

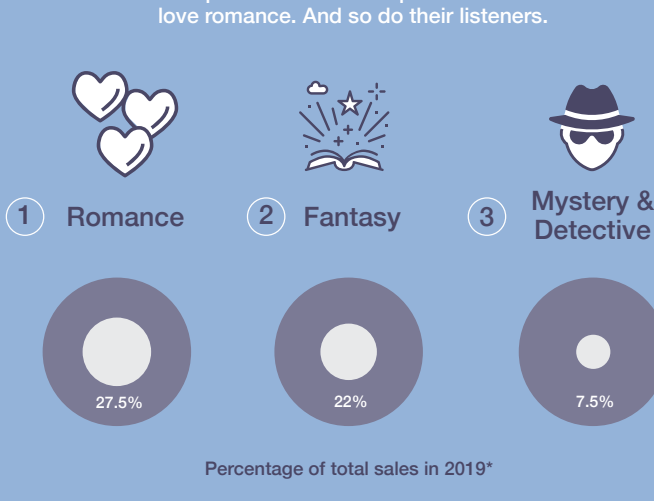
FINDAWAY VOICES 2019

Headphone Report

Information from proprietary data collected by Findaway Voices in 2019.

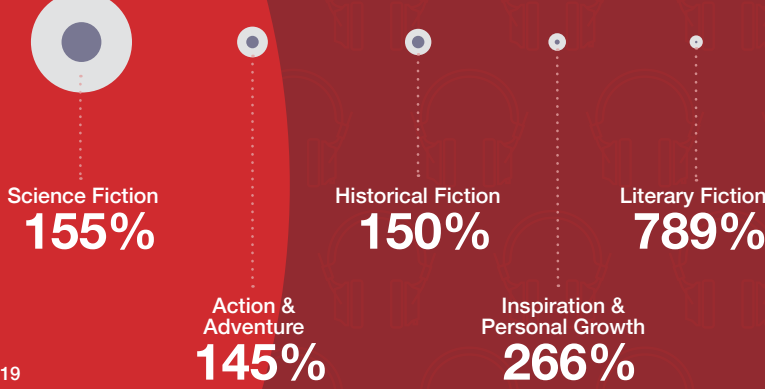
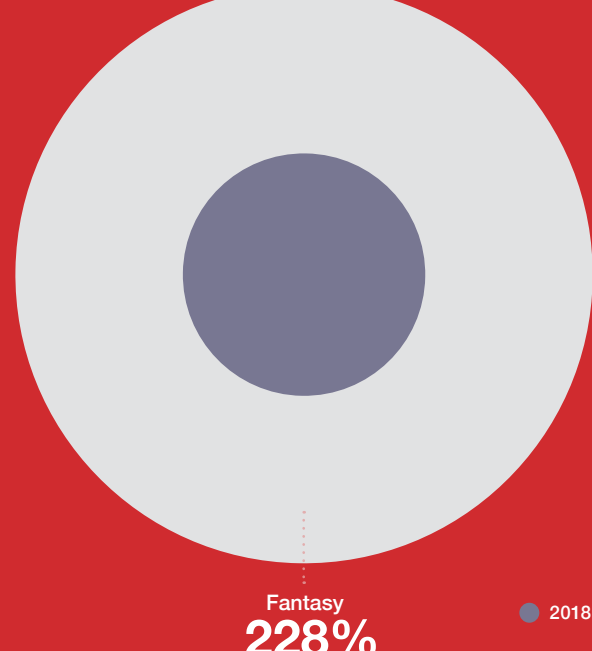
We're turning up the volume on love.

Top Selling Genres for Findaway Voices Authors & Publishers



Growth potential is huge.

Here are the genres booming with sales growth from 2018 to 2019.

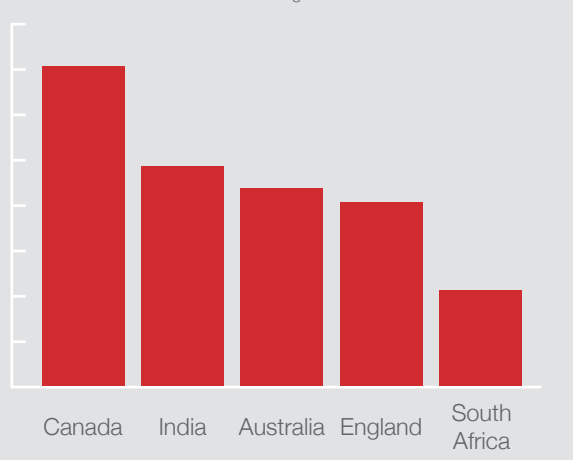


The world is listening.

With Findaway Voices, audiobooks go more places.

Top Unit Sales by Territory

Excluding US



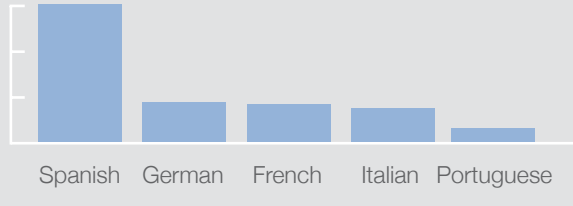
Fastest Emerging Markets

Sales growth percentage from 2018 to 2019



Top Languages Represented in Catalog

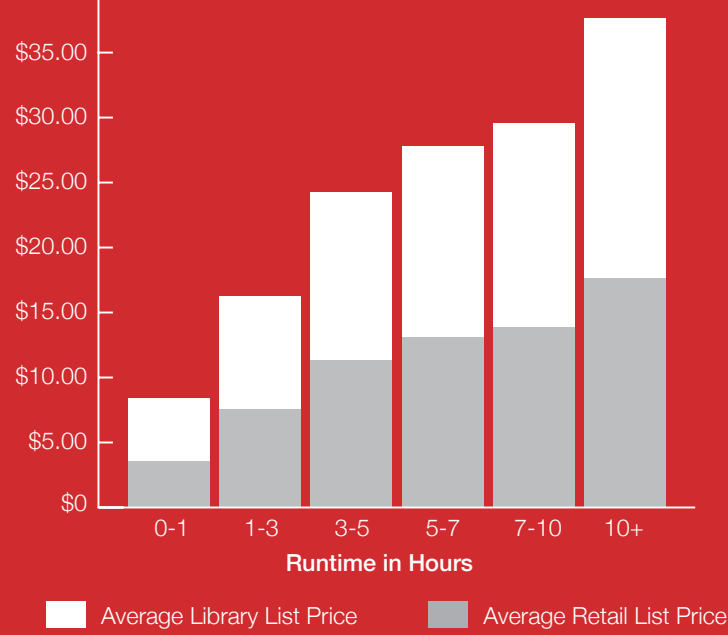
Excluding English



You can put a price on sales.

Authors control their list price and can run limited-time price promotions.

Average List Prices



Most Common Promotional Price



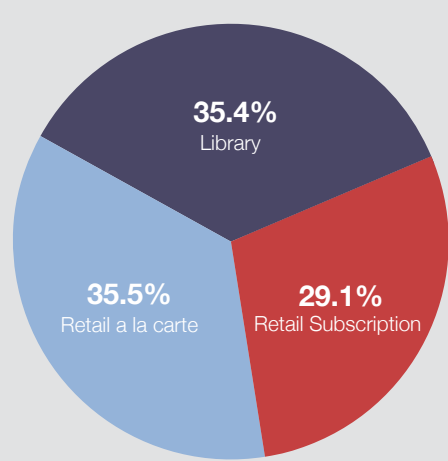
54% Average promotional discount off list price*

*Average regardless of length.

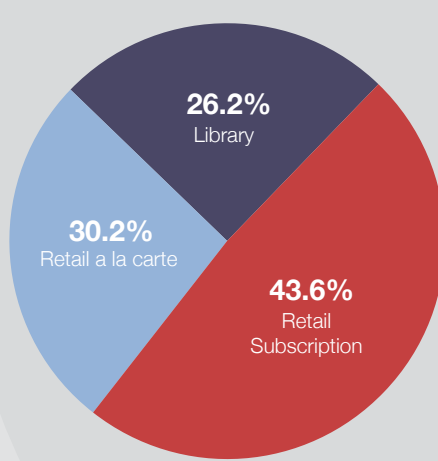
Choice is changing the market.

Wide distribution gives authors and publishers more ways to reach listeners all over the world.

Units Sold by Business Model



Royalties Earned by Business Model



27% of authors distributing exclusively with Findaway Voices made at least double what they would have made going exclusive with Audible.

More partners. More opportunity.

Audiobooks are reaching more listeners than ever before.

43 Partners
Announced 14 New Retail and Library Partners in 2019

264% Library Unit / Title Growth (avg.)

600% Retail Unit / Title Growth (avg.)

W I D E
M E A N S
MORE

Don't take it from us, listen to the authors:

"I really wanted to get into more libraries and I couldn't get that in other avenues, so that's what I'm so excited for and being part of Findaway Voices."

— Dale Roberts

"Wide means opportunity. Wide means global. Wide means diversifying my income as an author. Thank you, Findaway Voices, for helping me go wide with my audio."

— Mark Leslie Lefebvre

"Wide means reaching new audiences who can enjoy my audiobooks. I've also discovered that my audiobooks have more visibility when going wide compared to publishing just on a few platforms."

— Giovanni Rigters