

# Audiobooks



# Explosive..?



# 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



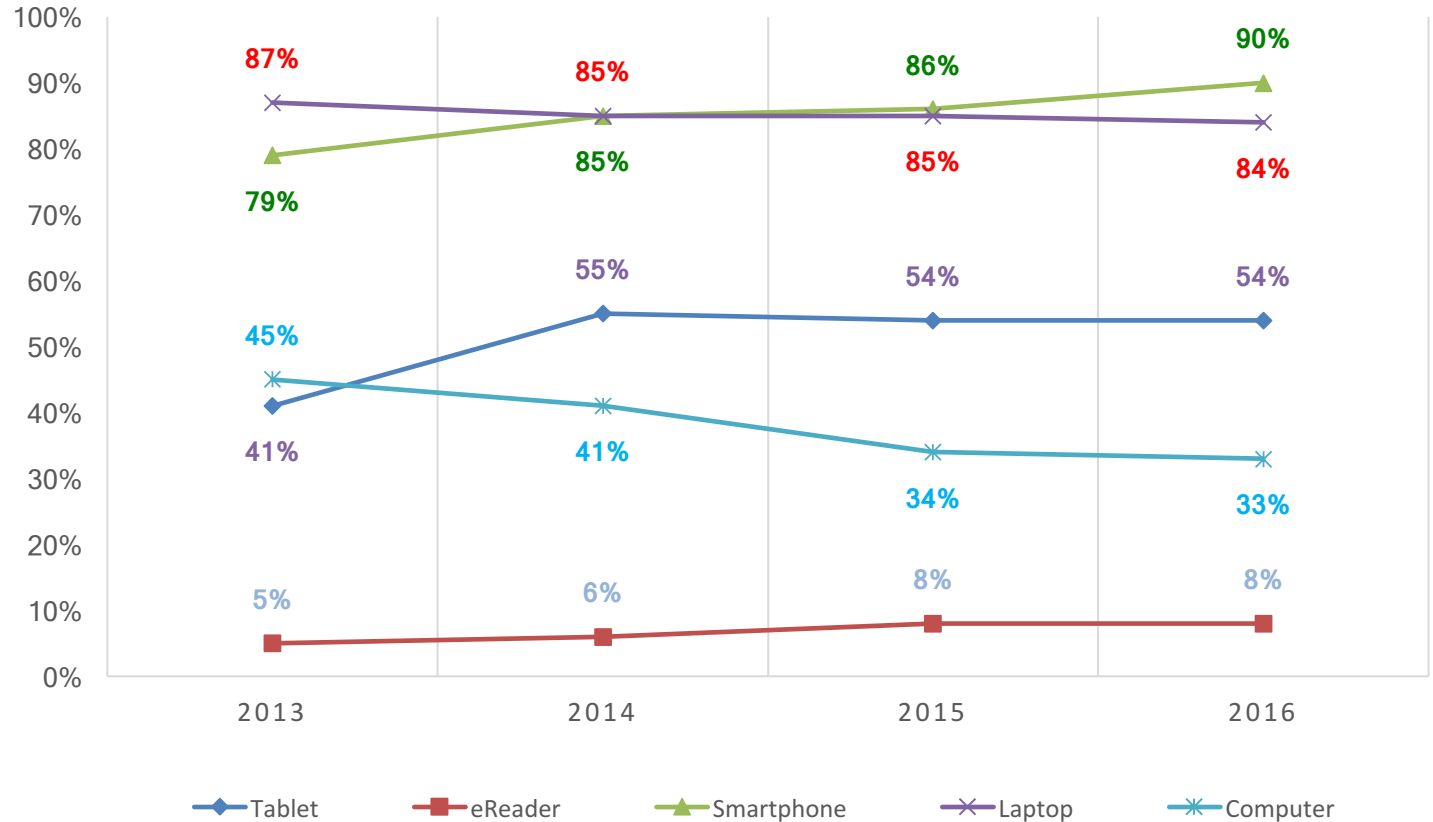
## About the Norwegian Book Market

### Devices:

### Smartphone

– only device with growth

...is close to full market penetration and is now a market where devices are mainly replaced.

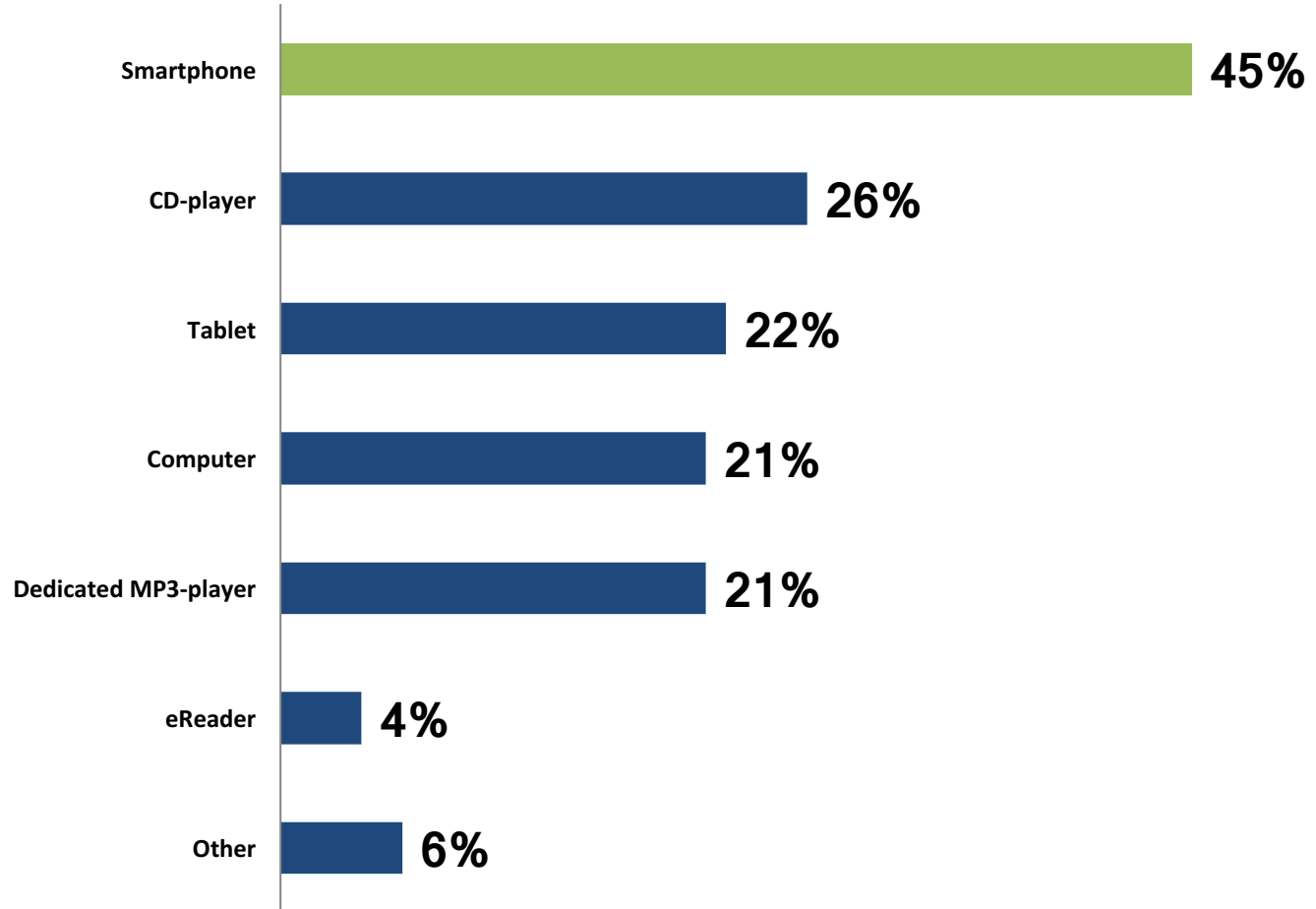




## About the Norwegian Book Market

### Devices:

What device do you use for listening to audiobooks?







## About the Norwegian Book Market

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

**Audiobooks**  
**35%**

**Ebooks**  
**39%**

**9%**  
*(10%)*

**26%** *(25%)*

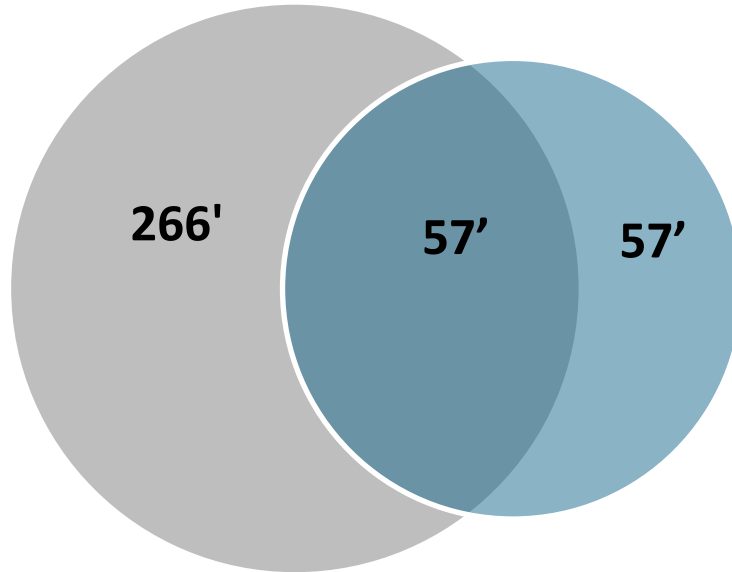
**13%** *(18%)*

**Not interested: 52%** *(46%)*



## About the Norwegian Book Market

**... have downloaded an  
ebook**



**... have downloaded an  
audiobook**



**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

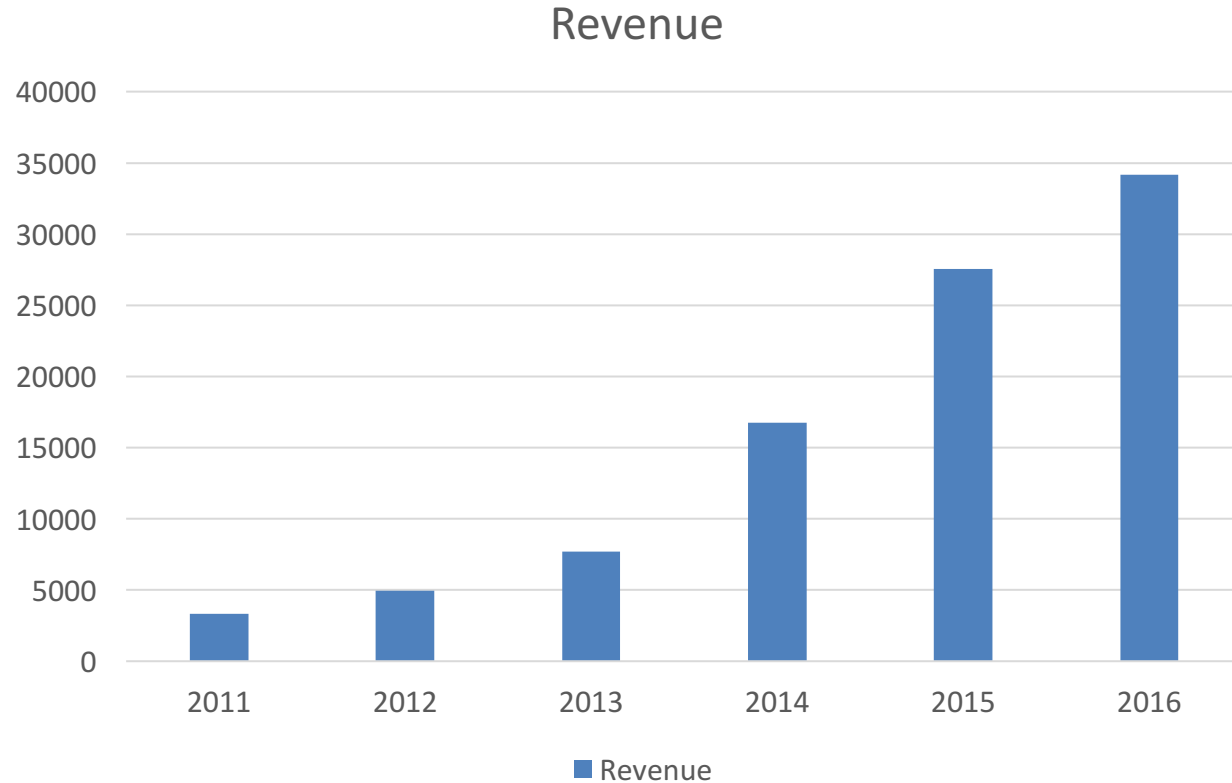
- Storytel reporting good development in subscription numbers
  - 381 000 subscribers reported this year
- 2 new subscription services going live in 2017 with Bokbasen
- Customers are moving from physical to digital
- Customers are perhaps moving from single-copy-sales to subscription?

**So, how explosive is this really..?**



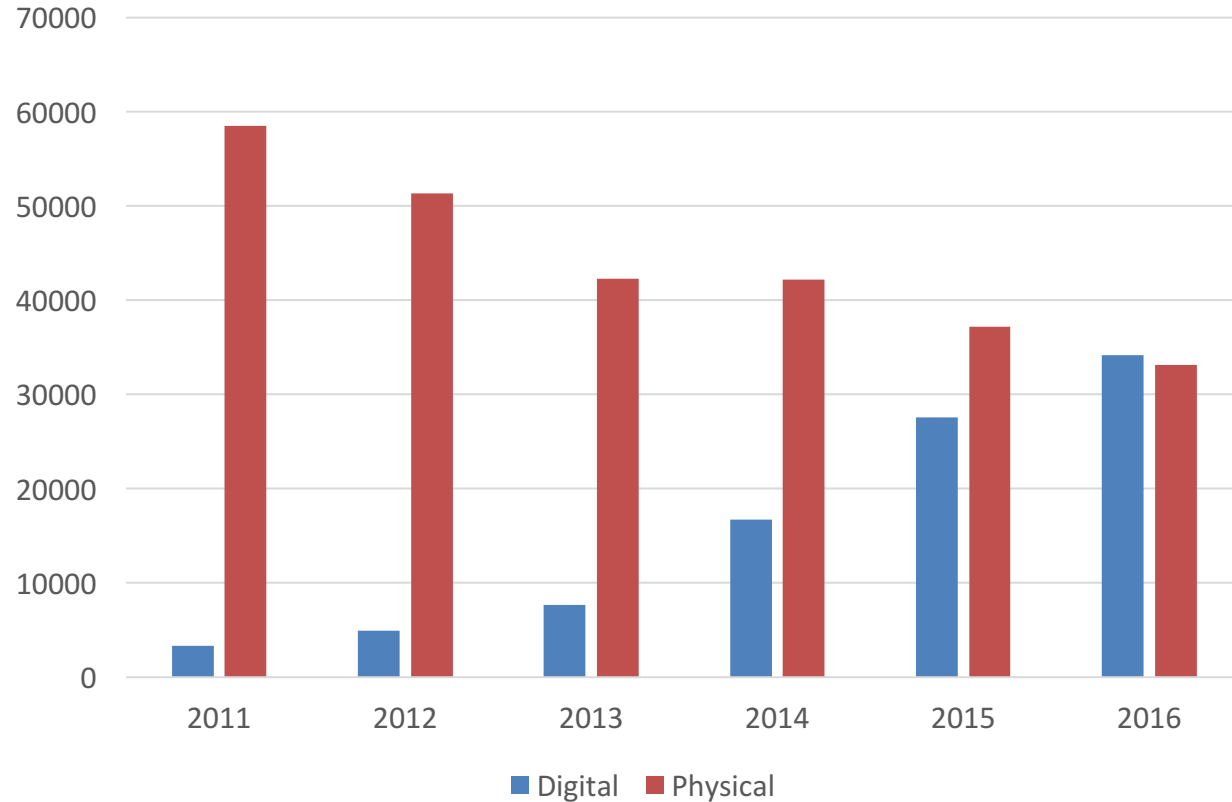


## Audiobooks in Norway – Sales Development Year over Year



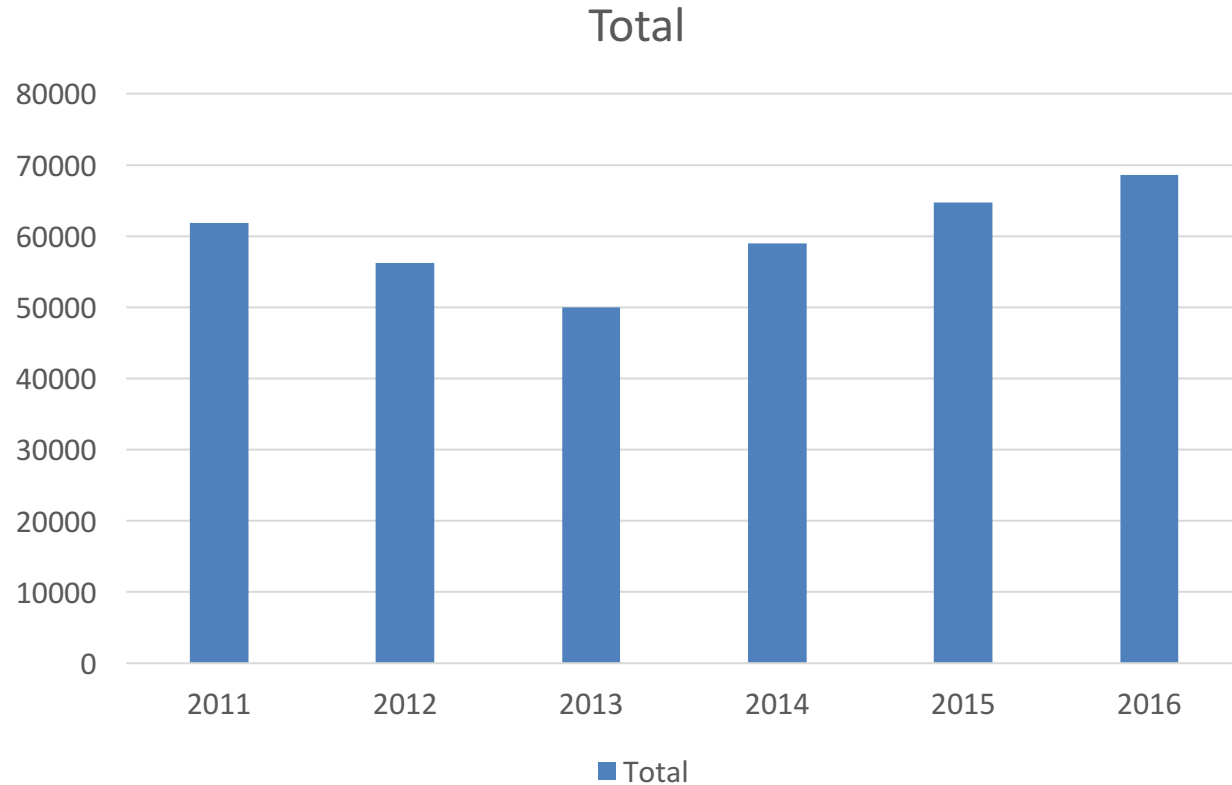


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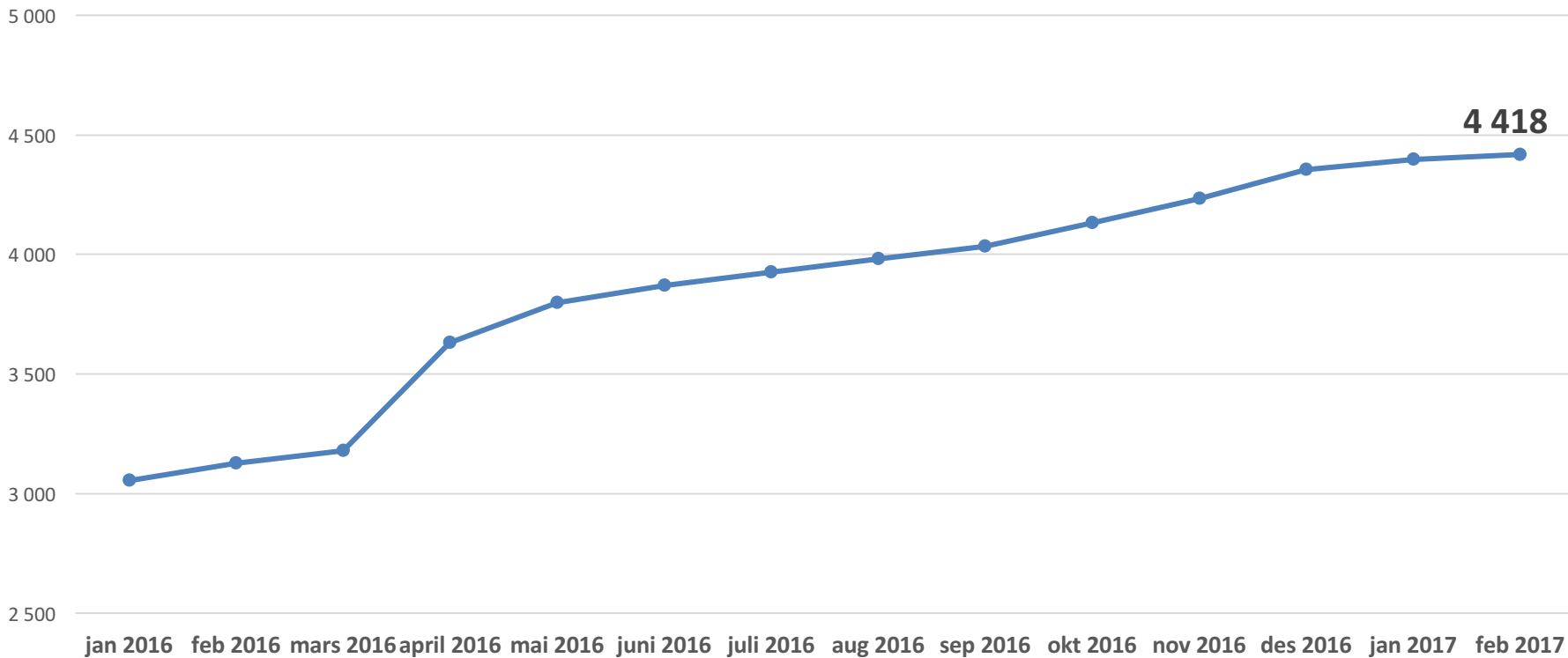
## Audiobooks in Norway – Sales Development Year over Year





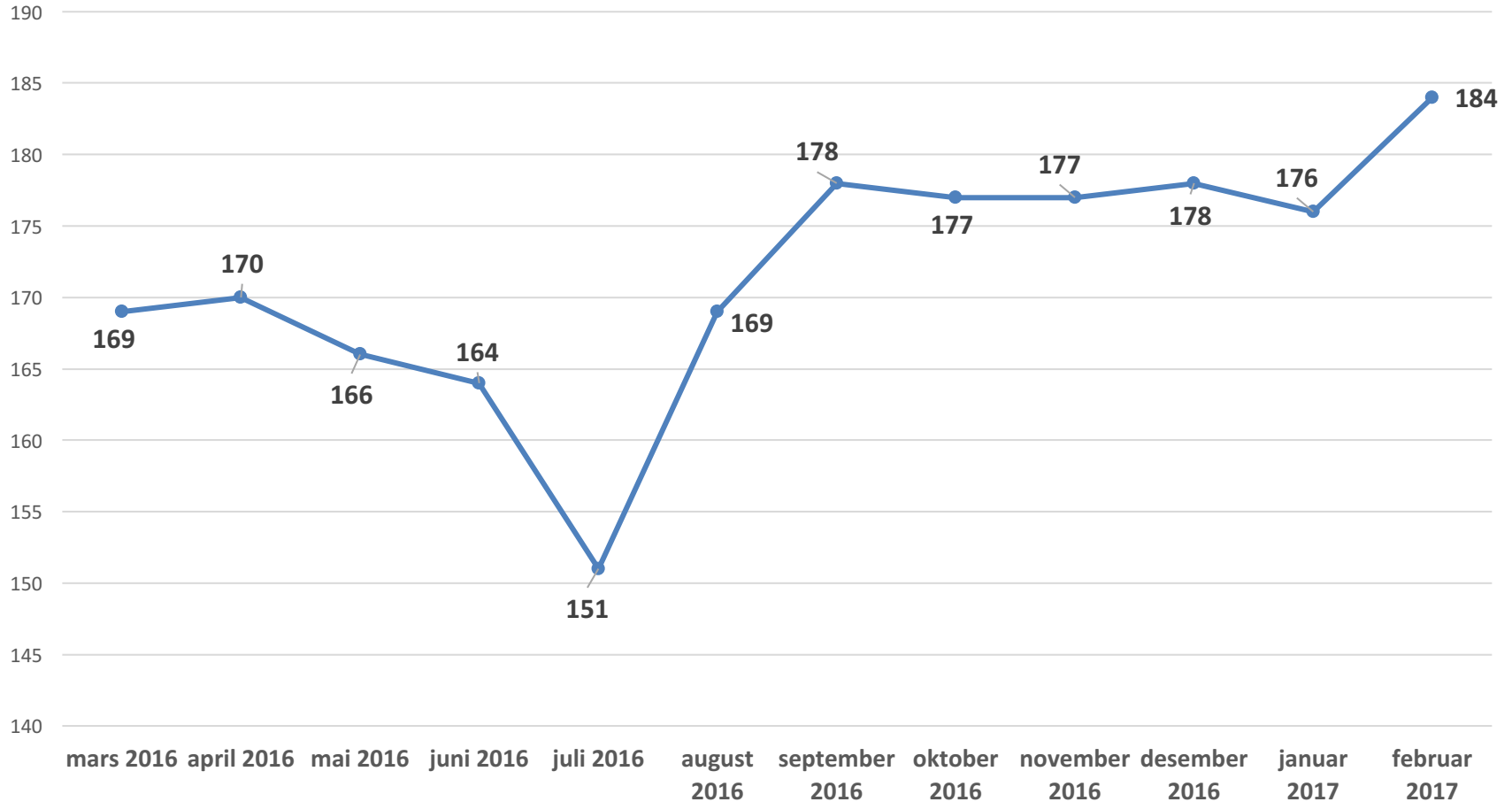


## Audiobooks in Norway – Titles in Sale - Downloadable





## Audiobooks in Norway – Average Price in NOK – 184 NOK = 20,3 EUR

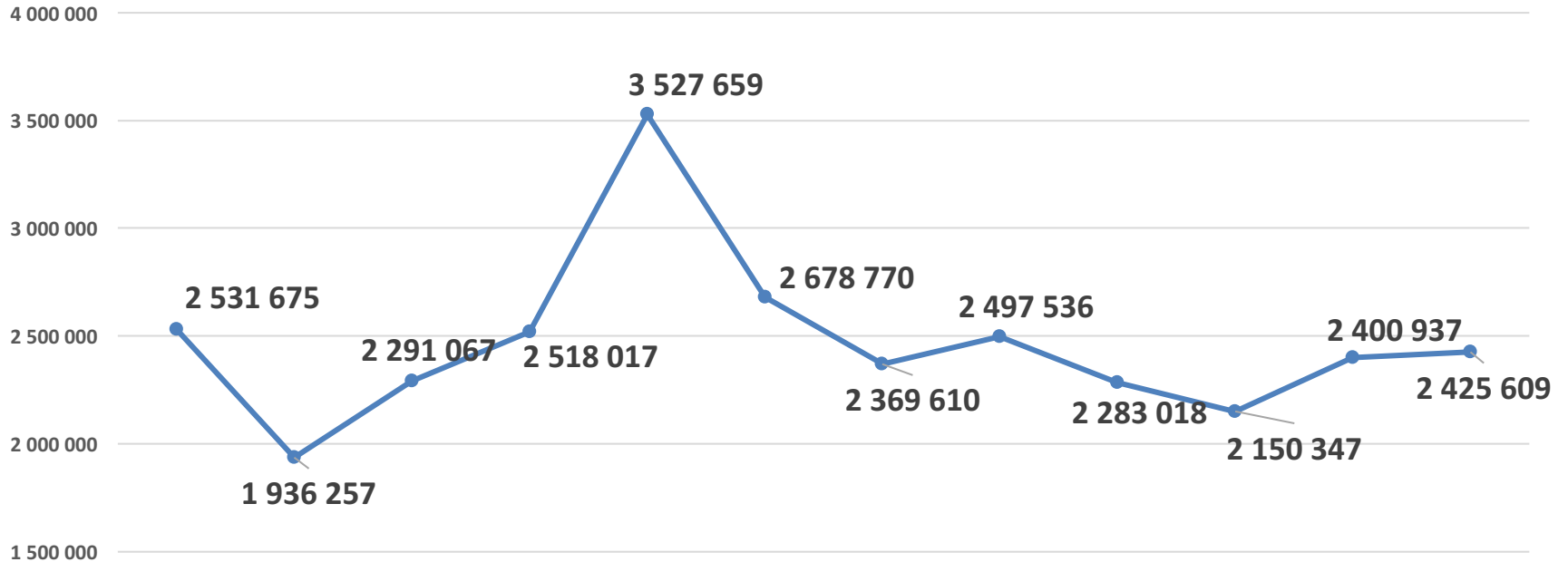




# Audiobooks in Norway – Revenue

Omsetning

Total 2016 (mar-des):	27.184.893
Total this year:	4.826.546



1 000 000

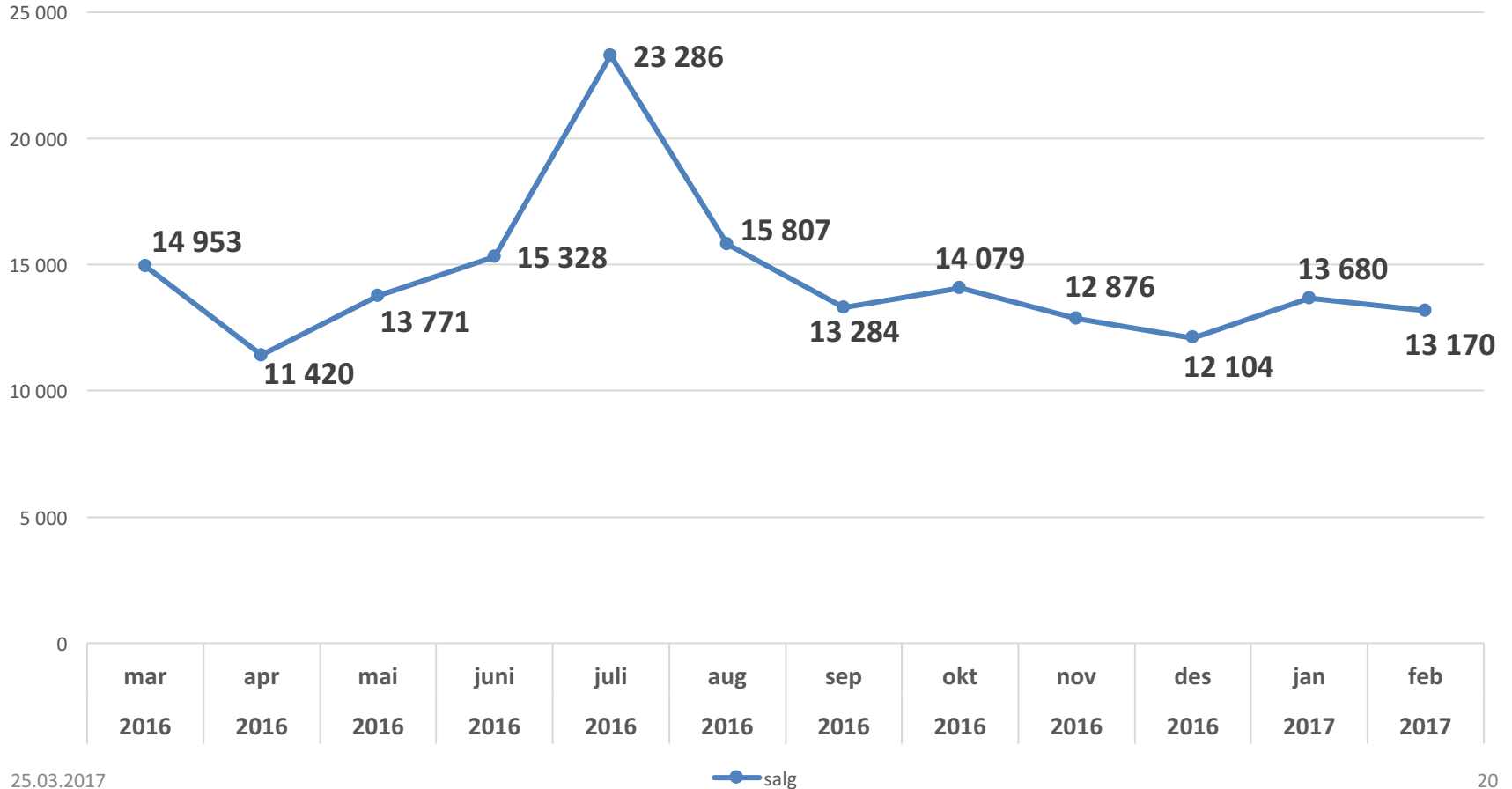
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mar	apr	mai	juni	juli	aug	sep	okt	nov	des	jan	feb
2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2017	2017



## Audiobooks in Norway – Copies Sold

Sold 2016 (mars-des):	160 588
Sold this year:	26 850

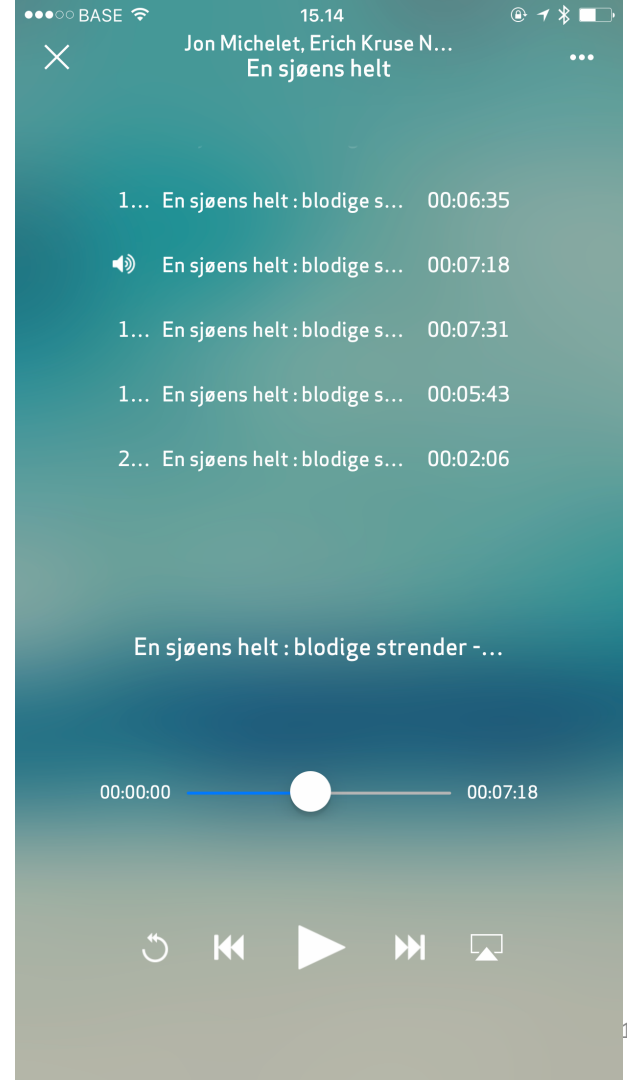




### Formats and Standards

- **MP3**
  - File in segments
  - One complete file
  
- **HLS**

**No real metadata or way of indicating structure**



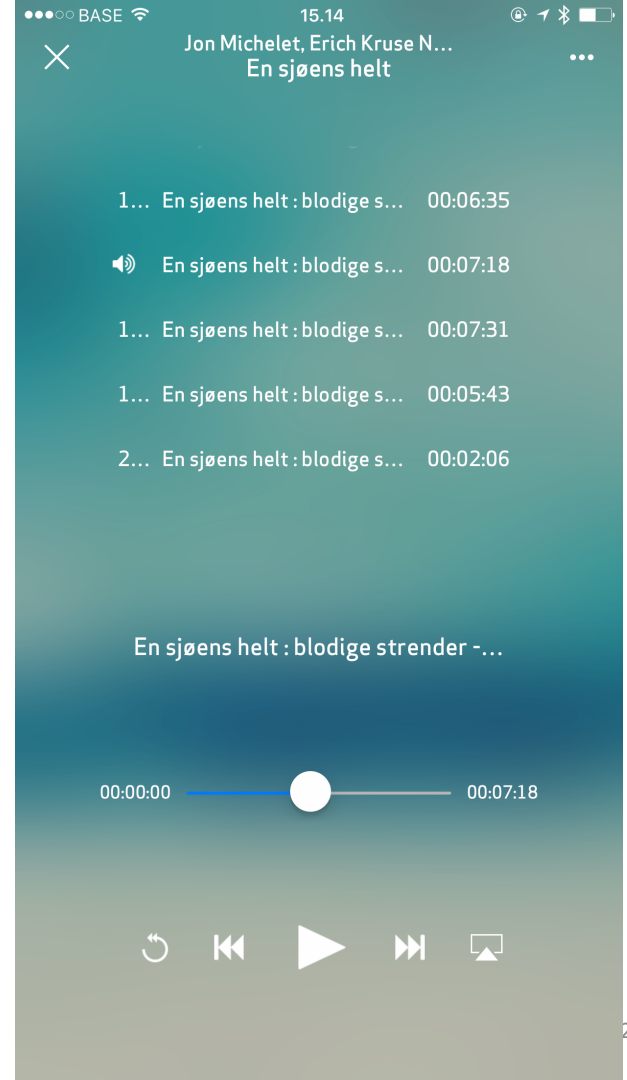


## Audiobooks in Norway - Standards

**Solution to this?**

**Radium 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.

(source goodreader.com - <http://goodreader.com/blog/digital-publishing/audiobook-trends-and-statistics-for-2017>)



# UK

2010 : £4million of spending

2014 : £10million

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

source : good reader.com <http://goodereader.com/blog/digital-publishing/audiobook-trends-and-statistics-for-2017>



# 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)