



THE BIG DATA DROP

Summary/Analysis of 2022 Sales

SUMMARY

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- Reported from distributed sales through Draft2Digital to 19 different retail, library, and subscription platforms

This data does not yet include Smashwords distributed sales.

- Inclusive of sales reported for Jan 1, 2022 through Dec 31, 2022
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GENRE

Indie authors are hot in the fiction genres: Romance, Fantasy, Mystery, Thriller and Sci-Fi account for 70% of all indie author sales.

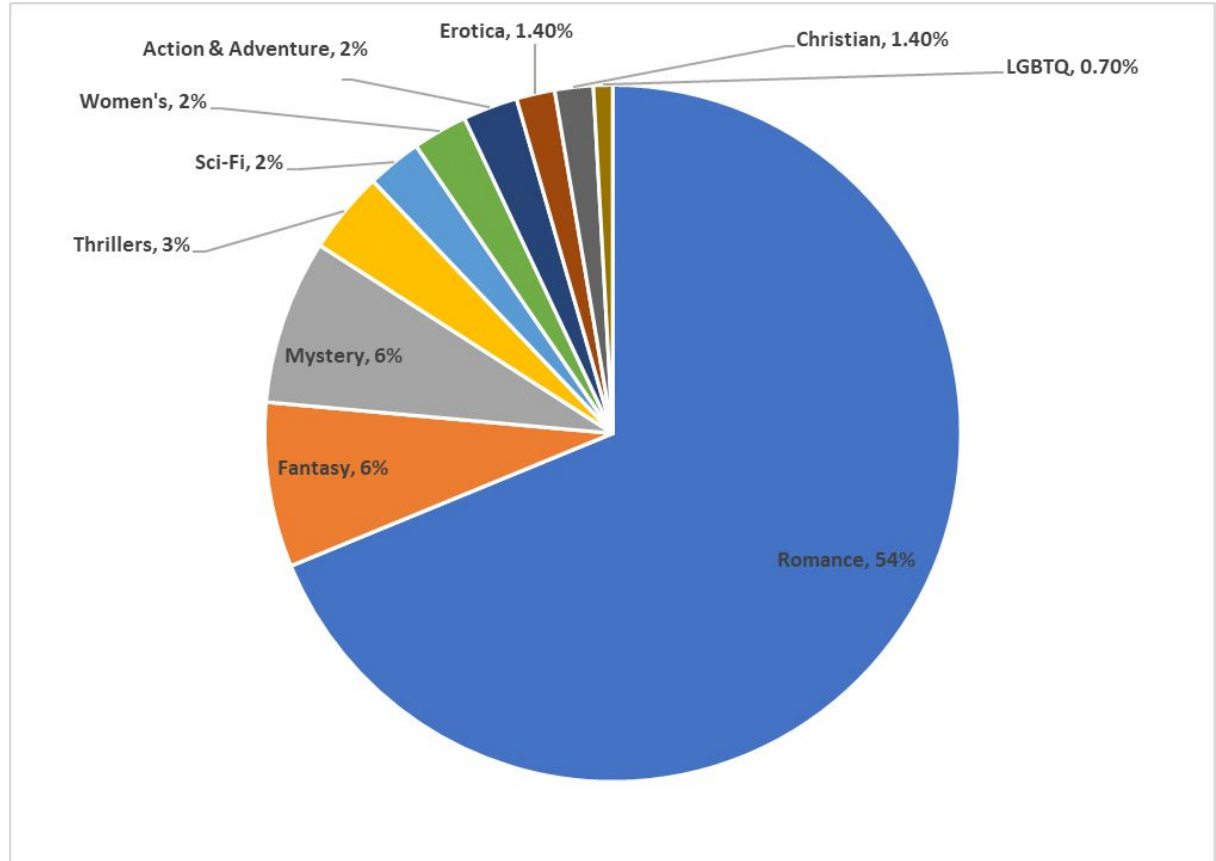
Fiction represents 89% of all unit sales and 85% of dollars.

Romance is the single biggest genre, accounting for 54% of overall sales.

GENRE

The 10 Top Selling Genres:

- Romance
- Fantasy
- Mystery
- Thrillers
- Sci-Fi
- Women's Fiction
- Action & Adventure
- Erotica
- Christian
- LGBTQ



eBOOK SALES CHANNELS

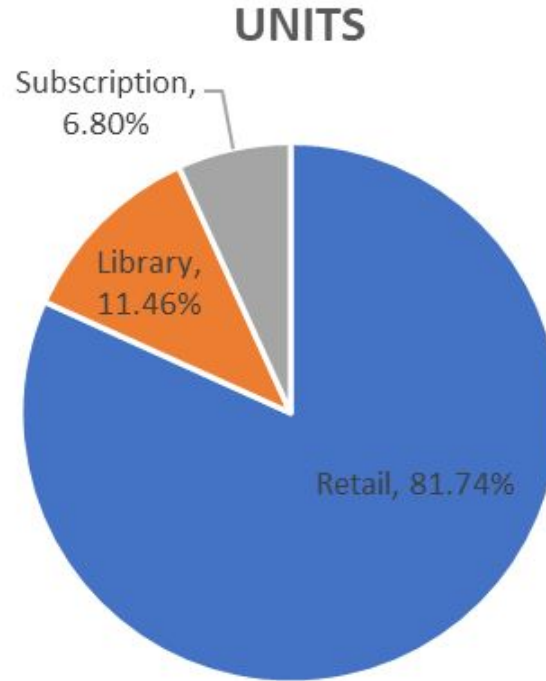
Retail sales channels represent 82% of unit sales and 89% of dollars for indie authors

Library sales are 11.3% of unit sales and 6.4% of dollars earned.

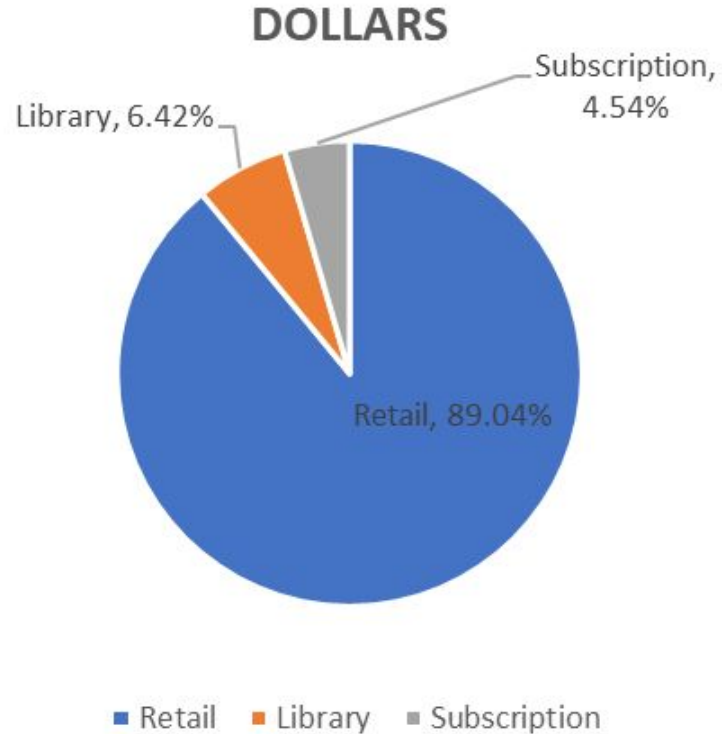
Subscription sales are up from 5.9% of units in 2021 to 6.8% in 2022

eBOOK SALES CHANNELS

- Units -



eBOOK SALES CHANNELS - Dollars -



LIBRARY SALES

Library sales are up from 9.7 % in 2021 to 11.3% of units in 2022.

OCOU (One Copy One User) model accounts for 68% of library revenue

CPC (Cost Per Checkout) model represents 86% of all library units and 32% of library revenue

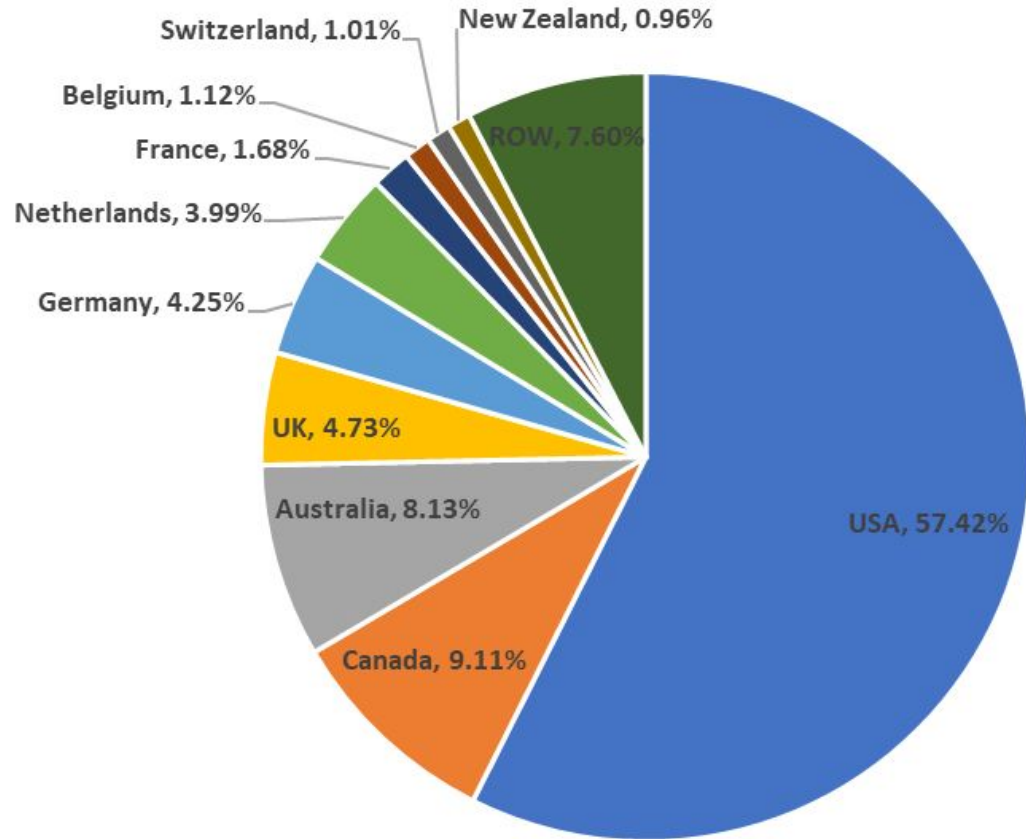
GLOBAL SALES

The US represents the largest % of sales for indie authors at 57.4% of dollars earned

The primarily English language territories (AU, CA, NZ, UK, US) account for 80.35% of revenue.

Sales in Germany (attributed mostly to Tolino) have grown from 2.12% in 2019 to 4.25% in 2022

GLOBAL SALES



OTHER DATA

Books identified as being in a series (inclusive of fiction and non-fiction) account for 75% of all sales. This is both for unit and dollars.

D2D Print is among the largest single sources of growth for 2022. With less than 2000 authors in print beta, print accounted for 2.38% of author earnings. Higher than several long term eBook platforms.

Authors publishing to Smashwords through Draft2Digital earn between 80% and 83% - higher than any other retail platform.
