

# 2018 ANNUAL SALES SURVEY RESULTS

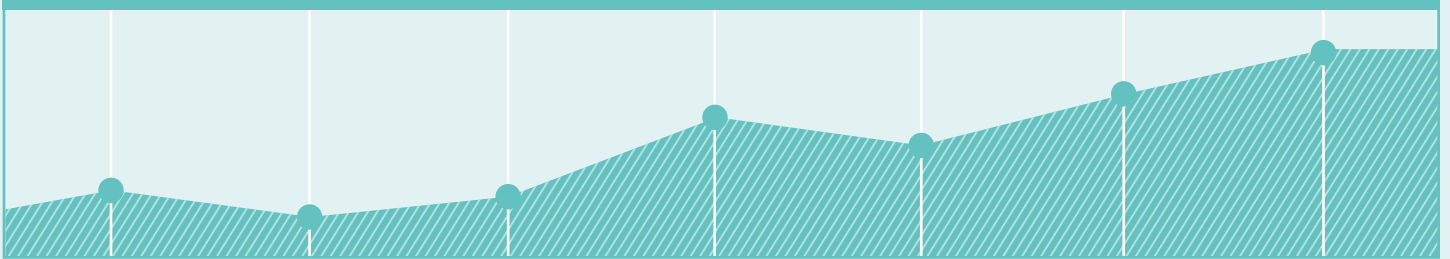


Audio Publishers Association

# 7 YEARS

## OF DOUBLE DIGIT REVENUE GROWTH

2012-13.5% 2013-11.8% 2014-13.2% 2015-20.7% 2016-18.2% 2017-22.7% 2018-24.5%



**INCREASE  
IN AUDIOBOOK  
REVENUE IN 2018**

**24.5%**

**TOTALS  
\$941M\***

**91.4%**  
OF AUDIOBOOK  
REVENUE  
COMES FROM  
DIGITAL USAGE

**67.3%**  
GENERAL FICTION,  
MYSTERIES,  
THRILLERS,  
SUSPENSE, AND  
SCIENCE FICTION /  
FANTASY

GENERAL  
NON-FICTION,  
HISTORY,  
BIOGRAPHY,  
MEMOIR, AND  
SELF-HELP  
**32.7%**

**44,685**



**AUDIOBOOKS  
PRODUCED  
UP 5.8% FROM  
PRIOR YEAR**

\*THE APA CHANGED REPORTING OF MARKET SIZE THIS YEAR FROM ESTIMATED CONSUMER DOLLARS TO RESPONDING PUBLISHER RECEIPTS TO ALIGN MORE CLOSELY WITH OTHER BOOK INDUSTRY STATISTIC REPORTS.