



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2014

The Scotiabank
Giller Prize:
Congratulations
nominees!

What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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SUMMARY

Based on BNC's research, the Scotiabank Giller Prize is the Canadian literary award with the biggest impact on book sales. To get a sense of what to expect during the award season, and to help nominees with stock and demand planning, we've created a trend analysis of last year's shortlist and winner, as well as a comparison in sales and stock position of the 2005 to 2013 winners. This study also includes comparisons of:

- Stock position by week – how many units were on hand during the award season?
- On-order position by week – when do orders rise and fall, and by how much?
- AASP levels – how are the books discounted, and how does this affect sales trends?

CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

- Independent bookstores: BNC SalesData includes many major independent bookstores, but does not include many smaller ones, any of which could be actively promoting an award winner. It also does not capture many specialty independent bookstores (children's books, science fiction, etc.) where a genre- or subject-specific award may have more impact. However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.
- K-12 and higher-education sales: our panel does not include direct institutional sales to schools or college/university textbook sales.
- At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Please also note that new booksellers have begun contributing to BNC SalesData since our first literary awards study, conducted in October 2006. Some changes seen in year-over-year sales figures may be due to the increased number of stores reporting sales, rather than a true increase in overall sales.

INTRODUCTION

Being nominated for a literary award is an exciting time for a publisher, because with national recognition comes increased orders and sales. So what's the best way to stay on top of the game? Can you predict when your books are going to start flying off the shelves? Will you need to reprint? What happens if you win?

BNC Research's literary award studies help Canadian publishers avoid surprises during awards season. By looking at sales data from previous years, we can better predict potential sales and order spikes, giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

APPROACH

The first section of this study compares the 2013 Scotiabank Giller Prize shortlisted titles by volume sold. The comparison by volume sold helps us understand how the award affects consumer behavior.

Next, we look at the 2013 shortlist titles individually, showing volume sold, units on hand (OH), units on order (OO), and the average actual selling price (AASP) throughout the Scotiabank Giller Prize timeline.

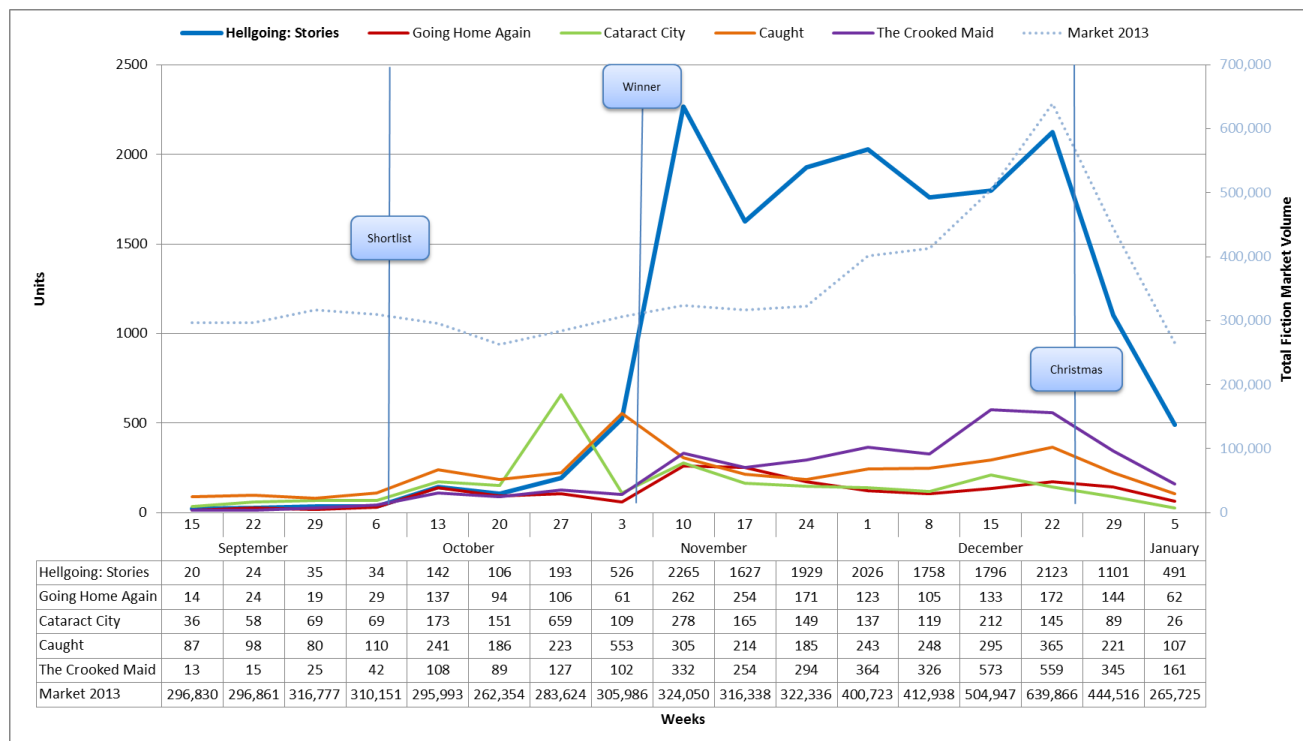
Finally, the year-over-year comparison looks at the Giller winners from 2005 to 2013, showing the impact of the award over time and noting similarities and special cases. The volume sold comparison shows how the award is reaching readers, on-hand numbers show how retailers are predicting sales, and on-order information shows publishers the retail demand.

NOTE: All dates used in the graphs represent week-ending dates.

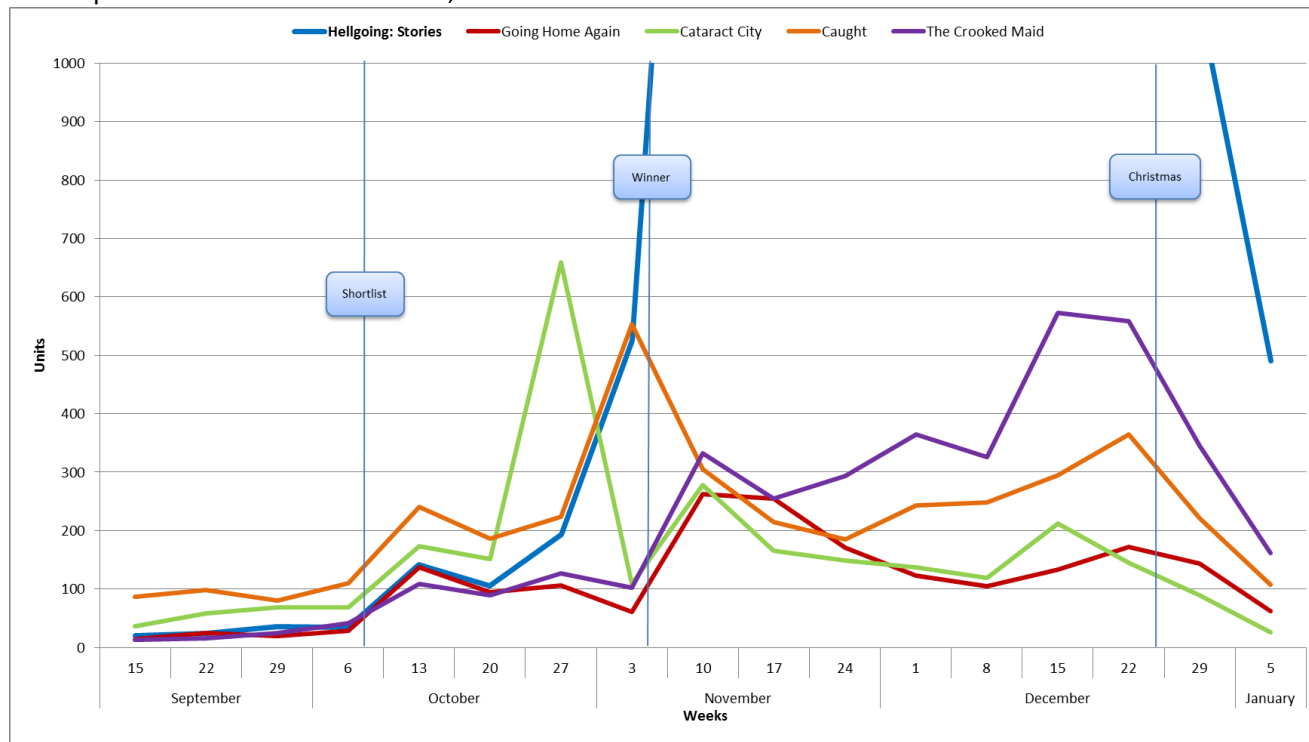
THE SCOTIABANK GILLER PRIZE 2013

ORGANIZED BY SCOTIABANK
NOMINATIONS ANNOUNCED OCTOBER 8, 2013
WINNERS ANNOUNCED NOVEMBER 5, 2013

Volume Sold for All Shortlist Titles and Winner



Expanded View of Sales below 1,000 Units



To demonstrate the impact that the Scotiabank Giller Prize has on Canadian sales, the following figures represent the average increase in unit sales that occurs after the shortlist and winner announcements. All figures are calculated based on sales the week prior to and the week following the announcement.

Shortlist announcement (October 8, 2013):

Post-announcement sales were, on average, about three times higher than pre-announcement sales.

Winner announcement (November 5, 2013):

Nominees: Post-announcement sales were, on average, around two-and-a-half times higher than pre-announcement sales.

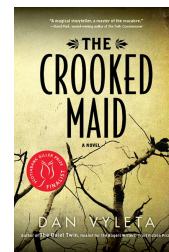
For the winning title, post-announcement sales were approximately four times higher than pre-announcement sales. During the month leading up to Christmas, sales for *Hellgoing* were already high but increased even more within weeks of the holiday, as seen in the graphs above.

2013 marked the 20th anniversary of the Scotiabank Giller Prize. *The Globe and Mail* says of the Canadian literary award, “few awards have as much sway with readers as the Giller, which is renowned for its ‘Giller-effect,’ sending sometimes little-known works rocketing onto the national bestseller lists.” Within the 2013 award season there was little overlap among the shortlists of the major fiction prizes save for Coady’s *Hellgoing* and Moore’s *Caught* also being shortlisted for the Rogers Writers’ Trust Fiction Prize.

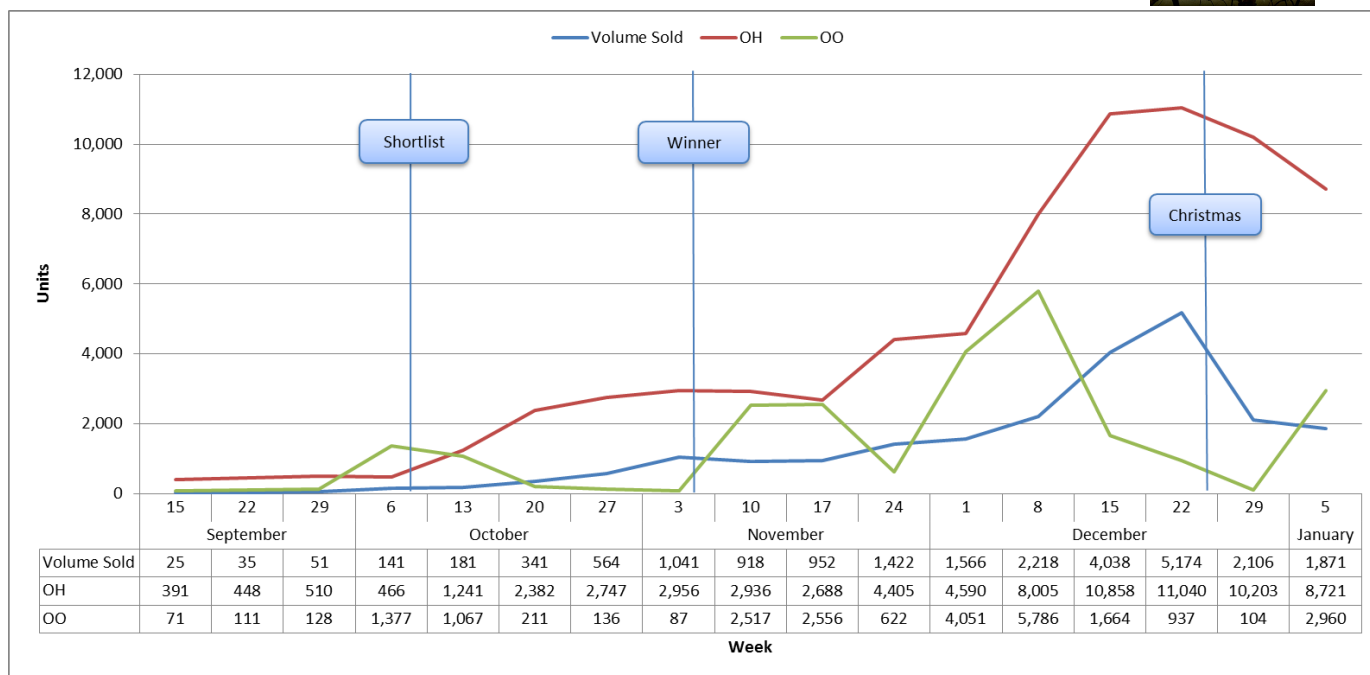
NOMINEE

HARPERCOLLINS PUBLISHERS LTD.
HARDCOVER TRADE
9781443407731
\$29.99

DAN VYLETA'S *THE CROOKED MAID*



Sales vs. On-Hand vs. On-Order



NOMINEE

LISA MOORE'S CAUGHT

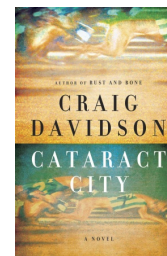
HOUSE OF ANANSI
HARDCOVER TRADE
9780887842450
\$29.95

**Sales vs. On-Hand vs. On-Order**

NOMINEE

CRAIG DAVIDSON'S CATARACT CITY

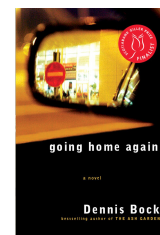
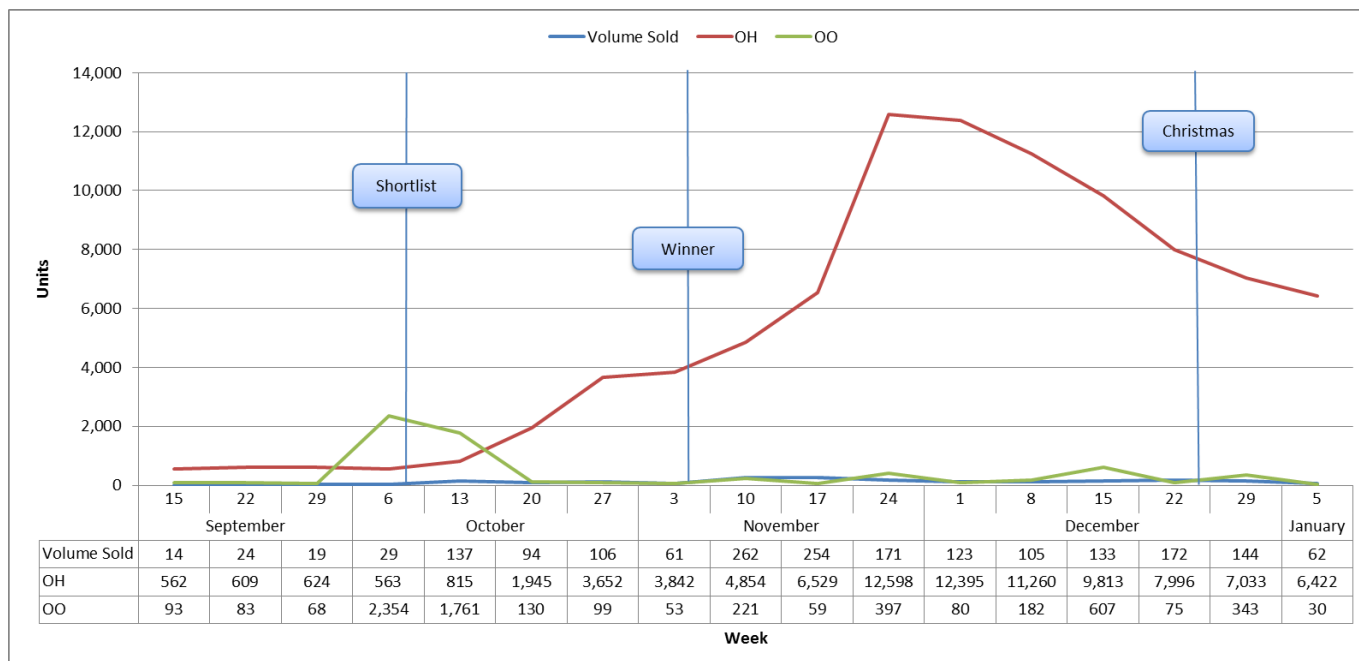
DOUBLEDAY CANADA
HARDCOVER TRADE
9780385677943
\$29.95

**Sales vs. On-Hand vs. On-Order**

NOMINEE

DENNIS BOCK'S *GOING HOME AGAIN*

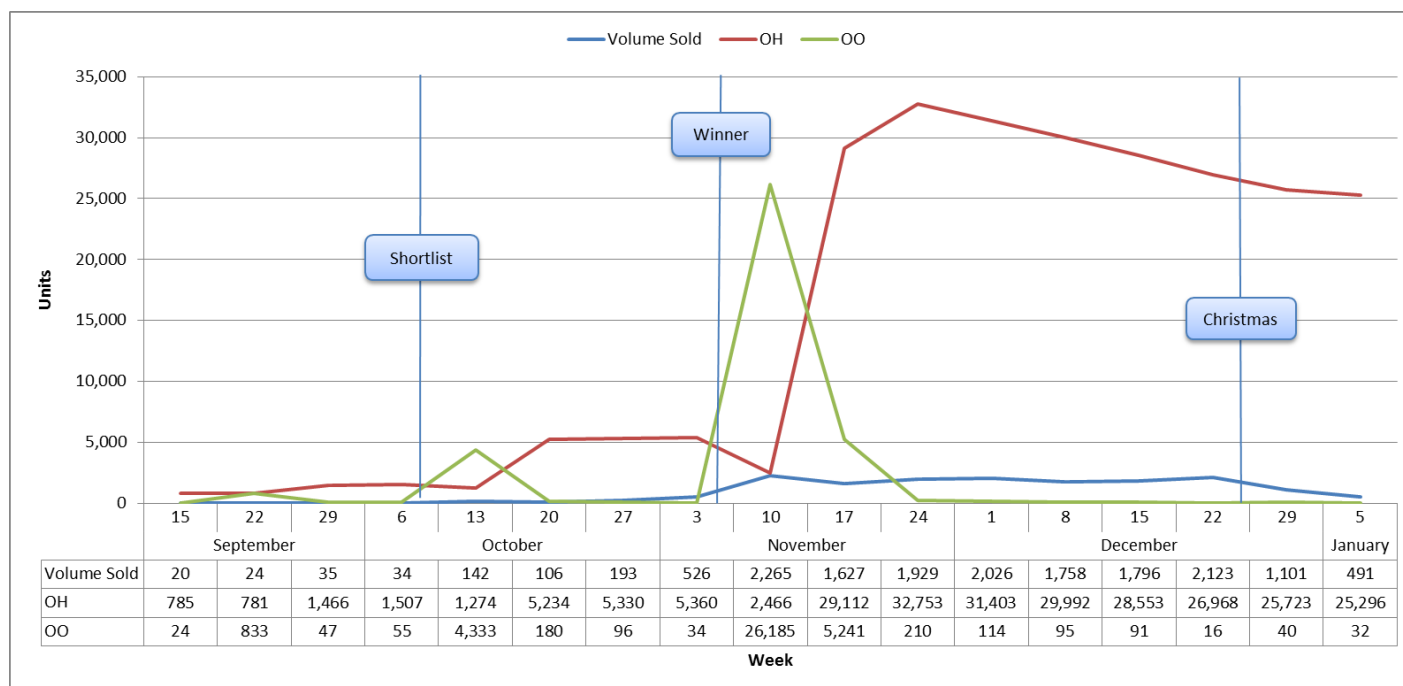
HARPERCOLLINS PUBLISHERS LTD.
HARDCOVER TRADE
9781554680702
\$27.99

**Sales vs. On-Hand vs. On-Order**

WINNER

LYNN COADY'S *HELLGOING: STORIES*

HOUSE OF ANANSI
TRADE PAPERBACK
9781770893085
\$19.95

**Sales vs. On-Hand vs. On-Order**

YEAR-OVER-YEAR WINNER

2013

Lynn Coady's *Hellgoing: Stories*
HOUSE OF ANANSI
TRADE PAPERBACK | 9781770893085 | \$19.95

2012

Will Ferguson's *419*
VIKING CANADA
HARDCOVER TRADE | 9780670064717 | \$32.00

2011

Esi Edugyan's *Half-Blood Blues*
THOMAS ALLEN
TRADE PAPERBACK | 9780887627415 | \$24.95

2010

Johanna Skibsrud's *The Sentimentalists*
GASPEREAU PRESS
TRADE PAPERBACK | 9781554470785 | \$27.95
DOUGLAS & MCINTYRE
TRADE PAPERBACK | 9781553658955 | \$19.95

2009

Linden MacIntyre's *The Bishop's Man*
RANDOM HOUSE CANADA
HARDCOVER TRADE | 9780307357069 | \$32.00

2008

Joseph Boyden's *Through Black Spruce*
VIKING CANADA
HARDCOVER TRADE | 9780670063635 | \$34.00

2007

Elizabeth Hay's *Late Nights On Air*
MCCLELLAND & STEWART
HARDCOVER TRADE | 9780771038112 | \$32.99

2006

Vincent Lam's *Bloodletting and Miraculous Cures*
DOUBLEDAY CANADA
TRADE PAPERBACK | 9780385661447 | \$17.95

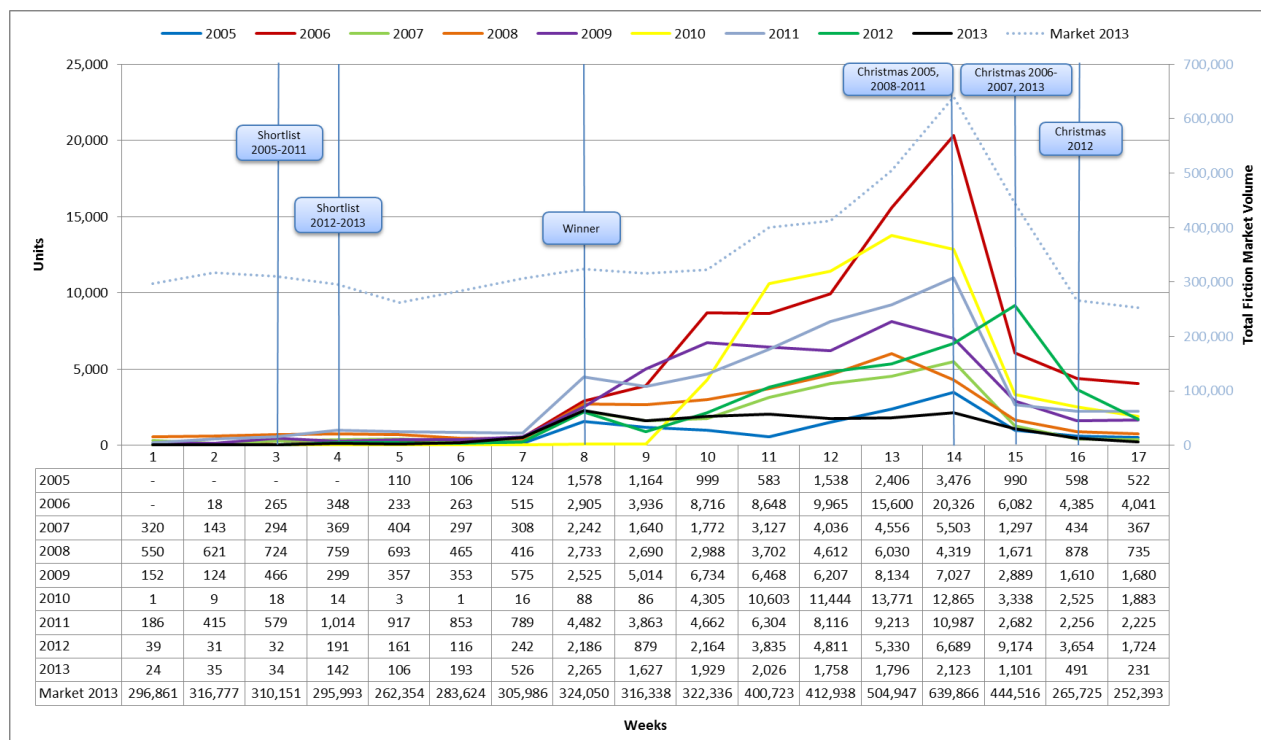
2005

David Bergen's *The Time in Between*
MCCLELLAND & STEWART
HARDCOVER TRADE | 9780771011788 | \$34.99

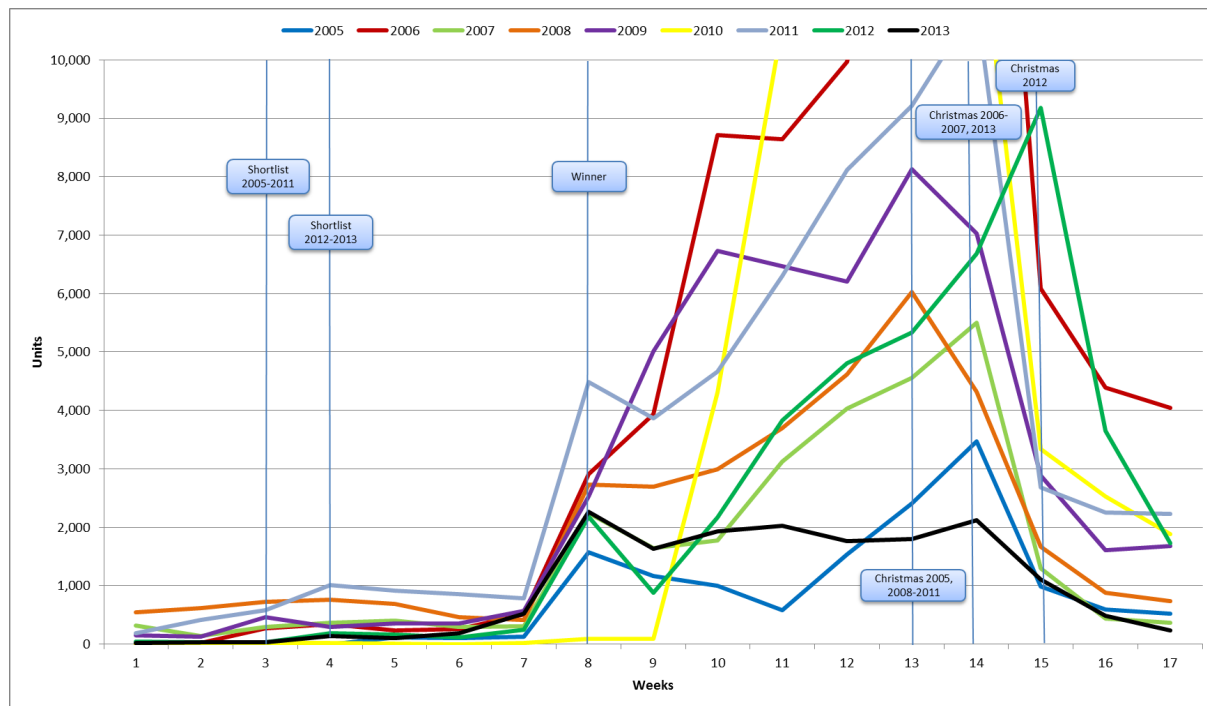
COMPARISON 2005–2013

NOTE: Data is unavailable for the first four weeks reported in 2005.

Volume Sold – Winner Comparison



Expanded View of Sales below 10,000 Units



The sales that Vincent Lam's *Bloodletting and Miraculous Cures* saw were well above the norm. The media attention given to the emergency room doctor turned Giller Prize-winning author made 2006 an unusual year for the Scotiabank Giller Prize. In 2010, Johanna Skibsrud's *The Sentimentalists* was also an unusual case, in that very few copies were available in stores at the time of the win, with the result that the title does not show a significant sales increase until a week later.

Putting these instances aside, the Scotiabank Giller Prize has a greater impact on the Canadian market every year. From 2005 to 2013, sales have almost doubled at peak periods:

- Sales of Lynn Coady's *Hellgoing* in 2013 are the steadiest out of all the years when an average weekly standard deviation of unit sales is calculated. While sales of Coady's title experienced a spike after the winner announcement, units sold didn't dip drastically in the same way they did after the champion was named in 2005 and 2012.
- While the 2013 winner saw an increase of four times the pre-announcement sales, 2012 saw record-setting numbers during the week of the winner announcement, with an increase of nine times the week before. Will Ferguson's *419* in 2012 experienced the greatest increase in sales after the winner announcement of any other year except 2005.

CONCLUSION

The Scotiabank Giller Prize has a continually growing impact on Canadian book sales. Our analysis leads us to conclude the following:

- There is an increase in sales immediately following the shortlist announcement. This increase is seen for every nominated title.
 - There is an increase in sales for all nominees following the winner announcement, but the winning title consistently outsells the shortlisted titles.
 - Orders do not follow a particular pattern following the shortlist announcement.
 - Orders for the winning title will be placed immediately following the announcement, and continue to be placed in the week following the announcement.
 - Format may play a part in the volume of sales. The cases of Vincent Lam's *Bloodletting and Miraculous Cures*, Johanna Skibsrud's *The Sentimentalists*, and Esi Edugyan's *Half-Blood Blues* suggest that the lower price point of trade paperbacks may result in more sales. However, sales of Lynn Coady's *Hellgoing* are not synonymous to the trend.
 - Having titles nominated for multiple awards, as happened in 2011, may have a more positive impact on sales than having fewer crossovers between lists, as occurred in 2012.
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