



BIC NEW TRENDS IN PUBLISHING SEMINAR

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DELIVERING AN INSIGHT INTO THE WORLD OF AUDIOBOOKS

Understanding this very popular market

DEFINITIONS:

WHAT IS AN AUDIOBOOK?

A recording of a book or magazine being read aloud - (Merriam Webster)

A recording of a text being read. A reading of the complete text is noted as “unabridged”, while readings of a reduced version, or abridgement of the text are labelled as “abridged” - (Wikipedia)

A recorded reading of a book recorded on tape, CD or digital formats - (Collins English Dictionary)

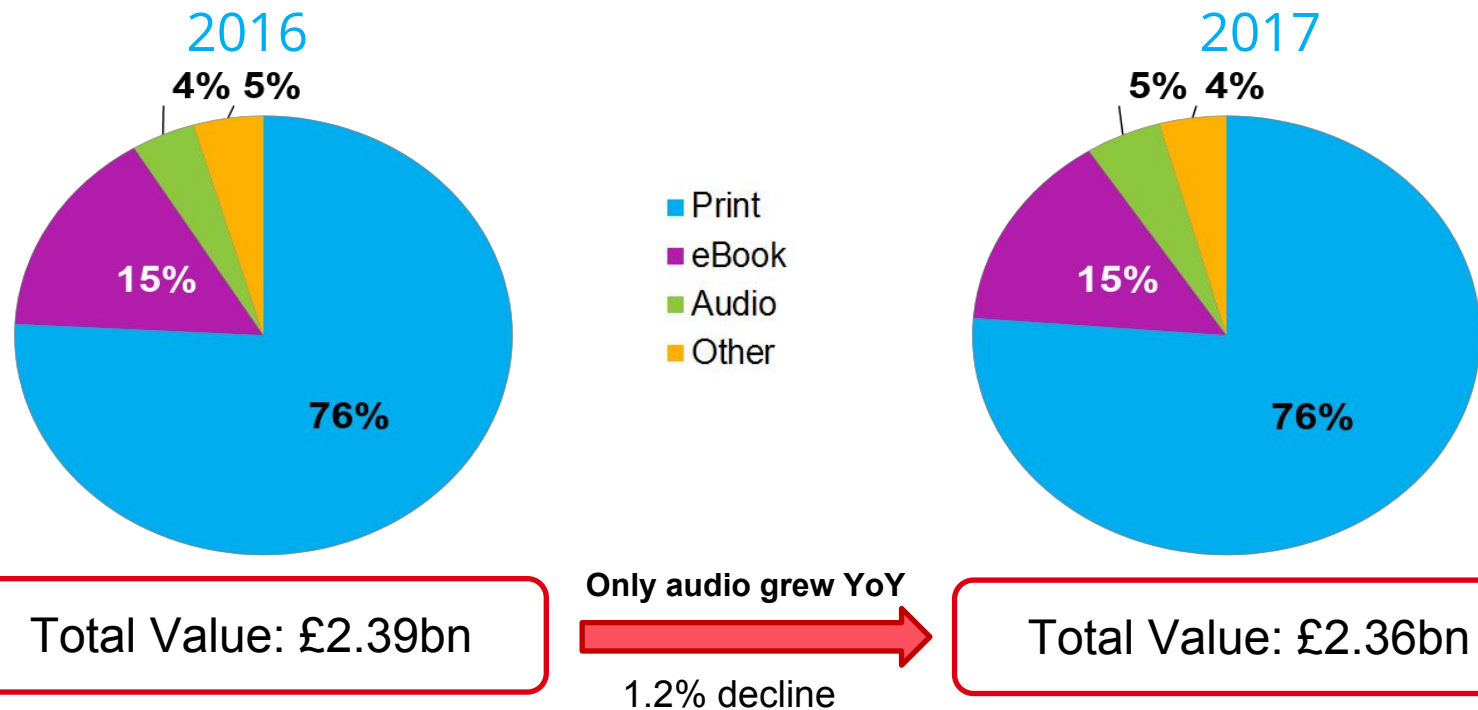
Voice recordings of the text of books that you can listen to in the car, on a computer or on a smartphone or tablet - (Lifewire)

WHAT IS AN AUDIOBOOK CONSUMER?

Those who listen to audiobooks themselves or buy for others, on CD, online or mobile

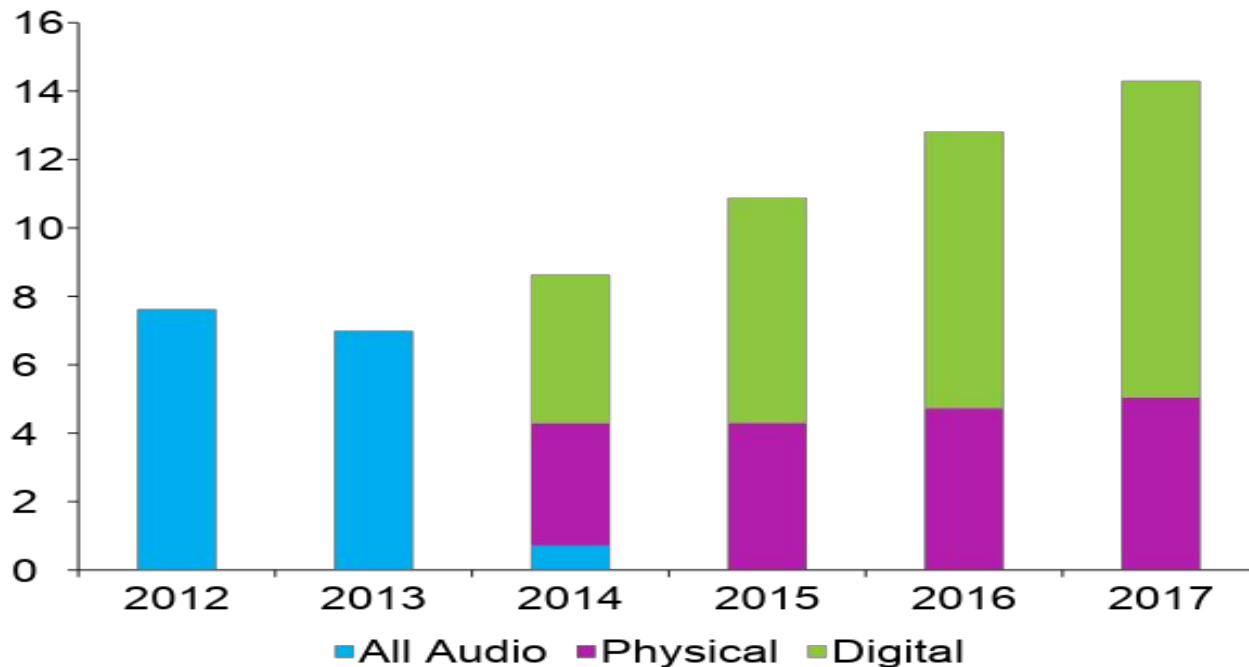
How Are Books Consumed?

Audio has grown by 0.7% in market share



What we know about Audiobooks

Nielsen Books & Consumers Data volume by year

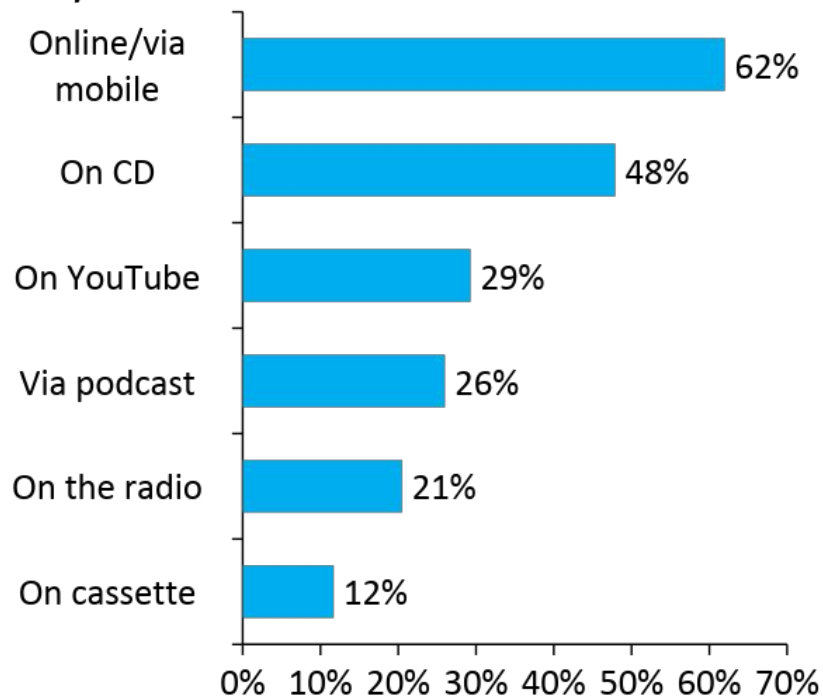


Purchases of audiobooks are up 12% YoY and 104% when compared with 2013

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

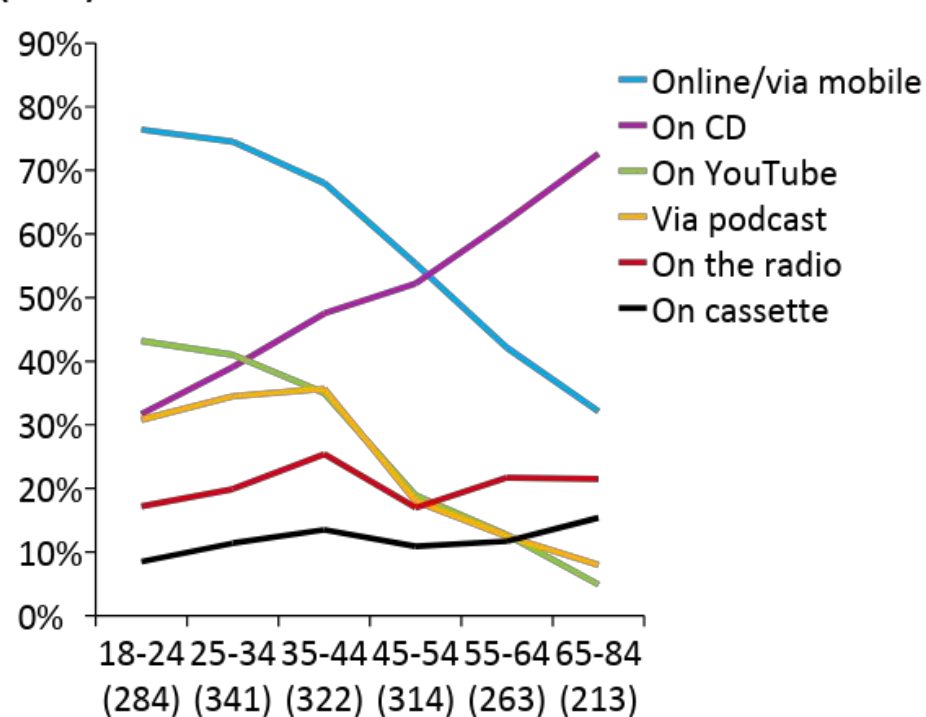
HOW DO CONSUMERS LISTEN TO AUDIOBOOKS?

**How listen to audiobooks themselves
(2017)**



Base: all 18+ who listen to audiobooks themselves (1737 respondents)

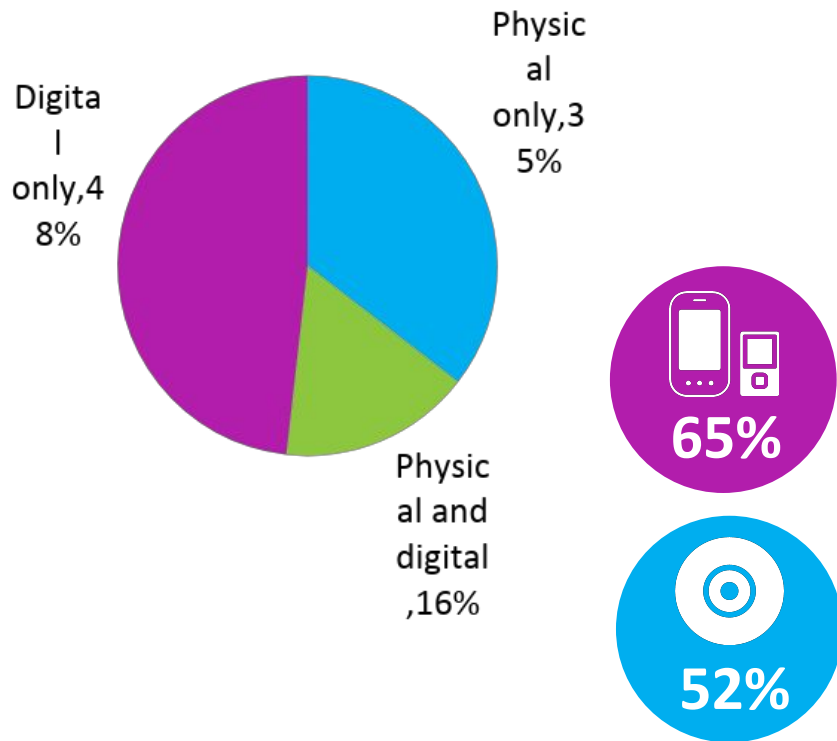
**How listen to audiobooks themselves, by age
(2017)**



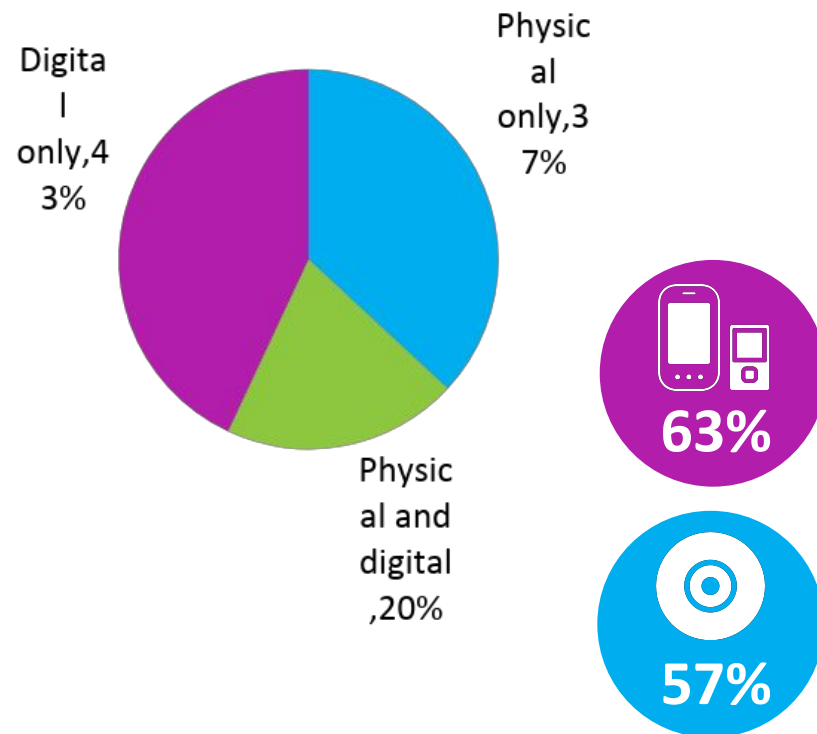
Base: all 18+ who listen to audiobooks themselves (no. of respondents in brackets)

WHICH FORMATS ARE LISTENED TO AND BOUGHT?

Audiobook format listened to (2017)



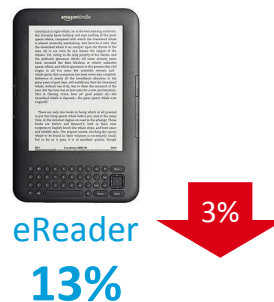
Audiobook format bought (2017)



Base: all 18+ listening to audiobook on CD/online/on mobile themselves (1672 respondents)
NB. Question asked differently in 2017 compared to 2016, so results are not comparable

Base: all 18+ buying audiobooks for self/others (1427 respondents)

WHICH DEVICES ARE USED TO LISTEN TO DIGITAL AUDIOBOOKS?



KEY FINDINGS:

NIELSEN'S UNDERSTANDING THE UK AUDIOBOOK CONSUMER IN 2017

87% of audiobook consumers listened to the format themselves in 2017

Digital buyers bought an average of 6 audiobooks to listen to online/on mobile devices, while physical buyers purchased an average of 5 CDs each

The 15% heaviest audiobook buyers (purchasing 11+ titles per year) accounted for over half of all audiobook purchases

37% of audiobook consumers had audiobook subscriptions

36% of audiobook consumers were new to the market

Understanding the Audiobook Consumer 2017: <https://www.nielsenisbnstore.com/Home/BookScanReport>

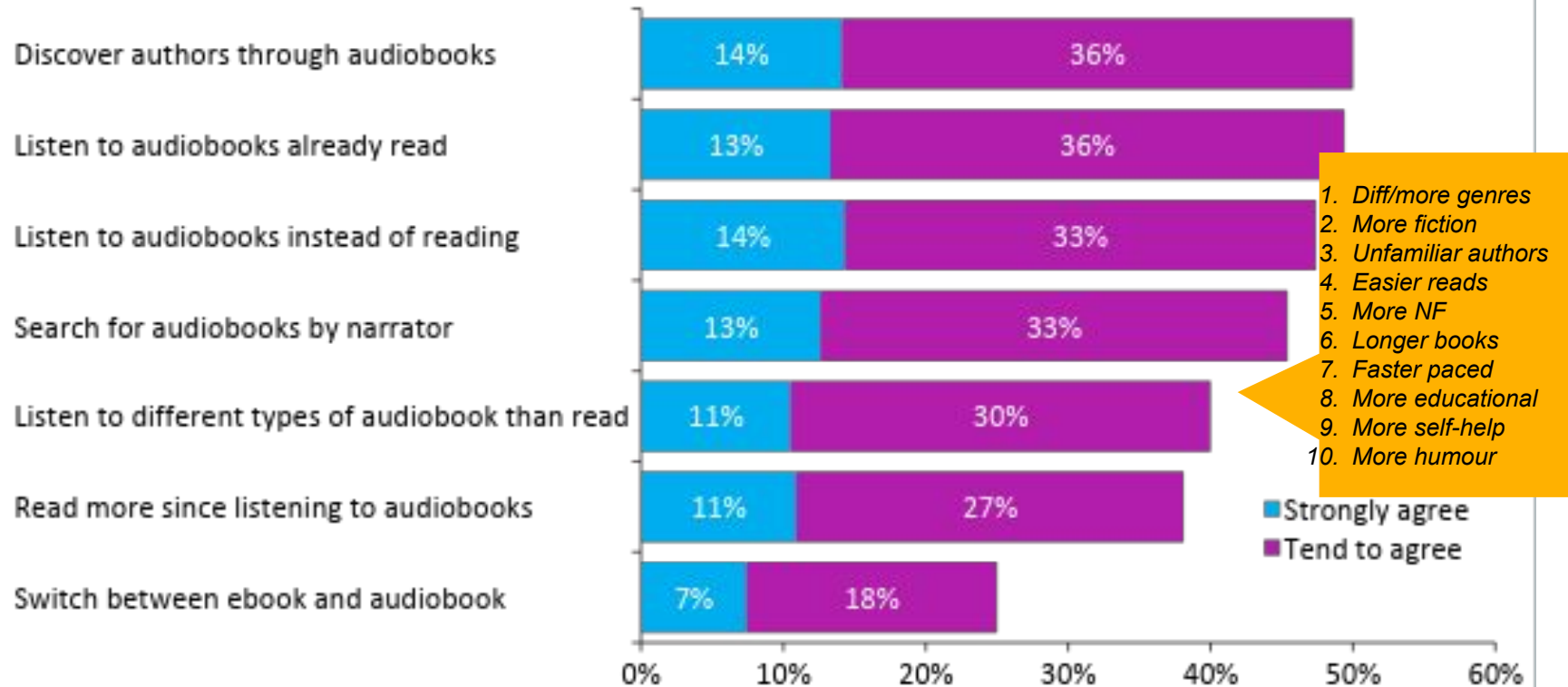
CULTURE, THE SUNDAY TIMES:

“Audiobook sales are soaring - to the extent that some authors are forsaking print altogether”

Francesca Angelini, Sunday 5 August 2018

HOW DO AUDIOBOOK CONSUMERS ENGAGE WITH AUDIOBOOKS AND BOOKS?

Agreement with engagement statements, 2017

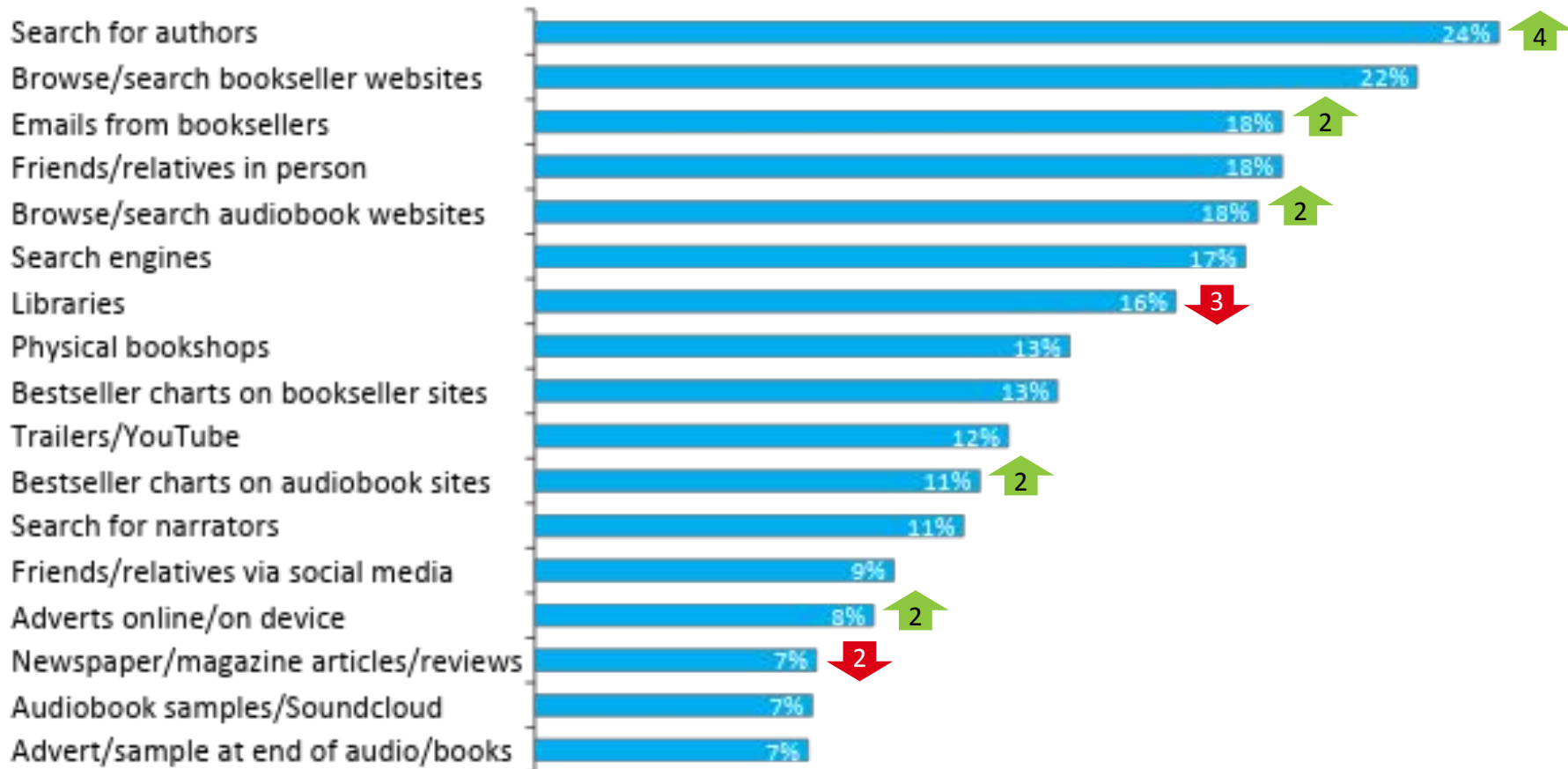


Base: all 18+ audiobook listeners (2000 respondents)

HOW DO CONSUMERS DISCOVER THE AUDIOBOOKS THAT THEY BUY & LISTEN TO?

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How find out about audiobooks, 2017



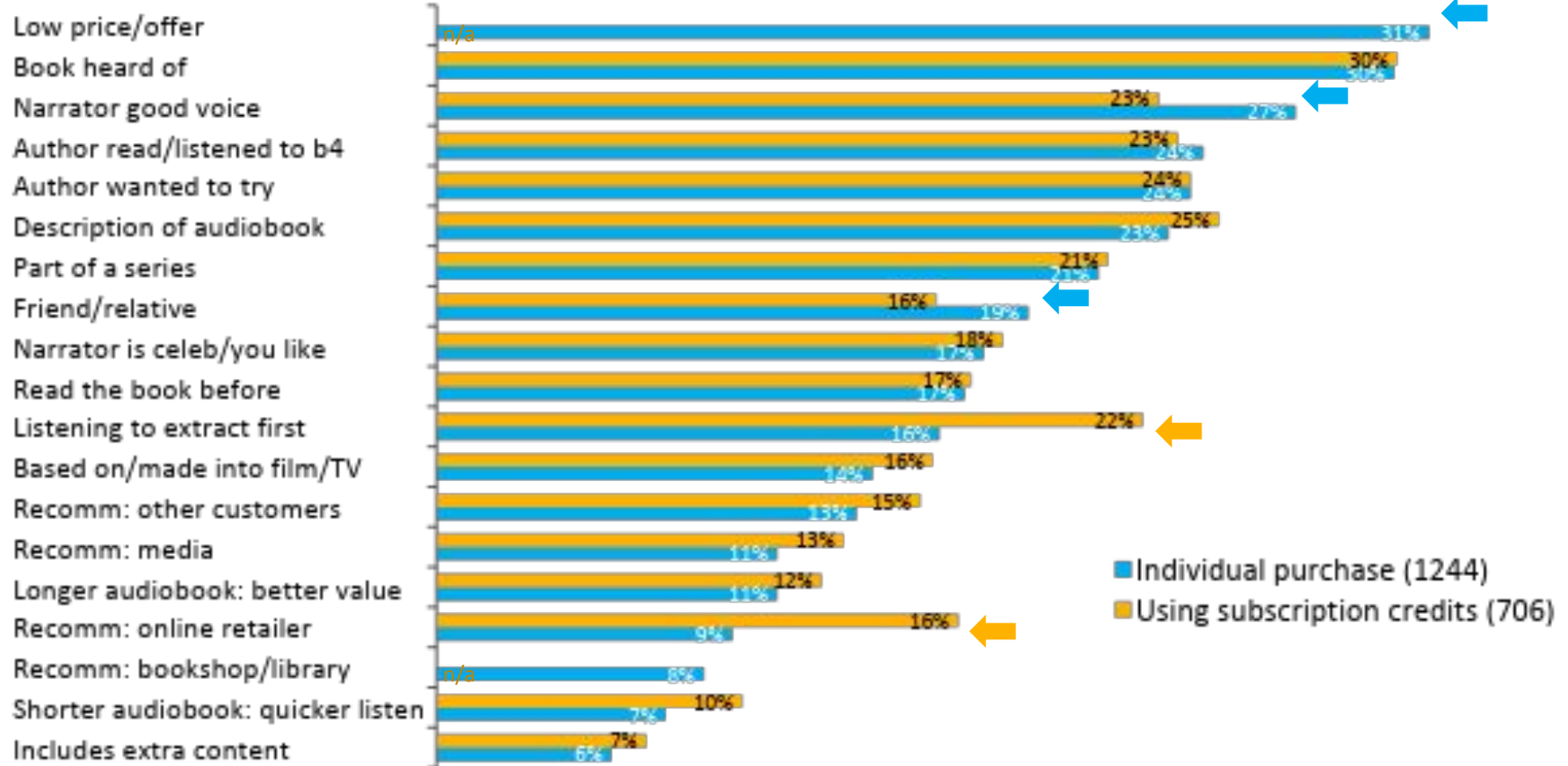
Base: all 18+ audiobook consumers (2000 respondents)

↑ ↓ % pt change vs 2016

WHAT FACTORS INFLUENCE CHOICE WHEN BUYING AUDIOBOOKS?

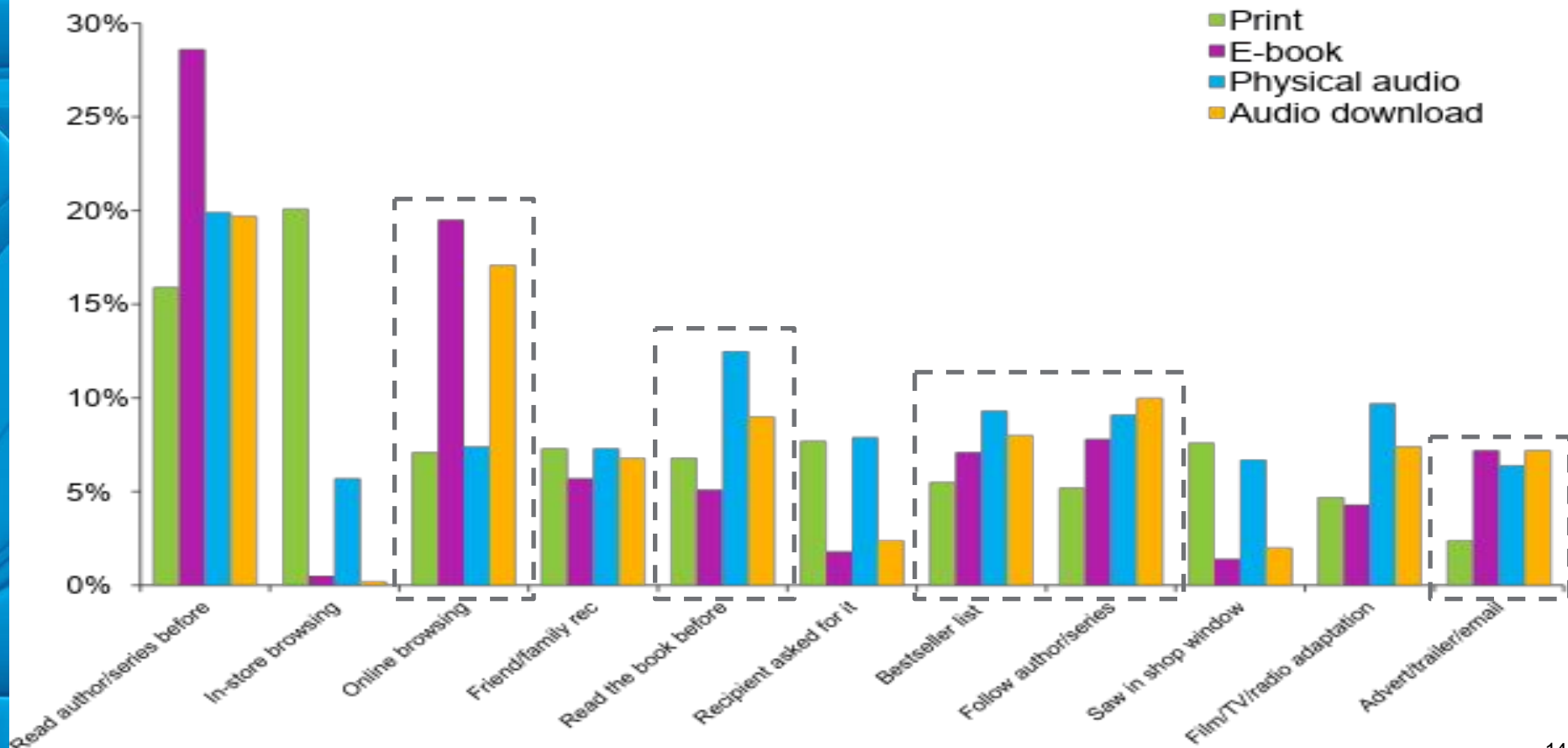
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Audiobook purchase influences, 2017



Base: all 18+ buying physical audiobooks or digital audiobooks individually / all buying via subscription (no. of respondents in brackets)

How Does Discovery Differ by Format?



HOW DO CONSUMERS DISCOVER AUDIOBOOKS?

NIELSEN'S UNDERSTANDING THE UK AUDIOBOOK CONSUMER IN 2017

Increased listening being driven by multitasking, a perceived better range of titles available

The narration (relaxing, bringing the book to life, providing a new perspective) was another key attraction of audiobooks

Half of audiobook consumers discovered new authors through audiobooks

Consumers most commonly found out about audiobooks by searching by author, with use of audiobook sites, bookseller emails and online adverts increasingly used to discover audiobooks... Bookseller websites, search engines, word of mouth and (decreasingly) libraries were other top methods of audiobook discovery overall

Familiarity with book or author, as well as a good voice, a new author to try, the blurb, and being part of a series were among the top influences to purchase audiobooks

Understanding the Audiobook Consumer 2017: <https://www.nielsenisbnstore.com/Home/BookScanReport>

EXPLOITING WHAT WE KNOW :

THE IMPORTANCE OF METADATA FOR DISCOVERY AND SALES

The goal is to make a particular product readily discoverable for the bookseller, librarian and end consumer

Are the metadata requirements for audiobooks so different to those for physical and e-book products?

Nielsen Book UK Study: The Importance of metadata for Discoverability and Sales

Industry bodies such as EDItEUR, BIC and BISG have developed the ONIX standard for the provision of data

The data needs to be appropriate and timely

HOW DO STANDARDS HELP?

EDITEUR: AUDIO PRODUCTS IN ONIX

Most audiobook metadata will be the same for a physical book

Some key differences

- Product form
- File type
- Contributor
- Edition
- Run time
- Product composition
- Related product

EDItEUR: ONIX for Books, Product Information Message, Application Note: Audiobook Products in ONIX

