



## **Press Kit, 2008**

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**“The NetFlix of Audiobooks”** – Boston Globe, 2006

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We help members make more of their time and money by providing the best online audio book rental service anywhere, as well as offering books on tape and CD for sale and download. We provide book lovers with simple and affordable ways to enjoy the books they want to read, regardless of their busy lifestyles.

### History

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2005: We launched downloads via a low-cost monthly subscription and a-la-carte purchases.

2006: We launched the sale of audio books on CD and cassette, completing our product offering.

2008: We are the largest company to offer consumers rentals, sales and downloads; the most comprehensive range of audio book services. Our customers choose from 20,000 unique titles in 30 categories, buying, renting or downloading according to their needs.



### Locations

Simply Audiobooks is a privately held company with offices in Toronto, Canada; Buffalo, NY; and Las Vegas, NV.

Simply Audiobooks can be found online at:

[www.simplyaudiobooks.com](http://www.simplyaudiobooks.com)  
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3	\$34	\$37.98
4	\$43	\$47.98

\*Monthly prices shown

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<u>Download Credits per Month</u>	<u>*Annual Plan Pricing</u>	<u>Monthly Plan Pricing</u>
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\*Monthly prices shown

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- Listen on your computer, MP3 Player, or burn to CD

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# Audio Book Fact Sheet

## State of the Audio Book Industry

Publishers generally expect that an audio book will account for 10 to 15 per cent of a book's overall sales figures.

In 2004, the Audio Publishers Association (APA) estimated the size of the audio book market at \$800 million. In 2007, this number had climbed to \$923 million, representing 15% growth in just over 3 years.

CD's continue to be the favorite medium for audio book distribution, however, downloads have increased from 6% of sales (2004) to 14% of sales (2007), and is expected to continue to rise, while cassettes and CDs decline.

Nonfiction titles account for approximately 30% of all audio book sales, while Fiction accounts for the remaining 70%. There is a strong preference for Unabridged titles at 74% of sales, with Abridged titles accounting for only 26%.

## Audio Books and Commuters

The most popular place to listen to an audio book is in the car. People also report listening at home, at the gym and while doing repetitive tasks at work.

According to the Audio Publishers Association, multi-tasking continues to be the primary benefit recognized by consumers of audio books, especially by those who are driving long distances, traveling, or commuting.



In 2005, the U.S. Census Bureau reported that Americans spend more than 100 hours commuting to work each year, with the overall national average at 24.3 minutes per one-way commute. If the average audio book is 4.4 hours long, a commuter could easily listen to a book a week just while commuting to work.

## Simply Audiobooks Tidbits...

The most shipped title in our inventory is Stephen Covey's 7 Habits of Highly Effective People.

Dan Brown's Da Vinci Code and Harry Potter And The Philosopher's Stone both tied in the top spot for most "lost" titles during the shipping process.

Our most popular genre by far is Fiction, with Business and Self-Help taking 2<sup>nd</sup> and 3<sup>rd</sup> place.

The majority of our customers are commuters with an average age of 41 years. Over 20% of our customers reside in the state of California – where commutes are longest. Our customers are evenly split between male and female.

Audio Book Sales By Medium, 2007

