

2018 ANNUAL SALES SURVEY RESULTS

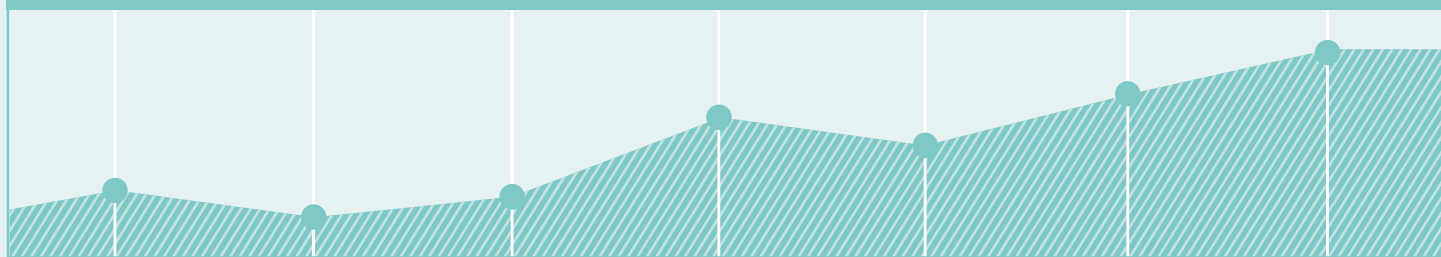


Audio Publishers Association

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
NONFICTION,
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.