Bookwire Report 2020

Evolution of digital market (ebooks and audiobooks) in Spain and Latin America

Bookwire

dosdoce.com

Contents

1 Executive summary / Main figures 2019

The aim of this report is to help publishers, agents, booksellers, authors, the media and specialised professionals to understand digital changes in Spanish markets (Spain and Latin America) and the business opportunities those changes may bring professionals in the publishing sector.

This report, which has been drawn up for the sixth consecutive year by the Bookwire distribution platform in close collaboration with Dosdoce.com, reveals key sales figures, trends and growth forecasts in the evolution of digital content (ebooks and audiobooks) in Spain and Latin America.

An analysis of the 2019 sales figures for over 450 Spanish and Latin American publishers involved in the distribution of ebooks and audiobooks via the Bookwire.es platform has provided extremely valuable information, making it possible to establish current trends and forecasts in Spanish-speaking markets with the help of other studies and reports.

Key data and sales figures for 2019 in the Spanish ebook and audiobook world are summarised below.

Main conclusions 2019

2019 witnessed a 35% increase in sales figures in comparison with 2018.

For the sixth consecutive year, publishers represented by the Bookwire platform, including over 450 publishers in Spain and Latin America, have experienced a continuous increase in ebook and audiobook sales. In keeping with the 52% sales increase in 2017 with respect to 2016, there was a 57% increase in 2018 and a 35% increase in 2019 with respect to the previous year.

The overall revenue for publishers via ebook and audiobook subscription platforms has witnessed an increase of almost 600% in comparison with the previous year.

Although unit ebook and audiobook sales via platforms such as Amazon, Apple, Google, Kobo, among others, continue to be the principal sales channels for Spanish and Latin American publishers (representing 79% of total sales) one of the main conclusions of this year's report suggests that sales via subscription platforms such as Scribd, Nubico and Storytel are becoming increasingly relevant for publishers. Subscription platforms have been generating almost 18% of digital revenue for publishers in 2018 and 2019, whereas digital sales in 2017 represented a meagre 7% and had failed to reach 5% in 2016.

Average Spanish ebook price: **€ 7.38**

Mexico generates 18% of digital sales across the Atlantic.

Following the trend set in previous years, México boasts the highest sales figures of Spanish-language digital content, reaching 18% of total sales, whereas remaining ebook and audiobook sales in Latin America (18%) are shared among other countries in the region (Argentina, Colombia, Chile, etc.) The Spanish market continues to experience an increase in growth in the US, already representing 11% of digital sales, just like the European market, which experienced a 5% increase in total digital exports.

Sales to libraries represents 3% of digital sales.

Sales of ebook and audiobook licences to libraries have become consolidated, representing 3% of digital sales in 2019, similar to the figure reached in 2018. According to the figures provided by the Spanish Ministry of Culture, ebook lending in libraries doubled in 2018, from 500,000 to over 1,000,000 digital loans.

87% of ebooks on sale in Spain cost less than €9.99 (including VAT).

The psychological barrier of ebooks costing less than €9.99 continues to be a trend in the digital book world. 87% of ebooks on sale in Spain cost less than €9.99 (including VAT).

More than 14,000 Spanish-language audiobook titles will be available in 2020.

In line with the trend of other international markets, audiobooks have become the centre of attention in the publishing sector in Spain and Latin America, reaching spectacular growth figures in 2019. Readers had a choice of around 8,000 Spanish-language audiobooks in 2018, whereas in 2017 there were less than 6,000 titles available. 2019 brought a selection of over 10,000 Spanish audiobooks and the prediction for 2020 is that there will be a choice of over 14,000 audiobooks available for readers.

Average price of Spanish audiobooks: **€ 14.33**

Spanish-language audiobook sales will generate almost €10,000,000 for publishers.

Although various sources expected a turnover of €3,000,000 to €5,000,000 in 2018 for the Spanish-language audiobook market, most audiobook publishers estimate audiobook sales to have generated €5,000,000 to €7,000,000 in 2019. In keeping with the trend in international markets, everything pointed to a 20% to 30% increase in audiobook sales in 2020, reaching a figure of €10,000,000 in the Spanish-language markets.

Subscription platforms have become the principal audiobook sales channels, representing 83% of sales.

According to audiobook publishers, subscription platforms such as Storytel, Audible, Scribd and Kobo, among others, have become the principal sales channels for Spanish audiobooks. They are followed by unit sale download channels such as Google Play or Apple Books, and subsequently by streaming platforms such as Spotify, Deezer and the like. In contrast to English speaking markets, audiobook sales to libraries have barely been exploited as a sales channel and have consequently become the fourth channel.

The most significant Spanish-language audiobook sales market continues to be the US Hispanic market, followed by Spain and Mexico.

According to audiobook publishers, the most relevant Spanish audiobook market in 2020 will continue to be the US, followed by Mexico, then Spain, and lastly the rest of Latin American countries.

Digital exports account for 49% of digital revenue for Spanish publishers.

Ebook sales in Spain represent 51% of total sales. In line with previous years, Mexico was the country with the highest digital content sales by Spanish publishers in 2019, representing 18% of total sales, 3% more than the previous year, whereas the rest of ebook sales, another 18%, was shared among other countries in the region (Argentina, Colombia, Chile, etc.).

The newest sales channels boosting audiobooks listeners are streaming platforms.

Music streaming platforms have become the newest sales channels boosting audiobook listeners. In 2019, 800,000,000 streaming audiobook tracks distributed by Bookwire were downloaded in streaming platforms, three times more than 2018. This figure reflects the growing impact of leading music streaming platforms such as Spotify, Apple Music, Deezer or Napster on the growth of the audiobook business.

2 Evolution of digital sales comparison between 2018 and 2019

Publishers represented by the Bookwire platform, over 450 between Spain and Latin America, have experienced a 35% growth in ebook and audiobook sales in 2019 with respect to the previous year.

> “SINGLE EBOOK AND AUDIOBOOK SALES (BETTER KNOWN AS DOWNLOADS) GENERATED A 39% INCREASE IN TURNOVER FOR PUBLISHERS IN 2019 COMPARED TO 2018.”

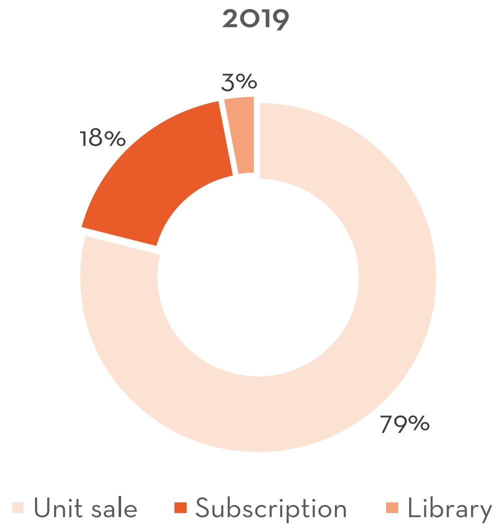
As in 2018, single unit sales channels represented 79% of total digital sales. In other words, unit sales continue to be the leading sales model in the digital book world. However, this model has experienced a standstill during the last three years vis á vis other emerging models, such as flat-rate (unlimited) subscription platforms which are in constant growth.

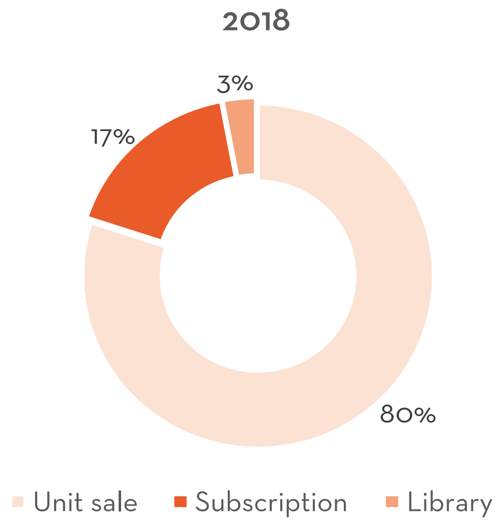
> “THE OVERAL TURNOVER FOR PUBLISHERS VIA EBOOK AND AUDIOBOOK SUBSRIPTION PLATFORMS HAS INCREASED ALMOST 600% IN COMPARISON WITH 2018.”

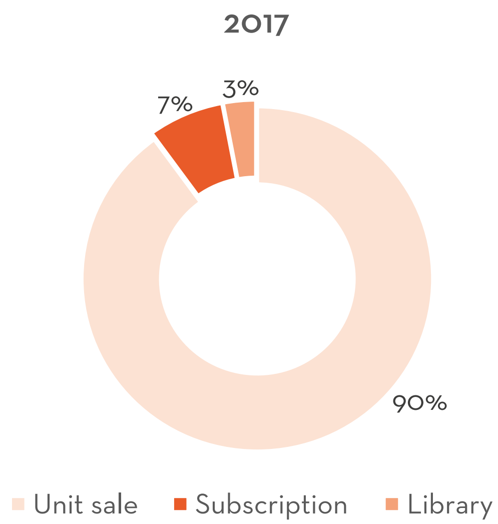
Subscription platforms have represented 18% of total sales for the second consecutive year (2019 and 2018), whereas in 2017 they had only represented 7% of digital sales and 5% in 2016.

Lastly, publishers saw a 38% increase in turnover in 2019 with respect to 2018 of ebook and audiobook licences to libraries. Sales to libraries represented a total of 3% of publishers' total digital sales in 2019, in line with the previous two years.

Figure 1. Increase in sales via subscription platforms







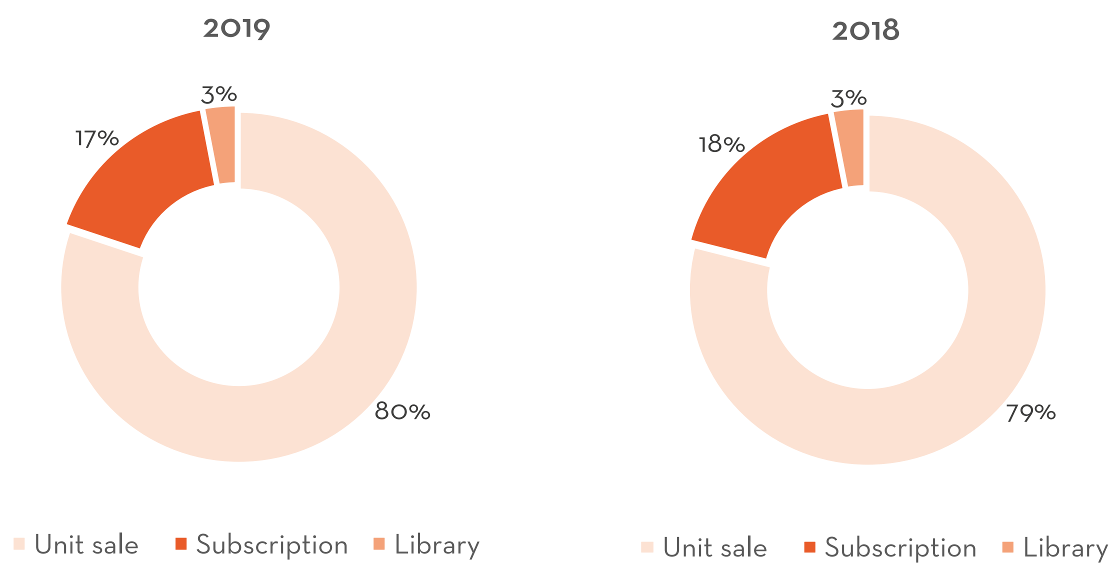
2.1. Detailed analysis of ebook sales in Spanish-language markets

Having strictly analysed ebook unit sales in Spanish-language markets (Spain, Latin America and the US) we noted a 39% increase in economic growth value in 2019 as opposed to the previous year. This figure represents 80.5% of total ebook digital sales in 2019, i.e. an increase of 1.8% with respect to the previous year.

Ebook sales via subscription platforms also experienced a 23% increase in relation to the previous year. These sales represent 16.5% of total digital ebook sales in 2019, i.e. 1.7% less than the previous year. The reason for the decrease in total sales is due to the behavioural trend of subscription platforms in the different markets (Spain, Latin America and the US Hispanic market) which has been very different in 2019 and will be examined in section 2.4 of this report.

Lastly, publishers' revenue via the sale of ebook licenses to libraries has increased 34% in 2019 with respect to the previous year. Ebook sales to libraries represent 3% of publishers' total digital sales in 2019, as per the preceding two years.

Figure 2. Detailed analysis of ebook sales in Spanish-language markets



2.2. Detailed analysis of audiobook sales in Spanish-language markets

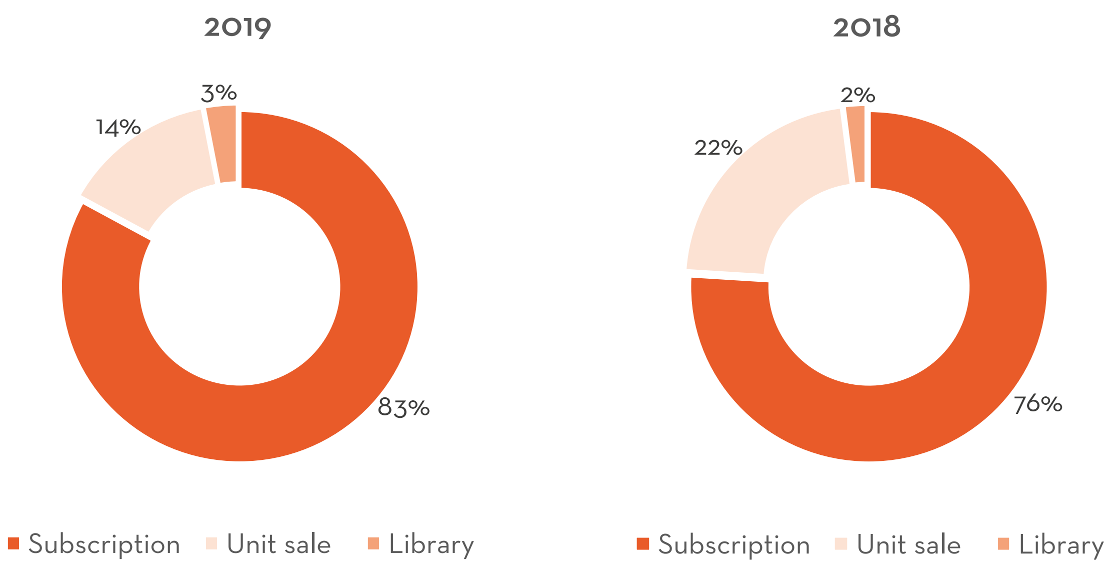
A detailed analysis of audiobook unit sales in Spanish-language markets (Spain, Latin America and the US) revealed a 318% increase in 2019 in comparison with the previous year.

> “AUDIOBOOK UNIT SALES (DOWNLOADS) REPRESENTED 13.9% OF TOTAL SALES IN 2019, I.E. 6.9% LESS THAN 2018.”

There are several reasons for the slump in revenue from unit sales. One reason is the high price of à la carte unit sale audiobooks in the Spanish Markets, in the region of €20.00 for new releases. Moreover, the emergence of various subscription platforms has energised the market, attracting many readers to that particular consumption model.

Audio book sales in flat-rate (unlimited) subscription platforms increased by 579% in 2019 with regard to the previous year. These sales represented 82.1% of total audiobook digital sales in 2019, i.e. 6.6% less than the previous year. However, subscription platforms limiting customers to one audiobook per month (better known as credit subscriptions) lost market share in 2019 and experienced a 1.6% decline in comparison with 2018, favouring flat-rate subscription platforms such as “Netflix”, where users may consume as many audiobooks as they like per month.

Figure 3. Detailed analysis of audiobook sales in Spanish-language markets



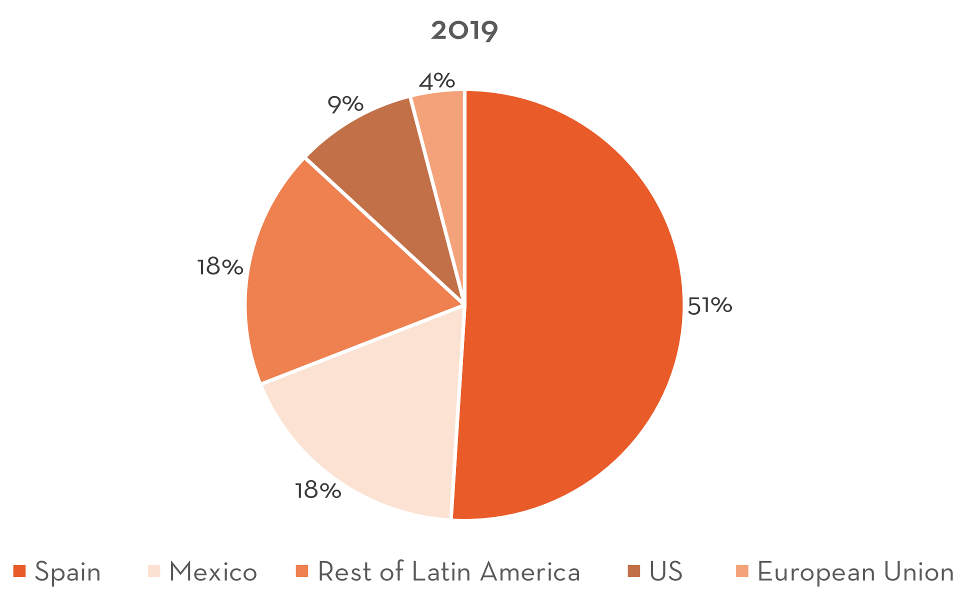
Finally, publishers have seen the financial reward generated by the strong support libraries are showing for allowing more room for the audiobook format in their digital lending platforms. Publishers' revenues as a result of audiobook licensing sale models increased by 1298% in 2019 with regard to the previous year. Audiobook sales to libraries represented 3.4% of total digital sales in 2019, i.e. 1.9% more than 2018.

2.3. Digital exports continue unabated: 49% of digital sales are generated outside Spain

As well as exporting significant number of print book, Spanish and Latin American publishers also export considerable digital content. As in previous years, export digital sales account for 49% of total revenue.

In 2019, ebook sales in Spain represented 51% of total sales. In line with previous years, Mexico topped sales of digital content published by Spanish publishers, generating 18% of total export revenue, 3% more than the previous year, whereas the rest of ebook sales by Spanish publishers, another 18%, was shared among other countries in the region (Argentina, Colombia, Chile, etc.).

Figure 4. Breakdown of digital sales in Spanish



The US now represents 9% of total sales of Spanish content worldwide, 2% less than the previous year.

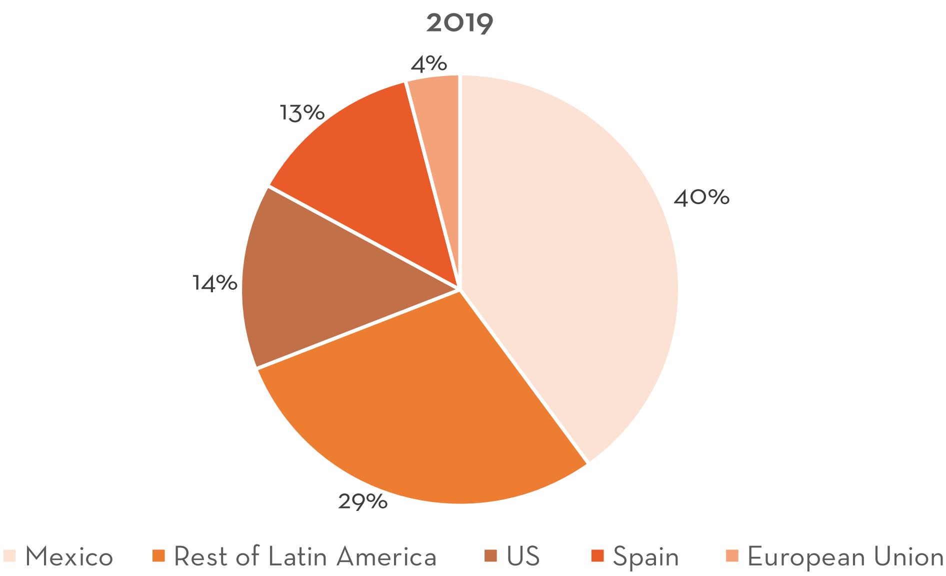
The rest of the world, mainly Europe, represents the remaining 4% of digital sales.

A significant growth trend in smaller Latin American markets is expected in 2020. Although sales are comparatively lower, the growth rate in countries such as Panama, Ecuador, and El Salvador has experienced a 100% increase.

2.4. Evolution of digital Latin American market and boom in US Hispanic market

Independent Latin American publishers are increasingly strongly supporting the distribution of books in digital format with a view to reaching readers all over the world. We are all aware of the difficulties involved in distributing printed books in the region due to the numerous setbacks of analog distribution. Fortunately, ebooks know no boundaries thanks to digital distribution. In this context, independent publishers such as V&R in Argentina, Rey Naranjo or Cangrejo Editores in Colombia; Amanuta in Chile; Malaletra, Grupo SM, Grupo Océano, Almadía or CIDCLI in Mexico, among many others, have seen how their digital books are not only being sold in their countries of origin, but are also gaining access to markets which would be unreachable in paper format.

Figure 5. Breakdown of Latin American digital sales



The data analysed in this year's report clearly suggests an increase in sales for publishers in the entire region. Although 63% of sales in 2018 were generated in Latin American countries, there was a 5% increase in 2019 in those same countries. 69% of digital sales by Latin American publishers was generated in Latin American countries, whereas 31% occurred in markets outside that region: 14% in the US, 13% in Spain and 4% in Europe.

This year's report plainly shows the increasing role played by Mexico in Latin American publishers' revenue. Although 29% of digital sales by Latin American countries were generated in Mexico in 2018, we see that sales figures have risen by 11% in the region. 40% of Latin American publishers' digital sales were generated by Mexico, whereas 29% were generated in other countries in the region (Argentina, Colombia, Chile).

2.5. Consolidation of subscription culture in Spanish-language markets

Although single ebook and audiobook downloads via online platforms such as Amazon, Apple, Google, Kobo, among others, continue to be the most relevant sales channels (79% of total sales), one of the main conclusions of this year's report revealed that sales via subscription platforms like Scribd, Nubico and Storytel are becoming increasingly significant for Spanish and Latin American publishers.

> **"SUBSCRIPTION PLATFORMS HAVE GENERATED ABOUT 18% OF PUBLISHERS' DIGITAL REVENUE FOR THE LAST TWO YEARS (2019 AND 2018) , WHEREAS THEY ACCOUNTED FOR A MEAGRE 7% IN 2017 AND LESS THAN 5% IN 2016."**

If we take a close look at the revenue derived from ebook subscription platforms, we see a 28% growth in 2019 compared to the previous year. These sales represent 16.5% of publishers' total digital revenue, 1.7% less than the previous year. The reason for the decrease in the relevance of ebook subscriptions with respect to total sales is due to the different behaviour patterns of platforms in the each market (Spain, Latin America, and the US Hispanic market)

While ebook subscription platforms have experienced enormous growth in Mexico, i.e. almost 200% and 65% in the rest of Latin America, the Spanish market has experienced a 25% decline in revenue from ebook subscription platforms. This decrease in turnover in Spain has fortunately been compensated by the strong 31% increase in the US Hispanic market vis à vis the previous year.

2.6. Unrelenting surge in library eLending

> “REVENUE DERIVED FROM THE SALE OF LICENCES TO LIBRARIES INCREASED BY 34% IN 2019 COMPARED TO 2018.”

Revenue generated by licenses to libraries accounts for 3% of total sales. According to the figures provided by the Spanish Ministry of Culture, ebook loans in libraries surpassed the 1,000,000 figure in 2019.

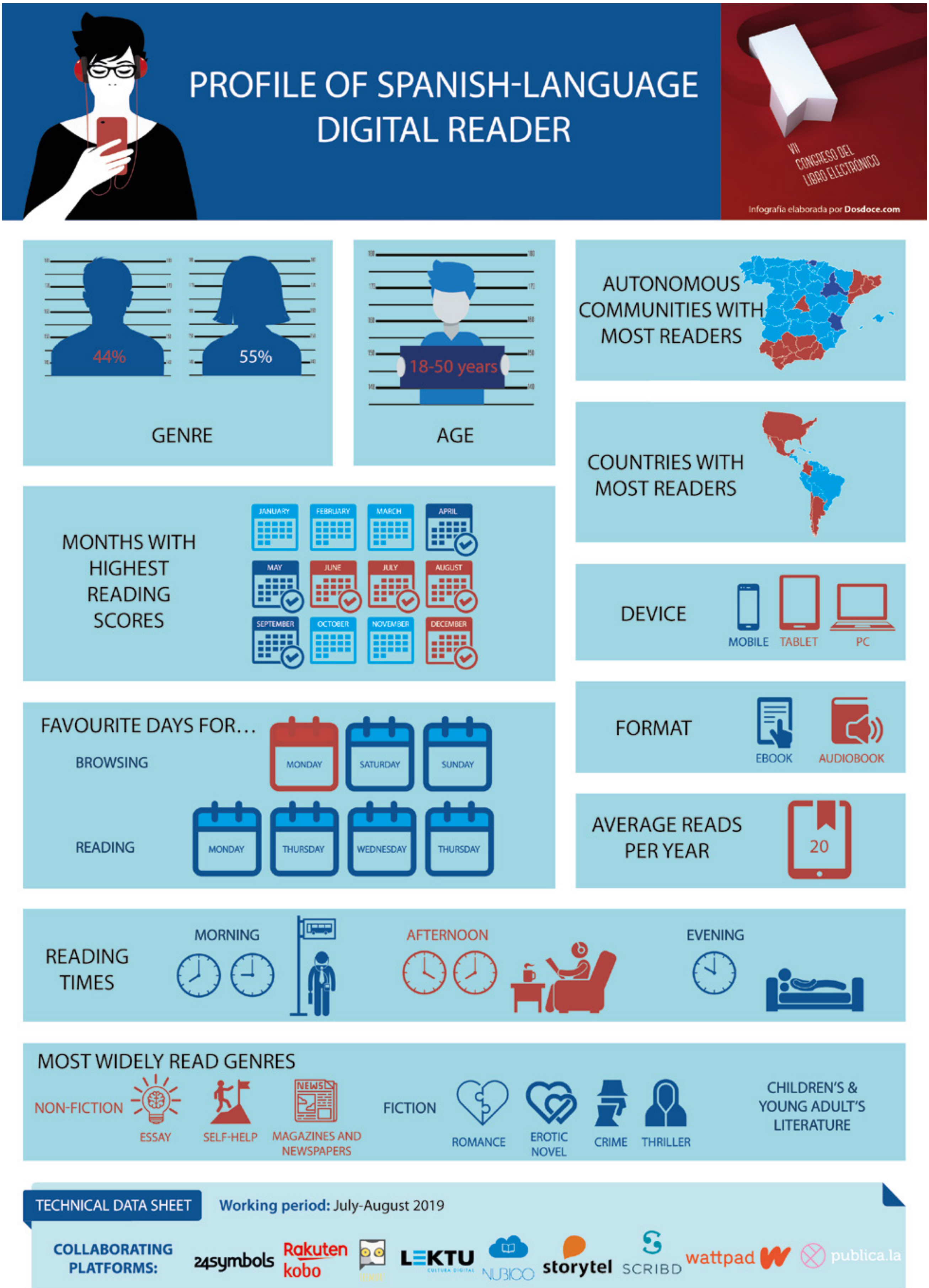
As in the case of subscription platforms, the evolution of library lending platforms in the different markets (Spain, Latin America and the US Hispanic market) was quite different in 2019.

While the demand for digital lending increased 144% in Mexico, the rest of the Latin American market experienced a 7% decrease in digital lending due to the decline in licences acquired by governments in the region.

Spain has experienced a 100% growth in demand for digital lending and the US Hispanic market experienced a 31% increase in 2019 as opposed to 2018.

2.7. Spanish-language digital reader profile

The main digital content marketing platforms (24Symbols, Kobo, Leemur, Lektu, Nubico, Storytel, Scribd, Wattpad and Publica.la) agreed to share some information regarding their users to enable us to discover certain traits of a digital Spanish-language reader.


PROFILE OF SPANISH-LANGUAGE DIGITAL READER
VII CONGRESO DEL LIBRO ELECTRÓNICO
Infografía elaborada por Dosdoce.com
44%
55%
GENRE
18-50 years
AGE
AUTONOMOUS COMMUNITIES WITH MOST READERS
COUNTRIES WITH MOST READERS
MONTHS WITH HIGHEST READING SCORES
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER
DEVICE
MOBILE
TABLET
PC
FAVOURITE DAYS FOR…
BROWSING
MONDAY
SATURDAY
SUNDAY
READING
MONDAY
THURSDAY
WEDNESDAY
THURSDAY
FORMAT
EBOOK
AUDIOBOOK
AVERAGE READS PER YEAR
20
READING TIMES
MORNING
AFTERNOON
EVENING
MOST WIDELY READ GENRES
NON-FICTION
ESSAY
SELF-HELP
MAGAZINES AND NEWSPAPERS
FICTION
ROMANCE
EROTIC NOVEL
CRIME
THRILLER
CHILDREN'S & YOUNG ADULT'S LITERATURE
TECHNICAL DATA SHEET
Working period: July-August 2019
COLLABORATING PLATFORMS:
24symbols
Rakuten kobo
LEKTU
NUBICO
storytel
SCRIBD
wattpad
publica.la

Genre

According to the above infographic, digital female readers continue to surpass digital male readers in number (55% versus 45%), although figures are becoming more even (57% versus 43% in 2018) in view of the increasing popularity of screen reading.

Age

In regards to age, results are also similar to the previous year, although the range of digital readers has increased due to greater acceptance by society of digital reading and listening. In 2019, the age range witnessed an increase from 25 to 45 years of age in 2018 to 18 to 50 years of age in 2019.

Countries / Autonomous communities with highest number of readers

Although there are digital readers everywhere, the urban areas with the highest concentration of digital male and female readers were Madrid, Barcelona and Andalusia.

On the other side of the Atlantic, digital readers/listeners are mainly concentrated in Argentina, Chile, Colombia, the US and Mexico.

Days and months dedicated to reading

The favourite months for digital reading/listening are the summer months (June, July and August), as well as December, another vacation period par excellence.

The weekends, (Saturdays and Sundays) and Mondays are the days with most browsing and selection of reading content, whereas the days during which ebooks and audiobooks are mostly read and listened to are Mondays to Thursdays.

Devices

Smartphones, which continue to be the most popular devices for digital reading, both for ebooks and audiobooks, have joined tablets and PCs as the most popular devices for academic content, magazines and newspapers.

Most popular times of day for reading and listening

Bearing in mind the latest reading habits and uses of innovative devices, it is not surprising that a greater number of people are reading ebooks and listening to audiobooks in the afternoons and evenings, as well as during the usual commute to and from home and work (from 7.00 am to 9.00 am and from 6.00 pm to 8.00 pm) and after 10.00 pm at night.

Number of times ebook and audiobooks are read or listened to during the year

Digital readers are avid readers, reaching an average of 20 items a year, almost double the amount of printed books read per year (11), according to the most recent study published by the Spanish Association of Publishers Guilds.

This figure, which was also one of the most striking in our previous infographic, has remained the same. The fact that there has been no increase from one year to another is normal, in view of the limited number of hours available during the day for entertainment activities.

Most widely read categories

Considering that data from the other side of the Atlantic has been added to this year's figures, there have been changes in the ranking of favourite genres. Non-fiction tops the list, followed by fiction and children's and young adult's literature, with a broad range of topics in order to cater for an increasingly broad and diverse market, particularly on providing services to different latitudes.

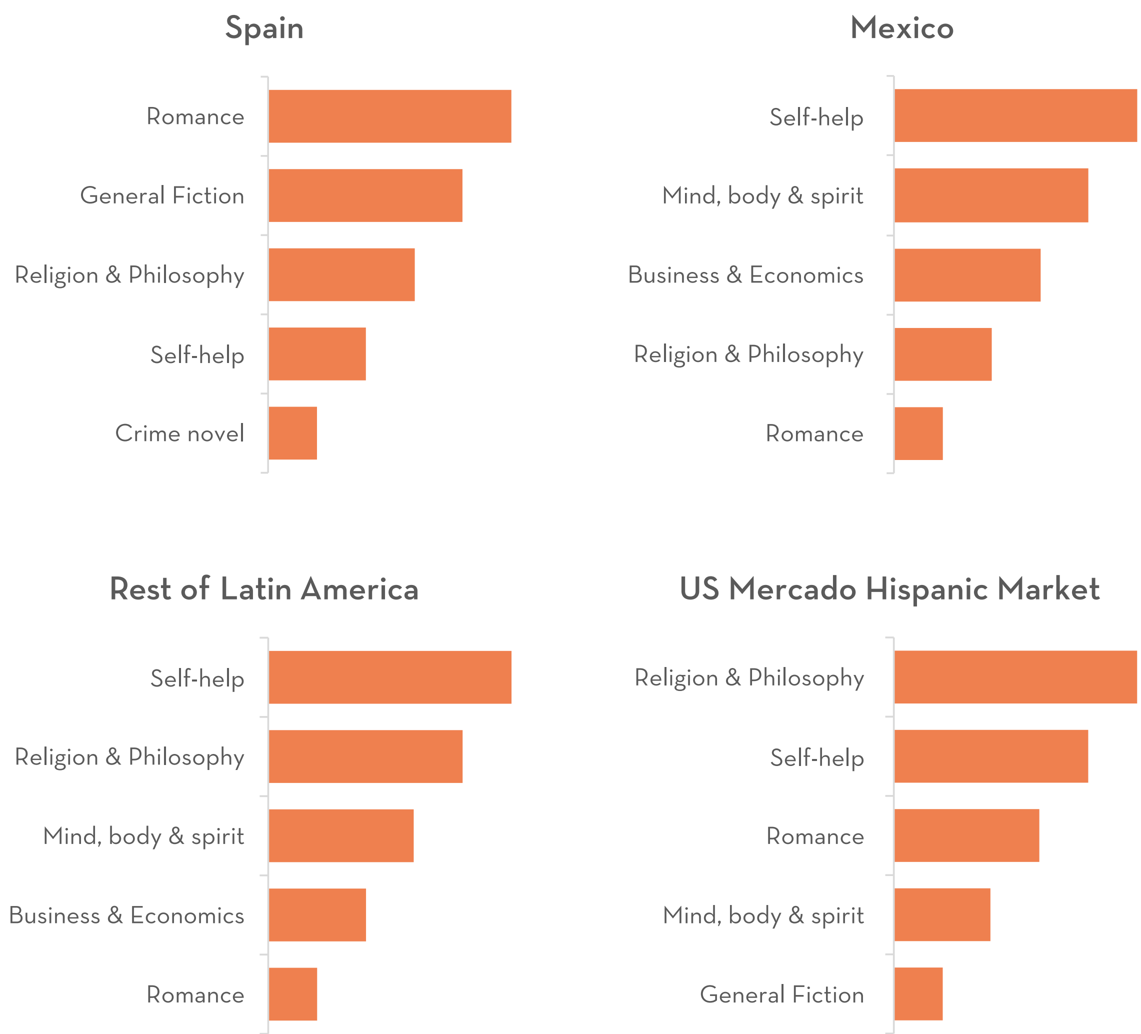
The most popular in the non-fiction categories were the essay, self-help, business and economics and current affairs via newspapers, magazines and podcasts. In the fiction category, the romantic novel was the most popular, followed by the erotic novel, crime novel and thriller.

2.8. Analysis of best-selling ebooks worldwide

In order to help publishers become better acquainted with the different needs and trends in each genre as well as readers' likes and dislikes in the markets of interest, we have decided to share a ranking of the best-selling categories by country.

The following figures show how fiction content (novels, literature, etc.) is in greater demand in Spain, whereas non-fiction categories such as self-help, philosophy, religion and business are more popular in Latin America.

Figure 6. List of best-selling categories



2.9. Comparison of Spanish publishers' prices between 2018 and 2019

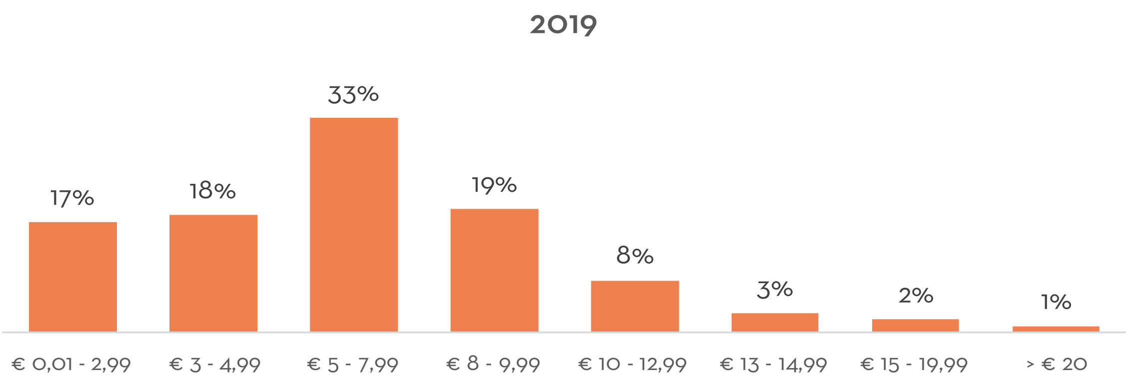
The psychological barrier of the cost of ebooks being less than €9.99 (including VAT) is still applicable in the digital book world and corresponds to 87% of ebooks on sale in Spain (including VAT).

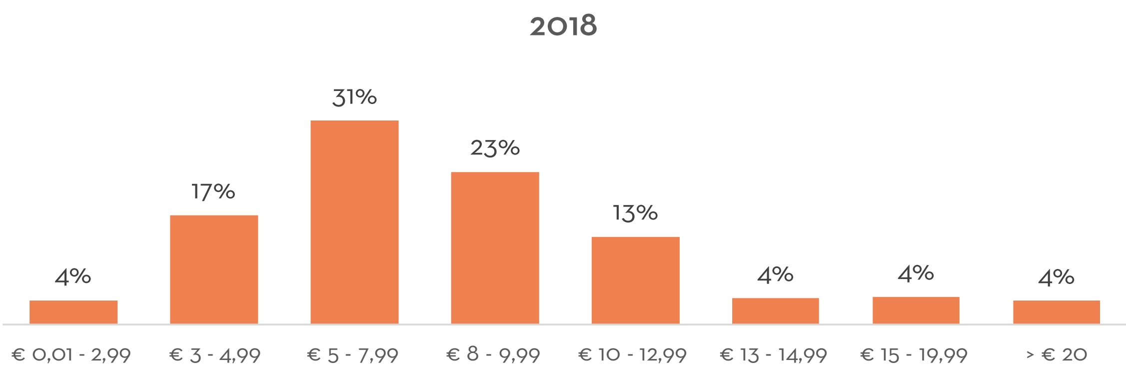
According to the charts below, sales prices of ebooks sold by Spanish publishers in 2019 are practically identical to those in 2018 with a few exceptions.

The most popular price range used by Spanish publishers was from €5.00€ to €7.99 (33% of the ebook offer), followed by €8.00 to €9.99 (19% of the ebook offer).

The report brought to light a slight decrease in 2019 in sales of ebooks costing more than €10.00 although they were mostly academic or technical books and specialised genres such as art, cookery and architecture.

Figure 7. Breakdown of Spanish publishers' sales prices (including VAT)





2.10. Comparison of Latin American publishers' sales prices between 2018 and 2019

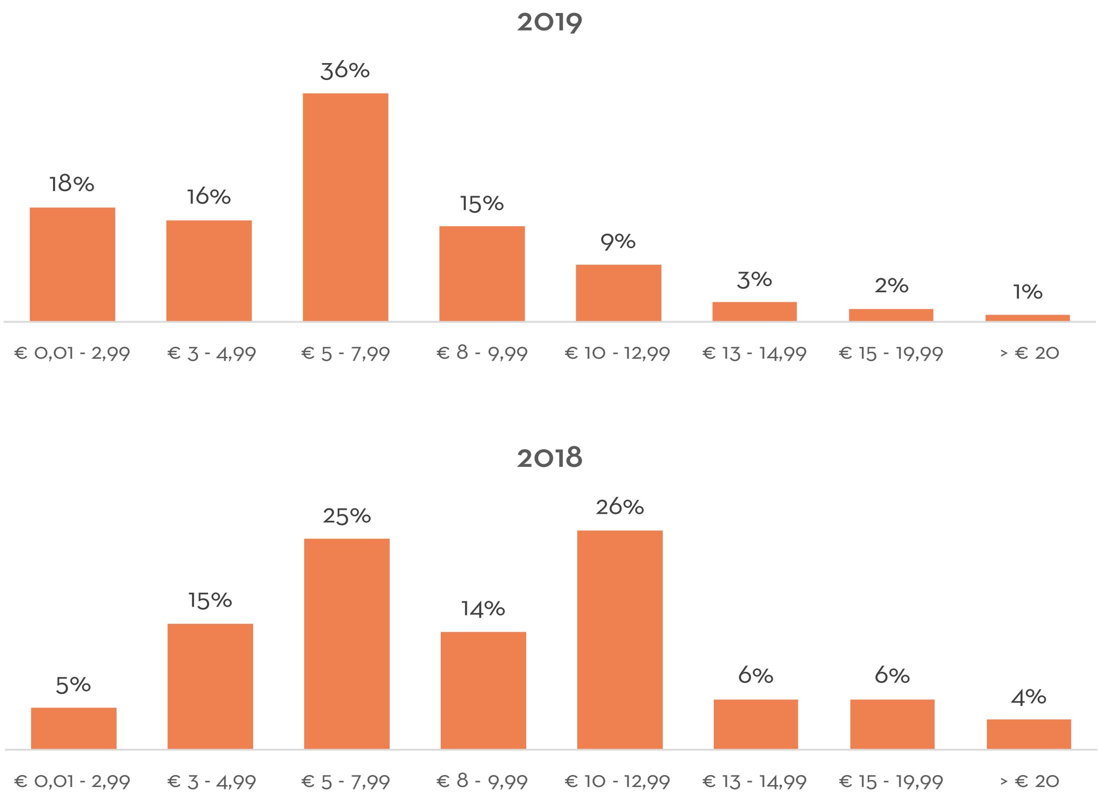
> **EBOOK PRICES IN LATIN AMERICA WITNESSED A SHARP DROP IN PRICES IN 2019, COMPARED TO THE PREVIOUS YEAR, IN AN ATTEMPT TOWARDS A MORE REALISTIC APPROACH VIS A VIS THE SOCIAL AND ECONOMIC NEEDS OF VARIOUS COUNTRIES IN THE REGION.**

While 60% of ebooks cost less than €9.99 (including VAT) in 2018, the percentage increased to 85% in 2019.

The main drop in prices occurred in the €10.00 to €12.99 price range which had previously represented 26% of the catalogue and today represent a meagre 9%.

However, the ebook price range which has witnessed the highest increase is the €5.00 to €7.99 range which represents more than 36% of the catalogue, whereas it had not increased beyond 25% in the previous year:

Figure 8. Breakdown of Latin American publishers' price range (including VAT)

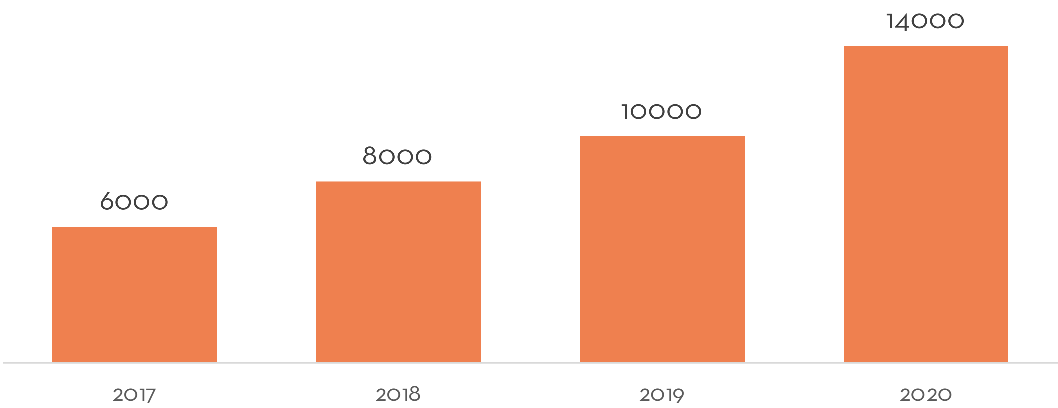


3 Surpassing 14,000 Spanish-language audiobook titles in 2020

The increasing investment in audiobooks by Spanish and Latin American publishers, as well as the arrival in these markets of digital platforms offering audiobook services, i.e. Audible, Storytel, Scribd, Kobo, Google, among others, has matched growth trends in other markets. This format has consequently witnessed a 20% annual increase in sales during the last six years, becoming the fastest growing digital reading model in the book world.

According to the most recent study conducted by Dosdoce.com on the evolution of audiobooks, over 10,000 Spanish-language audiobooks were sold in 2019. By the end of 2018, readers had access to around 8,000 Spanish-language audiobooks, whereas only 6,000 titles were available in 2017. It is to be expected that to another 4,000 new Spanish-language audiobooks will be produced and sold in 2020, reaching a total figure of 14,000 Spanish-language audiobooks in 2021.

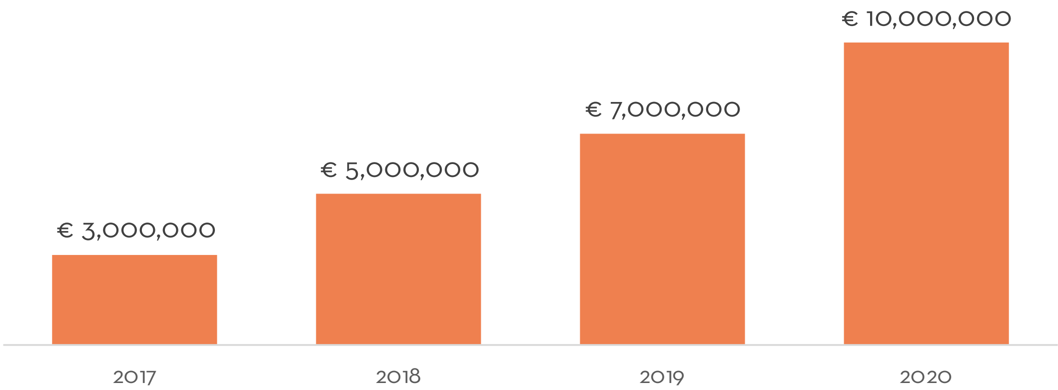
Figure 9. Evolution of Spanish catalogue



3.1. Spanish-language audiobook sales will generate over €10,000,000 in revenues in 2020

Various sources had already predicted that the Spanish-language audiobook market would generate a €3,000,000 to €5,000,000 turnover in 2018. In line with trends in international markets, it is likely that there will be a 20% to 30% increase in audiobook sales in 2020, reaching the €10,000,000 figure in Spanish markets.

Figure 10. Evolution of revenue in the Spanish-speaking market

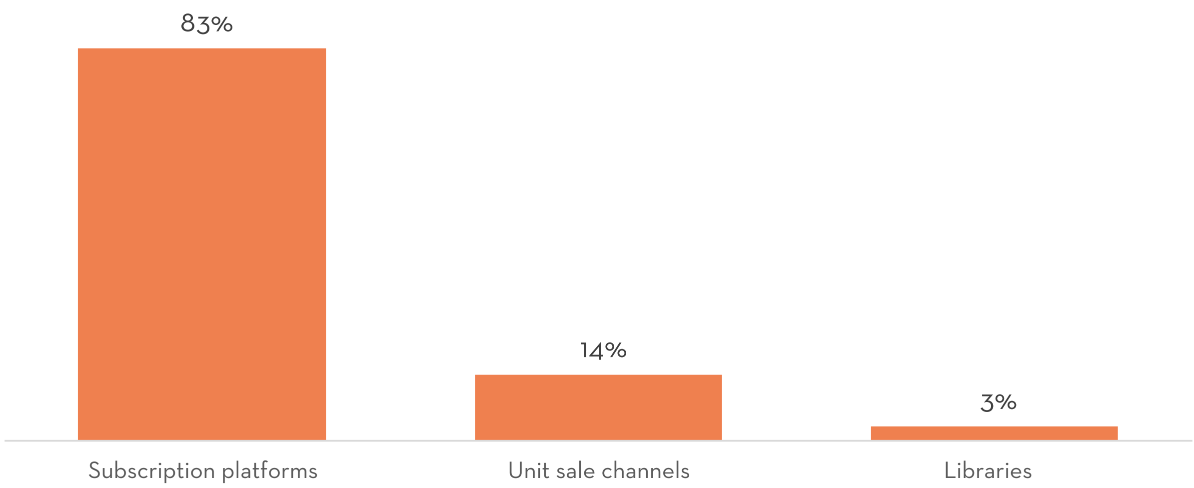


3.2. Ranking of top audiobook business models

Subscription platforms like Storytel, Audible, Scribd, among others, became the main audiobook sales channels in 2019, representing 83% of total sales. They were followed by unit sale channels such as Google Play or Apple, which represent 14% of sales. Lastly, the sale of audiobooks to libraries continues to be a very small channel in Spanish markets, representing 3% of total sales, as is the case of ebook sales.

Subscription platforms will, in all likelihood, continue to be the main audiobook marketing channels in 2020, followed by unit sale channels. It is expected that library channels will experience a fair increase in 2020 due to the strong interest in this format shown by leading elending platforms.

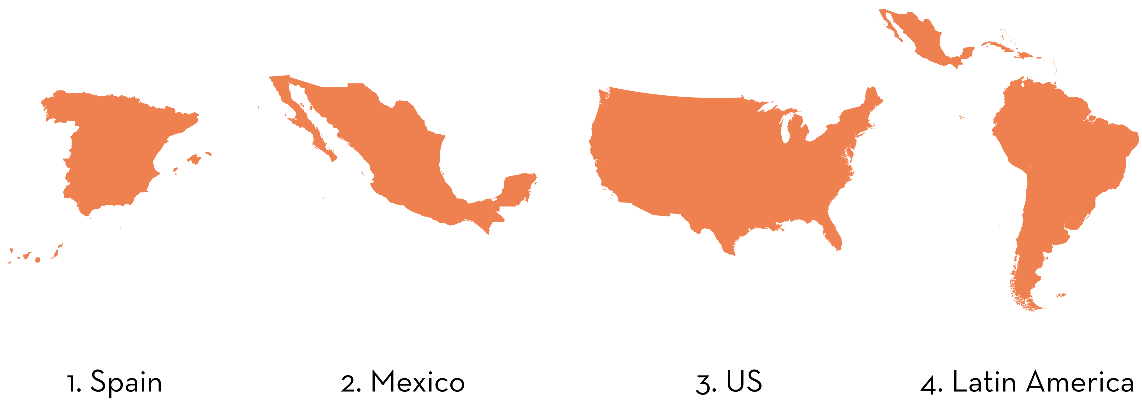
Figure 11. Sales channels ranking



3.3. Principal Spanish-language audiobook sales markets

Although the most significant Spanish audiobook sale market in 2019 was the US Hispanic market, followed by Spain, it is foreseen that this reign will end in 2020.

Figure 12. Sales ranking of Spanish audiobooks with Spanish dialect from Spain (ibérico or peninsular)



Spanish audiobook sales figures for 2019 revealed that the principal market for audiobooks in "Castilian" Spanish was Spain, followed by Mexico, the remaining Latin American countries and finally, the US Hispanic market.

Spanish-language audiobooks in Latin American dialect, mainly produced by US and Latin American publishers, are a different story. Sales of audiobooks in Latin American dialect were mainly sold in the US, followed by Mexico, then Spain, and lastly, the rest of Latin American countries.

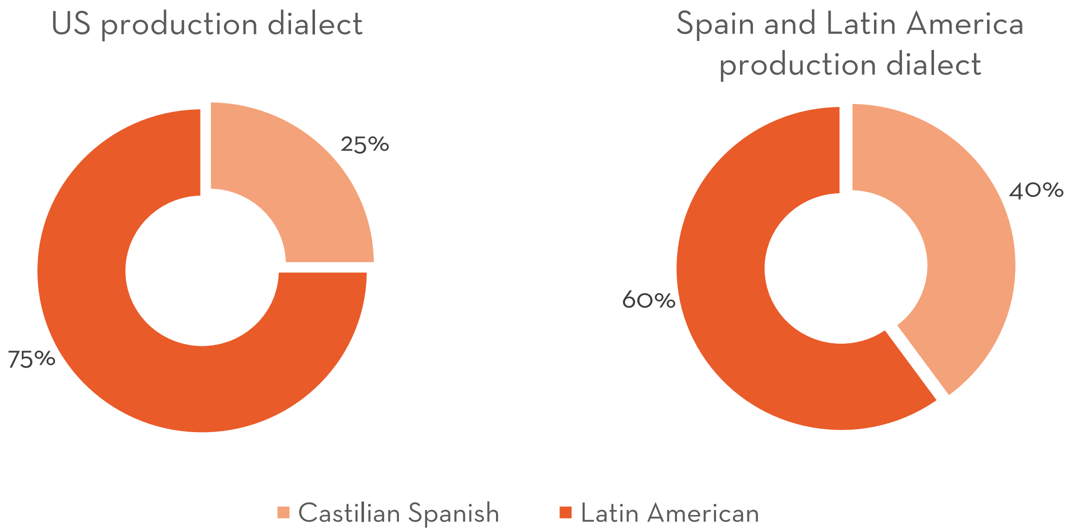
Figure 13. Sales ranking of Spanish audiobooks with Spanish dialect from Latin America (neutro or latino)

1. US
2. Mexico
3. Latin America
4. Spain

3.4. Production of audiobooks in Latin American (Neutro) versus Castilian (Peninsular Spanish) dialects

Although audiobook production of both dialects were used in equal measure for audiobooks in 2019, the prediction for 2020 is that there will be a marked increase in the production of audiobooks in Latin American dialect, making up 60% of new production. This increase clearly shows the interest in exporting this content to different Latin American countries, as well as the US Hispanic market, where audiobooks have experienced a continuous annual growth of 20% in the last 7 years.

Figure 14. Dialects used in the production of audiobooks



3.5. BASS feature: Technological innovation in the audiobook world

Bookwire, as distributor of over 50,000 audiobooks worldwide, has recently launched an innovative feature to facilitate the marketing of audiobooks in main streaming portals such as Spotify, Deezer and Napster.

The new feature "BASS – Bookwire Audio Stream Snipping" allows publishers to "snip" audiobooks with long track runtimes to generate a higher income in the main streaming portals.

Many audiobooks had considerably longer runtimes in comparison with music recordings and were therefore unable to generate fair income for this type of content. The new Bookwire Audio Stream Snipping (BASS) feature is a technical solution that "snips" individual audiobook titles into smaller track units, allowing publishers the possibility of generating higher incomes on increasing the number of tracks. In terms of technology, Bookwire applies the same settlement logic that streaming services use for music titles and lays the foundations for optimum exploitation of audiobook content in these new models of consumption of digital content.

The new BASS feature is based on an algorithm that divides audiobooks into logical tracks during delivery. This feature was developed by Bookwire's in-house team of IT experts at the company headquarters in Frankfurt (Germany). Bookwire publishing clients will be able to use the BASS feature at no extra cost and without in-house technical know-how. Streaming is another way of generating income for publishers, specially via audiobooks, which is why Bookwire is offering a practical and easy-to-use technical solution to enable their publishing clients to make full use of these new distribution channels.

3.6. "WAY, We audiobook you!": Audiobook production service

Distributing over 50,000 audiobooks worldwide, Bookwire recently launched its "WAY, We audiobook you!" project to help publishers transform their catalogues into audiobook hits.

Bookwire's audiobook production services offers publishers the means to create an effective multi-channel (audiobook, ebook, printed book) and distribute digital content efficiently via a single system.

By using the WAY programme, all the publisher has to do is individually select the best reader for their title from a pool of professional narrators, controlling production and artistic standards.

By working with recording studios and professional audiobook narrators on an exclusive basis, the programme guarantees the highest quality standards and ensures that each audiobook will bring the finest audio reading experience to its final user.

Thanks to efficient procedures and a close collaboration with recording studios, the programme offers competitive market rates depending on the final length of each audiobook.

Audiobooks are immediately available in all relevant sales channels upon completion – via the Bookwire OS safe and comfortable distribution software – to ensure that publishers may benefit from the Bookwire experience in the market, together with the automated features offered by its platform.

4 Credits and acknowledgements

This report has been drawn up by Bookwire.es in collaboration with Dosdoce.com.

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Bookwire & "Bookwire OS - One Solution"

Digital service provider Bookwire GMbH was founded in Frankfurt, Germany, in 2009 as a service provider for publisher distribution of ebooks and digital content.

It currently employs 61 members of staff in Germany, the UK, Brazil and Mexico, managing over 1,700 publishers in the ebook, audiobook and low-demand printing sectors.

"Bookwire OS – one solution", is a software solution launched in 2019 which covers the distribution of over 400,000 ebooks and 60,000 audiobooks to relevant sales channels worldwide.

Bookwire won the "Digital Publishing Award" in 2019 for B2B solutions for its audiobook production solution "We Audiobook You" (WAY).

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Dosdoce

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Dosdoce.com has compiled over 150 studies and reports in recent years on the use of new technology in different spheres of the cultural world.

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