Audiobooks
Explosive..?
Who is Bokbasen?
Who is Bokbasen?

Main business areas

Metadata

• Ingestion, cataloguing and distribution to retailers and libraries in the Nordics

Digital distribution

• Ebooks
• Audiobooks
• Digital textbooks
The Norwegian Market
Audiobooks in digital formats has been sold since 2007

Market is divided between 2 large publishers

7 online retailers sell downloadable audiobooks.

3 provide subscription models
   – Fabel, Storytel and ebok.no
About the Norwegian Book Market

Devices:
Smartphone – only device with growth

...is close to full market penetration and is now a market where devices are mainly replaced.
About the Norwegian Book Market

**Devices:**

What device do you use for listening to audiobooks?

- Smartphone: 45%
- CD-player: 26%
- Tablet: 22%
- Computer: 21%
- Dedicated MP3-player: 21%
- eReader: 4%
- Other: 6%

25.03.2017
How interesting or relevant is it for you or your household to have access to ebooks and/or audiobooks?

Ebooks: 39%
Audiobooks: 35%
Not interested: 52% (46%)
Half of those who listen to audiobooks also read ebooks.

Usage data from Bokbasen
About the Norwegian Book Market – Key figures

- 24.5% Growth in downloadable audiobooks 2015 – 2016
- Audiobook CD sales down 11% in the same period
- 6 % net growth all formats
About the Norwegian Book Market – General observations

• Storytel reporting good development in subscription numbers
  • 381 000 subscribers reported this year

• 2 new subscription services going live in 2017 with Bokbasen

• Customers are moving from physical to digital

• Customers are perhaps moving from single-copy-sales to subscription?
So, how explosive is this really..?
Audiobooks in Norway – Sales Development Year over Year

Revenue

- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

Revenue

25.03.2017
Audiobooks in Norway – Sales Development Year over Year

Digital vs Physical Sales

- 2011: 20,000
- 2012: 5,000
- 2013: 10,000
- 2014: 15,000
- 2015: 20,000
- 2016: 30,000

Yearly sales comparison from 2011 to 2016.
Audiobooks in Norway – Sales Development Year over Year

Total

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**Note:** The chart shows a decline in titles in sale over time.
Audiobooks in Norway – Average Price in NOK – 184 NOK = 20.3 EUR
### Audiobooks in Norway – Revenue

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**Total 2016 (mar-des):** 27,184,893
**Total this year:** 4,826,546
Audiobooks in Norway – Copies Sold

Sold 2016 (mars-des): 160 588
Sold this year: 26 850
Audiobooks in Norway - Standards

Formats and Standards

• MP3
  – File in segments
  – One complete file

• HLS

No real metadata or way of indicating structure
Audiobooks in Norway - Standards

Solution to this?

Readium 2 will support audiobooks, but we also need a structure and good metadata.

We need to work more on standards and best practices for audio.
Key Takeaways

- Audio is an important format with great growth in digital
- Customers are moving from old formats to new formats
- Customers are moving from old formats to new formats
- Need for standards for audiobooks
International Statistics
France

Audiobooks is 1.1% of the book market, adult 80%, youth 20%

source: SNE report.

7 percent of French adults have listened to an audiobook over the last twelve months to June 2016.

(source Audible – Ipsos)
Germany

5% of the book market
adult 47%
youth 53%

source: SNE report.

14.3 million audiobooks were sold in Germany in 2014. 3.7 million people spent on average 49 Euro for 4.5 physical or digital audiobooks.

source: Indies Go German [http://indiesgogerman.com/audiobook-market-germany/]

25,000 titles from 400 publishers are available
Each year there are between 700 to 800 new audiobooks being produced.
In the last twelve months, close to five million customers have purchased an audiobook, which accounts for 7% of the overall population.

UK

2010 : £4 million of spending
2014 : £10 million

10 percent of UK adults have listened to an audiobook over the last twelve months to June 2016.

2015 : £90 million (source : Nielsen) / 11 million units

USA

Fastest growing format in publishing

2014 -> 2015:
Two consecutive years with 20% growth for audiobooks (all formats)
market:
+ 20.7% (value)
+ 24.1+ (volume)

10% of the book market
adult 20%
youth 80%

(source APA Audiobooks Publishers Association)