

LIBRARY JOURNAL

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Book News: APA: Audiobook Sales Grew Six Percent in 2006

by Michael Rogers -- Library Journal, 9/4/2007 5:09:00 AM

The Audio Publishers Association (APA) 2007 **Sales Survey** showed a six percent increase in audiobook sales over 2005, with the industry overall weighing in at a healthy \$923 million in sales. The winning formula for the top selling audios is that they are: unabridged, book-based fiction on CD aimed at adults and sold through retail channels and to libraries. Libraries, in fact, accounted for 32 percent of all audio sales, the highest of any outlet. Adult listeners represented 87 percent of overall audio market, and CD-based programs generated 77 percent of sales followed by downloads at 14 percent. Cassettes continue to spiral towards their graves, representing only seven percent of sales, down from 2005's 16 percent.