



Audio Publishers Association

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***ANOTHER BANNER YEAR OF ROBUST GROWTH  
FOR THE AUDIOBOOK INDUSTRY  
Results from Audio Publishers Association annual sales survey  
shows 24% increase in audiobooks sold***

May 23, 2016 — The Audio Publishers Association released the results from their annual sales survey, conducted by the independent research firm Management Practice in the spring of 2016, which revealed that the audiobook industry is continuing to expand in sales as well as the number of titles being published in the format.

Based on information from responding publishers, the APA estimates that audiobook sales in 2015 totaled more than \$1.77 billion, up 20.7% over 2014. Unit sales were also up 24.1%. This is the second consecutive year that audiobook sales have expanded by 20%.

Additionally, 9,630 more titles were published as audio than in the previous year -- bringing the number of audiobooks published in 2015 up to 35,574. That is an increase of 29,374 more audiobook titles published per year from only five years ago.

The growth of the industry is largely due to the growing popularity of the digital download and increasing awareness and profile for the audiobook format. Sales of digital downloads continue to rise – showing an increase of over 34% in both dollars and units sold from the previous year.

<b>Year</b>	<b># of Audiobook Titles Published</b>
2015	35,574
2014	25,944
2013	24,305
2012	16,309
2011	7,237

Sales for adult titles continue to dominate the market and account for 90.4% of overall audiobook sales. Fiction continues to represent the vast majority of audiobooks sold with roughly 76.3% of audios being fiction vs. 23.7% non-fiction. The unabridged format continues to predominate with 96.3% of audios sold being in this format.

The Audio Publishers Association (APA) is a not-for-profit trade organization whose primary goals are to promote awareness of the audiobook industry, gather and disseminate industry statistics, encourage high production standards and represent the interests of audiobook publishers. Since 1986, the APA has worked to bring audio publishers together to increase interest in audiobooks. Please visit [www.audiopub.org](http://www.audiopub.org) for more information.