



**Listen Up**

PW's Audiobook Blog

## APA 2011 Sales Survey

By Adam Boretz - December 12, 2011



Late last week, the Audiobook Publishers Association released its 2011 Sales Survey. Take a look below for some of this year's survey highlights:

- Unit sales were up nearly 10 percent in the past year, showing continued consumer interest in audiobooks.
- Based on the companies who reported (representing 61 percent of industry), total net sales (after returns) are up by 2 million units and \$2 million.
- The total number of audiobooks being published doubled in the past three years, from 3,073 in 2007 to 6,200 in 2010.
- Audiobook downloads continued on a growth trend representing 36 percent of dollar volume (up from 29 percent in 2009) and 52 percent of unit sales (up from 48 percent in 2009)
- In the past 5 years, downloading has grown 300 percent by dollar volume (from 9 percent in 2005) and 150 percent in terms of units (from 21 percent in 2005).
- The CD format still represents the largest single source of dollars but showed slight declines overall in 2010 – 58 percent of revenue (down from 65 percent) and 43 percent of unit sales (down from 46 percent).
- Unabridged editions (89 percent of the market by dollars; 85 percent of the market by units) continue to lead in sales.

Tags: [201 sales survey](#), [apa](#), [audio publishers association](#), [audiobooks](#), [listen up](#), [publishers weekly](#)

[http://blogs.publishersweekly.com/blogs/ListenUp/?p=1836&utm\\_source=Publishers+Weekly%27s+PW+Daily&utm\\_campaign=009ccffb78-UA-15906914-1&utm\\_medium=email](http://blogs.publishersweekly.com/blogs/ListenUp/?p=1836&utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=009ccffb78-UA-15906914-1&utm_medium=email)