

Hi, I'm Becky Parker Geist, I'm the CEO of Pro Audio voices, the president of Bay Area Independent Publishers Association, the host of Audiobook Connection podcast. And I want to thank you so much for being with me today for spending a little bit of time to investigate the question, Why? Why not ACX for audio book distribution. So we're going to go into some of the details about that there are a few key things you should understand before you make the decision about ACX. And whether that's the best approach for you.

First of all, let me just say, if you have already published your audio book through ACX, I don't want to stress you out or say that you did anything wrong. You know, we are always all of us making the best choices that we have available to us in any given moment. So I will, at the end of this, I'm also going to give you some tips, if you have published through ACX, what some of your options are, depending on whether you went non exclusive, or exclusive.

So the first thing you should know about ACX. And why I recommend that people not go through that channel or that platform to get your audio book published, is because you're limiting the breadth of your distribution. ACX only includes distribution to Audible and iTunes, the end Period, end of story. Now you can argue and people do that Audible is the biggest seller of audiobooks. And that's true, they do still hold the greatest market share, but they are by far not the entirety of the audiobook market.

And in fact, there are many listeners who are not just listeners, but people who purchase from Amazon or who have purchased from Amazon, try to lean away from it because they realize that it's while it's a very convenient platform to purchase through it is not really ideal in terms of how they treat the content creators, for example. Since we're in the book worlds, that's what we're gonna focus on.

There are many people who aren't choosing not to use Amazon or audible for audiobooks, they have lots of other choices. And the fact that your audiobook is not in any of those places can be problematic for you. I personally, as an audiobook listener, have experienced that, where I found an audiobook that I really wanted, I was really interested in the content, I went to my, the platform that I was on at that time as a subscriber, it wasn't there. It was only on Audible. I have chosen to not purchase audiobooks through audible anymore, so they lost my business. So they lost my business. And I know I'm not alone in that. Okay, so you're limiting the breadth of your distribution if you use ACX. And it's really a good idea to be in all the different places that you could be, where on the many different platforms, there are over 50 platforms, that includes libraries, it includes places like Spotify audiobooks.com libra.fm, there are dozens of others. So that is item number one.

The second thing that you reason why I steer people away from ACX is that audible actually pays the lowest royalties for non exclusive and they're there it's not much better for exclusive partly because largely because their formula for calculating that royalty is not working in your favor as the content creator as the author. In fact, while they say they're going to pay you 40% for exclusive they don't say 40% of what and that's true with other digital distributors as well. They're not really transparent about that. They are counting on you being Miss led making an

assumption about what that percentage is of so they're relying on you just not even thinking to ask the question. Well, okay. 70% Of what 40% Of what And so what you'll find is that it's actually works out to closer to about 17% for non exclusive on Audible, rather than the 25% that they claim for that, that contract. Now, it's a little better on some of the other platforms. But if you're only on ACX, you're not going to be on any other platforms except for iTunes. And I'm not actually intimately familiar with the details on the iTunes sales, but they're not going to be as high as audible. And why wouldn't you want to be in all the places where your listeners might be, if you're going to invest in an audio book, then you want to make sure that you are making it accessible, and visible to all as or as much of your potential audience as you can. Let's just take a short pause, and we'll come right back with some more.

Okay, the third thing is that ACX provides the least control to you. While most of the other platforms are while all the other platforms. While the other retail platforms are not much better. With ACX, they won't even accept a suggested price that you'd like to sell it for. All the others are most the others, you can suggest a price and many of the platforms, the retail plot retailers, and many of the retailers will use that price. They don't have to, you are not, you don't actually have any control to determine the price. You can't say, Well, wait a minute, I gave you this MSRP. Well, an MSRP is a suggested retail price. So you don't have that kind of control anywhere. But with ACX, you have even less.

Okay. The next thing you need to know is if you actually want to be able to earn the highest royalties, and have the most control, there is a platform where you should be and that's amplify audiobooks, it's really the only platform that gives you the kind of control that is going to work in your favor, the kind of tools that are available to be able to really help you succeed in your audiobook marketing. So amplify audiobooks is the place where you'll want to be.

Now, I want to come back to what I said in the beginning about if you're already on ACX—don't stress out—that you know what some of the differences are between exclusive and non exclusive. Well, first of all, know that on ACX you are locking yourself into typically a seven year contract with them. You can sometimes get out of that if you request getting out of the that agreement, they won't always grant that request, but sometimes they will.

In terms of exclusive contracts, they're harder to get out of and if you have a royalty share deal with a narrator they're even harder to get out of, you have to get a agreement with your narrator. Typically, that will involve some kind of payoff that's only fair. So you should offer that even if they don't ask for it. And unless they have earned a lot already from a lot of sales that you've had. But typically those again, are really hard to get out of because it's you know, you're it's a thriller, like a three party deal with the narrator and you and, and audible so you can ask, but if you have a royalty share deal then don't count on being able to get out of it. If you have an exclusive deal and you haven't been making very many audiobook sales, then you could ask and they might release you. Likewise with the non exclusive they might release you from that contract. Well, actually, you don't need to be released from the non exclusive contract in order to be on amplify audiobooks, it would only be if you're in an exclusive agreement with any other platform. And maybe it's a particular retailer that somehow you've, you know, through a

publisher or something that you've, you've been locked into something. So you'll want to check with the people who are helping you. If you have a publisher, you want to check with them find out what the deal is, are you locked into an Excel? Are you locked into an exclusive agreement? Or do you have the freedom to post your audio book included on the amplify audiobooks platform? Okay, so, again, it's sort of wrapping up a number one reason why you don't want to be on ACX. It is limiting your distribution to a very narrow just to retailers. And it's not going to be on some of the most popular platforms that don't you know, aside from Audible, such as Spotify, and also the audiobooks.com libra.fm. These are all very popular channels, libraries, as well are really good outlet and you wouldn't want to miss out on those. And then also the royalties issue, they're going to pay you a lot less, and they're going to provide you the very least amount of control that's possible in the audiobook distribution world. I hope that this has been helpful. I would love to hear your feedback. Your questions we are can always be found at [Pro Audio voices.com](http://ProAudioVoices.com) Thank you so much for spending this time with me