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AUDIOBOOKS INDUSTRY SHOWING ENORMOUS GROWTH

The Audio Publishers Association releases results from annual sales survey

NOVEMBER 21, 2013— The Audio Publishers Association released the results from the annual survey of sales which revealed that business is robust and that consumers can expect to find more titles than ever before in the audio format. The industry enjoyed double-digit growth in net revenue and the number of units sold in 2012.

According to the independent research firm Management Practice who conducted The 2012 Audio Publishers Association Annual Survey of Members, 6 million more audiobooks were sold in 2012 than were sold in 2011, representing a 13.5% increase in revenue reported by the publishers who shared data for both 2011 and 2012.

The sales growth can be attributed in part to the fact that the total number of titles published in 2012 in the audio format has nearly doubled year over year. The format is thriving with the widest selection of titles ever available—13,255 titles were published as audiobooks in 2012, up from 7,237 the previous year. Publishers continue to increase their output to ensure that the most popular trade titles are released simultaneously in print and audio formats.

Adding to the positive outlook is a 16.7% decrease in returns of audiobooks. Returns as a percentage of overall gross sales are at an all-time low.

The digital download format is still on the rise, now representing nearly two-thirds of total audiobook units sold and more than half the industry's revenue. Another newer format—the MP3-CD—while still representing a tiny portion of the overall business, has more than doubled its number of units sold from



.8% to 1.7%. CDs are still holding firm—they represent more than one-third of the business and nearly half the dollars earned for audiobook publishers.

The unabridged format continues to dominate with 90% of audios sold being in this format. Fiction continues to represent the vast majority of audiobooks sold with roughly 78.4% of audios being fiction vs. 21.6% non-fiction. The statistics are similar for adult titles (85.9%) vs. those children and young adult (14.1%).

ABOUT THE AUDIO PUBLISHERS ASSOCIATION

The Audio Publishers Association (APA) is a not-for-profit trade association that advocates the common, collective business interests of audio publishers. The APA consists of audio publishing companies and allied suppliers, distributors, and retailers of spoken word products and allied fields related to the production, distribution and sale of audiobooks.

**For additional information,
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