



PITCH DECK

NarrAitor by Tech Wizards





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SPECIAL THANKS TO



Muhammad
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ABOUT US

In 2023, two AI engineers and a linguist made a collaboration to foster, empower publishing fields. By closing the loop and leveraging agile frameworks, we contribute to growing organically and foster mindset for our customers – by providing a service which allows customers to tailor for their own need of audiobooks.



PROBLEM

INTERNAL
DIVISION

Imbalanced resources, tools and legal work

INTELLECTUAL
PROPERTY

Conflicts in legal rights to use the material

TIME

Take time to find voice talent: diversity, time to record, record quality

COSTS

Hiring per hour costing publishers thousands of dollars (beginner: \$28 per hour; intermediate: \$79 per hour; advanced: \$480 per hour x 4 hours for an average book)

Adding cost to process the send-over recordings or to set up a studio

SOLUTION

RULE-BASED APPROACH

Starting from the book information (name/title, release date, author, genre, summary/plot, length, main character), publishers decide their voice favor (gender, age, description, tonality, accent)

EMBEDDING APPROACH

Embed the book information and multiple voice ID in the list from Elevenlabs into semantics utility to generate a proper voice – a full recommendation for voice setting – a synthesis for different book requirements and features

COST SAVINGS

Reduce expenses and time for all procedures of live recordings

EASY TO USE

Both publishers and end-users (listeners/readers) can use

Listeners avoid the boring, inappropriate feeling of the voice – personalization for individuals





BENEFITS

UNIQUE

Relatively new and cutting edge to the field. Area for community connectors.

FIRST TO MARKET

First beautifully designed product that's both favorable, functional, and independent. Allure to potential markets

TESTED

Conducted testing with different text version and various requirements

AUTHENTIC

Designed with the help and input of experts in the field



MARKET SIZE

ABSTRACT

Growth rate of 26.3% in the upcoming 7 years

DESIGN

Over 23% of Americans listened to at least one audiobook in 2021 ≈
76,130,000

RESEARCH

Market Size = Available Market Data, which is \$685,170,000.



REVENUE STREAM

SUBSCRIPTION SERVICE

This can be sold to publishers or end-users, monthly or annually payment

PLATFORM EXTENSION

Other fields can implement the service such as podcast making, translation, advertising, movie industry...

LICENSING AND ROYALTIES

Licensing the use of synthetic voices to clients then collecting royalties based on usage can generate ongoing revenue.



OUR COMPETITION

NARRAITOR

- Cost-saving
- Pricing strategy
- Regional availability
- Independence on other tools or organizations
- More audiobook-specific features

COMPETITORS

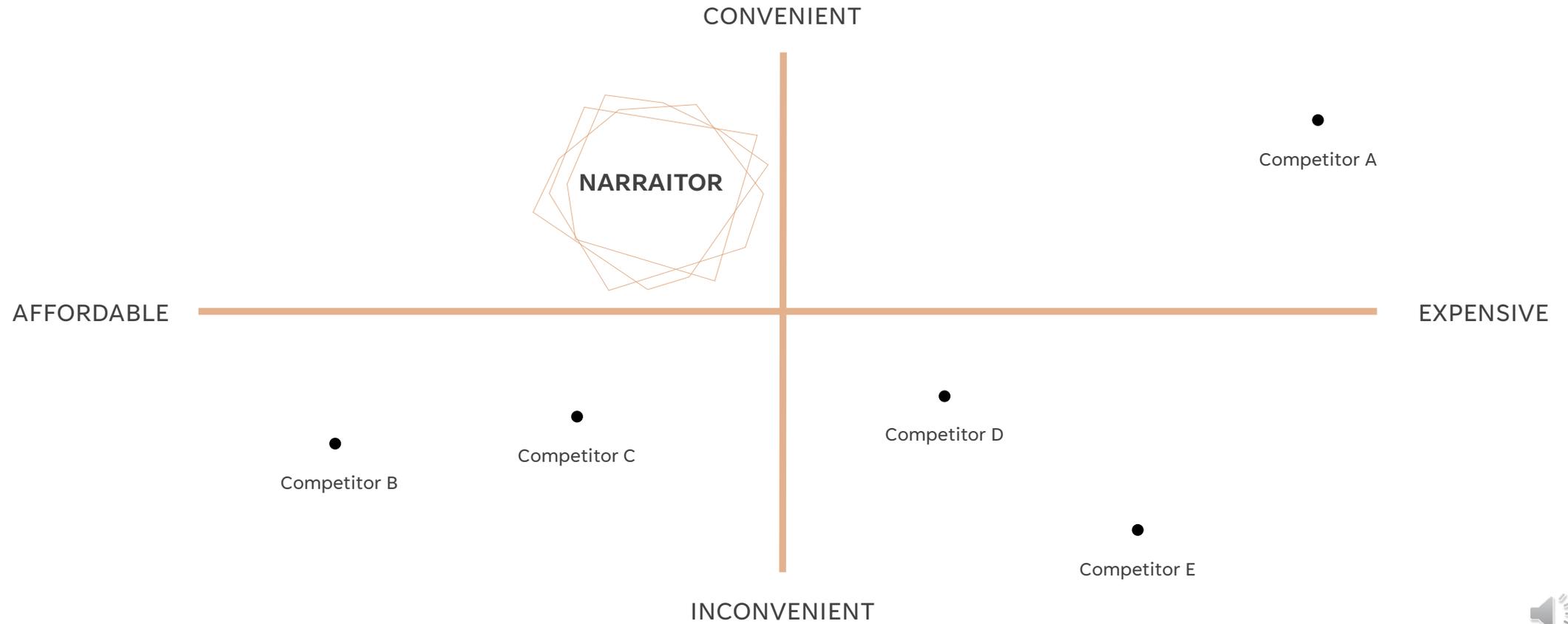
Amazon Inc./ Audible
Product is more expensive

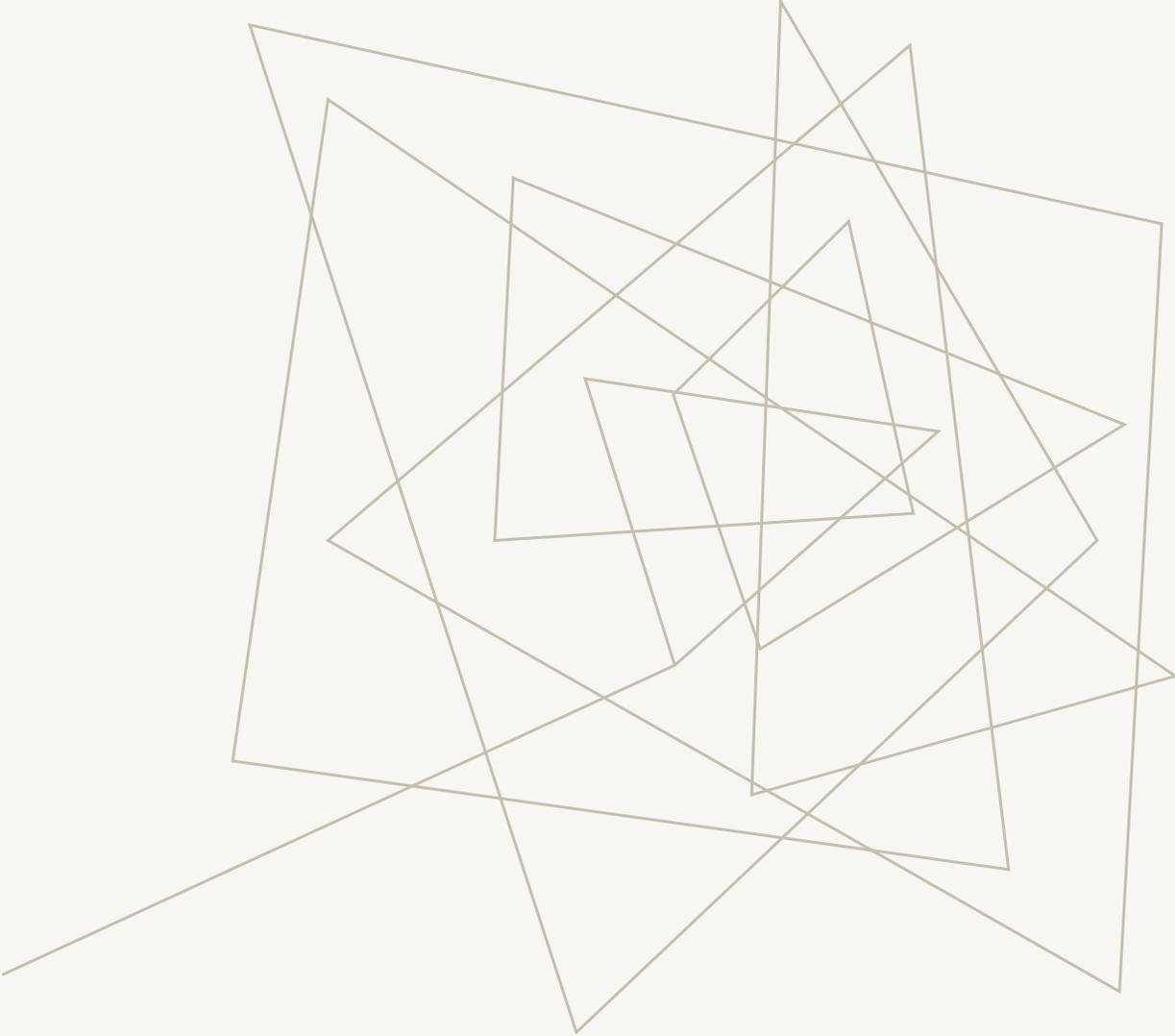
Apple/ Google/ Downpour
Product is expensive and inconvenient to use,
limited catalog

Rakuten/ Barnes & Noble
Product is affordable, but inconvenient to
use



OUR COMPETITION





DEMO



examples ▾

system input:

```
▼ {  
  "title" : "Greenlights"  
  "genre" : "Autobiography"  
  "favor_gender" : "male"  
  "favor_age" : "old"  
  "favor_accent" : "american"  
  "file_path" : "data/Greenlights_Matthew McConaughey.txt"  
}
```

generate voice settings

recommend voice setting:

```
▼ { 📄  
  "voice_id" : "flq6f7yk4E4fJM5XTYuZ"  
  "metadata" : "Michael american orotund old male"  
}
```

the sample of the book ▾

⦿ Waiting for the audio book



Book's metadata

Select the example:

system input:

None

generate voice settings



Two thin orange lines intersect on the left side of the slide. One line is horizontal, and the other is diagonal, crossing it.

SUMMARY

Here, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product.

"Efficiencies will come from proactively transforming how we do business."





THANK YOU!



PRESENTATION

1- Team

Tech Wizards - NarrAltor Service

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Research and Development: Huong-Tra (Analys) Le-Nguyen

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Email: huongtralenguyen1908@gmail.com

Team Idea:

AI engineers and a linguist walk into a hackathon to provide services for tailored audiobooks. At first, it was only the idea of customizing audiobooks, but we also want to expand the business into something bringing benefits to all parties.

2- Problem

There are 2 types of audiobook businesses:

1. Traditional ones: legal right, book sources -> to diversify their product from text to audio, they hire voice talent to record/ gather recordings from online outsources then process the quality later (have a team to “clean” the noise)

—> Enough resources and copyright but less cost and opportunity to expand or shift themselves into another market.

2. Media company: mainly have audio products (spotify, apple music...) -> contact publishers, gain legal rights -> hire voice talent to record/ gather recordings from online outsources then process the quality later (have a team to “clean” the noise)

—> Enough technical tools but less resources and copyright workload

—> That leads to these current problems:

- Time-consuming to find voice talent: diversity, time to record, record quality
- Cost-consuming: the cost to hire per hour in the market is significantly high with the average total length of a full-book recording (beginner: \$28 per hour; intermediate: \$79 per hour; advanced: \$480 per hour x 4 hours), plus the cost to process the send-over recordings (to clear the background noise), or to set up a studio

- Intellectual property workload: There are numerous of books standing in between the contradictory over rights and legal use, as well as the cost conflicts for both sides

3- Solution

From the analysis, we build our service with the aim to conquer the weaknesses, also defend for threats

- Cost-saving: Of course, with the use of voice generation, companies no longer have to spend \$500-\$4000 for merely 4 hours of recordings. However, this service has no intention of stealing recording jobs of other voice talents/ recording workers, and in the future we will gather their work in a more contributive, productive, and high-efficiency.
- Pricing strategy: While other company set their subscription range price from \$8-\$17 per month, and for individual audiobooks in the range of \$10-\$30, which they have to cover for all kinds of costs, we can set out with a much more reasonable price
- Regional availability: Since we are offering the service for the voice features only, all kinds of firm can reach out and retain the product with negotiations
- Dependence on other tools or organizations: With affordable tools, different firms will be controllable of their own revenue, and spend for legal right or digital management cost
- Less audiobook-specific features: At this moment, we target publishers, as they are fully capable of understanding the book features and make their own decision to choose the voice already. Our future plan, which with more effects like background music or sound effect, multi-languages, and more sample voices and description, aims to tailor the customized needs for end-users (listeners/readers)

This is a tentative user journey with our service:

1. Get ebook by uploading file txt
2. Get metadata of the book by select it
3. Get user's info (favorite voice, etc.)
4. Call recommendation system
5. Get output = voice settings
6. Call API of 11Lab
7. Get audio
8. Play it

4- Market Size

The big market size means there's plenty of room to invest. With around 6.8 million market size, and growth rate of 26.3% in the upcoming 7 years, it should be feasible when we only have to spend these estimated cost:

- Human resources for engineering: ~\$20/hour x 8 hours/week

- Host/computer: \$200/month
- Research and Development
- Management

Below is the market size calculated in this formula:

With the help of bottom-up approach, this approach estimates the market size by summing up the revenue potential of individual segments within the target market. The formula is as follows:

Market Size = Σ (Number of Potential Customers * Average Revenue per Customer)

in which:

Number of Potential Customers: The estimated number of customers who would buy the product or service.

Average Revenue per Customer: The average revenue generated from each customer over a specific period.

Assuming it is statistically numbered below:

- Over 23% of Americans listened to at least one audiobook in 2021, 15% more than in 2020. 23% of American population = $0.23 * 331,000,000 \approx 76,130,000$
- Over the last 10 years, the share of US adults who listen to audiobooks has grown by more than 100%.
- Over 45% of Americans have listened to an audiobook at least once in their life as of 2022.
- Women listen to audiobooks more than men. They are 13.6% more likely to consume audio content.
- Black adults in the USA listen to audiobooks the most, relative to their population. Over 26% of African Americans listened to audiobooks over the last 12 months.
- Younger people are more likely to consume audio format, as 57% of Americans younger than 50 listened to audiobooks in 2021.

Currently, the price is flexible, around \$8-\$17/month for the subscription choice, depending on different websites, and \$10-\$30 for individual book purchases. Due to the range of the price, we start minor with \$9/customer when it comes to getting an audiobook.

The final result will be $76,130,000 * \$9/\text{pax} = \$685,170,000$.

Which is also what it's calculated in the market scope within the formula:

Market Size = Available Market Data

The market is vast and the demand is diverse, there are North America; Europe; Asia Pacific; Latin America; MEA - all are potential markets. Especially in Europe and Asia Pacific where education sector might need this function to implement in their learning resources. North America had the greatest revenue share of more than 45% in 2022 and is expected to dominate the market during the projected period. This is owing to the early and rapid adoption of technology to improve user experience.

Key factors pushing the availability of the internet and other IoT devices include making it easier for consumers to listen to audiobooks, which is gaining in popularity among younger age groups and users.

5- Revenue Stream

There are some plans to keep the revenue stable:

- **Voice Generation Services:** The primary revenue stream for the company will come from providing voice generation services to clients. This could include generating synthetic voices for virtual assistants, voiceovers for videos, e-learning courses, and other applications.
- **Custom Voice Solutions:** Offering custom voice generation services, where clients can create unique and personalized voices for their brands, products, or services, can command premium pricing and generate additional revenue.
- **Voice Generation API:** Providing a voice generation API or software development kit (SDK) to developers and businesses, allowing them to integrate voice generation capabilities into their own applications, can create a recurring revenue stream.
- **Licensing and Royalties:** Licensing the use of synthetic voices to clients for specific applications or platforms and collecting royalties based on usage can generate ongoing revenue.
- **Subscription Services:** Offering subscription plans for access to a library of synthetic voices with regular updates and new additions can create a steady and predictable income.
- **Voice Translation Services:** Providing voice generation services for voice translation applications, helping users communicate in different languages, can generate revenue.
- **Voice Advertising:** Exploring voice advertising opportunities, where brands can use synthetic voices for marketing campaigns and advertisements, can create an additional revenue stream.
- **Voice Assistants and Devices:** Partnering with device manufacturers or technology companies to provide synthetic voices for virtual assistants and voice-enabled devices can lead to revenue-sharing agreements.
- **Audiobook and Podcast Narration:** Partnering with audiobook platforms and podcast networks to provide voice generation services for narrations and hosting can generate revenue.

- Data Licensing and Research: Utilizing data from voice generation services for research purposes and offering data licensing to third-party companies can create additional revenue opportunities.

6- Next Steps/Backlogs

Currently, we take data from Elevenlabs. In the near future, we plan to gain more data directly from publishers, or crawl data. In the meantime, we also gather more voice samples from voice talents to diversify the sources. This will vary the voice generation for sources, contribute more work for people in a short amount of time, but more people to join in

Later on, we want to add more features to the voice settings such as background music, sound effects to make the audiobooks become more lively and attractive

Although the demo is the extract of the whole book, actually the service is for recordings of full content books in order to be consistent with tonality and pace. However, later on we want to expand the use of API in different platforms such as games industry, and movie dubbing.

7- Working Demo

<https://11labhackathon-tnajotugpegxsyaajs6tr7.streamlit.app/>

Appendix

Use case

ID:	https://www.audiobooks.com/audiobook/subtle-art-of-not-giving-a-f-ck-a-counterintuitive-approach-to-living-a-good-life/270922 from Storytel Audiobooks USA LLC
Name:	Get the audio version of a book from its text version
Description:	How the website provides the audio version of a book from its text version
Actors:	Publishers/ End-users (listeners/readers)
Priority:	Must-have

Trigger:	Publishers want to diversify their products by converting text-version books to the audio version	End-users want to listen instead of reading books
Pre-conditions:	<p>Publishers:</p> <ol style="list-style-type: none"> 1. Publishers have legal access to book sources (copyright/intellectual property) 2. They have the full book content 3. They categorize the book information (genre, title, summary, plot, length, number of words, chapter, section, main character, author, ratings, release date, etc.) 4. They have voice talents to get recordings of the book content -> tackle 5. They process those recordings to the audio version 	<p>End-users:</p> <ol style="list-style-type: none"> 1. Users need to listen to audiobooks 2. Users have their own registered account 3. Their accounts are granted access 4. Users have available internet connection
Post-conditions:	<p>Publishers:</p> <ol style="list-style-type: none"> 1. Publishers upload the audio version on their website 2. Log all the users' activity with each audiobook into an activity log 	<p>End-users:</p> <ol style="list-style-type: none"> 1. Log in successfully 2. Their activity appears in users' activity log 3. Choose the audiobooks, click purchase or download
Basic flow:	<p>Publishers:</p> <ol style="list-style-type: none"> 1. Upload 2. Track the users' log 3. Track the transfer if it happens 4. Keep track of the number of viewers, including subscribed and non-subscribed ones 5. Ban violated users 	<p>End-users:</p> <ol style="list-style-type: none"> 1. Open the website, log in if they have accounts 2. Search the book name 3. Click on the book 4. Depend on the use, download or purchase 5. Add credit card information for free users
Alternate flow:	None	
Exception flow:	<p>Publishers:</p> <ol style="list-style-type: none"> 1. Available content will vary by region based on distribution rights on a per-title basis 	<p>End-users:</p> <ol style="list-style-type: none"> 1. Under 18 years old, or have no parental permission to use the services 2. Have no credit card or permission to use

		<ol style="list-style-type: none"> 3. Provide inaccurate and not up-to-date essential personal information 4. Disagree to maintain the currency of said information on your "My Account" page 5. Violate the term of use
Business rules:	Include forget password function Allow to connect via Amazon, Apple, Google	
Non-functional requirement:	No time out in login session	

User journey with our service

1. Get ebook by uploading file txt
2. Get metadata of the book by select it
3. Get user's info (favorite voice, etc.)
4. Call recommendation system
5. Get output = voice settings
6. Call API of 11Lab
7. Get audio
8. Play it

Sample Metadata

	Book 1	Book 2	Book 3
Name/Title	The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life https://www.audiobooks.com/audiobook/subtle-art-of-not-giving-a-f-ck-a-counterintuitive-approach-to-living-a-good-life/270922	The Summer I Turned Pretty https://www.audiobooks.com/audiobook/summer-i-turned-pretty/566100	Greenlights https://www.audiobooks.com/audiobook/greenlights/427439
Release date	September 13, 2016	May 5, 2009	October 20, 2020

Author	Mark Manson	Jenny Han	Matthew McConaughey
Genre	Self-Help, Personal Development	Young Adult, Romance, Coming-of-age	Autobiography, Memoir
Summary/Plot	<p>This book challenges conventional wisdom about finding happiness and success. Author presents a counterintuitive approach to living a fulfilling life, urging readers to embrace life's uncertainties and stop striving for constant positivity. He argues that acknowledging and accepting our limitations and failures can lead to a more meaningful and satisfying existence.</p> <p>The book is divided into several chapters, each focusing on a different aspect of life and personal development. Mark Manson shares personal anecdotes, philosophical insights, and scientific research to illustrate his points effectively. He encourages readers to let go of the constant pursuit of happiness and instead embrace their struggles, disappointments, and imperfections.</p>	<p>A heartwarming young adult novel that follows the story of a young girl named Isabel "Belly" Conklin. Each summer, Belly and her family spend their vacations at a beach house with their close family friends, the Fischers. This particular summer, everything changes as Belly begins to realize that she is no longer the little girl they all once knew. Instead, she finds herself noticed by the two Fisher brothers, Conrad and Jeremiah, who have always been like her older brothers' best friends.</p> <p>As she spends more time with Conrad and Jeremiah, she becomes entangled in a love triangle, torn between her feelings for the two brothers. This summer becomes a turning point for her, as she navigates the complexities of growing up, first love, friendship, and family dynamics.</p>	<p>In this book, McConaughey takes readers on a journey through his life, sharing personal stories, reflections, and life lessons that have shaped him into the person he is today. The book is a mix of personal anecdotes, diary entries, poetry, and philosophical musings, offering a refreshing and insightful perspective on his experiences and the pursuit of authenticity and happiness.</p> <p>The book covers his early years in Texas, his journey to becoming a Hollywood actor, and the transformative experiences he had while filming iconic movies.</p> <p>"Greenlights" is not a traditional memoir but rather an exploration of how McConaughey's unique outlook on life, his relentless pursuit of his dreams, and his ability to embrace challenges have contributed to his personal and professional successes.</p>

Number of words	~61,000 words	~70,000 to 75,000 words	~70,000 to 80,000 words
Length	~212 pages, 9 chapters	~276 pages	~304 pages
Main character	The book doesn't follow a traditional narrative with a central character. Instead, it delves into the experiences and struggles of the readers themselves, encouraging self-reflection and personal growth.	Isabel "Belly" Conklin, a young girl on the verge of adulthood, who undergoes significant personal growth and self-discovery during the course of the summer.	Matthew McConaughey is the primary focus and main character in his memoir, as he shares his personal journey and reflections.
Rating	4.34/5	4.50/5	4.59/5
PDF version	The Subtle Art of Not Giving a Fuck A Counterintuitive Approach to Living a Good Life (Mark Manson) (Z-Library).pdf	The Summer I Turned Pretty (Jenny Han) (Z-Library).pdf	Greenlights (Matthew McConaughey) (Z-Library) (2).pdf
Extract from the book	Charles Bukowski was an alcoholic, a womanizer, a chronic gambler, a lout, a cheapskate, a deadbeat, and on his worst days, a poet. He's probably the last person on earth you would ever look to for life advice or expect to see in any sort of self-help book. Which is why he's the perfect place to start. Bukowski wanted to be a writer. But for decades his work was rejected by almost every magazine, newspaper, journal, agent, and publisher he	I was reading a romance novel in my room with my feet on the wall when Conrad walked by. He stopped and said, "Belly, what are you doing tonight?" I folded the cover of my book over quickly. "Nothing," I said. I tried to keep my voice even, not too excited or eager. I had left my door open on purpose, hoping he'd stop by. "Want to go to the boardwalk with me?" he asked. He sounded casual, almost too casual. This was the moment I had been	I wrote this book so I could have a written record to hold myself accountable to. I wrote this book so you can hold me to task and remind me of what I forget. I circled back to prior times; lessons learned, repeated, and revisited. I noticed that the realizations arrived quickly, the learning took time, and the livin' was the hardest part. I found myself right where I left me. -> Relief, thankful, calm, reminiscent

	<p>submitted to. His work was horrible, they said. Crude. Disgusting. Depraved. And as the stacks of rejection slips piled up, the weight of his failures pushed him deep into an alcohol-fueled depression that would follow him for most of his life</p> <p>-> Sarcastic, tragic, grief</p>	<p>waiting for. This was it. I was finally old enough. Some part of me knew it too, it was ready. I glanced over at him, just as casual as he'd been.</p> <p>"Maybe. I have been craving a caramel apple."</p> <p>"I'll buy one for you," he offered. "Just hurry up and put some clothes on and we'll go. Our moms are going to the movies; they'll drop us off on the way."</p> <p>I sat up and said, "Okay."</p> <p>As soon as Conrad left, I closed my door and ran over to my mirror. I took my hair out of its braids and brushed it. It was long that summer, almost to my waist. Then I changed out of my bathing suit and put on white shorts and my favorite gray shirt. My dad said it matched my eyes. I smeared some strawberry frosting lip gloss on my lips and tucked the tube into my pocket, for later. In case I needed to reapply.</p> <p>-> Surprised, expected, joyful, cheered</p>	
<p>Voice recommendation</p>	<p>Author: Male, 39 y/o Main character: no, 3rd plural pronoun</p>	<p>Author: Female, 42 y/o Main character: Female, 1st</p>	<p>Author: Male, 53 y/o Main character: Male, himself, 1st</p>

	-> Male narrator	singular pronoun, 12 y/o -> Female narrator	singular pronoun -> Male narrator
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	User A	User B	User C
Nationality	Vietnamese	Japanese	Pakistani
Gender	Female	Female	Male
Age	28	54	20
Voice favor (history)	Irish	Singapore English	American English
Desirable accent	French English	Japanese English	American English

Market Research

Competitors

	S	W	O	T
Amazon.com, Inc.	Vast Audiobook Library Integration with Audible, high quality voice Cross-platform compatibility, Whispersync for Voice Popular authors and narrators	Regional Availability Subscription Cost DRM Restrictions: limit the flexibility of use and restrict playback on certain devices.	Global Market Expansion into untapped markets, offering localized content and language Partnerships and Original Content Podcast Integration	Competitors in Audiobook Market Shifting Consumer Behavior Piracy and Unauthorized Distribution
Apple Inc.	Strong brand recognition Extensive user base Integration with Apple devices and services	Limited audiobook-specific features Smaller audiobook catalog compared to dedicated audiobook platforms.	Expanding the audiobook catalog Leveraging existing user base for increased audiobook adoption	Competition from specialized audiobook platforms Changing consumer preferences
Audible, Inc	Largest audiobook platform	Dependence on Amazon ecosystem,	Expanding international presence,	Increasing competition from other audiobook

	Diverse audiobook catalog, integration with Amazon services, and devices.	limited support for independent authors and publishers	creating exclusive content, partnerships with content creators	platforms, potential market saturation.
Barnes & Noble Booksellers , Inc.	Established brick-and-mortar presence, brand recognition, loyal customer base	Limited focus on digital audiobooks, smaller market share in the audiobook industry.	Expanding audiobook offerings, promoting digital audiobook sales through online channels.	Expanding audiobook offerings, promoting digital audiobook sales through online channels.
Downpour.com	Specialized focus on audiobooks, DRM-free audiobook downloads, competitive pricing.	Smaller market share compared to major players, limited marketing resources.	Targeting niche audiobook markets, forming partnerships with independent authors and publishers.	Competition from larger audiobook platforms, changes in digital rights management policies.
Google LLC	Wide-reaching platform, integration with Google services, potential for voice-activated audiobook consumption.	Less audiobook-specific features compared to dedicated platforms, limited marketing for audiobooks.	Expanding audiobook offerings on Google Play, promoting audiobook accessibility across devices.	Competition from specialized audiobook platforms, challenges in promoting paid content on a predominantly free platform.
Rakuten Group, Inc.	Global presence, potential for cross-promotion with other Rakuten services, diverse media offerings.	Less audiobook-focused, competition from specialized audiobook platforms	Leveraging Rakuten's ecosystem for increased audiobook adoption, international expansion	Dominance of major audiobook platforms in the market, challenges in penetrating competitive markets.
Storytel AB	Dedicated audiobook platform, focus on original content and localization for different markets.	Limited brand recognition in certain regions, potential language barriers	Expanding audiobook catalog, targeting specific language and regional markets	Competition from larger audiobook platforms, maintaining quality and variety of original content
W.F.Howes Ltd	Specialized audiobook publisher and	Limited digital presence, potential	Expanding digital audiobook distribution,	Competition from major audiobook platforms,

	distributor, focus on physical audiobook media.	challenges in adapting to a digital-first audiobook market	partnering with digital platforms for wider reach	declining physical audiobook sales
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Market scope

Market size value in 2023	USD 6,825.2 million
Revenue forecast in 2030	USD 35.04 billion
Growth rate	CAGR of 26.3% from 2023 to 2030
Base year for estimation	2022
Historical data	2018 - 2020
Forecast period	2023 - 2030
Quantitative units	Revenue in USD million and CAGR from 2023 to 2030
Segments covered	Genre, preferred devices, distribution channel, target audience, region
Regional scope	North America; Europe; Asia Pacific; Latin America; MEA
Country scope	U.S.; Canada; U.K.; Germany; France; Italy; Spain; Russia; Nordic Countries; China; Australia; Japan; India; South Korea; Brazil; Mexico; Argentina; Chile; South Africa; Saudi Arabia; U.A.E.; Egypt; Turkey

The audiobooks market research report includes in-depth coverage of the industry with estimates & forecasts in terms of revenue in USD from 2018 to 2032 for the following segments:

By Genre

- Fiction
- Non-fiction

By Device

- Smartphones
- Laptops & tablets
- Personal digital assistants

- Others

By Distribution

- One-time download
- Subscription-based

By Target Audience

- Kids
- Adults

The above information has been provided for the following regions and countries:

- North America:
 - U.S.
 - Canada
- Europe:
 - UK
 - Germany
 - France
 - Italy
 - Spain
 - Netherlands
- Asia Pacific:
 - China
 - India
 - Japan
 - South Korea
- Latin America:
 - Brazil
 - Mexico
- MEA:
 - South Africa
 - UAE

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