



# Making Australian audiobooks sound their best





# Welcome

So here you are - you have finished your book! Bloodied and sweat-stained you emerge from your writer's cave - thrilled to bits. Nothing quite compares with the sense of achievement you get after so much work, most of it by your solitary self. Now it's time to turn it into an audiobook so it can be accessed globally on Audible, Kobo and other audiobook platforms.

So, how can you go about it, using local Australian performers and engineering talent? In a way that values creativity and your writing journey?

Welcome to audiobooksradio - a complete end-to-end audiobook production service for Australian writers, and run by Australian writers and creatives.



## A message from the founder of audiobooksradio, Maria Issaris

The first thing people ask me about *audiobooksradio* is the 'radio' bit. It's there to honour the community broadcasting community which was an inspiration point.

I have worked within community radio for over 20 years, mostly with the national Radio Reading Network peak body, but also as Deputy Chair of one of its major stations, and as a radio producer. I admired the narrators who read books and articles over the airwaves, all of them brilliant and committed volunteers. At the same time I was working within publishing, had formed a writers group (now with well over 500 members), and had produced a radio program featuring new and unpublished writers.

The idea for audiobook production was the merging of all these activities - the next logical step. Audiobooks are the biggest growth area in publishing on every level.

So when we say we are a company informed by writers and creatives, born within the broadcast industry - that's what we mean.

We are an Australian company working to a global standard on every project. We are focused on your individual book and respect you as an author.

We curate every aspect of your audiobook production - taking on all the technical work, and supporting you to artistically collaborate.

We work in audiobook production because we are passionate about sharing stories with the world.

Audiobooks are the most intimate, and the most exciting way of telling stories. The original way that stories were passed on was by speaking stories out loud.



# What is an audiobook?

Technically - it is a series of high quality audio files that need to meet a global standard set by ACX. An audiobook is not a big podcast!

A good audiobook is produced and narrated in such a way that the listener/reader just wants to keep on listening - gets engaged and enthralled by the story - in the same way that a good book will keep a reader riveted! That's the sweet spot we strive for. We aim for the highest quality production.

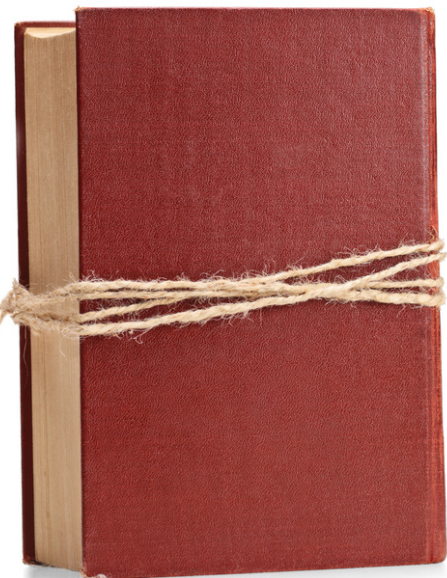
The minimum standard for an audiobook to be accepted by Audible and other online sales platforms is very high. The production requirements are stringent, (file sizes, order of delivery and quality of sound) and individual authors or publishers within Australia cannot upload books directly onto international sales platforms. But don't worry - we have worked all this out - a seamless process of production of your book, and simple delivery to all sales platforms.



# The ABR offering

Our aim is to make audiobook production accessible and affordable so that individual authors, self-published writers and independent publishers can increase their audience by disseminating their story globally.

We care about stories; audiobooksradio helps with global delivery and cross-promotion, but as producers we do not collect royalties. With us there will be no ongoing fees or hidden charges.



*Get a quote from us*



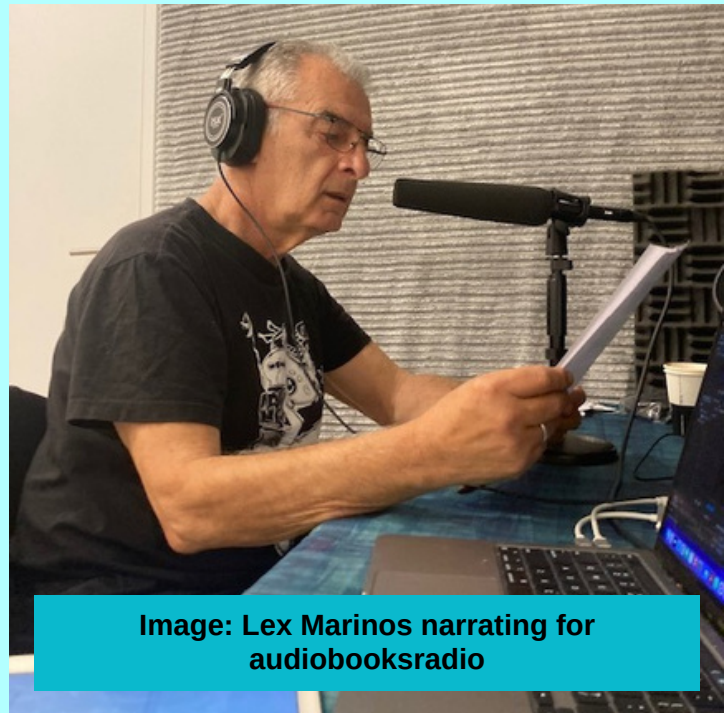
# What we do

The close-knit team at *audiobooksradio* has listened to, or recorded, thousands of hours of spoken word and story production over the years. Spanning genres, from memoir, fiction to academic works, we bring words to life every day.

## A Dedicated Production Team

From initial meeting to audio product, you will be supported by a contactable project manager, and our audio engineer for your project.

And your Narrator - the one chosen by you from a full audition call-out - will be the one person who will get to know your work as intimately as you do. Every word of it.



**Image: Lex Marinos narrating for audiobooksradio**

## Choice and Control

We work with you to draft a timeline to suit your needs. We audition narrators for your project, presenting you with the top four talent. You will be involved and kept informed of every stage of production.





# Increase your audience

Audiobooks is the greatest growing segment of the publishing sector. There's been double digit growth for over the past 12 years.

On Audible alone, there's 7 million Australian's listening to audiobooks. That means the person on the bus seated in front of you wearing headphones, or that office worker on their commute home wearing earbuds - chances are they are listening to an audiobook. In fact, a recent study suggests one-third of Australians wearing earphone devices are listening to audiobooks.

Your potential audience is facing significant pressure to fit reading your story into their busy schedule.

An audiobook opens up a world of possibilities for end users who can choose to enjoy your story whilst also undertaking other activities such as driving, doing the dishes or even showering!

We're inclusive. We're all ears. We're keen to talk with you to help share your story.



**Image: Janine Penfold with Maria Issaris rehearsing for her 'roles' in an anthology audiobook**

# Thank You

We look forward to hearing  
your story



*We are proud to collaborate with:*

