



February 2010

Category Reporting Preview:

AUDIO (ADULT)

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,400,572		1776 (Simon & Schuster, 19,563 units; CD)
January 2005–June 30, 2006	1,490,267	6%	1776 (Simon & Schuster, 21,474 units; CD)
January 2006–June 30, 2007	1,434,436	-4%	<i>The Secret</i> (Simon & Schuster, 20,851 units; CD)
January 2007–June 30, 2008	1,516,582	5%	<i>The Secret</i> (Simon & Schuster, 29,935 units; CD)
January 2008–June 30, 2009	1,262,856	-20%	<i>The Last Lecture</i> (Harpercollins, 11,288 units; CD)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Retail	64%	Of the retail submarkets, <i>Internet</i> has the heaviest concentration of sales. In the library market, percentages by dollar volume are higher than by units, probably because libraries favor unabridged versions and sturdier packaging.
January 2005–June 30, 2006	Retail	64%	
January 2006–June 30, 2007	Retail	58%	
January 2007–June 30, 2008	Retail	57%	
January 2008–June 30, 2009	Retail	49%	

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- Which subject areas drive the highest sales in this category?

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Five-Year Trend Reporting Schedule: Upcoming

March 2010	Juvenile Nonfiction	July 2010	To be determined
April 2010	Travel	August 2010	To be determined
May 2010	To be determined	September 2010	To be determined
June 2010	To be determined	October 2010	To be determined