



Literary Award Report:

Scotiabank Giller Prize 2020–2021



**BOOKNET
CANADA**

PREPARED BY BNC STAFF
CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2021

Terms of Use

THIS AGREEMENT is a legal document that governs your use of *Literary Award Report: Scotiabank Giller Prize 2020–2021* in PDF format. By downloading the PDF, you indicate that you agree to be bound by the terms and conditions specified herein.

1. **COPYRIGHT.** BookNet Canada (“BNC”) owns all rights in the multi-use PDF of *Literary Award Report: Scotiabank Giller Prize 2020–2021* (“Electronic Publication”) and the copyrights therein. Copyright © BookNet Canada. All rights reserved.
2. **PDF FILES: REPRODUCTION AND DISTRIBUTION.** A purchaser of the Electronic Publication who accepts and agrees to the conditions specified in these Terms of Use (“Authorized Purchaser”) may post a copy of the Electronic Publication on their company’s secured intranet server and/or distribute the Electronic Publication in physical or digital form to their immediate employees and any wholly owned subsidiaries if a multi-user license agreement has been purchased. Acceptance of the Electronic Publication constitutes the Authorized Purchaser’s agreement with these terms.
3. **PROHIBITION OF SUBLICENSE OR ASSIGNMENT.** Except as permitted in 2 above, neither the Terms of Use nor the Electronic Publication nor any part thereof may be sub-licensed, assigned, transferred, or given away by the Authorized Purchaser without the prior written consent of BNC. Any attempt to sublicense, assign or transfer any of the rights, interests, duties, or obligations under this license constitutes a material breach of this Agreement justifying termination.
4. **ALTERATION; NOTICES.** The Authorized Purchaser may not modify, adapt, transform, translate, or create any derivative work based on any material included in the Electronic Publication, or otherwise use any such materials in a manner that would infringe the copyrights therein. Each Electronic Publication will include a Copyright Notice. The Copyright Notice and any other notices or disclaimers may not be removed, obscured, or modified in any way.
5. **REQUIRED NOTICES.** The Authorized Purchaser may not assert or represent to any third party that he or she has any ownership rights in, or the right to sell, transfer, or lend the Electronic Publication.
6. **USER WARRANTIES.** Each Authorized Purchaser warrants that they will use reasonable efforts to ensure the security and integrity of each Electronic Publication and will notify BookNet Canada promptly of any unauthorized use of the Electronic Publication of which they become aware. Any abuse of these Terms of Use may be pursued to the fullest extent permitted under applicable laws, treaties, and conventions.
7. **INDEMNIFICATION.** THE AUTHORIZED PURCHASER AGREES TO INDEMNIFY BNC AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AFFILIATES, AND AGENTS, AND SHALL HOLD EACH OF THEM HARMLESS AGAINST ANY CLAIMS, LOSSES, OR DAMAGES ASSERTED BY ANY ENTITY, INCLUDING COURT COSTS AND REASONABLE ATTORNEYS’ FEES, ARISING OUT OF OR IN CONNECTION WITH THE USE, OR ATTEMPTED USE, OF THE ELECTRONIC PUBLICATION.
8. **LIMITATION OF LIABILITY.** BNC SHALL NOT BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES OF ANY TYPE ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE ELECTRONIC PUBLICATION. The Authorized Purchaser acknowledges that BNC has agreed to make the Electronic Publication available in reliance on the exclusions and limitations of liability and disclaimers of warranty set forth above and that the same form an essential basis of the bargain between the parties.
9. **GOVERNING LAW AND GENERAL PROVISIONS.** The laws of the Government of Canada shall govern these Terms of Use. If any part of any provision of these Terms of Use shall be invalid or unenforceable, such part shall be deemed to be restated to reflect, as nearly as possible, the original intentions of both of the parties in accordance with applicable law, and the remainder of the Terms of Use shall remain in full force and effect. These Terms of Use are the complete and exclusive statement of the agreement between you as the Authorized Purchaser and BNC with respect to the Electronic Publication, and supersedes any proposal or prior agreement, oral or written, and any other communications between you and BNC relating to the subject matter of these Terms of Use. They may not be changed, modified or otherwise altered without the prior written consent of BNC.

If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

Introduction

To get a sense of what to expect during the upcoming award season, and to help publishers with stock and demand planning, BNC Research's literary award reports show a trend analysis of last year's shortlist and winner as well as a comparison in sales and stock position of all winning titles between 2017 and 2020. By looking at sales data from previous years, we can help you to 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.

This report includes:

- bibliographic data for shortlisted titles
- week-over-week comparison of volume sold, volume on hand, and volume on order for each shortlisted title within the graphed time period
- market trends by week and percentage of market share for shortlisted titles
- year-over-year comparison of volume sold for winners from 2017 to 2020

Important notes for how to read the graphs and percent change figures:

- All dates used in the graphs represent week-ending dates.
- The graphed time period is from week ending Sept. 13, 2020 to Jan. 17, 2021.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week or week after of each announcement, depending on which day of the week the announcement is made. 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 English-language trade 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 and audiobook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Literary Award Report: Scotiabank Giller Prize 2020–2021

Scotiabank Giller Prize

2020 winner

- *How to Pronounce Knife* by Souvankham Thammavongsa, McClelland & Stewart, TP, 9780771094606, \$24.95

2020 shortlisted titles

- *Ridgerunner* by Gil Adamson, House of Anansi, HT, 9781487006563, \$32.95
- *Here the Dark* by David Bergen, Biblioasis, TP, 9781771963213, \$22.99
- *Polar Vortex* by Shani Mootoo, Book*hug Press, TP, 9781771665643, \$23.00
- *The Glass Hotel* by Emily St. John Mandel, HarperCollins Canada, TP, 9781443455732, \$24.99

2020 announcement dates

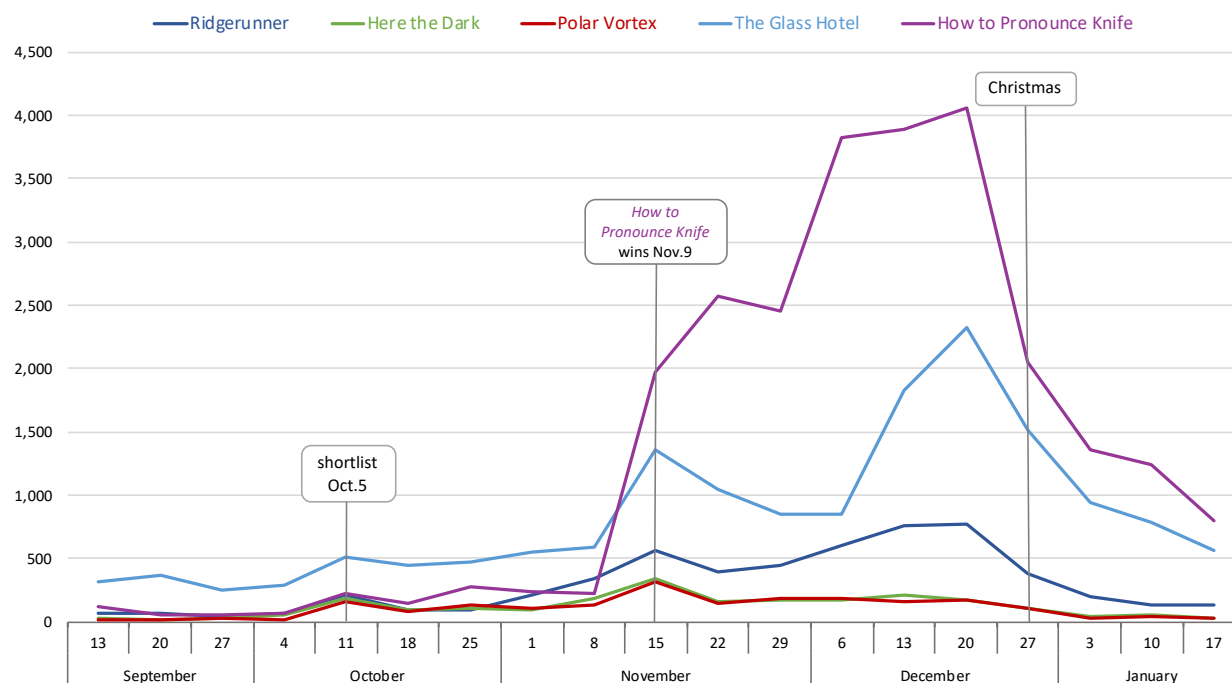
- Shortlist: October 5, 2020
- Winner: November 9, 2020

Shortlisted titles — Volume of sales

		Shortlist announced Winner announced Christmas							
							Overall	2020-2021	
		<i>Ridgerunner</i>	<i>Here the Dark</i>	<i>Polar Vortex</i>	<i>The Glass Hotel</i>	<i>How to Pronounce Knife</i>	Unit Sales	Market Fiction	Week
September	13	63	25	17	320	115	540	247,575	1
	20	70	18	19	362	55	524	256,491	2
	27	43	24	26	254	54	401	228,133	3
October	4	60	52	14	290	67	483	250,441	4
	11	207	179	156	515	226	1,283	241,006	5
	18	91	86	82	448	147	854	232,924	6
November	25	88	102	135	468	272	1,065	243,906	7
	1	214	94	107	545	229	1,189	266,476	8
	8	335	187	136	592	225	1,475	258,043	9
	15	564	341	316	1,354	1,967	4,542	281,903	10
	22	391	163	150	1,048	2,565	4,317	308,447	11
	29	440	175	185	845	2,448	4,093	333,412	12
December	6	599	165	179	843	3,821	5,607	351,869	13
	13	757	208	162	1,823	3,890	6,840	383,099	14
	20	764	171	170	2,319	4,056	7,480	388,086	15
January	27	375	110	100	1,515	2,049	4,149	281,839	16
	3	192	41	27	945	1,363	2,568	183,976	17
	10	135	50	38	780	1,237	2,240	226,267	18
	17	131	23	28	560	795	1,537	218,653	19

Literary Award Report: Scotiabank Giller Prize 2020–2021

Shortlisted titles



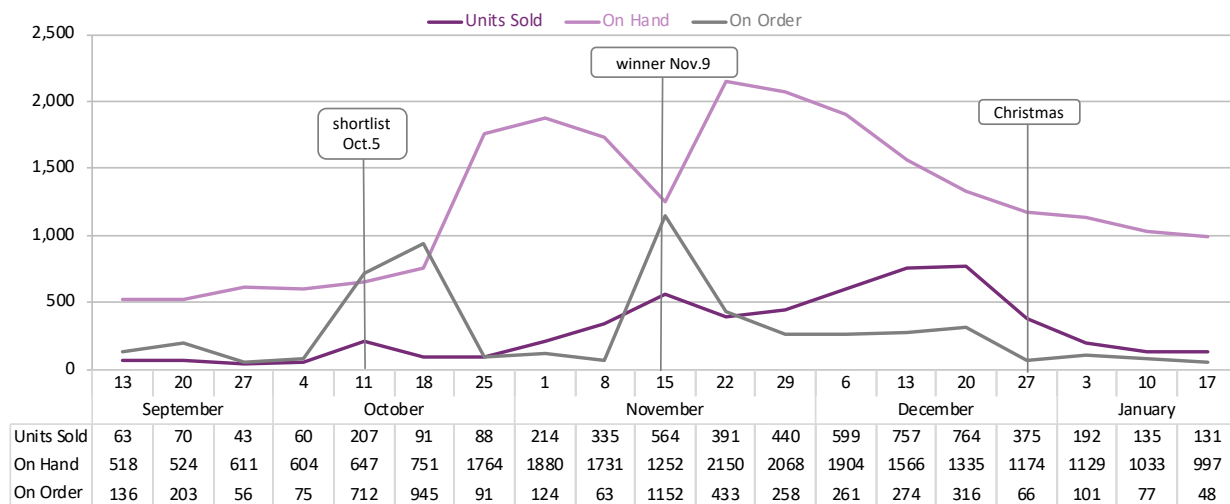
Announcement percent changes

	<i>Ridgerunner</i>	<i>Here the Dark</i>	<i>Polar Vortex</i>	<i>The Glass Hotel</i>	<i>How to Pronounce Knife</i>	Percent change
Shortlist announcement's percent change	259%	471%	693%	71%	285%	173%
Winner announcement's percent change	166%	167%	151%	153%	713%	265%

Literary Award Report: Scotiabank Giller Prize 2020–2021

Nominee title: *Ridgerunner* by Gil Adamson

Units sold, on hand, and on order

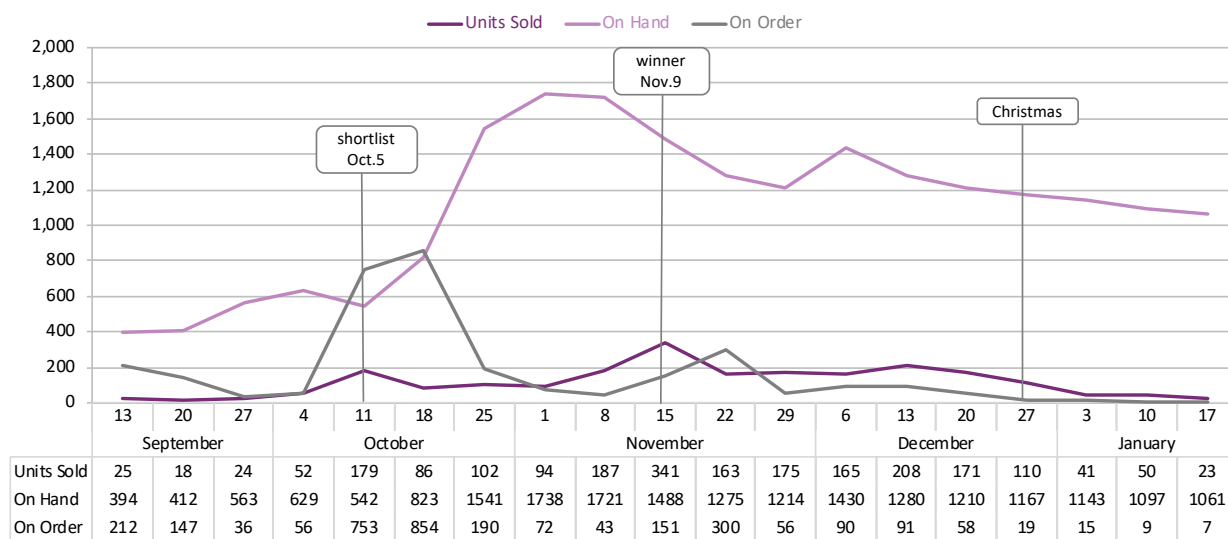


Ridgerunner won the 2020 Writers' Trust Fiction Prize on November 18, 2020 (and was shortlisted on October 7, 2020).

Literary Award Report: Scotiabank Giller Prize 2020–2021

Nominee title: *Here the Dark* by David Bergen

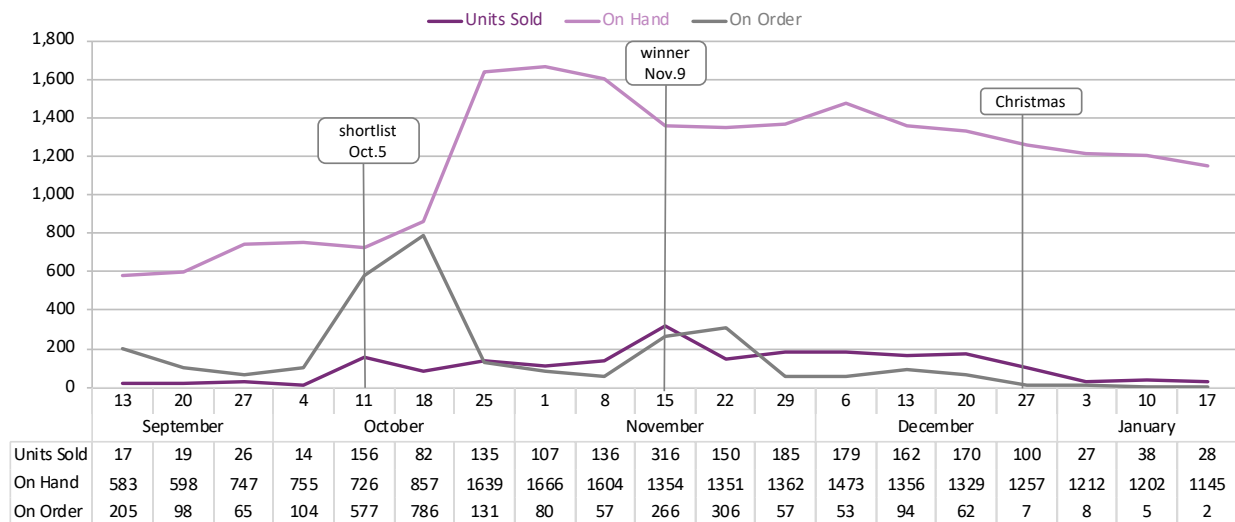
Units sold, on hand, and on order



Literary Award Report: Scotiabank Giller Prize 2020–2021

Nominee title: *Polar Vortex* by Shani Mootoo

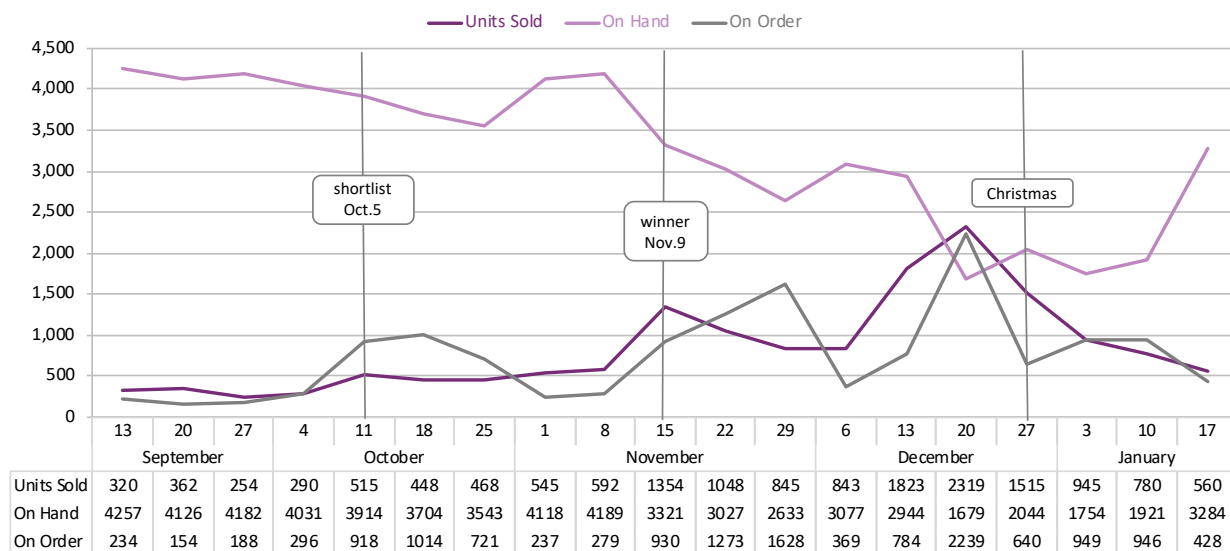
Units sold, on hand, and on order



Literary Award Report: Scotiabank Giller Prize 2020–2021

Nominee title: *The Glass Hotel* by Emily St. John Mandel

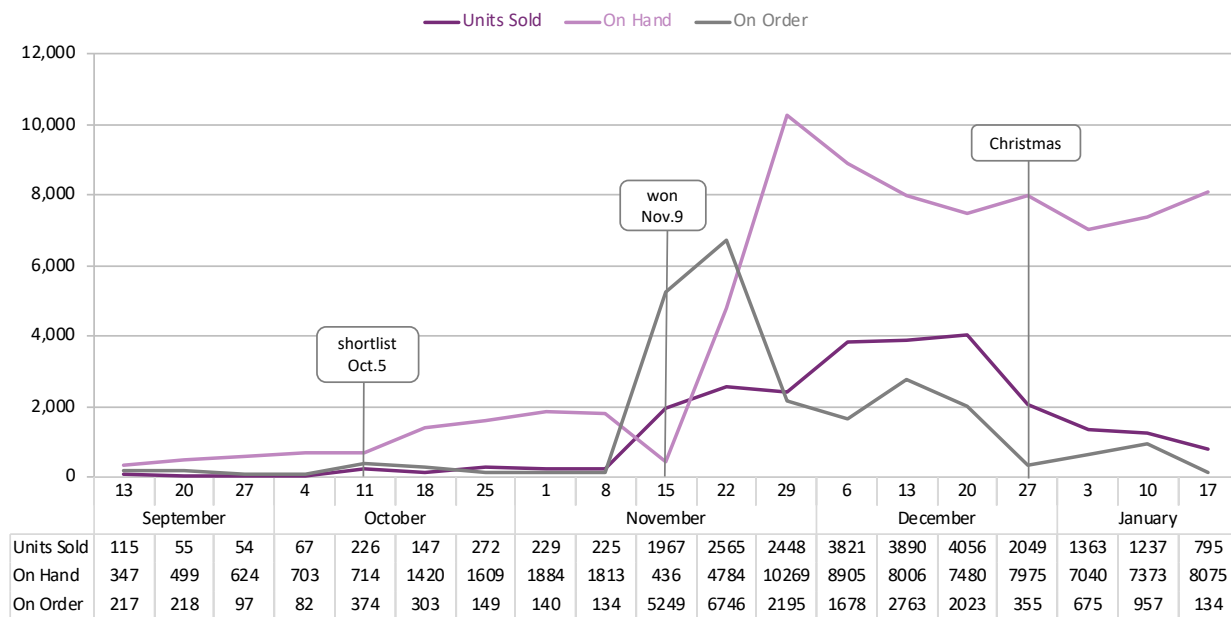
Units sold, on hand, and on order



Literary Award Report: Scotiabank Giller Prize 2020–2021

Winning title: *How to Pronounce Knife* by Souvankham Thammavongsa

Units sold, on hand, and on order



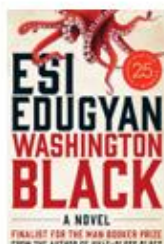
Winner comparison 2017–2020

- **2020:** *How to Pronounce Knife* by Souvankham Thammavongsa, McClelland & Stewart, TP, 9780771094606, \$24.95
- **2019:** *Reproduction* by Ian Williams, Random House of Canada,
 - TP, 9780735274068, \$21.00
 - HT, 9780735274051, \$35.00
- **2018:** *Washington Black* by Esi Edugyan, HarperCollins Canada, HT, 9781443423380, \$33.99
- **2017:** *Bellevue Square* by Michael Redhill, Doubleday Canada, HT, 9780385684835, \$32.00

Literary Award Report: Scotiabank Giller Prize 2020–2021

Volume of sales — Winner comparison — 2017–2020

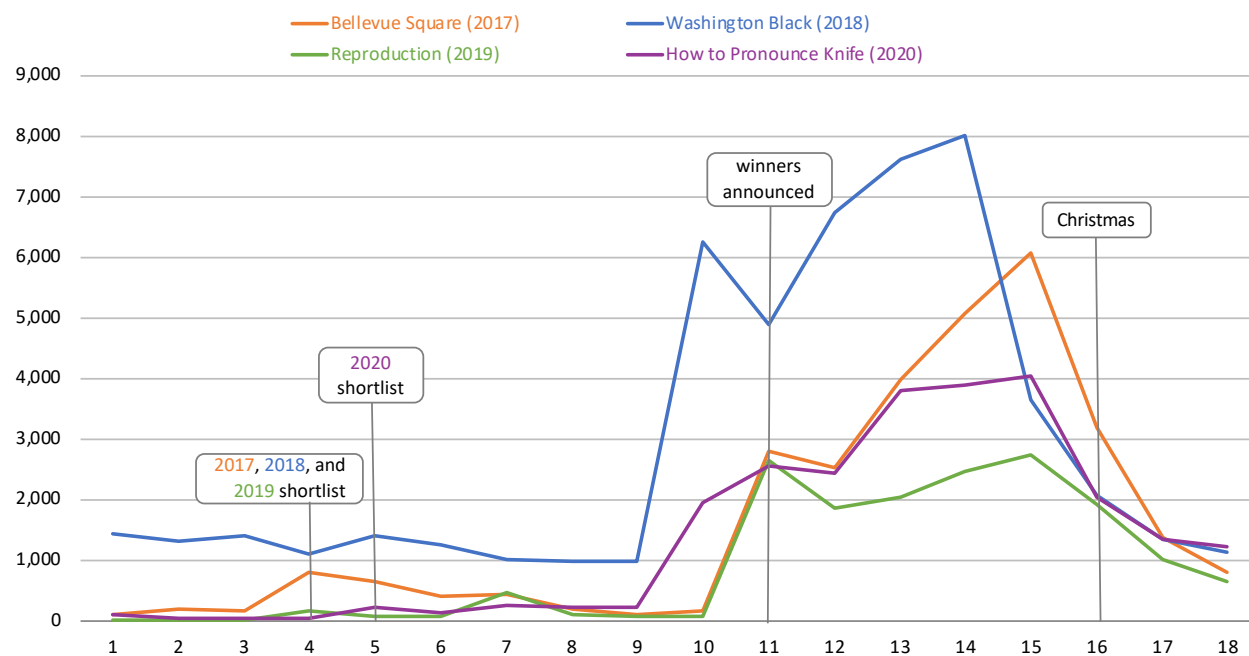
Shortlist announced Winner announced Christmas



	<i>Bellevue Square</i>	<i>Washington</i>	<i>Reproduction</i>	<i>How to</i>
Week	(2017)	<i>Black</i> (2018)	(2019)	<i>Pronounce Knife</i> (2020)
1	123	1,437	30	115
2	198	1,340	40	55
3	190	1,406	18	54
4	806	1,118	166	67
5	655	1,418	85	226
6	426	1,272	83	147
7	455	1,018	482	272
8	213	988	110	229
9	128	980	73	225
10	165	6,264	89	1,967
11	2,804	4,915	2,671	2,565
12	2,534	6,757	1,879	2,448
13	4,006	7,618	2,061	3,821
14	5,082	8,035	2,475	3,890
15	6,090	3,646	2,756	4,056
16	3,201	2,081	1,930	2,049
17	1,395	1,366	1,035	1,363
18	799	1,141	659	1,237
Total	29,270	52,800	16,642	24,786

Literary Award Report: Scotiabank Giller Prize 2020–2021

Volume of sales — Winner comparison — 2017–2020



Announcement percent changes

	<i>Bellevue Square</i> (2017)	<i>Washington Black</i> (2018)	<i>Reproduction</i> (2019)	<i>How to Pronounce Knife</i> (2020)	Average percent change
Shortlist announcement's percent change	373%	-20%	466%	285%	31%
Winner announcement's percent change	1562%	79%	2846%	218%	240%