



Nielsen Global Connect
Nielsen Book Australia
11 Talavera Road,
Macquarie Park, NSW, 2113 Australia
infobookscanaus@nielsen.com
+61 2 8873 7000

SYDNEY, 8 October 2020 –

**NIELSEN BOOKSCAN AUSTRALIA
QUOTE FOR RELEASE**

**“YOUNGER CONSUMERS THE LARGEST DEMOGRAPHIC TO TRY OUT AUDIOBOOKS,
MANY INFLUENCED BY YOUTUBE”**



According to Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, “The Nielsen Book Understanding the Australian Audiobook Consumer 2020 report is the first Australian study dedicated to audiobook listeners.

“The study has revealed that 37% of audiobook consumers started listening in the last twelve months, with the newest recruits being the largest portion of audiobook consumers in 2020. While younger consumers have the highest share of first trying audiobooks in the last twelve months, under 45s are increasingly likely to report joining the market one to two years



Nielsen Global Connect
Nielsen Book Australia
11 Talavera Road,
Macquarie Park, NSW, 2113 Australia
infobookscanaus@nielsen.com
+61 2 8873 7000

ago. Older consumers are our audiobook veterans with nearly 1 in 3 reporting to have listened to audiobooks for the first time around 6+ years ago.

“Another key finding from the Australian study was that YouTube reviews have been instrumental in persuading consumers to try audiobooks for the first time, with a significant 40% of audiobook consumers saying that they were influenced by a review on YouTube. In addition to YouTube, reviews on Facebook were often successful in persuading people to try audiobooks, with 36% of respondents indicating this had been a key factor. 33% of respondents were influenced by a low price offer on Audible.

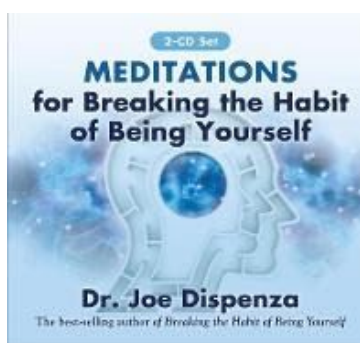
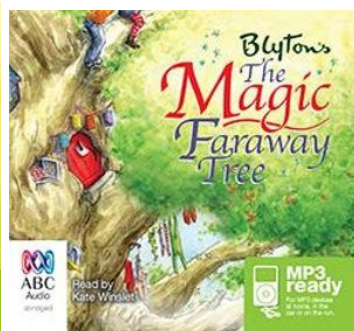
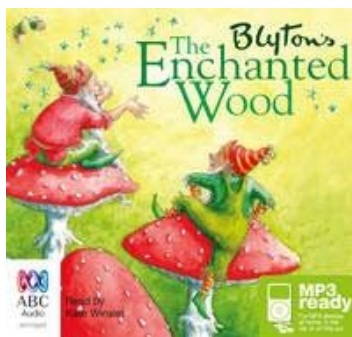
“Australian audiobook consumers are proving to be quite sensitive to audiobook pricing. In the Australian 2020 study, the price of an audiobook has been named as the number one barrier to increased audiobook consumption for Australian audiences, whereas participants in the equivalent 2019 U.K. Nielsen Book study (which has occurred annually since 2015) indicated not liking the narrator’s voice as the biggest impediment. Australian consumers most commonly expected audiobooks to cost between \$10 and \$11.99, regardless of whether the format was physical or digital.

“More than half of Australian audiobook listeners believe they have **increased** their listening in the last five years, with one in five saying they’ve increased their listening by a lot. About a third of consumers perceiving an increase in listening say this is at the expense of reading print books and a fifth at the expense of reading e-books.”

The [Nielsen Australian Audiobook Consumer 2020 study](#) is a 70+ page report that draws on data from 1500 Australian adults who listen to audiobooks, and covers a range of topics including genres preferred for audio, methods of acquiring, devices used for listening and more. To purchase the full report please contact infobookscanaus@nielsen.com.

Nielsen Book also measures physical audio sales via its Bookscan panel of retailers. This year’s top audiobooks are led by Enid Blyton’s *Enchanted Wood* and *The Magic Faraway Tree*, followed by Dr Joe Dispenza’s *Meditations for Breaking the Habit of Being Yourself*.

Australia’s Top 3 Physical Audiobooks of 2020





Nielsen Global Connect
Nielsen Book Australia
11 Talavera Road,
Macquarie Park, NSW, 2113 Australia
infobookscan@nielsen.com
+61 2 8873 7000

1. *The Enchanted Wood* by Enid Blyton (Bolinda Publishing)
2. *The Magic Faraway Tree* by Enid Blyton (Bolinda Publishing)
3. *Meditations for Breaking the Habit of Being Yourself* by Dr Joe Dispe (Hay House)

Sources: Nielsen BookScan physical Audio sales data Year to Date, 29/12/2019 to p/e 06-September-2020

Sources: Nielsen Book Australia, Nielsen Book Understanding the Australian Audiobook Consumer 2020
Nielsen Book UK, Nielsen's Understanding the UK Audiobook Consumer Survey 2019

About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. BookScan is the world's largest continuous sales analysis service and operates in 11 countries and 4 continents. Retail sales information is collected at the point of sale from thousands of outlets in the UK, Ireland, Australia, South Africa, Italy, Spain, New Zealand, India, Mexico, Brazil and Poland. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.com.au

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.