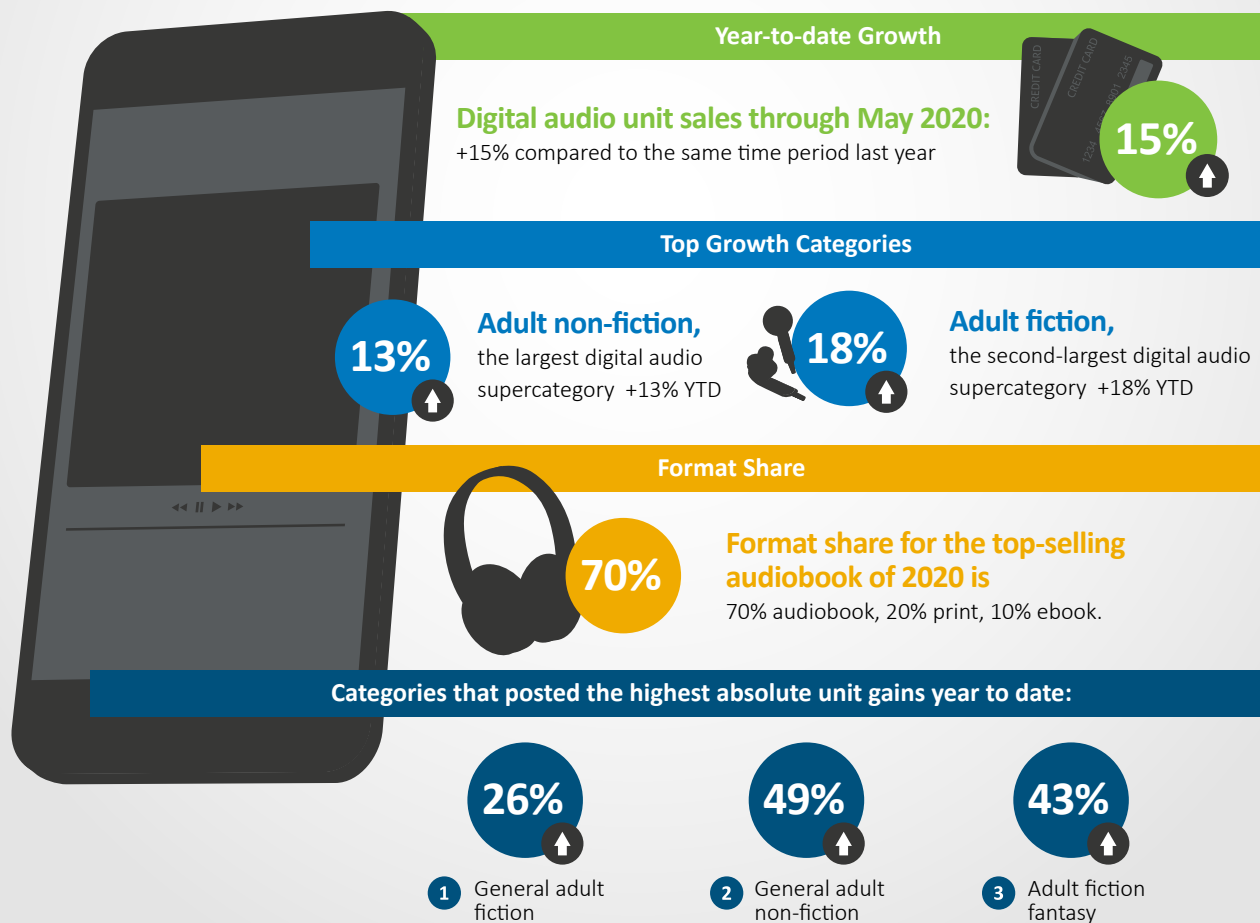


Audiobooks: Double-digit Growth

Digital audio is one of the hottest content trends in the U.S., growing by double digits for the last three years. **Here's a look at our latest audiobook insights ...**



NPD PubTrack Digital Audio, a new NPD PubTrack Digital dataset, delivers the only publisher-verified data of record on the audiobook market. It's the industry's first view of the true impact of digital publishing in the U.S. You can use it to see what's driving growth in the audiobook market and identify trending categories to support strategic development.

Source: The NPD Group/NPD PubTrack Digital Audio, YTD through May 2020

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email books@npd.com.

