Audiobook Trends:  
Growing Role in Higher Ed Curriculum

Wednesday, August 7, 2019  2:00 p.m. ET

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Today’s Presenter

Brad Gray — Senior Solutions Engineer, Recorded Books

Works with libraries worldwide to help them improve the patron experience when accessing digital content.
Thanks for Attending

► You will be on mute during the webinar. If you have questions that you would like to have answered during the Q&A session at the end of the webinar, enter those in the Questions box.

► A handout will be included in the follow-up email as well as a link to the recording of this webinar.

► If you would like to speak with a Recorded Books team member about anything you hear today, simply type “Meeting Requested” in the Questions box. A team member will be in touch with you within the next few days.
Agenda

► The landscape for digital content in higher education libraries

► Challenges and opportunities

► The importance of cost-per-circ

► Introducing the RBdigital Higher Ed Unlimited Collection
  — Unlimited access
  — Low cost-per-circ
  — Easy collection management
Audiobooks Popularity Growing

- U.S. audiobook sales in 2018 were up 24.5% from the previous year, marking the seventh year of double digit growth.
  
  *Audio Publishers Association*

- Digital audiobooks grew by 36% between the first halves of 2017 and 2018.

  *Association of American Publishers*

- In 2019, 50% of Americans age 12 and up listened to an audiobook, up from 44% in 2018.

  *Edison Research and Triton Digital*
Digital Content Demand in Higher Ed

- Digital media titles in US academic libraries have increased by 50% since 2014. (ALA Factsheet)

- Top two digital services being purchased in 2019 by higher ed libraries:
  - #1 – Audiobooks
  - #2 – Streaming video
Students Are at Home with Audiobooks

- Gen Z = today’s students
  - Digital natives
  - Social media users
  - Mobile phone as key device to communicate and consume content
  - Heavy users of streaming services such as Netflix, Hulu, YouTube TV (binge content)
Why Audiobooks vs. Other Formats?

► Narration can make the content much more memorable

► Some students are auditory learners – the spoken word is easier to comprehend
  — Dyslexic and other students with reading issues can increase comprehension and
  completion of assignments using an audiobook

► Many students are not “readers” – proliferation of book summaries, “cheat sheets”

► Audiobooks travel well – listen while walking, commuting to school, etc.

► Audiobooks can be less expensive than hardcopy books

“Many people think listening to audiobooks is somehow ‘cheating’ at reading. This
opinion is both harmful and incorrect. Fundamentally, reading is a way to convey
information. A textbook and an audiobook both convey information.”
Elizabeth Ross, M.A, SMARTS
Five Ways Audiobooks Integrate into Coursework

1. Core text assigned by the professor – complete audiobook
2. Core text assigned by the professor – section of an audiobook
3. Research materials used by the student
4. Background reading assigned by the professor
5. Skills useful to the student to complete the course
Five Ways Audiobooks Integrate into Coursework

1. Core text assigned by the professor – complete audiobook

- English Professor assigns a complete audiobook
- Examples: *Angela’s Ashes; Jane Eyre; Beowulf*
- Narrated by talented actors; using local accents – improving engagement and comprehension
Five Ways Audiobooks Integrate into Coursework

2. Core text assigned by the professor — section of an audiobook

► Business Professor assigns a section or chapter of an audiobook
► Examples: *The Essentials of Risk Management; Mathematics Is Power; James Madison and the Struggle for the Bill of Rights*
► Great way to introduce a topic or make a mundane topic more interesting
Five Ways Audiobooks Integrate into Coursework

3. Research materials used by the student

► Industrial Psychology class requires a group project on the topic of the best ways to motivate employees
► Examples: How to Get People to Do Stuff; Mastering the 7 Hidden Secrets to Motivation; Risk/Reward
► Each group member takes chapters and summarizes them from listening to the audiobook; speed up the reading speed to get through materials quickly
4. Background reading assigned by the professor

- Government class
- Examples: *Marx, Capital, and the Madness of Economic Reason*, *Empire of Borders*, *Breaking Through Power*
- Each group member takes chapters and summarizes them from listening to the audiobook; speed up the reading speed to get through materials quickly
Five Ways Audiobooks Integrate into Coursework

5. Skills useful to the student to complete the course

► Examples: *The 10X Rule*;
► *Why Superman Doesn’t Take Over the World*;
► *The Biological Mind*
Introducing the RBdigital
Unlimited Higher Ed Collection
## RBdigital Unlimited Curriculum Audiobooks

### RBdigital Higher Ed Unlimited Collection

- Over 15,000 audiobook titles available for unlimited use
- New titles added regularly
- Over 30 categories
  — Highlighted by

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- **No holds**: Immediate, unlimited access to thousands of titles
- **Exclusive content**: Many titles are only available from RBdigital
- **Fixed costs**: No matter how many students check out your audiobooks, your budget never goes up
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[Image of Abraham Lincoln: A Presidential Life by James M. McPherson]

**Student Success**

[Image of Origin Story by David Christian]

**Business/Economics**

[Image of Dual Transformation by Scott D. Anthony, Clark G. Gilbert, and Mark W. Johnson]

**Popular Interest**

[Image of The Road Not Taken by Robert Frost]

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► All at a fixed, predictable price...no surprises

That’s why higher ed institutions and students love RBdigital!
Time for Questions

Thank you for joining us today.

If you would like to speak with a Recorded Books team member about anything you have heard today, simply type “Meeting Requested” in the Questions box.

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