



## **AUDIO PUBLISHING INDUSTRY CONTINUES TO GROW; SHOWS 4.7% INCREASE IN SALES**

### ***Audiobook Sales Reach an Estimated \$871 Million***

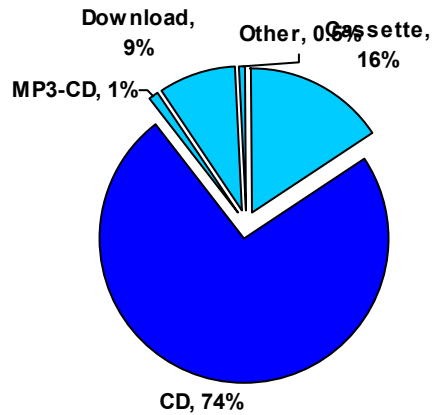
McLean, Va (September 12, 2006) – The Audio Publishers Association (APA) conducted a sales survey to gather industry sales data, including gross sales and sales by various formats. The survey was conducted in the summer of 2006 by the independent research firm of Lewis & Clark Research. **The survey analyzed sales data from 2005 against data from the previous year and showed a 4.7 percent increase with audiobook sales reaching \$871 million.**

### **Sales Survey Results**

#### ***Overall Sales:***

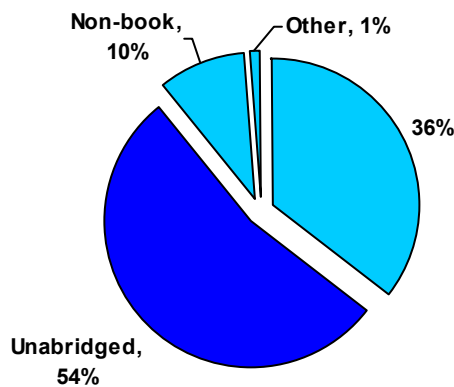
- Thirty-one member publishers participated in the survey which looked at data from January 1-December 31, 2005.
- Factoring in sales from non-reporting APA members and other audiobook companies who are not members, APA estimates the size of the audiobook market at \$871 million, an increase of 4.7 percent.

**Format:**



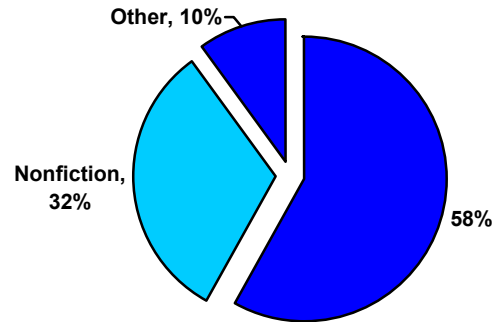
- In the 2005 results, CD sales made up 74 percent of format sales (measured by dollar volume). In comparison, CDs represented 35 percent of the revenue in 2002, 45 percent in 2003, and 63 percent in 2004.
- Cassette sales continued to decrease. In 2005, publishers produced a much smaller number of audiobooks on cassettes. Cassettes represented only 16 percent of sales compared to 30 percent of the sales in 2004. The declining trend shows cassettes represented 45 percent of the revenue in 2003 and 58 percent of the revenue in 2002.
- Other formats such as downloads continued to increase as the adoption of new technologies increased. Downloads represented 9 percent of sales in 2005 compared to 6 percent of sales in 2004.

**Edition:**



- Unabridged titles represented 54 percent of sales units, while sales of abridged audiobooks represented 36 percent of sales.

**Genre:**



- Fiction represented 58 percent and nonfiction represented 32 percent in units.

***Product:***

- 94 percent of the revenue is generated by book-based product.

***Sales Channel:***

Audio publishing showed continued growth in 2005. Publishers are producing more unabridged titles than in the past. Also, according to the publishers, the last year has seen cuts of most of their cassette production in fiction and non-fiction, and a limited amount of, or in some cases, no cassettes published for business titles.

**Methodology:**

E-mail invitations, containing a link to an online survey, were sent on August 3, 2005, to 76 member companies of the APA. Approximately one week later, paper questionnaires were mailed to all members who had not completed the survey online. A total of 4 e-mail broadcasts and 2 mailings of paper questionnaires were conducted. In addition, follow-up telephone calls were made to non-respondents to encourage participation in the survey. As of the cut-off date of August 21, 2006, APA received 31 usable surveys. The final usable response rate for this survey was 41 percent.

**2005 Companies Represented in Survey**

2006 PARTICIPANTS	
Audible, Inc.	Listen & Live Audio
Audio Bookshelf	Live Oak Media
Audio Evolution	Naxos of America, Audiobooks
Audio Partners	Oasis Audio
Audio Renaissance	Random House Audio
Audio-Playwrights	Recorded Books
BBC Audiobooks America	Simon & Schuster
Blackstone Audiobooks, Inc.	Sir Fir Books & Music
Brilliance Audio, Inc.	St. Anthony Messenger Press
Cutting Corporation	Tantor Media, Inc.
Hachette Book Group	Toy Box Productions
HarperCollins Publishers	Ulverscroft Group
Heart Flame Publishing	Weston Woods/Scholastic
HighBridge	Writer's AudioShop
Hovel Audio	Yoyo
Hyperion Audio Books (Time Warner)	

## **Appendix:**

### Glossary of Terms

Unabridged—Containing the original content of the printed work being recorded. The material is not condensed.

Abridged—To reduce the length of the audiobook by condensing the text.

Fiction—A literary work whose content is produced by the imagination and is not necessarily based on fact.

Non-Fiction—Literary work other than fiction that is based in fact.

Download—To transfer audiobooks from a server or host computer to one's own computer or device.

#### **About the Audio Publishers Association:**

The Audio Publishers Association (APA) is a not-for-profit trade organization whose primary goals are to promote awareness of the audiobook industry, gather and disseminate industry statistics, encourage high production standards, and represent the interests of audiobook publishers. Since 1986, the APA has worked to bring audio publishers together to increase interest in audiobooks.

[www.audiopub.org](http://www.audiopub.org)

#### **About Lewis & Clark Research:**

Specializing in mail and online-based quantitative research, Lewis & Clark Research is a full-service market research firm founded in 1983. Lewis & Clark works with a variety of clients located throughout the country, including trade associations, business and consumer service providers, magazine publishers, and manufacturers. [www.lewisclarkinc.com](http://www.lewisclarkinc.com)

For more information on the sales survey data and to schedule an interview with an APA spokesperson, contact Shawn Taylor Zelman at the Audio Publishers Association (APA) at (703) 556-7172, [szelman@audiopub.org](mailto:szelman@audiopub.org).