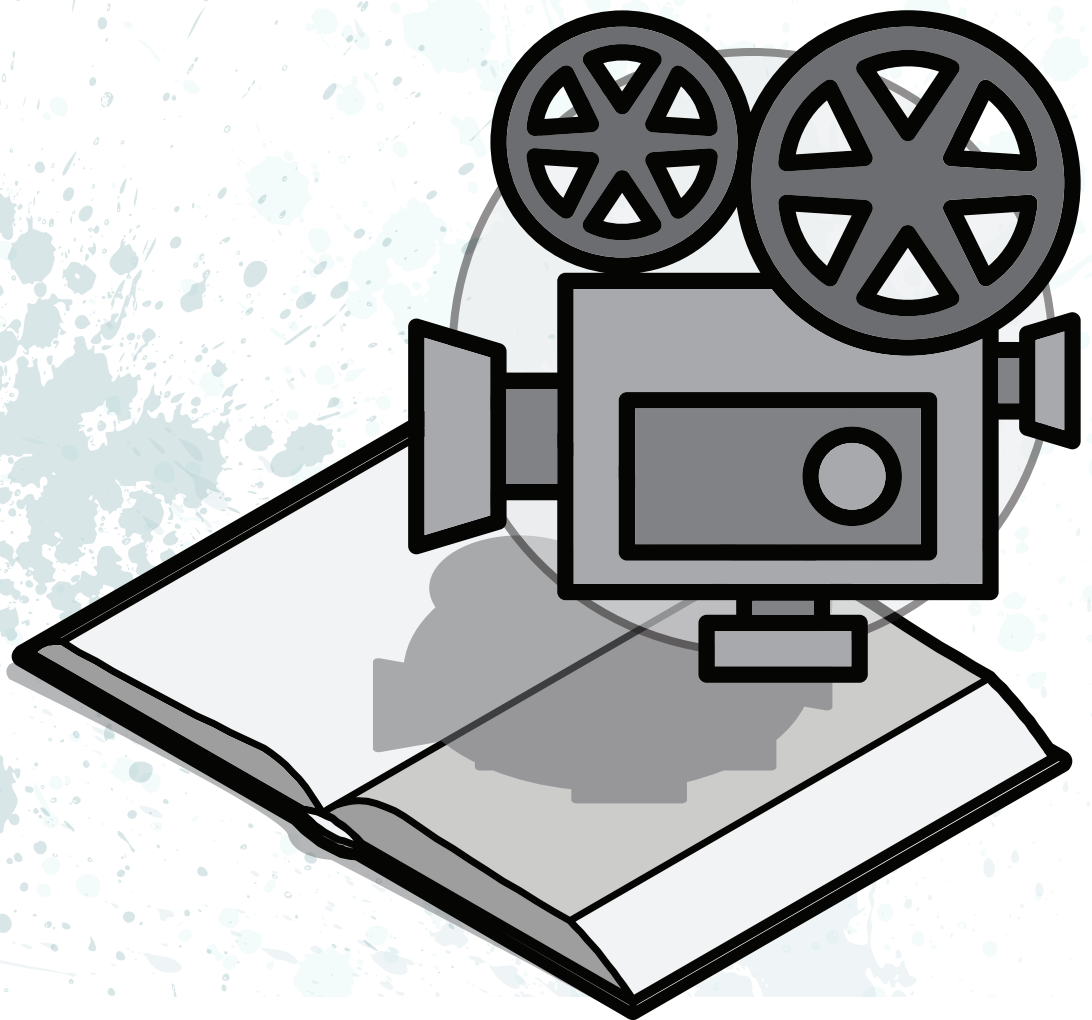


Must-Watch, Must-Read: Book-to-Screen Adaptations in the Canadian Book Market

2022



**BOOKNET
CANADA**

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Table of Contents

Introduction	3
Highlights	5
Book-to-screen adaptations	5
Titles adapted for the small screen	8
The impact of the COVID-19 pandemic	10
The impact of the adapted title	13
The impact of the television show	19
The impact of the adaptation process: Two television show case studies	26
<i>Bridgerton</i> and the <i>Bridgerton</i> series by Julia Quinn	27
<i>Maid</i> and <i>Maid</i> by Stephanie Land	31
Titles adapted for the big screen	35
The impact of the COVID-19 pandemic	36
The impact of the adapted title	38
The impact of the film	44
The impact of the adaptation process: Two film case studies	50
<i>Dune</i> and <i>The Dune</i> series by Frank Herbert	50
<i>The Witches</i> and <i>The Witches</i> by Roald Dahl	55
About BookNet Canada	59
Appendix A	61
Television adaptations	61
Film adaptations	62

Introduction

Do book-to-screen adaptations really make a difference on the sales and library circulation of their source material?

Must-Watch, Must-Read: Book-to-Screen Adaptations in the Canadian Book Market 2022 aims to definitively answer this question. With data related to 30 television shows and 60 films adapted from books in 2020 and 2021, this study explores the influence of book-to-screen adaptations on both book sales and library circulation in Canada.

This study also takes into account fluctuating COVID-19 pandemic restrictions across Canada for bookstores, libraries, and movie theatres during these two years and their impact on Canadian book sales, library circulation, and adaptation awareness.

Methodology

This study includes the sales and library circulation for titles related to 30 television show and 60 film adaptations that were released in 2020 and 2021, relying on data from [SalesData](#), our national sales tracking service for the Canadian English-language trade book market, and [LibraryData](#), our national Canadian library collection and circulation analysis tool.

- [SalesData](#) covers an estimated 85% of the Canadian trade print book market.
- [LibraryData](#) covers an estimated 20% of Canadian library print circulation.

SalesData and LibraryData store ISBNs differently. While SalesData gathers data for each individual ISBN, LibraryData uses ISBN clusters. These ISBN clusters may contain any number of ISBNs related to one title or to a series of books.

In order to compare Canadian book sales and Canadian library circulation, the ISBNs related to each adaptation were taken first from LibraryData clusters. This same list of ISBNs was then used to gather data from SalesData.

As a result, if an adaptation was related to a series of books, all titles in the series were considered together. This study includes data from 1,593 ISBNs, across 90 different book-to-screen adaptations from 2020 and 2021:

- The 30 television show adaptations numbered 660 ISBNs altogether.
- Each television show adaptation had 22 related ISBNs on average, while the median number of ISBNs was 6.5.
- The 60 film adaptations numbered 933 ISBNs altogether.
- Each film adaptation had 16 related ISBNs on average, while the median number of ISBNs was 6.
- The smallest number of ISBNs related to a single adaptation was two.
- The largest number of ISBNs related to a single adaptation was 173.

The list of book adaptations was determined from the average ratings and number of reviews on IMDb, Rotten Tomatoes, and Metacritic for each adaptation. We then chose the top 15 television shows and top 30 films adapted from books each year, for 2020 and 2021.

See Appendix A for the list of television shows and films considered in this study.

This study was prepared by BookNet Canada staff.

Highlights

- Titles adapted into television shows and films saw increases in both sales and library circulation, with titles adapted into television shows seeing the majority of sales and library holds.
- COVID-19 impacted the sales and library circulation of titles related to book-to-screen adaptations in 2020, with pandemic restrictions impacting Canadians' access to bookstores, libraries, and movie theatres.
- The title chosen for the adaptation makes a difference — a Fiction title that belongs to a book series tended to be the most successful.
- The adaptation itself also influences the sale of its source material — a highly rated adaptation, released in the fourth quarter of the year seemed to have the best reception, especially if the film had a theatrical release or if the television show was released all at once.
- Important dates in an adaptation's process — casting and filming announcements, trailer releases, and the like — all supported the sales and library circulation of titles adapted into television shows and films.

Book-to-screen adaptations

According to the [Canadian Leisure & Reading Study 2021](#), watching videos, television, and movies was the number one recreational activity done by Canadians every week in 2021, with 91% of Canadians tuning in weekly to watch the latest releases.

As more and more streaming sites become available to Canadians, so do an ever-increasing number of television shows and films — and it seems that more than ever before they are based on books. And it isn't just streaming. With shifting pandemic restrictions in 2020 and 2021, Canadians are heading to the movie theatre, turning on their television sets, and tuning in to watch them.

How much of an influence do book-to-screen adaptations have on the sales and library circulation of books in Canada?

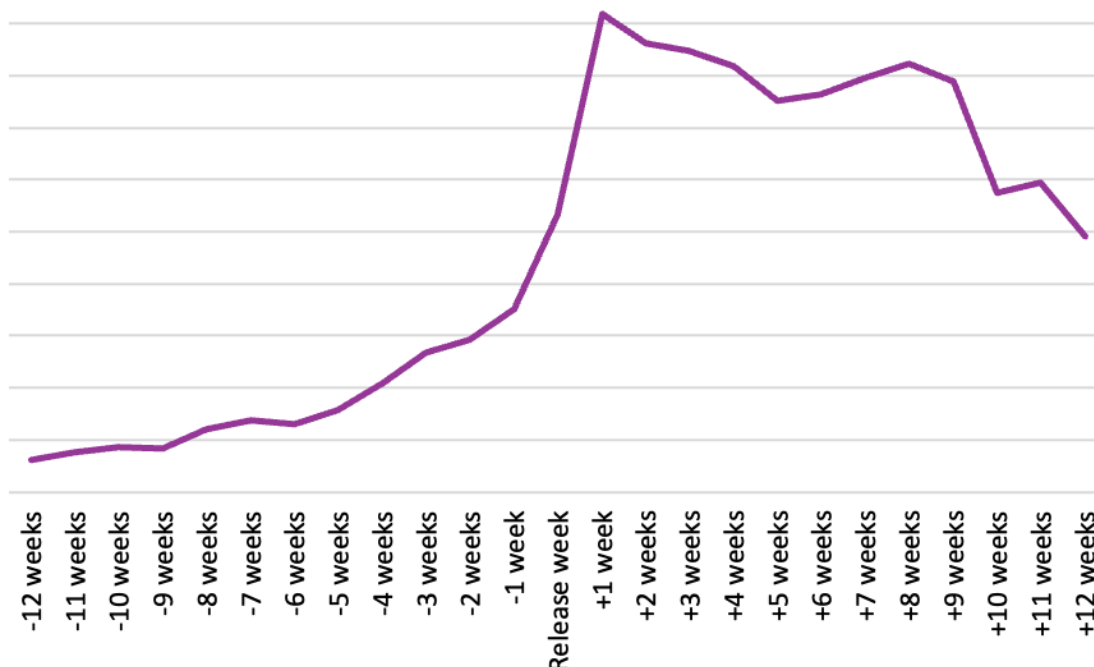
As mentioned, this study explores 90 book-to-screen adaptations from 2020 and 2021 — 30 television and 60 film adaptations. The graph below shows the combined sales of these 30 book-to-television and 60 book-to-film adaptations over a 25-week period — 12 weeks before and after the adaptation's release week.

For titles related to these 90 book adaptations, the adaptation's release came with a huge increase in sales — up 115% between the first weeks pre- to post-release. Looking more broadly, sales increased 423% from 12 weeks pre-release to the first week post-release and 212% over this entire 25-week period.

Interestingly, while these 90 adaptations represent 30 television adaptations and 60 film adaptations, the total volume of sales for these titles was not evenly divided:

- 62% of all sales belonged to titles adapted into television shows; and
- 38% of all sales belonged to titles adapted into films.

Sales for titles adapted into book-to-screen adaptations in 2020 and 2021



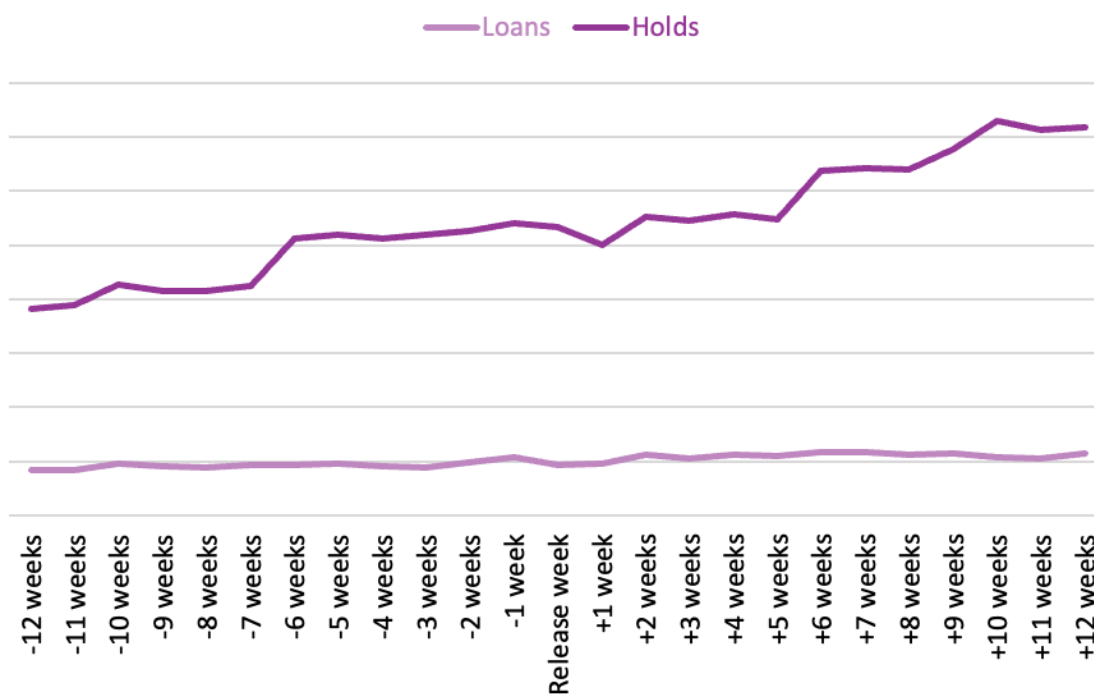
The library circulation for these titles looks slightly different. The circulation of titles in a library works fundamentally differently from the sales of titles by a bookstore. A library's ability to circulate titles is ultimately limited by the number of copies it holds in its collection. That's why library holds, rather than library loans, can show a clearer picture of library book borrowers' interest in a particular title.

In the graph below, both library loans and library holds steadily increased throughout this 25-week period for titles related to these 90 book-to-screen adaptations. However, while library loans did increase 37% overall, library holds increased 102%. The number of library holds also outpaced the number of library loans by 437%.

Similar to the sales of these titles, titles adapted into television shows had a greater number of holds than ones that were adapted into films:

- 70% of all holds belonged to titles adapted into television shows; and
- 30% of all holds belonged to titles adapted into films.

Library circulation for titles adapted into book-to-screen adaptations in 2020 and 2021



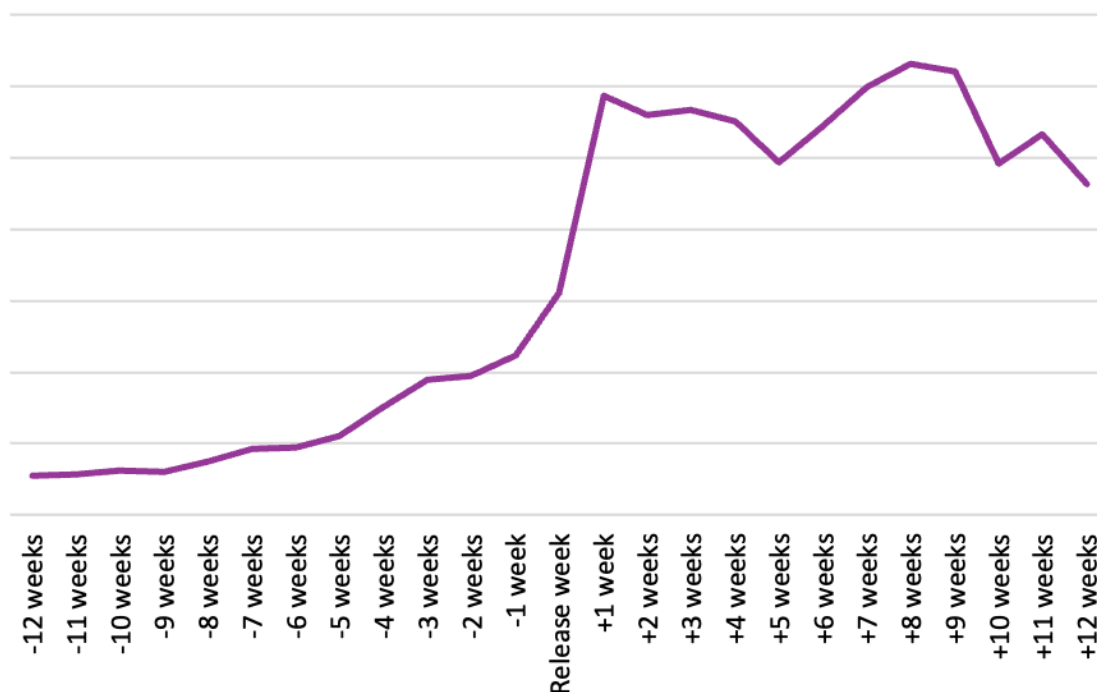
The following sections analyze in-depth the sales and library circulation of titles adapted for either television or film in 2020 and 2021, including the influence of the adapted title(s); the resultant show or film; and key dates in the adaptation’s timeline.

Titles adapted for the small screen

The titles adapted into the 30 television shows we tracked gained popularity along with their television adaptations.

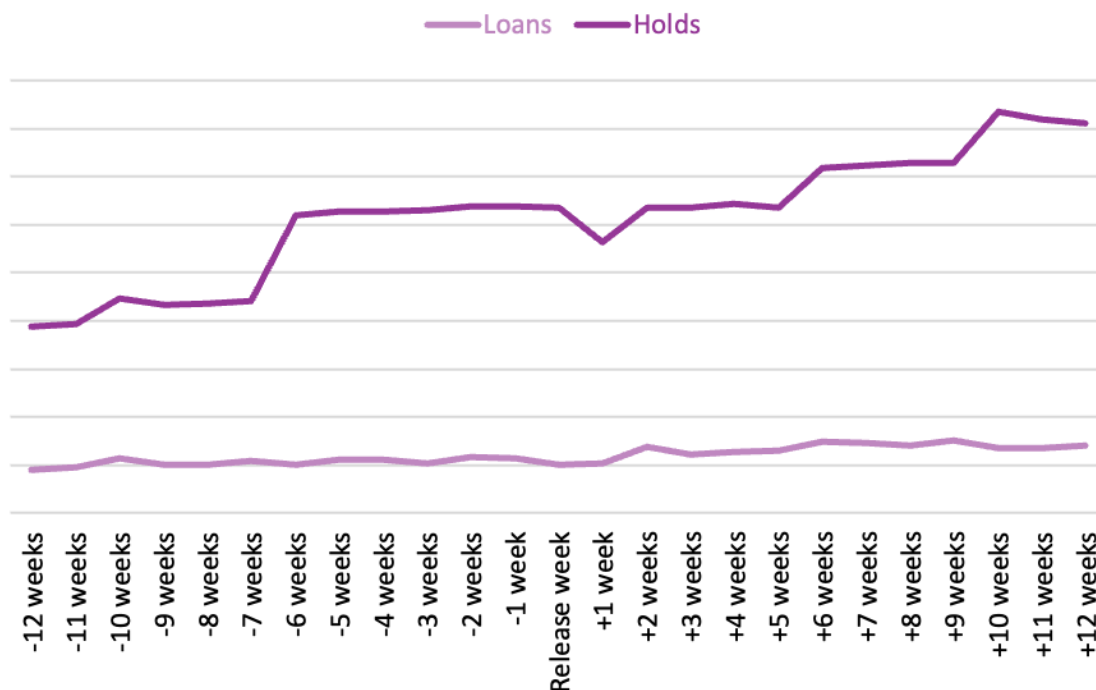
The graph below shows the sales for these titles from 12 weeks pre-release to 12 weeks post-release of their respective television shows. Overall, sales for these titles increased 423% over these 25-week periods. Looking more closely, there is a significant 78% spike in sales between the week of the television shows' release and the week after, and sales reached their peak in the eighth week post-release.

Sales for titles adapted into television shows in 2020 and 2021



The library circulation of these titles tells a bit of a different story. Looking at the graph below, while the number of library loans for these titles increased 57% over the 12 weeks pre-release to 12 weeks post-release, the greatest change is in the number of holds placed on these titles. Comparing the two lines, there were 517% more holds than loans during these 25-week periods. The number of library holds increased steadily during this time period, up 109% and reached their peak in the tenth week after the television shows were released.

Library circulation for titles adapted into television shows in 2020 and 2021



What’s also interesting to notice is that instead of a stark increase in library circulation after the television shows’ releases, there was a steady gain in both loans and holds in the lead up to the release of the shows. Were these titles already popular in the library? Are library book borrowers more likely to read before they watch? Do they have to plan ahead to put holds on titles farther in advance than those who buy the book?

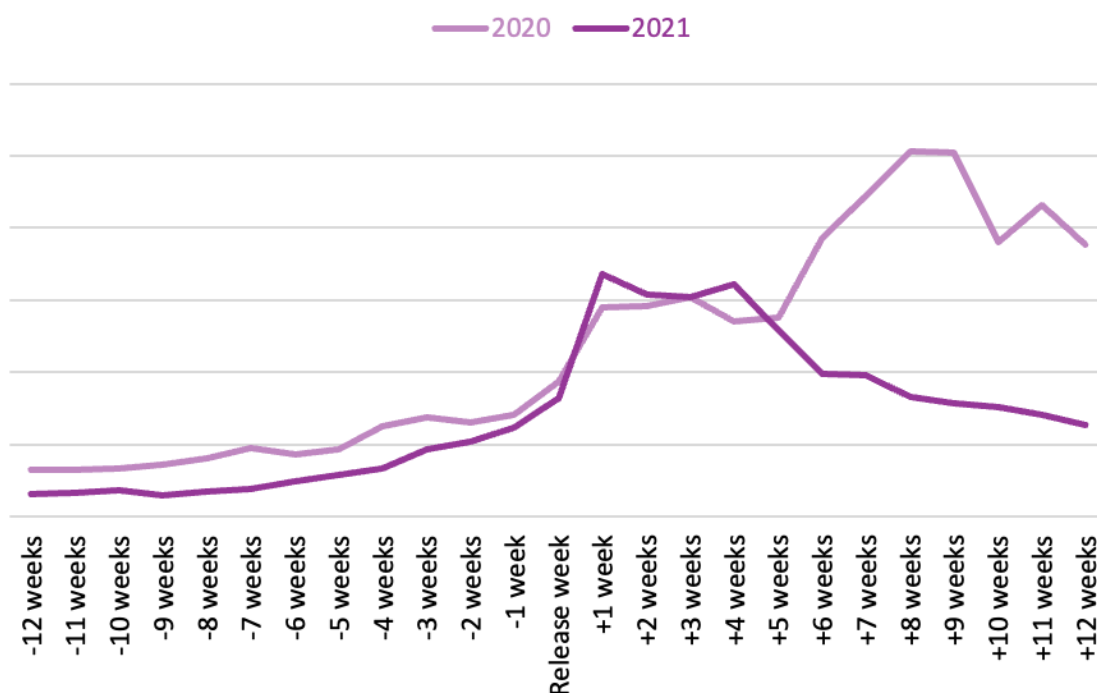
The impact of the COVID-19 pandemic

In 2020 and 2021, we saw in-store shopping restrictions and library closures across the country due to the pandemic. What impact did this have on the sales and library circulation of titles adapted into television shows?

The sales trends for titles adapted into television shows in 2020 and 2021 look quite different, shown in the graph below. In 2020, sales increased 54% between the week of the television shows’ releases and the first week post-release, but sales

only reached their peak in the eighth week post-release, up 170% from the release week. In 2021, sales only increased once significantly — up 105% the first week after the release of the television shows. This difference in trajectory may be due to pandemic restrictions in 2020.

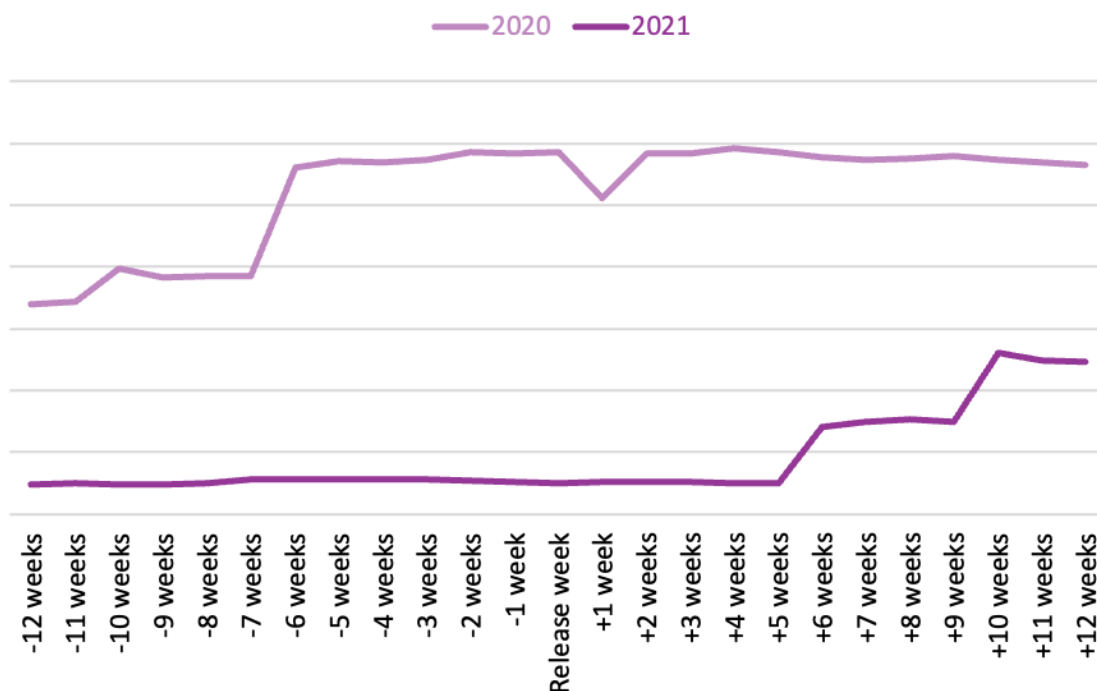
Sales for titles adapted into television shows in 2020 vs. 2021



The library circulation for these titles in 2020 and 2021 is also very different, shown in the graph below. In 2020, the number of holds over these 25-week periods were more or less sustained. While holds did increase 14% between the first and second week after the television shows were released, the biggest increase in holds actually happened in the sixth week *before* the release — up 46%.

In stark contrast are holds for titles adapted into television shows in 2021. In 2021, increases in library holds for these titles began in the sixth week after the television shows were released — up 187%. The number of holds continued to rise from there and reached their peak in the tenth week post-release.

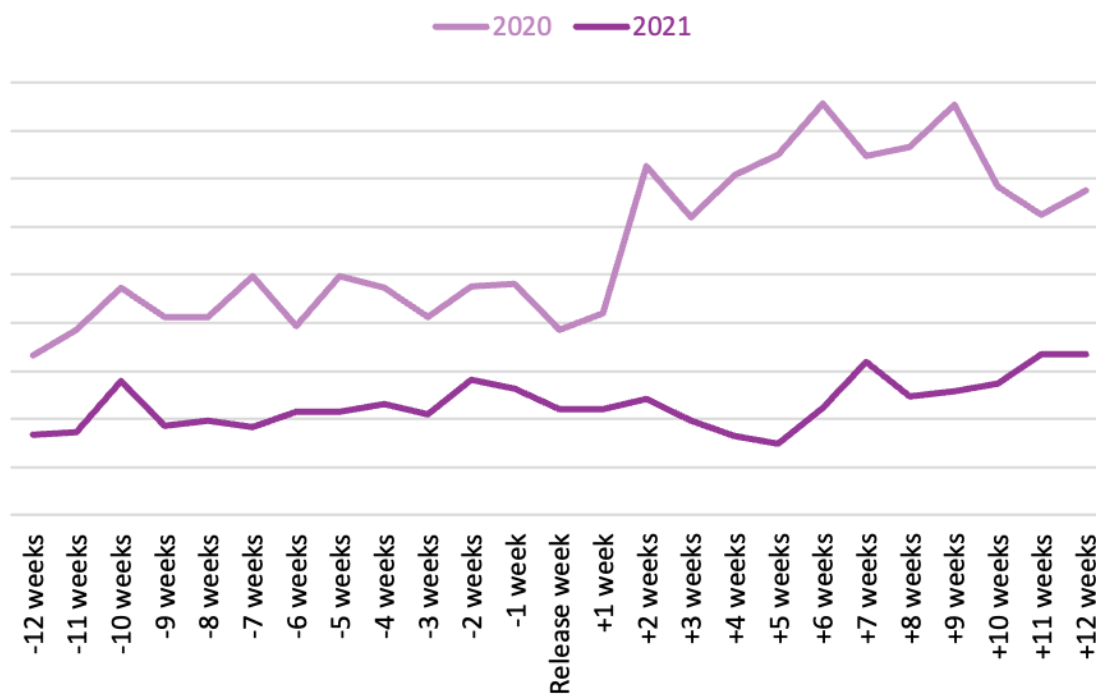
Holds for titles adapted into television shows in 2020 vs. 2021



Considering that many libraries had to close their doors for long stretches of time in 2020, it is possible that this sustained number of holds is due to library book borrowers being unable to access their library branch to take books out on loan during these 25-week periods. It is also possible that these holds are related to a series of books, which would also increase this number.

Looking at the number of library loans reveals trends that are a bit more familiar, shown in the graph below. In 2020, loans for these titles shot up 48% between the first and second week after the television shows were released, and reached their peak number of loans at six weeks post-release. In 2021, there were fewer increases in the loans of titles adapted into television shows, though there was a significant spike in the seventh week post-release.

Loans for titles adapted into television shows in 2020 vs. 2021



The impact of the adapted title

This section explores the impact of an adapted title’s subject, inclusion in a book series, and original publication date on Canadian sales and library circulation.

Subject matter

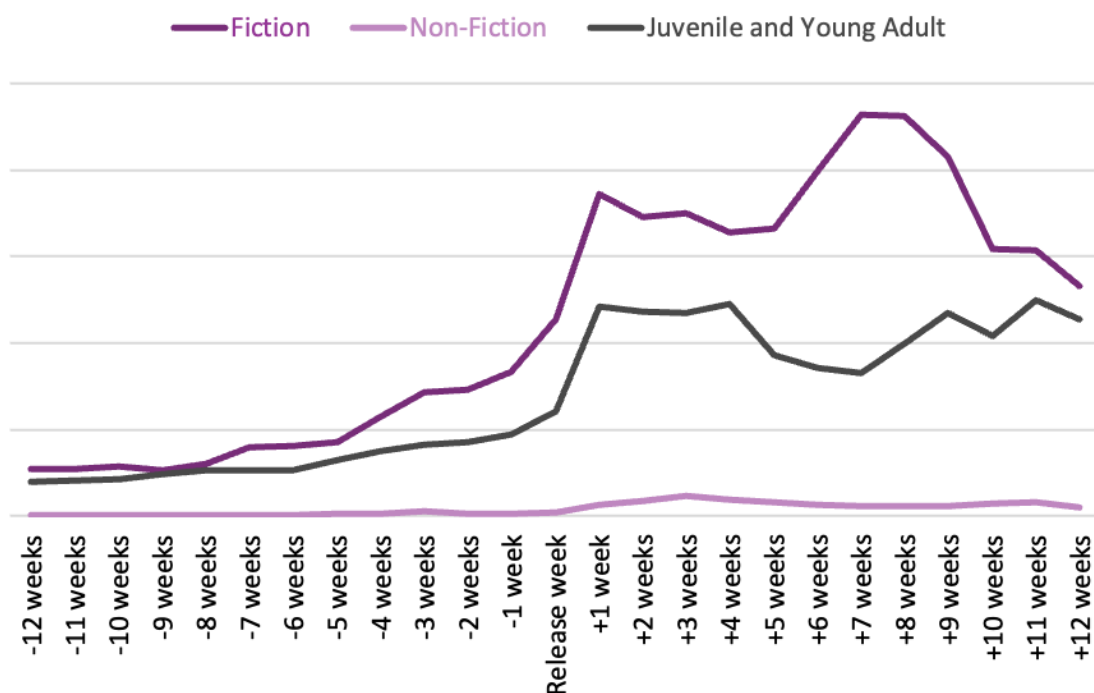
Of the 30 television show adaptations that we tracked, 60% were based on Fiction titles, 30% Non-Fiction, and only 10% Juvenile and Young Adult titles:

- The most popular Fiction subject was FICTION / Thrillers, at 22% of all Fiction adaptations.
- The most popular Non-Fiction subject was COMICS & GRAPHIC NOVELS / Superheroes, at 78% of all Non-Fiction adaptations.

- Three Juvenile and Young Adult subjects were tied at 33% each — JUVENILE FICTION / Action & Adventure, YOUNG ADULT FICTION / Fantasy, and YOUNG ADULT FICTION / Romance.

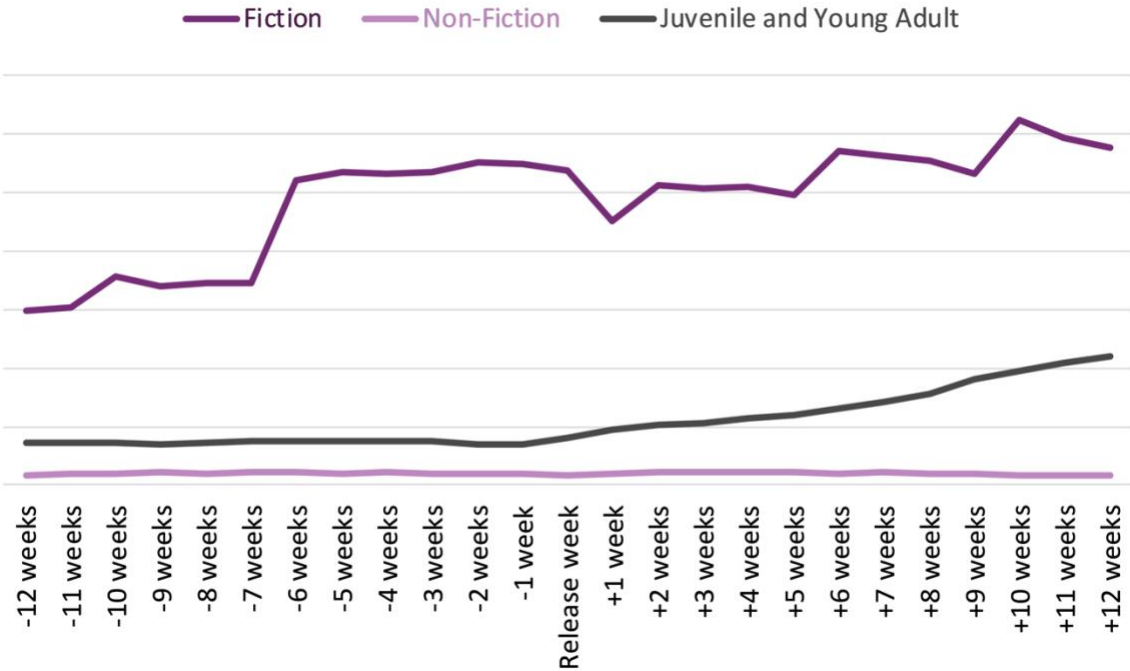
Looking at sales, both Fiction and Juvenile and Young Adult titles topped the charts. Sales for Fiction titles adapted into television shows increased 383% and Juvenile and Young Adult sales increased 979% from pre-release to post-release. Non-Fiction sales also increased 465% over these 25-week periods, but occupied a much smaller marketshare.

Sales for titles adapted into television shows in 2020 and 2021 by subject



For library circulation, Fiction stands out as the most popular subject, shown in the graph below. Holds for Fiction titles increased 93% over these weeks. While Juvenile and Young Adult holds increased by 198%, Non-Fiction holds actually decreased by 9% overall.

Holds for titles adapted into television shows in 2020 and 2021 by subject

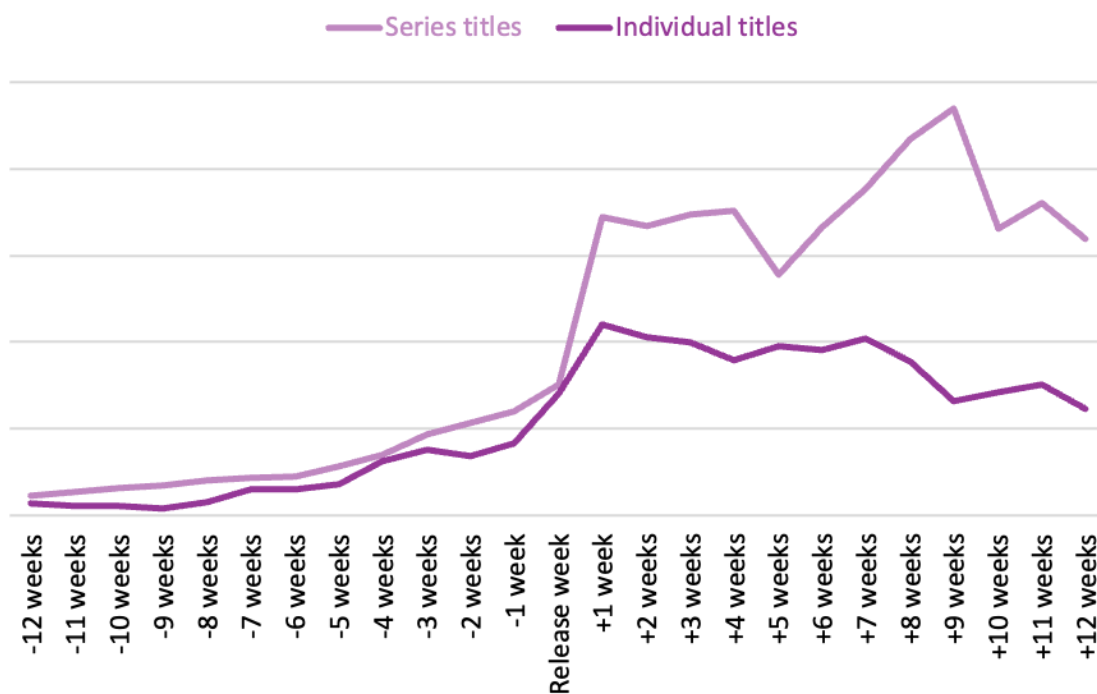


Series or standalone?

Whether a book belongs to a series or is a standalone title also makes a difference in terms of sales and library circulation for titles adapted into television shows.

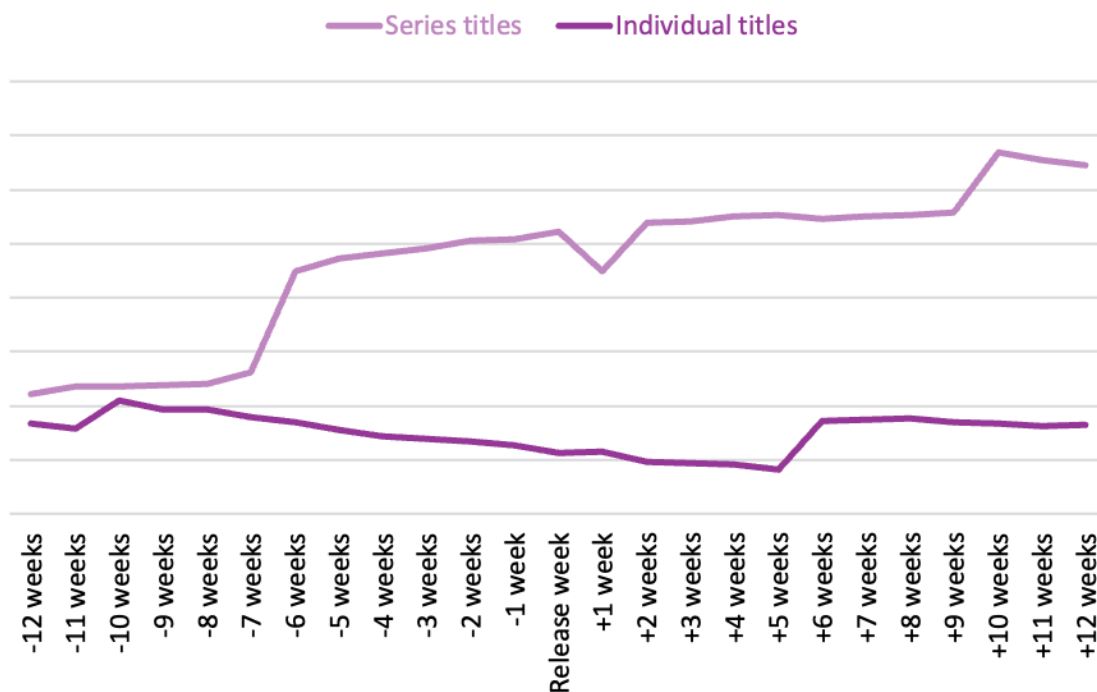
The sales of series titles increased 567% over these 25-week periods and reached their peak in the ninth week after the television shows were released, shown in the graph below. In contrast, sales of individual titles increased 251% overall and peaked in the first week post-release — up 47%.

Sales for series and individual titles adapted into television shows in 2020 and 2021



For the library, holds for titles in a series increased steadily by 191% over the entire 25-week period. In contrast, holds for individual titles decreased 1% overall, down after an increase of 106% in holds during the sixth post-release.

Holds for series and individual titles adapted into television shows in 2020 and 2021



Publication date

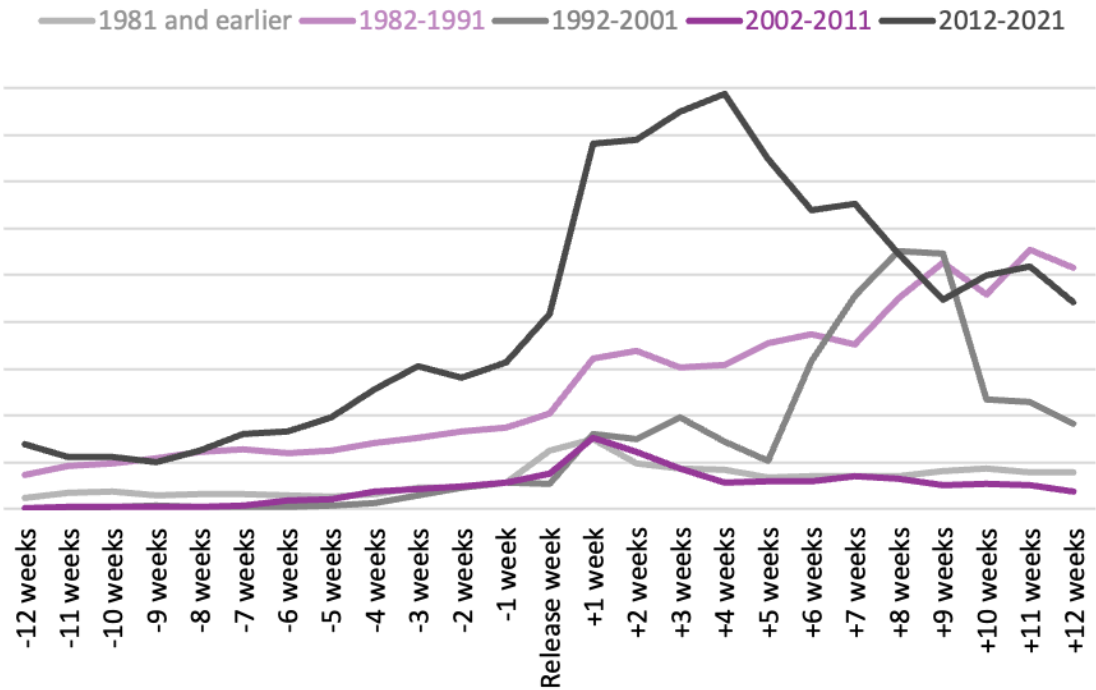
Does the age of a book influence its popularity as an adaptation? The majority of the titles adapted into these 30 television shows were published between 2012 and 2021, at 43%. For the remaining titles:

- 13% were published between 2002 and 2011;
- 10% were published between 1992 and 2001;
- 10% were published between 1982 and 1991; and
- 23% were published in 1981 or earlier.

Looking at the graph below, titles published between 2012 and 2021, 1992 and 2001, and 1982 and 1991 had the biggest volume of sales. For titles published between 2012 and 2021, sales peaked at the fourth week post-release, up 112% from the television adaptation’s release week. Titles published between 1992 and

2001 saw their peak in sales a few weeks later, at the eighth week post-release, with an increase of 895% from the show’s release week. Later still was the height of sales for titles published between 1982 and 1991, which steadily increased over the course of the 12 weeks post-release, up 153% overall. Titles published between 2002 and 2011, and 1981 and earlier also saw increased sales between the first week pre- and post-release — up 166% and 162%, respectively.

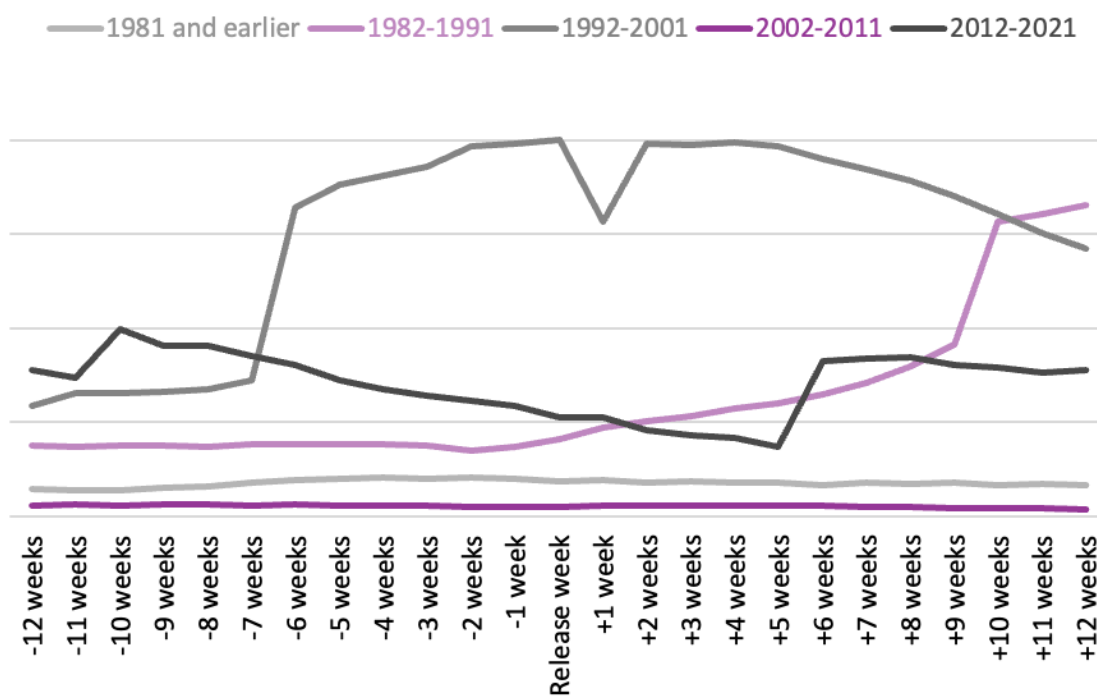
Sales for titles adapted into television shows in 2020 and 2021 by publication date



The library circulation of these titles reveals a similar pattern, with titles published between 2012 and 2021, 1992 and 2001, and 1982 and 1991 still ahead of the pack. Titles published between 2012 and 2021 saw their biggest spike in library holds at the sixth week post-release, with an increase of 124% over the week before and peaking at the eighth week post-release. The volume of holds for titles published between 1992 and 2001 was already elevated when their respective television shows were released. However, these titles did see a 26% increase in holds

between the first- and second- weeks post-release. Library holds for titles published between 1982 and 1991 increased steadily over all 12 weeks post-release, up 300% from the show’s release week. Here, holds for titles published between 2002 and 2011, and 1981 and earlier both remained relatively flat.

Library holds for titles adapted into television shows in 2020 and 2021 by publication date



The impact of the television show

The following data presents the influence of these 30 television adaptations’ release types, release dates, and show ratings on the sales and library circulation of their respective adapted titles.

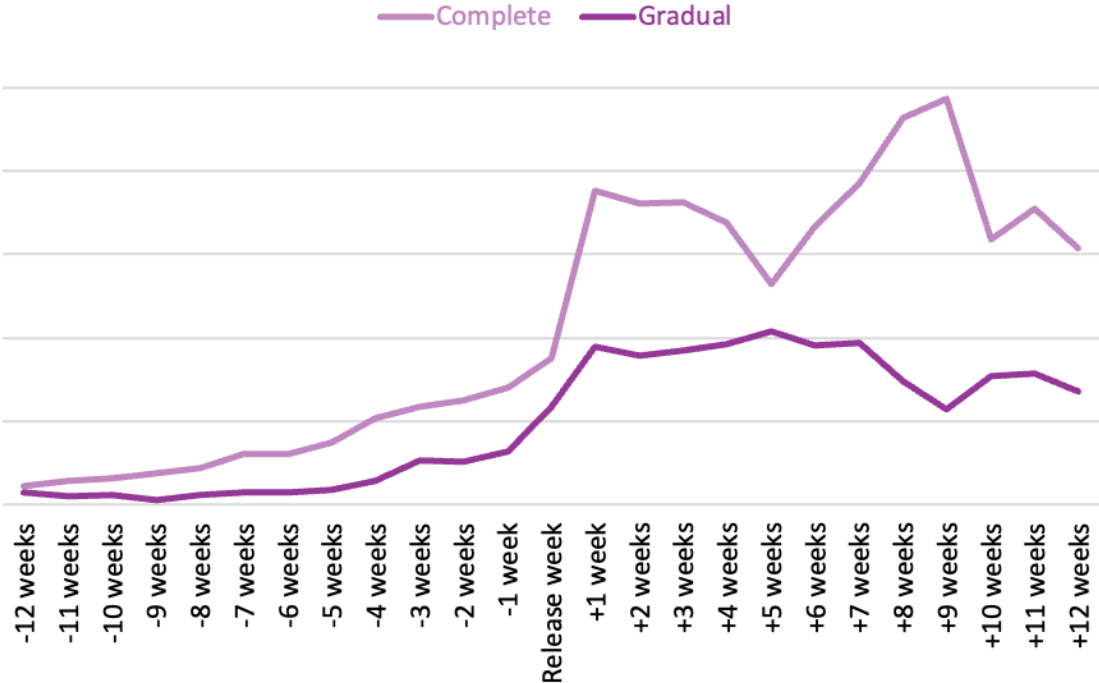
Release type

Gone are the days when a television show would only air at a set time every week. But with new options and platforms to watch television shows comes more questions — does a complete release of a television show, ripe for bingeing, or a gradual release of a television show, week-by-week, make a difference in the popularity of the books upon which they are based?

For the 30 television shows we studied, 63% were released gradually, while 37% were available all at once.

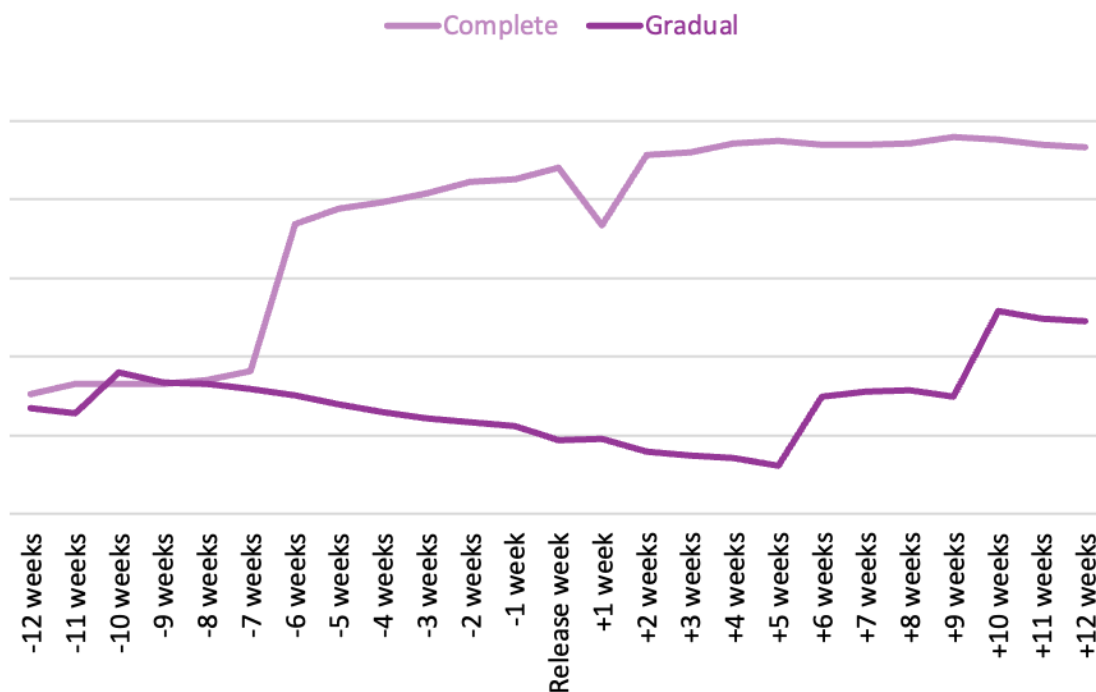
Sales for titles with television shows that were released both completely and gradually saw significant increases around the television shows' releases, shown in the graph below. For complete releases, there was a 98% increase in sales between the release weeks and the first week after the releases, with another sales peak at the ninth week post-release. For gradual releases, there was one 135% increase in sales from the week before the television shows' release to the first week post-release.

Sales for titles adapted into television shows in 2020 and 2021 by release type



In the library, for titles with television shows that were released completely, holds increased steadily — 154% over the 25-week periods. For gradual releases, holds saw a significant spike of 78% at the sixth week post-release.

Holds for titles adapted into television shows in 2020 and 2021 by release type

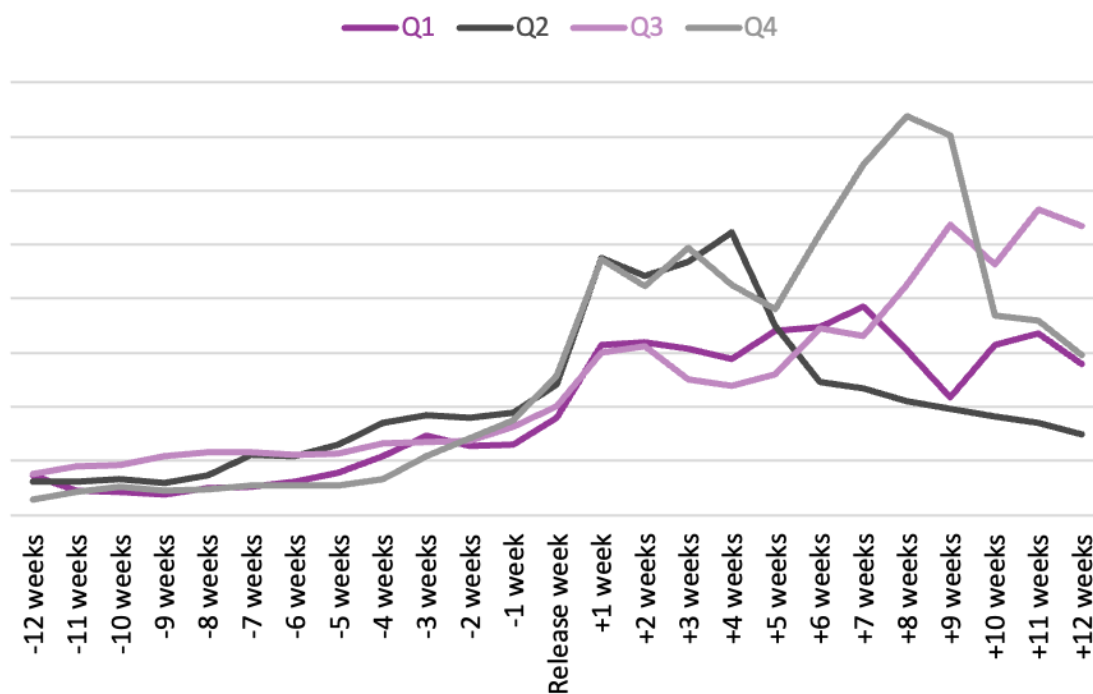


Release date

With regards to timing, the Canadian book market already sees a boost in sales during the fourth quarter of the year and on top of that, it is also when the majority of our television shows were released — 40% of them. The remaining adaptation releases were distributed relatively evenly over the remaining quarters, with 23% released in the first quarter of the year, 17% in the second, and 20% in the third.

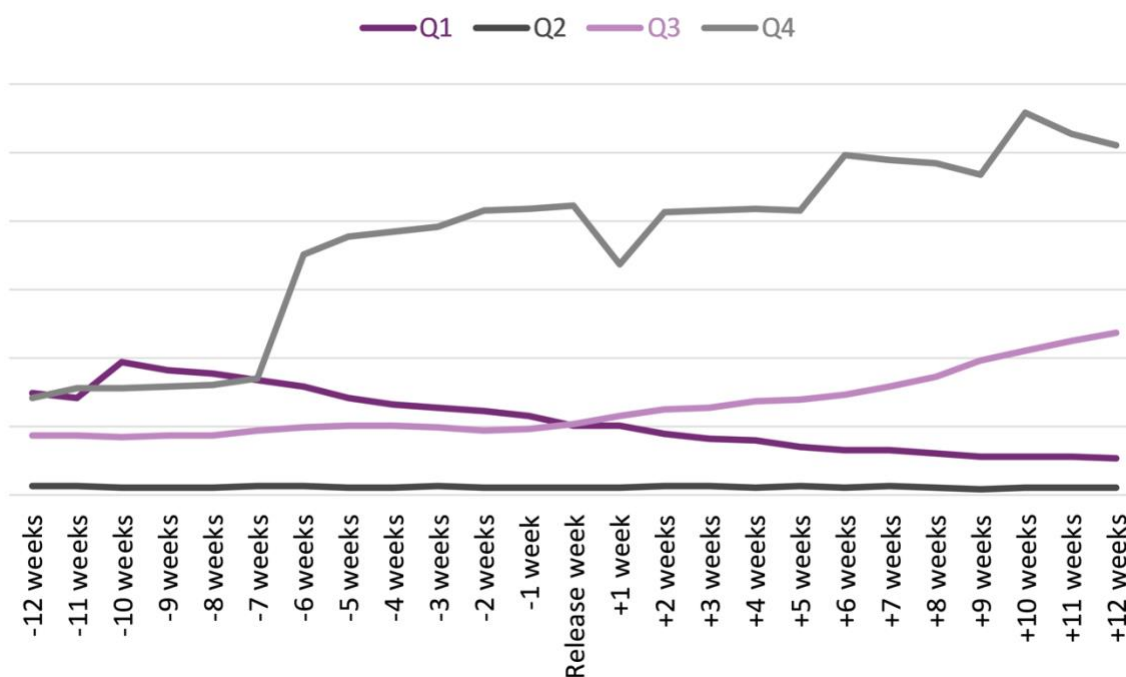
So, it should come as no surprise that titles for television shows released at the end of the year also had the greatest number of sales. Sales for titles with television shows released during the fourth quarter increased 909% over their 25-week periods, while sales for titles with television shows released during the third, second, and first quarters saw slightly smaller increases in sales — 608%, 142%, and 277% respectively.

Sales for titles adapted into television shows in 2020 and 2021 by television show release date



Library circulation also favours titles for television shows that were released during the fourth quarter, shown in the graph below. Here, holds for titles with television shows released during the fourth quarter increased 260% pre-release to post-release and holds for titles with television shows released during the third quarter increased 176%. In contrast, the number of holds for titles with television shows released during the second and first quarters actually decreased — 13% and 64% respectively.

Holds for titles adapted into television shows in 2020 and 2021 by television show release date



Television show rating

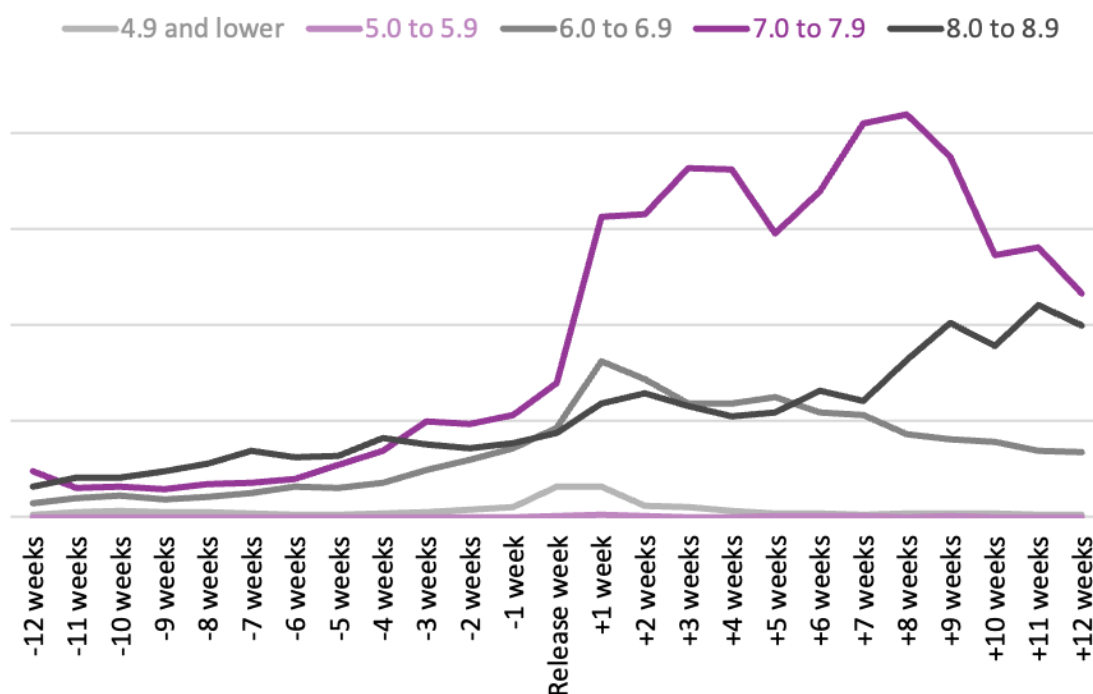
Once released, the fate of a television show is in the hands of its viewers. Based on an average of ratings from IMDb, Rotten Tomatoes, and Metacritic, for these 30 television show adaptations:

- 23% had an average rating of 8.0 to 8.9;
- 40% had an average rating of 7.0 to 7.9;
- 30% had an average rating of 6.0 to 6.9;
- 3% had an average rating of 5.0 to 5.9; and
- 3% had an average rating of 4.9 or lower.

Unsurprisingly, the higher the rating of a television adaptation, the more likely it is for its source material to have higher sales. Sales for titles adapted into television shows that were rated the highest (8.0 to 8.9) increased steadily 161% from the television show's release. For titles of television shows rated 7.0 to 7.9, sales spiked

243% from the first week pre-release to the third week post-release, reaching their peak at the eighth week post-release. Titles adapted into television shows rated from 6.0 to 6.9 saw an immediate 128% increase in sales from the first weeks pre- to post-release, with sales steadily declining over the remaining weeks. Titles for television adaptations with ratings of 5.0 to 5.9 or 4.9 and lower were accompanied by much smaller sales volumes, but considerable increases between the first week pre- and post-release — up 1,257% and 217% respectively.

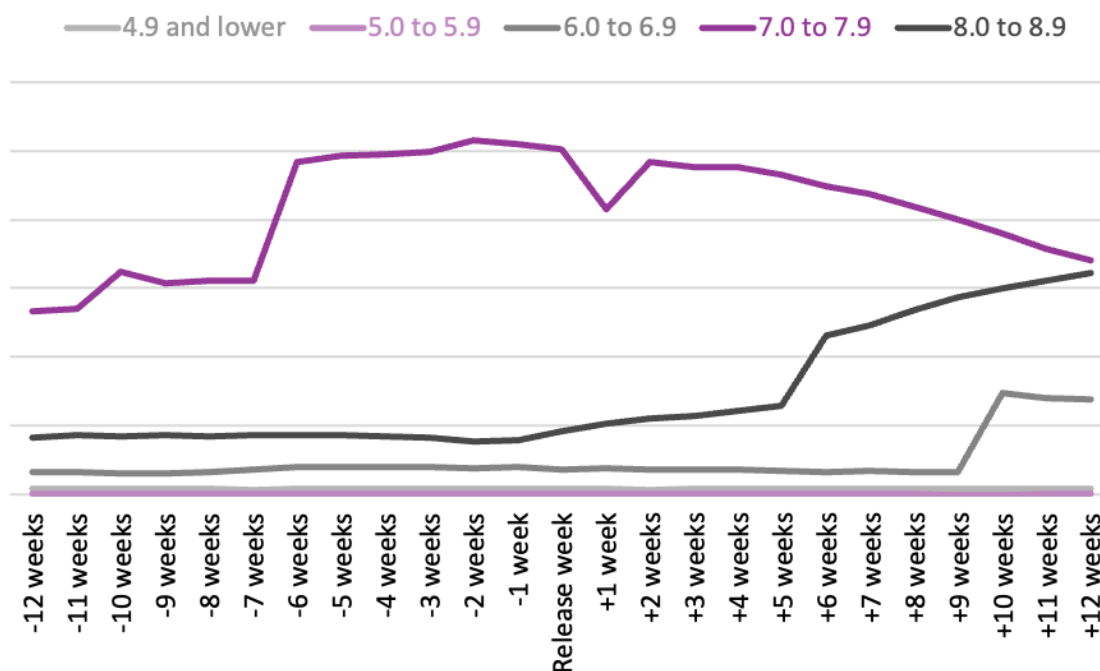
Sales for titles adapted into television shows in 2020 and 2021 by television show rating



Television show ratings have a similar impact on library circulation, shown in the graph below. The highest rated television shows (8.0 to 8.9) saw a steady increase of 308% in library holds in the 12 weeks post adaptation release. For titles adapted into television show rated 7.0 to 7.9, library holds already were high in volume by the time the television adaptations were released, but saw a 17% increase in holds between the first- and second-weeks post-release. Titles for television shows rated

6.0 to 6.9 saw a peak in library holds at the tenth week post-release, up 321% from its release week. The lowest rated television adaptations (5.0 to 5.9 or 4.9 and lower) again had the least volume of holds, with negligible increases.

Holds for titles adapted into television shows in 2020 and 2021 by television show rating



The impact of the adaptation process: Two television show case studies

There is more involved in adapting a title into a television show than what we've explored thus far. Press releases, casting announcements, filming announcement, trailer releases, series premieres, and more all play their own part in promoting both the television show and its source material.

The next two case studies examine the effect of key dates in specific adaptation's timelines on Canadian sales and library circulation — *Bridgerton* and the *Bridgerton*

series by Julia Quinn; and *Maid and Maid: Hard Work, Low Pay, and a Mother's Will to Survive* by Stephanie Land.

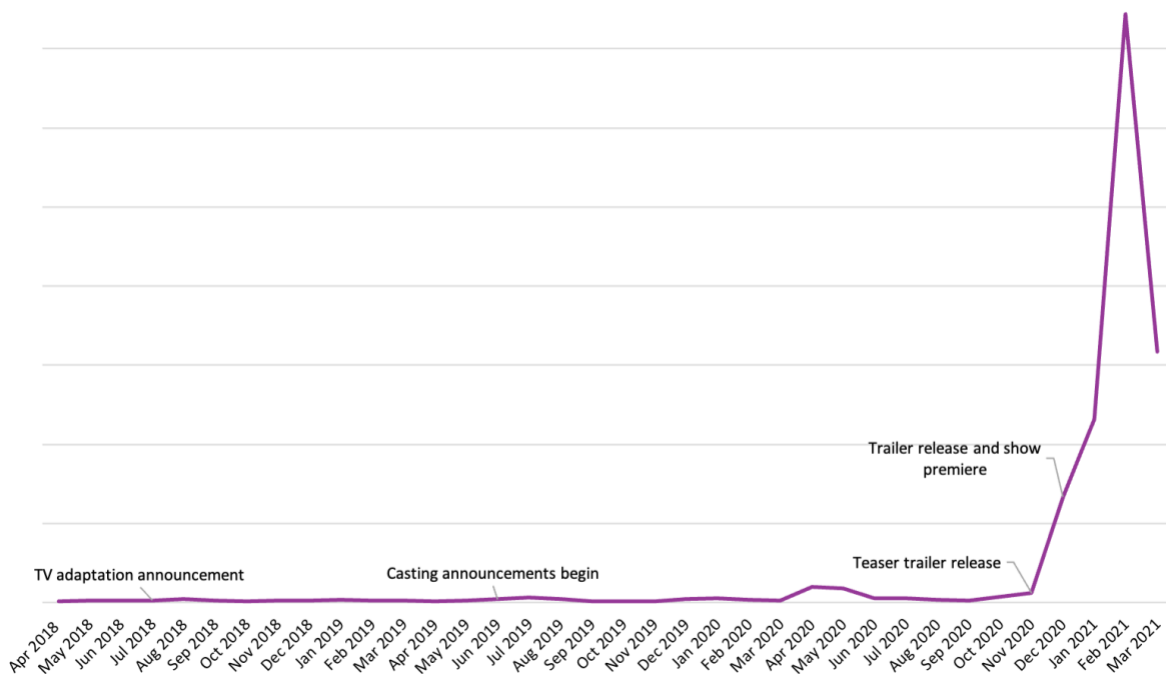
Bridgerton and the Bridgerton series by Julia Quinn

The Bridgerton series by Julia Quinn includes eight books published between 2000 and 2006 that have been classified under the FICTION / Women BISAC code, as well as FICTION / Romance and FICTION / Historical.

The television adaptation of the series, *Bridgerton*, premiered on Netflix in December 2020 to wide audience appeal and critical acclaim — it has an average television show rating of 7.2 (between IMDb, Rotten Tomatoes, and Metacritic) and its first season was nominated for numerous awards including the 2021 Primetime Emmy Awards.

The graphs below show the Canadian sales and library holds for the Bridgerton series pre- and post-television show release. A summary of important dates for the Bridgerton series and television show follow in the sections below.

Sales for the Bridgerton series from April 2018 to March 2021



LibraryData was launched in fourth quarter of 2019 and so the data below represents library circulation beginning in January 2020.

Library holds for the Bridgerton series from January 2020 to March 2021



Pre-release

With over two years from the television show's announcement to its release, anticipation for *Bridgerton* was building and so were the Canadian sales and library holds for the Bridgerton series:

- Netflix announced that the Bridgerton series would be adapted into a television show in July 2018. Sales increases for the series followed, with sales up 5% in July and 65% in August 2018.
- Casting announcements for the television show began in June 2019 and sales for the Bridgerton series also increased 95% in the same month.
- July 2019 saw a continuation of casting announcements and the beginning of filming, with accompanying sales up another 53% from June 2019.
- A teaser trailer for the show was released at the beginning of November 2020. In November 2020, Bridgerton series sales increased 64% and library holds increased 85% from October 2020.

Premiere

December 2020 was a big month, with the release of the television show's trailer and the premiere of the first season of the show on Netflix.

In this month, sales for the Bridgerton series increased a significant 1,039% and library holds were also up 32% from November 2020.

Post-release

By January 2021, *Bridgerton* was making headlines. In late January 2021:

- Netflix announced that the show was renewed for a second season;
- Netflix announced that *Bridgerton* was Netflix's most-watched series ever to date; and
- Netflix released a thank-you video to fans of the series.

During this month, sales for the Bridgerton series increased 73% and library holds were up another 21% from December 2020. This buzz continued into February, with sales continuing to increase 221%.

Other important dates

These are not the only dates impacting the sales of the Bridgerton series.

Fans of the book may recall that between April 2018 to March 2021, two titles were published by Julia Quinn that act as prequels to the Bridgerton series:

- *The Other Miss Bridgerton* was released in November 2018, with a 65% increase in Bridgerton series sales from October 2018.
- *First Comes Scandal* was released in April 2020, with a 632% increase in Bridgerton series sales from and a 32% increase in Bridgerton series library holds from March 2020.

The holiday season is a time of year where the Canadian book industry consistently sees a big boost in sales. Year over year, we also see this trend with the Bridgerton series:

- In 2018, sales for the series increased 25% over the fourth quarter of the year.
- In 2019, sales for the series were up 134% from October to December.

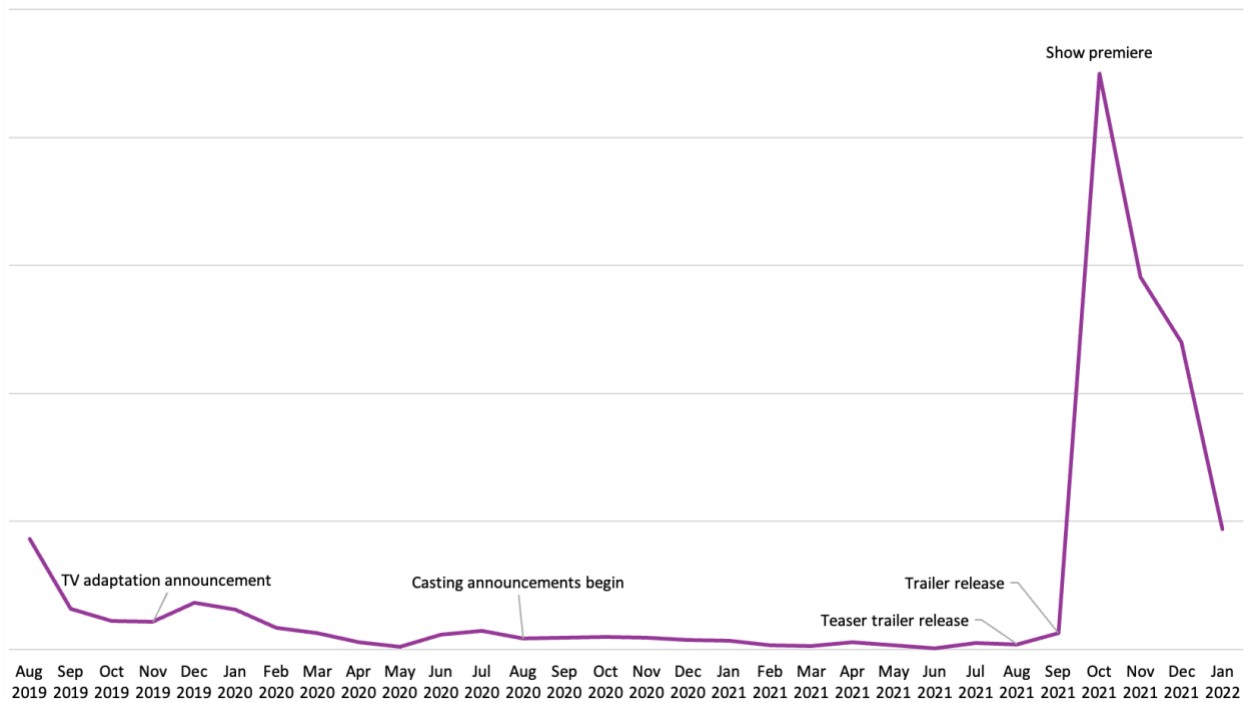
Maid and Maid: Hard Work, Low Pay, and a Mother's Will to Survive by Stephanie Land

Maid: Hard Work, Low Pay, and a Mother's Will to Survive by Stephanie Land was first published in January 2019 and is classified under the BIOGRAPHY & AUTOBIOGRAPHY / Women BISAC code. The book was an immediate success, appearing on the *New York Times* bestseller list.

The television adaptation of the book, *Maid*, premiered on Netflix in October 2021 to outstanding audience ratings and critical response — it has an average TV show rating of 8.5 (between IMDb, Rotten Tomatoes, and Metacritic) and was nominated for numerous awards including the 2022 Golden Globe Awards.

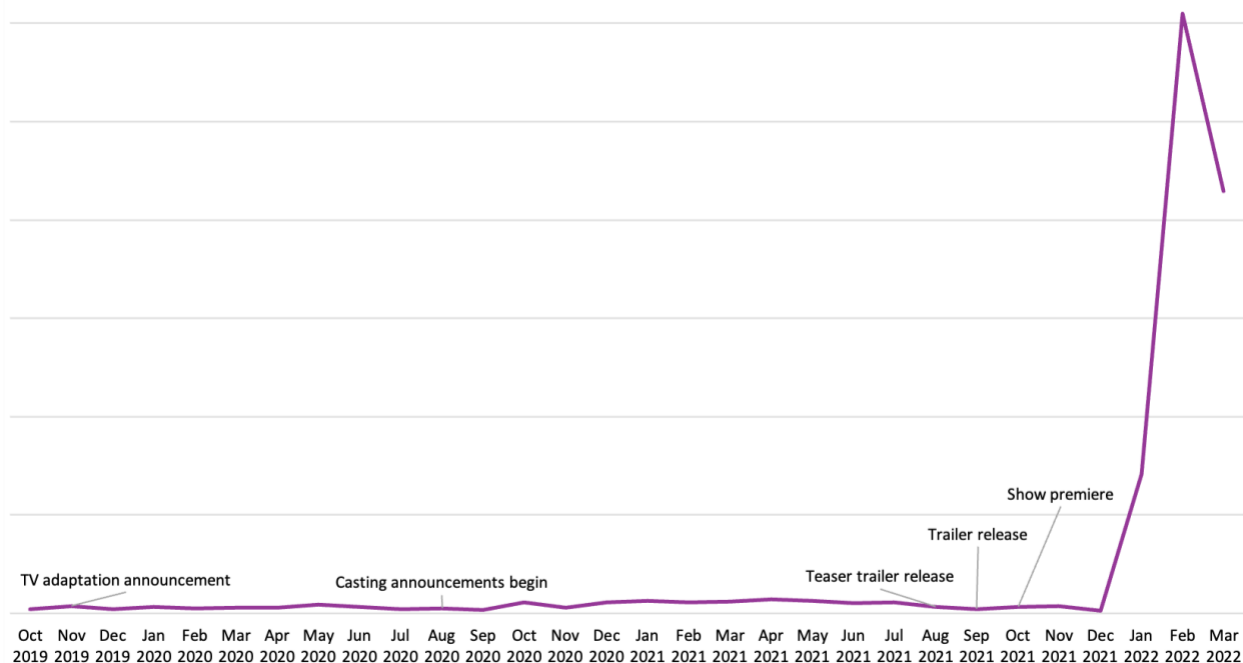
The graphs below show the Canadian sales and library holds for *Maid* pre- and post-television show release. The following sections outline key dates for *Maid* and its television adaptation.

Sales for *Maid* from August 2019 to January 2022



As LibraryData was launched in fourth quarter of 2019, the data below represents library circulation beginning in October 2019.

Library holds for *Maid* from October 2019 to March 2022



Pre-release

There were nearly two years between the TV show's announcement and the premiere for *Maid*. Looking at the Canadian sales and library holds for *Maid*, Canadian readers were on the edge of their seats:

- Netflix announced that *Maid* would be adapted into a television show at the end of November 2019. Library holds for *Maid* were up 88% in the same month, while sales saw their increase in December 2019 — up 69%.
- Casting announcements for the television show began in August 2020 and continued through November 2020 with sales for *Maid* up 7% during that time period and library holds increasing 20%.
- Filming had begun by the end of September 2020, alongside a 5% increase in sales for *Maid* from August 2020.
- By April 2021, filming had ended. In the same month, sales increased 125% and library holds for *Maid* were up 17% over March 2021.

- A teaser trailer was released in August 2021 and the show's full trailer was released in September 2021, with accompanying sales for *Maid* up 237%.

Premiere

Maid, the television show, premiered on Netflix right at the beginning of October 2021.

During October, *Maid* sales continued to increase a significant 3,414%. Library holds for *Maid* were also up 44% over September 2021, but its popularity in the library was only beginning.

Post-release

The real peak of *Maid's* popularity in Canadians libraries came much later than the show's release, and even later than the adaptation's numerous 2021 Golden Globe nominations.

It is not until January and February 2022 that we see big increases in library holds for *Maid* — soaring up 5,560% in January and another 331% in February.

Other important dates

A handful of other dates have also made an impact on sales and library circulation for *Maid*.

Having been first published in January 2019, *Maid* continued to reap the benefits of the popularity it generated during its initial release. It was first featured on former USA President Barack Obama's summer reading list in 2019 and the data suggests that *Maid* continues to be a summertime favourite:

- From May to August 2020, sales for *Maid* increased 425%, with a significant 613% increase in June.
- From May to August 2021, sales for *Maid* increased 36%, with a significant 500% increase in July.

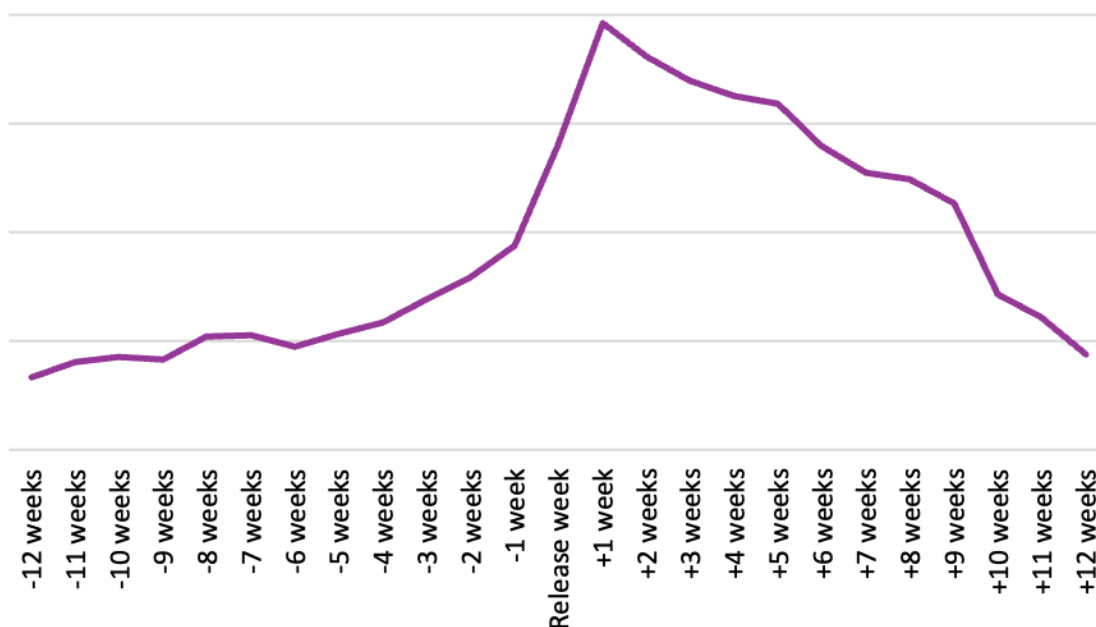
A paperback edition of *Maid* was also published January 2020, accompanied by a 44% increase in library holds.

Titles adapted for the big screen

This study also tracked 60 films from 2020 and 2021, adapted from titles that also saw an increased interest from Canadian readers.

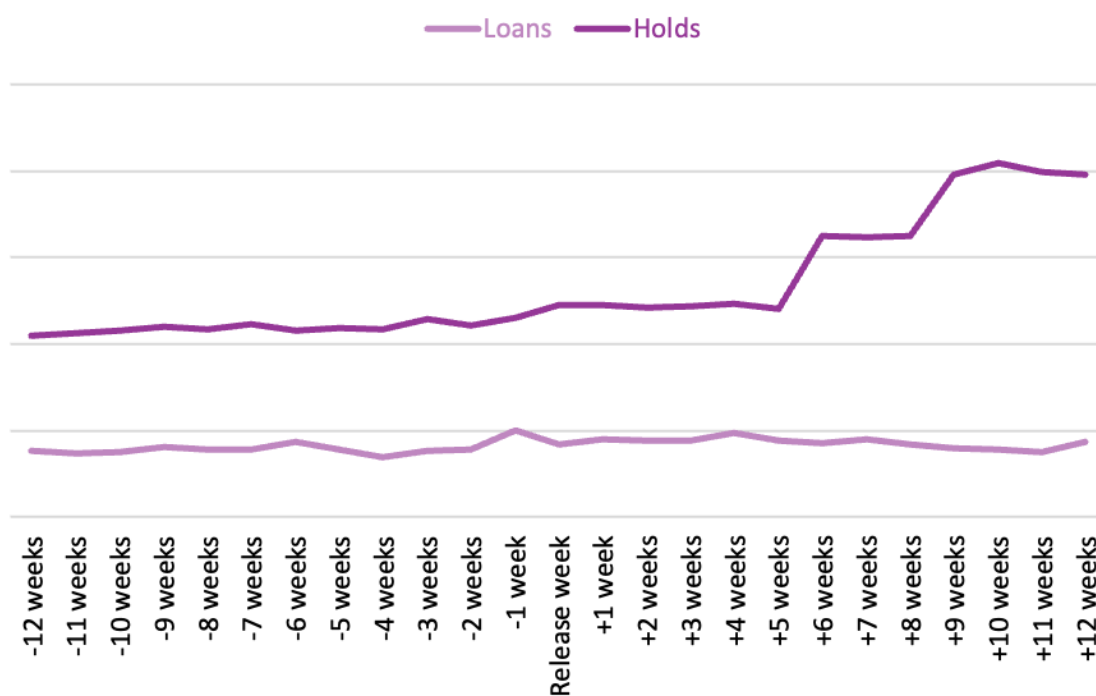
The graph below shows the sales for these titles from 12 weeks pre-release to 12 weeks post-release of their respective films. Looking at the entire time period, sales only appear to increase by 20% overall. However, the graph reveals an exponential 307% increase in sales from 12 weeks pre-release to the first week post-release, with a significant 90% spike in sales between one week pre- and post-release. After this first week, sales steadily decrease by 70%.

Sales for titles adapted into films in 2020 and 2021



The library circulation for titles adapted into films looks slightly different. Over the 12 weeks before these 60 films were released and the 12 weeks after, library loans remained relatively steady and only increased 13% overall, shown in the graph below. On the other hand, the number of titles on hold increased 89% over this entire time period. Library holds had a significant increase of 35% between the fifth and sixth week after the films were released and reached their peak at the tenth week post-release.

Library circulation for titles adapted into films in 2020 and 2021

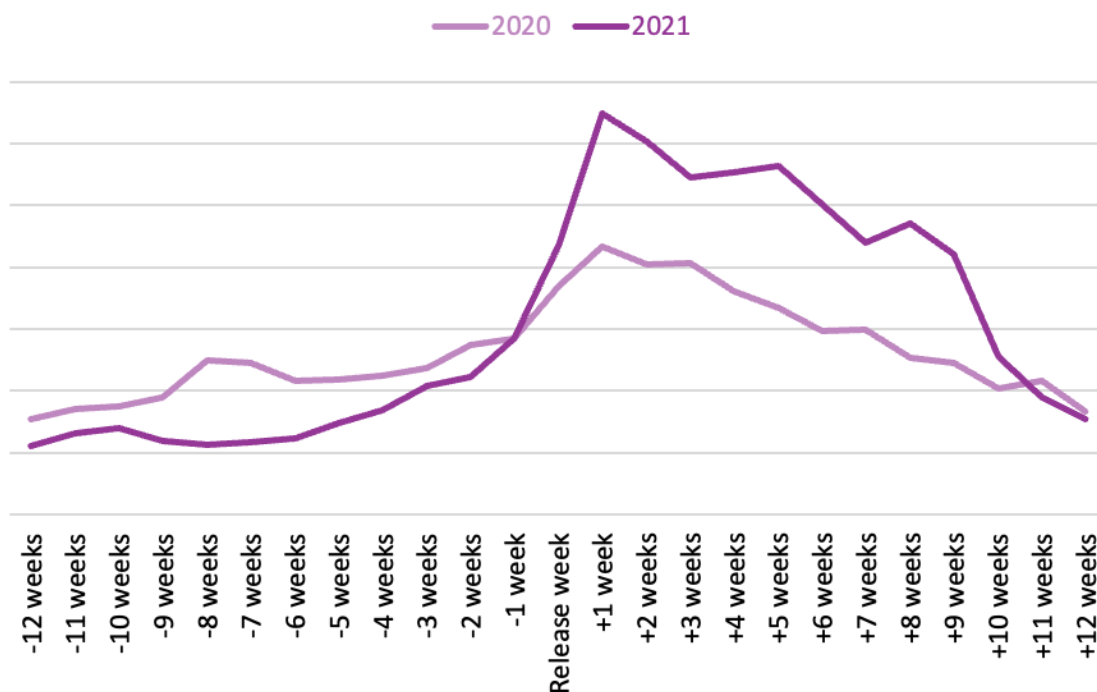


The impact of the COVID-19 pandemic

2020 and 2021 not only saw closures and restrictions for in-store shopping and libraries, but also movie theatres. What impact did this have on the sales and library circulation of titles adapted into films?

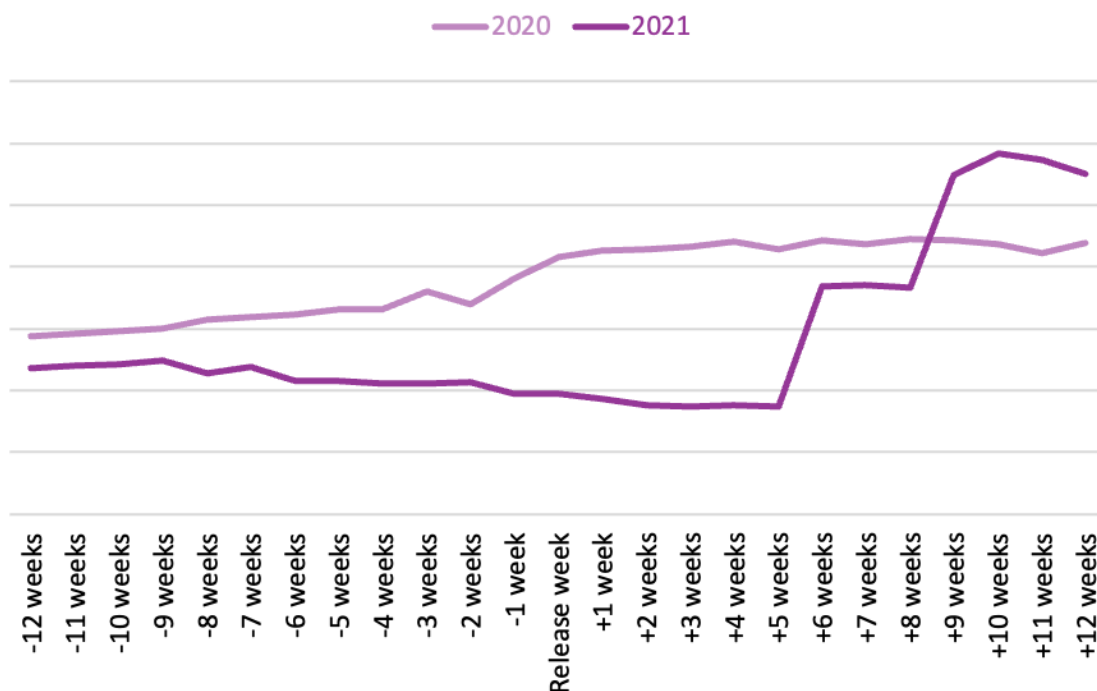
There is a difference between the sales of titles adapted into films in 2020 and 2021, shown in the graph below. In 2020, sales reached their peak in the first week after the release of the film, with a 52% increase in sales between the first weeks pre- and post-release. The sales of titles in 2021 were much more dramatic. In 2021, sales also reached their peak during the first week after release — this time up 127% in the first week before and after the film’s release. After the first week, sales for both years steadily decreased. This difference in the volume in sales may be due to pandemic restrictions for bookstores in 2020.

Sales for titles adapted into films in 2020 vs. 2021



The library circulation for these titles in 2020 and 2021 shares a similar story, shown in the graph below. In 2020, the number of holds increased steadily over the 25 week periods — up 53%. But in 2021, library holds increased dramatically between the fifth and sixth week post-release — up 110%. The number of holds reached their peak at the tenth week post-release and increased 133% overall during these 25 week periods.

Holdings for titles adapted into films in 2020 vs. 2021



With many libraries having closed their doors for long stretches of time in 2020, it is possible that 2020’s slow and steady number of holds is due to library book borrowers being unable to access their library branch to take books out on loan during these 25-week periods. It is also possible that the restrictions placed on movie theatres impacted both the library circulation and sales of titles adapted into films in 2020, with both seeing lesser numbers.

The impact of the adapted title

The following segments reveal the impact of an adapted title’s subject, inclusion in a book series, and original publication date on Canadian sales and library circulation.

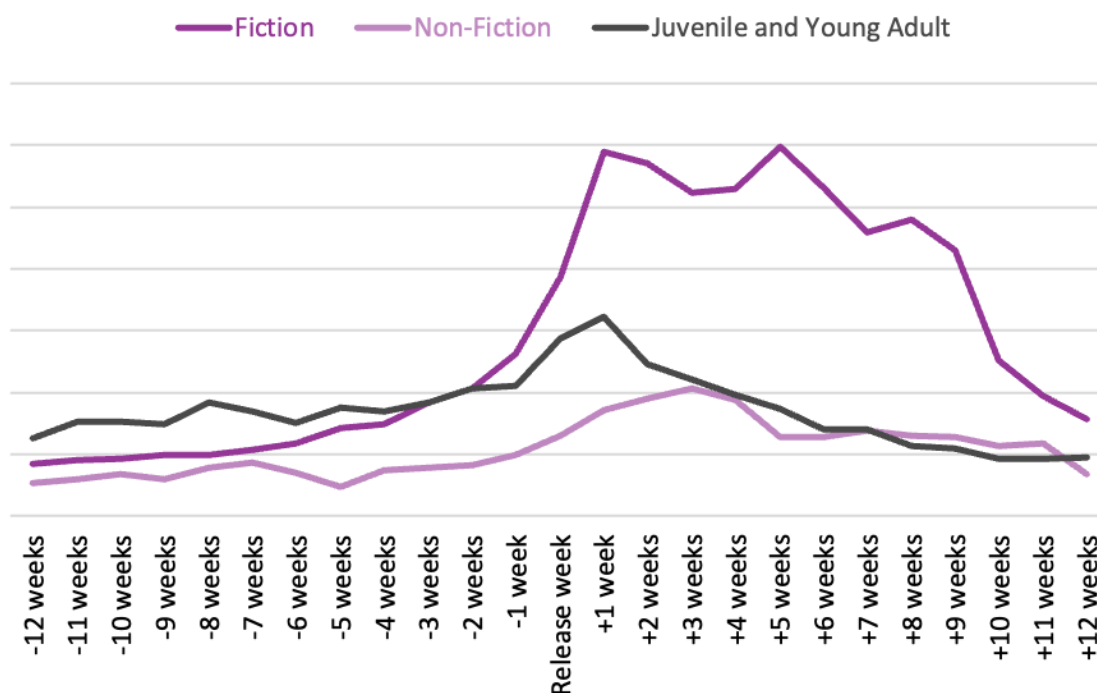
Subject matter

These 60 book-to-film adaptations spanned a wide range of subjects — 42% were Fiction titles, 32% Juvenile and Young Adult, and 27% Non-Fiction:

- The most popular Fiction subject was FICTION / Thrillers, at 28% of all Fiction adaptations.
- The most popular Juvenile and Young Adult subject was YOUNG ADULT FICTION / Romance, at 21% of all Juvenile and Young Adult adaptations.
- The most popular Non-Fiction subject was COMICS & GRAPHIC NOVELS / Superheroes, at 25% of all Non-Fiction adaptations.

When it comes to the sales, Fiction titles also saw the most sales — up 589% at their peak during the first week post-release. Sales of Juvenile and Young Adult titles also peaked in the first week after release, increasing by 155%. Instead, Non-Fiction sales saw their biggest increase in the third week post-release after a steady increase of 283%.

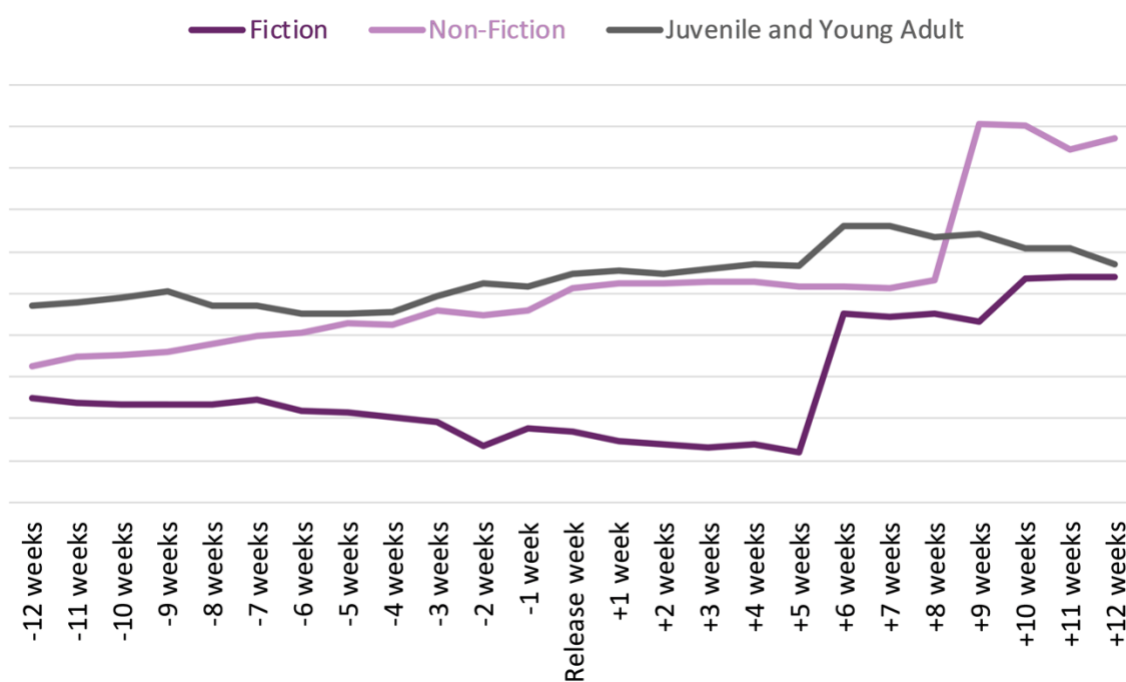
Sales for titles adapted into films in 2020 and 2021 by subject



The library circulation by subject for these titles is entirely different, shown in the graph below. Non-Fiction titles adapted into films had the greatest number of holds

at the library, jumping up 70% between the eighth and ninth weeks post-release. Juvenile and Young Adult titles increased slowly to reach their peak at the sixth week post-release — up 41% from 12 weeks pre-release. Fiction titles adapted into films may not have had the biggest volume of holds, but they did see the biggest increases. Holds for Fiction titles began to rise in the fifth week post-release and steadily increased 115% overall.

Holds for titles adapted into films in 2020 and 2021 by subject



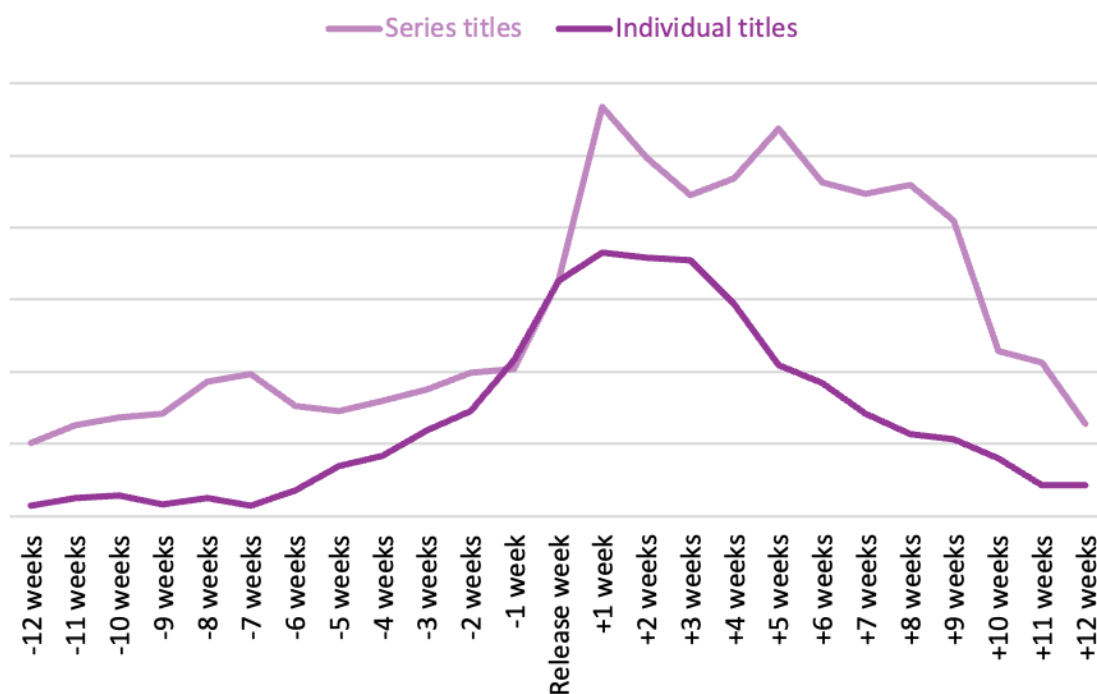
Series or standalone?

Whether or not a film is adapted from a book series or an individual title makes a difference, too, or at least for the 60 book-to-film adaptations we looked at here — 73% of films were adapted from individual titles and 27% were adapted from book series.

Despite this, sales of series titles adapted into films outperformed individual titles. In the graph below, we can see that the sales of series titles peaked at the first week

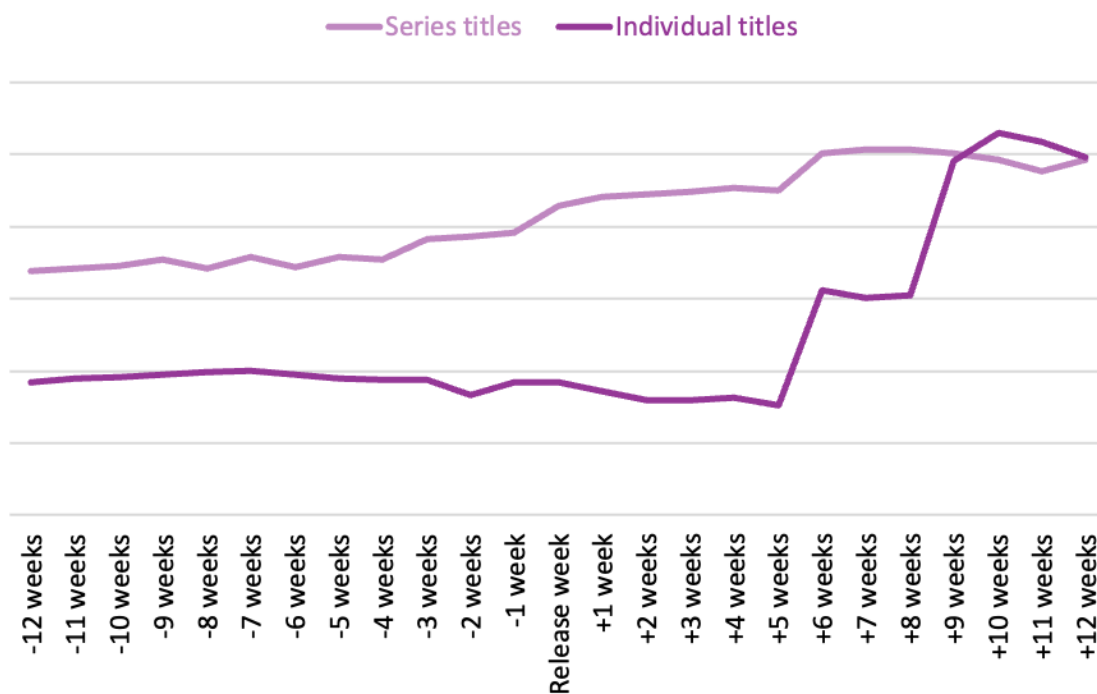
post-release — up 131% between the first week pre- and post-release. Series titles saw smaller sales peaks again in the fifth and eighth weeks post-release, before sales significantly decreased. For individual titles, sales only peaked in the first week after the film’s release — up 99% between the second week pre-release and the first week post-release.

Sales for series and individual titles adapted into films in 2020 and 2021



At the library, the opposite seems to be true. For series titles, holds steadily increased 46% over the 25-week periods. On the other hand, individual titles saw a significant spike in holds between the fifth and sixth week post-release — up 105%. And holds for individual titles continued to rise, reaching their peak at the tenth week post-release and up another 70%.

Holds for series and individual titles adapted into films in 2020 and 2021



Publication date

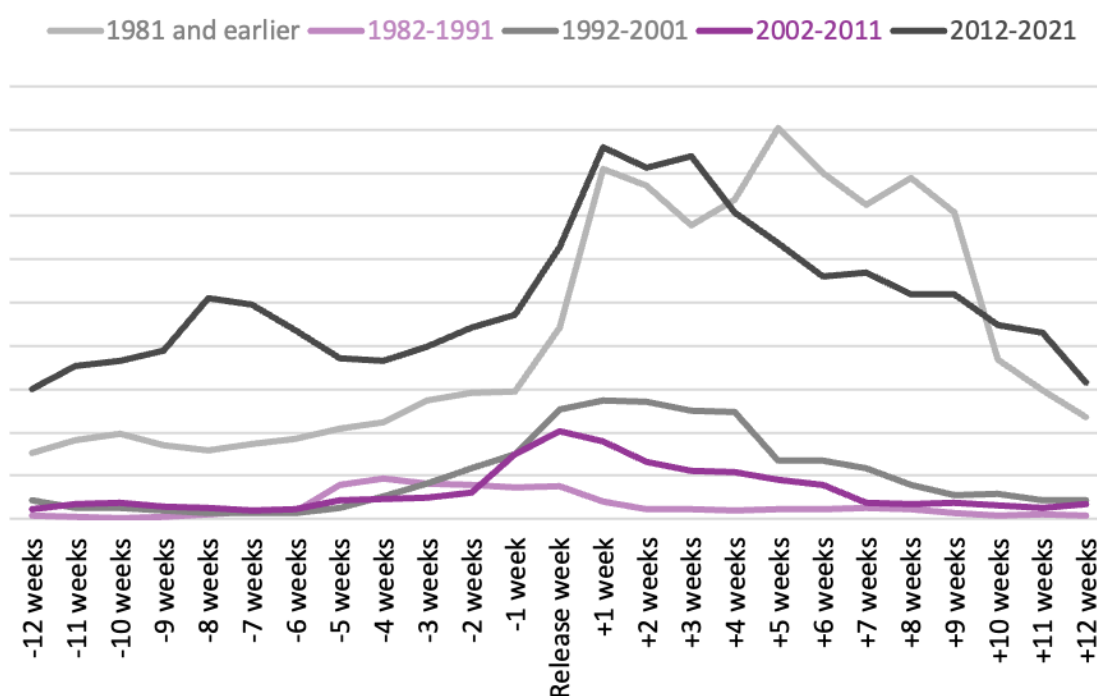
What difference does the age of a publication make? Most of these 60 films were adapted from titles published between 2012 and 2021, at 38%. Of the remaining titles:

- 20% were published between 2002 and 2011;
- 10% were published between 1992 and 2001;
- 5% were published between 1982 and 1991; and
- 27% were published in 1981 or earlier.

In terms of Canadian sales, titles published between 2012 and 2021, and 1981 and earlier saw the biggest volume of sales. Titles published between 2012 and 2021 saw an immediate increase in sales in the first week pre- and post-release, up 82%. For titles first released in 1981 or earlier, they saw a 175% increase in sales between the first weeks pre- and post-release, peaking at the fifth week post-release. Titles

published between 1992 and 2001 had the third largest volume of sales, with an increase of 82% between the first weeks pre- and post-release. Otherwise, titles published from 2002 to 2011 saw their greatest increase in sales during release week, up 236% from the second week pre-release. Sales for titles published between 1982 and 1991 began to increase at the fifth week pre-release, up 391%, and with sales dropping after the films' releases.

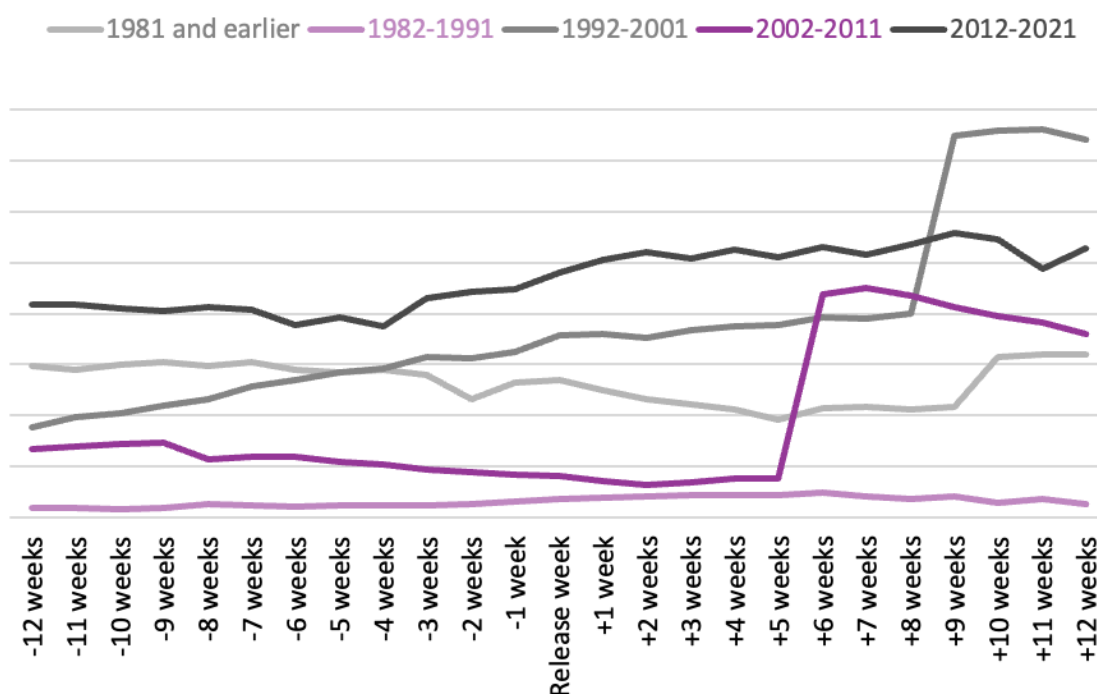
Sales for titles adapted into films in 2020 and 2021 by publication date



Library circulation reveals a different trend. Here, it is titles published between 1992 and 2001 that had the greatest volume of library holds, seeing their increase at the ninth week post-release — up 87% and up 319% over the 25-week periods. Titles published from 2012 to 2021 performed consistently at the library, with a steady increase in holds of 26% over this entire time period, while holds for titles published between 2002 and 2011 saw big increases at the sixth week post-release, up 470%. For titles published between 1981 and 1991, and 1981 or earlier, holds

increased at a lower rate — up 50% and 7% respectively over these 25-week periods.

Holds for titles adapted into films in 2020 and 2021 by publication date



The impact of the film

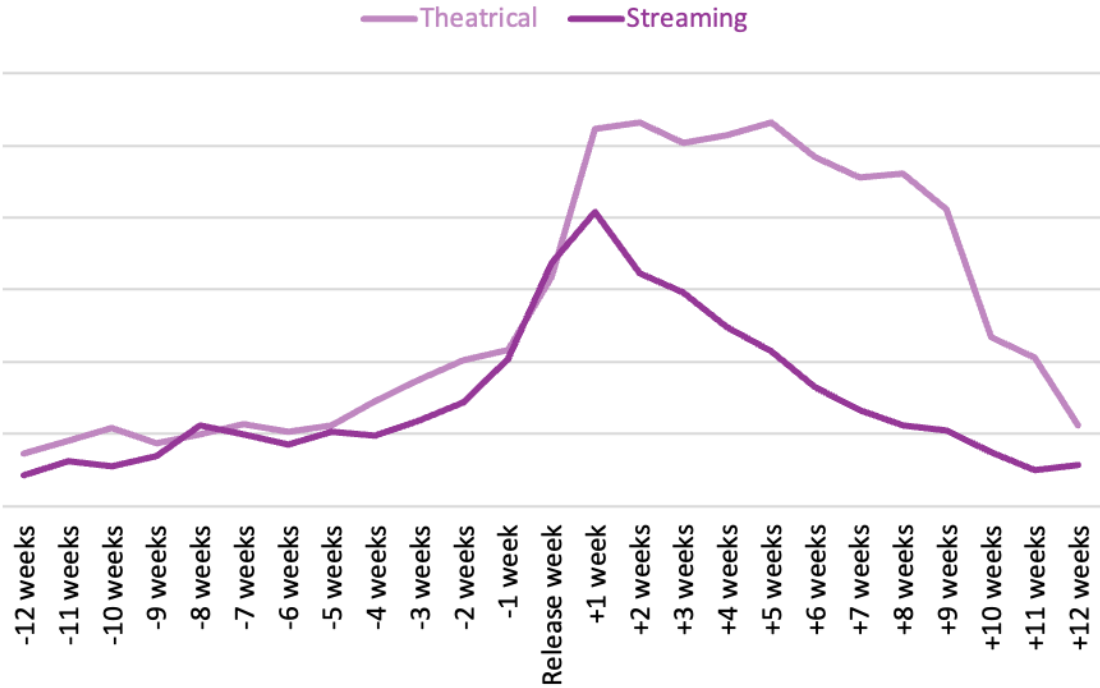
This section investigates the effect of these 60 film adaptations' release types, release dates, and film ratings on the sales and library circulation of their source material.

Release type

With pandemic-related movie theatre restrictions and the rise of streaming platforms, not all of our 60 book-to-film adaptations had a full theatrical release — 42% did, but 58% had a streaming-exclusive or streaming-focused release (with a very limited theatrical release).

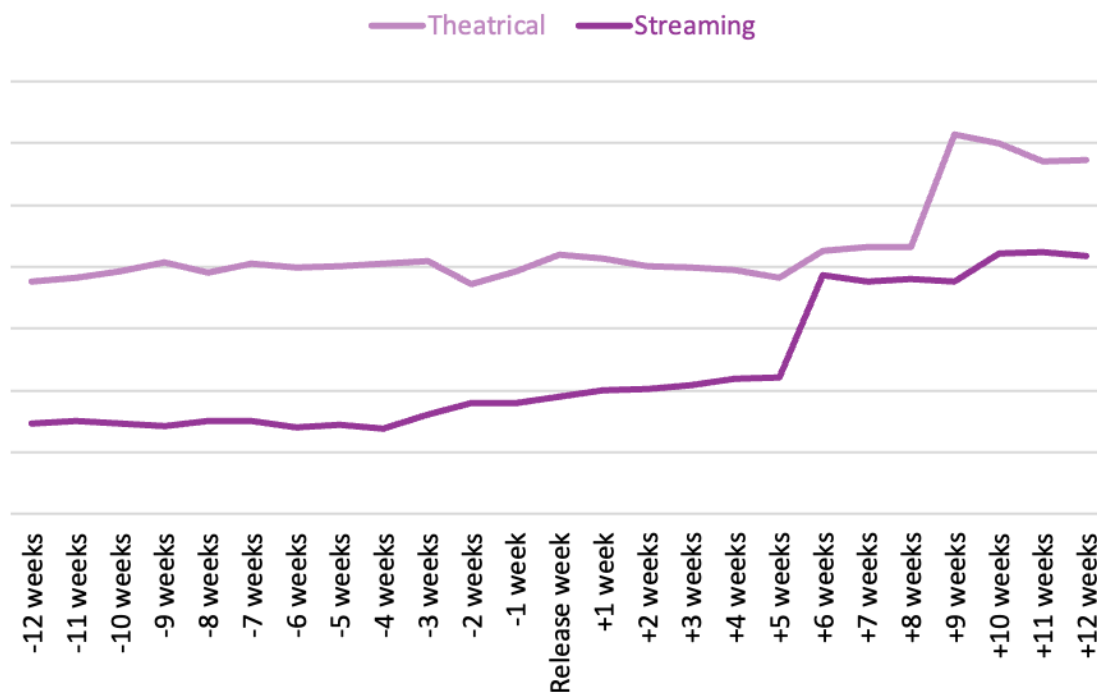
Interestingly, sales still favour titles adapted into films that have a full theatrical release, shown in the graph below. Titles whose films had a theatrical release actually saw sales peak in the second week post-release — up 109% from the first week pre-release. These titles also saw a sales peak at the fifth week post-release and another smaller peak eight weeks post-release. For titles adapted into films that had a streaming-dominant release, sales only peaked once at the first week post-release — up 73% between the first week pre- and post-release.

Sales for titles adapted into films in 2020 and 2021 by release type



In the library, things are more even-keeled. While the total volume of holds for titles adapted into films with a full theatrical release is higher, these titles saw fewer increases in holds than ones with streaming-dominant releases. Holds for titles with full theatrical releases began to increase at eight weeks post-release and ended at an increase of 52% overall. In comparison, holds for titles with streaming-dominant releases began to rise at six weeks post-release and rose 186% over the entire 25-week period.

Holds for titles adapted into films in 2020 and 2021 by release type



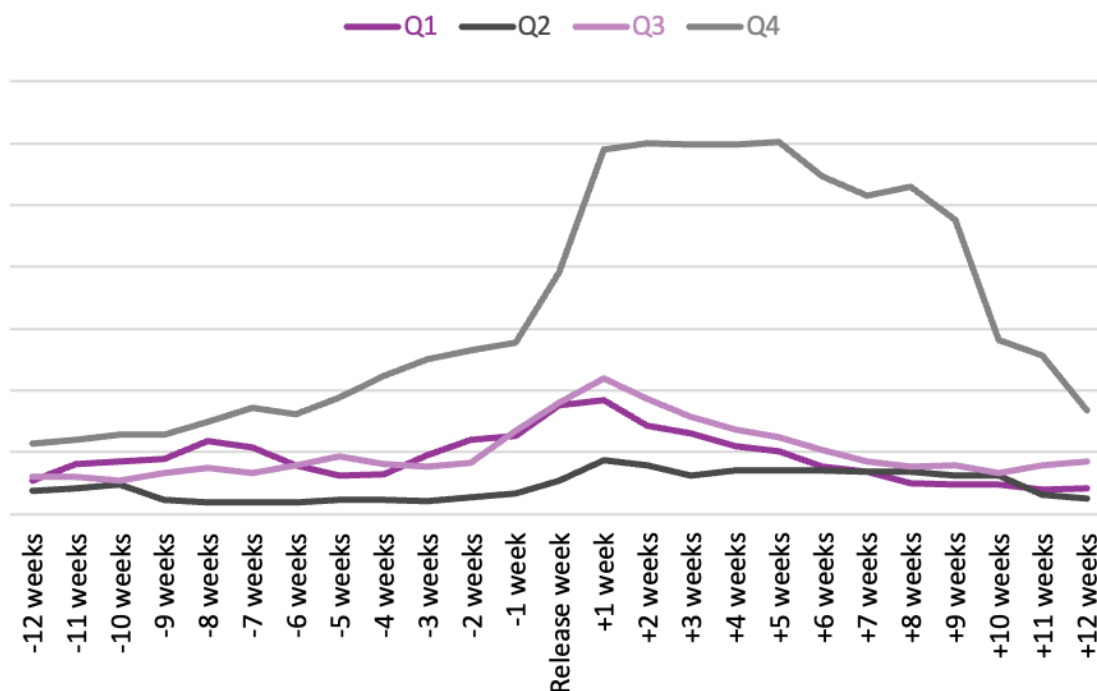
Release date

Does the date of the film’s release make a difference?

The release dates of our 60 book-to-film adaptations were more or less evenly split — 32% were released in the first quarter, 20% in the second quarter, 22% in the third quarter, and 27% in the fourth quarter.

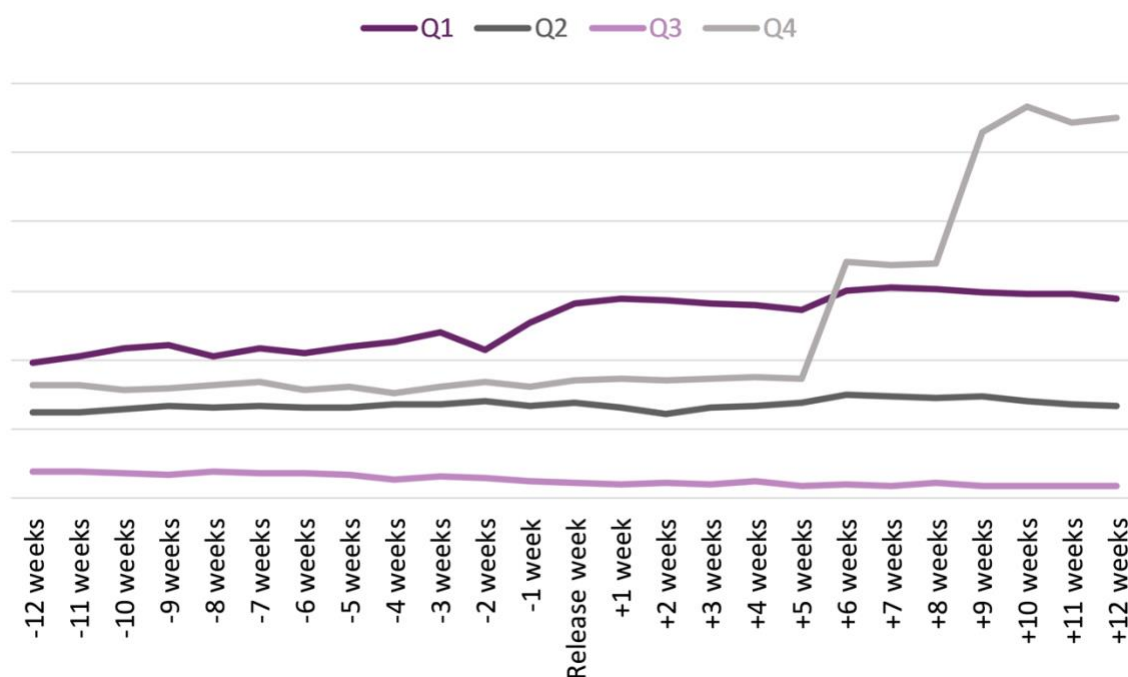
That being said, sales for these titles heavily favoured the films released during the fourth quarter. While films released in each quarter saw a peak in sales in the first week post-release, titles whose films were released during the fourth quarter saw the greatest number of sales, up 113% between the first weeks pre- to post-release.

Sales for titles adapted into films in 2020 and 2021 by film release date



The same is also true for the library circulation of titles, shown in the graph below. Here, holds for titles with films released in the fourth quarter begin to skyrocket at the sixth week post-release, to increase 237% overall. Holds for titles with films released in the first and second quarters only increased 47% and 7% respectively over these 25-week periods. And the number of holds for titles with films released in the third quarter decreased 55% overall.

Holds for titles adapted into films in 2020 and 2021 by film release date



Film rating

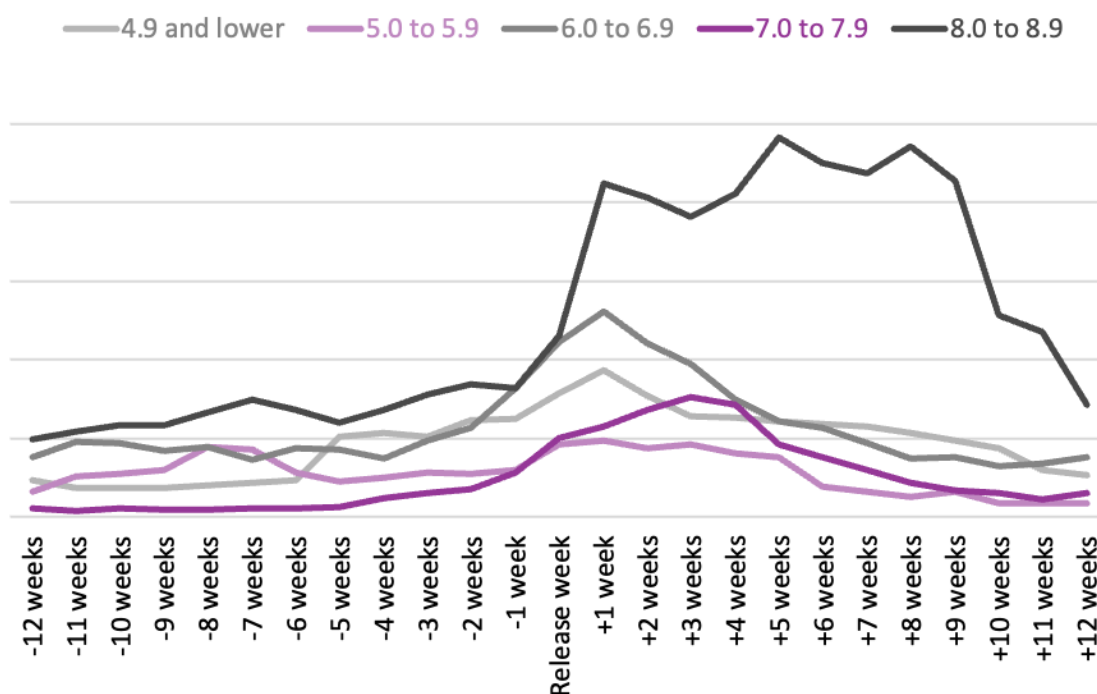
How well a film adaptation is received by critics and audiences alike also impacts sales and library circulation. Based on average ratings for these 60 film adaptations from IMDb, Rotten Tomatoes, and Metacritic:

- 5% had an average rating of 8.0 to 8.9;
- 30% had an average rating of 7.0 to 7.9;
- 28% had an average rating of 6.0 to 6.9;
- 12% had an average rating of 5.0 to 5.9; and
- 25% had an average rating of 4.9 or lower.

Despite only representing 5% of the film adaptations, sales of titles adapted into films rated 8.0 to 8.9 had significantly more sales. Sales for these titles increased 158% between the first weeks pre- and post-release, reaching their peak at the fifth week post-release. Sales for titles with lower ratings saw lesser volumes in sales, shown in the graph below. For titles adapted into films rated between 7.0 and 7.9,

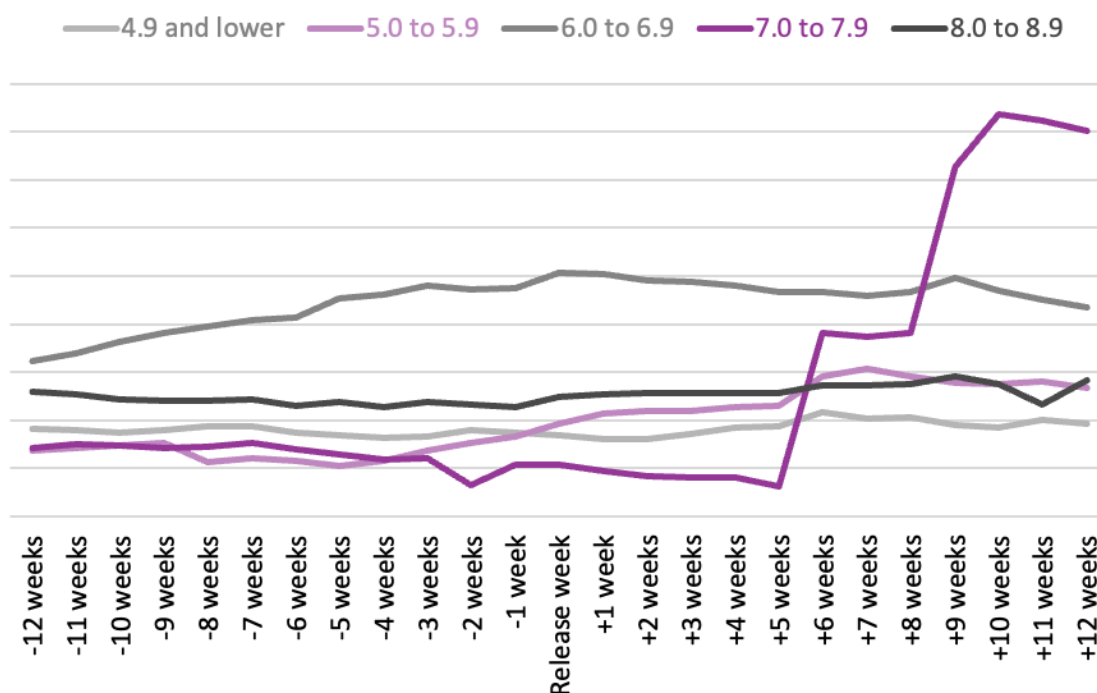
sales peaked at the third week post-release, up 169% from the first week pre-release. Titles adapted into films rated 6.0 to 6.9, 5.0 to 5.9, and 4.0 and lower all saw their sales peak from the first weeks pre- to post-release, increasing 59%, 62%, and 49% respectively.

Sales for titles adapted into films in 2020 and 2021 by film rating



At the library, titles adapted into films rated 7.0 to 7.9 see the biggest increase in holds, peaking at the tenth week post-release, up 668% from the film’s release. For titles adapted into the highest rated films, holds remained relatively flat, only increasing 10% over this entire 25-week period. The same is true for titles adapted into the lowest rated films, up 5% overall. Holds for titles with films rated 6.0 to 6.9 and 5.0 to 5.9 were also consistent. Titles adapted into films rated 6.0 to 6.9 were up 34% over the entire period. For titles adapted into films rated 5.0 to 5.9, holds increased steadily to a peak at seventh week post-release — up 59% from the film’s release and 94% overall.

Holds for titles adapted into films in 2020 and 2021 by film rating



The impact of the adaptation process: Two film case studies

What effect do key dates in a film adaptation’s timeline — press releases, casting announcements, filming announcement, trailer releases, or premieres — have on the Canadian book market?

The following two case studies explore the impact of important dates in the adaptation’s realization on Canadian sales and library circulation — *Dune* and the *Dune* series by Frank Herbert; and *The Witches* and *The Witches* by Roald Dahl.

Dune and The *Dune* series by Frank Herbert

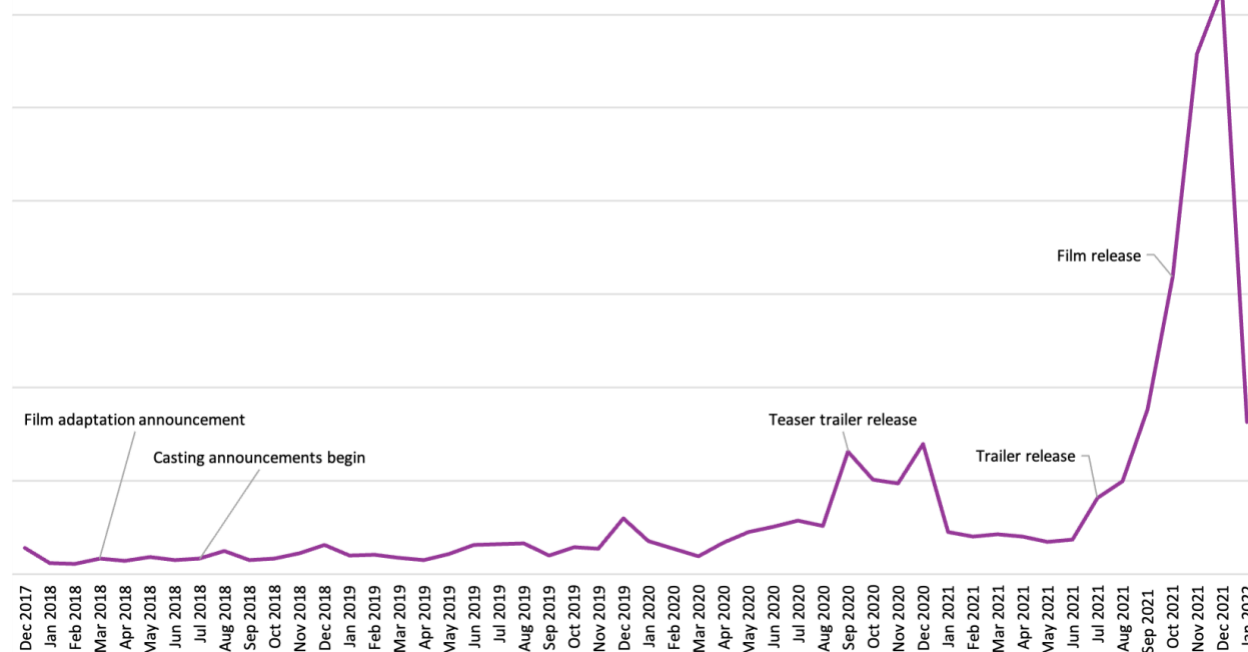
The *Dune* series by Frank Herbert includes six books published between 1965 and 1983 that have been classified under the FICTION / Classics and FICTION / Science Fiction BISAC codes. And the *Dune* series has captured the imaginations of readers

since then, with a previous film adaptation in 1984, television adaptations in the early 2000s, and even multiple video games, beginning in the 1990s.

The most recent film adaptation of the series, *Dune*, premiered in October 2021 to raving audience reviews and critical reception — it has an average movie rating of 8.2 (between IMDb, Rotten Tomatoes, and Metacritic) and was nominated for numerous awards including the 2022 Golden Globe Awards and the 2022 Academy Awards.

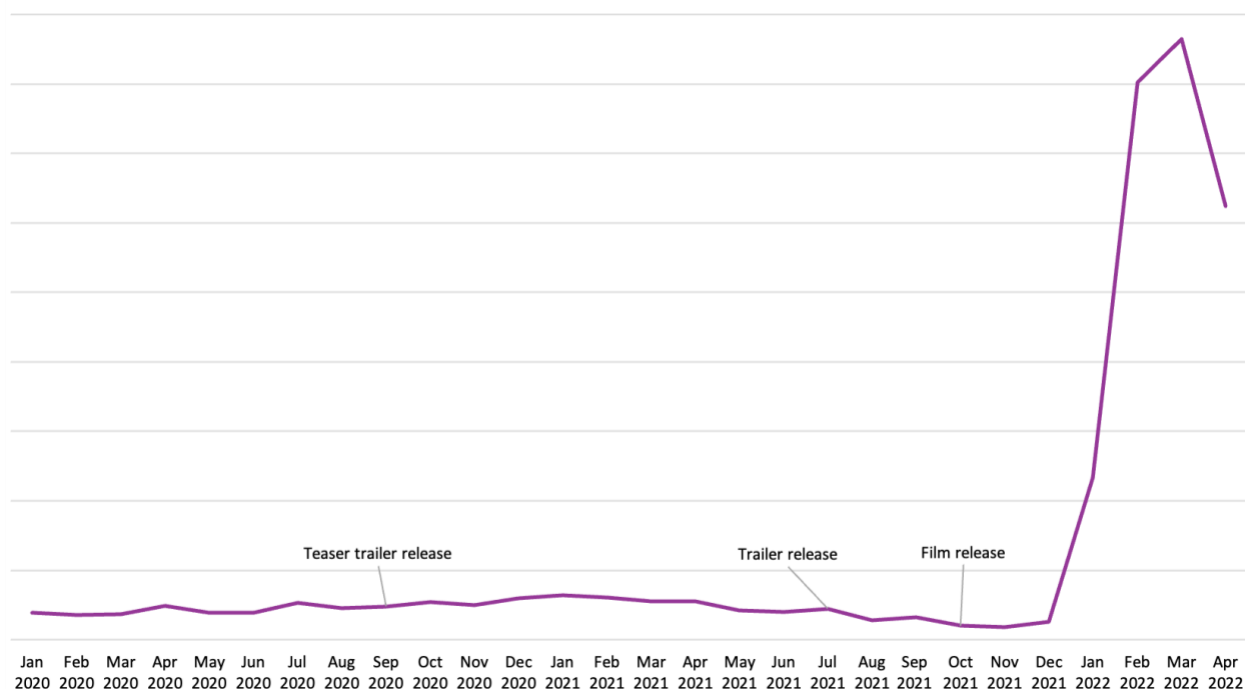
The graphs below show the Canadian sales and library holds for the *Dune* series pre- and post-film release. A breakdown of all the key dates for the *Dune* series and its film adaptation are listed in the sections that follow.

Sales for the *Dune* series from December 2017 to January 2022



With LibraryData's launch in fourth quarter of 2019, the data below represents library circulation beginning in January 2020.

Library holds for the Dune series from January 2020 to April 2022



Pre-release

In the three-plus years between the film’s announcement and premiere, the long wait for Dune was matched by Canadian readers' renewed interest in the series, with uptake for both sales and library holds:

- After Legendary acquired rights to the first book in the series, *Dune*, in November 2016 and the confirmation of director Denis Villeneuve’s involvement in February 2017, a two-part film series for *Dune* was finally announced in March 2018. In March 2018, sales for the Dune series increased 50% over February 2018.
- In April 2018, script writing had begun. It finished in May 2018, seeing another 10% increase in sales for the Dune series over these two months.
- Casting announcements began in July 2018, with sales up 7% in July 2018 and another 50% in August 2018 for the Dune series.

- The majority of casting announcements were between January and March 2019. It was also announced in March 2019 that Hans Zimmer would be scoring the film. Filming began in March 2019, too. Interestingly, sales did not increase in March 2019 but were down 15% from February 2019.
- Filming ended in July 2019, with accompanying sales for the Dune series rising 4%.
- Serious promotion for the film was beginning in April 2020, as *Vanity Fair* published an extensive two-part first-look report for the adaptation. Sales for the Dune series rose 72% in April, another 35% in May, 12% in June, and 13% in July 2020.
- In September 2020, a teaser trailer for the film was released and sales for the Dune series increased 153%. Library holds for the series were also up 5% during the same month.
- Promotion continued for the film as it appears as the cover story for *Empire* in October 2020, alongside a 12% increase in library holds for the Dune series.
- With the COVID-19 pandemic's impact on the movie industry, the initial release date for the film was moved. Its initial release date was December 2020 — a month that also saw a 44% increase in sales and a 43% increase in library holds for the Dune series.
- July 2021 saw the release of the film's theatrical trailer and exclusive IMAX screening in select theatres which showed the first ten minutes of the film. In the same month, library holds increased 13% for the Dune series, while sales were up 119% over June 2021.
- During September 2021, the film was screened at the Venice International Film Festival and the Toronto International Film Festival, with accompanying sales up 78% for the Dune series and library circulation up 17% over August 2021.

Premiere

The film premiered in October 2021 with a simultaneous release in theatres and IMAX, with a simultaneous one-month digital release on HBO Max.

October 2021 sales for the Dune series increased 80%. In Canadian libraries, the film's release didn't spark an immediate burst in the number of holds.

Post-release

The film and the Dune series continued to gain popularity, with sales of the Dune series rising again 75% in November and 12% in December 2021.

It is in December 2021 that we begin to see library holds for the Dune series come to their peak — up 42% in December 2021, 792% in January 2022, 244% in February 2022, and another 8% in March 2022.

- December 2021 also marked the re-release of the film in select IMAX theatres and the film's definitive digital release on HBO Max. In the same month, the film was nominated for the 2022 Golden Globe Awards.
- January, February, and March 2022 also have important dates for this film adaptation. In January 2022, the film was released on DVD and Blu-ray and also won at the 2022 Golden Globe Awards. And the awards continued with a nomination for the 2022 Academy Awards in February 2022 and Academy Awards wins in March 2022.

Other important dates

More key dates have also impacted the sales and library circulation of the Dune series.

As Canadian readers awaited the release of the film, new editions of the Dune series became available for them to read, with editions for these titles being released in both June 2019 and July 2020:

- In June 2019, sales increased 44% for the Dune series.

- In July 2020, sales were up 13% and library holds for the Dune series increased 36%.

The holiday season is a time of year where the Canadian book industry always sees a big boost in sales. Year to year, we also see this trend with the Dune series:

- In 2018, sales for the Dune series increased 91% over the fourth quarter of the year.
- In 2019, sales for the Dune series were up 105% during the holiday season.
- In 2020, sales for the Dune series rose 38% from October to December.

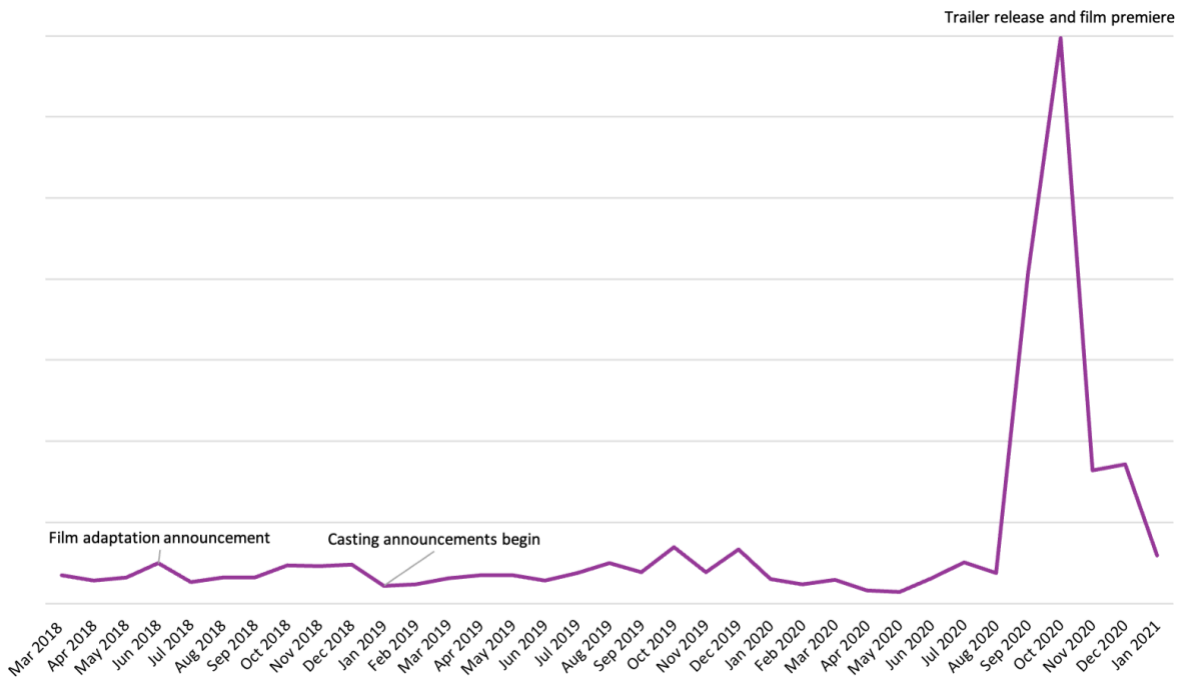
The Witches and *The Witches* by Roald Dahl

The Witches by Roald Dahl was first published in 1983 and is classified as JUVENILE FICTION / Classics in BISAC. And it's been popular ever since, with a previous film adaptation in 1990, an opera adaptation in 2008, and BBC radio dramatization in the same year.

The most recent film adaptation of the book, *The Witches*, premiered on HBO Max in October 2020 to mixed audience reactions and critical reviews — it has an average movie rating of 4.7 (between IMDb, Rotten Tomatoes, and Metacritic) and was nominated for both the 2021 Visual Effects Society Awards and 2021 Golden Raspberry Awards.

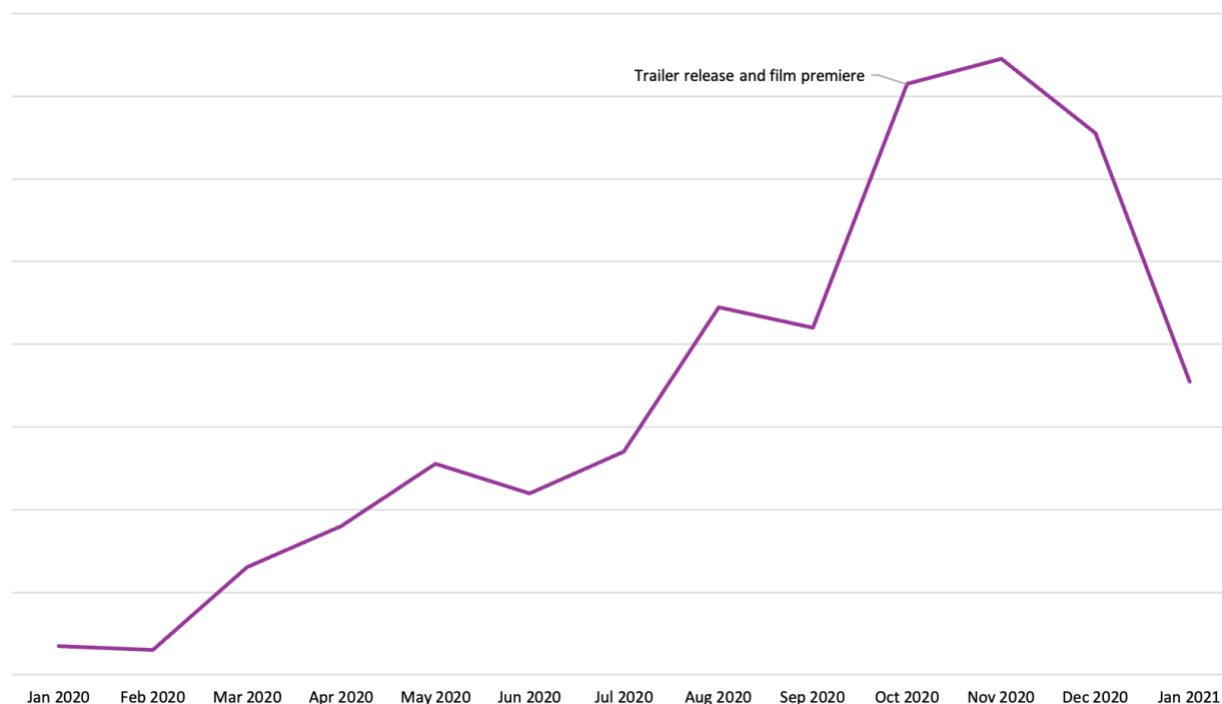
The graphs below show the Canadian sales and library holds for *The Witches* pre- and post-film release. The sections that follow break down of important dates for *The Witches* and its film adaptation.

Sales for *The Witches* from March 2018 to January 2021



Since LibraryData was launched in fourth quarter of 2019, the data below represents library circulation beginning in January 2020.

Library holds for *The Witches* from January 2020 to January 2021



Pre-release

During the two years between the film's announcement and premiere, buzz was building for this new adaptation, as were Canadian sales and library holds for *The Witches*:

- In June 2018, the adaptation was officially underway and script writing began. The same month, sales increased 55% for *The Witches*.
- Casting announcements for the film began in January 2019 and continued until May, with sales for *The Witches* increasing 59% during that time period. May 2019 also marked the beginning of filming.
- By July 2019, Alan Silvestri was announced to be scoring the film, with accompanying sales for *The Witches* increasing another 35% from June 2019.
- Final casting announcements were released in September 2020, where sales of *The Witches* soared 972%. Interestingly, library holds for this title decreased 6% during this month after steadily increasing 1,300% since February 2020.

Premiere

October 2020 is a significant month for *The Witches*, with the release of the film's theatrical trailer and its premiere on HBO Max (and limited theatrical release).

During October, sales for *The Witches* were up 71% and library holds shot up another 70% from September 2020.

Post-release

While Canadian library holds for *The Witches* continued to increase another 4% in November 2020, the same was not true for Canadian book sales.

By November 2020, sales for *The Witches* decreased 76%. It's possible that this drop in sales may have been affected by the controversy surrounding the film's [hurtful representation of limb differences](#).

Other important dates

Other key dates have also impacted the sales and library circulation for *The Witches*.

Since its first publication in 1983, *The Witches* has seen many new editions, including a graphic novel adaptation released in August 2020. This new edition of *The Witches* accounts for the huge portion of the sales — and (to a lesser extent) library circulation — of this title from August 2020 to January 2021.

Beginning in March 2020, library holds for *The Witches* seemingly began to soar. While this may indicate Canadian library borrowers' undoubtable interest in *The Witches*, the COVID-19 pandemic likely also had an effect on this lift. With Canadian libraries closing their doors for long stretches of time in 2020, it is possible that this growing number of holds is due to library book borrowers being unable to access their library branch to take books out on loan.

Consistently, the holiday season is a time of year where the Canadian book industry sees a big boost in sales. Year by year, we also see this trend with *The Witches*:

- In 2018, sales for *The Witches* increased 48% over the fourth quarter of the year.
- In 2019, sales for *The Witches* were up 71% during the holiday season.

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada acknowledges that its staff, board, and partners work upon the traditional territories of the Mississaugas of the Credit First Nation, Anishnawbe, Haudenosaunee, and Wendat Indigenous Peoples, the original nations of this land. We endorse the Calls to Action from the Truth and Reconciliation Commission of Canada and support an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities, in all its complicated intersectionality. We, at BookNet Canada, are committed to working with our partners in the industry as we move towards a framework that supports “spacemaking,” which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada’s services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

BookNet Canada has extensive research available on our [website](#), both free and for purchase.

- [Canadian Leisure & Reading Study 2021](#): insights into how Canadians are spending their leisure time and the behaviours of Canadian readers in 2021.
- [Canadian Book Consumer 2021](#): results from our quarterly surveying of Canadians about their book buying and borrowing habits in 2021.
- [Canadian Book Market 2021](#): a comprehensive guide to the Canadian market with in-depth category data. It's an indispensable tool for publishers, booksellers, librarians, authors, and anyone interested or involved in the Canadian book industry.

We also feature our research on the [BookNet Canada Podcast](#). To stay updated on current and future research, subscribe to our monthly [BNC Research newsletter](#). To stay up-to-date on all BookNet Canada news and information, [subscribe to our weekly eNews](#).

If you have any questions or comments about this or other studies, please contact the research team at research@booknetcanada.ca.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, “the book industry’s supply-chain nerve centre.”

Learn more at booknetcanada.ca.

Appendix A

Television adaptations

- The Queen’s Gambit
- The Outsider
- Bridgerton
- The Undoing
- Normal People
- The Flight Attendant
- Little Fires Everywhere
- I Know This Much Is True
- Dash & Lily
- Stargirl
- Brave New World
- The Stand
- The Good Lord Bird
- The Babysitter’s Club
- The Pale Horse
- The Falcon and the Winter Soldier
- Invincible
- Hawkeye
- Maid
- What if...?
- Shadow and Bone
- Wheel of Time
- Foundation
- Behind Her Eyes
- Nine Perfect Strangers
- Dopesick
- Station Eleven
- Firefly Lane
- Jupiter’s Legacy
- Y: The Last Man

Film adaptations

- Birds of Prey
- The Invisible Man
- Enola Holmes
- The Devil All the Time
- The Old Guard
- Greyhound
- News of the World
- I'm Thinking of Ending Things
- Bloodshot
- The Midnight Sky
- The New Mutants
- Dolittle
- Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train
- The Call of the Wild
- Emma.
- Hillbilly Elegy
- To All the Boys: P.S. I Still Love You
- Rebecca
- The Witches
- Gretel & Hansel
- All The Bright Places
- After We Collided
- The Kissing Booth 2
- Artemis Fowl
- The Willoughbys
- The Rhythm Section
- The One and Only Ivan
- Chemical Hearts
- I Still Believe
- The Turning
- Dune
- Cruella
- Nomadland
- The Last Duel
- Power of the Dog
- The Green Knight
- The Dig
- House of Gucci
- Fear Street
- The Woman in the Window
- The White Tiger
- Those Who Wish Me Dead
- Nightmare Alley
- Without Remorse
- The Mauritanian
- The Lost Daughter
- The King's Man
- Chaos Walking
- Infinite
- Fatherhood
- Cherry
- Things Heard and Seen
- To All the Boys: Always and Forever
- The Tragedy of Macbeth
- A Boy Called Christmas
- The Last Letter From Your Lover
- Passing
- The United States vs. Billie Holliday
- There's Someone Inside Your House
- Peter Rabbit 2