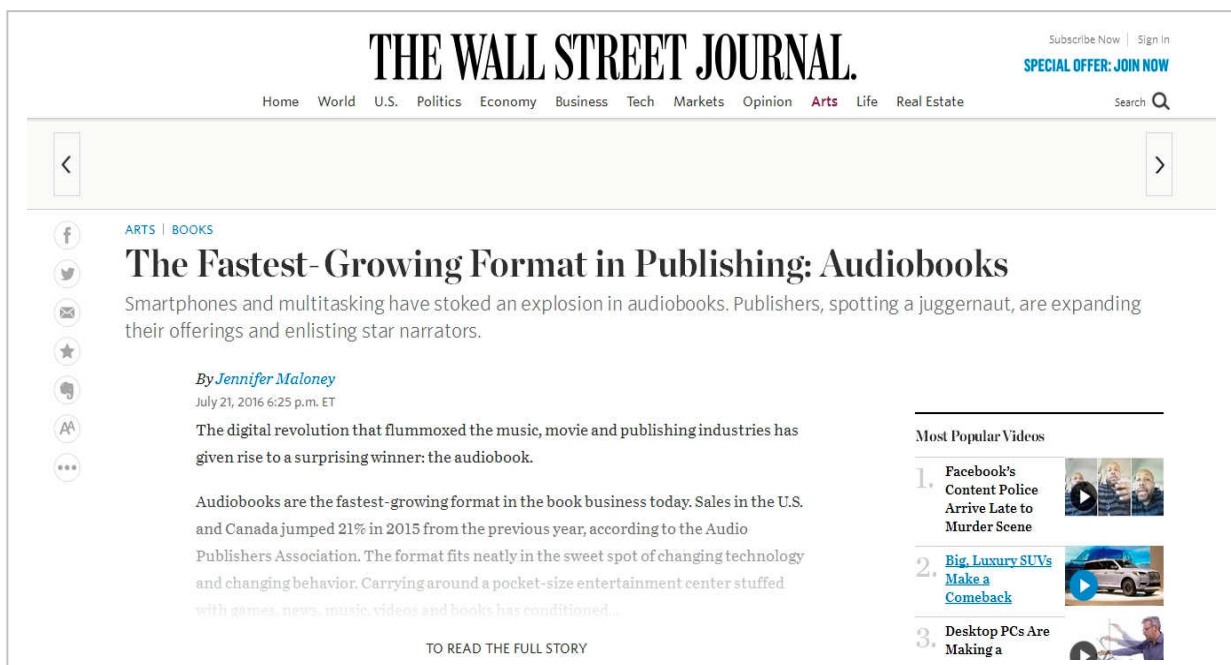


THE AUDIO BOOK GOLD RUSH!

9 Reasons Why You Should Grab Your Share Of This Multi-Billion Rand Industry NOW!

[CLICK To Download The Info Pack Here](#)

<http://sa-chamber.co.za/gold-rush/>



The screenshot shows the top of a Wall Street Journal article. The header includes the site name 'THE WALL STREET JOURNAL.', navigation links for Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Arts, Life, and Real Estate, and a search bar. The article title is 'The Fastest-Growing Format in Publishing: Audiobooks' by Jennifer Maloney, dated July 21, 2016. The article text begins with 'Smartphones and multitasking have stoked an explosion in audiobooks. Publishers, spotting a juggernaut, are expanding their offerings and enlisting star narrators.' A 'Most Popular Videos' sidebar on the right lists three items: 'Facebook's Content Police Arrive Late to Murder Scene', 'Big, Luxury SUVs Make a Comeback', and 'Desktop PCs Are Making a Comeback'.

1. The Wall Street Journal recently reported that the digital revolution finally made way for AUDIO BOOKS. Smart-phones and multitasking created and explosion in Audio Book demand and sales.

Today Audio Books are the fastest growing format in the publishing industry and billions are earned!

The GOLD RUSH has began and it is time for online and off-line entrepreneurs to grab this opportunity with both hands...

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BOOKS

Book sales are in decline but audio books are thriving

Luke Graham | News Assistant
Thursday, 3 Mar 2016 | 8:40 AM ET

CNBC

Sales of books, in both print and digital formats, are struggling around the world, despite the efforts to promote reading on World Book Day. However there is one area that's bucking the trend: Audio books.

World Book Day is promoted a worldwide celebration of books intended to encourage reading, but revenue from book publishing is falling worldwide.

Statistics from Euromonitor released in 2015 show that turnover from book publishing has experienced sharp declines in recent years. Between 2011 and 2014, revenue fell from \$165 billion to \$145 billion.

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Inspiration Weekly

2. CNBC NEWS reports that while hard cover books as well as e-books sales are under pressure, **AUDIO BOOKS** are taking the world by storm – helping those selling them making millions...

December 18, 2016 - 9 Comments

Global Audiobook Trends And Statistics For 2017

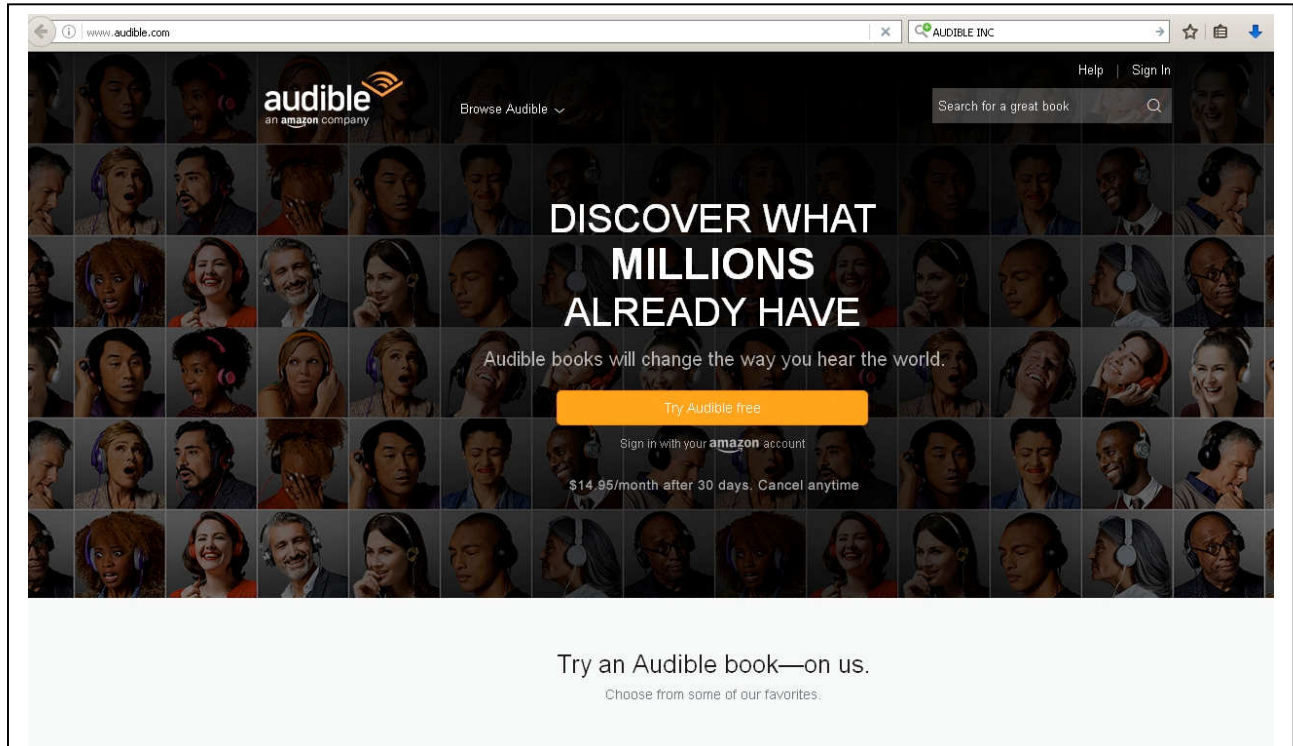


Publishers have experienced an utterly deplorable year for [e-book sales](#) and most of them have seen declines by around 12%, things have gotten so bad that most of them do not even report how many units were sold. They speak in broad generalities, which does not bode well for the future of the format.

Over the course of the past three years the highest growing segment of publishing are [audiobooks](#). The global audiobook industry is currently evaluated at \$3.5 billion dollars and the United States is currently the largest singular market with \$1.8 billion dollars in audio sales in 2016 and this was a **31% increase** from 2015. The Audio Publishers of America has stated that every year for the past three years 36,000 audiobooks were issued. When it comes right down to it, the retailers are the ones who benefit from the audiobook revolution. The vast majority of the companies that spoke to Good e-Reader have disclosed that they have seen triple digit growth and expect this trend to continue into 2017.

3. TRENDS FOR 2017: Market research in 14 sectors shows the same pattern – people love Audio Books and demand for 2017 and beyond will keep on increasing. Time to profit is now....

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4. STOCK MARKET SHARES: Audible Inc, one of the biggest Audio Book publishing companies in the world – who is listed on the NASDAQ Stock Market – recently reported that it's revenue has jumped to a massive R335 million a year. Millions already discovered the magic of Audio Books and now the profit is pouring in....

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How audio is beginning to make a noise

Published July 21, 2015 by Philip Jones

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Last week *The Bookseller* introduced its first ever **audio download chart**, with data provided by Audible. And not before time.

Over the past few years audio downloads have become the more interesting flip-side to the e-book market. The parallels are obvious. The rise of digital audio has resulted in a format shift (away from CDs) onto devices (such as mobile phones) in a market which (since its 2008 acquisition of Audible) is also dominated by Amazon.

Like the e-book sector, the data is difficult to obtain, and tricky to analyse. According to the Publishers Association's Statistics Yearbook 2014, sales of digital audio last year were just over £10m, up 24% over 2013, representing a rise of 170% since 2010. However, this is based on value of sales invoiced by publishers, and therefore likely underestimates the total market by some degree.



PHILIP JONES

I am editor of *The Bookseller*, and co-founder of FutureBook.net. I joined *The Bookseller* in 1996 under its then editor Louis Baum, and also worked for the magazine under two previous editors, Nick Clee and Neill Denny. I live in north London with my partner, and three children – Henry, Robin and Elijah.

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5. PHILIP JONES, co-founder and editor of *The Bookseller Magazine* agree; audio books are making noise! Sales are up 24%. But more astonishing; Audio Books sales are up 170% in the last 6 years! Buyers moving away from CD's and prefers online buying with a immediate download...

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These are the 20 best-selling audiobooks of 2016 so far

Kelsey Mulvey, Insider Picks [f](#) [t](#)
 Jul 25, 2016, 5:40 PM [145,270](#)

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The Insider Picks team writes about stuff we think you'll like. Business Insider has affiliate partnerships so we may get a share of the revenue from your purchase.

The Wall Street Journal recently reported audiobooks are the fastest-growing format in publishing. While there's data to back this claim — audiobook sales in the US and Canada increased by 21% in 2015 and this year's



Your Editor (online now)
Breton Fischetti

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I've been in education for 20 years, and there's a disturbing trend afoot in kindergartens around the US

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Audio Publishers Association

FOR IMMEDIATE RELEASE
Contact: Jennifer Richards
Over the River Public Relations
201-242-9637, jennifer_richards@me.com

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

7. The Audio Publishers Association calls it another banner years for the robust growth in the Audio-Book Publishing Industry. **With a 24% increase in sales it is brilliant...**

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How Amazon and Audible Are Pushing Audiobooks into the Mainstream
By: Karen Commins | June 21, 2016

Expert publishing blog opinions are solely those of the blogger and not necessarily endorsed by DBW.

In reading DBW's recent interview with Hugh Howey, I was surprised that he never mentioned audiobooks even though he obviously believes in the format. Howey has 37 audiobook titles on Audible.com, and he published at least 16 of them personally.

The **Metadata Handbook**
SECOND EDITION

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8. DIGITAL BOOK WORLD [DBW] looks at this new TREND and reports on how Amazon and Audible Inc two of the biggest audio books sellers on the planet - use their e-commerce platforms to make millions in this industry. Amazon sold about 115 000 audio books PER DAY in 2016...

For More Information Visit You Can Visit : <http://sa-chamber.co.za>

The screenshot shows the Amazon website search results for 'audiobooks'. At the top, the Amazon logo and 'Try Prime' are visible. The search bar contains 'audiobooks'. Below the search bar, there are navigation links for 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards & Registry', 'Sell', and 'Help'. The search results show 1-12 of 491,060 results for 'Books : Audio CD : "audiobooks"'. A large banner at the top right of the results area reads '99 403 Audio Books Are Selling Now!'. The left sidebar shows a list of categories with counts, such as 'Success Self-Help (1,082)', 'Biographies & Memoirs (7,814)', 'Classic Literature & Fiction (5,309)', 'Mystery, Thriller & Suspense (17,462)', 'Military History (1,882)', 'Suspense (5,590)', 'Literature & Fiction (42,544)', 'Thrillers & Suspense (11,331)', 'Motivational Self-Help (1,236)', and 'Literary (5,154)'. The main content area displays three audiobook listings: 'Unstable' by S. E. Hall and Brooke Bloomingdale, 'The Case for Christ: A Journalist's Personal Investigation of the Evidence for J' by Lee Strobel and Richard Fredricks, and 'Fighting for Love (Boston Love)' by Kelly Elliott and Iggy Toma. Red arrows point from the category list to the corresponding audiobook covers in the main results.

9. Amazon's e-Store: A quick search on Amazon shows that the keyword "Audio Books" currently deliver nearly half a million results (491 060). More than 99 000 top rated Audio Books are now selling and there is space for more...

LISTEN: Don't you think it is time for you to start your own audio books publishing company and join this "GOLD RUSH"?

It is easier, quicker and smarter than you think.

[CLICK HERE TO DOWNLOAD THE FREE INFORMATION PACK NOW!](#)

<http://sa-chamber.co.za/gold-rush/>

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