



Audio Publishers Association

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U.S. AUDIOBOOK PUBLISHING: LISTENERS AND CONSUMPTION

Who's listening?

How is the market growing?

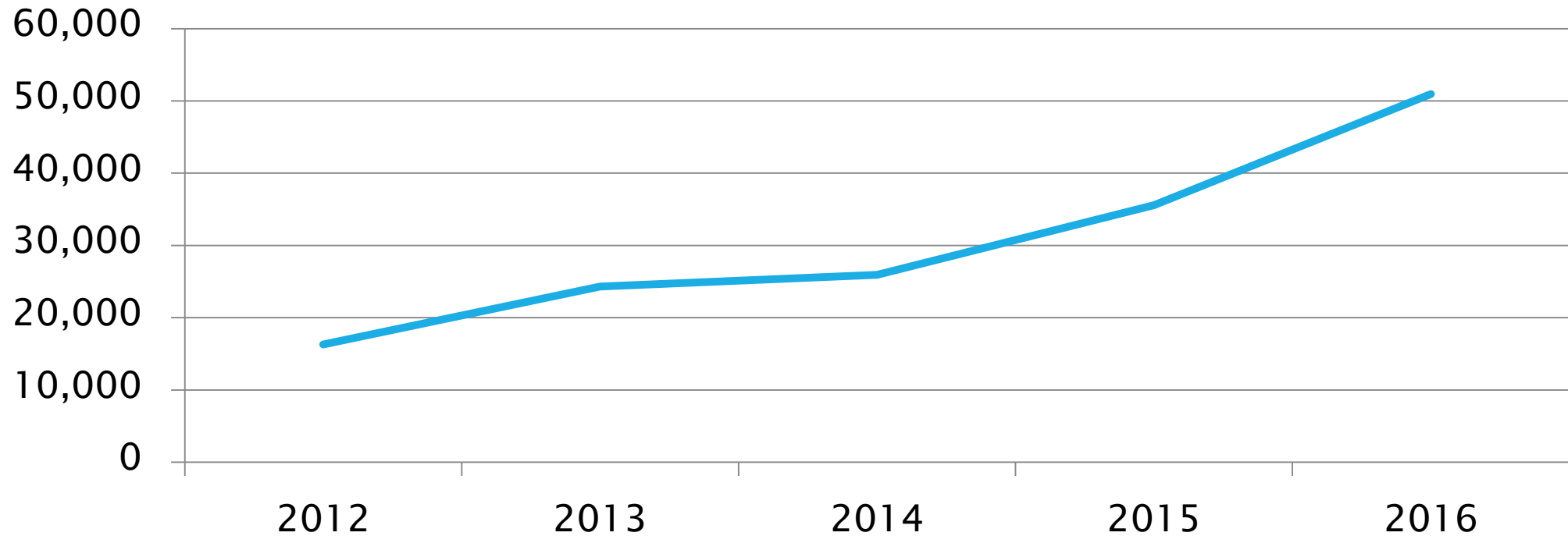
What's hot, what's not?

Information drawn from

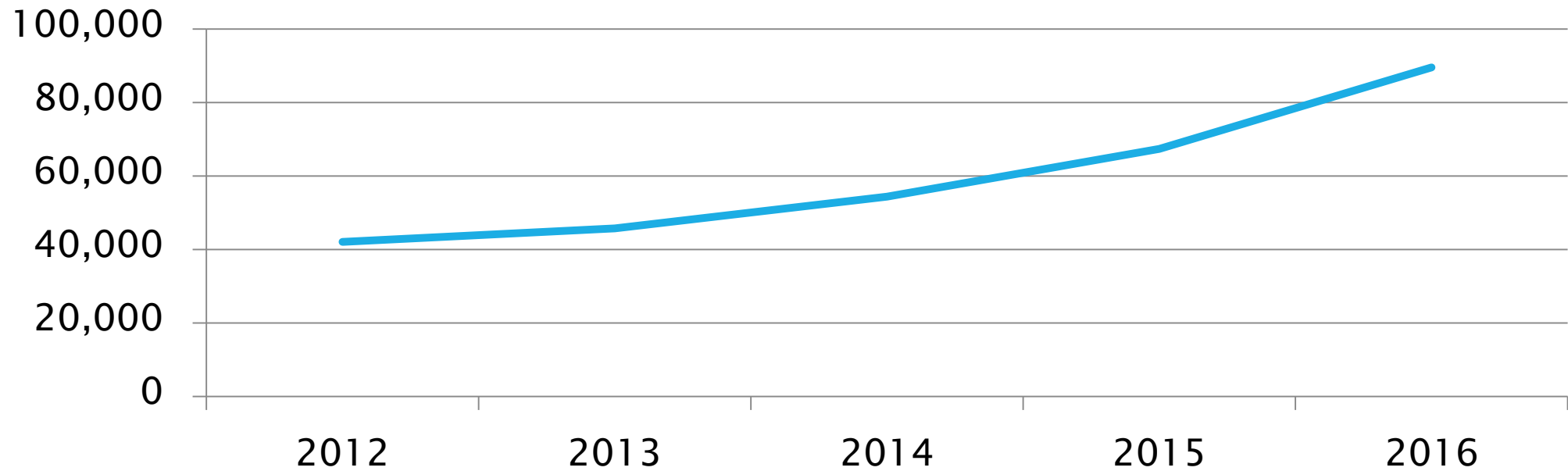
- APA Consumer Survey by Edison Research, 2017
- APA Sales Survey (2016 data) by Management Practice, Inc.

U.S. AUDIOBOOK PUBLISHING 5-YEAR GROWTH

Audiobook Titles Published



Units Sold in Millions



U.S. 5-YEAR AUDIOBOOK UNITS SOLD

5-YEAR U.S. GROWTH RATE OF AUDIOBOOK PUBLISHING

Annual Growth Rate in Dollars	2012	2013	2014	2015	2016
over previous year	13.5%	11.8%	13.2%	20.7%	18.2%
Annual Growth Rate of Unit Sales	2012	2013	2014	2015	2016
over previous year	17.9%	14.3%	19.5%	24.2%	33.9%

EDISON RESEARCH: THE INFINITE DIAL SURVEY, 2017

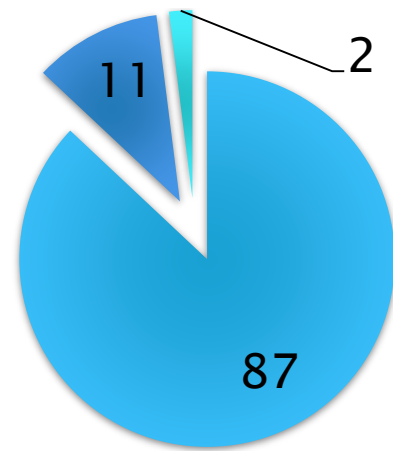
44% of all American adults have listened to at least one complete audiobook

68% of all podcast listeners have listened to a complete audiobook

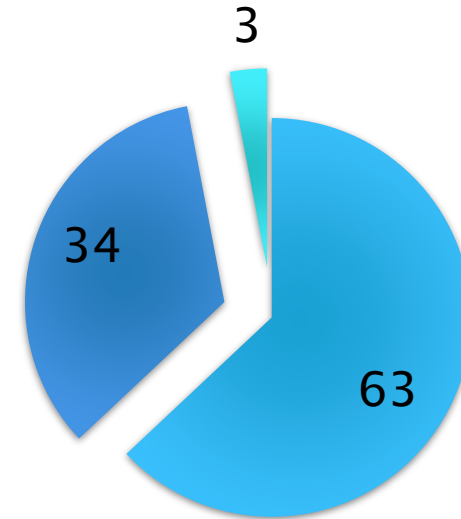
Podcast listeners listened to **twice** the number of audiobooks last year as others who listened to audiobooks

U.S. AUDIOBOOK FORMAT SALES SHARES

2016

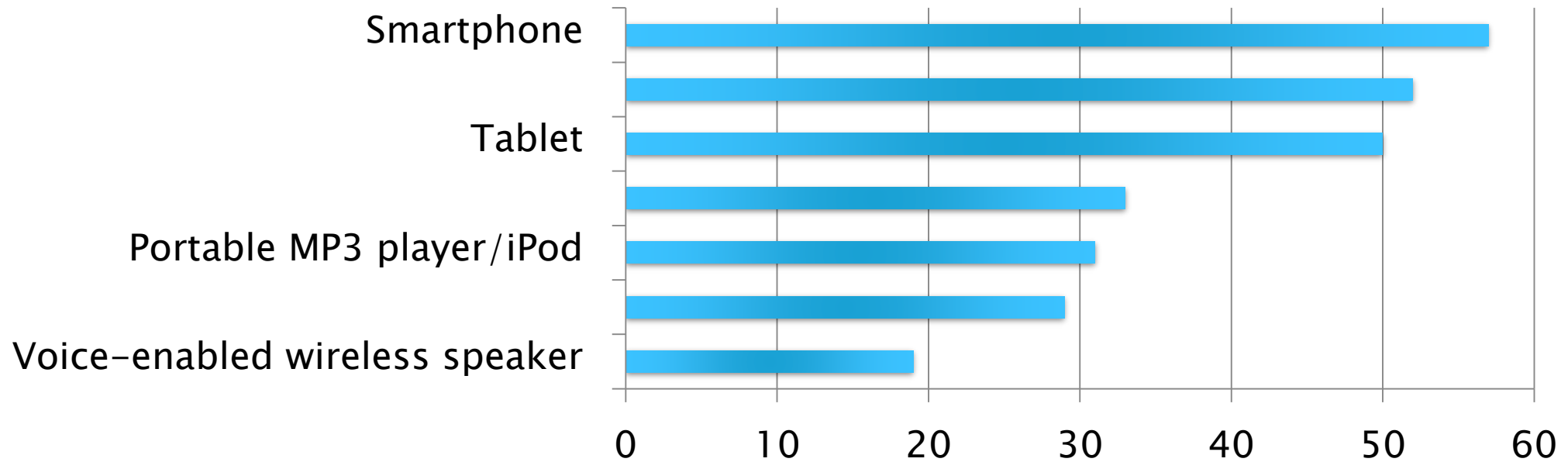


2012



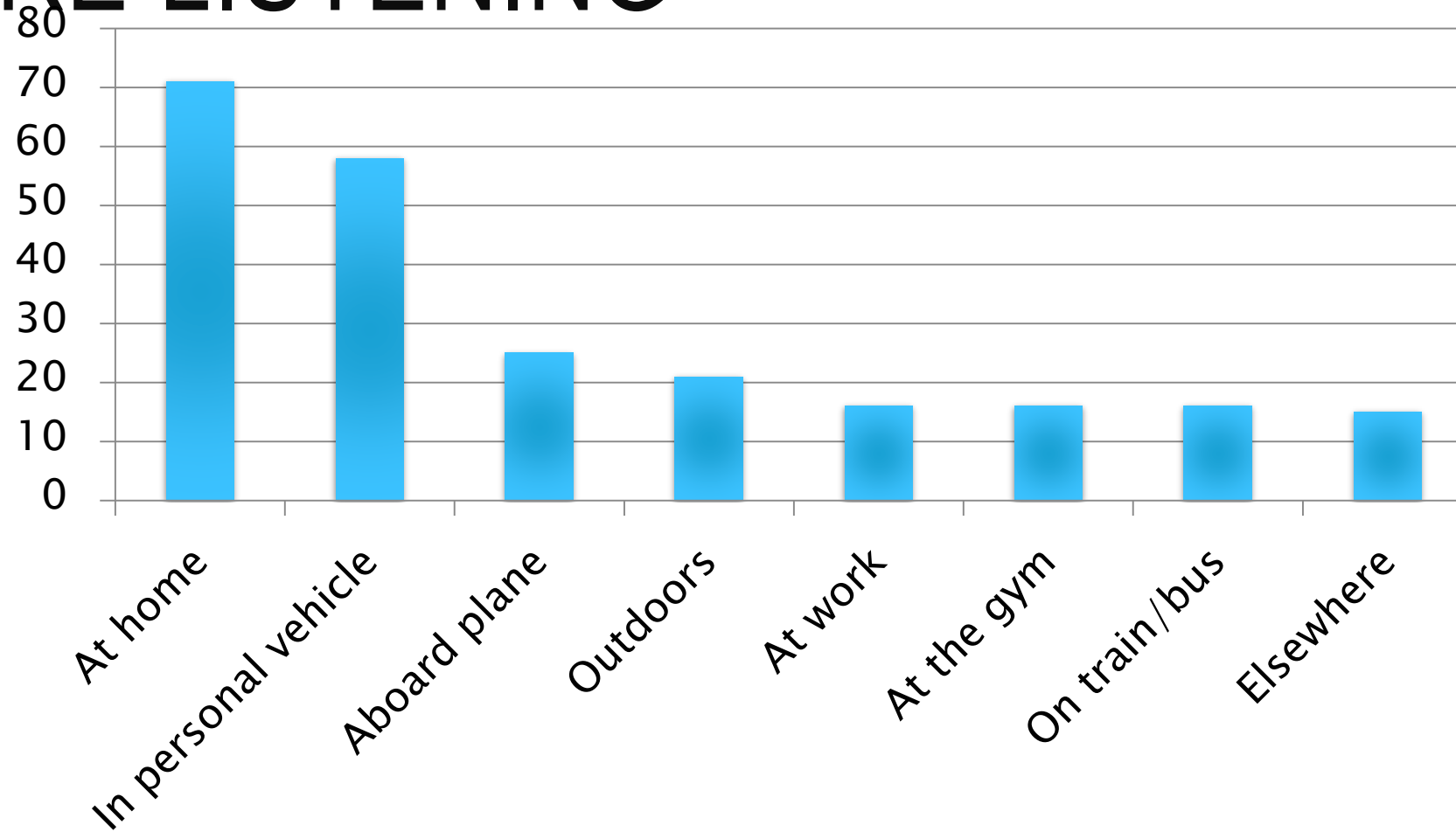
■ Downloads ■ Compact discs ■ Other

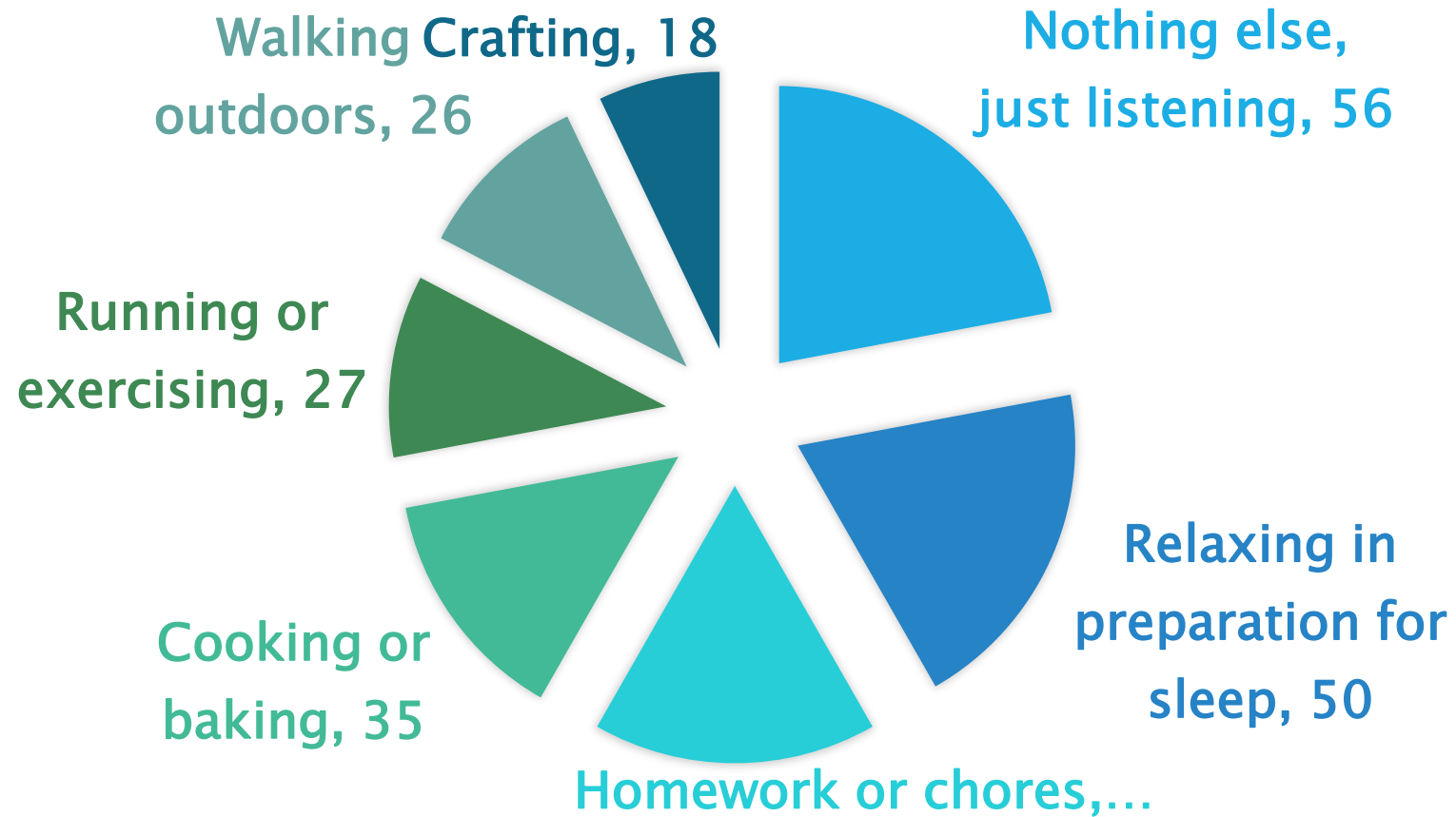
Audiobook Listening Devices Used in Past 12 Months



CONSUMER EXPERIENCE WITH DIGITAL LISTENING

WHERE U.S. AUDIOBOOK LISTENERS ARE LISTENING





WHAT U.S. AUDIOBOOK LISTENERS DO WHILE LISTENING

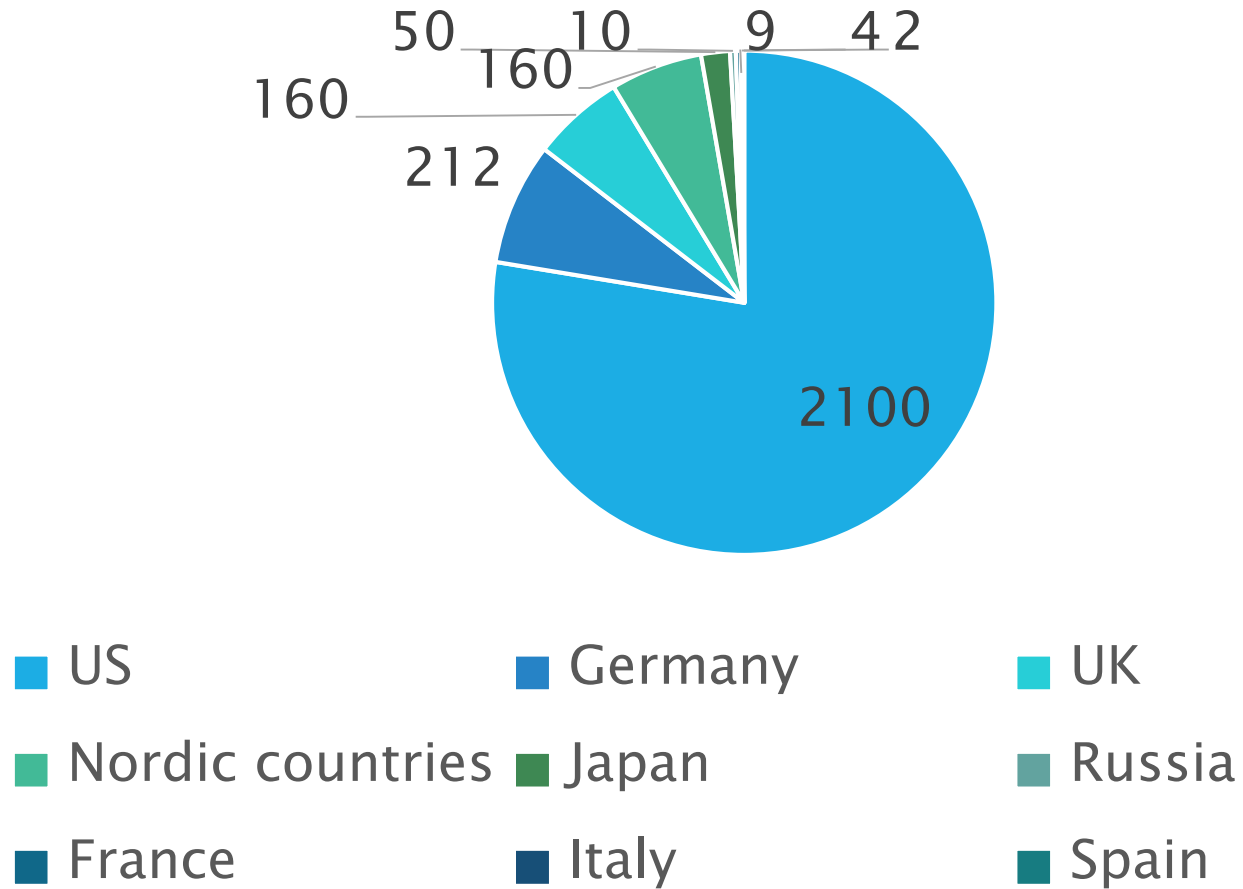
...AND WITH A
22%
INCREASE IN
AUDIOBOOK
LISTENERS
2015 - 2017,
48% OF
FREQUENT
AUDIOBOOK
LISTENERS
ARE NOW
UNDER 35.

FREQUENT listeners listened to more than 4 audiobooks in the prior 12 months

- 9% had listened to 4 to 5 audiobooks
- 10% had listened to 6 to 9
- 13% had listened to 10 or more audiobooks in the previous 12 months

ESTIMATED SIZE OF GLOBAL MARKET U.S. \$

DATA COLLECTED FROM ORGANIZATIONS IN EACH COUNTRY



GLOBAL TRENDS

Smartphones
are driving
growth across
the globe

Local language
audio content
and local
retailers help
build markets

CDs are slow
to leave
markets in
which they had
a foothold



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