



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

10.2019

The Scotiabank Giller Prize Congratulations, nominees!

What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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Introduction

Congratulations, one of your books has been nominated for a literary award! Along with national recognition comes increased orders and sales numbers. How can you predict when your books will start flying off the shelves? When should you reprint? What if your book wins?

BNC Research's literary award studies help Canadian publishers stay on top of the game and avoid any surprises. 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 all the winners between 2014 and 2018.

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 2018 Scotiabank Giller Prize shortlisted titles by volume sold and includes a look at sales in the overall fiction market during this time. 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 2018 shortlisted 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 2014 to 2018, 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 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 physical book 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 most major independent bookstores and many smaller ones but not all, any of which could be actively promoting an award winner. It also does not capture some specialty independent bookstores 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.

The Scotiabank Giller Prize 2018

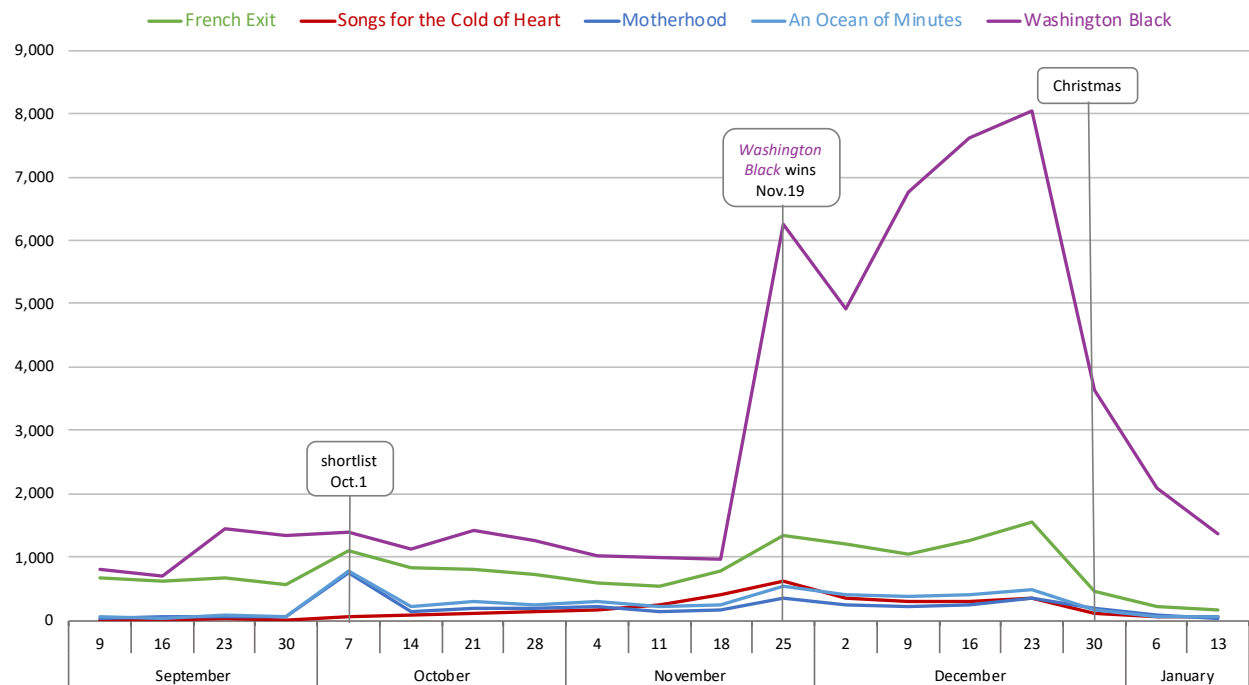
Organized by Scotiabank
Nominations announced: Oct. 1, 2018
Winners announced: Nov. 19, 2018
Winner: *Washington Black*

Volume Sold

		Shortlist announced	Winner announced	Christmas				
								
		<i>Songs for the French Exit</i>	<i>Cold of Heart</i>	<i>Motherhood</i>	<i>An Ocean of Minutes</i>	<i>Washington Black</i>	Overall Unit Sales	2018-2019 Market Fiction Week
September	9	664	3	44	63	809	774	263,160 1
	16	633	1	59	31	688	724	262,774 2
	23	681	21	71	97	1,437	870	256,464 3
	30	569	11	62	71	1,340	713	256,642 4
October	7	1,112	57	750	792	1,406	2,711	261,862 5
	14	827	74	149	218	1,118	1,268	229,475 6
	21	810	119	192	298	1,418	1,419	260,872 7
	28	737	147	190	253	1,272	1,327	253,865 8
November	4	582	169	222	296	1,018	1,269	271,367 9
	11	534	252	149	210	988	1,145	271,625 10
	18	780	410	166	247	980	1,603	264,138 11
	25	1,331	632	355	533	6,264	2,851	354,744 12
December	2	1,212	353	249	416	4,915	2,230	365,540 13
	9	1,045	304	227	391	6,757	1,967	381,520 14
	16	1,266	300	250	408	7,618	2,224	432,600 15
	23	1,566	355	357	485	8,035	2,763	558,278 16
January	30	452	117	186	175	3,646	930	301,375 17
	6	208	61	91	65	2,081	425	220,985 18
	13	180	52	45	69	1,366	346	212,234 19



Volume Sold



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 (Oct. 1, 2018):

While the 2017 and 2016 shortlisted titles experienced an average sales increase of about 430%, the 2018 shortlisted titles experienced an average increase of 193% following the shortlist announcement. While *Washington Black* sold consistently well throughout the shortlist period, it did experience a slight sales decrease of -3% after the shortlist announcement while all the other shortlisted titles experienced a sales increase ranging from 32% (*French Exit*) to 573% (*Songs for the Cold of Heart*). *Washington Black* had also been shortlisted for the Rogers Writers' Trust Fiction Prize on Sept. 26, 2018.

Winner announcement (Nov. 19, 2018):

The 2018 shortlisted titles experienced an average percent change of 45% following the winner announcement. *Washington Black* experienced a sales increase of 384% following the winner announcement. Excluding the winning title, shortlisted titles experienced sales increases ranging from 27% to 92%.

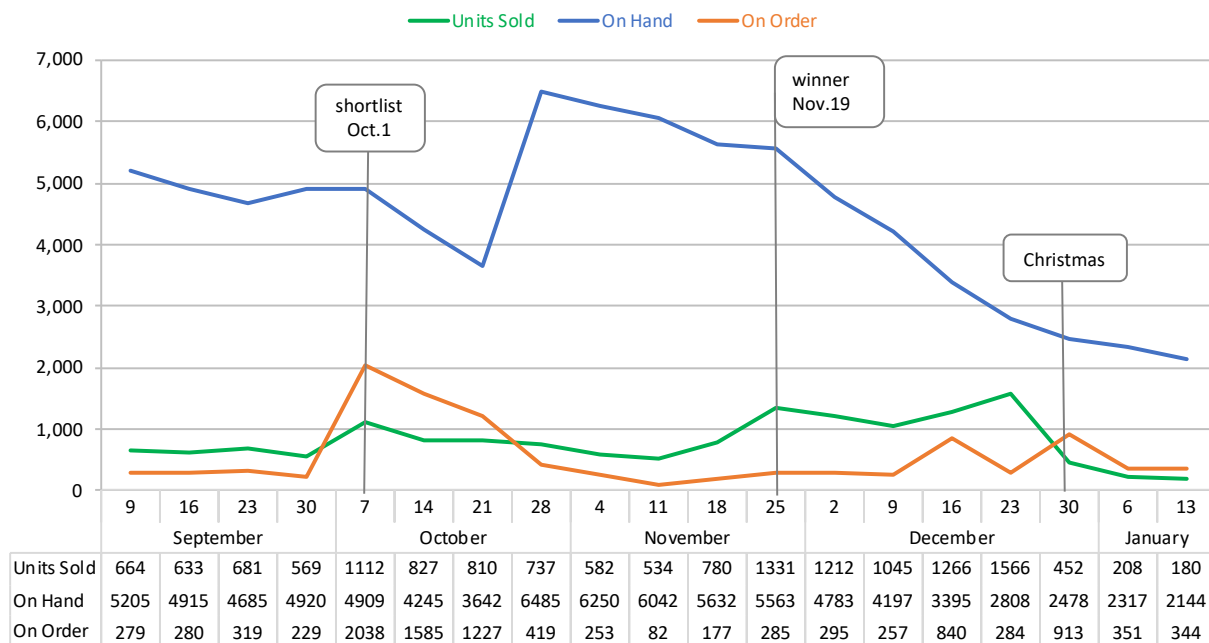
Nominee

Patrick deWitt's *French Exit* *A Novel*

House of Anansi Press
Trade Paperback
9781487004835
\$22.95



Sales vs. On Hand vs. On Order



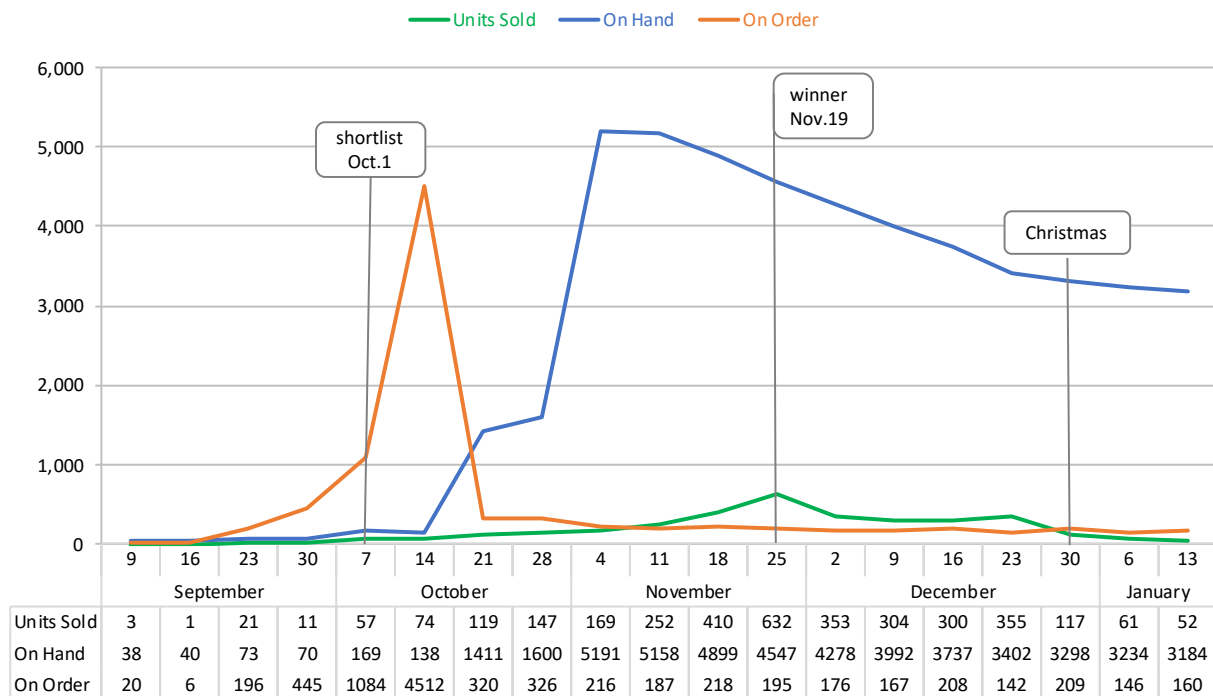
Nominee

Eric Dupont's *Songs for the Cold of Heart*

Baraka Books
Trade Paperback
9781771861472
\$33.99



Sales vs. On Hand vs. On Order



Songs for the Cold of Heart was also nominated for the Governor General's Award for French-to-English Translation on Oct. 3, 2018.

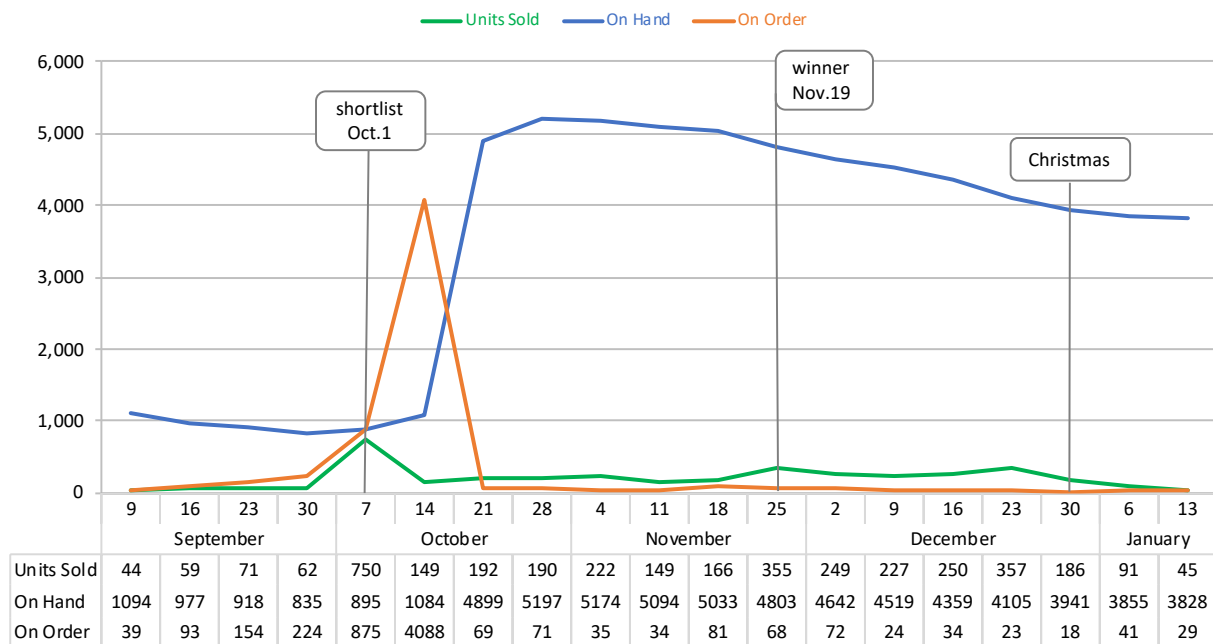
Nominee

Sheila Heti's *Motherhood*

Knopf Canada
Hardcover Trade
9780345810540
\$29.95



Sales vs. On Hand vs. On Order



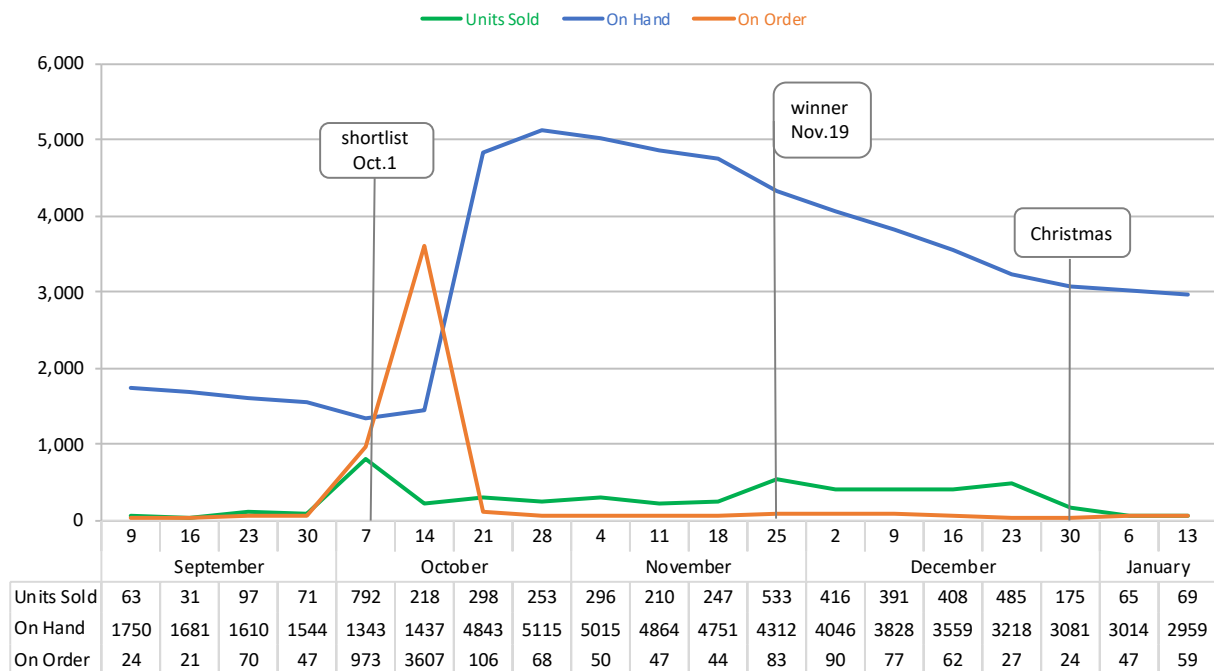
Nominee

Thea Lim's
An Ocean of Minutes
A Novel

Penguin Canada
Trade Paperback
9780735234918
\$24.95



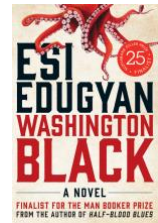
Sales vs. On Hand vs. On Order



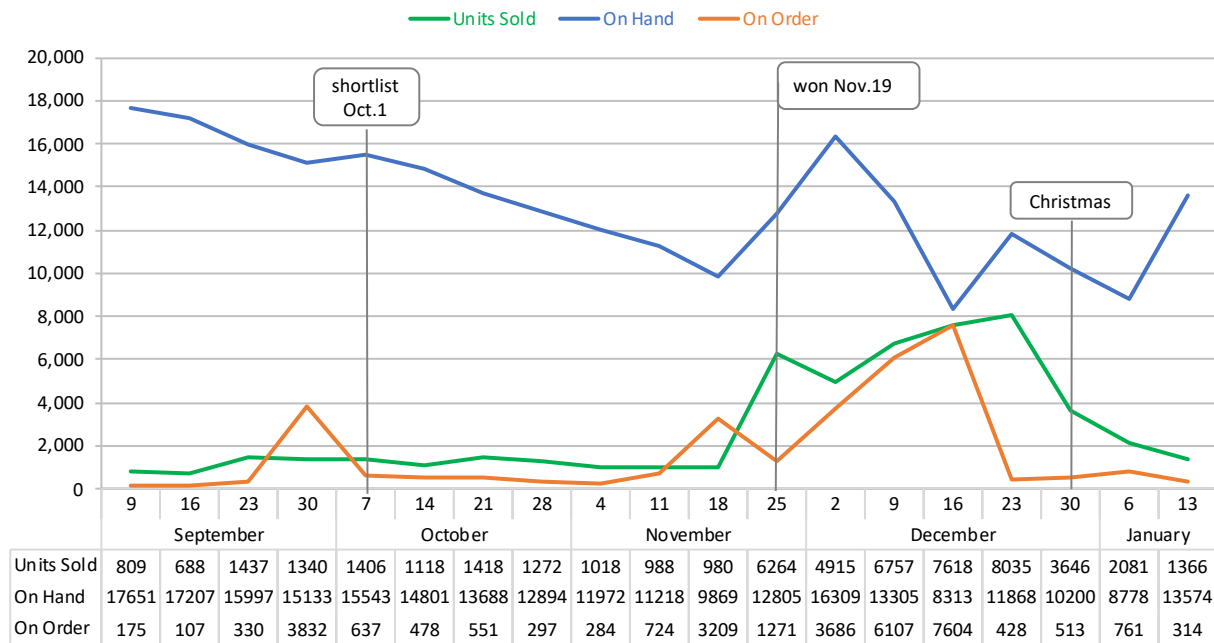
Winner

Esi Edugyan's
Washington Black
A Novel

HarperCollins Canada
Hardcover Trade
9781443423380
\$33.99



Sales vs. On Hand vs. On Order



Washington Black was also nominated for the Rogers Writers' Trust Fiction Prize on Sept. 26, 2018.

Year-Over-Year Winner Comparison 2014-2018

2018

Esi Edugyan's *Washington Black*

HarperCollins Canada

Trade Paperback | 9781443423380 | \$33.99

2017

Michael Redhill's *Bellevue Square*

Doubleday Canada

Hardcover Trade | 9780385684835 | \$32.00

2016

Madeleine Thien's *Do Not Say We Have Nothing*

Knopf Canada

Hardcover Trade | 9780345810427 | \$35.00

2015

André Alexis's *Fifteen Dogs*

Coach House Books

Trade Paperback | 9781552453056 | \$19.95

2014

Sean Michaels's *Us Conductors*

Random House of Canada

Hardcover Trade | 9780345815767 | \$26.00

Trade Paperback | 9780345813329 | \$24.95

Winner Comparison – Volume Sold

Shortlist announced

Winner announced

Christmas







Us Conductors

(2014*)

Fifteen Dogs

(2015)

Do Not Say We Have Nothing

(2016)

Bellevue Square

(2017)

Washington Black

(2018)

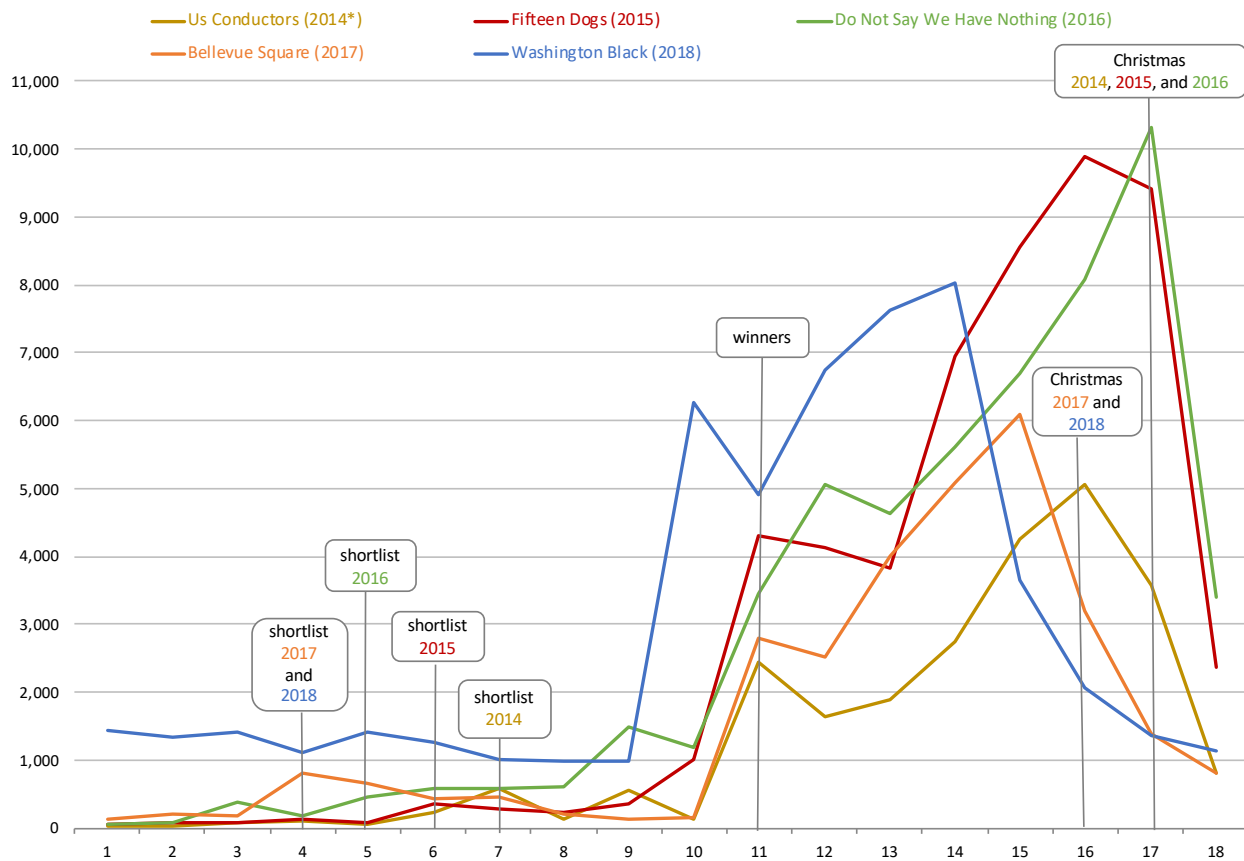
Week	Us Conductors (2014*)	Fifteen Dogs (2015)	Do Not Say We Have Nothing (2016)	Bellevue Square (2017)	Washington Black (2018)
1	44	53	52	123	1,437
2	32	79	92	198	1,340
3	93	90	395	190	1,406
4	107	131	185	806	1,118
5	56	84	470	655	1,418
6	225	356	583	426	1,272
7	589	283	595	455	1,018
8	121	237	622	213	988
9	554	357	1,496	128	980
10	136	1,018	1,195	165	6,264
11	2,453	4,315	3,441	2,804	4,915
12	1,643	4,131	5,066	2,534	6,757
13	1,901	3,826	4,629	4,006	7,618
14	2,749	6,961	5,610	5,082	8,035
15	4,256	8,554	6,687	6,090	3,646
16	5,072	9,882	8,091	3,201	2,081
17	3,577	9,420	10,317	1,395	1,366
18	810	2,377	3,405	799	1,141

*Sales for *Us Conductors* combine multiple editions.



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Winner Comparison – Volume Sold



*Sales for Us Conductors combine multiple editions.

Of all the winners, Madeleine Thien's *Do Not Say We Have Nothing* sold the most copies during the 18-week period, closely followed by Esi Edugyan's *Washington Black*. Esi Edugyan also won the Scotiabank Giller Prize for her book *Half-Blood Blues* in 2011.