



BNC

RESEARCH 10.2015

The Scotiabank
Giller Prize:
Congratulations,
nominees!
What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2015

CONFIDENTIALITY

This document contains information that is available only to BNC SalesData subscribers and contributors. It is made available for your internal use only. If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

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.

Based on our 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 2009 to 2014 winners.

This study includes:

- Week-over-week comparison of volume sold for all nominees.
- Stock position by week – How many units were on hand during the Giller season?
- On-order position by week – When do orders rise and fall, and by how much?

The first section of this study compares the 2014 Scotiabank Giller Prize shortlisted titles by volume sold and includes a look at the overall fiction market sales during this time. The comparison by volume sold helps us understand how the award affects consumer behavior, and how it relates to the rise and fall of the fiction market as a whole.

Next, we look at the 2014 shortlist titles individually, showing volume sold, units on-hand (OH) and units on-order (OO) throughout the Scotiabank Giller Prize timeline. 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 Giller winners from 2009 to 2014, 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.
- 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.

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.

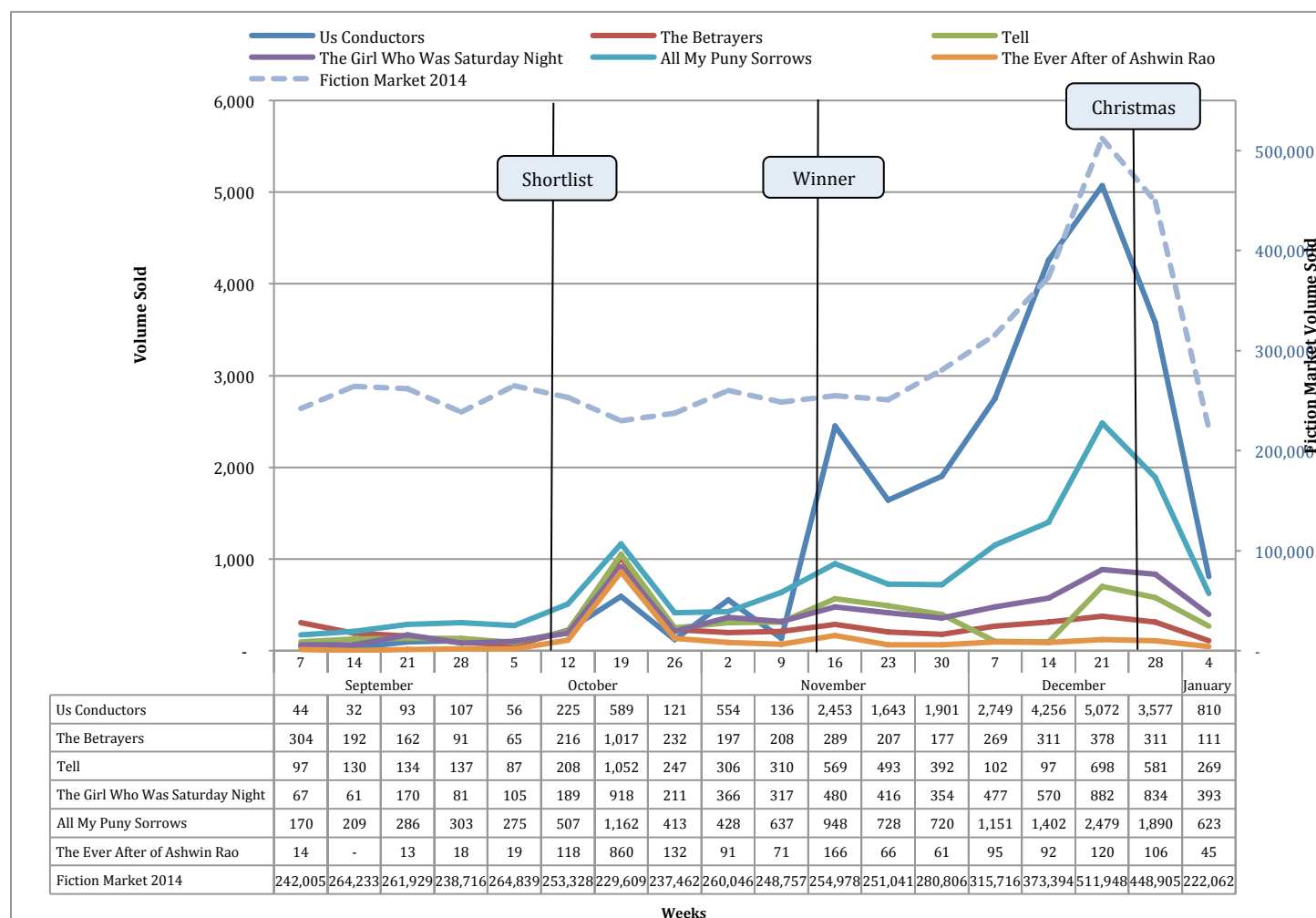
The Scotiabank Giller Prize 2014

ORGANIZED BY SCOTIABANK

NOMINATIONS ANNOUNCED OCTOBER 6, 2014

WINNERS ANNOUNCED NOVEMBER 10, 2014

Volume Sold for All Shortlist Titles and Winner



To demonstrate the impact that the Scotiabank Giller Prize has on Canadian sales, the following figures represent the average percent change in unit sales that occurs after the shortlist and winner announcements.

Shortlist announcement (October 6, 2014):

Shortlist titles experienced an average percent change of 1,378% after the shortlist announcement. Undeniably, just being nominated has an immediate impact on sales.

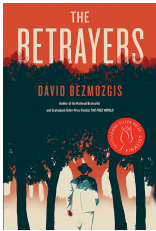
Winner announcement (November 10, 2014):

Nominees experienced an average percent change of 21%, whereas the winning title experienced a sales increase of 508% after the winner announcement. After winning, *Us Conductors* continued to see solid sales during the holiday season, peaking the week before Christmas, suggesting the Giller Prize positively influences consumer behaviour during the holiday season.

NOMINEE

DAVID BEZMOZGIS'S *THE BETRAYERS*

HARPERCOLLINS PUBLISHERS LTD
HARDCOVER TRADE
9781443409773
\$29.99



Sales vs. On-Hand vs. On-Order



NOMINEE

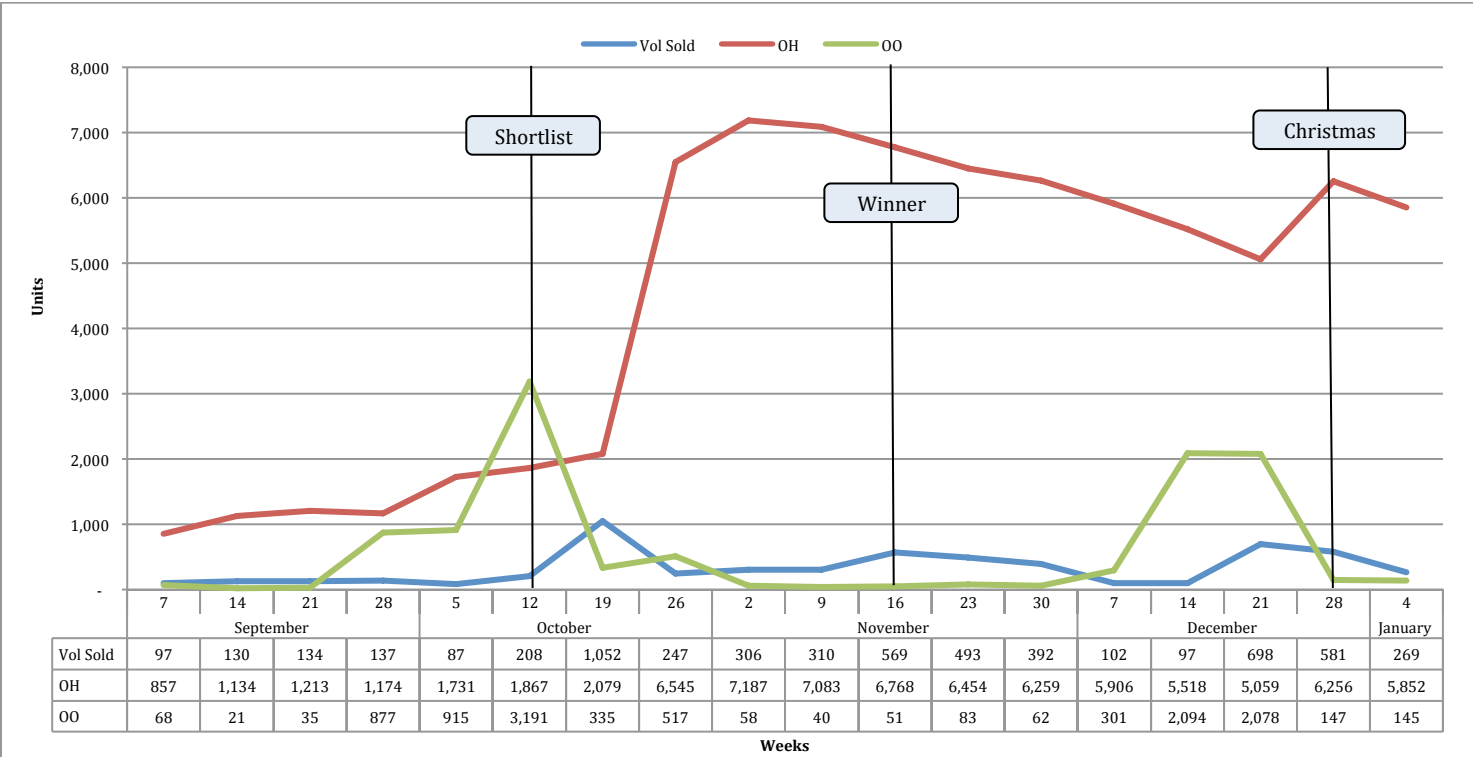
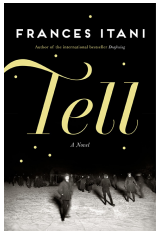
FRANCES ITANI'S *TELL*

Sales vs. On-Hand vs. On-Order

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

HARPERCOLLINS PUBLISHERS LTD
HARDCOVER TRADE
9781443406925
\$32.99

TRADE PAPERBACK
9781443442442
\$22.99



NOMINEE

HEATHER O'NEILL'S

THE GIRL WHO WAS SATURDAY NIGHT

HARPERCOLLINS PUBLISHERS LTD
HARDCOVER TRADE
9780002006309
\$29.99

TRADE PAPERBACK
9780002006309
\$22.99



Sales vs. On-Hand vs. On-Order

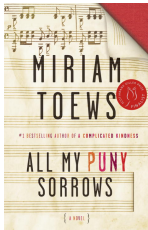
- Combined HT and TP ISBNs for Volume Sold, OH, & OO



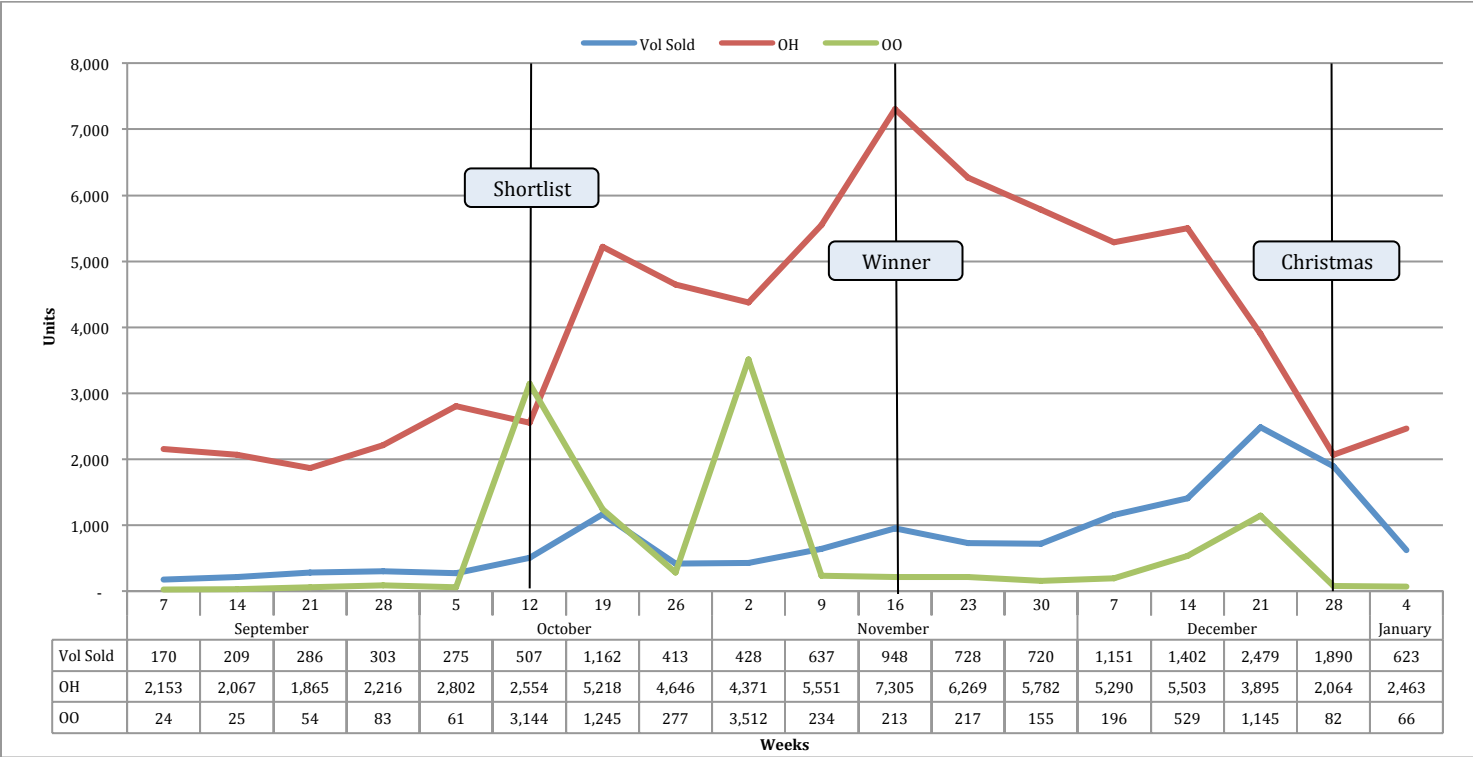
NOMINEE

MIRIAM TOEWS’S *ALL MY PUNY SORROWS*

KNOPF CANADA
HARDCOVER TRADE
9780345808004
\$29.95



Sales vs. On-Hand vs. On-Order

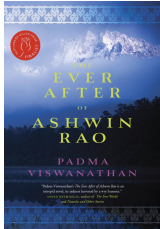


In addition to being shortlisted for the Giller, Miriam Toews’s *All My Puny Sorrow* won the 2014 Rogers Writers’ Trust Fiction Prize on November 4th, 2014. Many expected the book to win and the award likely influenced the on-order peak in the week prior to the announcement.

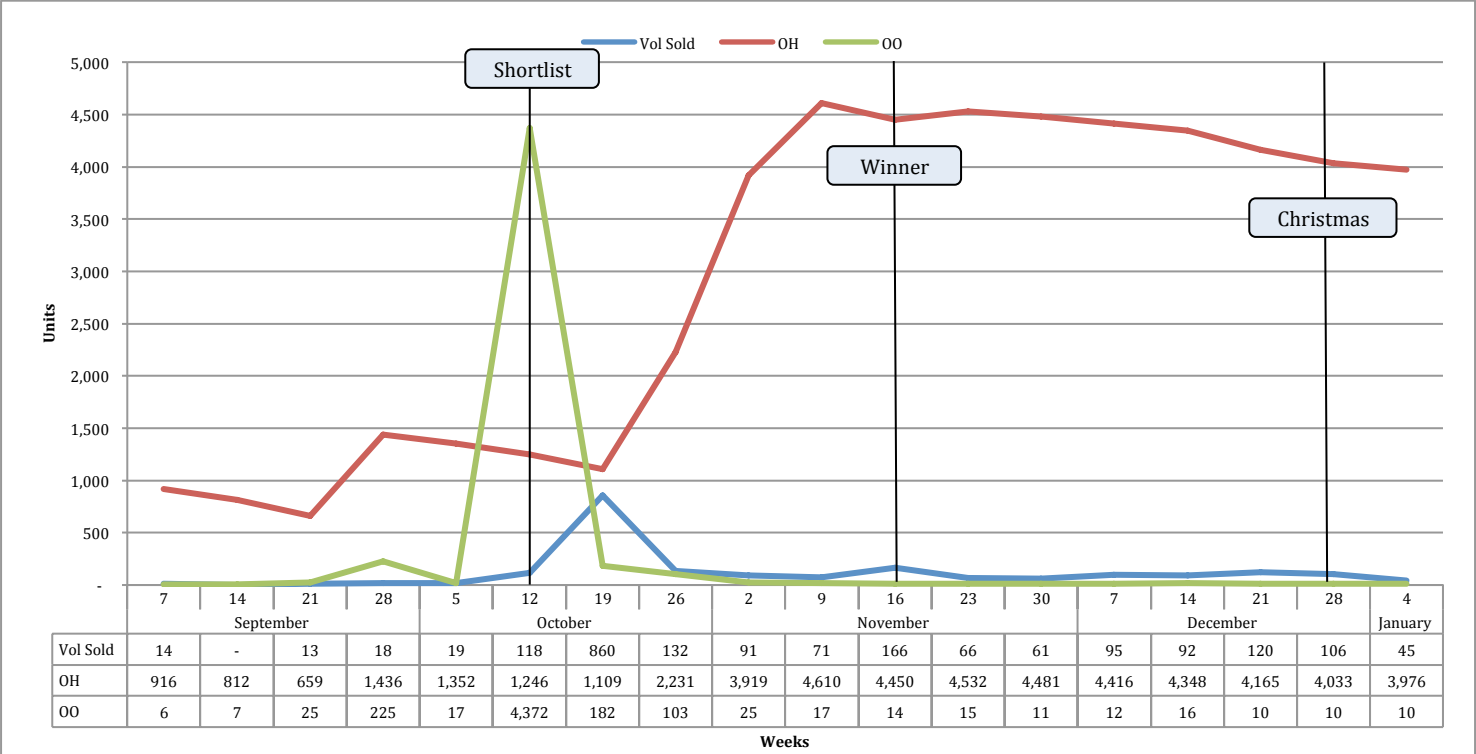
NOMINEE

PADMA VISWANATHAN'S
THE EVER AFTER OF ASHWIN RAO

RANDOM HOUSE OF CANADA
HARDCOVER TRADE
9780307356345
\$29.95



Sales vs. On-Hand vs. On-Order

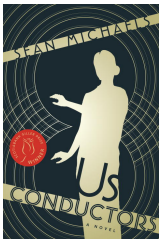


WINNER

SEAN MICHAELS’S *Us CONDUCTORS*

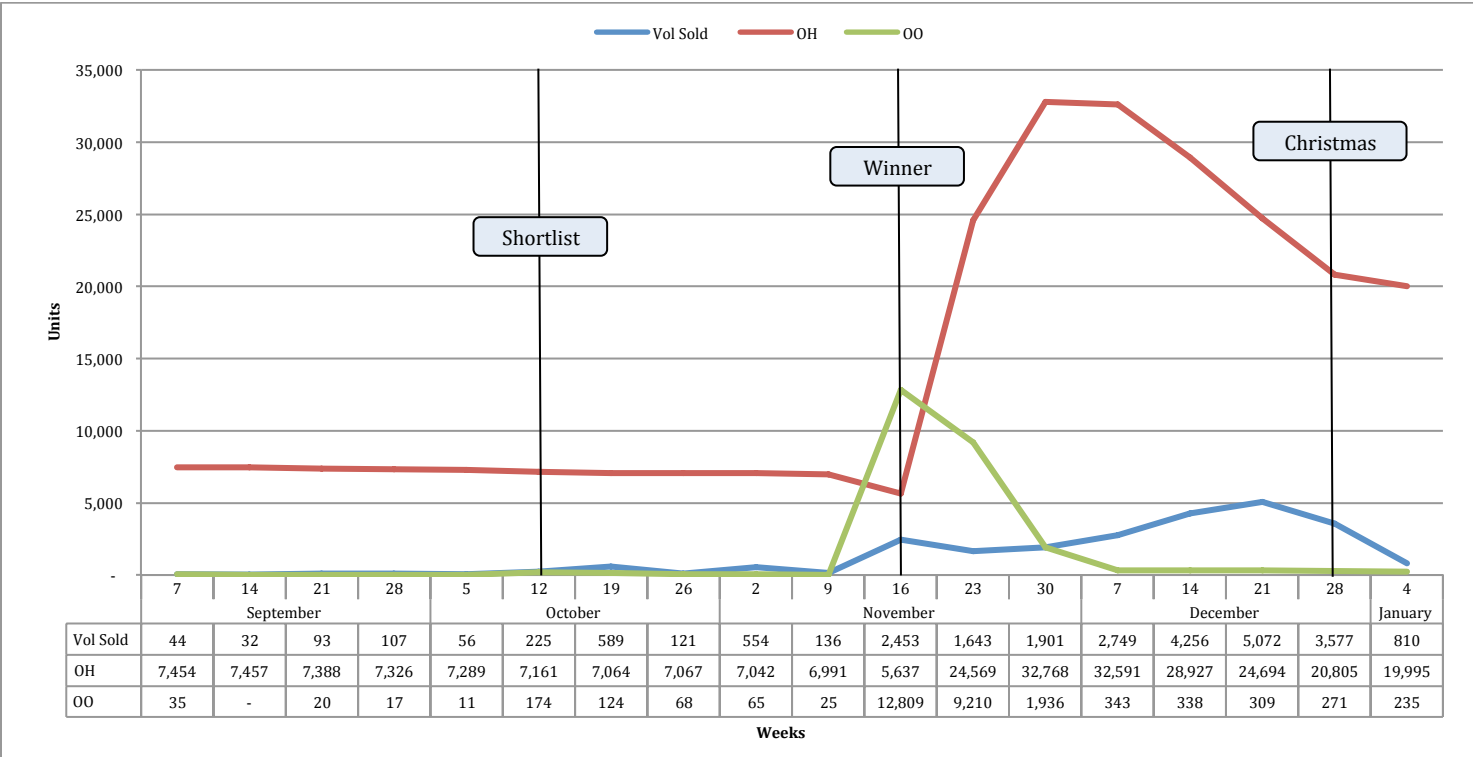
RANDOM HOUSE OF CANADA
HARDCOVER TRADE
9780345815767
\$26.00

TRADE PAPERBACK
9780345813329
\$24.95



Sales vs. On-Hand vs. On-Order

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



YEAR-OVER-YEAR COMPARISON

2014

Sean Michaels's *Us Conductors*

RANDOM HOUSE OF CANADA

HARDCOVER TRADE | 9780345815767 | \$26.00

TRADE PAPERBACK | 9780345813329 | \$24.95

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

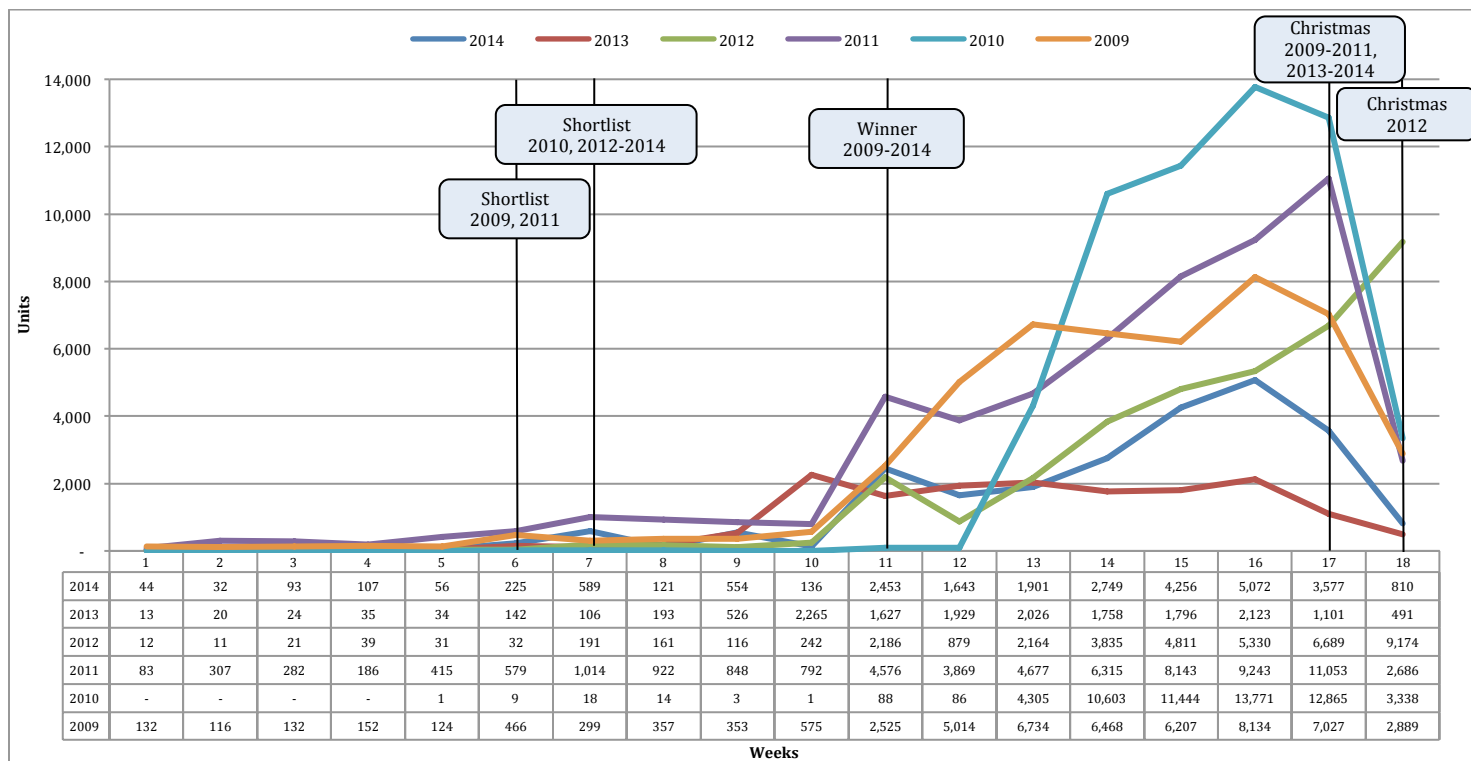
Linden MacIntyre's *The Bishop's Man*

RANDOM HOUSE CANADA

HARDCOVER TRADE | 9780307357069 | \$32.00

COMPARISON 2009–2014

Volume Sold – Winner Comparison



From 2009 to 2014, winning titles tend to follow similar sales patterns. Like previous winners, *Us Conductors* experienced increased sales during the holiday season, followed by a post-holiday decline.

In 2010, Johanna Skibsrud's *The Sentimentalists* was an unusual case, in that very few copies were available in stores at the time of the win, and the book did not experience a significant sales increase until a week later. Despite a delay in availability, *The Sentimentalists* sold the most copies among winners from 2009–2014 during the 18-week time period.

CONCLUSION

The Scotiabank Giller Prize continues to have a positive impact on Canadian book sales. Our analysis leads us to conclude the following:

- Sales increase immediately following the shortlist announcement. This increase is seen for every nominated title.
- Sales increase for all nominees following the winner announcement, but the winning title consistently outsells the shortlisted titles. Winning titles have increased sales during the holiday season and then decline immediately after Christmas.
- Orders for shortlist titles peak during the week of the shortlist announcement.
- Orders for the winning title peak during the week of the winner announcement and continue to be placed in the proceeding weeks.
- Having titles nominated for multiple awards may have a more positive impact on sales.
- Format may play a part in the volume of sales. The cases of 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. The paperback editions released for 2014 shortlist titles, Heather O'Neill's *The Girl Who Was Saturday Night* and Francis Itani's *Tell*, surpass sales of the hardcover edition and show an increase in sales. However, sales of Lynn Coady's *Hellgoing* are not synonymous to the trend and *All My Puny Sorrows* (2014 shortlist) had strong sales despite being available only in hardcover trade.