



Audio Publishers Association

**AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS**

**Sales Overview**

2011	2012	2013	2014	2015
<ul style="list-style-type: none"> <li>• Audiobook sales in 2011 totaled \$1 billion, up 3.9% over 2010.</li> <li>• Unit Sales were up 3.4%.</li> <li>• 7,237 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2012 totaled \$1.2 billion, up 13.5% over 2011.</li> <li>• Unit Sales were up 17.9%.</li> <li>• 16,309 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2013 totaled \$1.3 billion, up 11.8% over 2012.</li> <li>• Unit Sales were up 14.3%.</li> <li>• 24,305 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2014 totaled \$1.47 billion, up 13.2% over 2013.</li> <li>• Unit Sales were up 19.5%.</li> <li>• 25,944 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2015 totaled \$1.77 billion, up 20.7% over 2014.</li> <li>• Unit Sales were up 24.2%.</li> <li>• 35,574 audiobook titles were published.</li> </ul>

**Units Sold**

	2011	2012	2013	2014	2015
<b>Units Sold</b>	36,193,489	42,022,525	45,716,525	54,391,225	67,341,630

**Average % of Returns**

	2011	2012	2013	2014	2015
<b>Returns %</b>	10.8%	8.3%	7.5%	7%	5.7%

**Formats (sales units)**

	2011	2012	2013	2014	2015
<b>CD</b>	37.8%	34%	27.8%	21.2%	15.6%
<b>Download</b>	58.5%	62.9%	69.6%	76.9%	83.1%
<b>Other (pre-loaded devices, MP3-CD, Apps, Book &amp; CD sets)</b>	3.5%	3.1%	2.6%	1.9%	1.3%

**Formats (sales dollars)**

	2011	2012	2013	2014	2015
<b>CD</b>	54%	43%	35%	29%	22%
<b>Download</b>	42%	54%	62%	69%	77%
<b>Other (pre-loaded devices, MP3-CD, Apps, Book &amp; CD sets)</b>	4%	3%	3%	2%	1%

### Unabridged vs. Abridged Format (sale units)

	2011	2012	2013	2014	2015
Unabridged	88%	89.9%	89.4%	91.7%	96.3%
Abridged	12%	9.7%	10.3%	8.3%	3.5%

### Fiction vs. Non-fiction (sales units)

	2011	2012	2013	2014	2015
Fiction	73%	78.4%	77.6%	77.4%	76.3%
Non-Fiction	27%	21.6%	22.4%	22.6%	23.7%

### Target Age (sales units)

	2011	2012	2013	2014	2015
Children	14%	14.1%	9.5%	13.3%	9.6%
Adult	86%	85.9%	90.5%	86.7%	90.4%

\*These statistics are based on the sales survey conducted by the independent research firm Management Practice in Spring 2016 and on the consumer behavior survey conducted by Edison Research in Spring 2015.

#### General Inquiries

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#### Press Inquiries

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