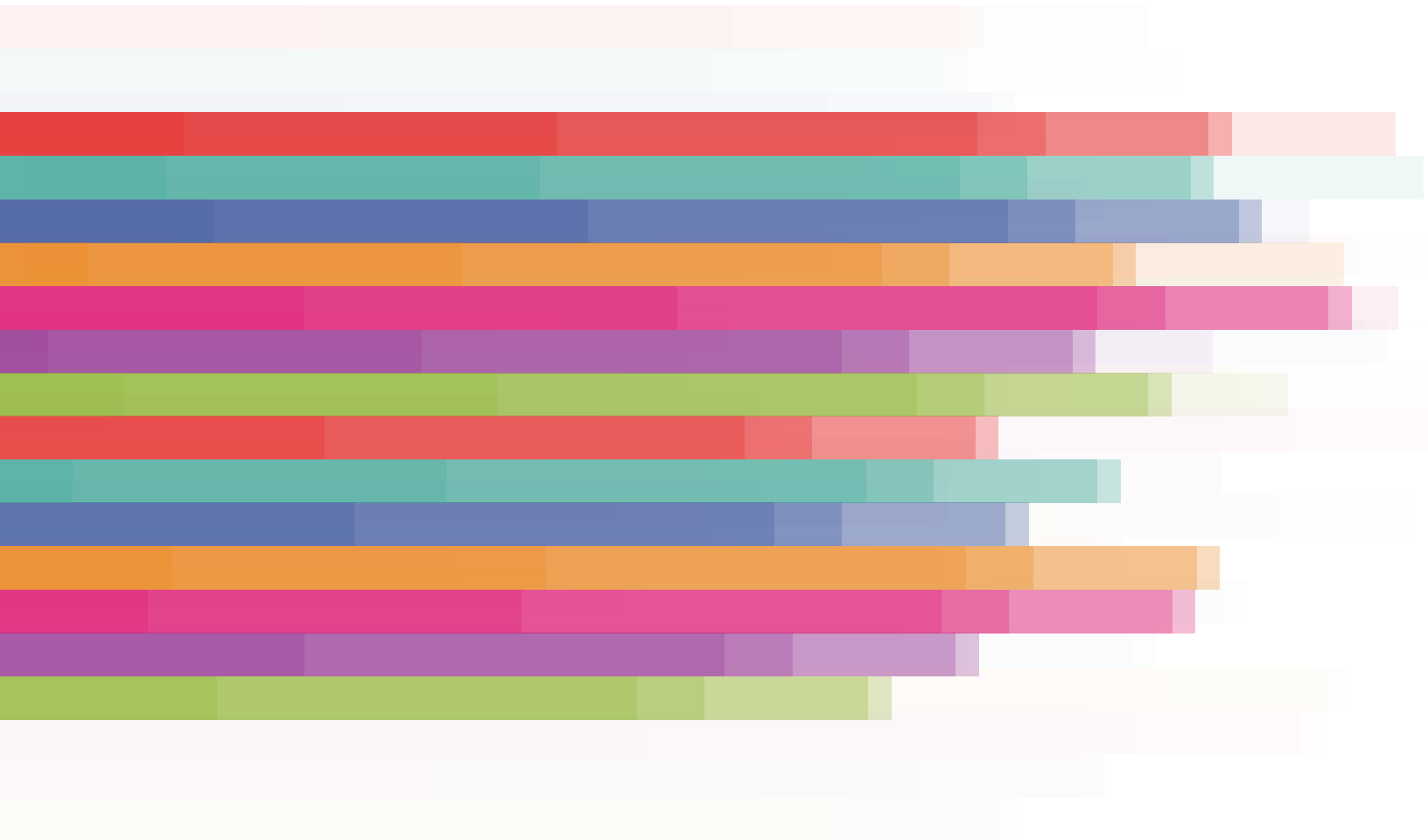




**BOOKNET  
CANADA**

# Year in Review 2019/2020



# Introduction

It is my pleasure to introduce this annual report on the activities and achievements of BookNet Canada (BNC) in F2020.

BNC continues to serve the interests of the Canadian book industry by fostering collaboration and improving adoption of technology within the Canadian book supply chain. By offering shared technology solutions alongside research and education on emerging technologies and processes, national and international standards, and the data we collect from sectors across the industry, we are able to provide the infrastructure necessary to sustain a healthy and effective supply chain. In short, we support publishing companies, booksellers, wholesalers, distributors, sales agents, industry associations, libraries, literary agents, and the media as they work towards our common goals of growing the book market in Canada and increasing the reach of Canadian books internationally.

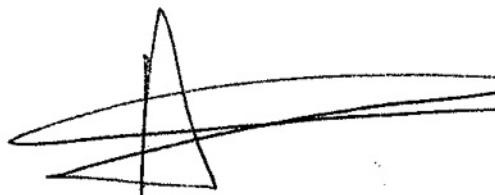
Highlights from our last year include:

- The launch of our LibraryData service
- The release of our inaugural research report on independent bookselling, *What's in Store: The State of Independent Bookselling in Canada 2018*, and a study on the intersection of library use and book buying *Buy, Borrow, Read: Library Use and Book Buying in Canada*
- Major stakeholder-requested feature releases for CataList and SalesData
- A change to the voting process for Loan Stars to make it easier for library staff to recommend titles
- Successfully advocating for better representation of Indigenous content creators within book industry standards with the addition and alteration of three BISAC codes

With the upcoming challenges in F2021 due to COVID-19, it is more important than ever to understand the market. BookNet Canada is dedicated to using all the tools at our disposal in F2021 to help our stakeholders navigate through the changes, to shed light on important issues in the Canadian book market with our research efforts, and to work with all members of the supply chain to make their jobs easier wherever possible.

We are very grateful to our member organizations and partners: Association of Canadian Book Wholesalers; Association of Canadian Publishers; Canadian Publishers' Council; Canadian Urban Libraries Council; Retail Council of Canada; Indigo Books & Music; and the Government of Canada for generously providing ongoing support to BookNet through the Canadian Book Fund. These partnerships enable us to make sure that BNC is meeting the needs of the Canadian book industry. Please read on to learn more about the key activities and conditions for success that we put in place in F2020, as we gear up for the coming year.

Thank you for your ongoing support,



Noah Genner  
President and CEO

# Guiding Principles

## Short- to medium-term benefit

The projects selected by the BookNet Canada Board of Directors reflect an interest in providing a tangible return on investment within the short- to medium-term. Projects are designed to deliver benefits throughout their lifecycle with clearly defined performance objectives and deliverables.

## Facilitation during technological change

Each project is designed to address a key area of technological change, ensuring that book industry participants remain adaptable and capable of meeting new demands in publishing, retailing, wholesaling, and distribution.

## Benefit to all stakeholders

BookNet Canada focuses on project areas that are designed to provide consistent benefit to all participants in the Canadian industry, whether they are large corporations or small businesses.

## Focus on Canadian cultural producers

Each project also has components designed to “level the playing field” for Canadian cultural producers, providing them with tools, best practices, education, and services.

## Empower process improvement

BookNet Canada provides tools, services, and knowledge to help our stakeholders make process improvements related to supply chain and technological innovation within their own organizations.

## Collaboration and partnerships

Whenever possible and appropriate, BookNet Canada looks to partner and collaborate with other associations and organizations to provide coordinated benefits to the Canadian book industry.



# SALESDATA



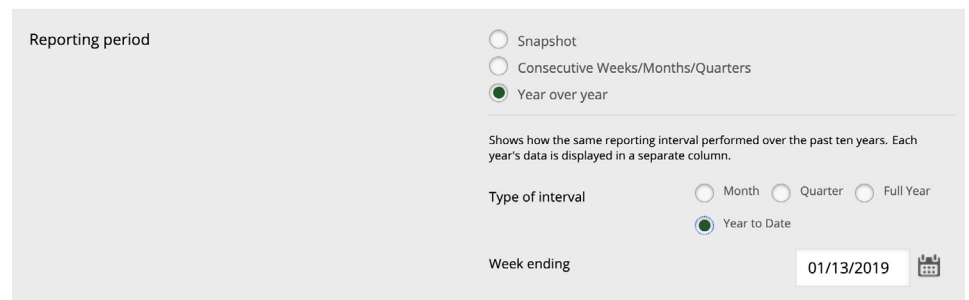
**“It’s great to see such a huge list of contributing retailers! I’m able to do more specific searches as a result.”**

Customer Satisfaction  
Survey 2019

**“I very much appreciate the customer service that SalesData supplies. Anytime I have a query it is promptly responded to and quickly resolved.”**

Customer Satisfaction  
Survey 2019

In F2020, development work was focused on enhancements to over-time reporting in SalesData, offering more efficiency for subscribers in these powerful comparative reports. In the Multiple ISBN, Market Comparison, and Market Share reports we added the “Last Year to Date” date range both to the Snapshot and Year-over-Year view, allowing subscribers to benchmark the performance of individual titles as well as organizational- or subject-level performance easily — pulling “Year to Date” data for each year in a decade in a flash!




Reporting period

Snapshot  
 Consecutive Weeks/Months/Quarters  
 Year over year

Shows how the same reporting interval performed over the past ten years. Each year's data is displayed in a separate column.

Type of interval

Month  Quarter  Full Year  
 Year to Date

Week ending  

To better highlight BookNet Canada research, we made some user interface improvements to SalesData including an expanded Research Portal view and the ability to download reports directly from the SalesData and LibraryData homepages.

We also developed API integrations for two additional point of sale (POS) systems — Square and Lightspeed — allowing retailers and publishers using these systems to enable automated reporting to SalesData, replacing the need for those using these POS systems in their stores to manually report sales to SalesData.

In the spirit of automation for all, SalesData continued to see growth in the use of emailed scheduled reports by users — from a weekly average of 943 at the end of F2019 to 1,023 at the close of F2020. Based on the average time needed to manually set up a report in the UI each week, scheduled reports have saved the industry nearly 37 work weeks’ worth of time by delivering subscribers the reports they need right to their inboxes.

In the coming year, the focus for SalesData will be improved customization for emailed scheduled reports, incorporating new bibliographic data filters including age range, and Phase 1 of a digital book sales reporting tool.

- **1,023 weekly scheduled reports saved the industry more than 1,300 hours in F2020**
- **20 new retailers added to the SalesData reporting panel**



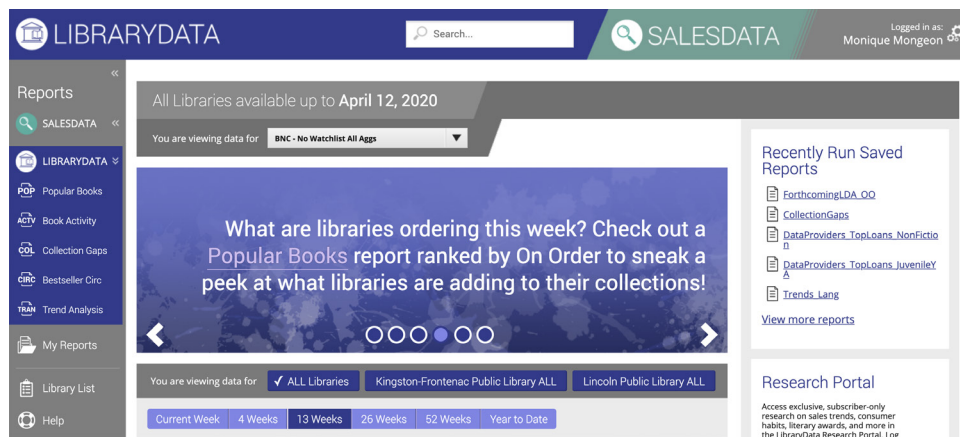
# LIBRARYDATA



The LibraryData team spent a significant part of F2020 auditing inbound data with the assistance of library system providers (ILS) and participating libraries, validating the completeness and accuracy of data prior to the launch to libraries in the winter of 2020. Six additional libraries joined the reporting panel in the lead-up to the launch and recruitment efforts are ongoing throughout F2021.

LibraryData was released to subscribing retailers and publishers at the start of F2021. LibraryData offers a suite of tools to analyze circulation, including popular books rankings, gap analysis reports (comparing a library's collection to other libraries or to the retail market), and subject and language trend analysis reports. By offering visibility into the borrowing habits of Canadian readers, LibraryData contributes to an even more complete picture of the national reading landscape.

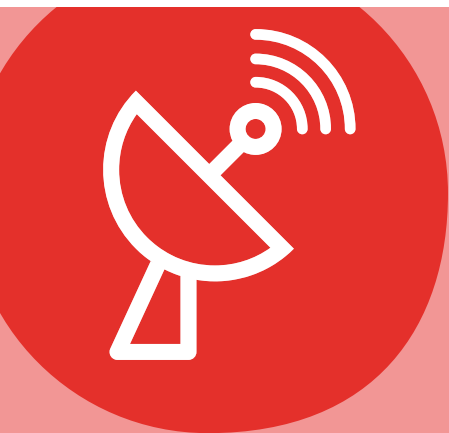
In the coming year, LibraryData's focus will be recruiting, onboarding, and training new subscribers and data providers; working toward the integration of digital collections data (i.e., ebooks, digital audiobooks, etc.) with existing physical collections data; incorporating dewey decimal numbers in the bibliographic data throughout the site; offering additional data segments for reporting (including regional, population density, and other segments), and improving interoperability with SalesData and CataList.



- **195 library systems with 540 branches reporting data weekly**
- **Data on over 8,600,000 items weekly**



# BIBLIOSHARE



**“I try to get every book person I know to install the Biblio-o-matic Chrome extension! Use it every day.”**

Customer Satisfaction  
Survey 2019

**“A great service!”**

Customer Satisfaction  
Survey 2019

To aid in book discovery The BiblioShare team grew the data set for samples and excerpts this year, one of the key priorities identified in the F2019 year in review. We also provided the ability to accept, process and deliver even more supporting materials like back covers and teacher’s guides.

The BiblioShare team fielded an industry-wide survey to metadata stakeholders to understand workflows, pain points, and more that will guide further development of the now underway BiblioShare rebuild. We are also conducting ongoing interviews with key stakeholders to facilitate requirement gathering.

## Bibliographic data distribution

On the distribution side of the data, we built web service integration for three Quebec solution provider platforms: point of sale vendor Vigie2000, the cooperative of independent bookstores LesLibrairies.ca, and Open Mind Technologies.

In terms of development work in F2020, the team developed two custom solutions for workflow and discovery stakeholders and a new web service that allows users to retrieve a list of all ISBNs held in BiblioShare for specific assets.

- **923,756 new ONIX 2.1 records were added and 84,792 new ONIX 3.0 records were added**
- **61 new ONIX 2.1 data providers and 15 new ONIX 3.0 data providers**
- **Cover images increased by 500,000**
- **Over 65 million web service requests served**
- **12,430 excerpts, 1,178 samples, 1,043 teacher’s guides, and 261 reading group guides**



# CATALIST



**“New drag and drop organization has been life-changing.”**

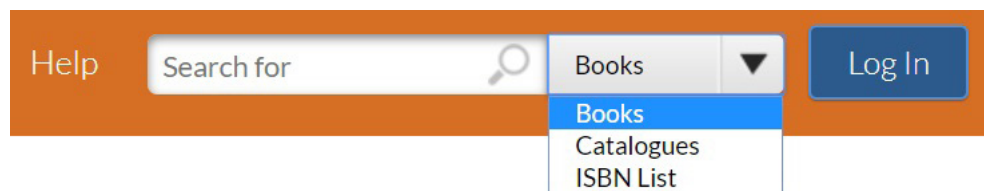
Customer Satisfaction Survey 2019

**“I primarily use this for seeing interiors of picture books, cookbooks, etc., and reading excerpts in advance of ordering, and it's a big help!”**

Customer Satisfaction Survey 2019

CataList followed up a busy F2019 with a busy F2020. CataList welcomed 12 new publisher accounts this year, as well as 21 library or school accounts and completed five feature releases. Not least of which was helping publishers get their content out to buyers and library staff by adding samples, excerpts, tables of contents, reading group and teacher’s guides to CataList book pages where they are available. And they are becoming more and more available. We saw nearly 2,500 pieces of the aforementioned sample content added in addition to the content already gathered from publisher’s ONIX data.

We also completed the rebuild of our search functionality to give all our site users extensive search and filtering options. For example, we have included filters for geographical region and author provinces where we have this data, publication status or date, and many more. Users can also now search for catalogues or lists of ISBNs, not just books.



Catalogue organizing in CataList has also never been easier with the improvements the team made this year. The click-and-drag function is now more clearly visible, we’ve allowed multi-level sorting (for example, you can sort by subject, then by contributor name), and users have the ability to easily send a title to a specific location in the catalogue.

In F2020, 13% of users visited CataList on a mobile device, so we’re happy to announce that we have rolled out increased support for functionality on those devices. As we move forward with new feature development this will remain a priority, though it will add time and complexity to new development work.

Coming up in F2021 we anticipate surpassing 500,000 title listings in the first half of the year. Our focus will be on increasing usability for buyers and making it easier to create and submit orders, while continuing to extend the new search functionality to include advanced search capabilities and more flexible views and action options on search results. We also have a large project in the works with BTLF and integrating data for the French Canadian market into CataList.

- **Five feature releases this year**
- **21 new school/library accounts and 12 new publisher sign-ups**
- **Nearly 2,500 added pieces of sample content to CataList titles, in addition to the content gathered from ONIX files**





# LOANSTARS

**“Great work with the program!”**

Customer Satisfaction Survey 2019

**“It is an honour that my novel *Ridgerunner* (House of Anansi) was chosen [as a] top pick for Loan Stars, May 2020. It’s great good fortune for any author to be on the list, especially in this time of Covid-19 when launches and other public ways of presenting a new book are impossible. Thank you to CataList and the wonderful librarians and other professionals who use and support it.”**

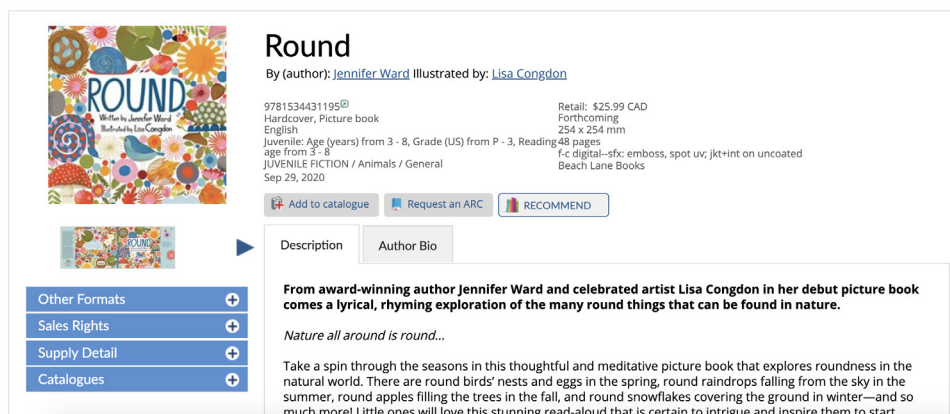
Gil Adamson

The Loan Stars program made some major changes to the voting process in F2020. Rather than “vote” for titles, library staff are now encouraged to recommend titles they are eagerly awaiting or that they think their library patrons will enjoy. This change in language makes it easier for library staff to recommend books they may not have read entirely, but instead allows them to recommend the titles based on samples or excerpts they can easily access on CataList.

In addition to changing the language, we’ve also made it much easier to recommend a title with a simple click of the Recommend button found on an upcoming title page in CataList. This new recommend functionality also allows users to leave a review of the book and return to edit it if needed.

Loan Stars launched the bimonthly Jr. list in F2020, and has now collected a full year’s worth of data over the six lists. One of the more surprising findings from this year of data was that the majority of picks were children’s books and not young adult titles. Picture books make up 41% of the recommended books on the lists. The picture books are mostly fictional dealing with social themes such as: self-esteem, friendship, or even immigration. Young Adult titles on the other hand, made up 30% of the lists and were primarily Fiction titles.

The Loan Stars team also created a [booklet of past Loan Stars picks](#) to help readers discover new reads for their book clubs or for their own personal enjoyment. This marketing initiative helped bring the program to a wider audience of readers.



**Round**  
By (author): [Jennifer Ward](#) Illustrated by: [Lisa Congdon](#)

9781534431195  
Hardcover, Picture book  
English  
Juvenile: Age (years) from 3 - 8, Grade (US) from P - 3, Reading 48 pages  
age from 3 - 8  
JUVENILE FICTION / Animals / General  
Sep 29, 2020

Retail: \$25.99 CAD  
Forthcoming  
254 x 254 mm  
F-c digital--sfc: emboss, spot uv; jkt+int on uncoated  
Beach Lane Books

[Add to catalogue](#)
[Request an ARC](#)
[RECOMMEND](#)

[Description](#)
[Author Bio](#)

**From award-winning author Jennifer Ward and celebrated artist Lisa Congdon in her debut picture book comes a lyrical, rhyming exploration of the many round things that can be found in nature.**

*Nature all around is round...*

Take a spin through the seasons in this thoughtful and meditative picture book that explores roundness in the natural world. There are round birds’ nests and eggs in the spring, round raindrops falling from the sky in the summer, round apples filling the trees in the fall, and round snowflakes covering the ground in winter—and so much more! Little ones will love this stunning read-aloud that is certain to intrigue and inspire them to start

[Other Formats](#)
[Sales Rights](#)
[Supply Detail](#)
[Catalogues](#)

- In terms of division between Fiction and Non-Fiction titles, this year saw the most Non-Fiction top picks to date, climbing 38% from last year
- Over 500 books have been chosen by library staff (450+ for the Adult lists, 60 for Jr. lists)



**“EDI continues to be essential to our daily operations, and I’m very satisfied with how it’s working.”**

Customer Satisfaction  
Survey 2019

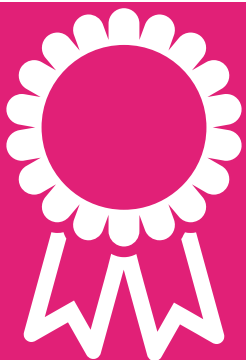
In F2020, BookNet negotiated a new three-year agreement for EDI services with Pubnet ensuring that users will continue to have access to the service as they have come to expect.

BookNet added 21 new retailers (one more than last year) and two new suppliers to the network in F2020. Looking ahead to F2021, we’re actively working with Pubnet supplier MVB and select retailers to test an expansion of Order Manager (a web-based EDI solution) to Canadian retail accounts.

- **BookNet added 21 new retailers and two new suppliers to the network in F2020**



# STANDARDS & CERTIFICATION



**“No one is perfect, but  
BookNet is pretty close.”**

Jamie Broadhurst,  
Raincoast

BookNet Canada staff remained active this year maintaining Canadian interests in book industry standards through membership, and involvement in, numerous international organizations and standards bodies, including the Book Industry Study Group (BISG), EDItEUR, International Standard Name Identifier (ISNI), and GS1 Canada.

BookNet continues to be very active in promoting the provision, and expansion, of quality metadata. During F2020, our staff:

- participated in numerous international committees and working groups related to standards for metadata and other areas of the book supply chain;
- oversaw the Canadian Bibliographic Committee and the Thema working group;
- performed benchmarking, scoring, and quality control for bibliographic data via BiblioShare and CataList;
- trained our stakeholders through in-person sessions, podcasts, and blog posts to help the Canadian book industry take advantage of existing standards in their businesses; and
- held in-depth bibliographic reviews with data providers.

The release of BISG's 2019 BISAC code list further solidified Canada's position as a distinct and independent marketplace. Though BNC's efforts for better representation of Indigenous content creators within book industry standards are still ongoing, significant gains were made with the addition and alteration of three codes.

- “Indigenous” replaces “Native Canadian” in two Juvenile codes turning them in to “.../People & Places/Canada/Indigenous” (JUV030090 & JNF038120).
- A new tree has been created in Poetry which will allow future additions to Canadian-oriented poetry to be added with little restriction.
- The new code made especially for the Canadian market is POE011010 Poetry/Canadian/Indigenous.

We will continue these efforts in F2021 with the hope of including more Canadian-centric codes.

- **Additions or alterations to three BISAC codes to better represent Indigenous content creators**
- **Over 2,300 unique page views of blog posts about standards, metadata, and ONIX in F2020**



# STANDARDS & CERTIFICATION



## The state of metadata

A long expected watershed event occurred in December 2019 when a major retailer pulled the plug on ONIX 2.1. Amazon announced that all print feeds will only be accepted in the ONIX 3.0 standard by the end of calendar year 2020. While their announcement did not include digital feeds, they are expected to follow shortly thereafter. The standards priority for the first half of F2021 will be on the transition to ONIX 3.0, with a focus on addressing supply chain problems in the transition.



# RESEARCH & EDUCATION



## Research

The BookNet research team released six studies in F2020.

- A study on the intersection of library use and book buying *Buy, Borrow, Read: Library Use and Book Buying in Canada*. We presented a poster of the study at the Ontario Library Association Super Conference 2020 that was well received.
- An updated consumer report on the *Canadian Book Buyer in 2018*.
- Our new research study *What's in Store: The State of Independent Bookselling in Canada 2018* — the inaugural study on the realities of bookselling in the age of ecommerce giants and the “buy local” renaissance. We shared highlights in our [innovative bookselling podcast series](#) on the BookNet Canada podcast.
- We released an ad-hoc report on book clubs, *Reading Together: Book Clubs in Canada*, which is available for purchase to the public and free for SalesData and LibraryData subscribers.
- For SalesData and LibraryData subscribers, we shared new information on *Sales Trends in Children's Publishing* and media-tie-ins in *Page to Screen: Canadian Edition 2019* (last updated in 2010).
- We continue to provide insight on select Canadian literary awards. As publishers tell us, inventory data on award winners continues to be fascinating and very helpful.
- For our SalesData subscribers we continued to publish monthly reports with top-level data from the system, as well as new editions of our studies on the sales impact of popular literary awards, which are shared with nominated publishers.
- Our annual report *The Canadian Book Market 2019* contained pricing data and other insights from our consumer survey.

Our free reports were read over 3,600 times and we shared highlights from our studies in episodes on the BookNet Canada podcast and original data and insights in 40 posts on the BookNet Canada blog, with about 18,200 unique page views in the fiscal year (up from ~15,800 in F2019). We also started a dedicated research newsletter in Q3 that had an average open rate of 56% and a click rate of 16%, with almost 90 subscribers.

- **Over 18,200 reads of research blog posts**
- **Our free reports were read over 3,600 times**



# RESEARCH & EDUCATION



**“I like knowing that I can go and read a report, even long after it’s been posted. I revisit reports like the one about awards, etc., when it is relevant to us.”**

Morgen Young, Ampersand

In early F2021 we developed a survey to learn about the impact of COVID-19 on book buying, borrowing, and reading, and shared the results in blog posts [here](#) and [here](#). We also released the new *Canadian Leisure & Reading Study 2020*; early results were shared in [Noah Genner’s Tech Forum 2020 presentation](#) and highlights from the study were also shared in a BookNet Canada podcast episode.

Currently in progress is the update on our biennial industry report on the State of Publishing in Canada in 2019. We’ve expanded the survey to include print programs in addition to digital publishing programs. The fourth edition of the Audiobook Use in Canada study is forthcoming as well. Our prior edition in 2018 included many actionable takeaways for publishers. As one audiobook producer said, “well done. We’re lucky to have you all doing what you are doing ... you saved me at least \$10K in research fees.”

We will also be releasing mid-year data from the Canadian Book Consumer survey. This quarterly consumer survey was expanded in F2020 to include questions about library use, finding Canadian books, accessibility, diversity, and more.





# RESEARCH & EDUCATION



**“Keep [the blog posts] coming!”**

Sandy Crawley, National Reading Campaign

## Education

BookNet continued our focus on education for the industry in F2020 when BookNet staff presented at nine external stakeholder events and conferences, lectured or presented for nine publishing classes, and contributed to three metadata intensives at publishing programs. We ran nine online webinars covering topics such as samples and excerpts in Catalist and LibraryData mini webinars for libraries. F2020 was also the year we said goodbye to our fantasy publishing league, PubFight, with our final game last fall.

Sadly, due to COVID-19, Tech Forum was not able to go on as planned as an in-person event (especially since we had sold out tickets for the first two days). However, we have pivoted to releasing as much of our speaker’s content online as possible. Our focus in F2021 will be releasing webinars, pre-recorded video of speaker’s presentations, podcast episodes, and blog posts to share the knowledge and professional development with the Tech Forum (and wider) audience. You can look to our [YouTube channel](#) for the content.

Our podcast continues to grow and pick up listeners. We released 12 episodes in F2020 and generated 4,600 listens for new and existing episodes over those 12 months. Our podcast with the highest lifetime plays is our May 2019 episode, [Demand for Diversity](#), where we share stats and highlights from our research report of the same name. Our blog also continues to attract visitors with over 74,000 unique page views in F2020. The most read blog post in F2020 was our 2017 post, [150 bestselling books by Canadian authors](#).

- **We released 12 episodes of our podcast and generated 4,600 plays in F2020**
- **Nine presentations at external stakeholder events, nine presentations at publishing programs, and nine online webinars for stakeholders**

## Board of Directors

The BookNet Canada Board of Directors is comprised of a cross-section of representatives from firms across the publishing supply chain and the industry's professional associations.

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