

W e l c o m e t o:

“C r a c k i n g t h e A u d i o b o o k M a r k e t”

w i t h

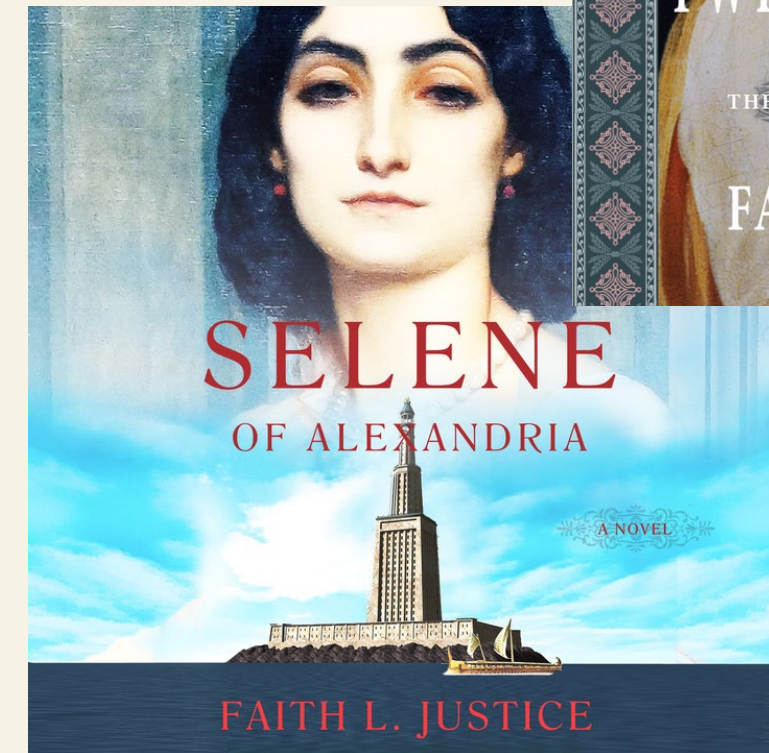
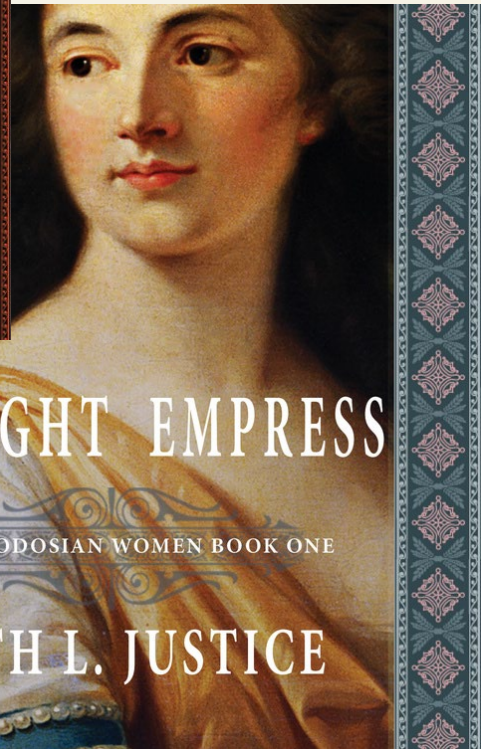
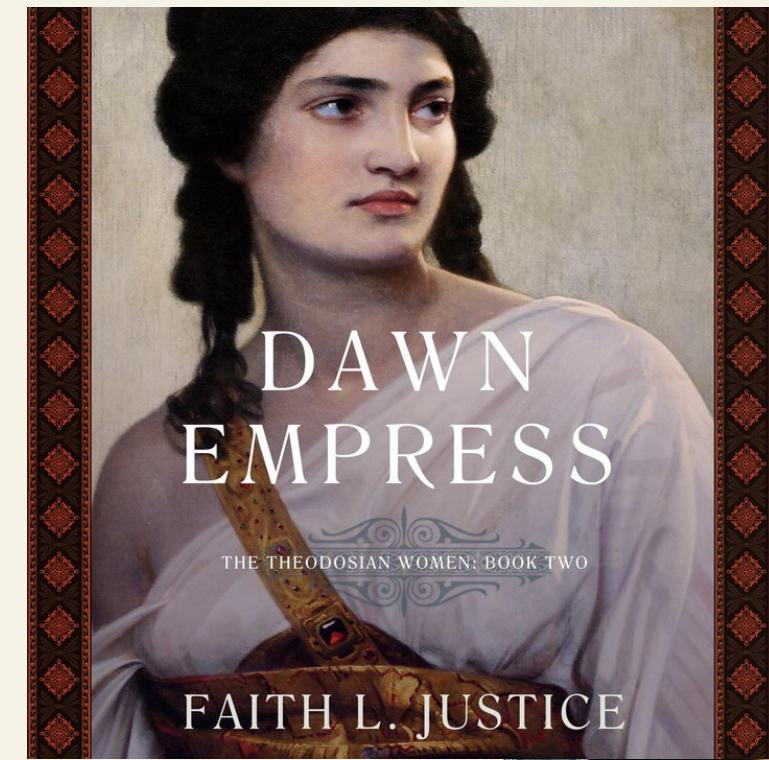
F a i t h L . J u s t i c e

A little about me:

Family background in audio production.

Published in audio:

- 3 collections of short stories
- 1 illustrated children's book
- 4 novels





Purpose:

- To give you enough information to decide IF and HOW to get your books into audio, based on your career goals.
- Like most things, it's your time or your money.

W e'll cover:



W hy be in the m arket?



P rocess of creating an audiobook



D ifferent routes to the m arket and
author responsibilities in each



F actors to consider when deciding
which route to take



D istribution channels



M arketing strategies



M arket trends

Why should you
get in the audio-
book market?

Why now rather
than later?



For the readers:

They can find you in their preferred medium.



For the money:

This is the fastest-growing segment of the publishing business.



Competition is growing:

The big guys are all in and the little guys are catching up.

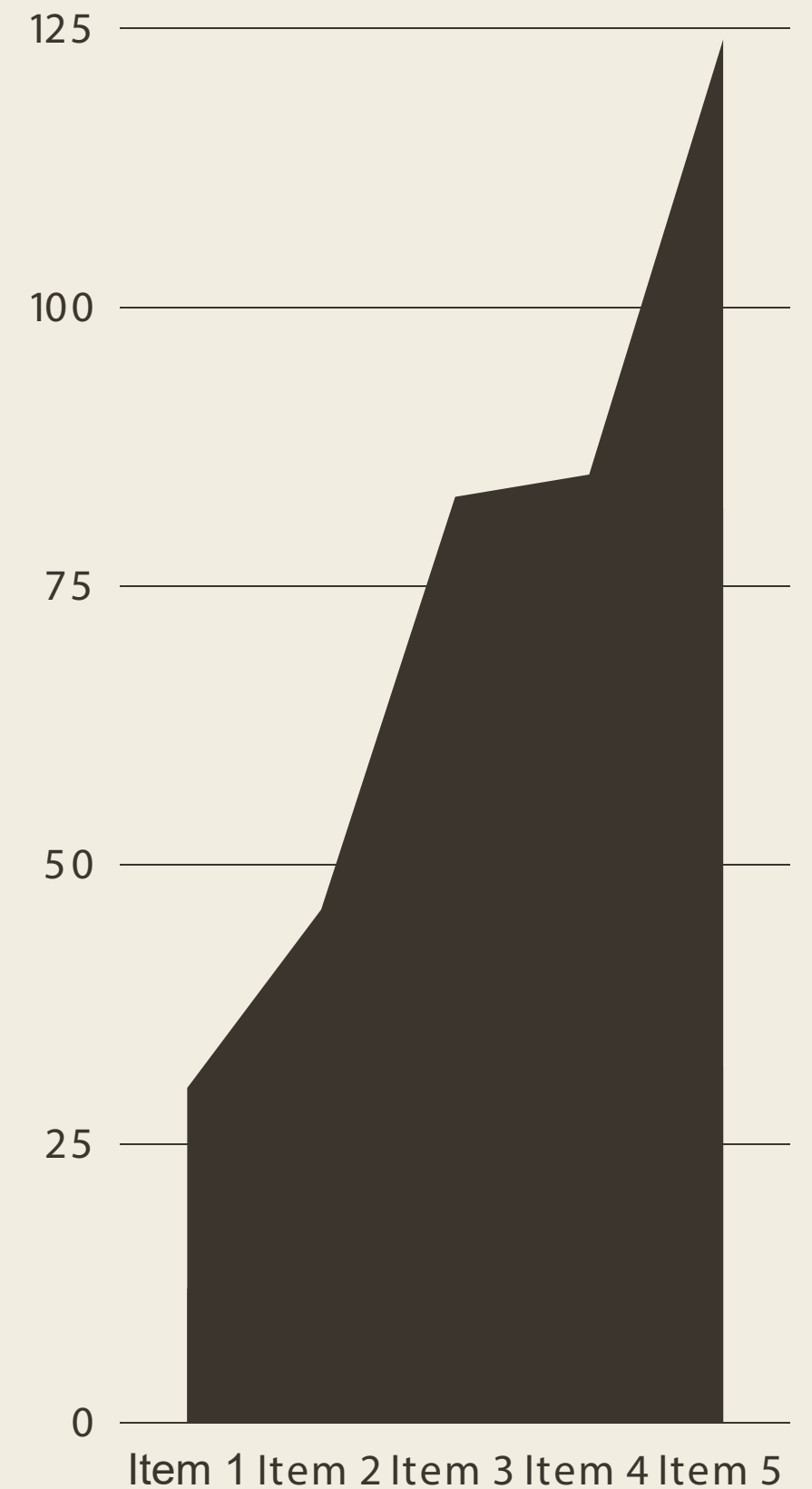


Audiobook Readers:

- Are new readers - prefer audio, make “new time,” and consume 8.1 books per year.
- Disproportionately female and African American.
- Are young, educated & employed - 57% of all listeners are aged 18-44.

Audiobook Market

- Fastest-growing segment in publishing with double-digit growth (24%) the past 10 years and the same projected through 2030
- 2022 revenues of \$5.4 billion for audiobooks (surpassed eBook revenues in 2019); projected \$35B by 2030
- 9% of book sales in the US market in 2022; projected 21.4% by 2030
- Fiction is 65% of the audio market vs. 40% in print

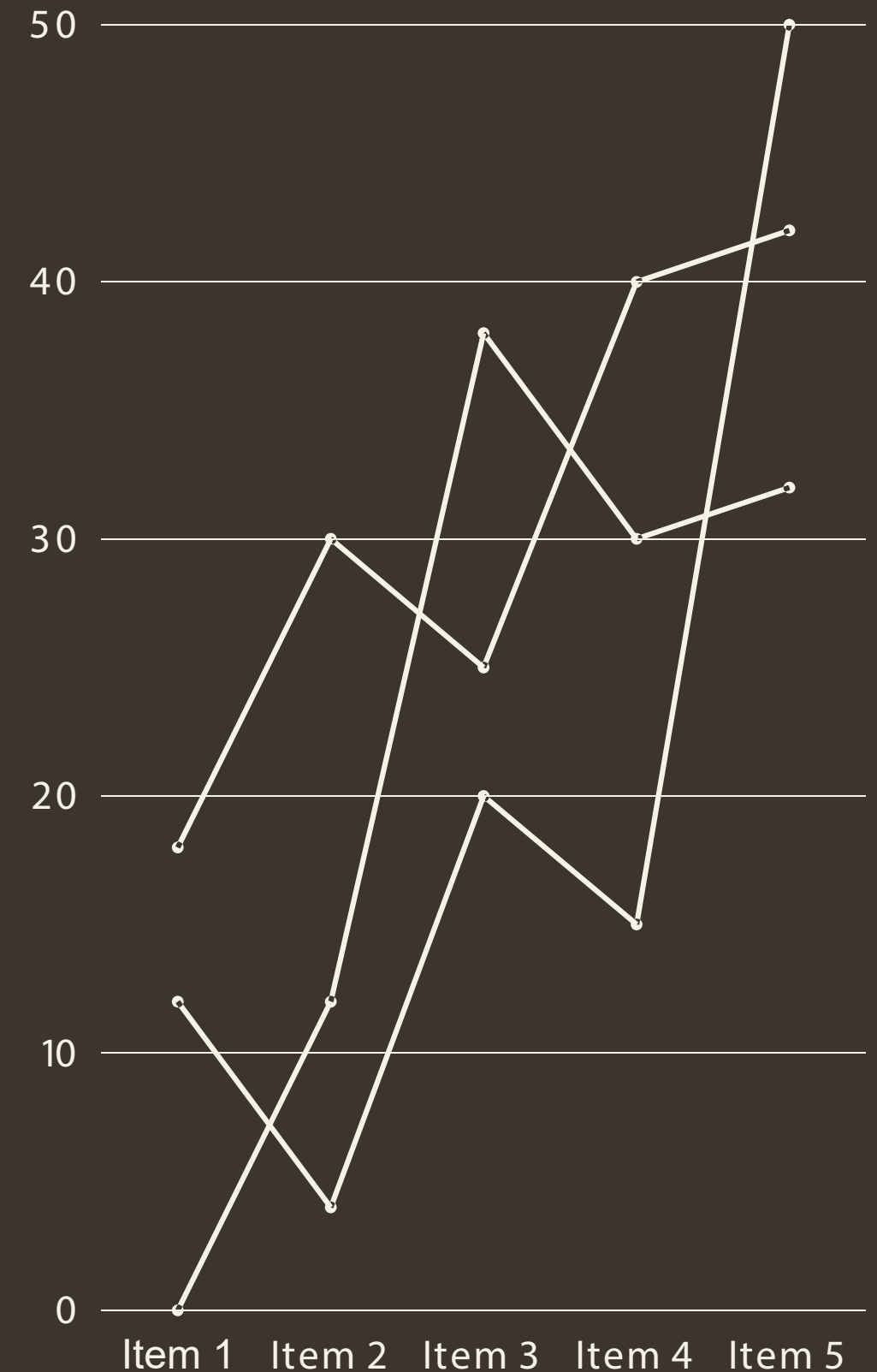


Why now?

Competition lower / Discoverability high

- 170M books in print and eBook
- 4M books published in 2022 (includes self-published)
 - 74K audiobooks published in 2022
- Over 60K HF titles listed in the Kindle Store
 - Over 30K HF titles listed at Audible

But it won't stay that way!



W h a t's keeping *you*
from jumping in?

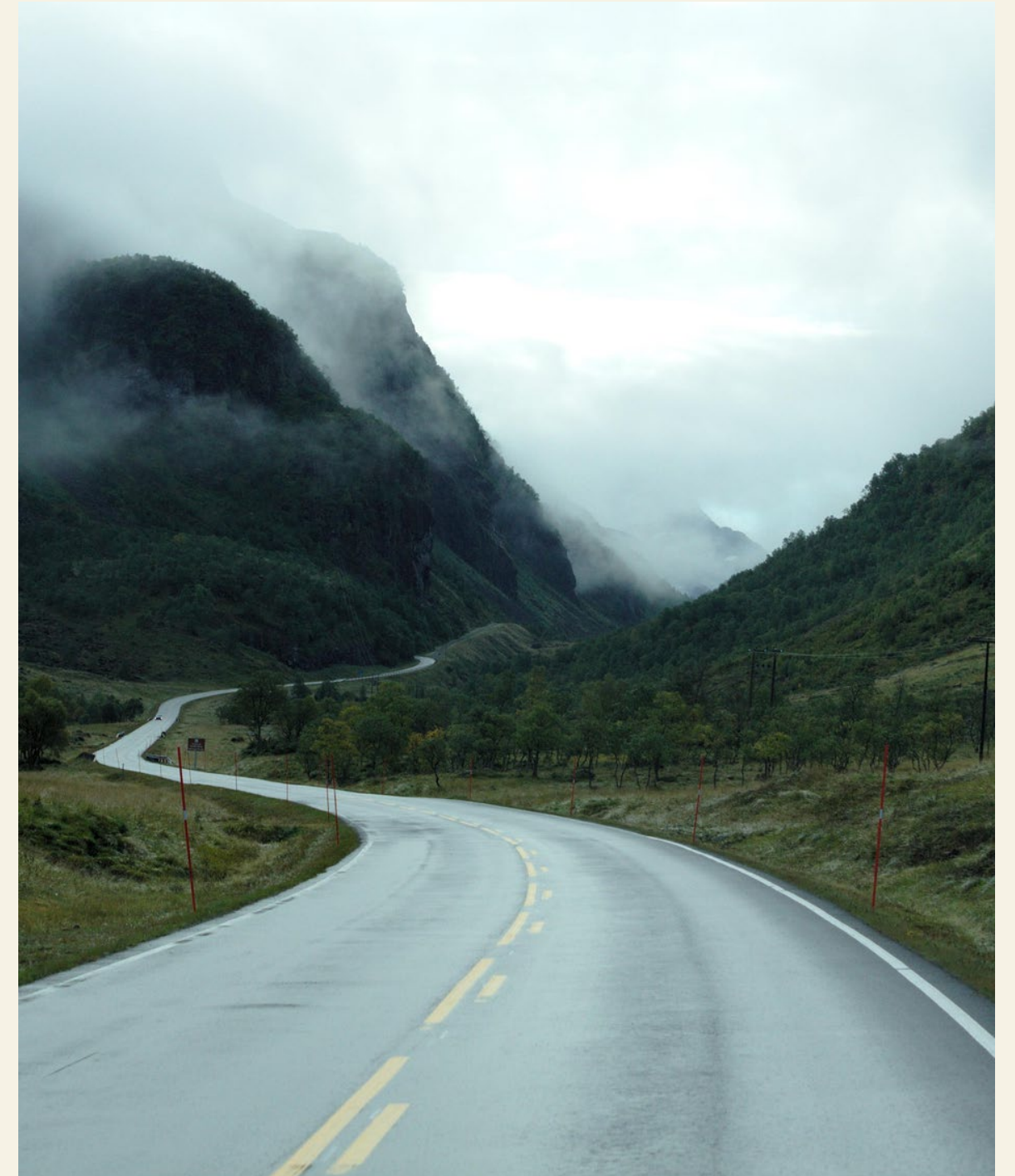
M o n e y ?

T e c h n i c a l k n o w - h o w ?

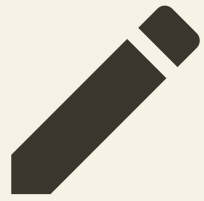


The Journey from Print to Audio

- Who owns rights to audio production
- Who will produce
- Prep manuscript
- Record
- Edit
- Quality Control
- Retakes
- Mastering
- Submit files to distributors (with audio cover)
- Marketing



4 Routes to Market



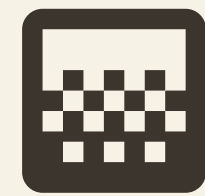
Assign rights to an audiobook publisher



Hire full-service audio production company



Author DIY



Hybrid: Author produces and outsources all/some tasks

Assign rights

Pros:

- Least involvement
- No upfront \$
- Professional
- Prestige

Cons:

- Hardest to get w/wo agent
- Least control
- Low royalties

Hire full service

Pros:

- Less work
- More control
- Professional

Cons:

- Most expensive (prices vary from flat fee/per word/per finished hour)

Author DIY:

Pros:

- Cheapest option
- AI tools getting better
- Free DIY resources
- Complete control
- Find/correct text errors

Cons:

- Readers prefer professional narrator
- Learning curve tech
- Time

Hybrid/ Author outsources:

Pros:

- Cheaper than full service
- Others do tech stuff
- Professional voice (if wanted)
- Considerable control
- Find/correct text errors

Cons:

- More expensive than DIY (unless barter services or recruit volunteers)
- Learning curve platform
- Time

Author Outsource Options:

Author

- Prep manuscript
- Find/audition/select narrator
- Quality Control (AI?)
- Choose distribution channels
- Set price/Marketing

Indie Narrator Producer*

- Record
- Edit
- Retakes
- Mastering

*flat fee, per finished hour, or
shared royalties

Audio services/ distribution*

- Propose narrators
- Record
- Edit
- Retakes
- Mastering
- Distribute files
- Track/distribute royalties

*per finished hour or per word

Distribution: Exclusive?

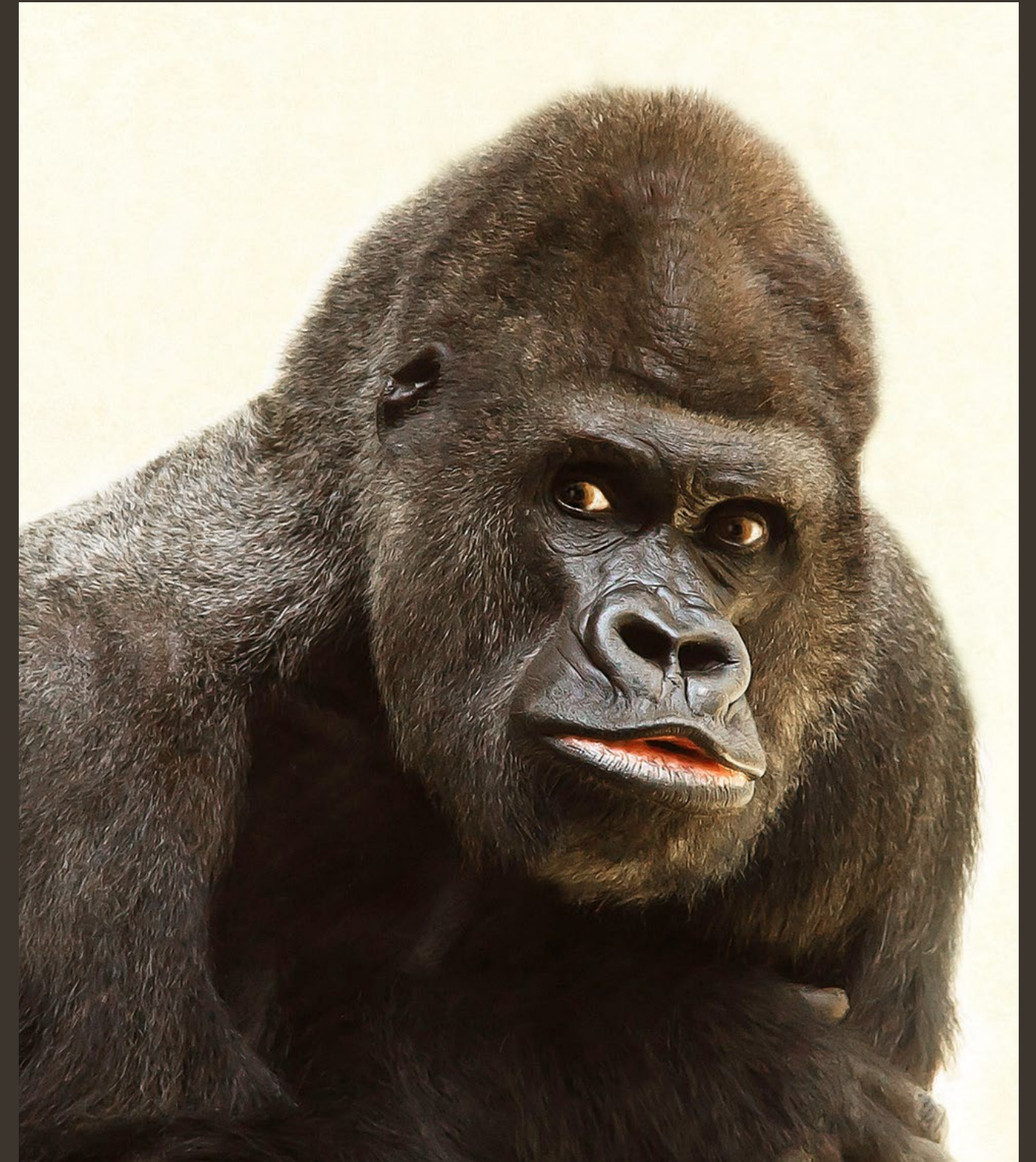
Audible only:

Pros:

- Control 63.4% of US market
- higher royalties (40 % vs. 25%)
- single dashboard
- preferred giveaway codes

Cons:

- lose out on wider market
- no distribution to libraries
- no price control for marketing purposes



Distribution: or Not?

Non-exclusive:

Pros:

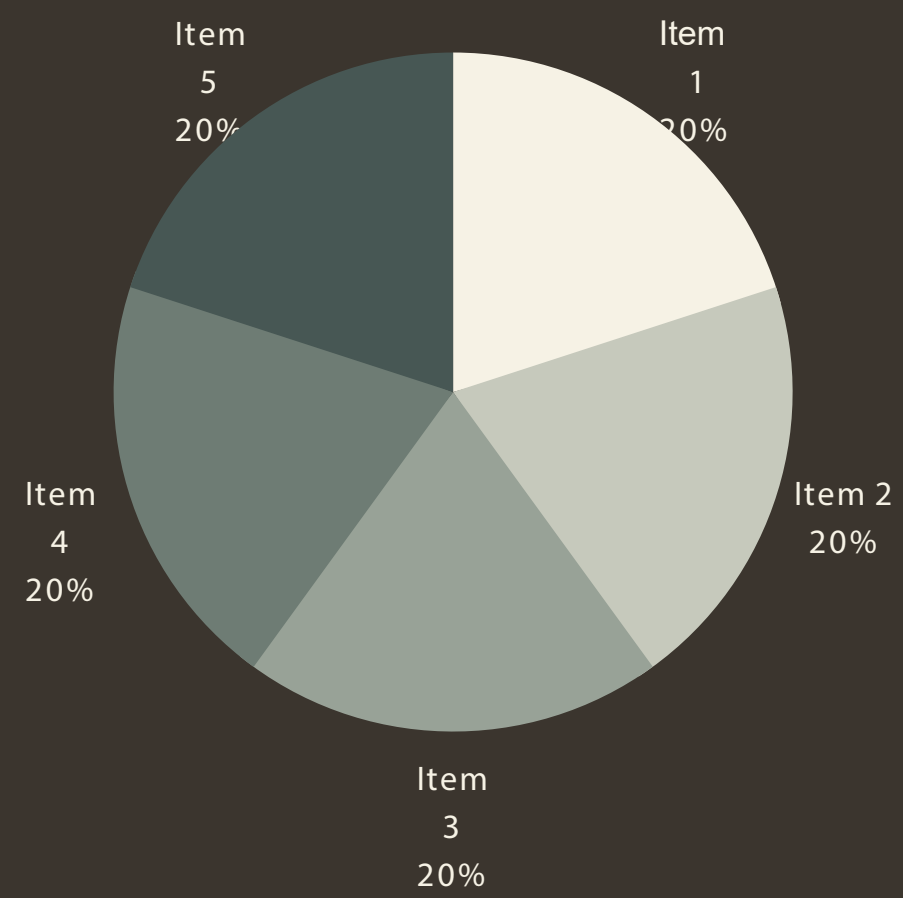
- wider market including libraries
- price control for marketing
- giveaway codes

Cons:

- lose preferred market Audible codes
- multiple dashboards



Marketing Strategies



Hire a celebrity narrator



Launch audio version with print/eBook



Giveaway codes to reviewers



Promote your paper/eBook



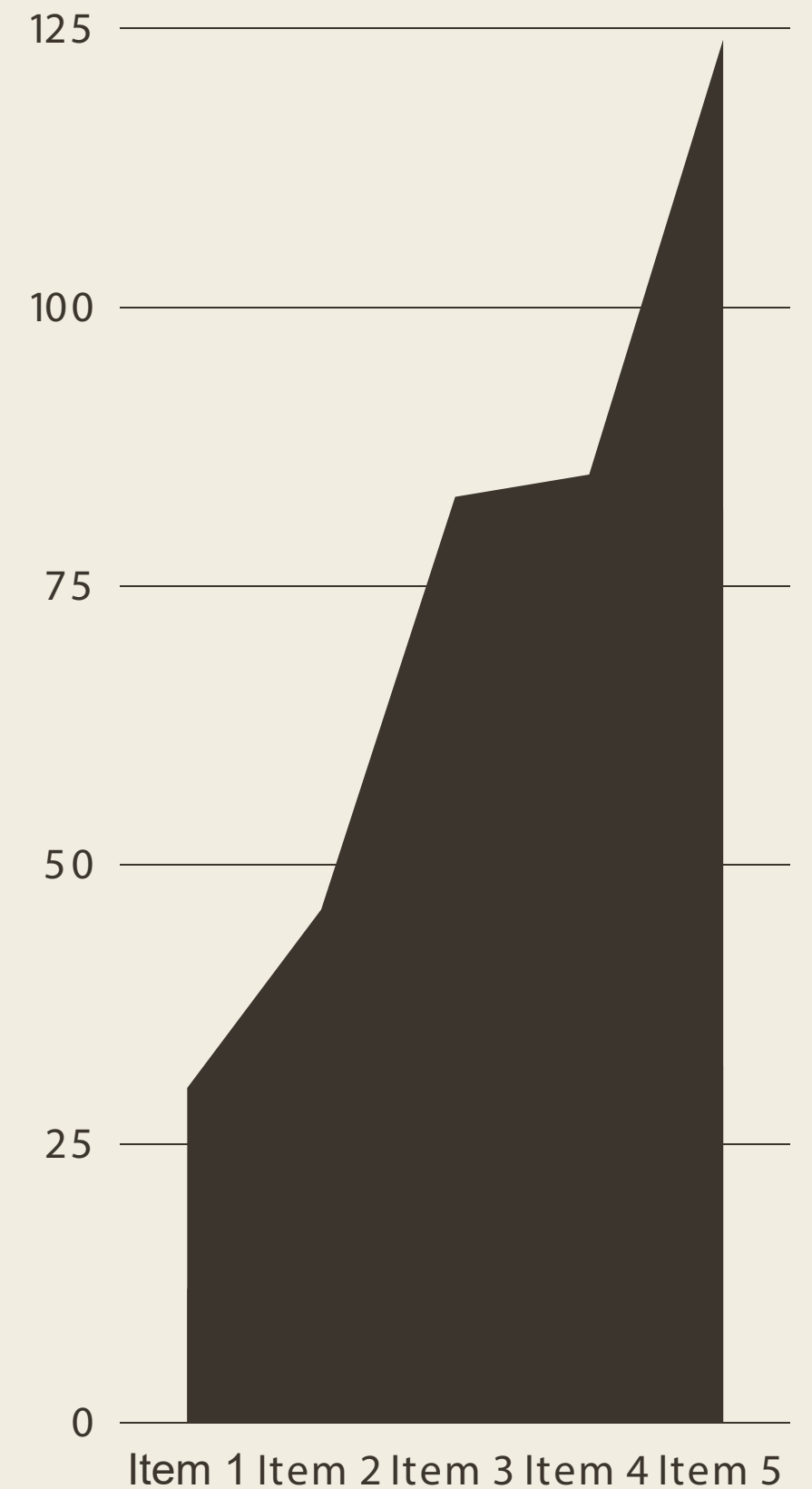
Use price drop/Chirp



Podcast tour/Podcast ads

M a r k e t T r e n d s

- Proliferation of audio services/business models makes accessing the market easier
- Rapid move to subscription model will impact individual authors' incomes—which direction?
- Role of AI in content creation (text/cover art), quality control, and narration is a market disruptor



THANK YOU!

Email: Faith@FaithLJustice.com

Website/Blog: FaithLJustice.com

Twitter: [@faithljustice](https://twitter.com/faithljustice)

Facebook: [faithljusticeauthor](https://www.facebook.com/faithljusticeauthor)