

Reading from the Ears Up:

Appeal of the Audio Book

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Listening by the Numbers

Who

45% → 18 & up → 2020

54% → 45 & under → 2021

81% have a
Library Card

Other

74k → new titles produced → 2021

6% → more than 2020

What

37% → Science Fiction/Fantasy

\$1.6 Billion industry → 2021

6% increase → 2020

How

Physical Audio → 3% → 2021

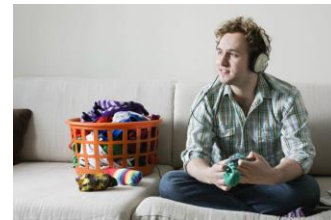
Digital Audio → 97% → 2021

Where



Most Popular

Most Frequent



Source: [APA Annual Report 2022](#)

What Are They Listening With?

Smartphones

Smart speaker

In-Dash automobile systems

Desktop/Laptop

Tablet

CD Player

Library Sources for digital download:

- OverDrive
- hoopla

Consumer sources for download:

- Audible.com
- iTunes
- Libro.fm
- Audiobooks.com
- eStories
- Scribd
- Downpour



Industry Trends

More listeners are saying they use their smartphone most often to listen to audiobooks.

41% of listeners belong to an audiobook service

Digital audio sales increase while CD growth drops.

61% of parents report children listen to audiobooks. Up 35% over previous year.

SFF edged out Mystery/Thriller/Suspense as top genre listened to. Romance is .1% behind MTS

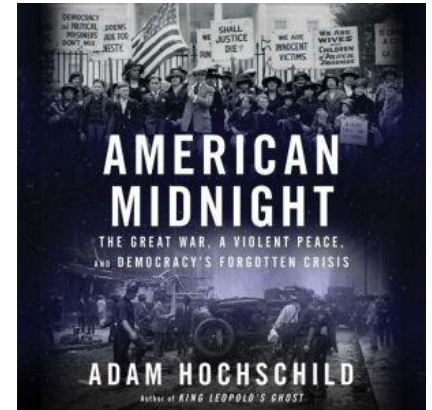
Publishers demanding audio rights when also buying print rights.

Straight to audio production.

Younger audience.

Shorter length—3 hrs is ideal

Source: [APA Annual Report 2022](#)



Have no fear...



AUDIO LISTENERS ALSO READ
15 PRINT BOOKS OR EBOOKS
A YEAR ON AVERAGE

SOURCE: AUDIO PUBLISHERS ASSOCIATION

Appeal and Audiobooks

Appeal terms should resonate with readers, even if they have not used those exact terms

Print Appeal Categories:

- Storyline
- Pace
- Tone
- Writing Style
- Illustration

Audio Appeal Vocabulary:

- Describes the voice quality, tone and artistic delivery of the narrator
- Also identifies aspects of the performance, i.e. performed by a full cast, read by author, musically enhanced, etc.

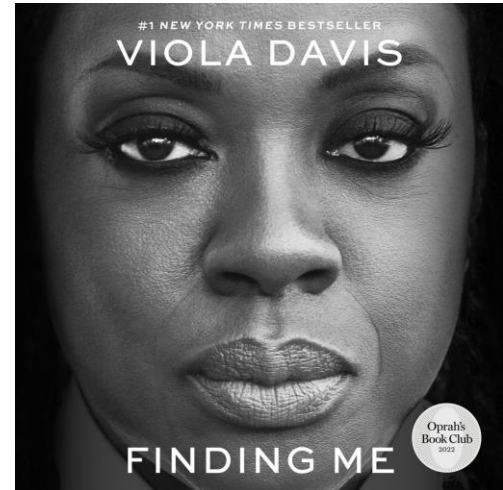
Read by the Author

Born a Crime: Stories from a South African Childhood

- Written and narrated by Trevor Noah

Other titles Read by the Author:

- ***Norse Mythology*** by Neil Gaiman
- ***A Life in Parts*** by Bryan Cranston
- ***H is for Hawk*** by Helen MacDonal
- ***Society's Child*** by Janis Ian
- ***Born a Crime: Stories from a South African Childhood*** by Trevor Noah



Distinctly Voiced

Because of Miss Bridgerton

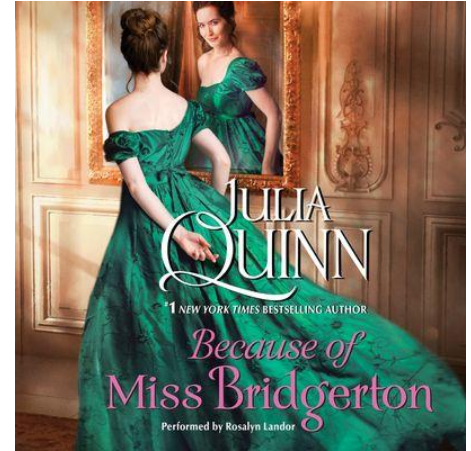
- Written by Julia Quinn
- Narrated by Rosalyn Landor



Golden Voice

Other Distinctly Voiced titles:

- *Lily and the Octopus* by Steven Rowley. Narrated by Michael Urie
- *A Dangerous Beauty* by Sophia Nash. Narrated by Bianca Amato
- *Station Eleven* by Emily St. John Mandel. Narrated by Kirsten Potter
- *The Mischief of the Mistletoe* by Lauren Willig. Narrated by Kate Reading

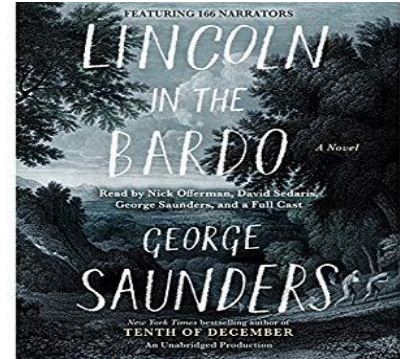


Multi-Voiced Performance

Lincoln in the Bardo



- Written by George Saunders
- Read by a Full Cast of 166 Narrators



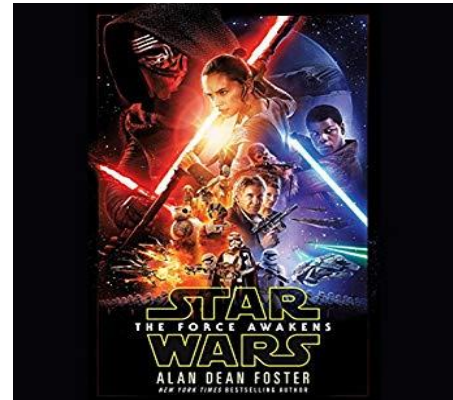
Other Multi-voiced titles:

- ***Restart*** by Gordon Korman. Narrated by Jonathan Todd Ross, Laura Knight Keating, Ramon De Ocampo, Graham Halstead, Suzy Jackson, John Kroft, and Andy Paris
- ***A Wild Swan and Other Tales*** by Michael Cunningham. Narrated by Lili Taylor and Billy Hough
- ***Dracula*** by Bram Stoker. Narrated by David Horovitch, Jamie Parker, Joseph Kloska, Alison Pettit, and a full cast.
- ***The Brief Wondrous Life of Oscar Wao*** by Junot Diaz. Narrated by Lin-Manuel Miranda and Karen Olivo

Enhanced

Star Wars: The Force Awakens

- Written by Alan Dean Foster
- Read by Marc Thompson

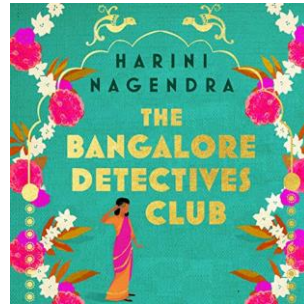
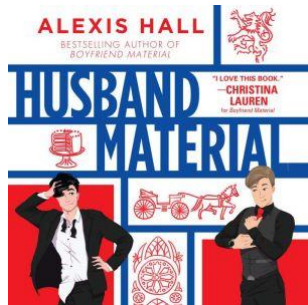


Other Enhanced titles:

- ***Lillian Boxfish Takes a Walk*** by Kathleen Rooney. Narrated by Xe Sands
- ***The Starling Project*** by Jeffery Deaver. Narrated by Alfred Molina and a full cast
- ***In the Embers*** by Bryan Price and Jerry Stearns. Narrated by Edwin Strout, Robin Miles, Olivia DuFord, and a Full Cast
- ***Ender's Game Alive*** by Orson Scott Card. Narrated by a Full Cast
- ***The Handmaid's Tale*** by Margaret Atwood. Narrated by Claire Danes, Margaret Atwood, and a full cast.

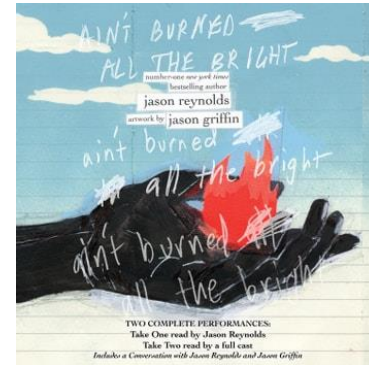
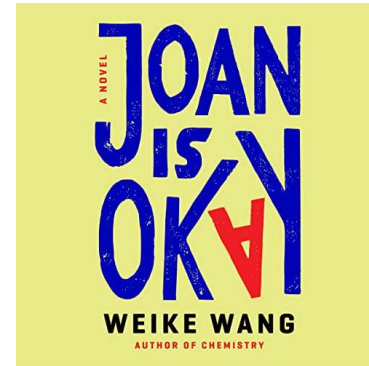
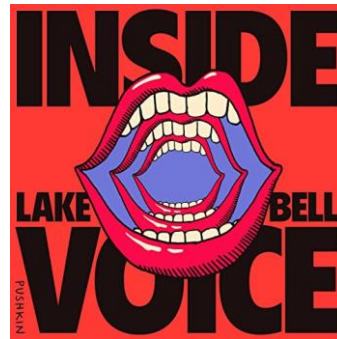
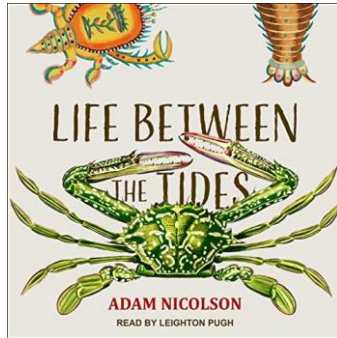
Genres in Audio

- Romance
- Mystery/Crime
- Science Fiction/Fantasy
- (selfhelp)



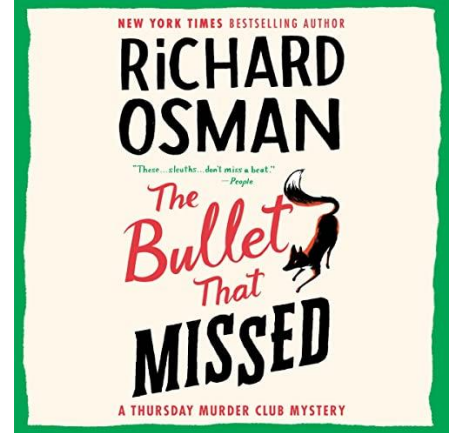
Debunking Myths

- Speed Kills
- Listening Counts



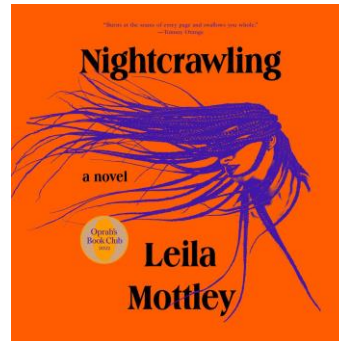
The Audio Readers' Advisory Conversation

- Where do you listen?
- Will you be listening alone? With family?
- Do you have a format preference?
- Will time be a factor?
- Do you have a favorite narrator? Or type of narration?
- Abridged or unabridged?*



Passive Audio Readers' Advisory

- Create face-out audiobook displays
- Include audiobooks in 'Staff Recommendation' lists and displays
- Create an audiobook bestsellers display and flyer
- Cross-promote audio and print in the same display especially at author events



American Library Association Audio Awards

The Listen List

- Adult selection List & Listenalikes

The Odyssey Award

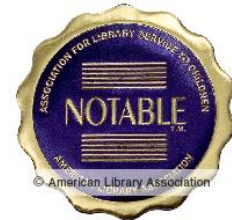
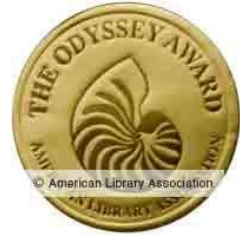
- Award winner & Honor Books: Ages 0-18

Amazing Audiobooks List

- YALSA selection list: Ages 12-18

Notable Children's Recordings

- ASCL selection list: Ages 0-14



Audio Industry Awards

- [Audie Awards](#)
- [Independent Audiobook Awards](#)
- [E.B. White Read Aloud Award](#)
- [Grammy Awards](#)



Online Resources

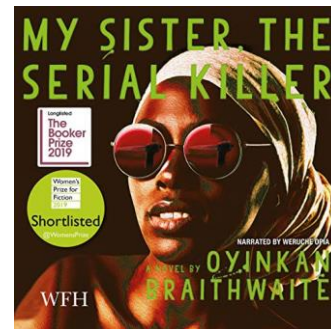
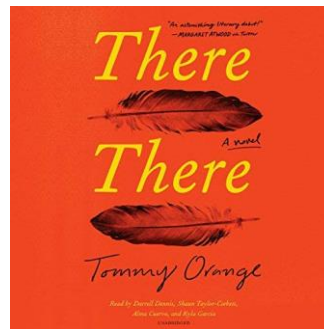
Audiofile Magazine

- [SoundCloud](#)
- [SYNC: Audiobooks for Teens](#)

Audio Publishers Association

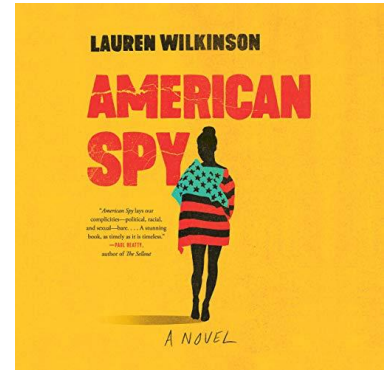
Novelist

Spotify



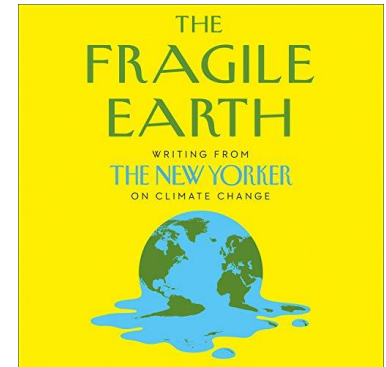
Other Resources

- Audiobook Reviewing Assistance
 - [Audiobook Lexicon](#)
 - [How to Listen to a Book in 15 Minutes](#)
 - [Sounds Good to Me: Listening to Audiobooks with a Critical Ear](#)
- Blogs:
 - [Audio Gals](#)
 - [That's What I'm Talking About: Listen Up!](#)
- Podcasts
 - [Hot Pod](#)
 - [Podcast Review](#)



Sample Lists of Audiobooks

- [Just One Voice: Single Narrator Audio Books](#)
- [Into the Multi-Voice-Verse: Audio Books with Multiple Narrators](#)
- [Cue the Drama: Full-cast Audio Books](#)
- [Verbal Wallpaper: Audio Books with Detached Narrators](#)
- [Listen to Your Heart: Diana's Favorite Romances in Audio](#)
- [Work in Progress: Audiobooks for Self Care](#)



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