

# Next Steps: Analysis

**A**with most of our services, the information in this book is presented so that a broad range of readers can derive utility from it in a variety of ways.

With all the data we collect, and deal reports in particular, we have tried to take the anecdotal and to make it consistent, rigorous, and analyzable. This book and recent improvements to our online deal database have made it possible to analyze deal reports to discern trends and patterns, and to track and compare these patterns over time.

As noted in the introduction, since our deal reports only represent a sub-section of sales during 2005, any patterns or tendencies that they present are only internally valid, and may not fully represent the marketplace as a whole.

But since no one else has ever even tried to establish empirical patterns in deal-making, the exercise seems useful in and of itself. Here we offer one case study of a commonly-watched category, sales of debut fiction. Readers who are so inclined can use this book and our online database to tabulate similar analyses of your own.

## **Debut Fiction Sales Trends: 2005**

### **Totals**

All fiction deals reported: 1,034

Debut fiction deals reported: 176 (17%)

Fiction as a percentage of all US adult deals reported in 2005: 32.5%

### **Deal Size**

Debut fiction deals reported as six-figures or greater comprised 16 percent of all sales—exactly the same as last year’s tabulation—as follows:

Very nice deals: 10

Good deals: 10

Significant deals: 9

Major deals: 5

Other six-figure sales: 4

This pattern is similar to reporting for fiction as a whole, in which 14.3 percent of all sales were six-figures or greater. Here is the dispersion of different types of six-figure deals for adult fiction as a whole: