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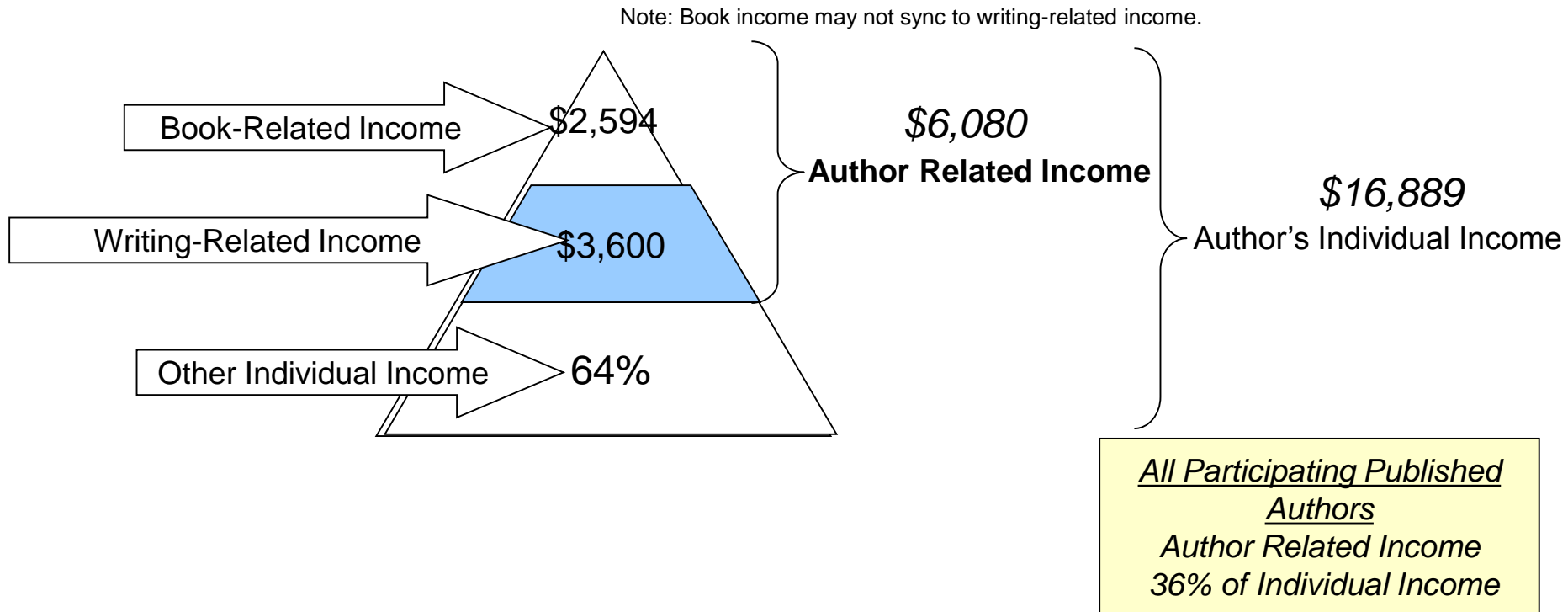
*U.S. Published Book Author Income  
Survey*

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**Overall Author Mean Income – All Published Authors in 2017 (traditionally published, self-published and hybrid published)**



\*Book-related income includes advances, royalties, subsidiary rights, film rights, audio book rights, international rights, book prizes/awards.

\*\* Writing-related income includes 18 activities that authors participate in utilizing their writing skills to earn additional income, including speaking engagements, teaching of writing, freelance journalism, book editing, ghostwriting, etc. (see slide 18 for full list)

## 2017 Author-Related Income – Decile Medians: Full-Time, Part-time, Self-Published, Hybrid and Traditionally Published Authors

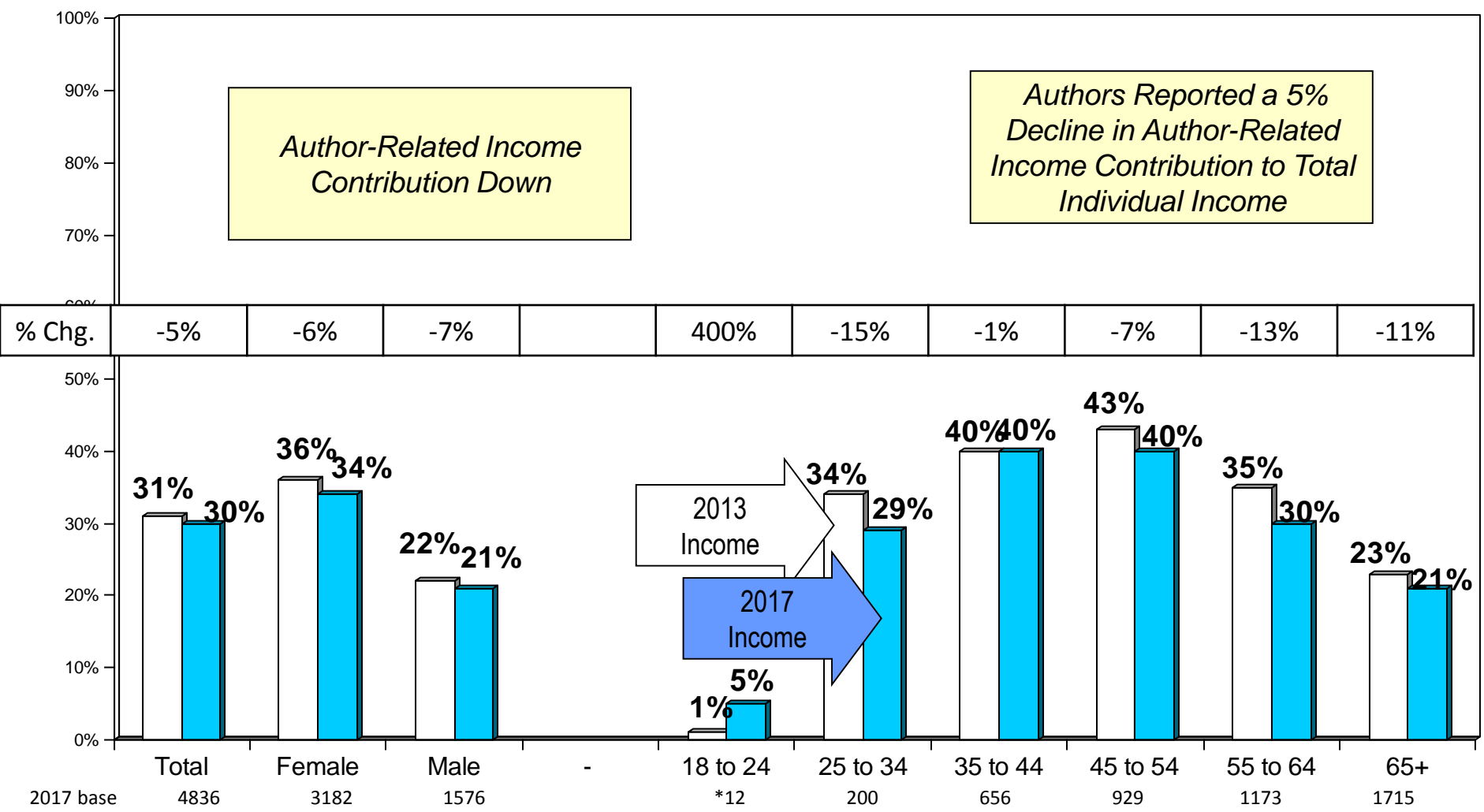
Total Published Author Related \$ Income (combined book + writing-related) 2017						
Median Author Related Income by Decile	Total	Part-time, published author	Self-published only	Traditionally published by a commercial or academic publisher	Published by both a traditional publisher AND self-published	Full-time, published author
BASE	4798	2155	1291	2192	1261	1873
D1 median	\$0	\$0	\$0	\$0	\$0	\$0
D2 median	\$0	\$0	\$0	\$0	\$0	\$0
D3 median	\$0	\$0	\$0	\$0	\$ 74	\$ 220
D4 median	\$ 160	\$ 97	\$ 43	\$ 230	\$ 490	\$ 1,871
D5 median	\$ 850	\$ 397	\$ 250	\$ 1,280	\$ 1,699	\$ 5,780
D6 median	\$ 2,600	\$ 1,200	\$ 885	\$ 3,765	\$ 4,350	\$ 13,800
D7 median	\$ 7,481	\$ 2,950	\$ 2,950	\$ 9,990	\$ 11,409	\$ 28,416
D8 median	\$ 20,857	\$ 7,600	\$ 9,990	\$ 25,050	\$ 25,178	\$ 53,000
D9 median	\$ 50,900	\$ 22,560	\$ 36,850	\$ 56,400	\$ 61,438	\$ 101,250
D10 median	\$ 167,500	\$ 80,250	\$ 154,000	\$ 156,000	\$ 220,000	\$ 305,000

*Full-Time authors reached median income over \$50K starting with those in the top 30%. Hybrid and traditionally published authors had to be in the top 20%, and self-published authors had to be in the top 10% group to exceed \$50K in median 2017 author related income.*

## Median Published Book Income 2009 v 2014 – All Author-Related Sources –Author Guild Members only

Median Income	2009 Earnings Est.-Books (including subsidiary rights and film options)	2014 Earnings Est.-Books (including subsidiary rights and film options)	% Change	n
All AG Respondents with 2009 Book Income	\$ 6,250	\$ 3,750	-40%	1095
"Full-Time" Book Authors with 2009 Book Income	\$ 17,500	\$ 12,500	-29%	393
All Other Book Authors with 2009 Book Income	\$ 3,750	\$ 1,750	-53%	702

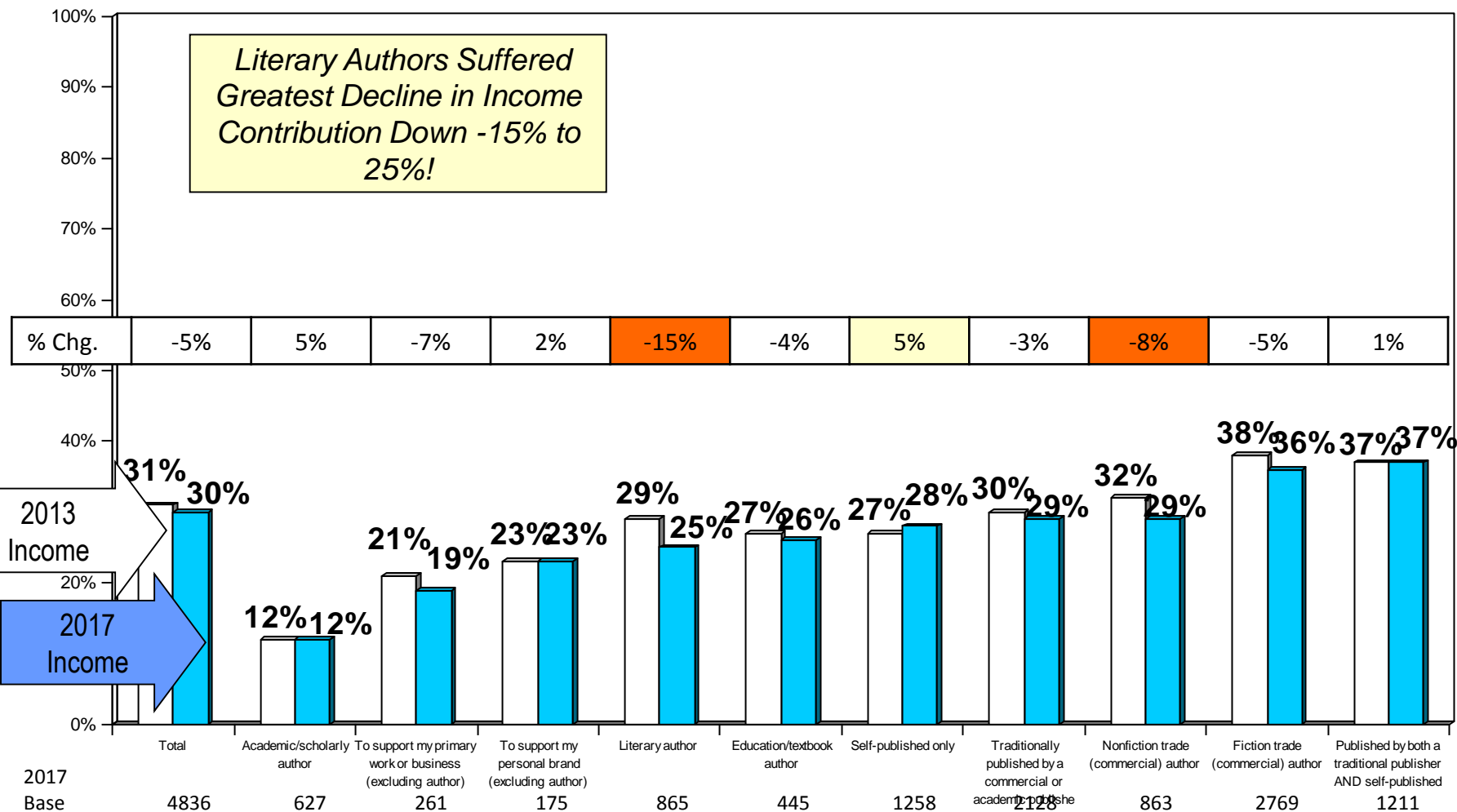
**Author-Related Income Contribution to Total Individual Income 2013 vs. 2017**



*Author-Related income contribution to individual income down for all demographics except 35 to 44's.*

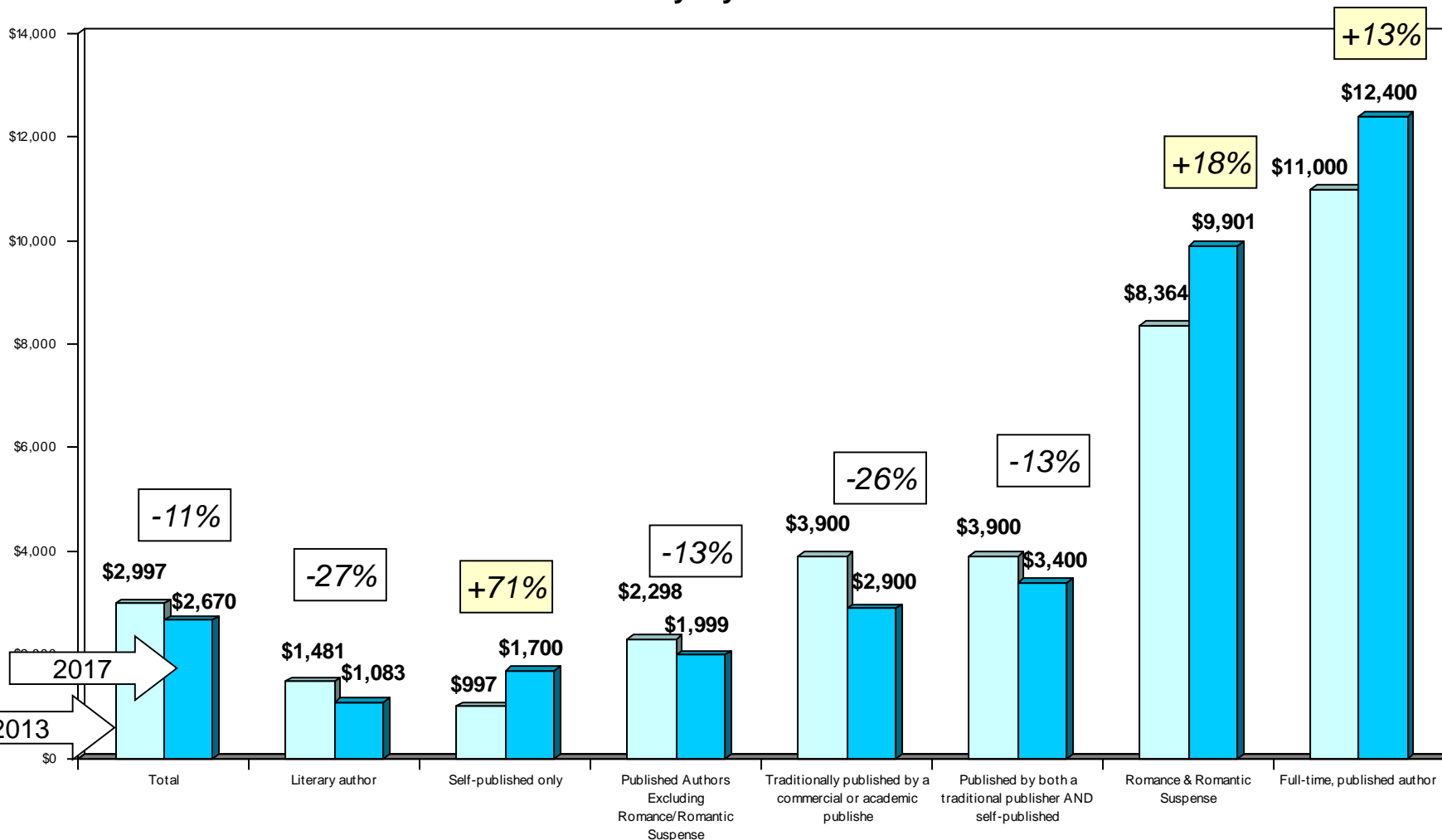
\*Caution: small base. Note: 1.7% of respondents did not classify in "female" or "male" categories.

### Author-Related Income Contribution to Total Individual Income 2013 vs. 2017



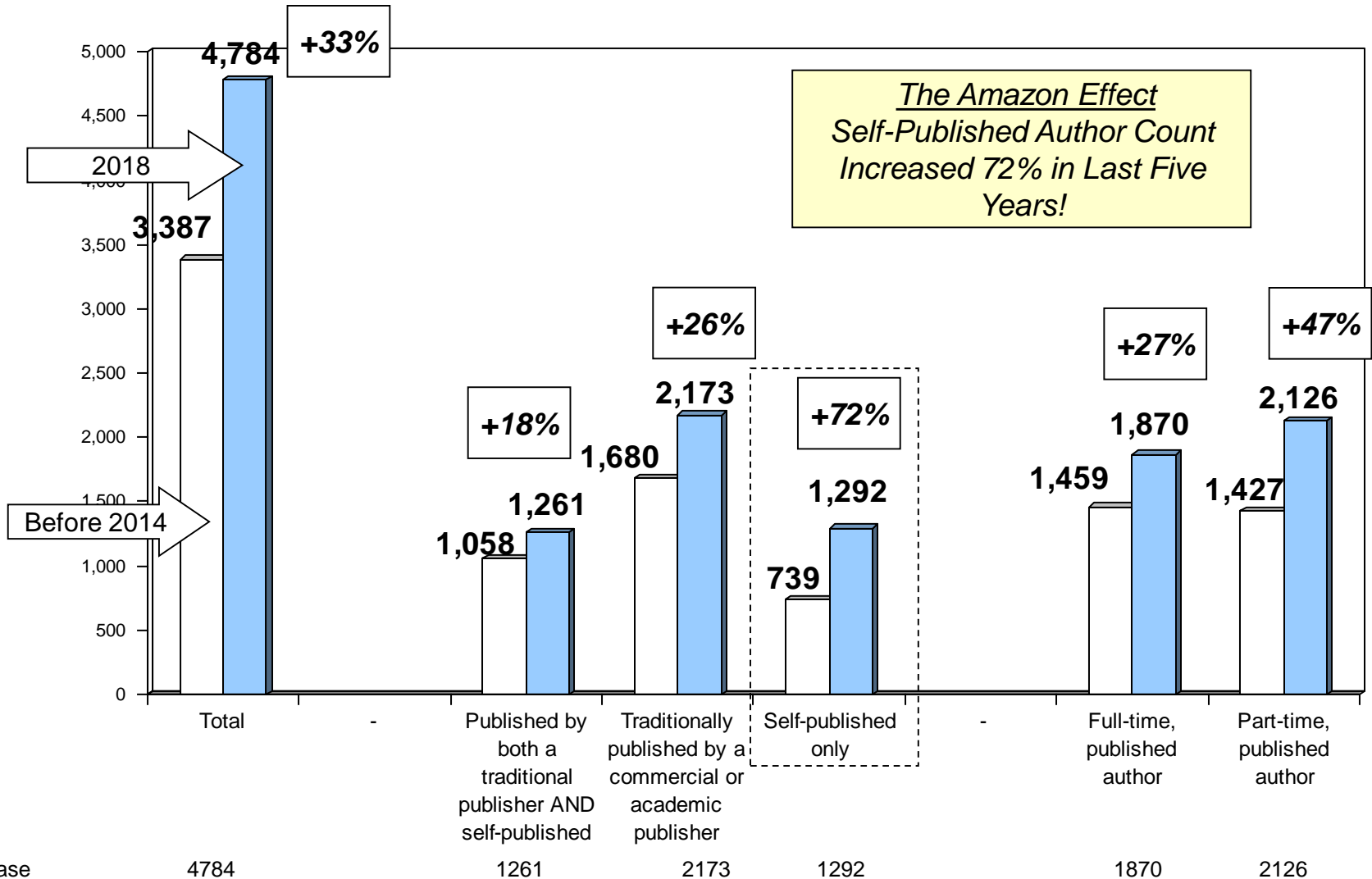
*Self-published authors income contribution increased the most, up 5% to 28% of individual income.*

**Overall Published Author Combined Median Royalty Income is Down 11% in 2017 vs. 2013**



*While overall median royalty income is down, full-time, romance/romantic suspense and self-published authors have seen growth.*

## Those who published first book since 2014 compared to those who published before 2014

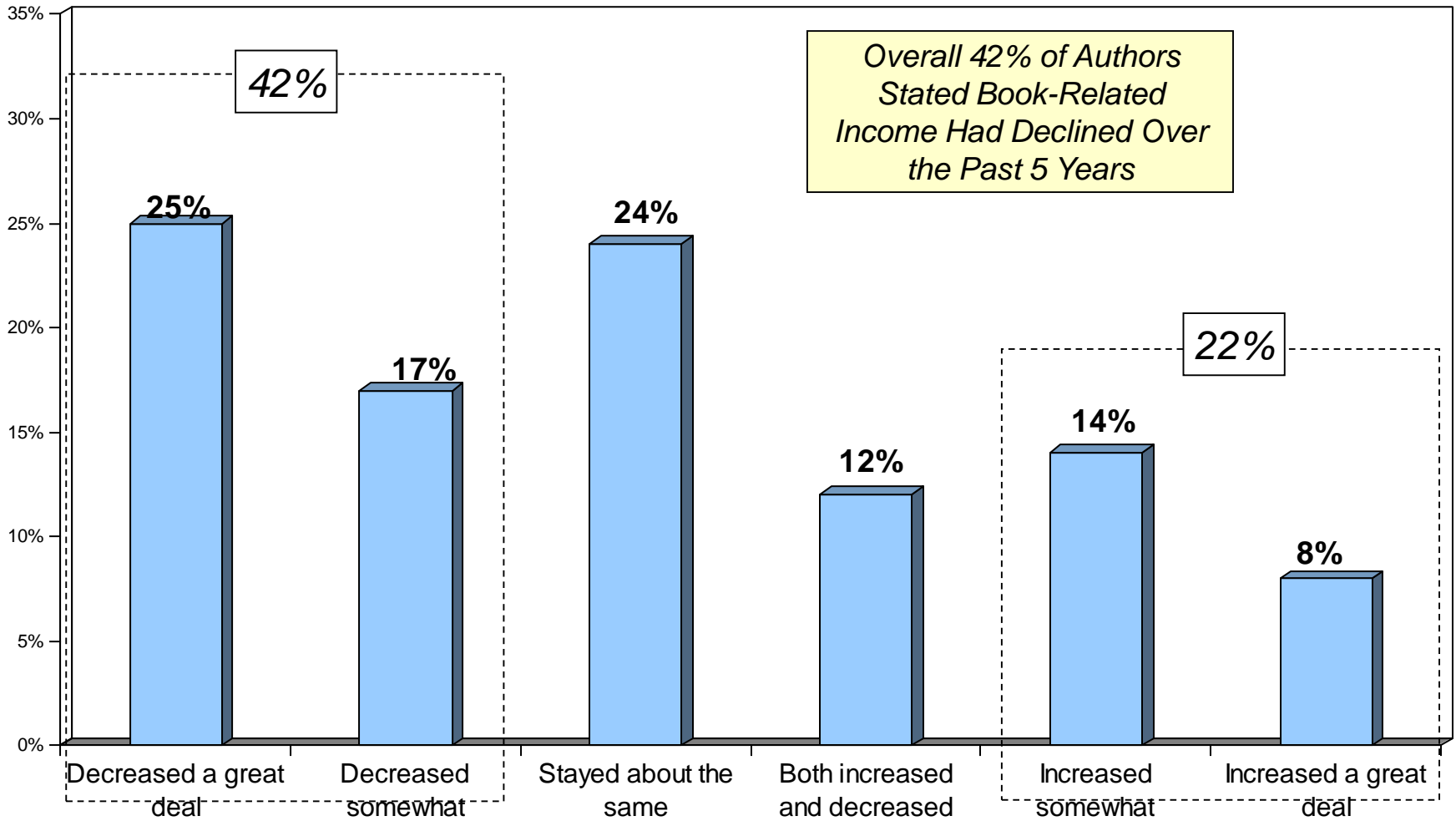


*The Amazon Effect*  
Self-Published Author Count  
Increased 72% in Last Five  
Years!

*The number of “hybrid” authors have increased only 18%; part-time authors have grown nearly 50%, no surprise given that even “full-time” writers now need additional ways to earn income.*



**Author 5 Year Book-Related Income Trend – Personal Assessment All Authors First Published Before 2014**



*Only 22% stated that their income had increased over the past five years.*

## Median Published Author Income 2017 – All Author-Related Sources – Published 2013 and Before

2017 Total Author Related Median Income: Book Related + Writing Related \$'s -- All Authors First Published 2017 and Earlier	Full-Time, Published Author	Author: Primary Occupation	TOTAL (All Published Authors Participating)	Part-time, published author
Base	1816	2470	4592	2017
% with \$0 Author Related Income	18%	20%	25%	25%
<b>All Published Authors Participating</b>	<b>\$9,990</b>	<b>\$5,300</b>	<b>\$1,784</b>	<b>\$850</b>
<b>Authors with Any Author Income in Year</b>	<b>\$20,300</b>	<b>\$13,400</b>	<b>\$ 6,080</b>	<b>\$ 2,665</b>

## Median Published Author Income 2017 – All Author-Related Income – All Authors by Genre

All Authors Related (combined book + non-book, writing related) 2017	Total Author \$ Income	Currently Distributed on KindleUnlimited	All Self-Publishing Platforms ex. KU	CreateSpace	Kindle Direct Publishing (KDP)
Median with Zero		\$ 1,280	\$ 3,400	\$ 3,000	\$ 2,530
Median no Zero		\$ 3,400	\$ 7,960	\$ 6,700	\$ 6,800
N		651	6,067	1502	1805

Total Author Related \$ Income (combined book + non-book, writing related) 2017	Mystery, Thriller, Suspense	History (trade)	Young Adult Fiction	Childrens Fiction	History (Academic )	Romance & Romantic Suspense	Literary Fiction	Biography, Autobiography & Memoir
Median with Zero Incomes	\$ 1,590	\$ 1,240	\$ 1,280	\$ 1,770	\$ 2,100	\$ 4,025	\$ 1,400	\$ 2,003
Median no Zero Incomes	\$ 4,450	\$ 4,590	\$ 4,900	\$ 5,970	\$ 6,175	\$ 8,950	\$ 10,000	\$ 10,000
N	719	197	286	441	127	880	261	194

## Median Published Author Related Income 2017 – Self-Published Authors by Major Genres

### Self-published Authors

#### Total Author Related \$ Income (combined book + non-book, writing related) 2017

Total					
	<b>Romance &amp; Romantic Suspense</b>	Mystery, Thriller, Suspense	Fantasy	Young Adult Fiction	Literary Fiction
Self-published author					
Base w/ Zero	<b>324</b>	200	162	97	61
Base no Zero	<b>284</b>	153	121	73	40
Median w/ zero	<b>\$ 5,991</b>	\$ 490	\$ 198	\$ 348	\$ 198
Median No Zero	<b>\$ 10,050</b>	\$ 1,900	\$ 695	\$ 1,280	\$ 781
% Zero	<b>12%</b>	24%	25%	25%	34%

#### % Change 2017 vs. 2013

	Romance & Romantic Suspense	Mystery, Thriller, Suspense	Fantasy	Young Adult Fiction	Literary Fiction
Median w/ zero	110%	159%	340%	364%	890%
Median No Zero	0%	-22%	74%	178%	525%

#### Total Author Related \$ Income (combined book + non-book, writing related) 2013

2013 and earlier					
	<b>Romance &amp; Romantic Suspense</b>	Mystery, Thriller, Suspense	Fantasy	Young Adult Fiction	Literary Fiction
Self-published author					
Base w/ Zero	<b>186</b>	137	101	67	44
Base no Zero	<b>146</b>	86	65	43	22
Median w/ zero	<b>\$ 2,853</b>	\$ 189	\$ 45	\$ 75	\$ 20
Median No Zero	<b>\$ 10,000</b>	\$ 2,450	\$ 400	\$ 460	\$ 125
% Zero	<b>22%</b>	37%	36%	36%	50%

*Self-published Romance & Romantic Suspense authors have by far the highest median author related income, earning at least 4X to 5X more than other categories of self-published authors.*

## Median Published Author Income 2017/Book and Writing-Related Sources – All Authors by Publishing Method

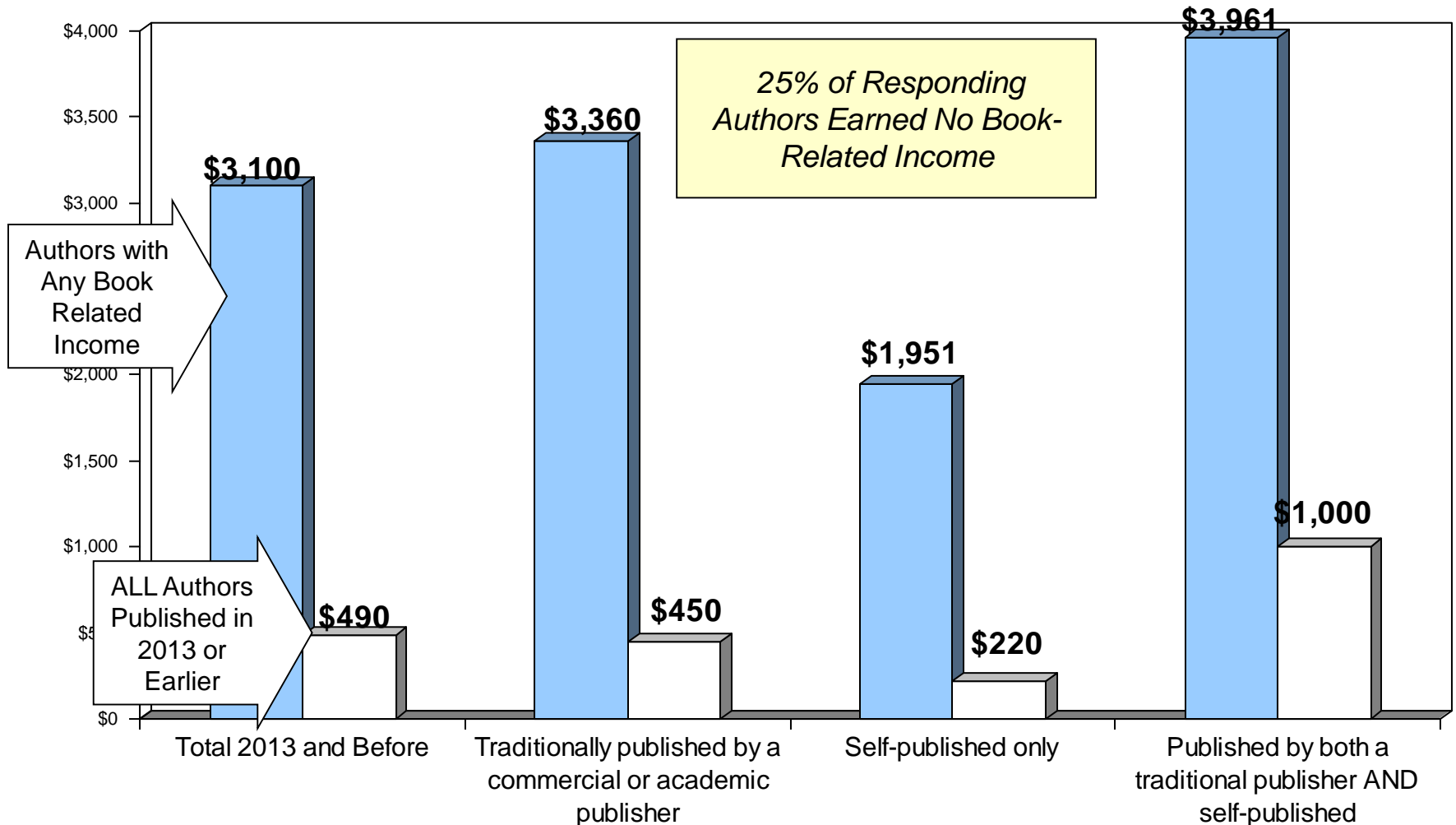
As a published book author, which of the following best describes your current publishing status? (pick one) - Traditional v. Self-Pub	Traditionally published by a commercial or academic publisher	Self-published only	Published by both a traditional publisher AND self-published
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Which one of these best describes your author status at present? (pick one)

Total Author Related \$ Income (combined book + non-book, writing related) 2017	Professional	Full-time, published author	Part-time, published author	Professional	Full-time, published author	Part-time, published author	Professional	Full-time, published author	Part-time, published author
Total	1822	822	966	994	459	659	1120	592	530
Total No Zero	1323	634	704	751	380	451	894	498	415
<b>Total Median</b>	<b>\$ 2,950</b>	<b>\$ 8,150</b>	<b>\$ 1,475</b>	<b>\$ 1,040</b>	<b>\$ 8,025</b>	<b>\$ 200</b>	<b>\$ 3,172</b>	<b>\$ 11,800</b>	<b>\$ 1,155</b>
Total Median No Zero	\$ 10,100	\$ 20,200	\$ 4,970	\$ 3,965	\$ 19,000	\$ 981	\$ 8,310	\$ 20,857	\$ 2,637
% Zero	27%	23%	27%	24%	17%	32%	20%	16%	22%

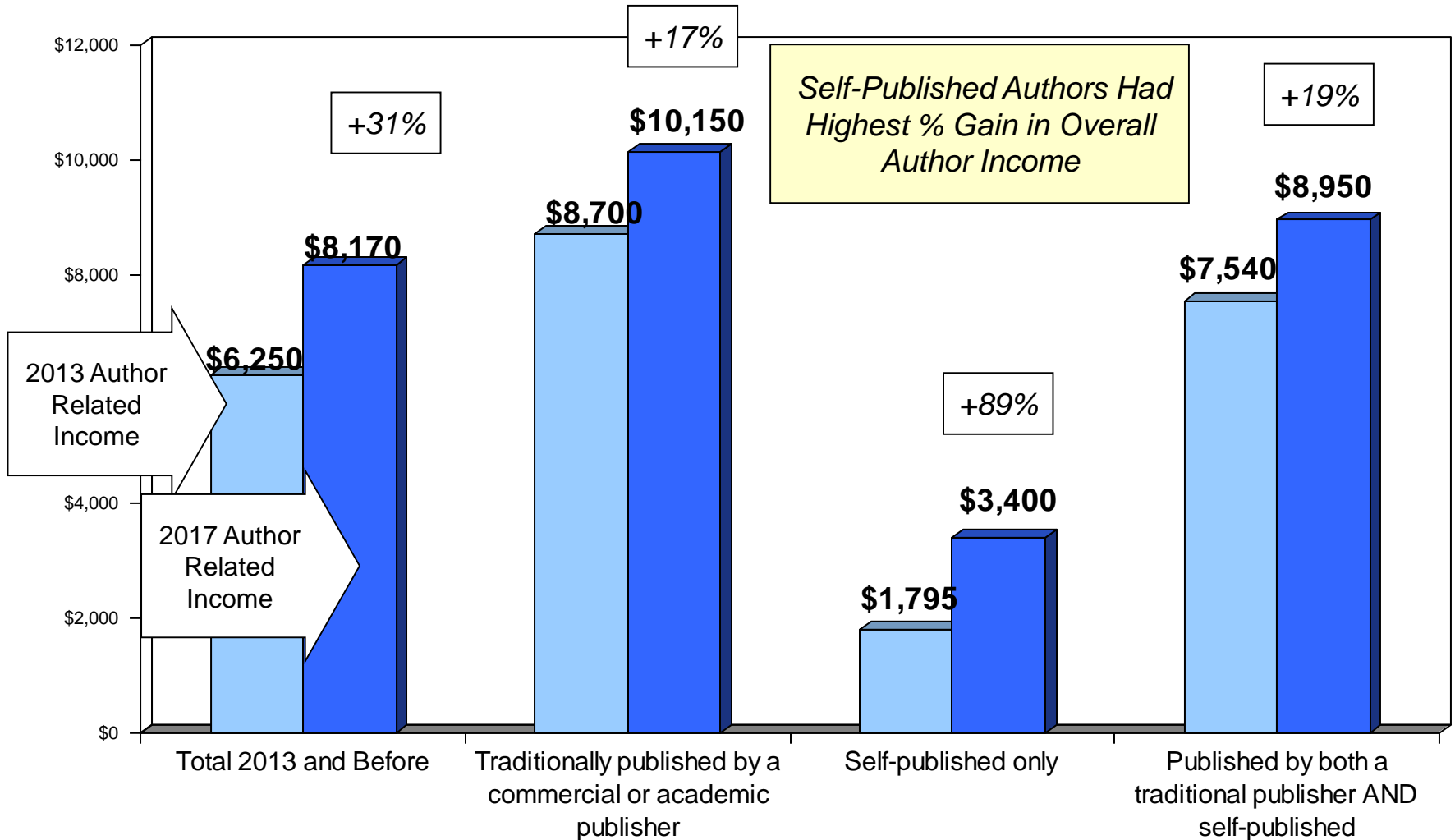
Note that traditionally published authors earn nearly 3x more than self-published authors overall. The numbers are nearly identical, however, for full-time traditional and full-time self-published authors.

**Median Published Author Income 2017 – All Book-Related Income – Comparing all Authors Published Before 2014 vs. Authors with more than \$0 Book Income in 2017**



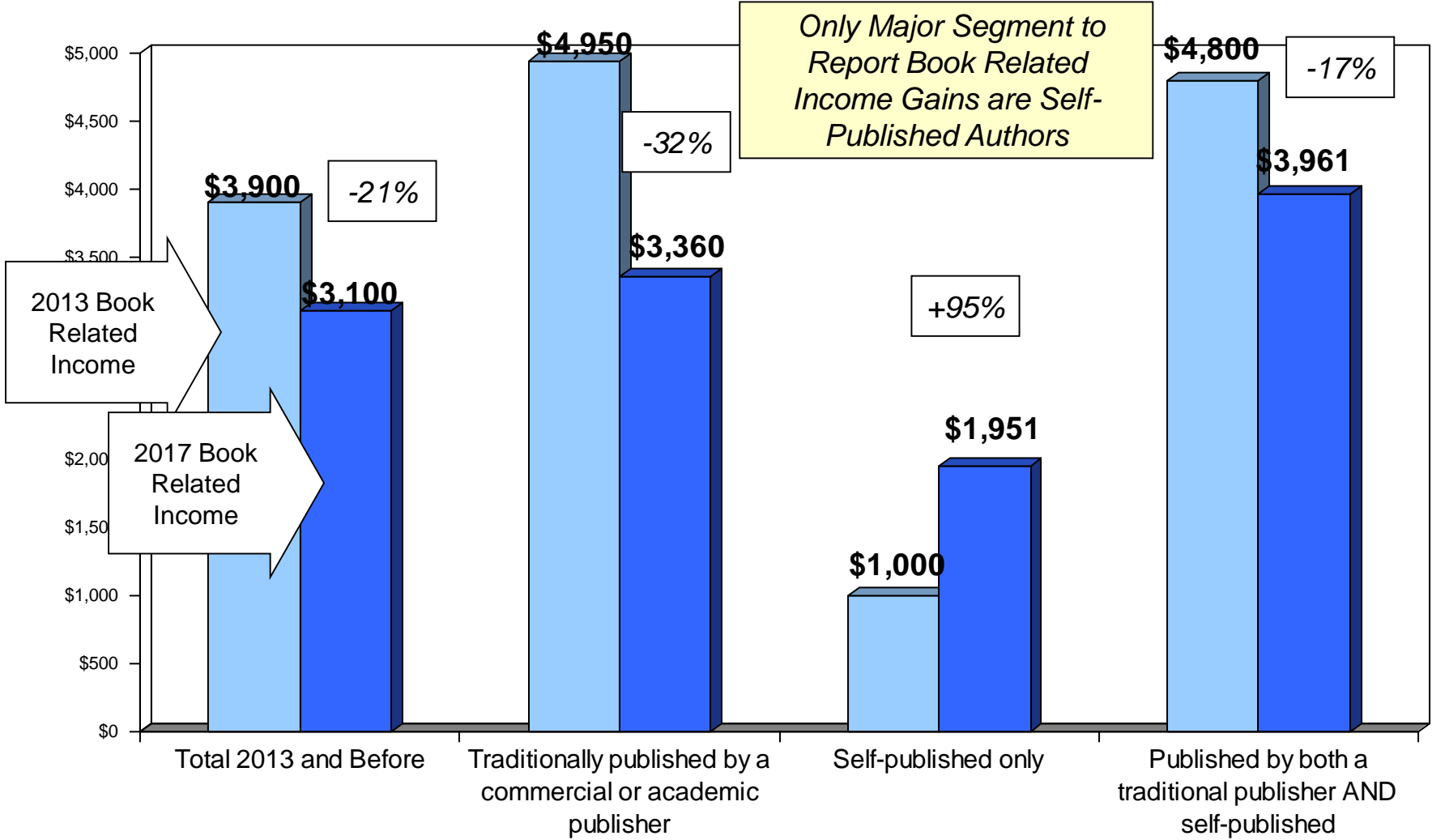
*The median author income rate falls significantly when responding published authors who earned \$0 Income in 2017 are included.*

**Median Published Author Income 2013 v. 2017 – Author-Related Income – Published Before 2014 Authors with More than \$0 Income in Both Years**



*Among authors with any income – published authors first published prior to 2014 increased author-related income no matter which publishing strategy they used.*

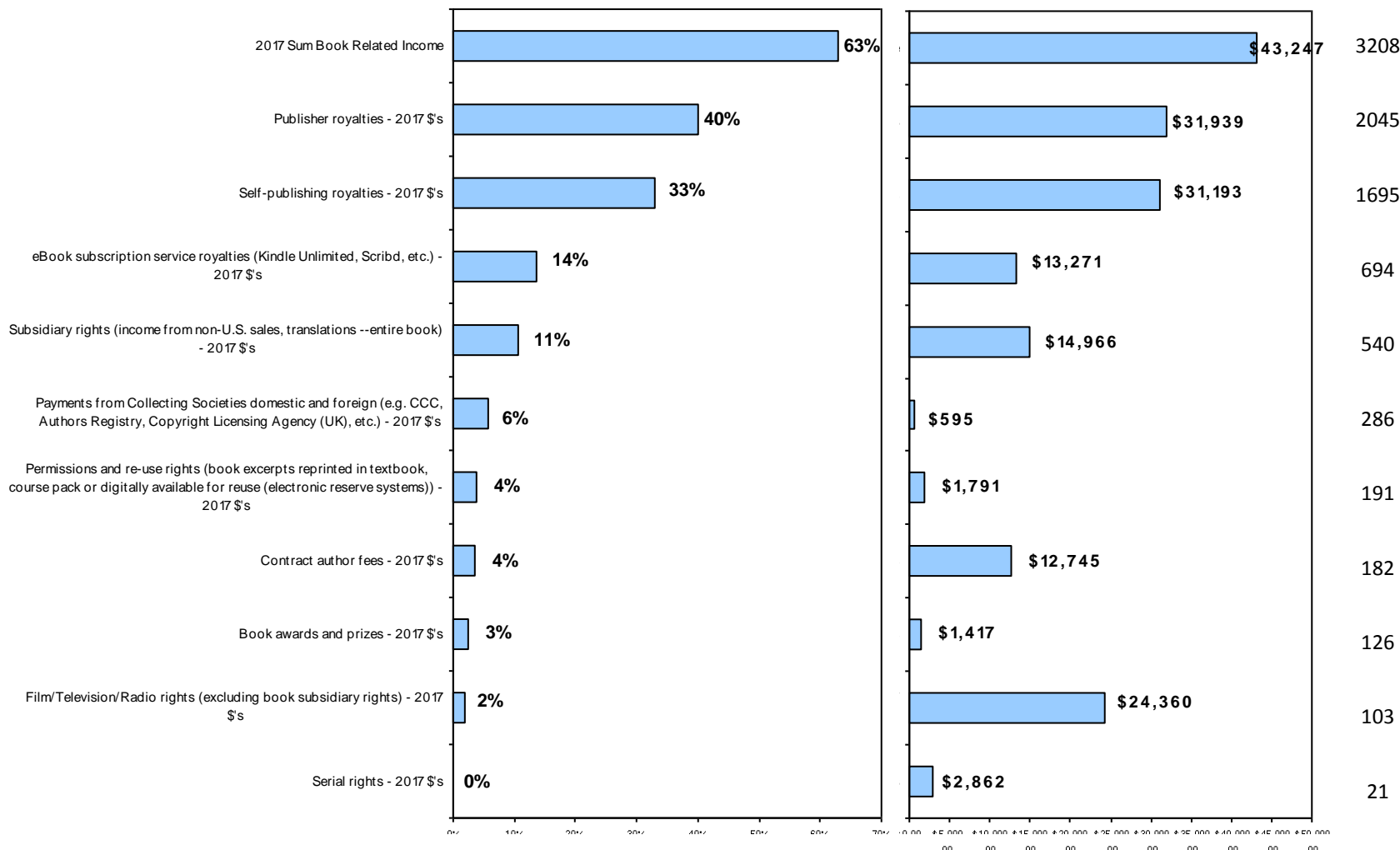
## Median Published Author Income 2013 v. 2017 – All Book-Related Income – – Published Before 2014 Authors with More than \$0 Income in Both Years



*Traditionally published authors reported largest decline in book-related income.*

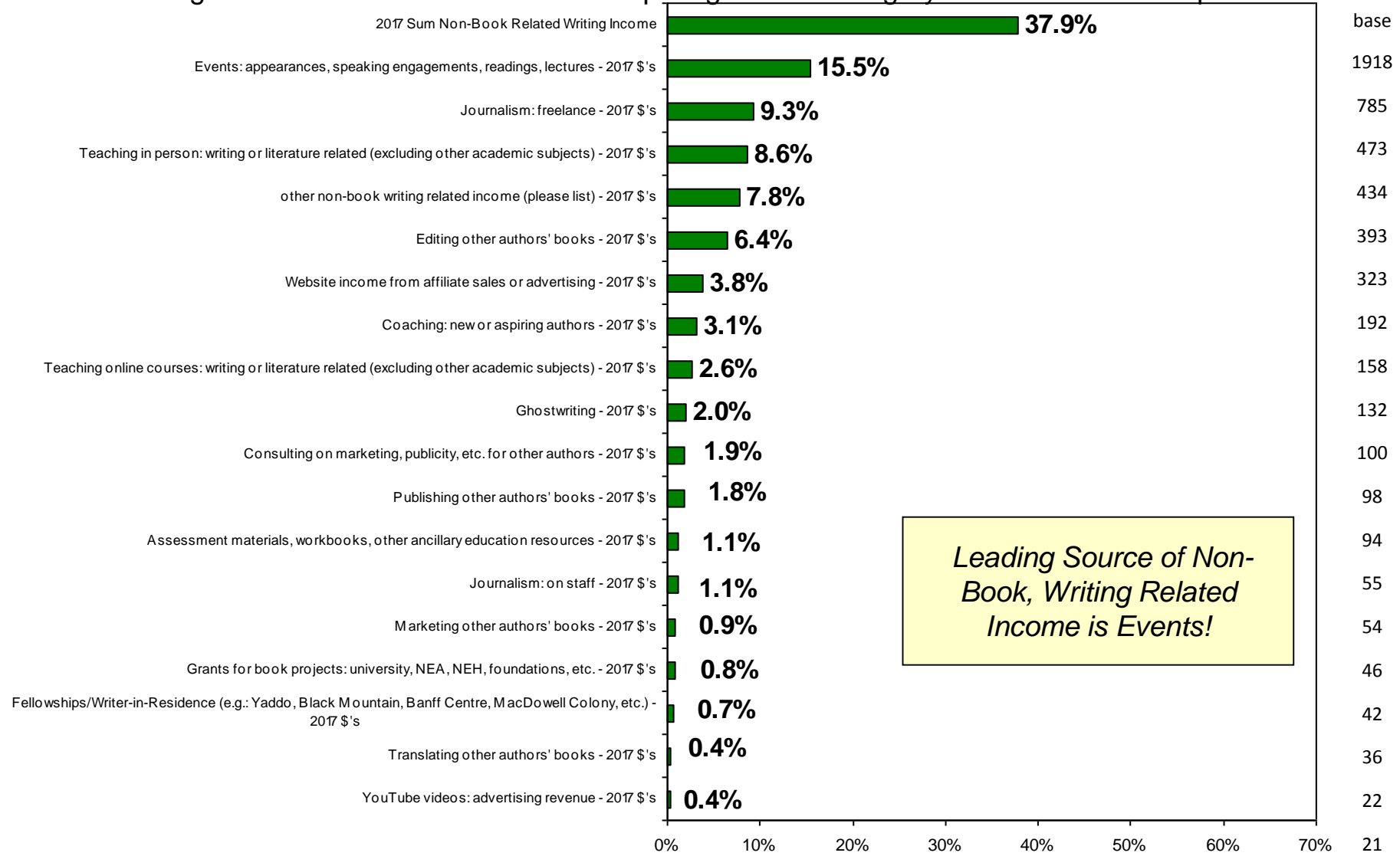


## All Authors -- Book Related Income: % Participating in each category in 2017 and Average Participant Income base



*Among those receiving them -- the average publisher royalty total for 2017 is just marginally greater than for self-publishing royalties, with eBook Subscriptions approaching Subsidiary rights.*

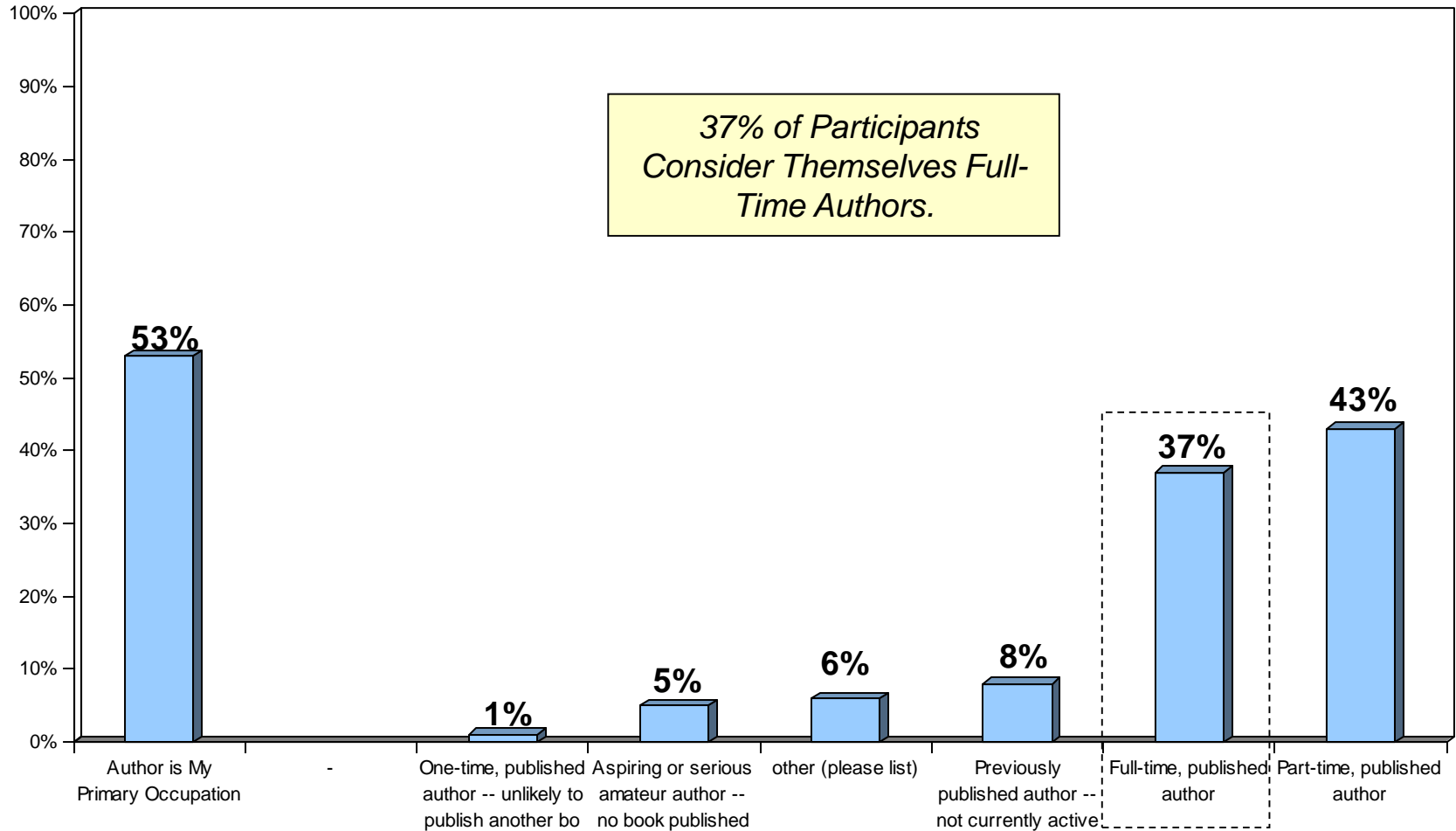
### Author Writing-Related Income Detail -- % Participating in each category in 2017 – Total Sample



*Leading Source of Non-Book, Writing Related Income is Events!*

*Over 15% of authors earned event and appearance income, followed by freelance journalism at 9% and the teaching of writing at 8.6%.*

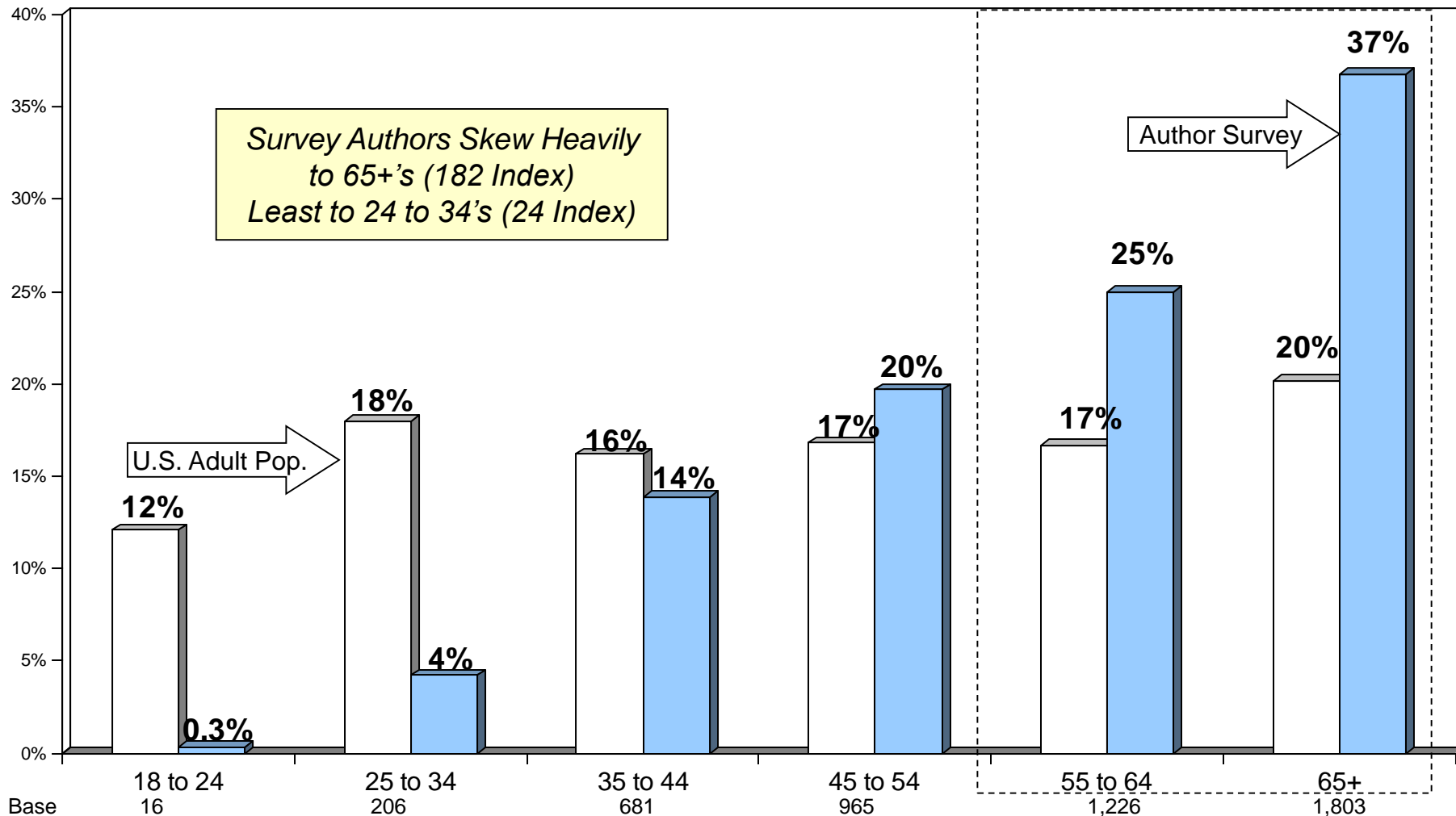
Author Demographics – Describe Your Author Status



*Over half (53%) consider "Author" as their primary occupation (spend half or more of working time writing books)*

**Author Demographics**

**Published Book Author Survey vs. % of U.S. Adult Population by Age**



*Survey Authors Skew Heavily to 65+'s (182 Index)  
Least to 24 to 34's (24 Index)*

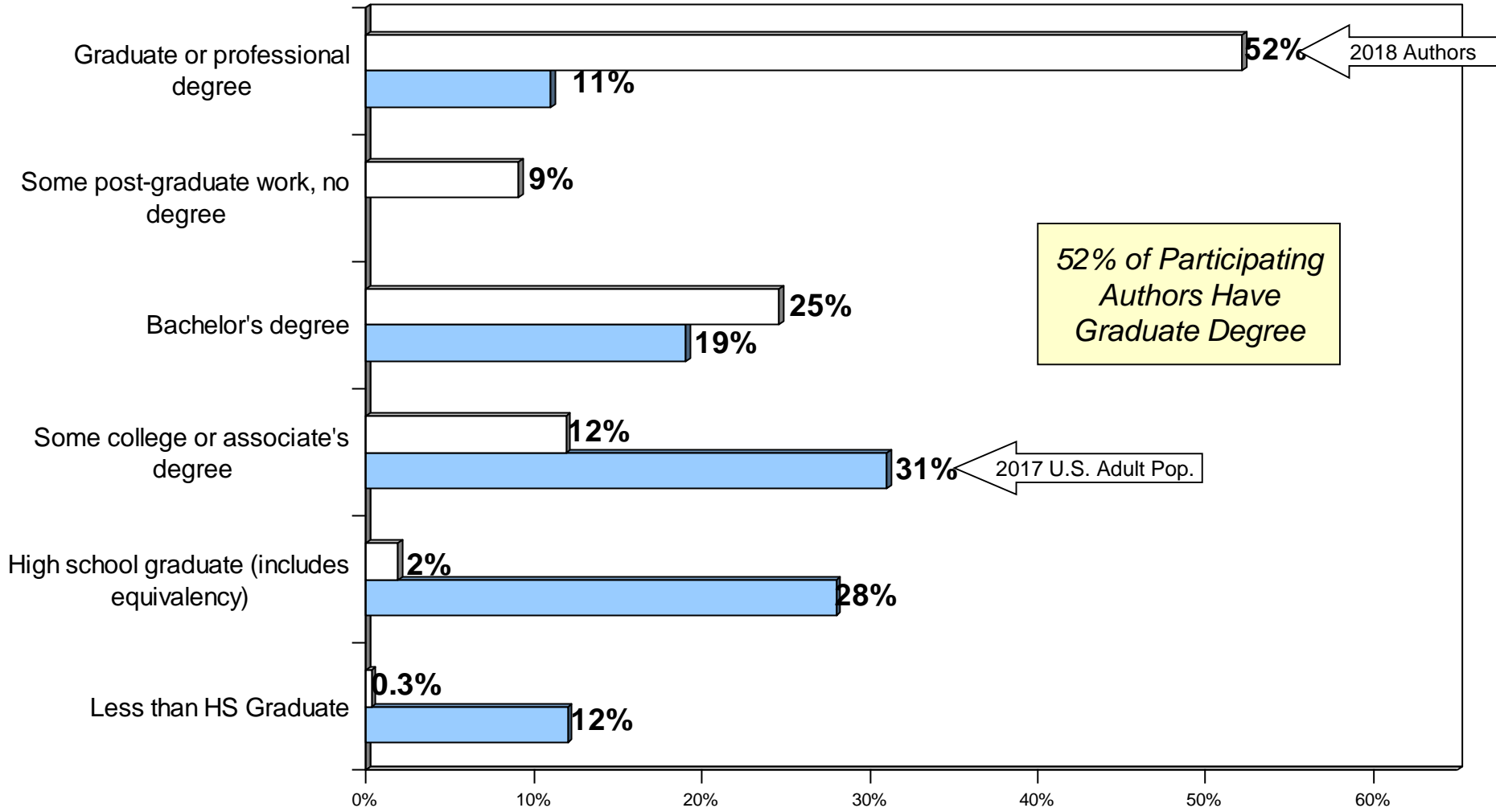
U.S. Adult Pop.

Author Survey

*Participating authors skew far older than the overall U.S. adult population – very low 25 to 34 representation, which makes sense since very few authors publish before the age of 35.*

Base sample: 4,897 authors reporting

**Author Demographics: Educational Attainment**

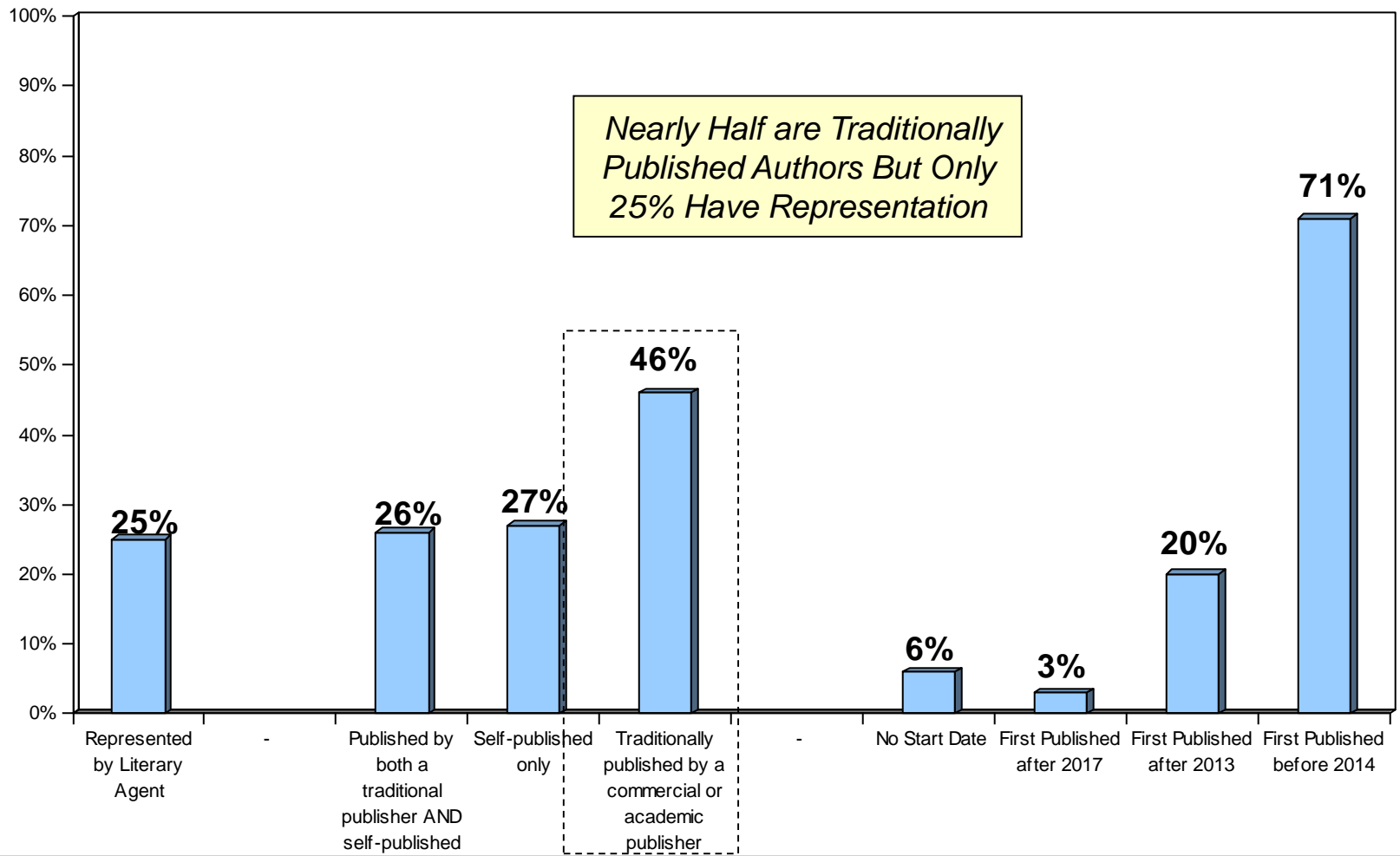


*52% of Participating Authors Have Graduate Degree*

***Authors surveyed have nearly 5X the U.S. average of graduate or professional degrees!***

Base sample: 5,025 authors reporting  
U.S. Census Bureau 7/2017 Estimates

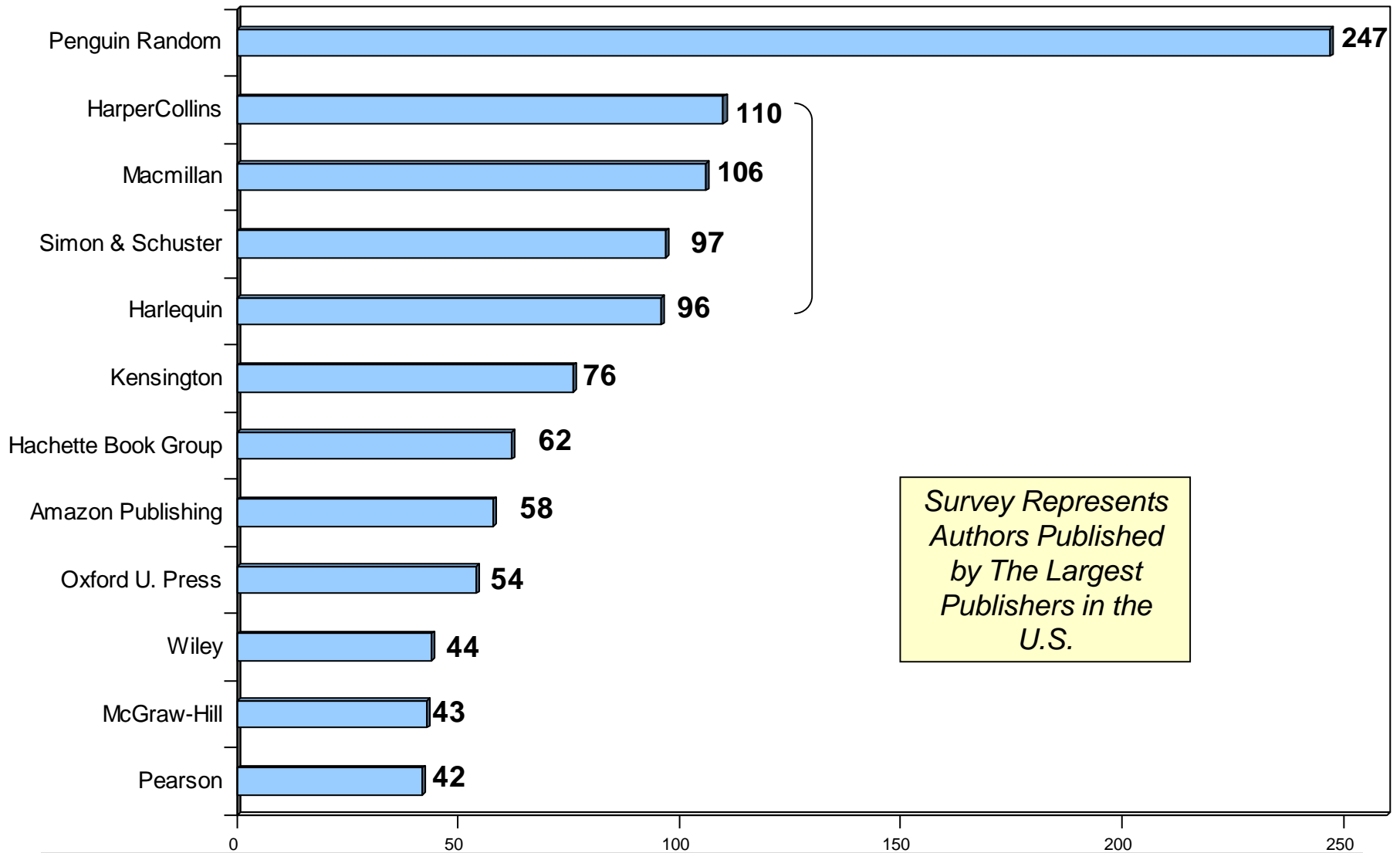
**Author Demographics: Type of Publishing and Agent Representation Status**



*“Hybrid” authors and purely self-published authors make up just over 1/4<sup>th</sup> of the sample each. Over 70% (3,587) have published for 5+ years – and so can provide 5 year income trend information.*

Base sample: 5,067 authors reporting

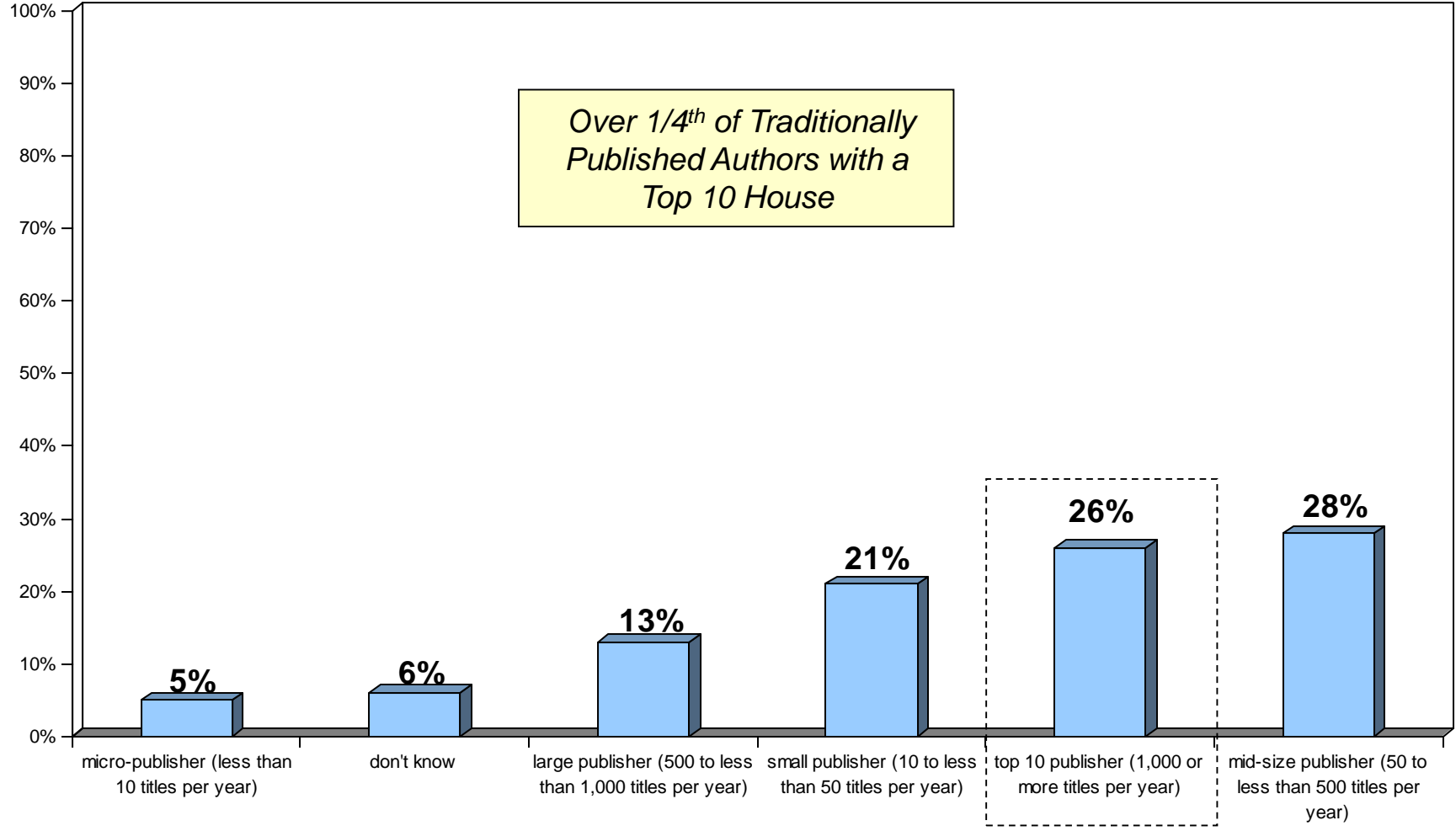
### Major Publisher Representation Among Traditionally Published Authors



*Survey Represents Authors Published by The Largest Publishers in the U.S.*

*Over 1,000 participants currently published by major publishing companies, led by PRH at nearly 250*

**What is the size of your U.S. publisher?**

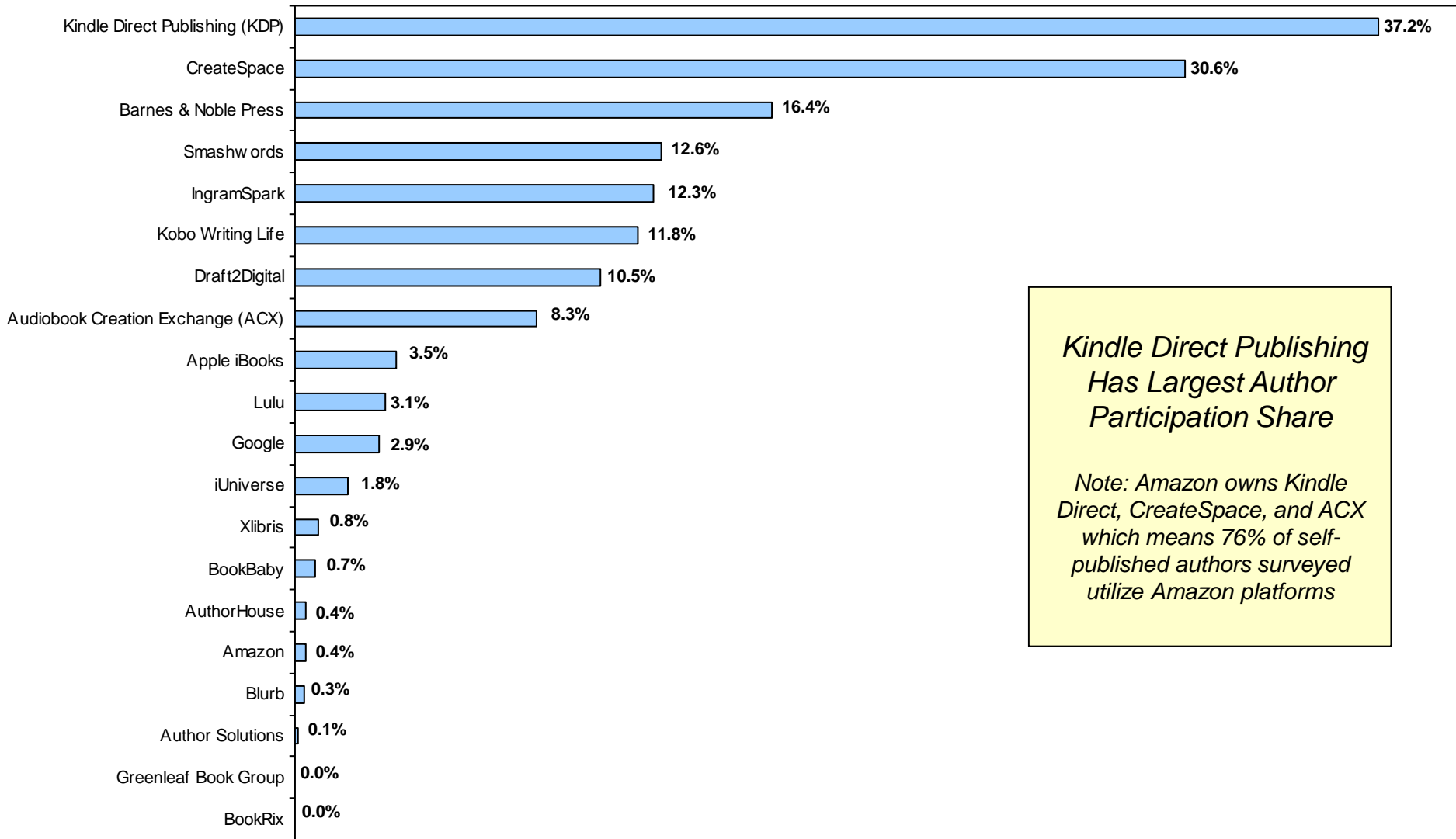


*Of the 73% authors with a publisher -- over half (54%) are with a mid-size or smaller press*

Base sample: 3,490 authors reporting



## What Self-Publishing Platform(s) Do You Use?



*Kindle Direct Publishing  
Has Largest Author  
Participation Share*

*Note: Amazon owns Kindle  
Direct, CreateSpace, and ACX  
which means 76% of self-  
published authors surveyed  
utilize Amazon platforms*

*Next closest competitor to Amazon is B&N Press, with less than 19% of the market*

## Three Biggest Publisher Trends 2013 vs. 2017

### *PUBLICALLY AVAILABLE TREND INFORMATION (AAP and BookScan)*

1. Publisher eBook Revenue is down -36%
2. Publisher Fiction Revenue is down -16%

*As Reported*

### *THE AMAZON EFFECT – ‘BEHIND THE CURTAIN’*

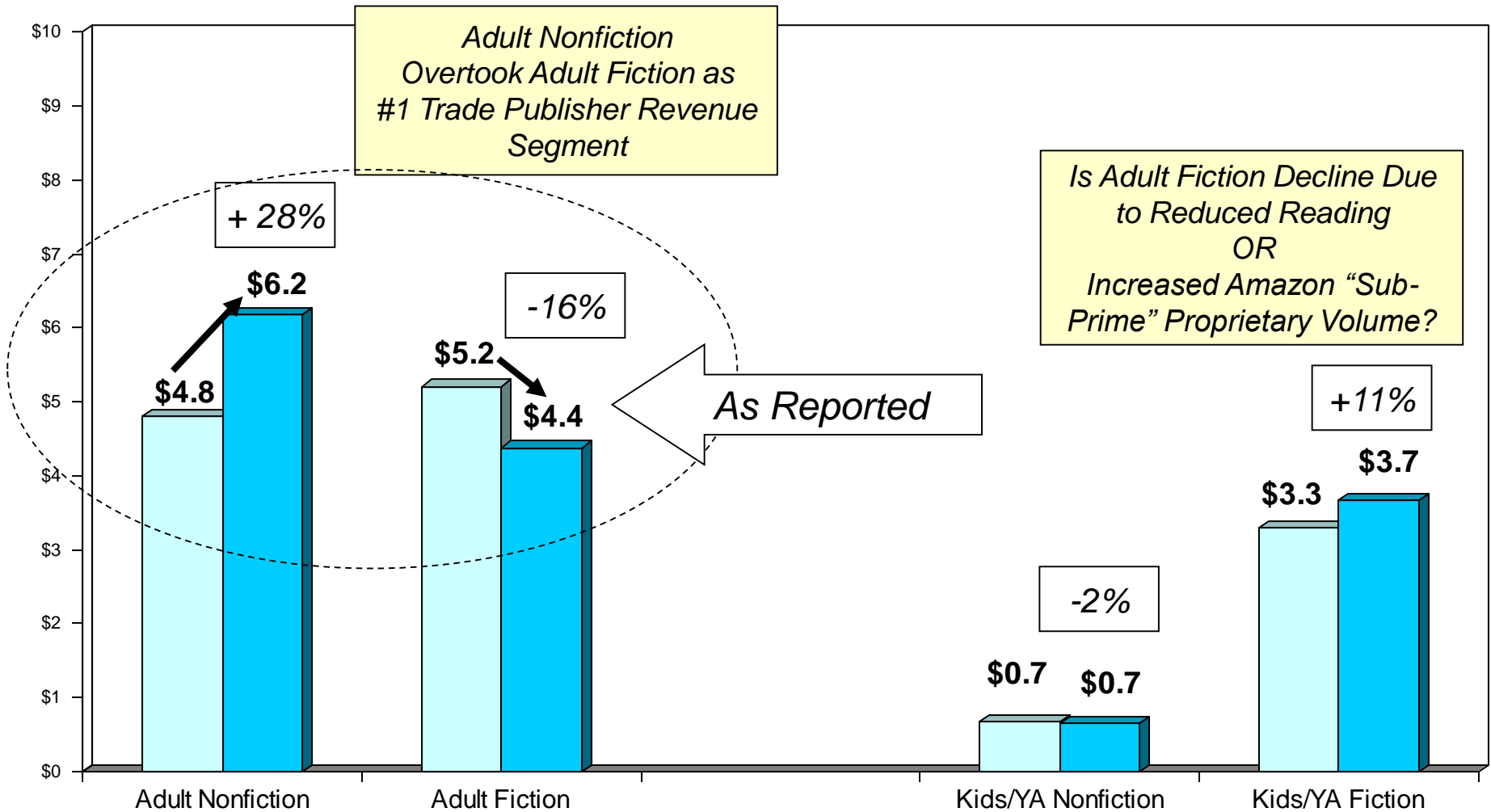
3. Online Sales are Now 68% of Total Adult Book Units!
  - Amazon U.S. New Book Unit Share is up 36%
  - Amazon Kindle Unit Share is up 43%
  - Kindle Unlimited Membership up 21%, 1-in-10 book buyer members (4.6MM)
  - Amazon Prime Membership at 57% (28MM) of past month book buyers
  - Amazon Increasing Owns Genre Fiction (Romance, Romantic Suspense) through “Sub-Prime” pricing and categories

*The Reality!*

*Amazon is Dramatically Devaluing the Entire Book Market  
Working Authors Are Noticing!*

*The Amazon Effect – Cannibalizing Paid Book Sales for \$.99 or Free – Hidden “Behind the Curtain”!*

**Overall Trade Publisher Net Revenue Trends (\$B) 2013 vs. 2017 – Fiction vs. Nonfiction**



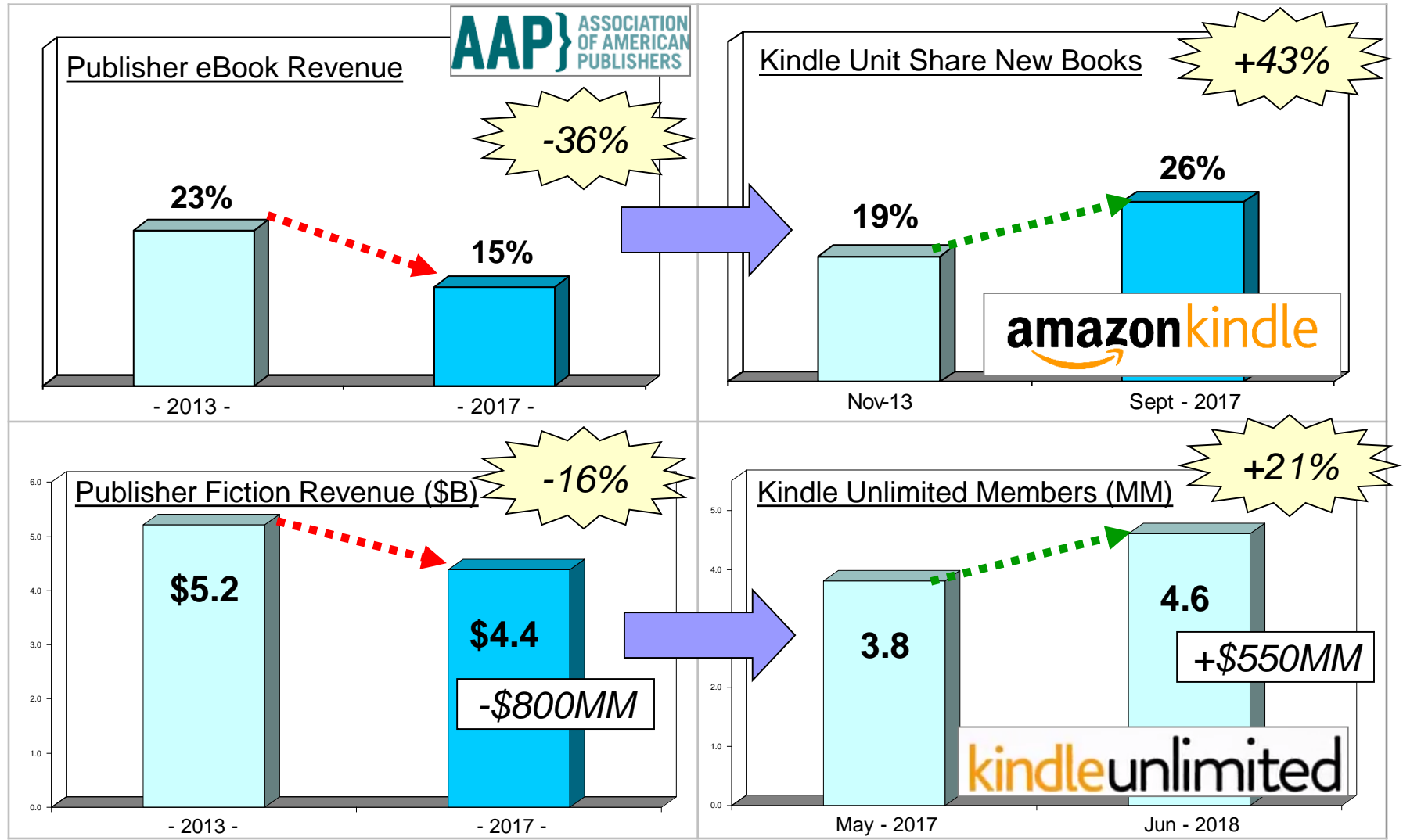
*Adult Nonfiction up 28% for publishers vs. 2013, while Adult Fiction was down -16%.*

Source: The Association of American Publishers (AAP) 2018 StatShot Annual Report 7/20/18

**Reported**

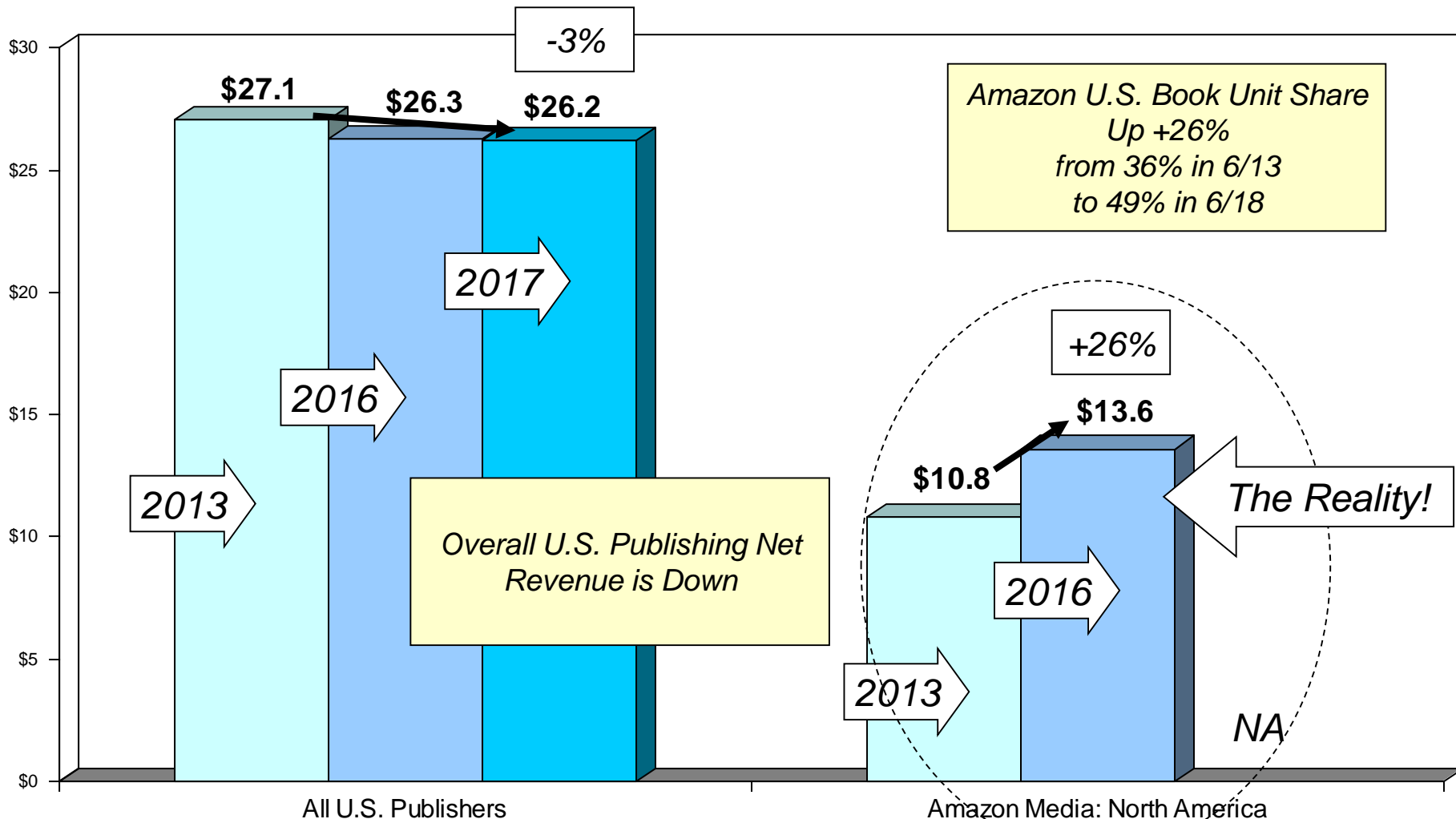
....VS....

**Reality**



**Amazon Significantly Cannibalizing U.S. Publishers' eBook and Fiction Businesses!  
Kindle Unlimited \$9.99/Month Subscription Plan Destroying Author/Book Value -- Growing Fast!**

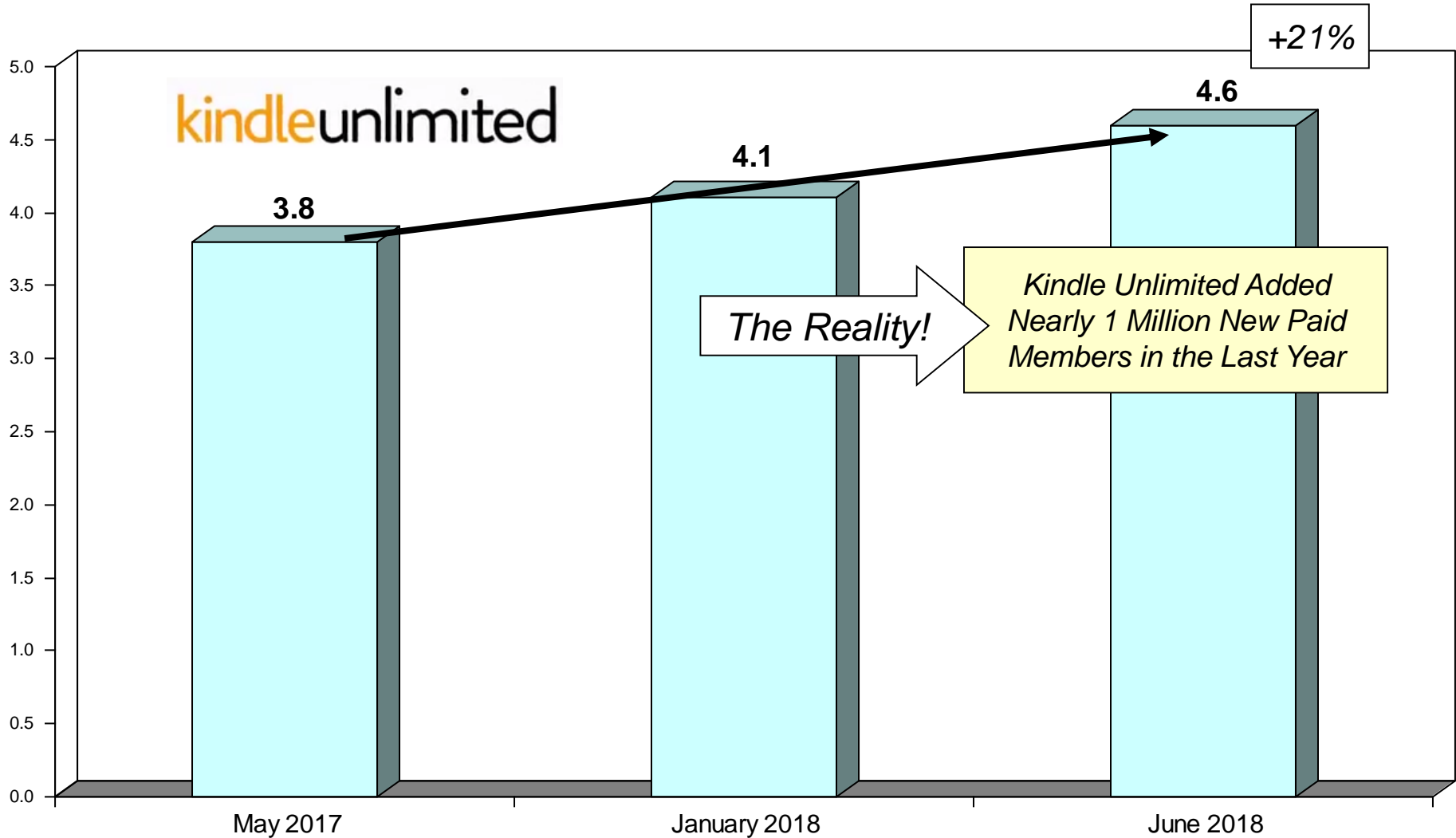
Overall U.S. Publisher vs. Amazon Media North America Net Revenue Trends (\$B) 2013 v. (2016) 2017



*In spite of significant 'free' Prime content, Amazon Media, which includes video, music and books, grew strongly.*

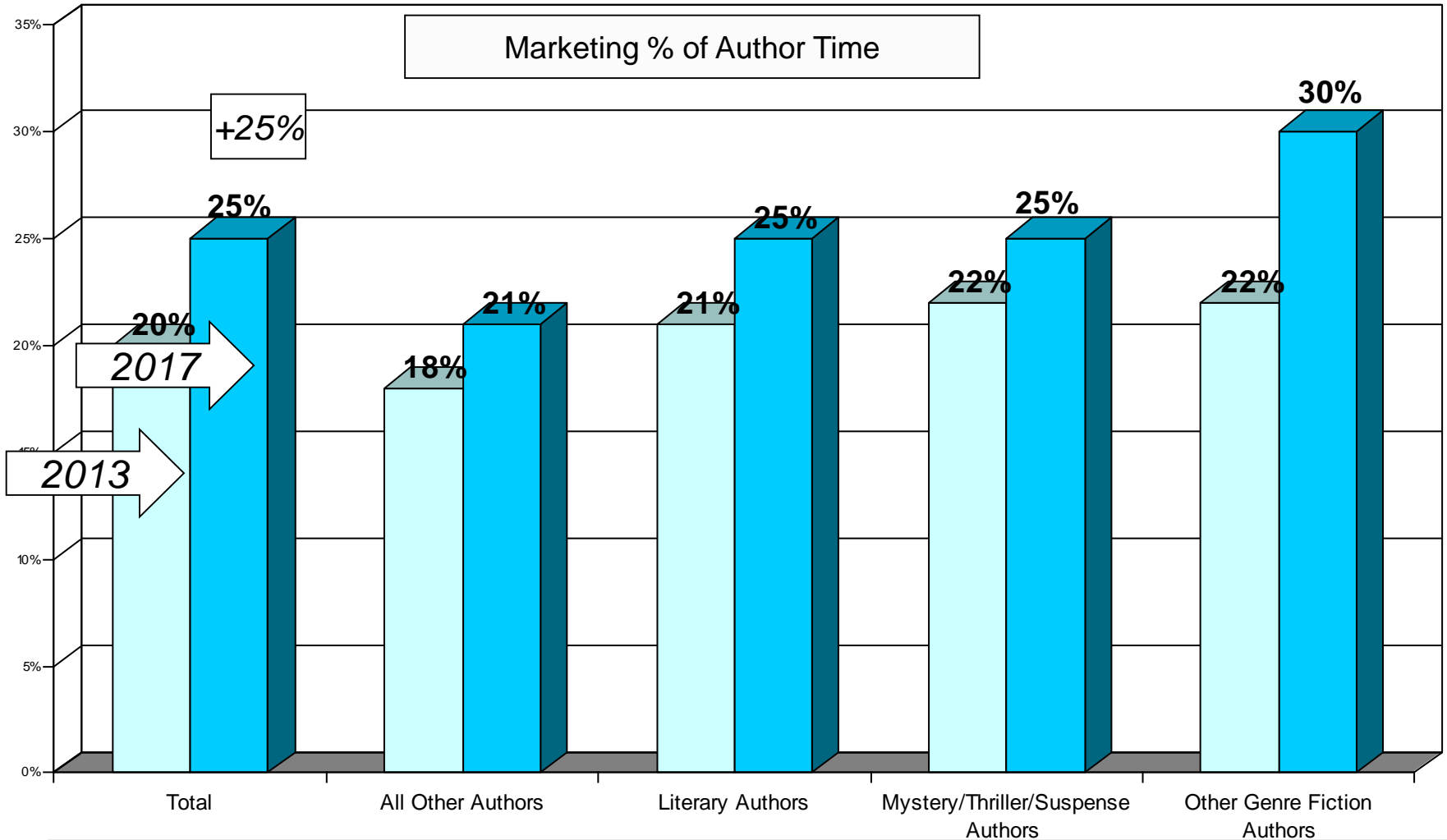
Source: The Association of American Publishers (AAP) 2018 StatShot Annual Report 7/20/18; Amazon Annual Reports 2013 and 2016; 2017 no longer breaks out Media unit.

Kindle Unlimited Estimated Current Paid Book Buyer Subscriber Base in Millions: 5/17 vs. 6/18



*Amazon's Kindle Unlimited is changing the landscape for both book buyers and authors.*

**Marketing Time Spent as % Total Author Related Time: 2013 v. 2017**



*Published authors now spend 25% of their author related work time on marketing.*

Base: 3,500

## Comments from Authors Guild Income Survey Participants

My first book did well and yet I was still offered less money when I received a second contract. I also didn't receive a lot of marketing which has made it difficult to get my name and my books out in the public. I love writing books but the return on effort is limited. I work in TV so my author income is secondary and I find myself having to decide if it is even possible to continue doing both considering the lack of growth I see in that part of my income stream.

Right now, being an author feels like an expensive hobby. I'm spending far more money producing and marketing quality books than I make. I'm not sure how much longer I can spend this much money and get nothing in return. Thousands of new romances are published weekly, and frankly, quality doesn't seem to matter, and I'm finding it almost impossible to build a fan base. When I was traditionally published, the price point was such that it discouraged sales. Being able to control pricing is a big deal, but it doesn't really change the fact that breaking through and getting attention has been impossible for me so far.

The flood of authors who throw out cheap books for the sole purpose of getting rich, and nothing else. The book stuffing, and scammer that make it hard for legitimate authors to be seen on lists.

Romance readers don't want to spend money on their books because the initial indie published authors gave their books away. Now there is a glut of books, people rushing to publish and there are more books than readers. I never made a real income.

If my husband wasn't keeping me and my family financially, I would not be able to write. So even though I am published by a Big Five publisher and have a New York agent, I have earned so little, my writing is realistically just a hobby. I'm quite disappointed not to have had foreign deals at least, and how little interest my publisher's marketing and sales departments have shown in me and my books.