<u>The Kinokuniya Bestselling Author & Publisher Awards 2016</u>

Kinokuniya Company Limited (Chairman and President Masashi Takai) announces the Kinokuniya Bestselling Author & Publisher Awards' winners for the period January – December 2016.

- Kinokuniya Bestselling Author Award 2016: Makoto Shinkai
- Kinokuniya Bestselling Publisher Award 2016: KADOKAWA CORPORATION

<u>What are the 'Kinokuniya Bestselling Author & Publisher Awards'?</u>

The 'Kinokuniya Bestselling Author & Publisher Awards' seek to recognise authors and publishers that have greatly contributed to Kinokuniya's business over the past year. The winners are selected by sales data collected through Kinokuniya Publine* at all of its 68 stores across Japan, the institutional sales divisions, the overseas stores and the Webstore.

It goes without saying that those who play a core role in the Japanese content business are authors as creators, and publishers as producers. Conventional bestselling awards have usually been given to authors or publishers for a piece of work. There has not been an award given for their continuous contribution over the course of a year.

Kinokuniya has established the 'Kinokuniya Bestselling Author & Publisher Awards' from this fresh view point and it will be the fourth time that these awards are presented. It is hoped that this will lead to the continuous advancement of the Japanese content industry.

The author and the publishing house selected for these awards have both contributed the most in their respective categories, to the sales of books and comics in the past year in terms of the total revenue and volume, the support for Kinokuniya's events and so on.

A joint awards ceremony for 'Kinokuniya Bestselling Author & Publisher Awards 2016', 'Kino Best! 2017' and 'Kinokuniya Humanities Books of the Year 2017' will be held on Thursday 23 March 2017 from 19:00 at Kinokuniya Hall (4th Floor, Kinokuniya Shinjuku Main Store).

*Kinokuniya Publine

Kinokuniya Publine is a web-based service that enables subscribers to access the sales information collected from the POS system of all Kinokuniya stores. Publine subscribers can forecast future sales of books on a title-by-title basis and arrange reprints based on the detailed sales information. They can also analyse customer statistics such as age and gender and use such data for marketing activities for their new releases.

URL: http://publine.kinokuniya.co.jp/

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