Checkouts By Material Type and Year

* Based on the Seattle library checkouts, 1/3 of the consumption is owned by audiobooks and e-books, so let’s take a closer look at this by year.
* The table and graphs show the checkouts by material type by year from 2015 to 2018.
* As shown in the table, printed books are still greatly consumed year to year but does appears to be sharing more of the market with audiobooks and e-books over this four year span. Books in 2015 had 69% of the total checkouts but trended downwards to all the way to 58% in 2018.
* Meanwhile audio books and e-books just about split the market share % lost by books over that time, with E-books increasing over 4% and audiobooks increasing over 6%.
* In the line graph, it visually shows that the books dominate the checkout volume but the emergence of checkouts for audiobooks and e-books is trending upwards over this timespan.
* The stacked bar graph shows the same trends as the line graph but the stacked bar does a good job of showing that the volume of all items are growing year by year.
* In summary, after seeing these figures and trends over this time span, it does appear that starting up a publishing company is a viable market since the volume of checkouts has increased over this time span. And while printed books greatly dominate the checkout volume every year, it certainly can’t be ignored when deciding on distribution strategies. But what also can’t be ignored is the emergence of audiobooks and e-books over this time span. It probably goes without saying, but the growth of smartphones and ease of downloading audio will only help contribute the growth of audio books. Similarly, the growth of electronic devices and libraries making e-book downloadable using apps like Overdrive and Hoopla should only help grow the e-book consumption volumes.