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# The Audiobook Market in 2017

How listening to audio is reaching new audiences

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9<sup>th</sup> April 2018



# What data sources are being used?

**Books & Consumers UK:** An online monthly survey of around 3,000 book buyers who buy (on average) 2.5 books = 7,500 purchases

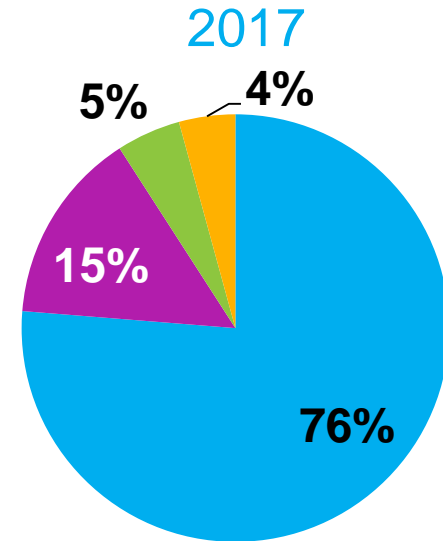
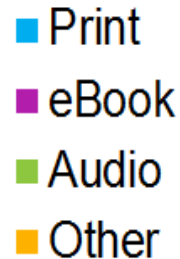
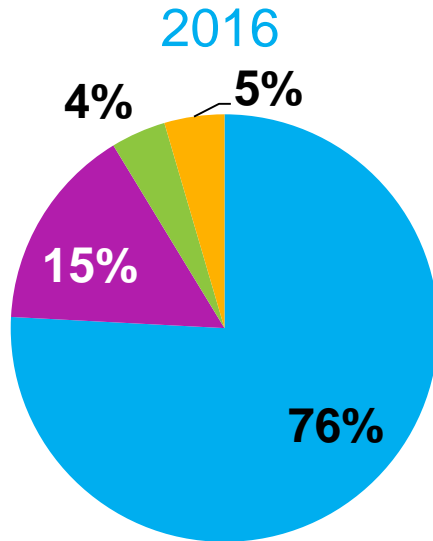
**Nielsen BookScan Audio UK:** Uses EPOS to track physical sales for audio books from retailers on our panel.

**Understanding the UK Audiobook consumer (2017):** Undertook in August-September 2017, using online interviews with a sample of 2000 UK adults (aged 18-84)

**BookScan Annual review in 2017:** A report that looks at the previous year in the book industry, internationally and across all formats.

# How are Books consumed?

Audio has grown by 0.7% in market share



Total Value: £2.39bn

Only audio grew YoY

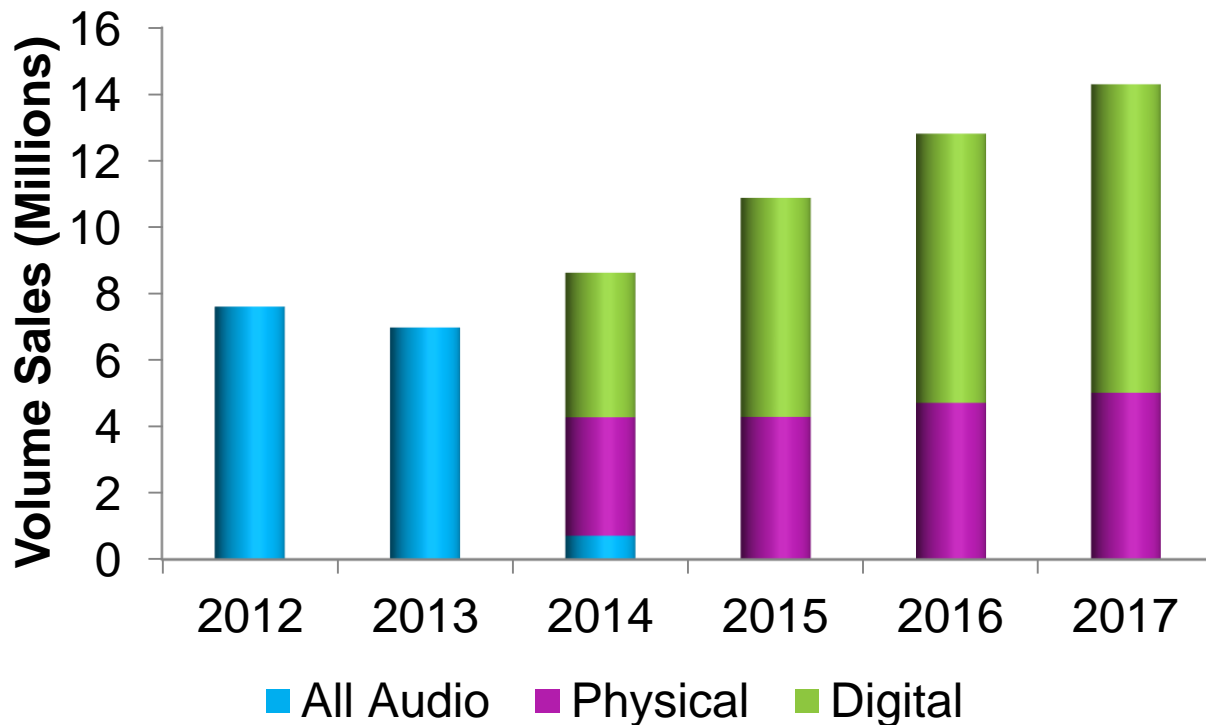


1.2% decline

Total Value: £2.36bn

# What we know about Audiobooks

Nielsen Books & Consumers Data volume by year



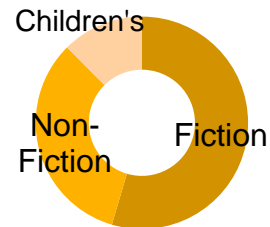
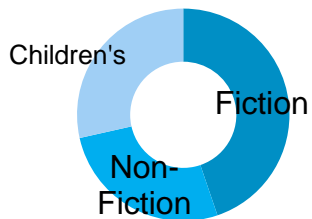
Purchases of Audiobooks are up 12% YoY and 104% when compared with 2013

CDs/Tapes are increasing marginally but Digital download and streaming is now at 65% share

# Who is buying audiobooks?

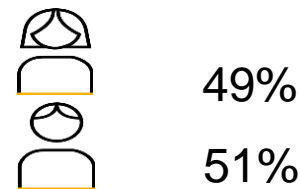
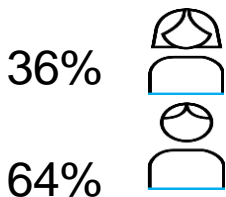
Physical 35%

Digital 65%



66% bought for oneself

92% bought for oneself



Purchase use

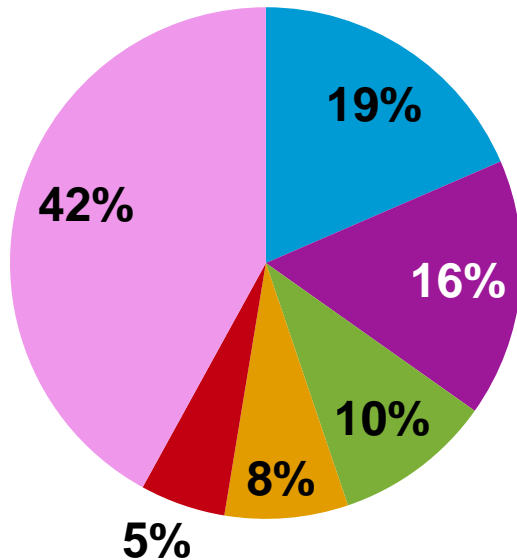
- Pleasure/relaxation 50%
- Commuting/travelling 19%
- Read/use with child 12%

Purchase use

- Pleasure/relaxation 67%
- Commuting/travelling 21%
- Self-help/improvement 13%

# What genres are being consumed in audio?

Crime, Thriller maintains the top spot



- Crime, Thriller & Adventure
- General Fiction
- Children's Fiction
- Science Fiction & Fantasy
- Personal Development
- Other

The World/Ideas/Culture 1.4%

Crime, Thriller & Adventure 1.4%

General Fiction 1.1%

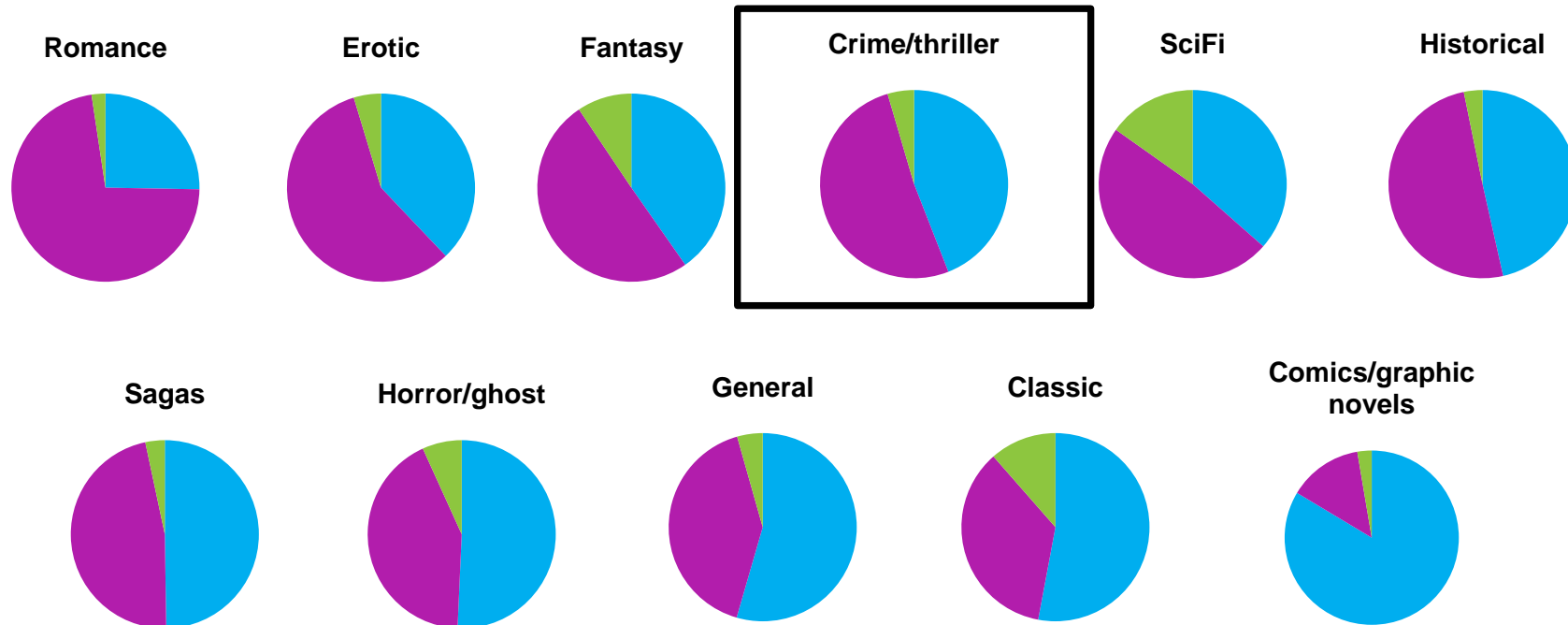
Personal Development 1.1%

Politics & Government 1%

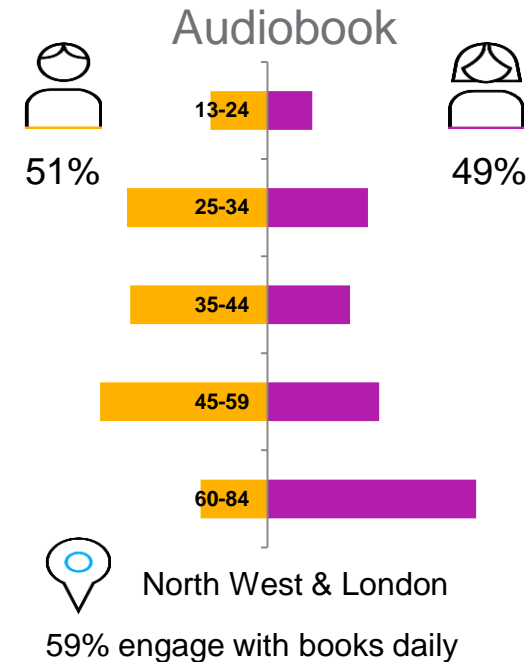
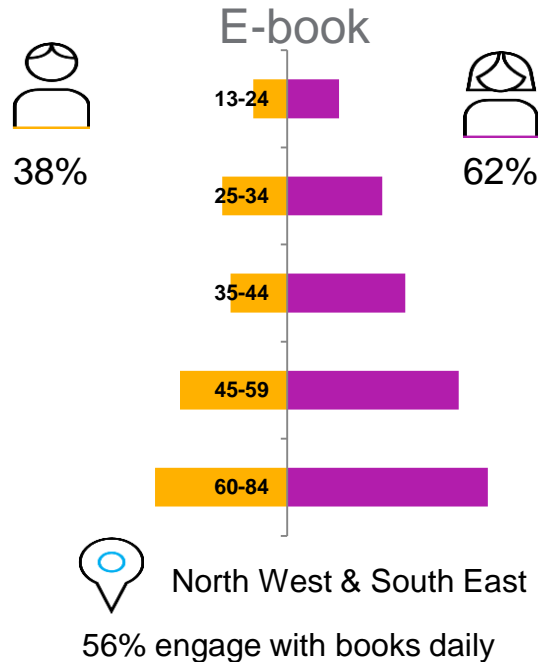
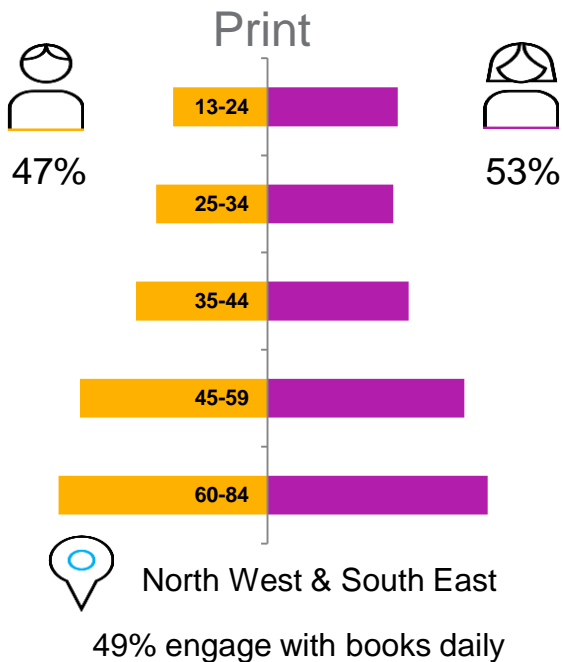
# Digital share by fiction genre



Range from 74% taken by e-books to 16%



# Who's buying Crime, Thriller & Adventure?



## DISCOVER

- Read author/series before
- Browsing in-store
- Bestseller list
- Shop window

## DISCOVERY

- Read author/series before
- Browsing online
- Advert/trailer/email
- Bestseller list

## DISCOVERY

- Read author/series before
- Browsing online
- Read book before
- Bestseller list



# Where do people listen to audiobooks?

People listen mainly to relax in their spare time



Spare time

42%

↑ 1%



Chores

20%



Bed/pre-sleep

36%



Train

19%



Long car trips

25%

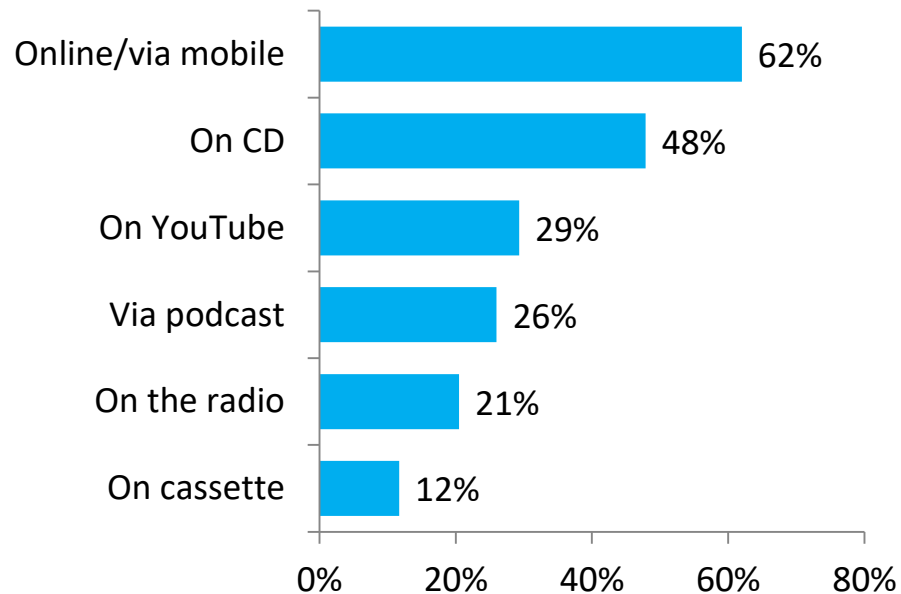
↓ 5%



Commuting

17%

## How listen to audiobooks themselves (2017)



Understanding the UK Audiobook consumer (2017)

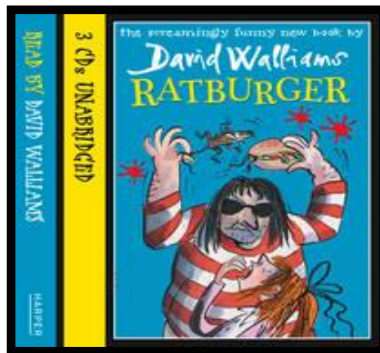
# Top audiobooks purchased

## Fiction



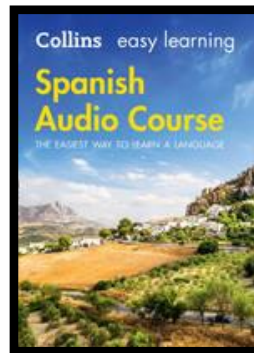
Vol: 2.1K  
Val: £22K  
ASP: £10.36

## Children's



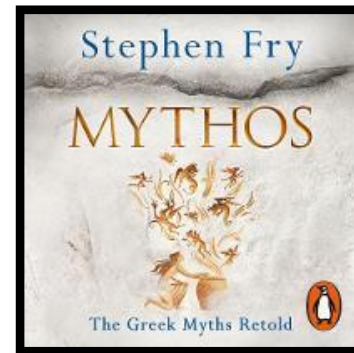
Vol: 18.6K  
Val: £149K  
ASP: £8.00

## Manuals



Vol: 4.7K  
Val: £68K  
ASP: £14.52

## Trade NF



Vol: 1.7K  
Val: £33K  
ASP: £19.32

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