

In the Bookroom

A collaborative blog covering books, media, and publishing, including early previews of the hottest titles by *Library Journal's* review staffers, and op-eds and guest blogs by notable contributors. Follow us on Twitter: @LJReviews

Report: Audiobook Sales Rise, with Downloads on the Upswing

DECEMBER 7, 2011 BY DAVID RAPP [LEAVE A COMMENT](#)

The Audio Publishers Association (APA) announced the publication of its 2011 Industry Sales Survey Report yesterday. Although the report itself was not released to the press this year, the organization did provide some highlights indicating a robust audiobook industry. From the APA: Unit sales were up nearly 10% in the past year, showing continued consumer... [\[Continue Reading\]](#)

FILED UNDER: AUDIOBOOKS, IN THE BOOKROOM, NEWS, PUBLISHING TAGGED WITH: AUDIO PUBLISHERS ASSOCIATION

Report: Audiobook Sales Rise, with Downloads on the Upswing

By David Rapp - December 7, 2011

The [Audio Publishers Association](#) (APA) announced the publication of its 2011 Industry Sales Survey Report yesterday. Although the report itself was not released to the press this year, the organization did provide some highlights indicating a robust audiobook industry. From the APA:

- Unit sales were up nearly 10% in the past year, showing continued consumer interest in audiobooks.
 - Based on the companies who reported (representing 61% 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% of dollar volume (up from 29% in 2009) and 52% of unit sales (up from 48% in 2009).
 - In the past 5 years, downloading has grown 300% by dollar volume (from 9% in 2005) and 150% in terms of units (from 21% in 2005).
- The CD format still represents the largest single source of dollars but showed slight declines overall in 2010—of revenue (down from 65%) and 43% of unit sales (down from 46%).
- Unabridged editions (89% of the market by dollars; 85% of the market by units) continue to lead in sales.

<http://reviews.libraryjournal.com/2011/12/in-the-bookroom/report-audiobook-sales-rise-with-downloads-on-the-upswing/>