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Audio Publishers Association

MEMBERS ONLY



AUDIO PUBLISHERS ASSOCIATION **ANNUAL REPORT**

2020 / 2021 SALES

 interQ • MAY 2022

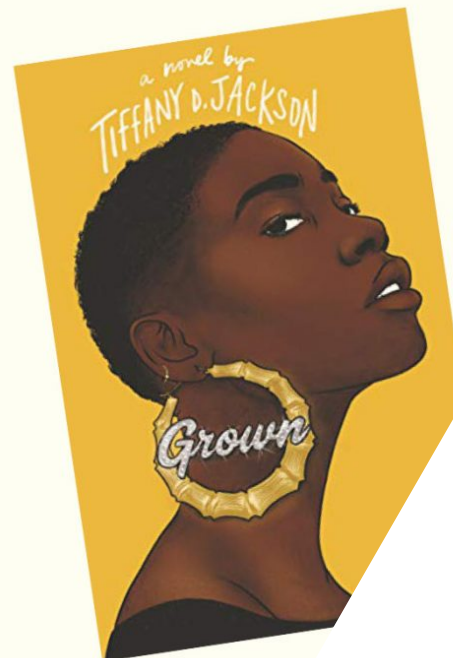
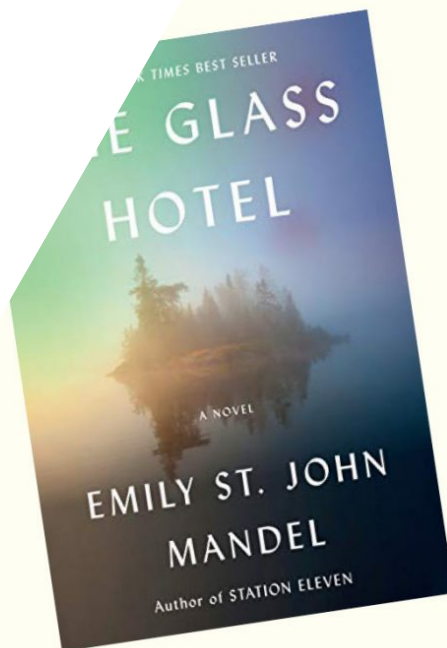
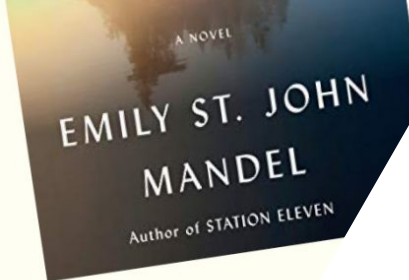


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SUMMARY

SURVEY PARTICIPATION

Participation was similar to last year, with 28 publishers completing the 2022 survey.

SALES

Net sales revenues reached \$1.64-billion in 2021. This was up 25% over last year and represented the tenth year of double-digit growth. This increase in sales continued to be driven by digital audiobooks, which represented 96.9% of revenues in 2021. Sales from this format were up 26.5% in 2021 versus 2020.



KEY TAKEAWAYS

GENRES + OFFERINGS

- ▶ The number of new titles published in 2021 grew 6.3%.
- ▶ Audiobooks targeting adults accounted for 91.9% of this year's sales. Sales for titles targeted at adult and young adult audiences grew by 25.8% and 24.1%, respectively, from 2020 to 2021. In contrast, sales for children's books increased modestly at 4.1%.
- ▶ General fiction, mysteries/thrillers, romance, and sci-fi/fantasy accounted for just over half (55.3%) of all revenues.
- ▶ This year, the romance genre experienced the most growth with a 75% increase in revenues, followed by self-help (34%) and science fiction (32%).
- ▶ Sales from Audio First publications were up just over \$53.8-million in 2021 versus 2020 and represented 6.3% of this year's revenues. This category more than doubled in size, experiencing a 108.8% increase in revenues in 2021 versus 2020.

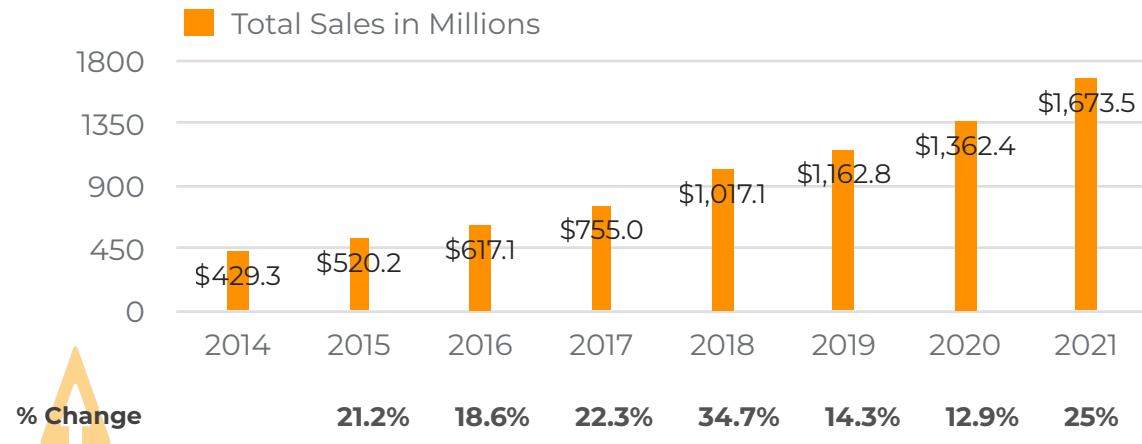


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TOTAL SALES

Net sales revenues were up 25% in 2021 to \$1.64-billion, which continued the trend of year-over-year growth. Meanwhile, gross sales were equally up in 2021 to \$1.67-billion from \$1.36-billion in 2020.



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NEW TITLES PUBLISHED

2021	73,898
2020	69,497
2019	51,347
2018	50,914
2017	45,704
2016	42,960
2015	35,944
2014	25,956
2013	24,305
2012	16,309
2011	7,237
2010	6,200
2009	4,602

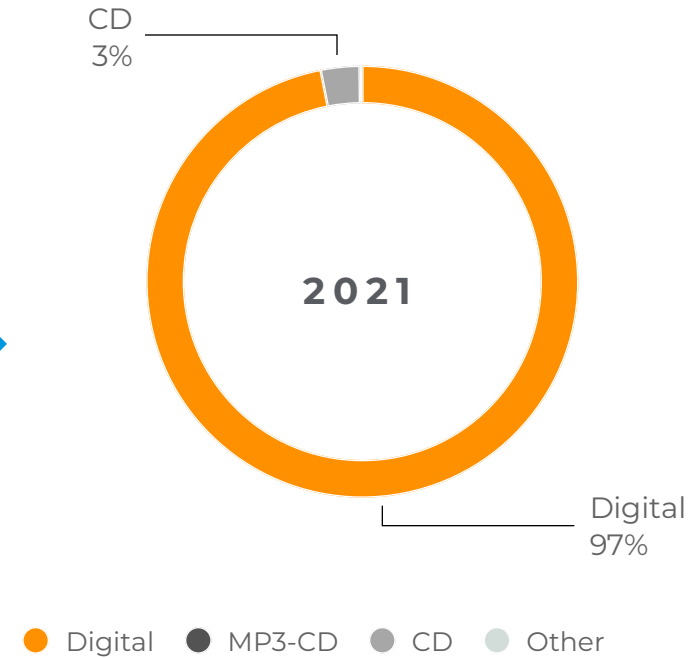
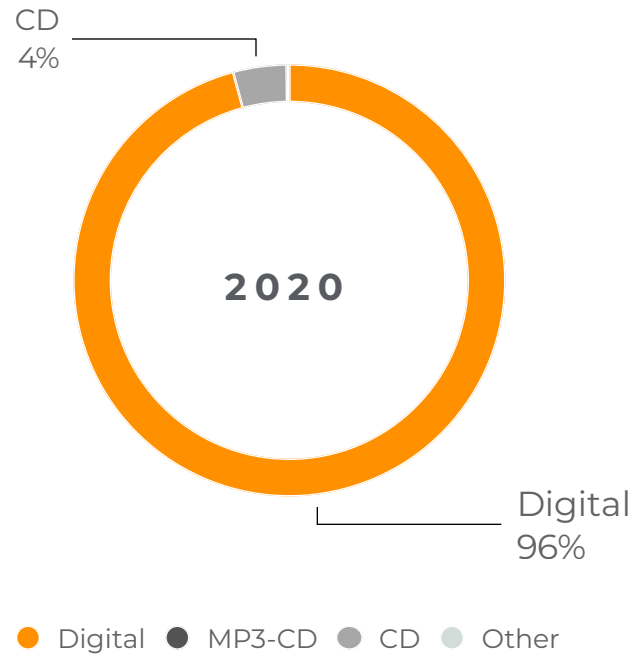
TRENDS

The number of new titles published in 2021 grew 6.3%.



SALES

BY FORMAT



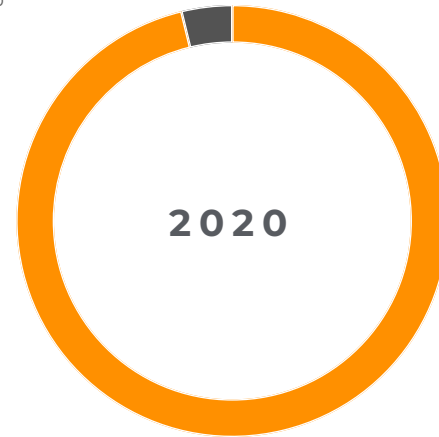
Much like last year, the increase in net sales for 2021 was driven by digital audiobooks, which represented 96.9% of the year's sales dollars.

Sales from this format were up 26.5% from 2020 and amounted to a \$333-million increase in revenues. Meanwhile, sales from CDs continued to decline and dropped 10.2% from 2020. CD sales amounted to only 2.9% of this year's revenues, or just over \$47.3-million.

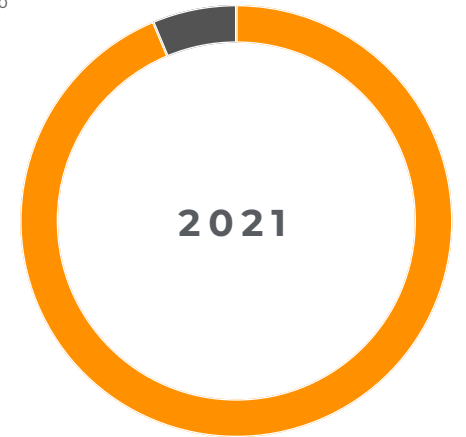
AUDIO FIRST SALES

Sales revenues from Audio First publications were up by just over \$53.8-million in 2021 compared to 2020. This accounted for 6.3% of sales revenues. This category more than doubled in size, experiencing a 108.8% increase in revenues in 2021 versus 2020. This was the fifth year that Audio First publications were tracked in this survey.

Non-Book / Audio First
4%



Non-Book / Audio First
6%

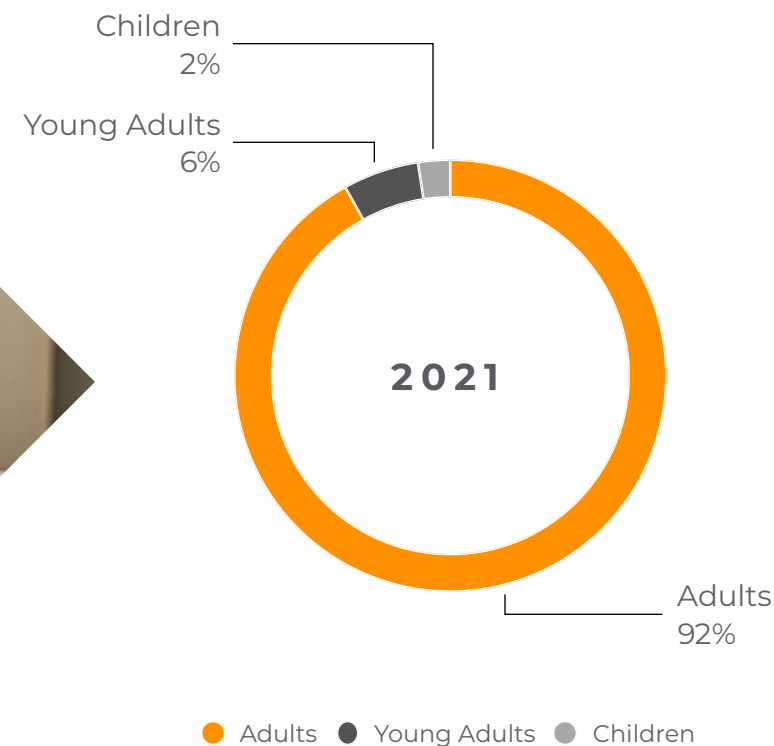
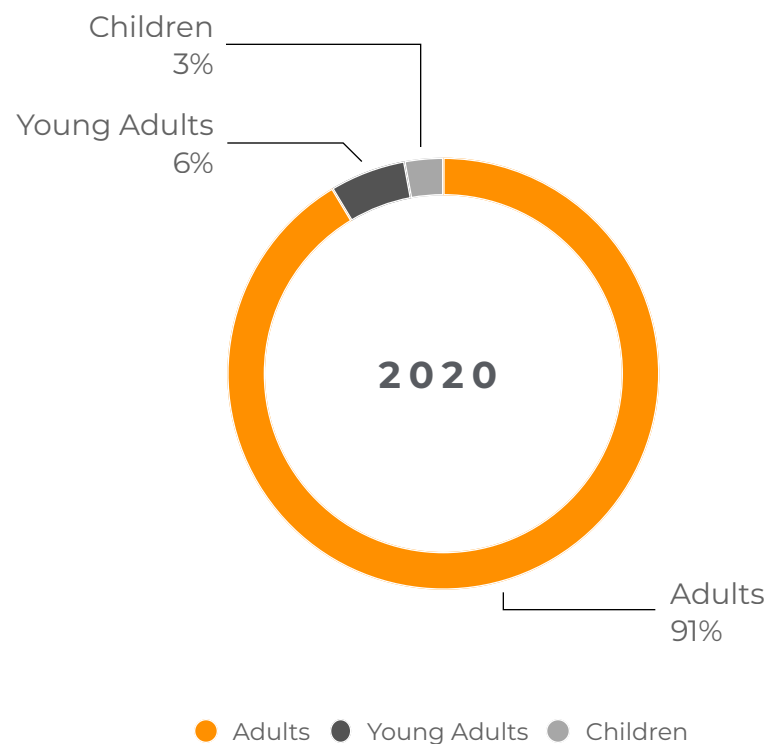


● Book ● Non-Book / Audio First

● Book ● Non-Book / Audio First

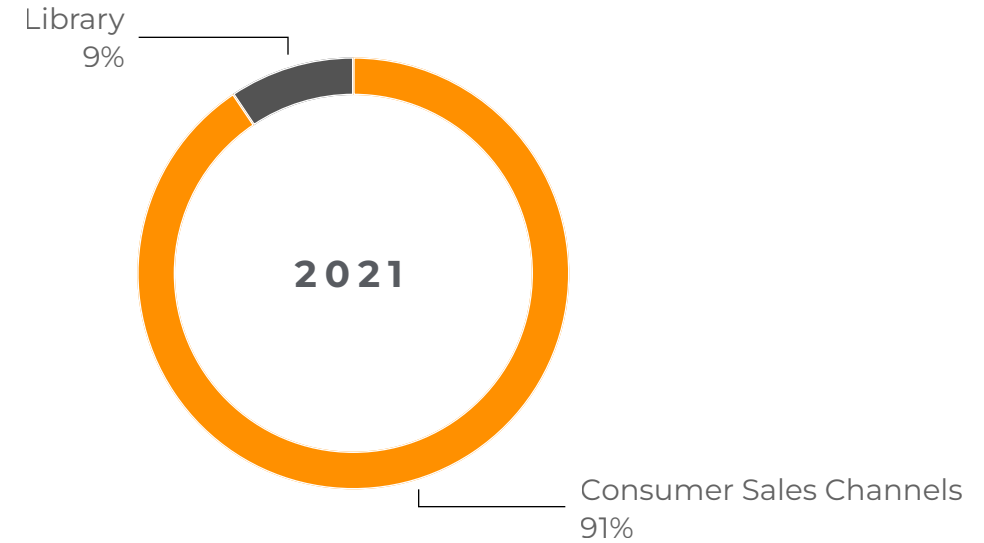
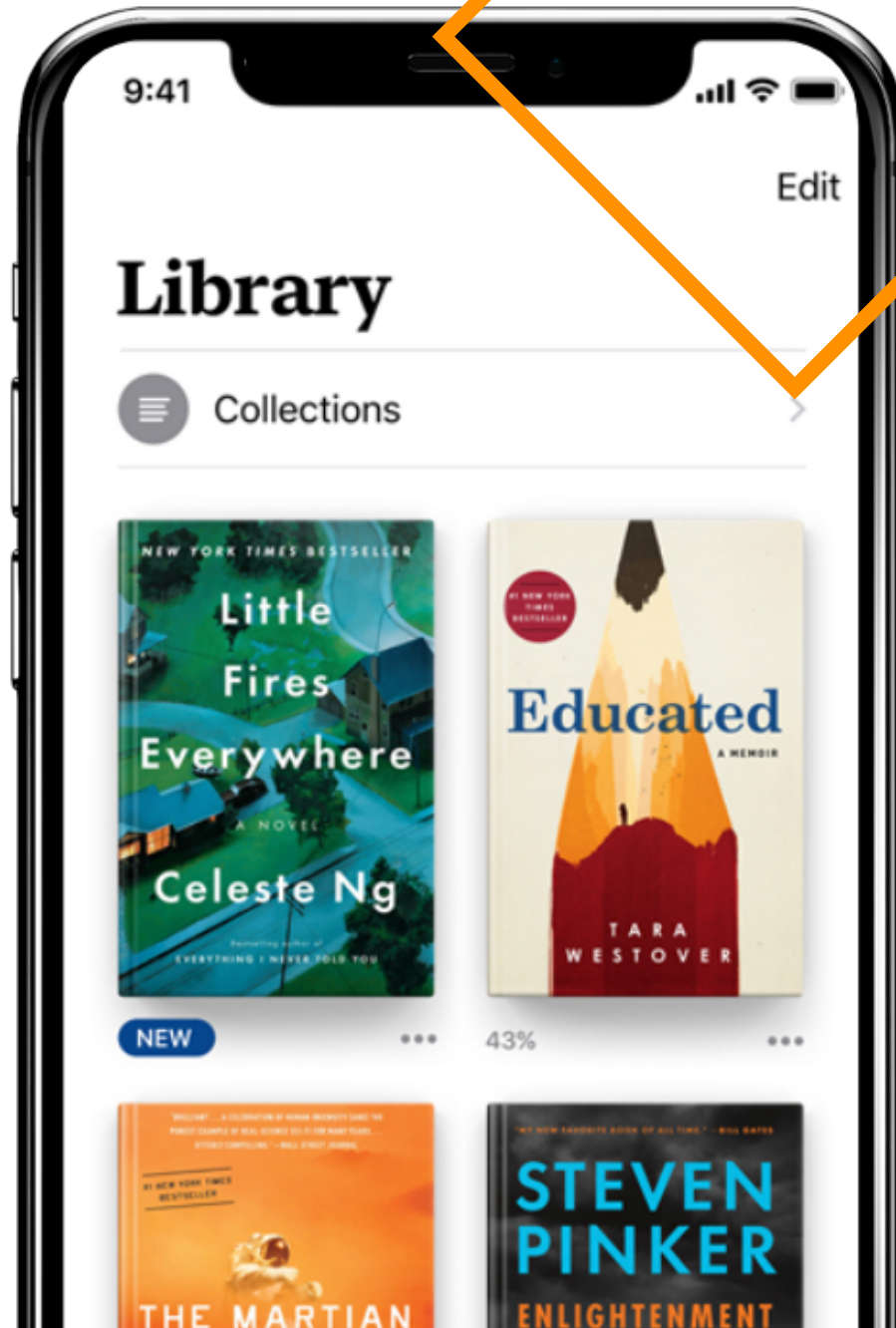


SALES BY AGE GROUP



Audiobooks aimed at adults made up 91.9% of this year's sales revenues.

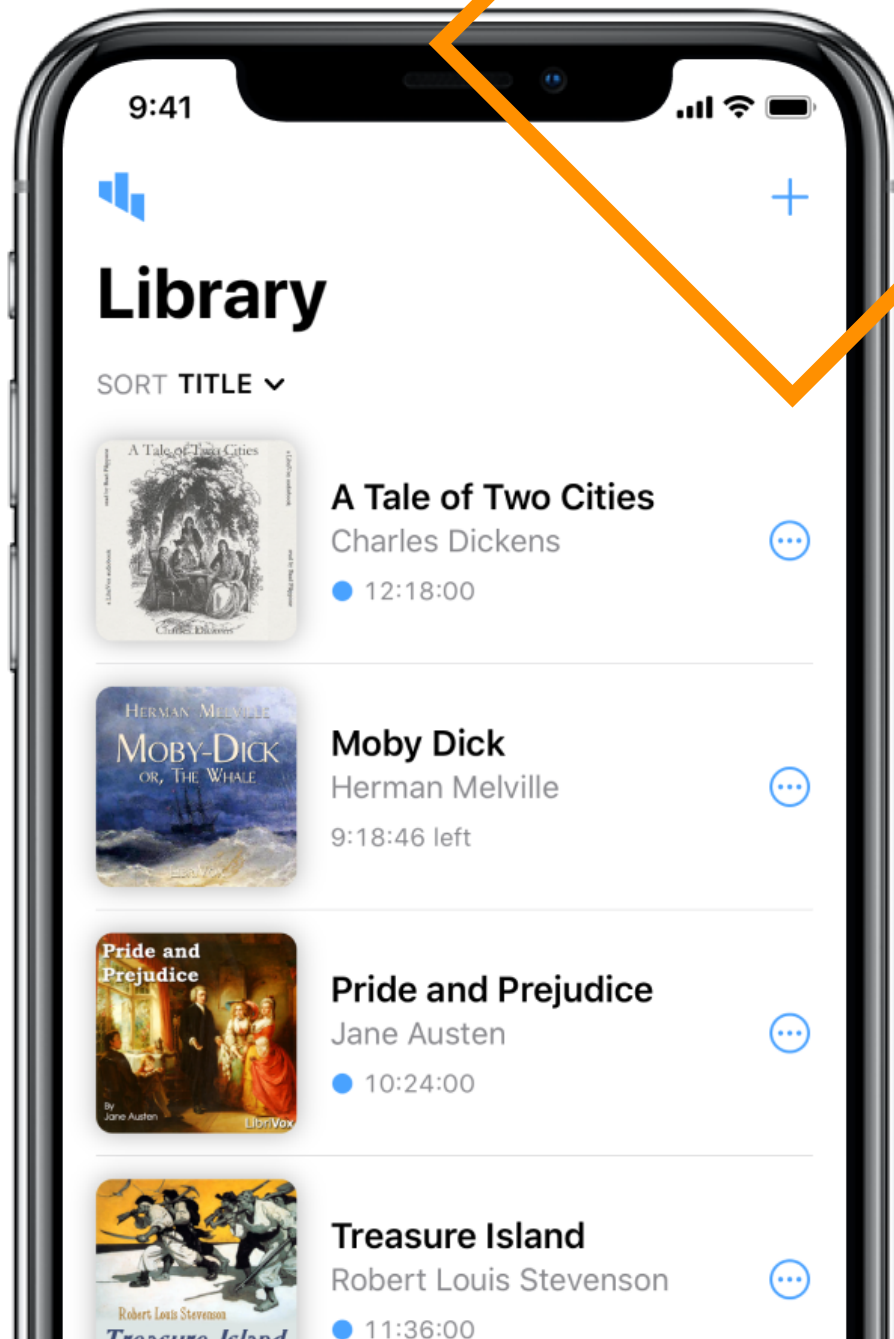
Sales of audiobooks aimed at adults were up 25.8% (from \$1.2 to \$1.5 billion), sales of young adult audiobooks went up 24.1% (from \$75.3 to \$93.4 million), and sales of children's audiobooks went up 4.1% (from \$37.8 million to \$39.4 million) in 2021 versus 2020.



RETAIL VS LIBRARY SALES

Among digital sales, the breakdown of share of sales revenue from library vs. consumer sales channels were almost identical year over year with retail presenting as the most common mode of sales.

**Please note that not all publishers reported library versus retail data.*



Library - Pay Per Use / Cost Per Click
Library - One Copy One User
Total

2020		2021	
\$	% of Library Sales	\$	% of Library Sales
\$11,686,300	11%	\$14,674,599	10%
\$94,132,103	89%	\$138,028,119	90%
\$105,818,403	100%	\$152,702,718	100%

RETAIL VS LIBRARY

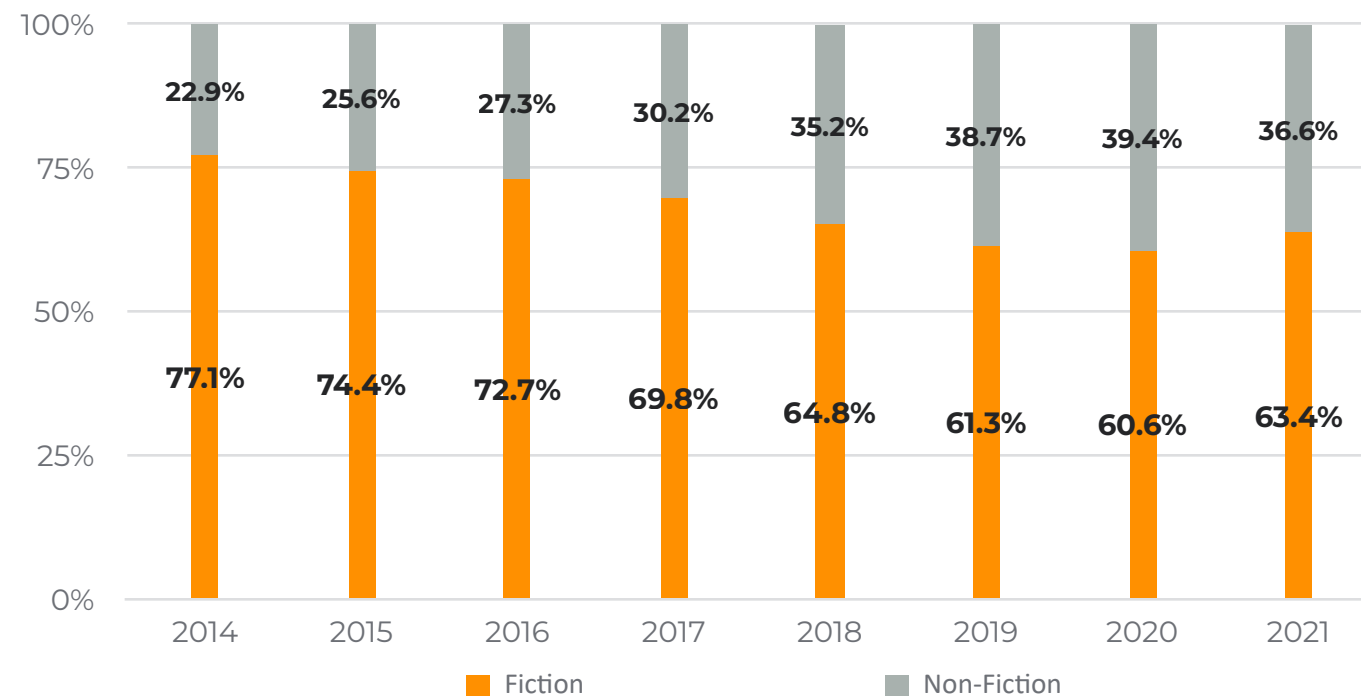
PAY PER USE

This was the first year of reporting pay per use/cost per click vs. one copy one user for library sales. One copy, one user is the predominant mode of sales for the library channel, accounting for around 90% of sales each year.

**Please note not all publishers reported this measure, resulting in a slightly lower breakdown total than the overall library total.*

SALES

FICTION + NON-FICTION



The share of sales in the fiction category increased after a seven year downward trend. It accounted for 63.4% of sales. The share of units sold from fiction titles also ticked upwards in 2021 compared to 2020.

Revenue from fiction titles was up 31% in 2021 versus the year before.



GENRE SALES

Similar to last year, the general fiction genre accounted for the largest share of sales revenues in 2021 and captured approximately one-fifth of the market. It was followed by the science-fiction / fantasy genre, mysteries / thrillers / suspense, and the general non-fiction category. The largest revenue increases over 2020 were in the romance category (+75%), the self-help (+34%), and in the science fiction or fantasy genre (+32%).

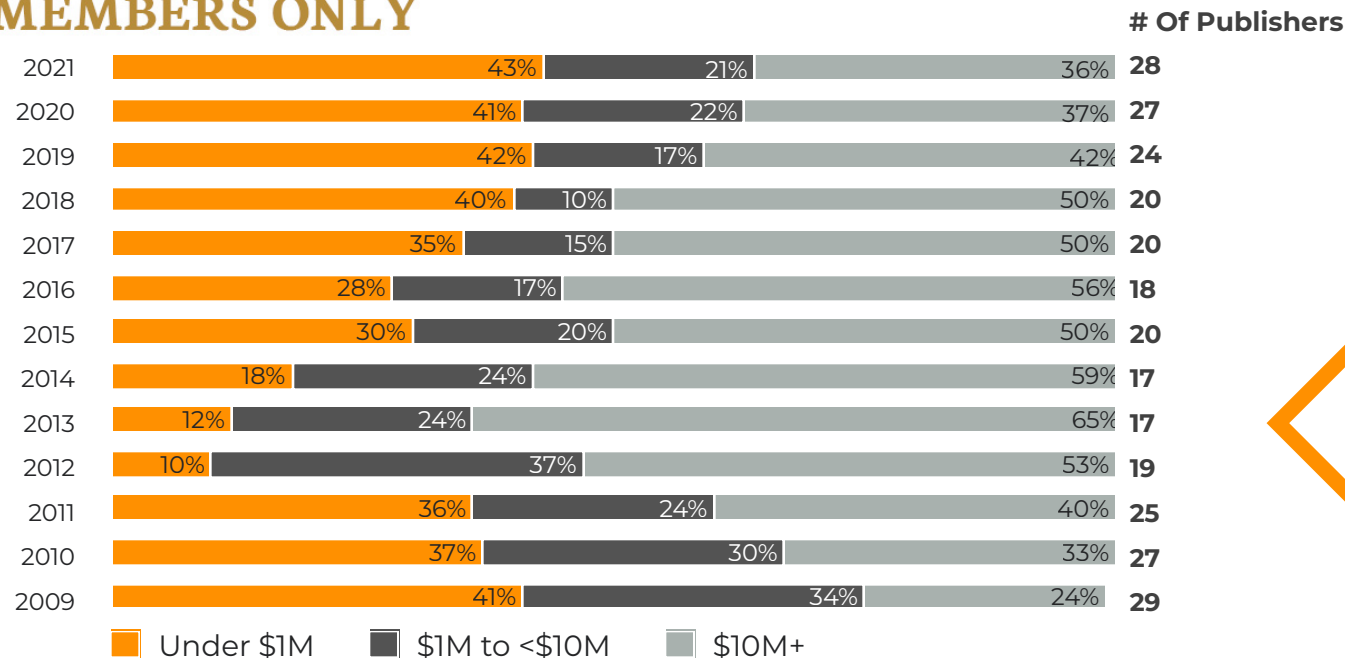
	2019		2020		2021	
	\$	Share	\$	Share	\$	Share
General Fiction	\$248,935	21.6%	\$261,640	20.0%	\$323,218	19.7%
Science-Fiction or Fantasy	\$157,235	13.7%	\$178,521	13.6%	\$235,889	14.4%
Mysteries, Thrillers or Suspense	\$145,682	12.7%	\$144,268	11.0%	\$174,344	10.6%
General Non-Fiction	\$145,178	12.6%	\$145,874	11.1%	\$161,377	9.9%
History, Biographies or Memoirs	\$93,957	8.2%	\$136,715	10.4%	\$140,058	8.6%
Self-Help	\$108,539	9.4%	\$111,758	8.5%	\$149,404	9.1%
Children's & Young Adult (inc. Teen)	\$65,661	5.7%	\$90,941	6.9%	\$111,464	6.8%
Business	\$64,615	5.6%	\$76,662	5.9%	\$93,421	5.7%
Romance	\$77,073	6.7%	\$98,214	7.5%	\$171,696	10.5%
Religious or Faith-Based	\$17,497	1.5%	\$20,641	1.6%	\$27,124	1.7%
Classics	\$11,773	1.0%	\$19,492	1.5%	\$21,825	1.3%
Health and Fitness	\$8,286	0.7%	\$17,454	1.3%	\$20,603	1.3%
Humor	\$7,208	0.6%	\$7,591	0.6%	\$7,521	0.5%
Total	\$1,151,637		\$1,309,776		\$1,637,949	

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PUBLISHERS BY SIZE

Participant response by publisher size was comparable to last year. The number of publishers increased by one, continuing the ideal trend of more publishers participating in the survey year-on-year.



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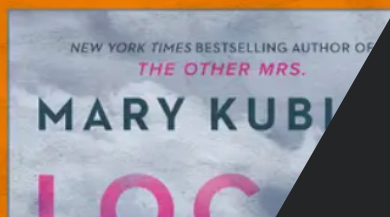
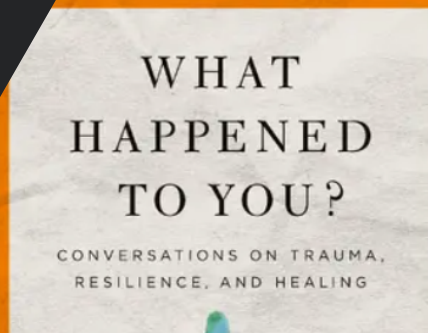
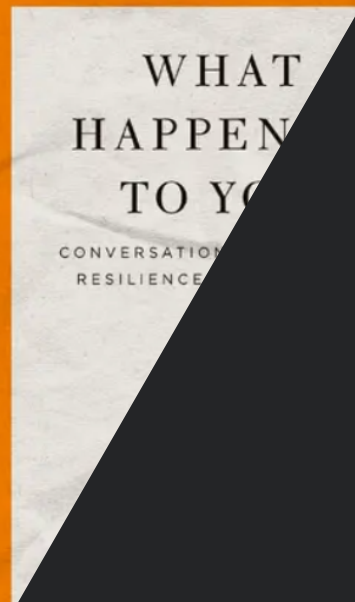


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There were 28 publishers who participated in the survey this year.

Four publishers (in bold) submitted data this year, but not last.



PARTICIPATING COMPANIES

Adventurous Media

Andrews McMeel Publishing

Audible, Inc.

Beacon Press Audio

Black Hills Audiobooks

Blackstone Publishing

Brilliance Audio

Dreamscape Media, LLC

ECW Press

Findaway Voices

Hachette Audio

HarperCollins Publishers

Harry N. Abrams, Inc.

LA Theatre Works

Live Oak Media

Macmillan

Naxos of America

Oddua Publishing

Penguin Random House

Podium Publishing

Princeton University Press

Pushkin Industries

Ramsey Press

Recorded Books, Inc.

Scholastic

Simon & Schuster

Two Words Publishing

Weston Woods Studios

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THANK YOU

