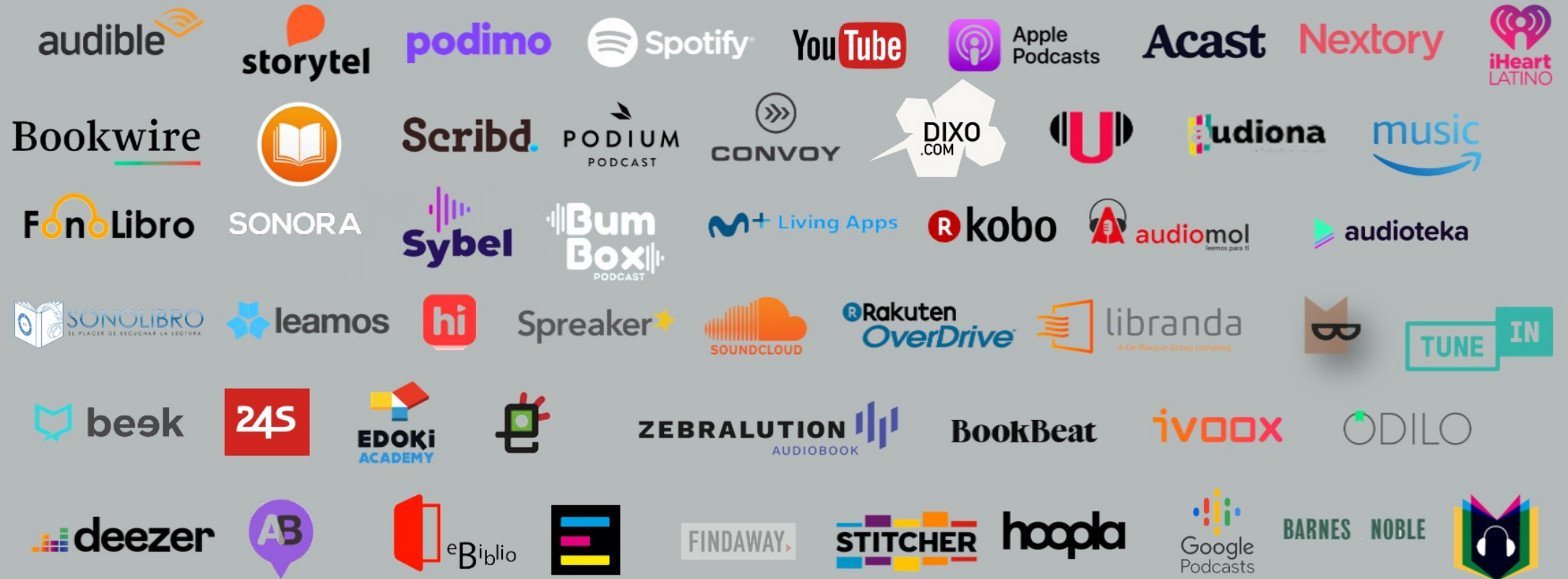


# SPANISH MARKETS AUDIO GROWTH REPORT 2017-2022

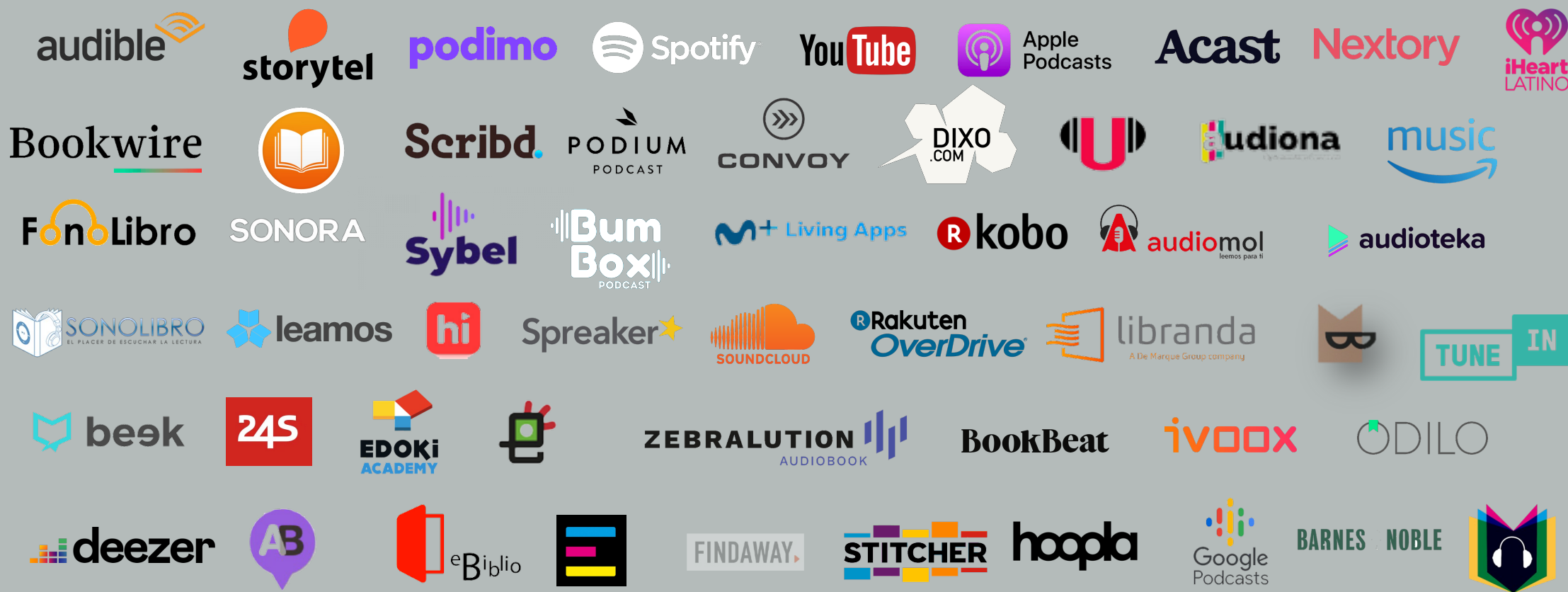
## (Spain, Latin America and Hispanic USA)



# THE SPANISH MARKETS AUDIO ECOSYSTEM BACK IN 2017



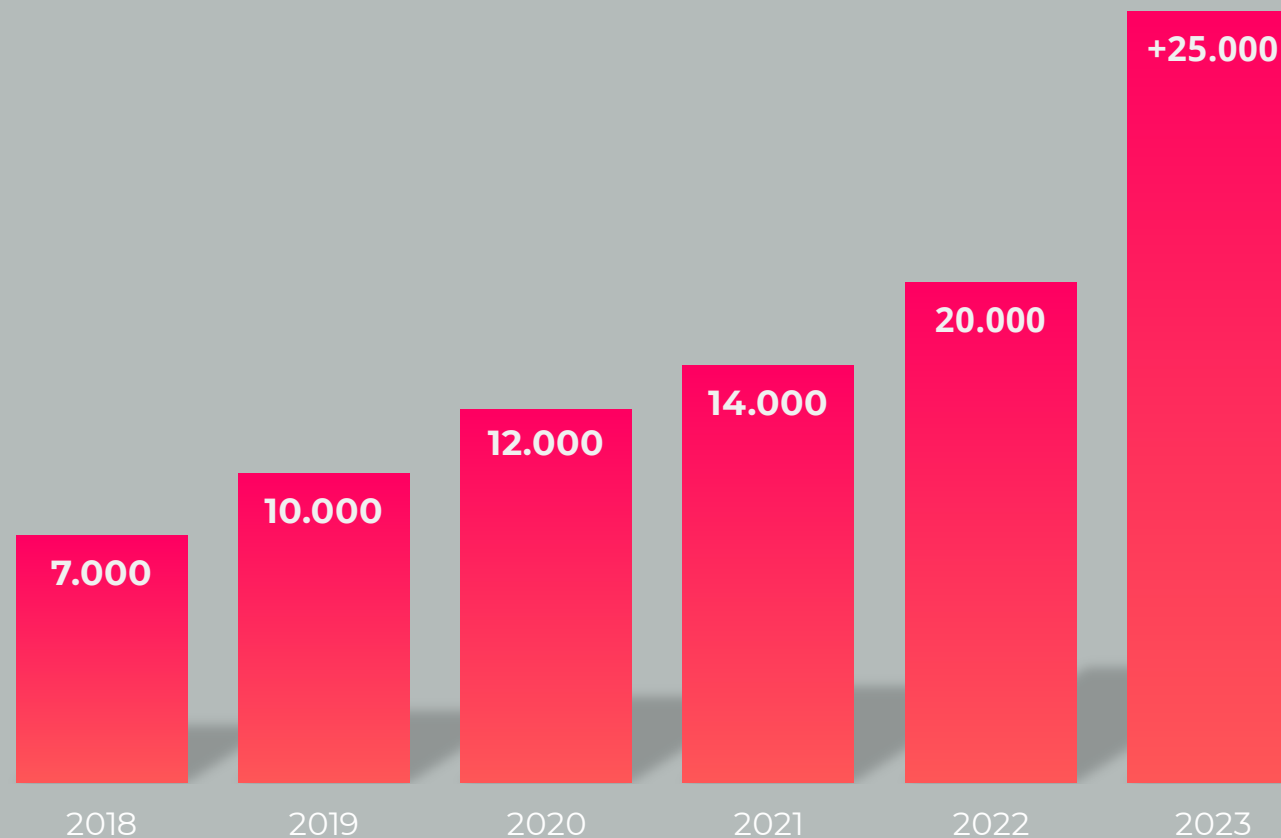
# IN LESS THAN 5 YEARS THE NEW SPANISH AUDIO ECOSYSTEM IN 2023



Spanish Markets Audio  
Growth Report (2017-2023)

Audio distribution channels have multiplied 4X in the Spanish Markets from 2017 to 2022

# SPANISH MARKETS WILL SURPASS THE 25.000 AUDIOBOOK TITLES LANDMARK IN 2023





**AS WELL AS MORE THAN  
100.000 PODCASTS IN  
SPANISH** 



# THANKS TO MORE THAN **50 MILLION EUROS INVESTMENT** IN LESS THAN 5 YEARS

the streaming platforms have created a growing and diverse audio industry in the Spanish Markets



# CREATING A NEW INDUSTRY WITH MORE THAN **500.000** **PAYING** SUBSCRIBERS IN THE SPANISH MARKETS



# CURRENT SPANISH MARKETS AUDIO CONSUMPTION MODELS

## UNLIMITED SUBSCRIPTION

Market share ranges  
from 80% up to 88%

Subscription and streaming  
platforms are the main source  
of audiobook revenues,  
representing 88% of sales for  
many publishers.

## UNIT SALES A LA CARTE

Market share ranges  
from 7% up to 14%

Average price of Spanish  
audiobooks:

12€

(-11% YoY)

## LIBRARIES

Market share ranges  
from 5% up to 6%



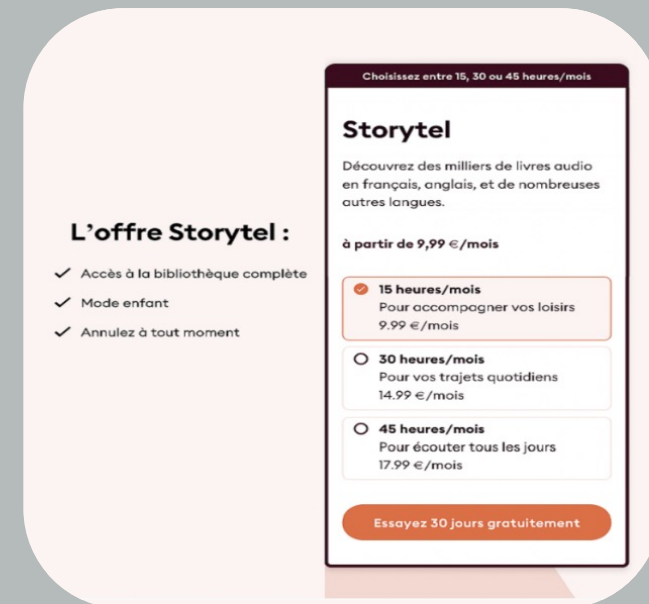


# UPCOMING INNOVATION IN THE AUDIO CONSUMPTION MODELS

¿Advertising in audiobooks?



¿Limiting per month the number of hours of consumption?



Basic	Standard	Premium
Para los que escuchan y leen un poco menos	Para los que no pueden parar de escuchar y leer	Para los que no pueden parar de escuchar y leer
20 horas al mes	50 horas al mes	100 horas al mes
6,99 € al mes	9,99 € al mes	14,99 € al mes
Seleccionar Basic	Seleccionado Standard	Seleccionar Premium

¿Limiting per month the access to content?



¿Dynamic pricing in audiobooks?



# UPCOMING ENTRANTS IN 2023 🙌

- More international players will enter the Spanish Markets
- Several Big Publishers will launch their own audio platforms in the Spanish Markets



# AUDIO REACHES **NEW** **READERS**, CREATING **NEW** **AUDIENCES** AND **NEW** **INCREMENTAL REVENUES**



# For more information:



 [JCELAYA@DOSDOCE.COM](mailto:JCELAYA@DOSDOCE.COM)

 [@JAVIERCELAYA](https://twitter.com/JAVIERCELAYA) & [JAVIERCELAYA.ES](https://twitter.com/JAVIERCELAYA)

 <https://www.linkedin.com/in/javiercelaya/>