to why one category did better than another. At the end of the report, we'll show you how to get this information yourself using BNC SalesData Quick Market Report. (It's easy. Our intern did it and so can yours!)

Of course, this is only a drop in the ocean of data. The *BNC Canadian Book Market 2008* includes a comprehensive analysis of every category, including comparative year-over-year data, market share by publisher and distributor, analysis of price points, and much more. It's the most inclusive and complete study of the Canadian trade book market you'll find anywhere.

For pricing and a preview of the *BNC Canadian Book Market 2008* visit <http://research.booknetcanada.ca>

Or visit www.booknetcanada.ca, and in the left hand menu select 'Research' then click on 'Canadian Book Market'.

Caveats

- Based on publisher feedback, it is estimated that BNC SalesData represents about 75% of book industry sales. In the remaining 25% are some non-traditional retailers and retail categories that are not fully represented by BNC SalesData. Sales from these categories may not be as accurately represented in this study
- It is estimated that the addition of new retailers in 2008 has contributed to approximately 5% growth in volume of sales for the total market. The impact on individual categories will vary.

Quick Glossary

- AASP - Average Actual Selling Price. How much, on average, each book cost at the point-of-sale. This takes into account any on sale or discounted books sold.
- ISBNs Reported – Total number of ISBNs tracked by BCN SalesData in the category and market as a whole
- ISBNs With Sales – Total number of ISBNs tracked in the category and in the totally market that had one or more sales recorded.
- Value List – How much the category was worth if every book sold at its original listed price
- Volume – The amount of units sold

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Business & Economics

On the whole, Business sales account for 3.39% of the 2008 market value and 2.23% of the volume. The category represents 3.55% of ISBNs in stores, as well as 3.05% of all ISBNs reporting sales. Business has the 7th highest market value (out of 56 subjects) of any category this year, and the 10th most units sold, according to the Total Market Subject Sales in the *BNC Canadian Book Market 2008*.

The General category has the highest volume in sales in Business, 32.52% of the Business market, and the highest value, 31.75%. The dominance of General is no surprise, as 7,841 (22.43%) of the ISBNs on the market are in the category. True to its name, the category includes a lot of popular authors who tend to write for a larger audience. Malcolm Gladwell holds the top two positions on the Bestseller list with his book *Outliers: The Story of Success* coming in first and *Blink: The Power of Thinking Without Thinking* in second. In third, also in General, is Naomi Klein with *The Shock Doctrine*. Other authors with General Business books include Thomas Friedman, Richard Greene, and Warren Buffett.

Personal Finance, with 16.42% of volume and 15.13% of value, is the second most popular category. It's also quite a relatively large section of the Business pie, making up 6.01% of the ISBNs reported in Business last year. Like General, the Personal Finance category seems to benefit from a broad-based readership, average consumers looking for financial wisdom. Although its only appearance on the top ten list is at #4 with *Rich Dad, Poor Dad*, the category appears regularly in the top 50, with titles promoting attainable wealth for the general public, such as *Start Late, Finish Rich: A No-Fail Plan for Achieving Financial Freedom at Any Age* and *Why We Want You to Be Rich: Two Men, One Message*.

Careers is the next tier, with 6.27% of volume and 5.74% of value. At this point, the categories seem to get more specific, more geared towards professionals than the average reader. Careers still retains a bit of that broad appeal, such as *Rules of Work: A Definitive Code for Personal Success* by Richard Templar coming in at 5th and *The 4-Hour Work Week: Escape 9-5, Live Anywhere, and Join the New Rich* by Timothy Ferriss. However, Careers only appears sporadically in the top 50 after that. The titles tend to be geared towards improving work skills in order to progress at one's career rather than inexplicably becoming wealthy.

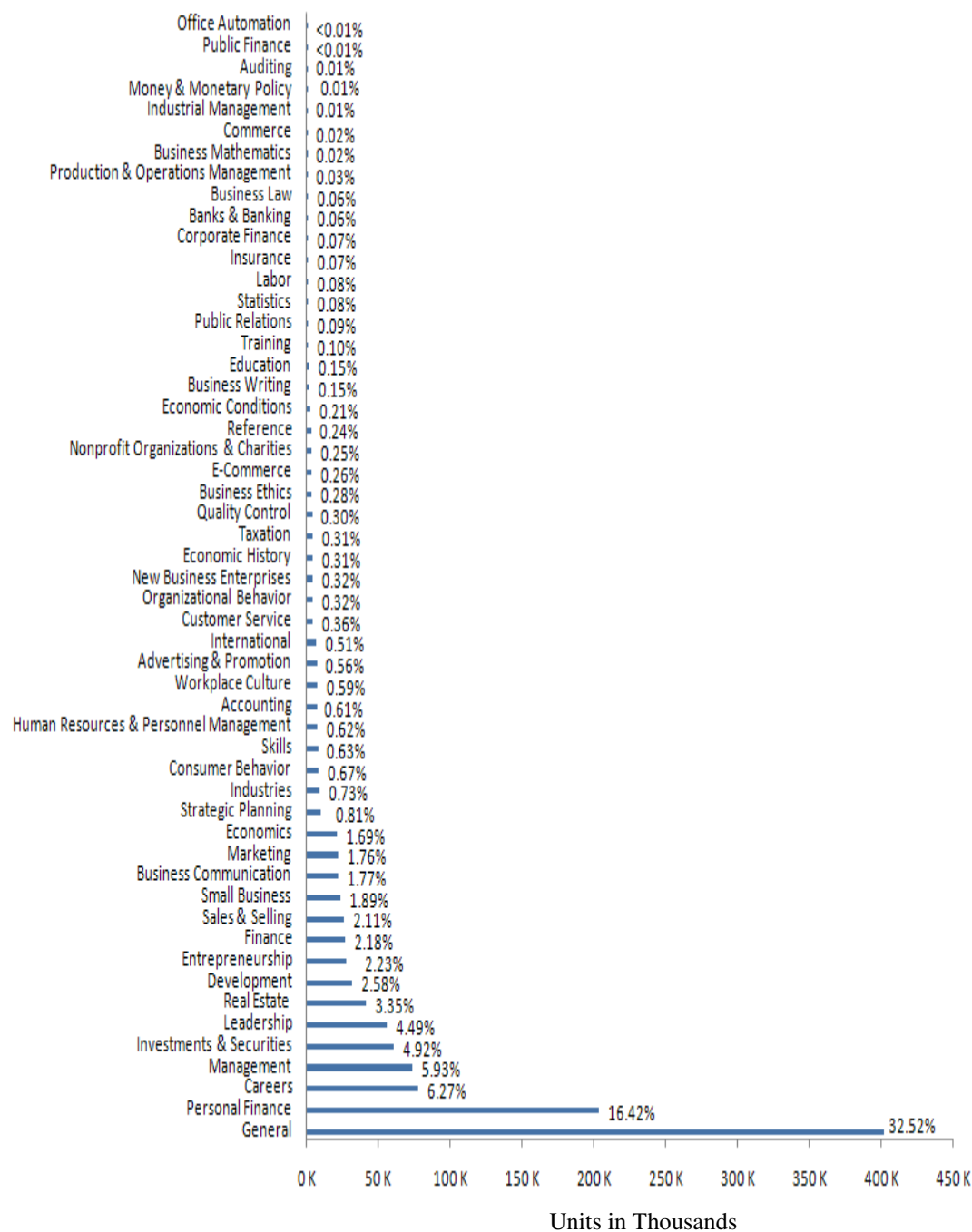
Business & Economics Share of Category

Subcategory Title	Value List	Volume	ISBNs Reported	ISBNs with Sales
Business and Economics 2008	\$30,654,987.33	1,230,815	34,965	12,679
General	\$10,176,781.94	404,533	7,841	2,813
Share of Category	33.20%	32.87%	22.43%	22.19%
Accounting	\$314,276.51	7,539	913	236
Share of Category	1.03%	0.61%	2.61%	1.86%
Advertising & Promotion	\$181,031.71	6,953	308	109
Share of Category	0.59%	0.56%	0.88%	0.86%
Auditing	\$8,263.49	79	67	14
Share of Category	0.03%	0.01%	0.19%	0.11%
Banks & Banking	\$26,109.01	724	110	39
Share of Category	0.09%	0.06%	0.31%	0.31%
Business Communication	\$508,613.02	21,915	617	257
Share of Category	1.66%	1.78%	1.76%	2.03%
Business Ethics	\$30,750.76	3,386	208	54
Share of Category	0.10%	0.28%	0.59%	0.43%
Business Law	\$35,305.54	703	97	30
Share of Category	0.12%	0.06%	0.28%	0.24%
Business Mathematics	\$7,056.96	277	28	7
Share of Category	0.02%	0.02%	0.08%	0.06%
Business Writing	\$24,451.29	1,884	126	47
Share of Category	0.08%	0.15%	0.36%	0.37%
Careers	\$1,735,819.59	79,024	2,058	882
Share of Category	5.66%	6.42%	5.89%	6.96%
Commerce	\$2,170.20	187	119	29
Share of Category	0.01%	0.02%	0.34%	0.23%
Consumer Behavior	\$186,695.80	7,189	119	30
Share of Category	0.61%	0.58%	0.34%	0.24%
Corporate Finance	\$50,597.17	832	194	65
Share of Category	0.17%	0.07%	0.55%	0.51%
Customer Service	\$110,709.64	4,415	201	77
Share of Category	0.36%	0.36%	0.57%	0.61%
Development	\$1,006,860.18	32,423	538	182
Share of Category	3.28%	2.63%	1.54%	1.44%
E-Commerce	\$68,945.83	3,182	315	65
Share of Category	0.22%	0.26%	0.90%	0.51%
Economic Conditions	\$73,025.90	2,651	223	75
Share of Category	0.24%	0.22%	0.64%	0.59%
Economic History	\$80,588.64	3,854	240	92
Share of Category	0.26%	0.31%	0.69%	0.73%
Economics	\$569,011.18	20,352	1,602	464
Share of Category	1.86%	1.65%	4.58%	3.66%
Education	\$26,849.05	1,861	85	25
Share of Category	0.09%	0.15%	0.24%	0.20%
Entrepreneurship	\$798,119.81	27,810	631	270
Share of Category	2.60%	2.26%	1.80%	2.13%
Finance	\$760,952.91	26,899	1,504	537
Share of Category	2.48%	2.19%	4.30%	4.24%
Human Resources & Personnel Management	\$222,765.12	7,921	1,041	310
Share of Category	0.73%	0.64%	2.98%	2.44%
Industrial Management	\$4,488.13	150	144	39
Share of Category	0.01%	0.01%	0.41%	0.31%
Industries	\$236,214.74	9,081	1,049	274
Share of Category	0.77%	0.74%	3.00%	2.16%

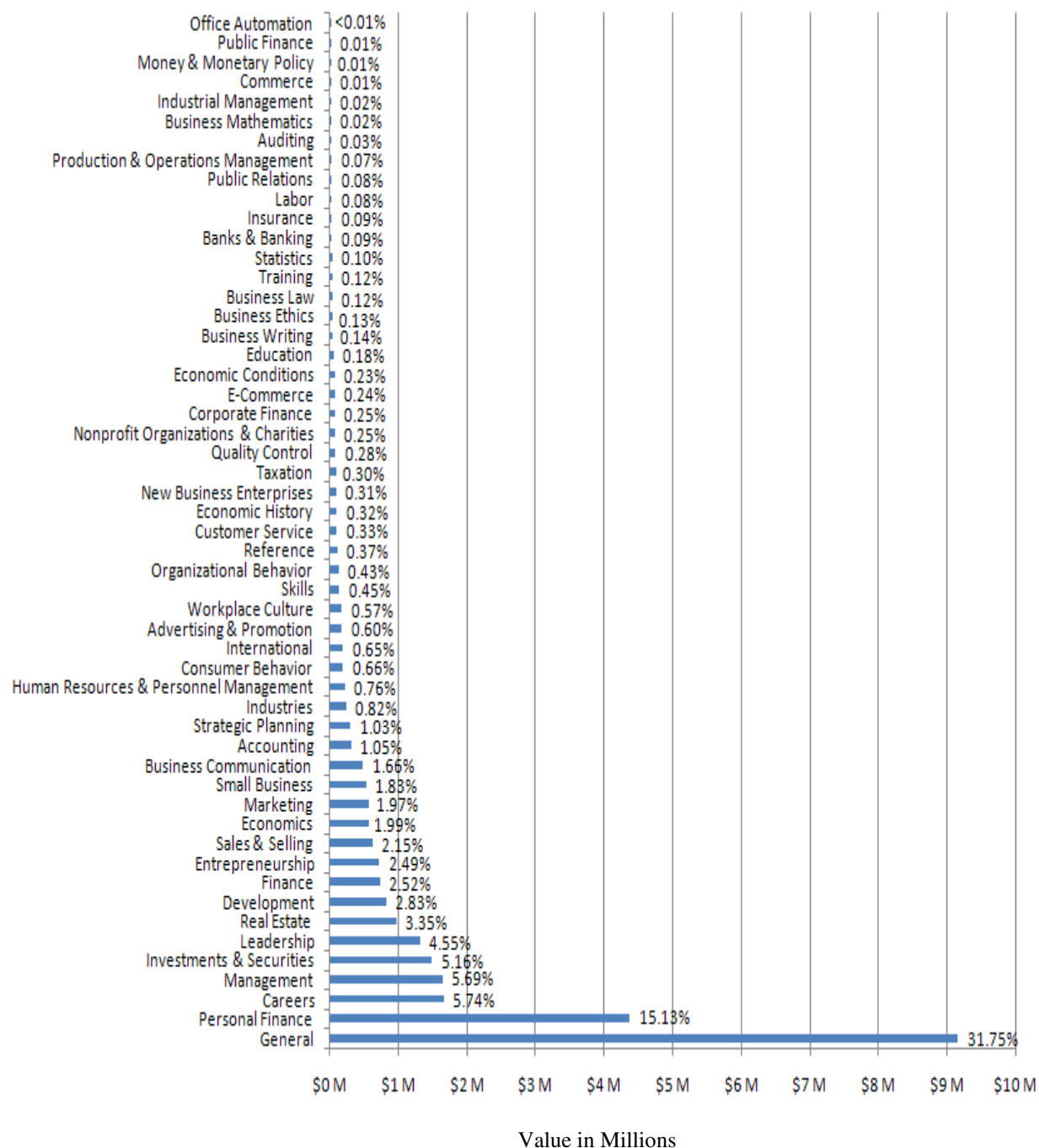
Business & Economics Share of Category (continued)

Subcategory Title	Value List	Volume	ISBNs Reported	ISBNs with Sales
Business and Economics 2008	\$30,654,987.33	1,230,815	34,965	12,679
Insurance	\$26,505.21	919	97	20
Share of Category	0.09%	0.07%	0.28%	0.16%
International	\$183,753.34	6,340	701	195
Share of Category	0.60%	0.52%	2.00%	1.54%
Investments & Securities	\$1,582,074.03	60,780	1,531	611
Share of Category	5.16%	4.94%	4.38%	4.82%
Labor	\$22,756.64	968	282	58
Share of Category	0.07%	0.08%	0.81%	0.46%
Leadership	\$1,463,623.41	57,511	1,237	567
Share of Category	4.77%	4.67%	3.54%	4.47%
Management	\$1,587,059.61	68,294	2,375	1,012
Share of Category	5.18%	5.55%	6.79%	7.98%
Marketing	\$584,065.41	20,846	1,178	416
Share of Category	1.91%	1.69%	3.37%	3.28%
Money & Monetary Policy	\$1,857.68	96	88	22
Share of Category	0.01%	0.01%	0.25%	0.17%
New Business Enterprises	\$90,626.75	3,954	144	62
Share of Category	0.30%	0.32%	0.41%	0.49%
Nonprofit Organizations & Charities	\$78,808.64	3,019	407	127
Share of Category	0.26%	0.25%	1.16%	1.00%
Office Automation	\$982.30	14	31	2
Share of Category	0.00%	0.00%	0.09%	0.02%
Organizational Behavior	\$121,481.50	3,965	355	98
Share of Category	0.40%	0.32%	1.02%	0.77%
Personal Finance	\$4,500,295.91	198,151	2,100	811
Share of Category	14.68%	16.10%	6.01%	6.40%
Production & Operations Management	\$18,271.05	415	133	29
Share of Category	0.06%	0.03%	0.38%	0.23%
Public Finance	\$547.31	23	44	10
Share of Category	0.00%	0.00%	0.13%	0.08%
Public Relations	\$22,120.46	1,074	126	43
Share of Category	0.07%	0.09%	0.36%	0.34%
Quality Control	\$38,243.66	3,710	193	66
Share of Category	0.12%	0.30%	0.55%	0.52%
Real Estate	\$1,024,541.72	41,399	728	340
Share of Category	3.34%	3.36%	2.08%	2.68%
Reference	\$58,677.49	2,943	183	82
Share of Category	0.19%	0.24%	0.52%	0.65%
Sales & Selling	\$660,599.68	26,014	721	311
Share of Category	2.15%	2.11%	2.06%	2.45%
Skills	\$138,939.55	7,767	201	95
Share of Category	0.45%	0.63%	0.57%	0.75%
Small Business	\$572,175.72	23,403	594	294
Share of Category	1.87%	1.90%	1.70%	2.32%
Statistics	\$34,892.49	1,045	123	32
Share of Category	0.11%	0.08%	0.35%	0.25%
Strategic Planning	\$297,682.50	10,054	474	183
Share of Category	0.97%	0.82%	1.36%	1.44%
Taxation	\$91,501.00	3,816	129	29
Share of Category	0.30%	0.31%	0.37%	0.23%
Training	\$32,964.14	1,185	296	104
Share of Category	0.11%	0.10%	0.85%	0.82%
Workplace Culture	\$173,486.01	7,286	116	38
Share of Category	0.57%	0.59%	0.33%	0.30%

Business & Economics Sales by Volume



Business & Economics Sales by Value



Top Ten Bestsellers – Business & Economics

Title	Contributor	ISBN	Publisher	Binding	List Price	AASP	Subject
Outliers: The Story of Success	Gladwell, Malcolm	9780316017923	Little Brown & Company	HT	\$30.99	\$22.72	General
Blink: The Power of Thinking Without Thinking	Gladwell, Malcolm	9780316010665	Little Brown & Company	TP	\$18.50	\$17.62	General
The Shock Doctrine: The Rise of Disaster Capitalism	Klein, Naomi	9780676978018	Random House of Canada, Limited	TP	\$22.00	\$20.22	General
Rich Dad Poor Dad: What the Rich Teach Their Kids about Money That the Poor and the Middle Class Do Not!	Kiyosaki, Robert T.	9780446677455	Grand Central Publishing	TP	\$18.95	\$18.31	Personal Finance
Rules of Work: A Definitive Code for Personal Success	Templar, Richard	9780273662716	Pearson Education Canada	TP	\$19.99	\$19.88	Careers
The Lazy Investor: Start with \$50--And No Investment Knowledge	Foster, Derek	9780973696011	Foster, Underhill Financial Press	TP	\$19.95	\$19.13	Investments & Securities
The 4-Hour Work Week: Escape 9-5, Live Anywhere, and Join the New Rich	Ferriss, Timothy	9780307353139	Crown Publishing Group	HT	\$24.95	\$23.70	Careers
Good to Great: Why Some Companies Make the Leap... And Others Don't	Collins, Jim	9780066620992	HarperCollins Publishers	HT	\$38.99	\$30.69	Development
StrengthsFinder 2.0: A New and Upgraded Edition of the Online Test from Gallup's Now, Discover Your	Rath, Tom	9781595620156	Gallup Press	NM	\$28.50	\$22.89	Development
Who Owns Canada Now?: Old Money, New Money and the Future of Canadian Business	Francis, Diane	9780002007054	HarperCollins Publishers Limited	HT	\$34.95	\$32.75	General

Computers

Computers is a very specific category, the majority of the books available being user manuals. The market is limited to those with computers, and while nowadays this is common, many people don't use the same operating system or own the same programs, further limiting a book's appeal. However, in the total market Computers still ranks above many categories with even smaller appeal to a broad market, such as science and drama. According to the BNC Canadian Book Market 2008, Computers represents 1.44% of the value and 0.67% of the volume sold within the total market. It ranks 18 out of 56 categories as the most valuable and 28th highest volume of units sold.

Last year, Computers saw an increase in ISBNs reported of 27.45%; however, ISBNs with sales dropped 3.11%. Perhaps this can be accounted for by readers' trust in brands, as some of the most successful campaigns have been done in the Computers category, such as publisher John Wiley and Sons' *...for Dummies* series, which claims 4 of the top 5 bestselling titles.

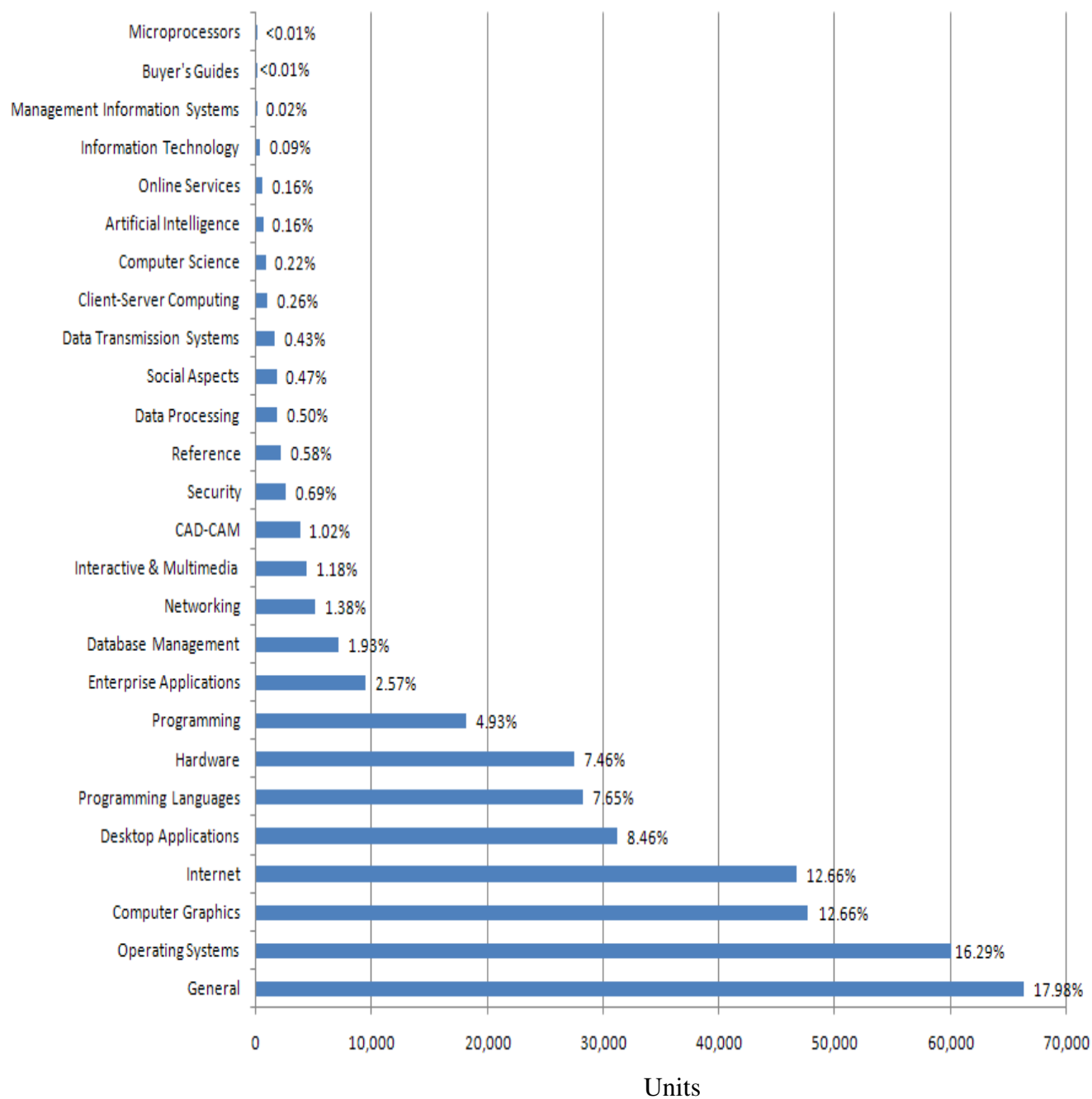
Computers-General was the most popular grouping with 17.98% of volume and 20.02% of value in the Computers market. The category includes a lot of user manuals for popular programs, such as Microsoft Office, as well as the only book in the top ten not to be a manual, *Wikinomics* (2nd on the list). The bestselling title is *Windows Vista for Dummies* by Andy Rathbone, a regular contributor to the *...for Dummies* series.

Operating Systems came in second selling more units at 16.24 % of the market. But, Computer Graphics, only representing 12.60% of the market volume, had a higher value at 14.23% versus Operating Systems' 13.35%. A reason for this may be hinted at in the bestsellers list. Operating Systems has 4 titles on the list, each with an AASP of 20-30\$, while the only Computer Graphics title has an AASP of \$53.95. While there is a larger demand for Operating Systems manuals, Computer Graphics books are still in demand, but have a heftier price tag. Calculating an average using books in the top 100 Computers bestsellers, Operating Systems books have an average AASP of \$25.97, while Computer Graphics books average almost ten dollars higher per unit at \$35.27.

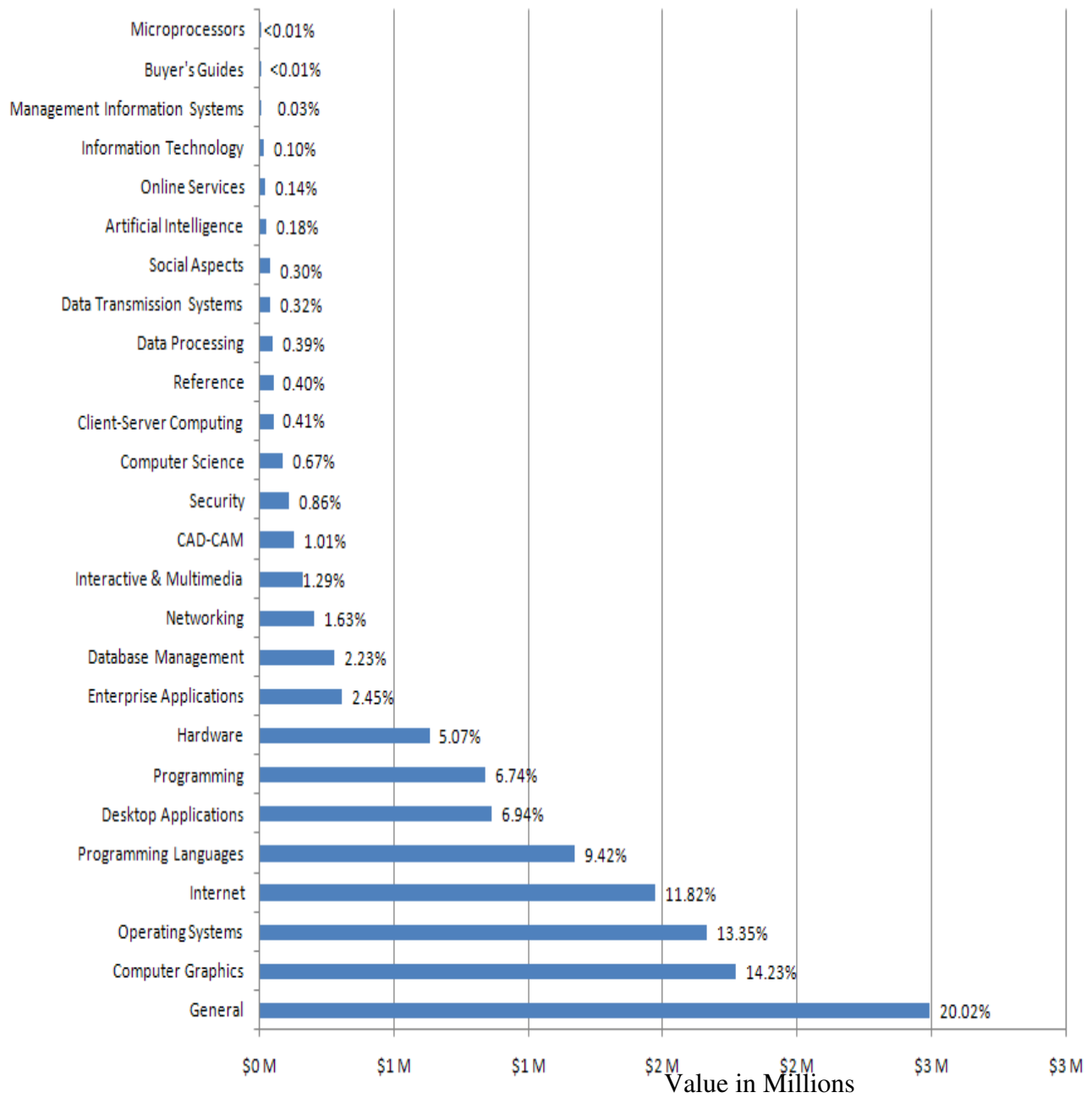
Computers Share of Category

Subcategory Title	Value List	Volume	ISBNs Reported	ISBNs with Sales
Computers 2008	\$13,352,177.41	368592	25556	6387
General	\$2,697,412.75	67135	4577	1157
Share of Category	20.20%	18.21%	17.91%	18.11%
Artificial Intelligence	\$24,106.97	600	116	23
Share of Category	0.18%	0.16%	0.45%	0.36%
Buyer's Guides	\$307.60	14	10	2
Share of Category	0.00%	0.00%	0.04%	0.03%
CAD-CAM	\$138,254.25	3768	278	66
Share of Category	1.04%	1.02%	1.09%	1.03%
Client-Server Computing	\$54,824.06	952	214	40
Share of Category	0.41%	0.26%	0.84%	0.63%
Computer Graphics	\$1,883,740.92	47687	1836	617
Share of Category	14.11%	12.94%	7.18%	9.66%
Computer Science	\$56,714.54	816	457	79
Share of Category	0.42%	0.22%	1.79%	1.24%
Data Processing	\$58,703.91	1832	217	33
Share of Category	0.44%	0.50%	0.85%	0.52%
Data Transmission Systems	\$42,792.86	1569	219	59
Share of Category	0.32%	0.43%	0.86%	0.92%
Database Management	\$306,783.41	7103	984	245
Share of Category	2.30%	1.93%	3.85%	3.84%
Desktop Applications	\$963,123.22	31348	1456	381
Share of Category	7.21%	8.50%	5.70%	5.97%
Enterprise Applications	\$322,060.65	9320	571	164
Share of Category	2.41%	2.53%	2.23%	2.57%
Hardware	\$731,744.95	27390	694	184
Share of Category	5.48%	7.43%	2.72%	2.88%
Information Technology	\$16,969.82	422	190	33
Share of Category	0.13%	0.11%	0.74%	0.52%
Interactive & Multimedia	\$172,384.30	4356	582	180
Share of Category	1.29%	1.18%	2.28%	2.82%
Internet	\$1,640,593.12	46095	2609	702
Share of Category	12.29%	12.51%	10.21%	10.99%
Management Information Systems	\$4,058.91	74	129	23
Share of Category	0.03%	0.02%	0.50%	0.36%
Microprocessors	\$541.30	6	26	4
Share of Category	0.00%	0.00%	0.10%	0.06%
Networking	\$226,165.33	5078	1304	261
Share of Category	1.69%	1.38%	5.10%	4.09%
Online Services	\$19,170.67	575	50	20
Share of Category	0.14%	0.16%	0.20%	0.31%
Operating Systems	\$1,823,158.76	59539	2284	501
Share of Category	13.65%	16.15%	8.94%	7.84%
Programming	\$689,610.50	18761	2610	669
Share of Category	5.16%	5.09%	10.21%	10.47%
Programming Languages	\$1,278,706.59	28190	3226	701
Share of Category	9.58%	7.65%	12.62%	10.98%
Reference	\$48,610.22	1654	163	44
Share of Category	0.36%	0.45%	0.64%	0.69%
Security	\$111,023.76	2535	618	154
Share of Category	0.83%	0.69%	2.42%	2.41%
Social Aspects	\$40,614.04	1773	136	45
Share of Category	0.30%	0.48%	0.53%	0.70%

Computers Sales by Volume



Computers Sales by Value



Top Ten Bestsellers - Computers

Title	Contributor	ISBN	Publisher	Binding Type	List Price	AASP	Subject
Windows Vista for Dummies	Rathbone, Andy	9780471754213	John Wiley & Sons Canada, Limited	TP	\$23.99	\$20.04	Operating Systems
Wikinomics: How Mass Collaboration Changes Everything	Tapscott, Don	9781591841937	Penguin Group (USA) Incorporated	HT	\$27.95	\$24.24	General
Windows Vista All-in-One Desk Reference for Dummies	Leonhard, Woody	9780471749417	John Wiley & Sons Canada, Limited	TP	\$32.99	\$26.33	Operating Systems
Windows XP for Dummies	Rathbone, Andy	9780764573262	John Wiley & Sons Canada, Limited	TP	\$23.99	\$20.09	Operating Systems
Mac OS X Leopard for Dummies	LeVitus, Bob	9780470054338	John Wiley & Sons Canada, Limited	TP	\$23.99	\$19.82	Operating Systems
Mac Os X Leopard: The Missing Manual	Pogue, David	9780596529529	O'Reilly Media, Incorporated	TP	\$34.99	\$33.65	General
Microsoft Office 2007	Wang, Wallace	9780470009239	John Wiley & Sons Canada, Limited	TP	\$23.99	\$19.46	General
The Adobe Photoshop CS3 Book for Digital Photographers	Kelby, Scott	9780321501912	Pearson Technology Group Canada	TP	\$54.99	\$52.62	Computer Graphics
Microsoft Windows Vista(TM) Step by Step	Cox, Joyce	9780735622692	Microsoft Press	NM	\$27.50	\$26.34	General
PCs	Gookin, Dan	9780470137284	John Wiley & Sons Canada, Limited	TP	\$23.99	\$19.52	Hardware

Travel

Travel is a very diverse and accessible category. Its titles include everything from guidebooks and maps to travelogues and coffee-table photography books. In the *BNC Canadian Book Market 2008*, Travel was ranked as the 8th (out of 56) most valuable category with a hold on 2.83% of the market. For volume, the subject was 9th overall with 2.32% of sales.

Travel ISBNs reported were up a total of 21.58% and ISBNs reporting sales were up 4.99%. Again, as in the Computers category, we could speculate that branding plays a role, with newer books being ignored in favour of older, well known series. The top ten list has three selections from Map Art Publishing Group, and a cursory glance at the top 100 books reveals quite a few recognizable names; including Doris Kindersley's *DK Eyewitness Guides* (number seven in the top ten list) as well as *Zagat's*, *Frommer's* and *Lonely Planet* guides.

Europe was the highest selling Travel category with 25.22% of volume sold and 27.28% of value. Looking again at the top 100, books in this section are mainly standard travel guides with the aforementioned well known publishers making multiple appearances. What can be gleaned from this category: Canadian readers are storming Europe.

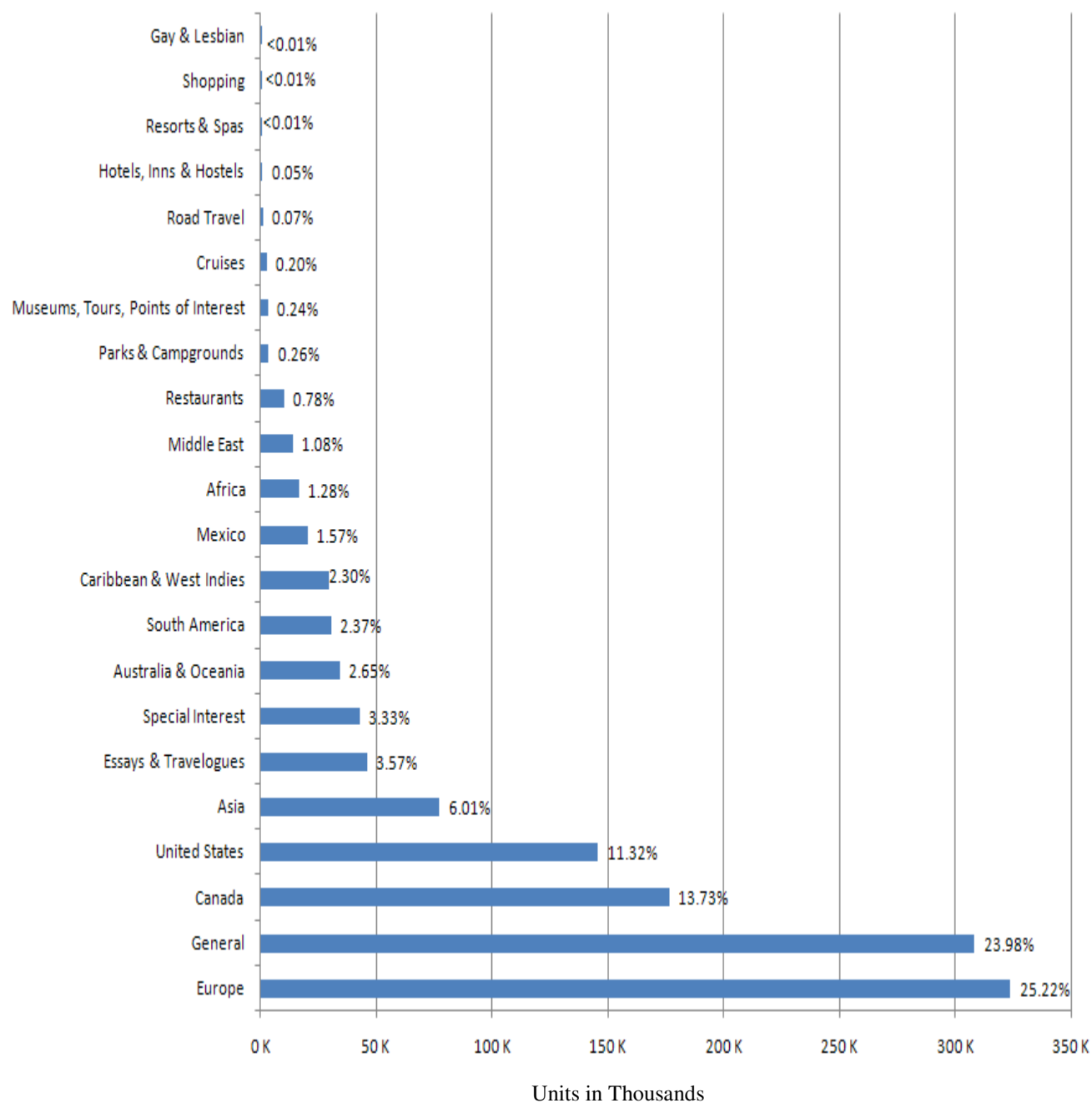
General Travel was close behind with 23.98% of volume sold and 19.97% of value. General in Travel appears as a more hodge-podge heading than in other top level categories, including such items as road maps, atlases, some guide books, photography books, and even some books that could be considered travelogues. The inclusion of maps in this category must be noted, as four of the top ten bestsellers are maps (all by Map Art).

In third place is Canada with 13.73% of volume and 13.14% of value. The category, like General is broad, including city guides, photography books and especially specialty guides on outdoor activity: fishing, hiking and canoeing.

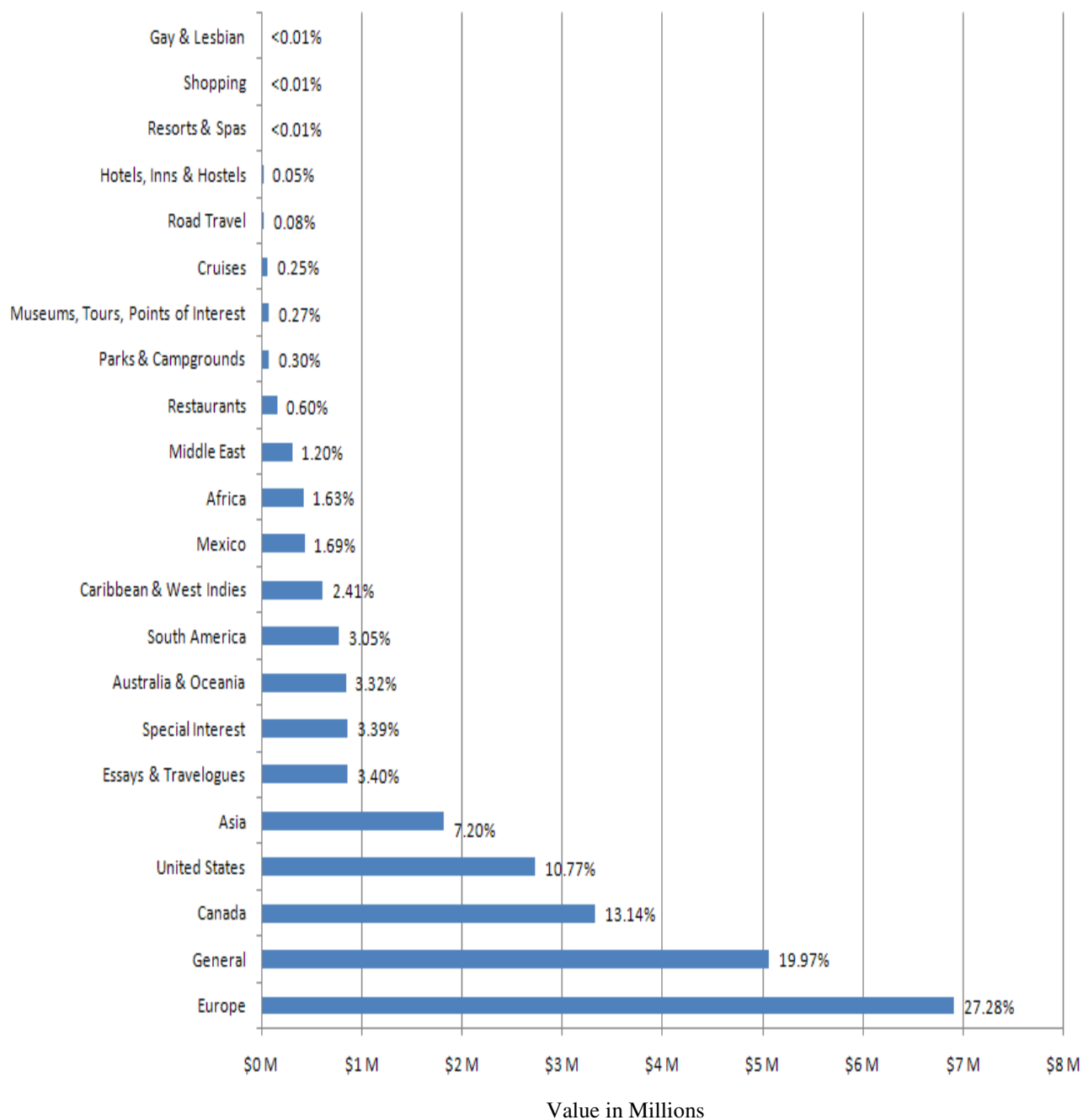
Travel Share of Category

Subcategory Title	Value	Volume	ISBNs Reported	ISBNs with Sales
Travel 2008	\$25,847,165.23	1,283,810	27,094	11,031
Travel General 2008	\$5,132,210.33	312,405	6,039	2,467
Share of Category	19.86%	24.33%	22.29%	22.36%
Africa	\$398,661.46	15,195	656	261
Share of Category	1.54%	1.18%	2.42%	2.37%
Asia	\$1,828,536.40	75,680	1,488	682
Share of Category	7.07%	5.89%	5.49%	6.18%
Australia & Oceania	\$832,144.92	33,244	486	208
Share of Category	3.22%	2.59%	1.79%	1.89%
Canada	\$3,404,910.54	176,884	1,848	856
Share of Category	13.17%	13.78%	6.82%	7.76%
Caribbean & West Indies	\$633,664.06	29,547	632	246
Share of Category	2.45%	2.30%	2.33%	2.23%
Cruises	\$31,806.75	2,573	59	30
Share of Category	0.12%	0.20%	0.22%	0.27%
Essays & Travelogues	\$907,214.36	45,730	956	458
Share of Category	3.51%	3.56%	3.53%	4.15%
Europe	\$7,187,406.23	322,537	7,080	2,899
Share of Category	27.81%	25.12%	26.13%	26.28%
Gay & Lesbian	\$0.00	4	10	1
Share of Category	0.00%	0.00%	0.04%	0.01%
Hotels, Inns & Hostels	\$7,956.41	612	152	47
Share of Category	0.03%	0.05%	0.56%	0.43%
Mexico	\$451,965.97	20,105	341	141
Share of Category	1.75%	1.57%	1.26%	1.28%
Middle East	\$308,343.08	13,317	396	177
Share of Category	1.19%	1.04%	1.46%	1.60%
Museums, Tours, Points of Interest	\$44,520.44	3,092	261	87
Share of Category	0.17%	0.24%	0.96%	0.79%
Parks & Campgrounds	\$78,537.47	3,393	232	65
Share of Category	0.30%	0.26%	0.86%	0.59%
Resorts & Spas	\$852.49	53	18	5
Share of Category	0.00%	0.00%	0.07%	0.05%
Restaurants	\$144,536.93	10,066	245	80
Share of Category	0.56%	0.78%	0.90%	0.73%
Road Travel	\$3,870.35	866	25	5
Share of Category	0.01%	0.07%	0.09%	0.05%
Shopping	\$74.25	19	7	4
Share of Category	0.00%	0.00%	0.03%	0.04%
South America	\$790,972.70	30,553	436	227
Share of Category	3.06%	2.38%	1.61%	2.06%
Special Interest	\$905,709.91	43,329	849	393
Share of Category	3.50%	3.38%	3.13%	3.56%
United States	\$2,753,270.18	144,606	4,878	1,692
Share of Category	10.65%	11.26%	18.00%	15.34%

Travel Sales by Volume



Travel Sales by Value



Top Ten Bestsellers - Travel

Title	Contributor	ISBN	Publisher	Bnd Code	List Price	AASP	Subject
Into the Wild	Krakauer, Jon	9780385486804	Knopf Publishing Group	TP	15.95	\$15.07	Essays & Travelogues
Into the Wild	Krakauer, Jon	9780307387172	Knopf Publishing Group	TP	17.95	\$16.86	Special Interest
Ontario, Canada	Map Art Publishing Staff	9781553682257	Map Art Publishing Corp	NM	4.95	\$4.95	General
Toronto Map	Map Art Publishing Staff	9781553683193	Map Art Publishing Corp	NM	4.95	\$4.95	General
1,000 Places to See Before You Die 2009	Schultz, Patricia	9780761149361	Workman Publishing Company, Incorporated	PC	14.99	\$14.68	General
Vancouver Map	Map Art Publishing Staff	9781553683070	Map Art Publishing Corp	MP	4.95	\$4.94	General
Italy	DK Publishing Staff	9780756615451	Dorling Kindersley Publishing, Incorporated	TP	36	\$34.01	Europe
Map Canada PM	Map Art Publishing Staff	9781553682233	Map Art Publishing Corp	NM	4.95	\$4.94	General
My Favourite Cheap Eats: Calgary, Banff, Canmore, Foothills, and Beyond	Gilchrist, John	9780969310662	Escorial, Incorporated	TP	14.95	\$14.04	Restaurants
In a Sunburned Country	Bryson, Bill	9780385259415	Doubleday Canada, Limited	TP	22	\$21.41	Australia & Oceania

Market Share Representation

These graphs provide a visual representation of the growth or shrinkage of each subcategory's market share from 2007-2008. While certain categories may have experienced large growth in market share, in no way does this guarantee that the category sales have exploded or vice-versa, but that the category is selling more or less than the year before.

For instance, in Business & Economics the category *International* saw a market share decrease of -0.28% Market Share. In 2007, *International* sold 9,177 units while in 2008 it sold 6,340. This gap could be easily explained by a 2007 bestseller or, in the case of some of the smaller categories, the publishers could have recategorized a popular title.

Business & Economics Market Share



Computers Market Share

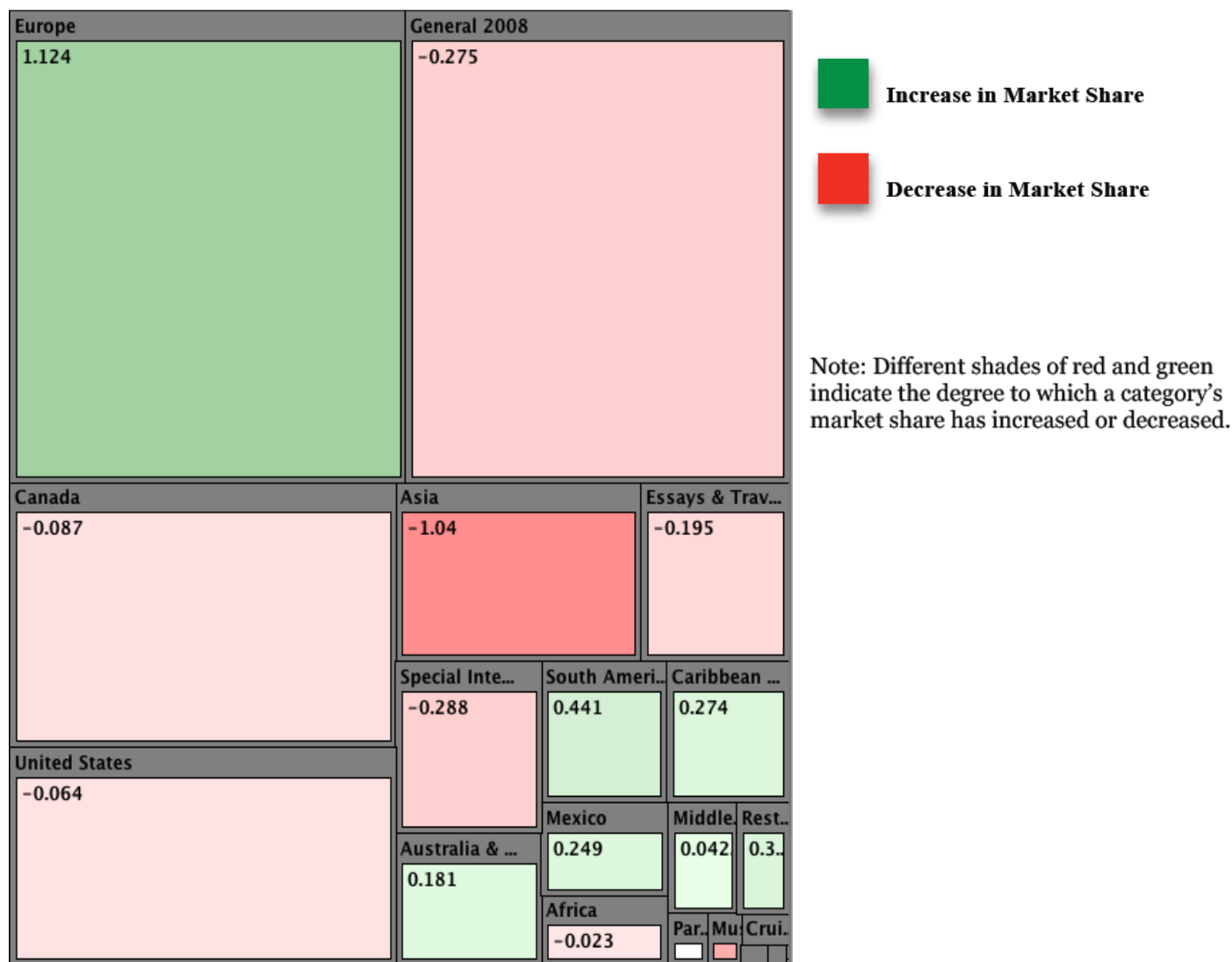


Increase in Market Share

Decrease in Market Share

Note: Different shades of red and green indicate the degree to which a category's market share has increased or decreased.

Travel Market Share



While Travel seemed to stay relatively stable, both Business & Economics and Computers saw larger fluctuations in their top markets. Computers is somewhat unsurprising, as it can be assumed that since a large portion of this category is manuals, the book market follows the computer market. If a new operating system or version of a popular software system is brought onto the market, the category it applies to will rise or fall.

Business had a large increase in General, while its second-place Personal Finance category dropped in overall sales. Generals' increase is partly due to the much-anticipated release of Malcolm Gladwell's book *Outliers*, which saw excellent sales and makes up a significant portion of Generals' overall sales. This large increase may have cut into other category's market share.

How to Create a Quick Market Share Report

It's easy for BookNet Canada SalesData subscribers to find breakdowns of all the other categories included in the *BNC Canadian Book Market 2008*. All you need to do is create a Quick Market Share report. You'll be able to see breakdowns of each top level category and subcategory. You can also choose any time period, from one week to an entire year dating back to 2005. When you have attained the report you desire, export it directly to Excel, PDF or just view it in SalesData.

Just follow these simple steps.

Step 1

At the top of the BNC SalesData front page, click *Create Market Share Report*

The screenshot shows the BNC SalesData front page. At the top, there is a navigation bar with links: BNC SalesData Home | My Account | Logout | Help | Contact Us | BNC Website. Below this is the BNC SALESData logo. A red box highlights the 'Create Quick Market Share Report' link in the main navigation menu. A callout box points to this link with the text: 'At the top of the BNC SalesData front page, click Create Market Share Report'. Below the navigation bar, the page says 'Welcome BookNet Canada'. There is an 'ISBN Lookup' section with a search box and a 'C' button. Below that is a 'View Saved Reports' section with a dropdown menu labeled 'Choose a report'. Further down is a 'View Your Top 500 Bestsellers Report' section with links for 'For One Week', 'For Four Weeks', and 'Year to Date'. At the bottom is an 'Industry Snapshot' section with a button labeled 'Graph Total Volume Sold'.

Step 2

The next screen is where you'll be refining the elements of your report.

Quick Market Share Report

Step 1 Select Time Frame

Choose a time frame

During previous: Year

From the first drop down menu, select the length of time you want the report to span. From one week up to one year.

Period ending: ☐ Most recent week

☒ Week of: 2008 December 28

Step 2 Select Report Criteria

Choose a report type:

- ☐ All Publishers vs. Top-level Subjects
- ☐ All Distributors vs. Top-level Subjects
- ☐ All Subjects by Format
- ☒ All Formats by Subject

Choose the year and the date you want your time period to end. This example search is configured for the year of 2008.

Select the type of report you'd like to see. Each selection breaks down the total market in a different way. For this search, select *All Formats by Subject* (see below for explanation of report types).

Choose the data type:

- ☒ Sales
- ☐ On Hand
- ☐ On Order

Now pick what type of data you want to see. *Sales* – how many books sold, *On Hand* – books still in stores, or *On Order* – books on order from stores.*

Choose the data to display:

- ☒ Volume
- ☐ Value List
- ☐ Value AASP

Select what data you want to see. *Volume* – how many units, *Value List* – how much the combined books are worth at list price, and *Value AASP* – how much each book is worth at the average actual selling price.

Display units as a:

(* One or both units must be selected before running the report)

- ☒ Percentage
- ☒ Total (e.g. \$100,000 or 100,000 units)

Mark how you want the units to be displayed. *Percentage* – What percentage of the total market a subject represents. *Total* – How many units sold, or how much money that brought in during the timeframe.

Step 3 Select Output Options

- ☒ Detailed Results
- ☐ Export as PDF
- ☐ Export as Excel

Choose how you want your report displayed; either in your browser, as a PDF, or Excel spreadsheet. To get down to the lower levels, view the report in your browser by choosing *Detailed Results*.

Clear

Create Report

* On Hand and On Order are not available to all SalesData subscribers.

Report Types:

- All Publishers vs Top-level Subjects – A breakdown of how much/how many books each publisher sold in the total market, fiction, non-fiction, juvenile and other. Also displays percentage of total market each publisher represents in each category.
- All Distributors vs Top-level Subjects – Same as above, but as a breakout by distributor rather than publisher.
- All Subjects by Format – Breakdown of how much each subject sold in the chosen time span, as well as how many of each format sold in that subject, and what percentage of total sales for the subject each format represents.
- All Formats by Subject –This is for the breakdown of the total market by subject. You can see the percentage and how much each category sold in each format, as well as the total for all books sold.

Step 3

This is the top level of the report. To get to the subject breakdowns, click any subject in the left hand column. If it takes a while to get this screen, don't worry, there's a lot of information and it can take a bit for the system to sort through it all.

Quick Market Share Report

ISBN Lookup

Create Report

REPORT: All Formats by Subject
START YEAR: 2008
START WEEK: December 28
DURATION: 1 Week
MARKET: ALL
DISPLAY: Quantity
DATA: Volume sold
UNITS: Percentage & Total

Refine Report
Save Report
Export to Excel
Export to PDF
New Report

Subject (Total Market Share %)	ALL (100%)	Hardcover (100%)	Mass-Market (100%)	Trade Paperback (100%)	Audio (100%)	Other (100%)
	Units	Units	Units	Units	Units	Units
All Formats	2,118,033	606,991	264,381	1,029,070	9,515	208,076
FICTION	579,813	96,827	224,567	253,636	3,259	1,524
JUVENILE FICTION	528,754	176,849	13,868	272,050	619	65,368

Subject column. You can click on the name of the subject to bring you to the next screen, the subject breakdown.

Units sold during the timeframe. Can also be dollar values for list price or AASP.

Percentage of market share. In a Subject by Format search, this is the percentage of the subject that is made up by each format.

Step 4

This is the second-level subject report. It is laid out exactly the same as the top-level subject report.

[Refine Report](#)
[Save Report](#)
[Export to Excel](#)
[Export to PDF](#)
[New Report](#)

Subject (Total Market Share %)	ALL (100%)		Hardcover (100%)		Mass-Market (100%)		Trade Paperback (100%)		Audio (100%)		Other (100%)	
▼	Units ▼		Units ▼		Units ▼		Units ▼		Units ▼		Units ▼	
ALL TRAVEL	40,326	100.00%	4,155	100.00%	86	100.00%	30,867	100.00%	47	100.00%	5,371	100.00%
General	10,254	25.43%	1,279	30.78%	0	0.00%	6,157	20.08%	0	0.00%	2,818	52.47%
Europe	7,687	19.56%	575	13.84%	2	2.33%	6,381	20.81%	0	0.00%	929	17.30%
Canada	4,839	12.00%	1,113	26.79%	0	0.00%	3,233	10.54%	0	0.00%	493	9.18%
United States	3,694	9.15%	94	2.26%	72	83.72%	2,952	9.63%	0	0.00%	573	10.67%
Asia	2,178	5.40%	117	2.82%	0	0.00%	1,916	6.25%	0	0.00%	145	2.70%
Essays & Travelogues	2,131	5.28%	342	8.23%	0	0.00%	1,769	5.77%	10	21.28%	10	0.19%

Clicking the *units* (or *dollars*) amount will take you to the breakdown of the subject by title. This is also available in the top-level subject report.

Click the square arrow buttons to sort the list by your preferred column.

If you enjoyed this report, you'll love the *BNC Canadian Book Market 2008*. It's your source for a comprehensive guide to book sales in Canada over the last year, giving you an inside peek at the mind of the average Canadian reader. It includes breakdowns for each top-level subject, along with year over year sales, market shares, and much more. For a preview or to order yours, go to: <http://research.booknetcanada.ca>