



First Edition Design Publishing

Audio Books

Capture a piece of the audiobook market. The industry has been on the rise since 2010 and is estimated to be valued at \$2.6 billion and growing. First Edition Design Publishing ONLY publishes unabridged versions of titles. First Edition Design Publishing's Media Division has in-house talent to produce the highest quality audiobooks. With state of the art technology, our studios are top of the line. Our Media Division has sound engineers, composers, and voice over talent out of Hollywood and New York at your fingertips.

The average age of the audiobook listener is 51, however the fastest growing population are children 12 years and younger. The two main formats are Download and CD. Before Downloading became an option, the CD format was the most popular. The vast majority of audio book sales (90%) are unabridged versions and download ONLY. First Edition Design Publishing ONLY produces DOWNLOAD and UNABRIDGED versions.

Audio book titles are in demand. In 2007 only 3,100 titles were available via audiobook, and in 2015 235,000 are now in distribution.

First Edition Design Publishing provides **vast distribution** for all audiobooks. Audible.com, iTunes (APPLE, over 70 countries), Amazon (over 70 countries) and more. Over time we will be adding more and more venues.

Royalties are a bit different from print books and ebooks. First Edition Design Publishing still retains 4.25% as an admin fee for collating and processing the royalties back to you based on your gross royalty retained. The royalty split is as follows for audio book sales: 40/60 – the Audio Book seller retains 60% and you the author retain 40%. As the market populates more titles, we will eventually see a shift; however industry standard is currently is 40/60.

Pricing of your Audio Book – again, a bit different from print books and ebooks, whereas audio book suggested retail pricing is set by the distributor. Again, this will most likely change in the future, however we have to work within the industry standard. Part of the reason for this is that most distributors of audio books offer subscriptions to their clientele. Pricing is based off of audio length. Here is the average breakdown of pricing:

Hours of Listening	Suggested Retail Pricing
0-1 Hour	1.99 – 6.99
1-3 Hours	6.99 – 9.99
3-5 Hours	9.99 – 19.99
5-10 Hours	14.99 – 24.99
10-20 Hours	19.99 - 29.99

Rights and Term of Sales – again, a bit different from print and ebooks, whereas once we assign the audio book an ISBN, we hold **exclusive rights** to distribute the titled audio book for 7 (seven) years. This does not mean we hold your copyright, you still maintain 100% ownership of your copyright, although we retain ownership to distribute the title in audio format for seven years. This is dictated to us by the distribution venues. Again, this may change in the future as this is current industry standard. You are not allowed to sell your audio book on your own, through a web site or any distribution venue other than First Edition Design Publishing. This does not affect your PRINT book or EBOOK.

PROS and CONS of First Edition Design Publishing Distribution vs. Self-Distribution

PROS of First Edition Design Publishing -

- We assign the ISBN
- WE maintain all accounts
- We assist in marketing your audio book through our social media
- We create all file formats for the various venues
- We provide one of the highest royalty rates
- We provide properly formatted and designed graphics to fit all venues needs
- We provide you with marketing graphics for self-marketing
- Audio Books go live within 2 weeks of finished production
- We maintain multiple levels of redundancy to keep your files safe and secure
- We send out a press release quarterly with the announcement of all new audio book titles and availability

CONS of Self-Distribution

- You have to purchase an ISBN from Bowker (\$125.00)
- You have to open accounts with companies that will let an author self-publish an audio book
- You will have to slice and dice your audio book files to meet the requirements of each individual venue.
- Royalty rates tend to be lower, as low as 25%
- Audio Books can take months for a venue to accept them when self-submitted
- If you lose your file (after 90 days of completion), the replacement fee is \$65.00 for us to re-issue you a copy.
- You have to provide 100% of your own marketing

How to get started – place your order on our site, using the ‘packages’ tab at the top of our web site. **Scroll down** until you see **Audio Book Items**. Obtain your word count to determine the cost of production. Decide if we are going to handle the distribution, if so, order the distribution option. The last item to decide on is if you want us to create a sample trailer of your audio book for marketing purposes. We will create the audio trailer and upload it to YouTube, Twitter and FaceBook as well as provide you with a copy. This way you can help get the word out that your awesome Audio Book is available in over 70 countries!

After you place your order, you will receive an Audio Book ‘welcome’ letter that will contain a submission form link. The form will ask you a number of questions about you and your title, very similar to the POD/eBook submission form you filled out prior if we already have your book on file. If we do not have your book on file yet, do not worry, the process is easy :) **Please note that the Audio Book submission form is different from the POD/eBook submission form.**

The form will ask you to pick if you want a **male or female voice talent**, as well as some standard information about you and your title. This is also where you will check off that you read and understand and agree with the terms and conditions that are set forth in this document as well as our general terms and conditions listed within the First Edition Design Publishing web site. (A link to our terms and conditions is listed on every page of our site. www.firsteditiondesignpublishing.com. This document will also be attached to your ‘welcome’ letter.