

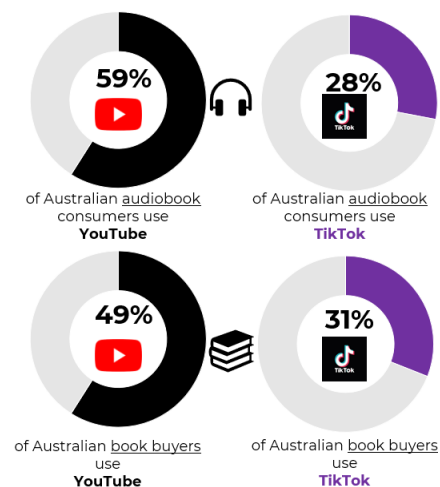
Nielsen BookData

NIELSEN BOOKDATA AUSTRALIA

YouTube still 'king' of platforms among Australian audiobook consumers and book buyers, TikTok usage on the rise

SYDNEY, 21 September 2023 – According to Nielsen BookData, the leading provider of consumer research and retail sales analysis services for the book industry, in 2022 Australian audiobook

consumers used **YouTube** at a much greater rate than **TikTok**, with 59% stating they used the platform, compared to 28% using TikTok. In 2020, when this research was first undertaken in Australia, just half of Australian audiobook consumers reported using YouTube. A 2024 edition of the study is due to be undertaken early in the year.

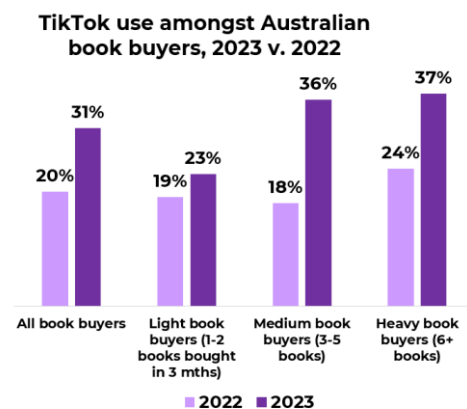


When researching Australian book buyers across all reported formats, Nielsen BookData found that social media platform usage is in similar proportions, with **Instagram**, **Pinterest** and **TikTok** all seeing a much greater proportion of Heavy book buyers than other platforms (Heavy book buyers are those buying more than six books per quarter). While **Facebook** and **YouTube** still lead the way when it comes to platform usage

among Australian book buyers (70% and 50% respectively), 31% of Australian book buyers reported to using **TikTok** in 2023 (up from 20% the prior year), with this number jumping to almost half (48%) of females aged 16-34.

The chart to the right shows the change in TikTok use across each book buyer segment from 2022 to 2023. All segments report TikTok use at a higher rate than in the previous year, with almost a third of Australian book buyers now using this platform. Almost 2 in 5 Heavy book buyers use the platform in 2023.

In neighbouring New Zealand, reported social media platform usage is in similar proportions, although usage of TikTok is a little lower. Just 16% of New Zealand book buyers reported using TikTok in 2022, although this is, as in Australia, much higher among the 16-34 demographic and Heavy book buyers.



Source: Nielsen BookData Australia and New Zealand pilot Books & Consumer Survey, January 2022 and March 2023

Source: Nielsen BookData, *Understanding the Australian Audiobook Consumer 2020, 2022*; Nielsen BookData Australia and New Zealand pilot *Books & Consumer Survey, January 2022 and March 2023*

Nielsen BookData

The [Nielsen Understanding the Australian Audiobook Consumer](#) report showcases trends in the Australian audiobook market across pre- and post-pandemic life. To purchase the report please fill in [this form](#) or contact us at infobookscanaus@nielseniq.com

Notes to editor:

Bianca Whiteley, General Manager, Nielsen BookData Australia

E: bianca.whiteley@nielseniq.com or infobookscanaus@nielseniq.com

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. **Nielsen BookScan** is a Nielsen BookData service. BookScan is the world's largest continuous sales analysis service and operates in 12 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, Poland and Colombia. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. **Nielsen PubTrack Digital Australia and New Zealand** collects e-book sales data directly from publishers to provide a true and complete picture of e-book sales in Australia and New Zealand across participating publishers. **Nielsen BookData Research** is a Nielsen BookData service. In addition to continuous sales and consumer monitoring, Nielsen BookData carries out individually commissioned and syndicated deep dive studies into book buyers and particular market segments. Recent topics include the e-book consumer, audiobook consumption and trends, and children's books and leisure activities.

The company is wholly owned by NielsenIQ.

For more information, please visit: www.nielsenbook.com.au

About NielsenIQ

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

NIQ, is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world's population. .

For more information, visit NielsenIQ.com.

