

## COMPETITIVE ANALYSIS MATRIX

Personalizing audiobooks



**2.**



**3.**



**4.**



PRICE	BENEFITS	COMPATIBILITY	KEY FINDINGS	URL
<p>App is free and ad-free</p> <p>Buy audiobooks the traditional way [one by one] or get them via subscription (\$14.95 per month).</p> <p>Members of Amazon Prime program, get free access to Audible Channels – a carefully curated selection of original programs, lectures, and audio editions from top sources.</p>	<p>A-class celebrities narrating their favorite stories.</p> <p>You can listen to audiobooks even if you are offline.</p>	<p>Integration with Amazon's Kindle system is reaping added benefits for its users, as Kindle users can pay a small fee to upgrade a Kindle ebook with an Audible audiobook; Amazon's Whispersync allows users to switch between audiobook and text near-seamlessly. You can even have Amazon's Alexa pull up your audiobooks from Audible to be read through an Echo, Tap or Echo Dot.</p>	<p>Audible remains the powerhouse in the audiobooks field, with more than 150,000 titles in its library. Audible's audiobook player offers solid playback features, with chapter navigation, bookmarks, a sleep mode, variable playback speed and multitasking support for background playback and downloading.</p>	<a href="https://www.audible.com/">https://www.audible.com/</a>
<p>Free In app store payments.</p>	<p>Apple Books is included with iOS 12.</p>	<p>iPad, iPhone</p>	<p>Reading Now section. Here, you will also find all the books you've added to your wish list, plus a few audiobook and ebook recommendations from the book store.</p> <p>are available in select countries.</p> <p>in-app audiobook purchases, simple and well-designed player, CarPlay support</p>	<a href="https://www.apple.com/apple-books/">https://www.apple.com/apple-books/</a>
<p>First book free, and after the 30-day free trial period, you will pay \$14.95 per month [the same as for Audible].</p>	<p>The application lets you adjust narration speed or set a sleep timer. The app's unique feature is the possibility to live chat with customer service right within the app.</p>	<p>You can access all your tracks using iOS Audiobooks.com app tailored for iPhone, iPad, and Apple Watch [no CarPlay support, yet].</p>	<p>Audiobooks.com platform offers over 100,000 premium-quality audiobooks. Over 8,000 can be downloaded for free. The company claims that hundreds of new audiobooks are being added to the catalog every week.</p>	<a href="https://www.audiobooks.com">https://www.audiobooks.com</a>
<p>Free Buy audiobooks the traditional way [one by one]</p>	<p>All kinds of digital books in one place, easy to use, sync between connected devices, audiobooks are subscription-free, CarPlay support</p>	<p>You can start listening to an audiobook in a browser on your laptop, and continue from the last location in your Play Books app on your iPad. I've tested it on a free audiobook from Google Play Store, and it works beautifully.</p> <p>iPad, iPhone</p>	<p>Google Play Books app is a great option to try for everyone who is a dedicated user of Google services or has just switched from an Android-powered tablet or smartphone.</p> <p>After launching audiobooks in the Google Play Store in January 2018, Google's iOS reading application is now an all-in-one tool for digesting different kinds of digital content: ebooks, audiobooks, textbooks, or comic books.</p> <p>Google Play Store is not as massive as Amazon &amp; Audible, but it's larger than iBooks.</p>	<a href="https://play.google.com/books">https://play.google.com/books</a>

## COMPETITIVE ANALYSIS SCREENS

Personalizing audiobooks



1.

Listen to samples, find the perfect listen

2.



Audiobooks

3.

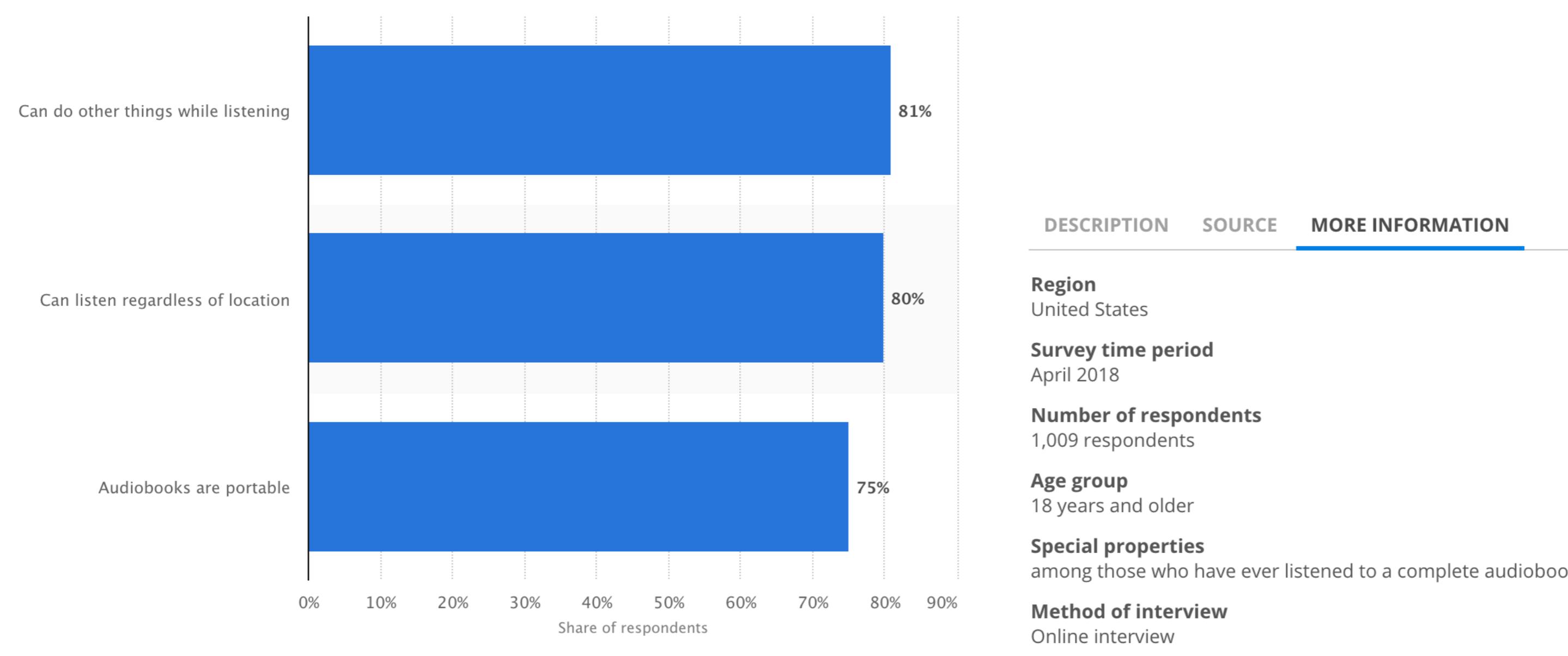
Enjoy **free** books, new releases and best sellers

4.

## SUPPORTING DATA

Personalizing audiobooks

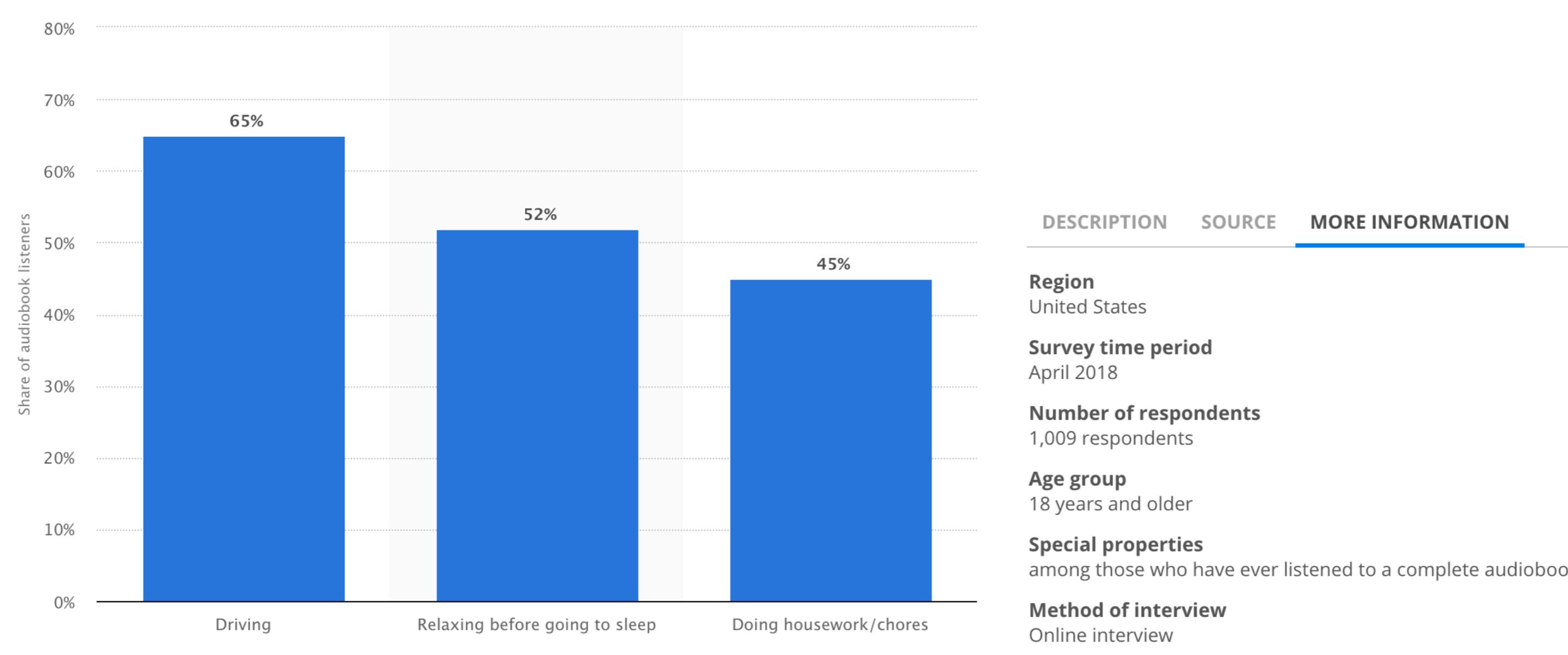
### Reasons for listening to audiobooks among adults in the United States as of April 2018



Data visualized by Tableau

© Statista 2018

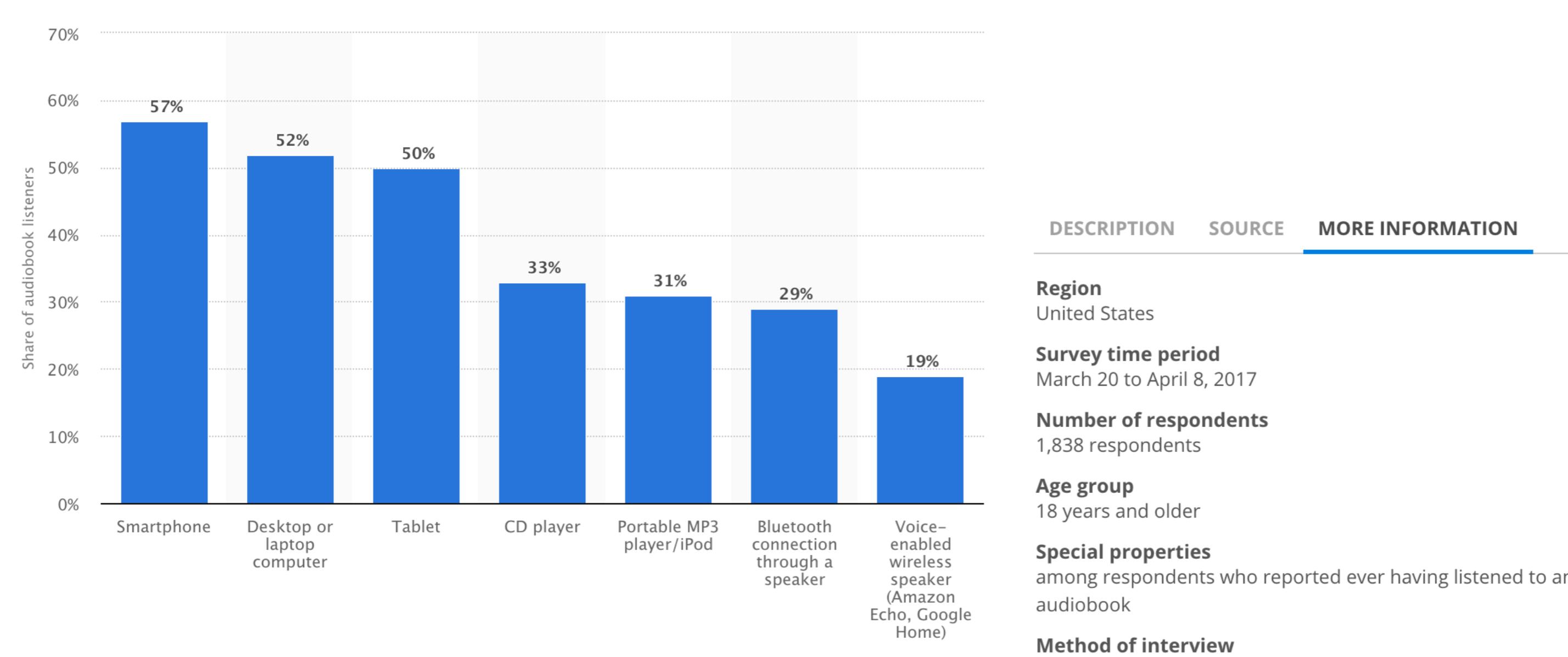
### Activities carried out while listening to audiobooks in the United States as of April 2018



Data visualized by Tableau

© Statista 2018

### Most common devices used to listen to an audiobook in the United States in the last 12 months as of April 2017



Data visualized by Tableau

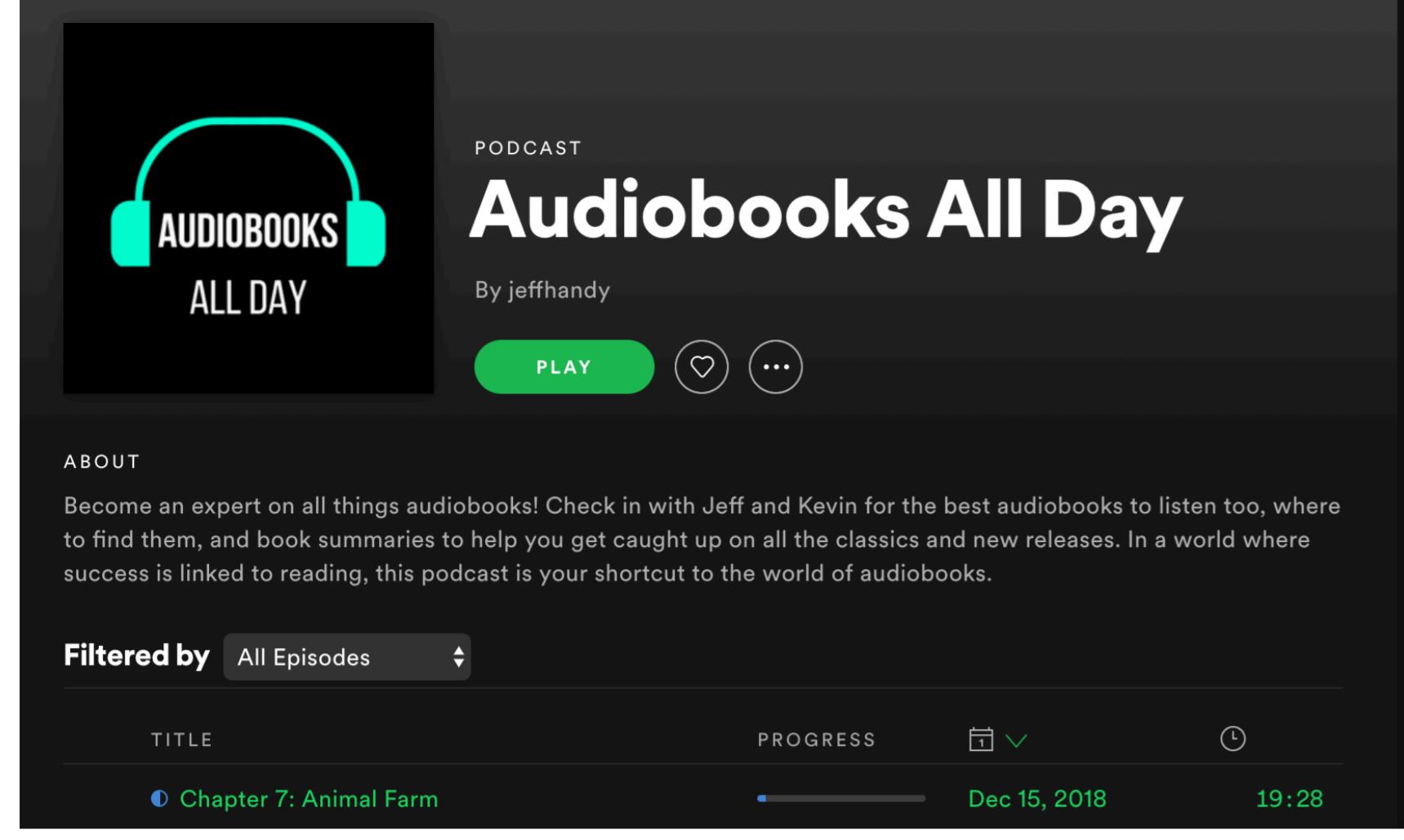
© Statista 2018

## EMERGING TECHNOLOGIES AND AUDIO BOOKS

Personalizing audiobooks

### + Spotify

<https://www.spooksapp.com/en>



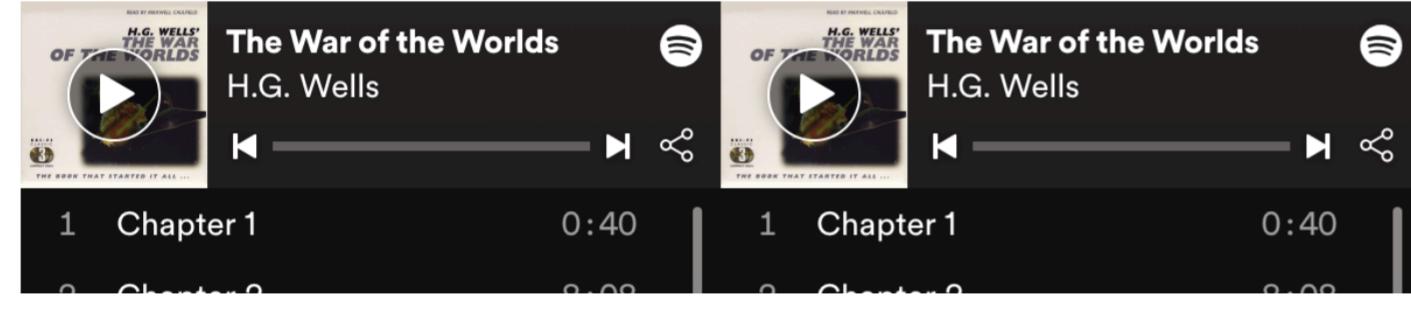
### Solved Audiobooks on Spotify - let's build a list of what's available



[Joe](#) / Community Legend / 2013-04-28 09:16 PM

Since there is no easy way to search for audiobooks on Spotify, I thought it might be useful to build a list here to help each other. I know there are scraps off-forum but it seems more useful to have this information in the community.

Here's my starter for 10.



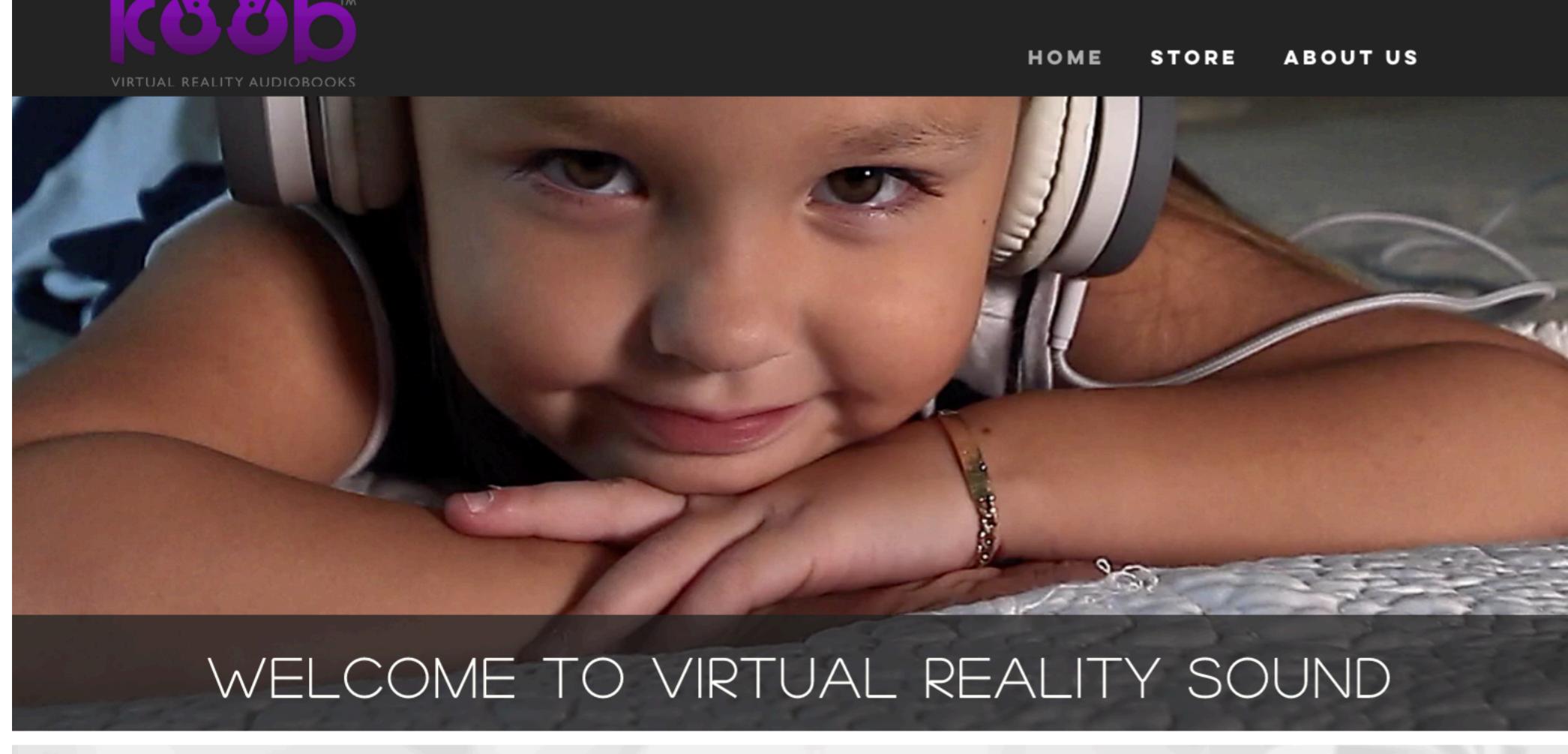
### + Waze

<https://www.forbes.com/sites/adamrowe1/2018/11/21/heres-why-scribd-just-partnered-with-waze-to-offer-audiobooks-to-drivers/#4283677b58d9>

A screenshot of a Forbes article titled 'Here's Why Scribd Just Partnered With Waze To Offer Audiobooks To Drivers'. The article features a photo of a smartphone displaying the Waze app interface with an audiobook player overlay. The author is Adam Rowe, a contributor from Media.

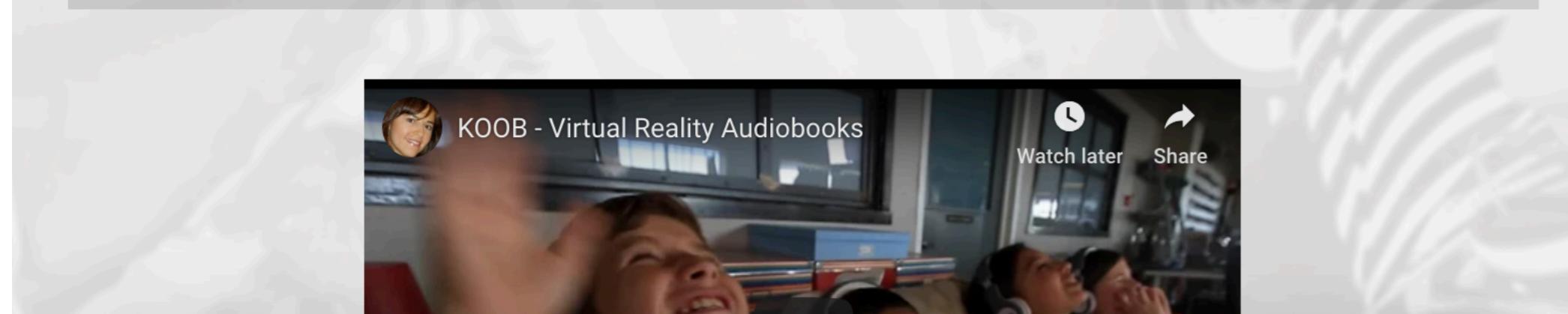
### + Virtual Reality

<https://www.koobaudio.com/>



koob™ is the evolution of the audiobook.

For the first time ever, technology makes it possible for sound to convey actual experiences that make the listener feel immersed in the story, like 'living the story'.



## PROPOSED SITEMAP V1

Personalizing audiobooks

