



A RESEARCH REPORT BY BOOKNET CANADA

BNC **RESEARCH** 12.2015

Canada Reads:
Congratulations,
nominees!
What happens now?
What if you win?



BOOKNET
CANADA

PREPARED BY BNC STAFF

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INTRODUCTION

To the Canada Reads nominees and their publishers: cheers to you and to the Canadians who love to read! Excitement and anticipation abound at the prospect of getting into the ring and debating, but with this free pass to endorsement, publicity, and a national broadcast comes questions and planning. You need to know how your nomination may affect orders, whether you need to reprint, and what to do 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.

CBC's Canada Reads literary contest is highly publicized and widely followed. Its debate-style format and interactive components make it popular with the public. To get a sense of what to expect during the upcoming Canada Reads season, and to help publishers 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 2009 to 2014 winners.

Our research shows that interesting sales patterns follow the debates and the extensive media coverage that goes along with this contest. This study includes:

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- Week-over-week comparison of volume sold for all nominees.
 - Stock position by week: How many units were on hand during the Canada Reads season?
 - On-order position by week: When do orders rise and fall, and by how much?
 - Market trends by week, and percentage of market share for the nominated titles.

The first section of this study compares the 2014 Canada Reads nominees by volume sold and includes a look at the total market sales during this time. Often the Canada Reads Study includes a look at the total Fiction market, but 2014 nominees include both Fiction and Non-Fiction titles, and for the first time ever, a Juvenile title. The comparison by volume sold helps us understand how the award affects consumer behaviour, and how it relates to the rise and fall of the fiction market as a whole.

Next, we look at the 2014 nominated titles individually, showing volume sold, units on hand (OH), and units on order (OO). This shows us the retail demand and how retailers are predicting sales, especially during the holiday season.

Finally, the year-over-year comparison looks at the winners from 2006 to 2014, showing the impact of the competition over time and noting similarities and special cases. The volume sold comparison shows how the competition is reaching readers, on-hand numbers show how retailers are predicting sales, and on-order information shows the retail demand.

NOTE:

- All dates used in the graphs represent week-ending dates.
 - BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week following each announcement. These calculations are dependent on a given title's availability in the market.
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CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales. 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.
 - 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.
 - At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.
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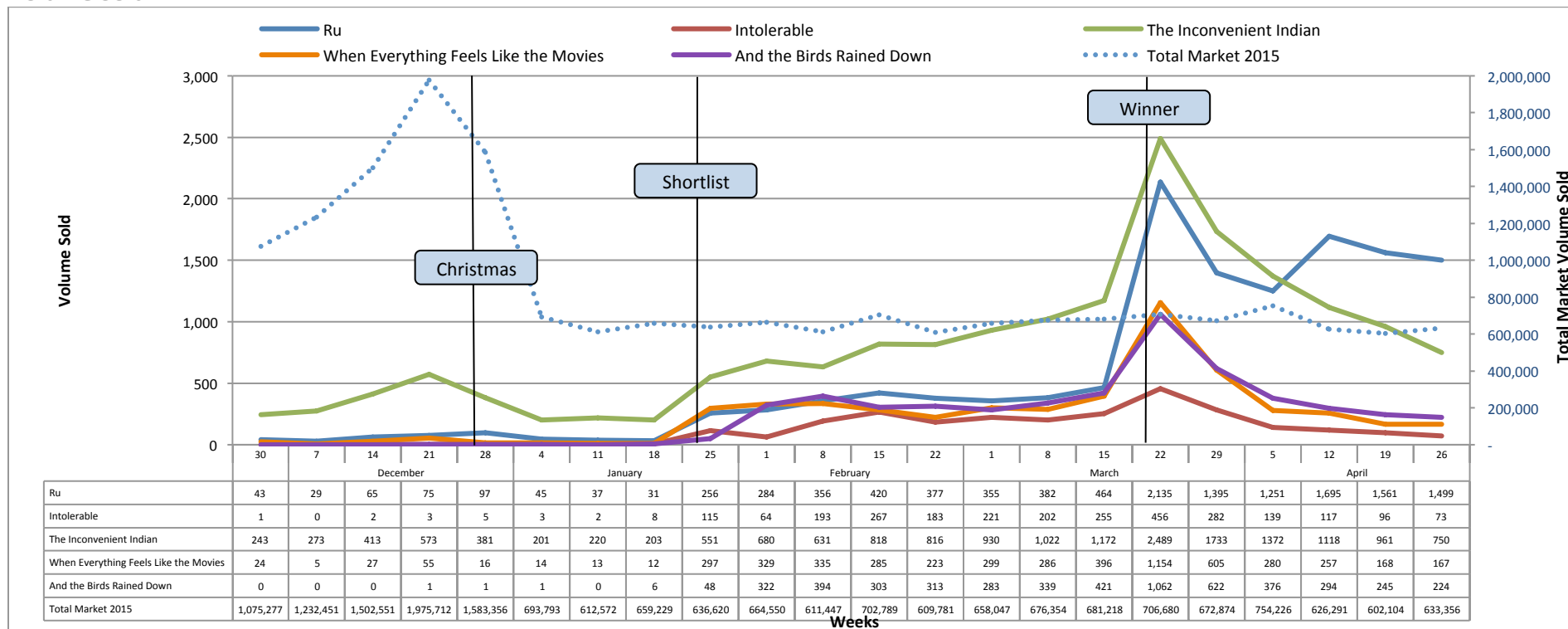
CBC CANADA READS 2014

ORGANIZED BY THE CBC

NOMINATIONS ANNOUNCED JANUARY 25, 2015

DEBATE WEEK MARCH 16-19, 2015

Volume Sold



Shortlist announcement

- The nominated titles saw an average increase in sales of 3,065% during the week following the shortlist announcement. These sales continue to increase in anticipation of the debate week.

Winner announcement

- Nominees:** Sales peaked during the week of the debates and, with the exception of the fan-favourite *The Inconvenient Indian*, unit sales reflect the order in which titles were eliminated. Titles saw an average increase of 84% in the week following the debate and then sales continued to decline for eliminated titles.

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- **Winner:** Debate-week sales for the winning title were more than four times the sales of the previous week. While *The Inconvenient Indian* sold the most copies during the debate week, *Ru* experienced a 248% increase in sales following the debate and continued to enjoy above-average sales for several weeks, selling the most copies in the first five weeks post-debate.
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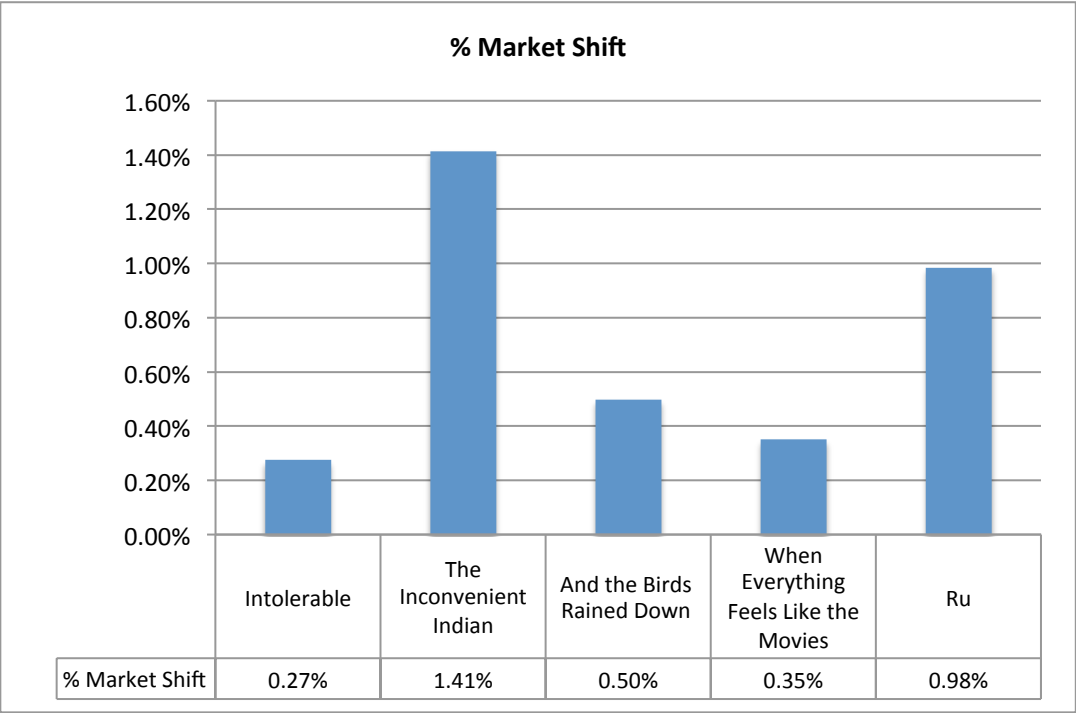
2014 NOMINEES

Market Share Shift

This bar graph compares the shift in market share during debate week for all nominees, and helps us see whether there is a connection between sales and the order a title was voted off in the debates.

Percent of market share during debate week was compared with a baseline market share from five weeks earlier to calculate the shift each title saw during debate week. *Intolerable* was voted off on day one, *The Inconvenient Indian* was voted off on day two, and *And the Birds Rained Down* was voted off on the last day of debate. *When Everything Feels Like the Movies* was eliminated on the final day in a unanimous vote, leaving *Ru* the 2014 winner.

This year the debate featured Fiction, Non-Fiction, and Juvenile books. so calculations were based on the title’s top-level category.



Nominee

KAMAL AL-SOLAYLEE'S INTOLERABLE

Defended by Kristin Kreuk

Sales vs. On Hand vs. On Order

HARPERCOLLINS PUBLISHERS LTD

TRADE PAPERBACK

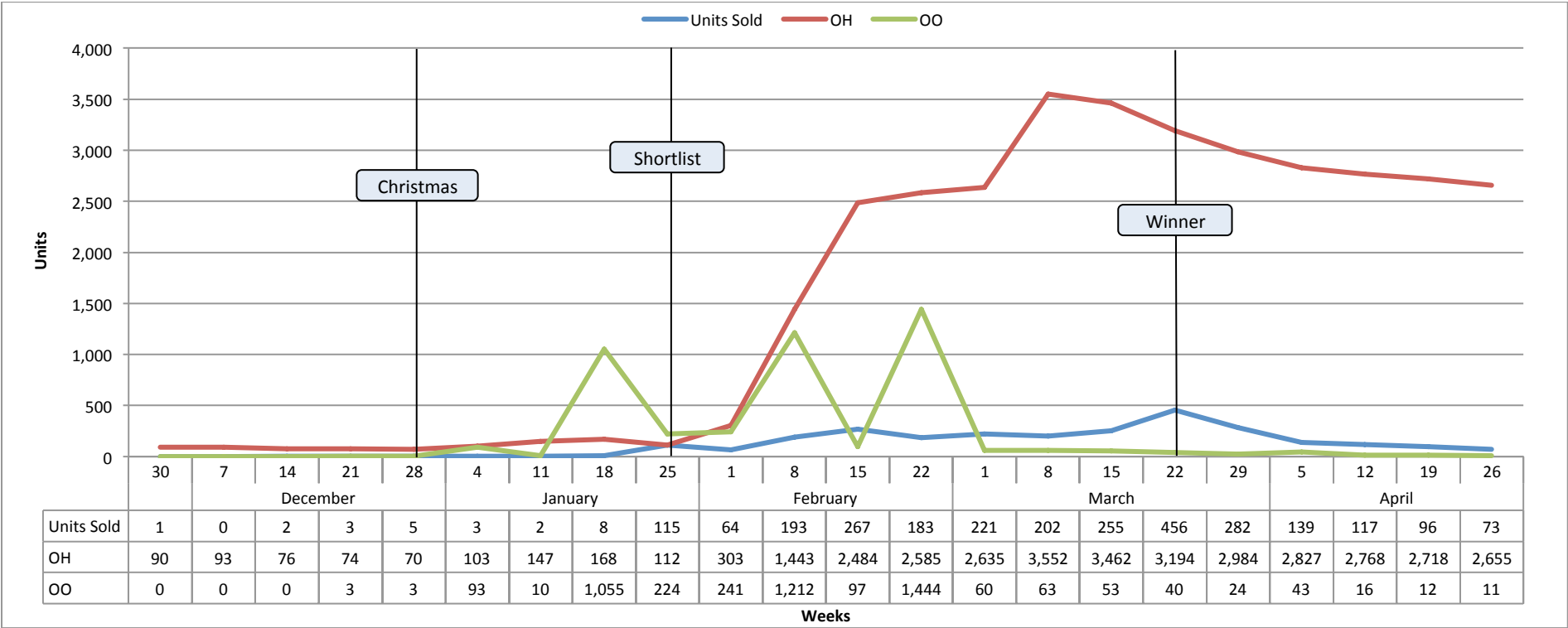
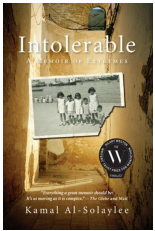
9781554688876

\$17.99

HARDCOVER TRADE

9781554688869

\$27.99



Nominee

THOMAS KING'S *THE INCONVENIENT INDIAN*

Defended by Craig Kielburger

Sales vs. On Hand vs. On Order

- Combined HT and TP ISBNs for Volume Sold, OH, & OO

HARPERCOLLINS PUBLISHERS LTD.

TRADE PAPERBACK

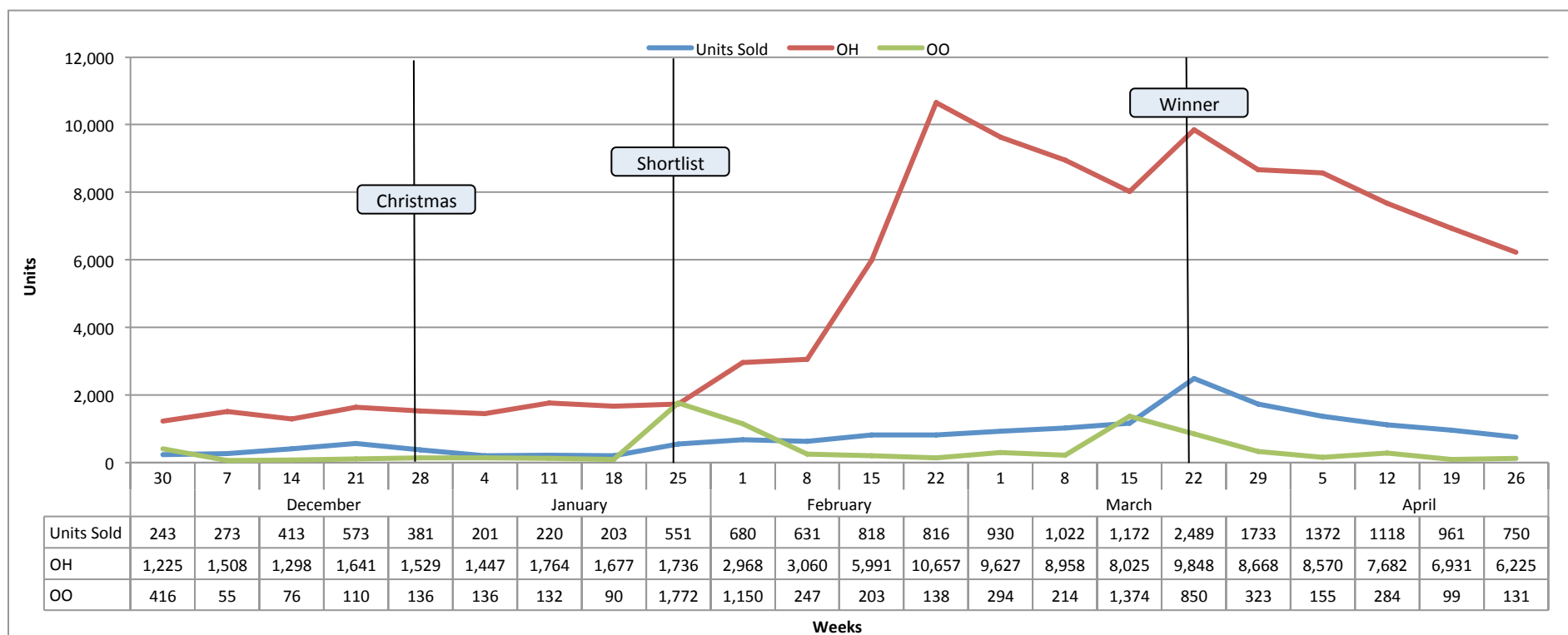
9780385664226

\$21.00

HARDCOVER TRADE

9780385664219

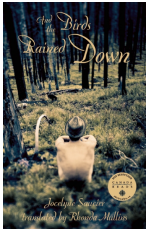
\$34.95



Nominee

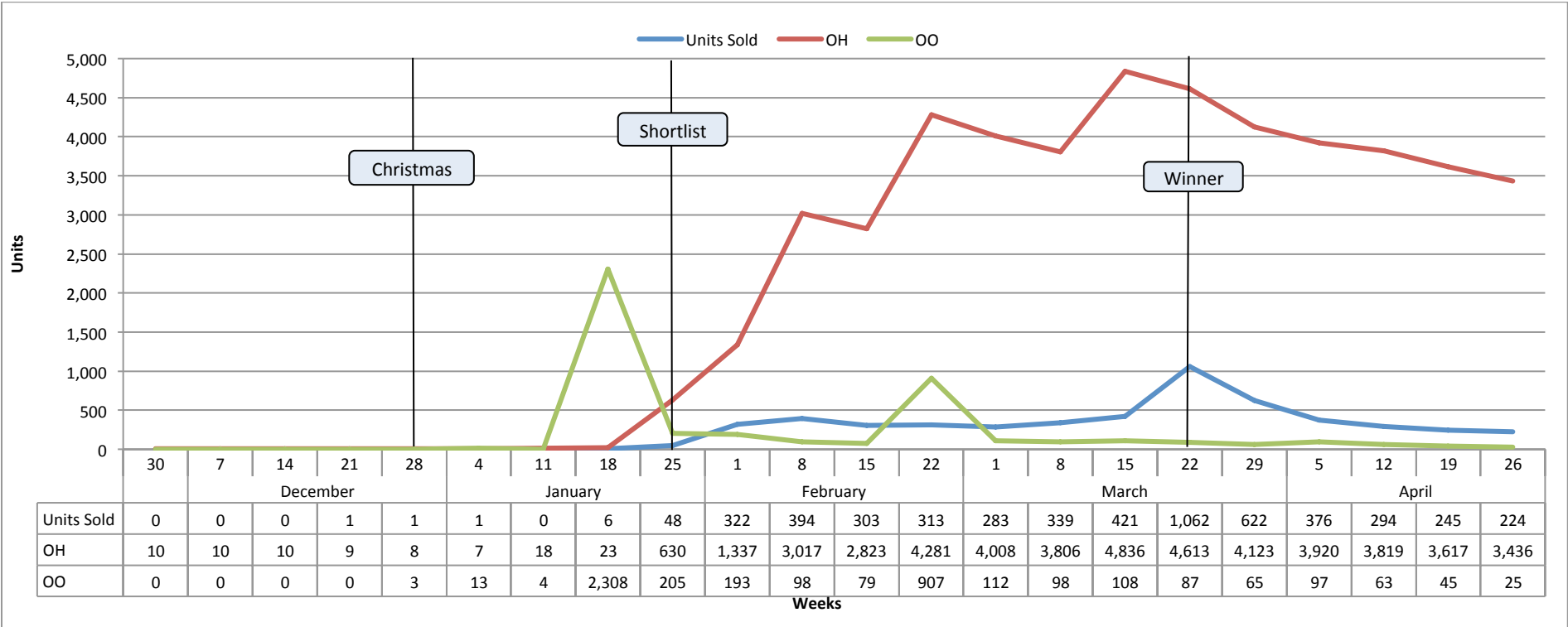
JOCELYN SAUCIER’S *AND THE BIRDS RAINED DOWN*

COACH HOUSE BOOKS
TRADE PAPERBACK
9781552452684
\$18.95



Defended by Martha Wainwright

Sales vs. On Hand vs. On Order



Nominee

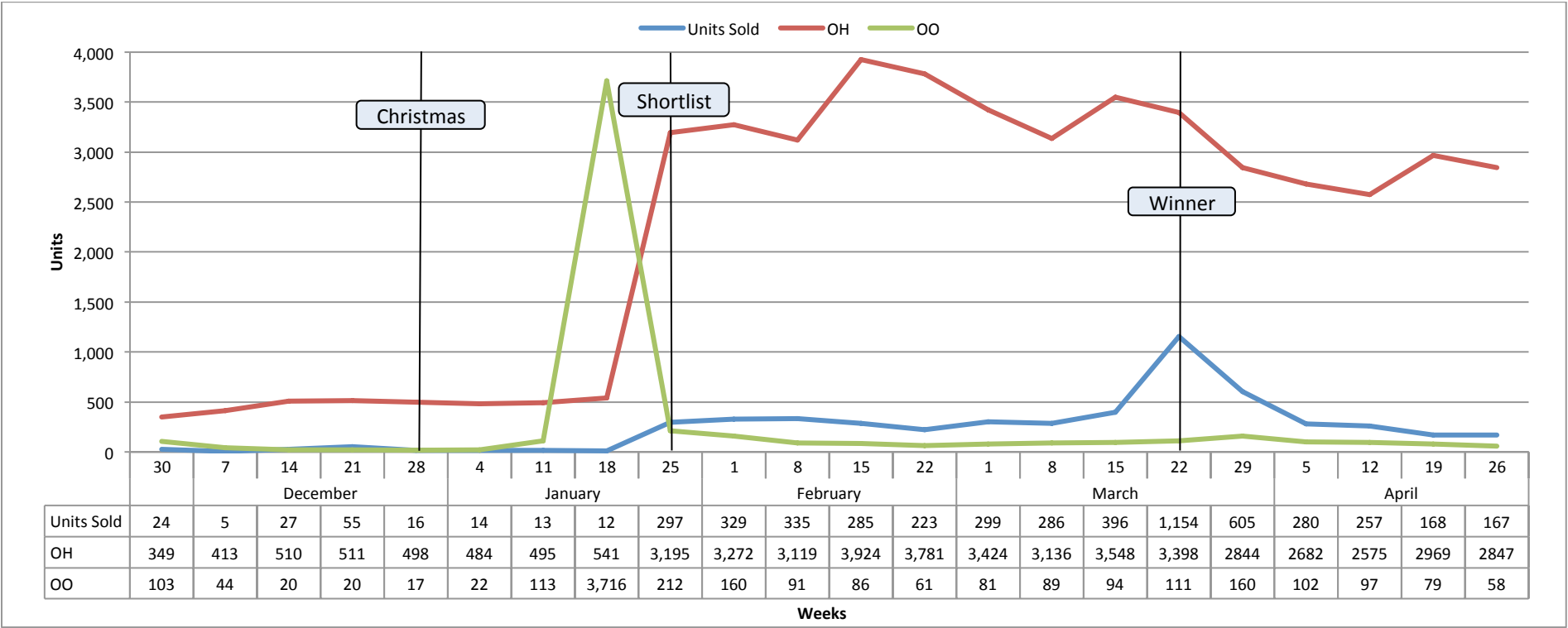
RAZIEL REID’S *WHEN EVERYTHING FEELS LIKE THE MOVIES*

Defended by Lainey Lui

ARSENAL PULP PRESS
TRADE PAPERBACK
9781551525747
\$15.95



Sales vs. On Hand vs. On Order



WINNER

KIM THUY's *Ru*

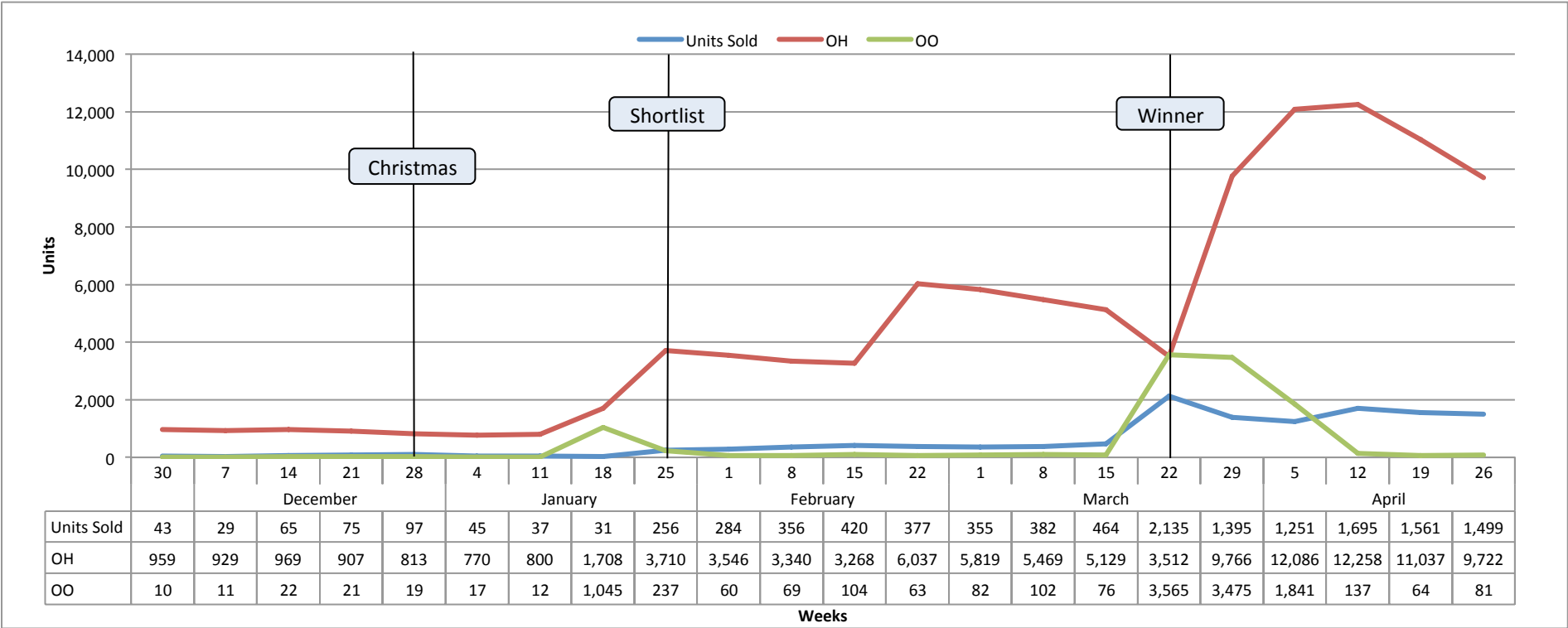
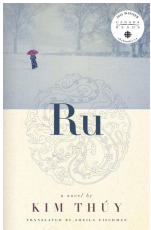
Defended by Cameron Bailey

Sales vs. On Hand vs. On Order

- Combined OTP and TP ISBNs for Volume Sold, OH, & OO

RANDOM HOUSE OF CANADA
ORIGINAL TRADE PAPERBACK
9780307359711
\$18.95

TRADE PAPERBACK
9780345816146
\$17.95



WINNER COMPARISON 2009–2014

* The program allowed the public to submit nominees and vote in polls prior to the debate.

2015 *

Kim Thuy's *Ru*
RANDOM HOUSE OF CANADA
TRADE PAPERBACK | 9780307359711 | \$18.95
TRADE PAPERBACK | 9780345816146 | \$17.95

2012*

Carmen Aguirre's *Something Fierce*
DOUGLAS & MCINTYRE
HARDCOVER TRADE | 9781553654629 | \$32.95
TRADE PAPERBACK | 9781771000369 | \$21.00

2014*

Joseph Boyden's *The Orenda*
PENGUIN GROUP (CANADA)
HARDCOVER TRADE | 9780670064182 | \$32.00
TRADE PAPERBACK | 9780143174165 | \$22.00

2011*

Terry Fallis's *The Best Laid Plans*
McCLELLAND & STEWART
TRADE PAPERBACK | 9780771047589 | \$19.99

2013*

Lisa Moore's *February*
HOUSE OF ANANSI PRESS INC
TRADE PAPERBACK | 9780887849626 | \$19.95

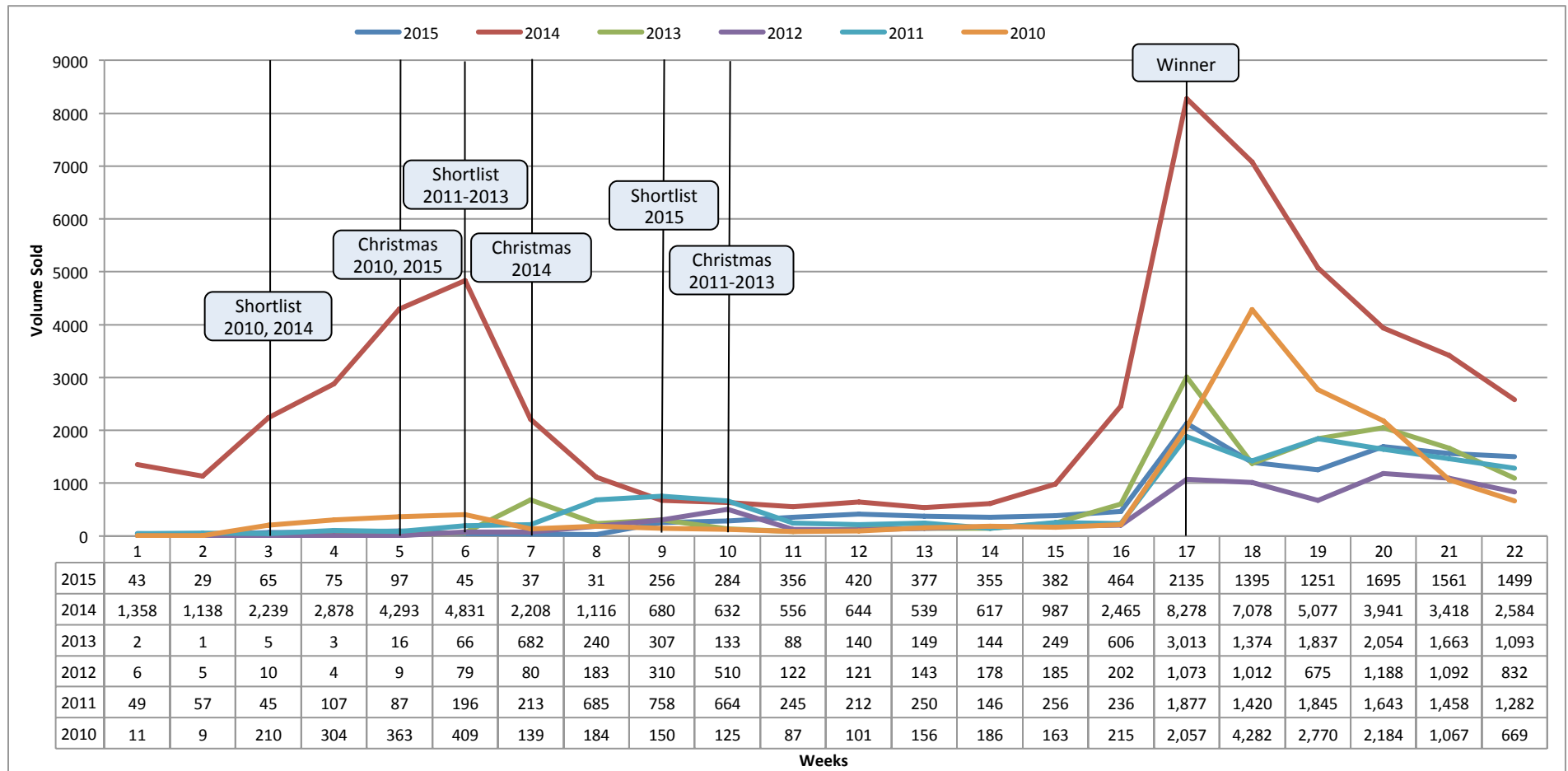
2010

Nicolas Dickner's *Nikolski*
RANDOM HOUSE OF CANADA
TRADE PAPERBACK | 9780676978803 | \$19.95

The Canada Reads timeline has changed slightly over the past few years. In previous years the shortlist was announced prior to Christmas, and typically sales would increase when the shortlist was announced and increase again at Christmas. This year the longlist was announced prior to Christmas and the final five were announced mid-January. While this timing eliminates potential sales during the holiday season, the uptake following the shortlist announcement in January speaks to the award's influence during a time when the overall market is in decline post-Christmas and remains flat for a few months thereafter.

Despite these changes, sales trends remain consistent year-over-year. Sales tend to level out in weeks prior to the debate, followed by another increase in sales during debate week. Winning titles experience a spike during the debate week and continue to experience above-average sales for many weeks following the winner announcement.

WINNER COMPARISON: VOLUME SOLD



CONCLUSION

CBC's Canada Reads literary competition has a significant impact on book sales in Canada. By analyzing the sales trends we see each year for the nominated and winning titles, we can fairly conclude that:

- The shortlist announcement has a notable and consistent effect on the market share of the nominated titles. In previous years, sales increase significantly between the shortlist announcement and the Christmas holidays, both as a result of early publicity for the competition and the normal holiday sales increase in the overall market. Last year, sales increased following the shortlist announcement through to debate week.
 - Debate week has a major impact on sales for all nominees, but in most years the nominees who are voted off earlier in the week see less of an impact than those who make it to the last day of debate.
 - Sales of nominated titles spike during the debate week and then drop off rather quickly, whereas sales of the winning title increase following the debate week and remain strong for several weeks.
 - Retailers have taken note of the competition's impact, and are skilled at predicting demand, managing stock, and placing appropriate orders one to three weeks before the debate week.
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