

CONFIDENTIAL

A Authors Guild

U.S.

Published Book Author
Author Related Income
5-Year Study
2023 Edition (2018 to 2022)
WORK IN PROGRESS V. 1.9.1

August 8, 2023



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Study Background

Participating Organizations

Over 41 author, publishing service, publisher, and retail organizations collaborated on the survey, more than double the 18 in 2018 Edition., including – Penguin Hachette Book Group, Random House, Ingram, B&N Press, PEN America, African American Literature Book Club, and many others.

Fielding

Online survey fielded February 13 to April 2, 2023

Incentive – all participants had the option of entering a drawing for 100 \$50 Visa Gift Cards (same as 2018)

Response

Overall, the survey had 5,700 published U.S. resident author participants vs. 5,067 in the 2018 Edition, making it yet again the largest known author income survey fielded in the U.S.

Majority (73%) of participants first published in 2018 or prior, 1,517 (27%) first published between 2019 to 2022.

Over 280,000 authors estimated to be invited to participate by their organizations, more than double 2018 Edition (113,000)

Representation

The study is also believed to be the most representative author income study ever fielded --

Race: Over 1,100 (21%) authors did not identify as "White", with 8% Black (475), 4% Hispanic (217), 2% AAPI (136) and 2% Native American (103) author representation.

LGBTQIA+: 700 (12%) authors identified as LGBTQIA+

Disabled: 626 (11%) identified as meeting the Americans with Disabilities Act's definition of "impairment"

Gender Identity: 322 (6%) responding authors did not identify as either female or male.



Study Background

Author Income Classification

The study focused on two primary author income related categories –

- 1. "Book Related Income" Estimated Gross Pre-Tax Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc.
- 2. "Non-Book Author Related Income" Estimated Gross Pre-Tax Other Non-Book Author Related Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc.



Partner Organizations

PUBLISHERS

Hachette Book Group

Penguin Random House

Beacon Press

Community of Literary Magazines & Presses (CLMP)

member publishers, including -

Bellevue Literary Press

Autumn House Press

The Fabulist

Independent Book Publishers Assoc.

PUBLISHING SERVICES

B&N Press

Ingram Spark

Lulu Author

Draft2Digital/Smashwords

LITERARY AGENTS

AALA member agencies, including -

Jean V. Naggar Literary Agency

BOOKSELLERS

African American Literature Book Club

Bookshop.org

AUTHOR ORGANIZATIONS

African Americans on the Move Book Club (AAMBC)

Alliance of Independent Authors (ALLi)

Authors Alliance

Authors Guild

Authors Registry

Atlanta Writers Club (AWC)

Assoc. of Writers and Writing Programs (AWP)

Biographers International Organization (BIO)

Black Girls Who Write

Blue Stoop

Crime Writers of Color

Garden Communicators

International Thriller Writers

Lambda Literary

Latin Kids Lit Festival

National Assoc. Science Writers

National Writers Union

NBCC

Novelists, Inc.

PEN America

Romance Writers of America

Society of Children's Book Writers & Illustrators (SCBWI)

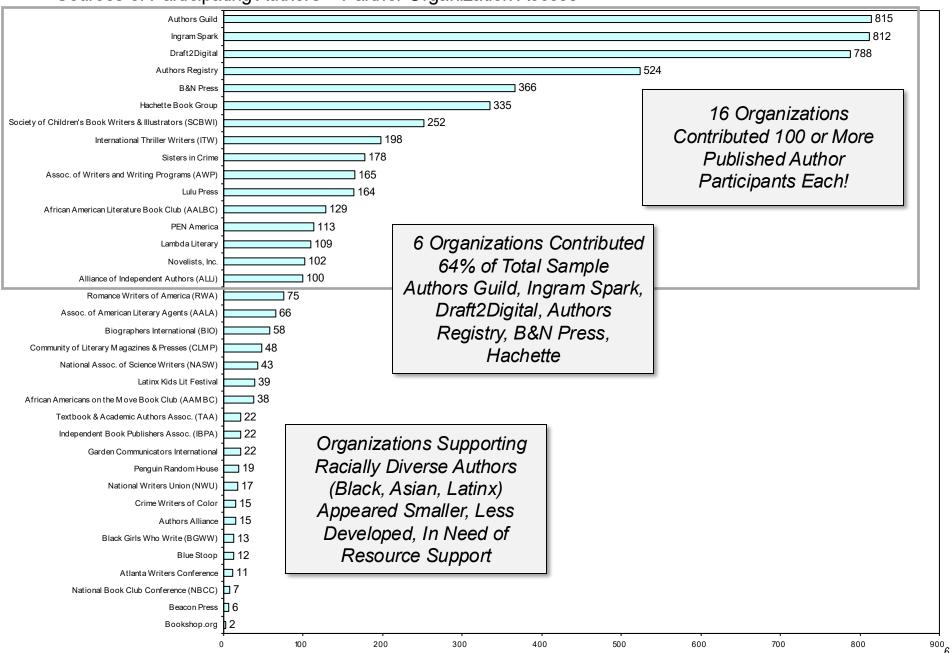
Sisters in Crime

Textbook & Academic Authors Assoc. (TAA)

BookIntelligence

Sources of Participating Authors - Partner Organization Access





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BookIntelligence —



Summary

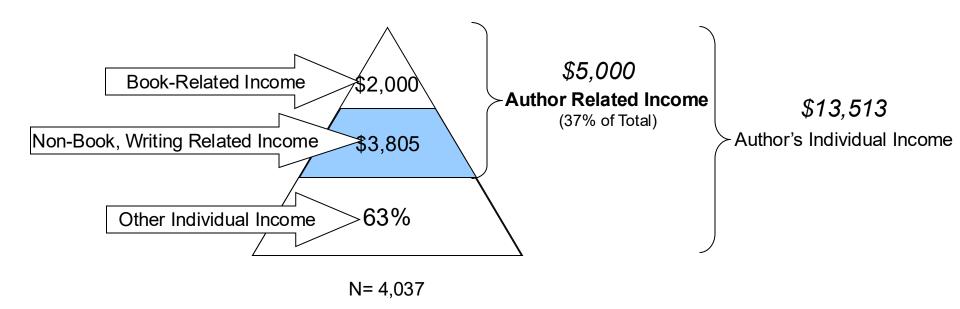
Overall Author Median Income Portrait – Full-time and Part-time Participating Published Authors in 2022 (with Author Related Income)

All Participating Published

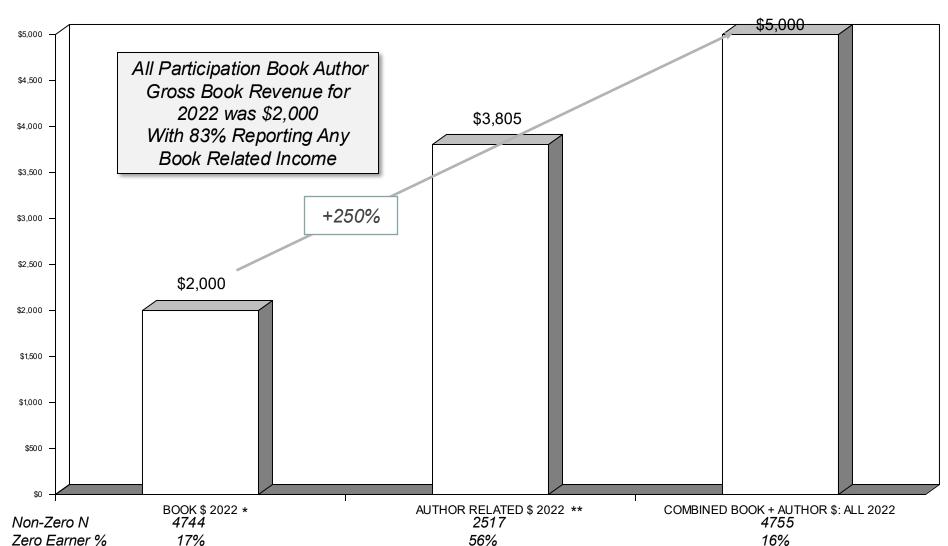
Authors

Author Related Income

37% of Individual Income



All participating published authors individually contributed an average 46% to total household income

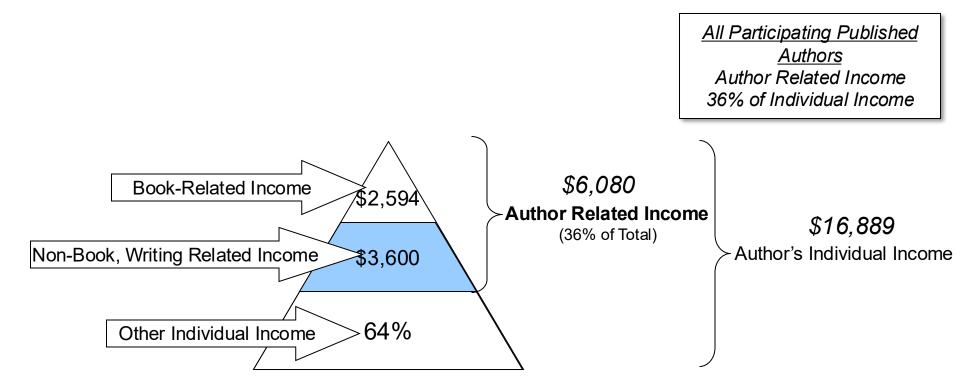


The addition of non-book author related income by 56% of authors more than doubled median income!

Excludes zero earning authors * Estimated Pre-Tax Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. **Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc.



Overall Author Median Income Portrait – Full-time and Part-time Participating Published Authors in 2017 (with Author Related Income)



All participating published authors individually contributed an average 39% to total household income

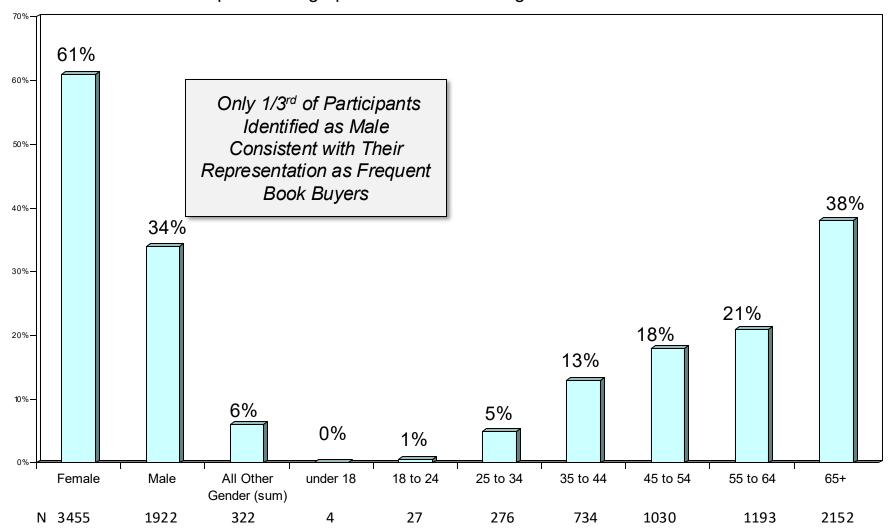
BookIntelligence —



Author Participants

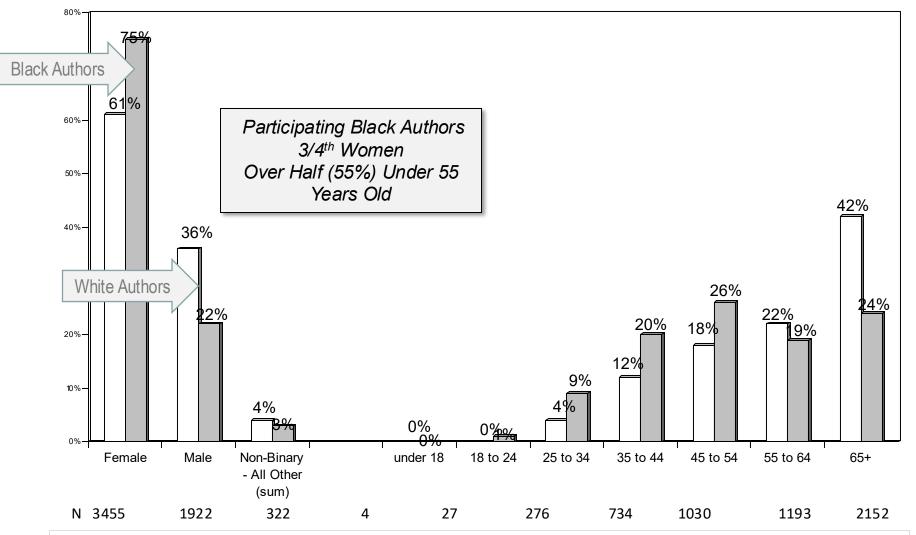


Published Author Participant Demographics – Gender and Age



Authors 65 and older make up nearly 40% of the total sample, with participation declining consistently at younger author ages.

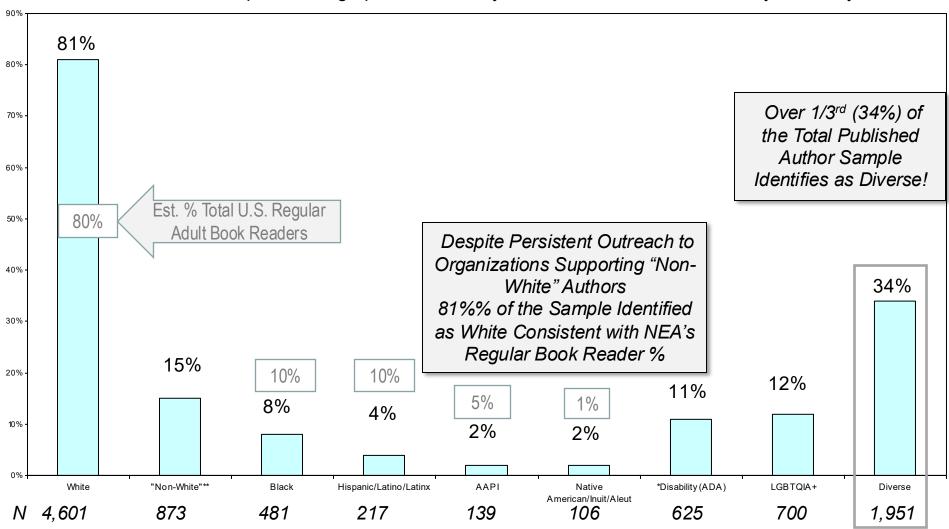
Published Author Participant Demographics – Gender and Age by Race



Nearly 2/3rds (64%) of participating White authors were 55 and older, with over 1/3rd being men.



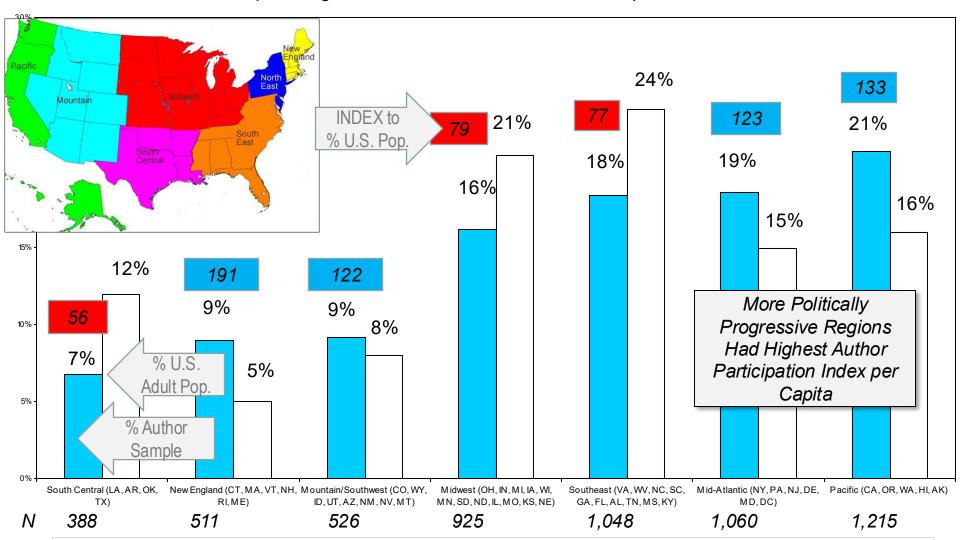
Published Author Participant Demographics & Diversity – Race, LGBTQIA+, Non-Binary, Disability



12% of participating authors identified as LGBTQIA+ and 11% and Disabled (ADA definition)! ISSUE: Non-White author organizations found to be under-funded and under-represented!



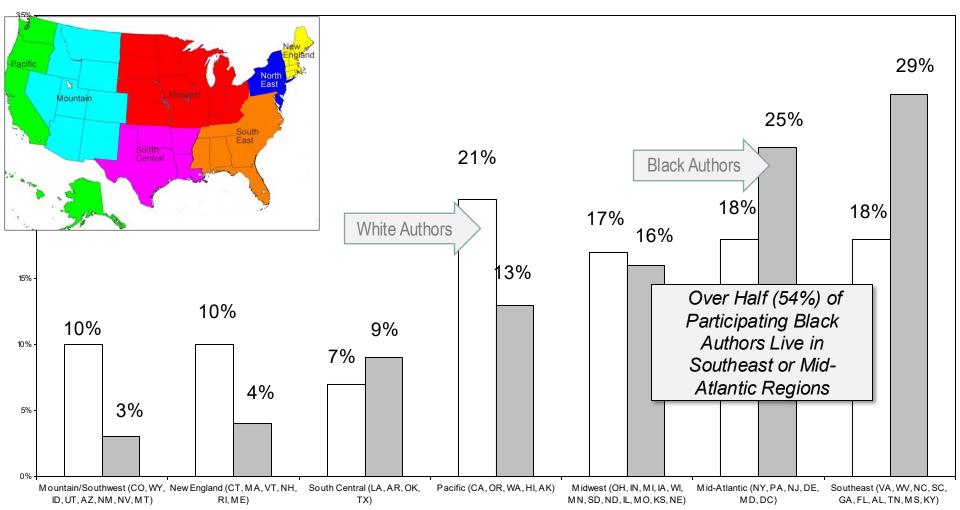
Published Author Participant Region Indexed to % 2022 U.S. Adult Population*



Largest author sample from Pacific (1,215), Mid-Atlantic (1,060) and Southeast (1,048) regions. New England had highest Author Participation Index (191) vs. South Central (56) with the lowest.

*Source: U.S. Census Bureau

Published Author Participant Region by Race: White vs. Black

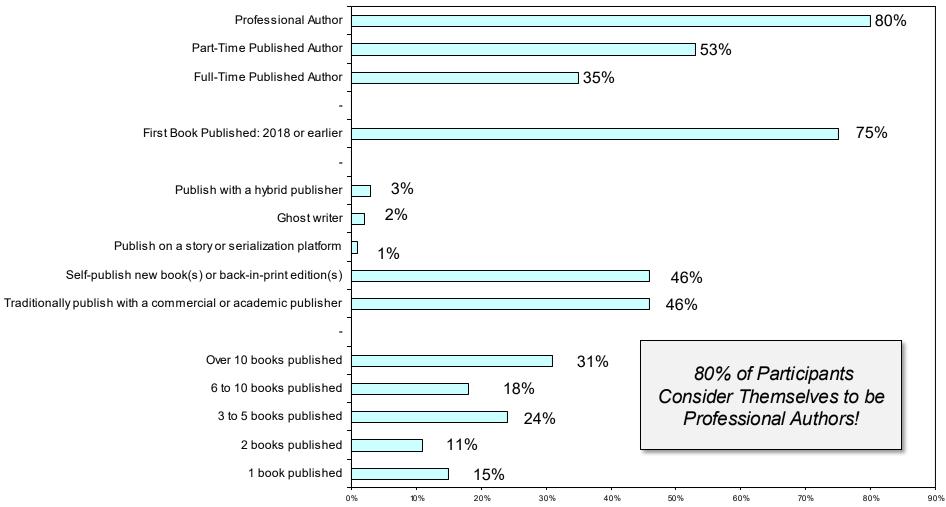


Only 36% of White authors live in the Southeast and Mid-Atlantic, with Pacific region leading at 21%.



Published Author Participants – Author Status

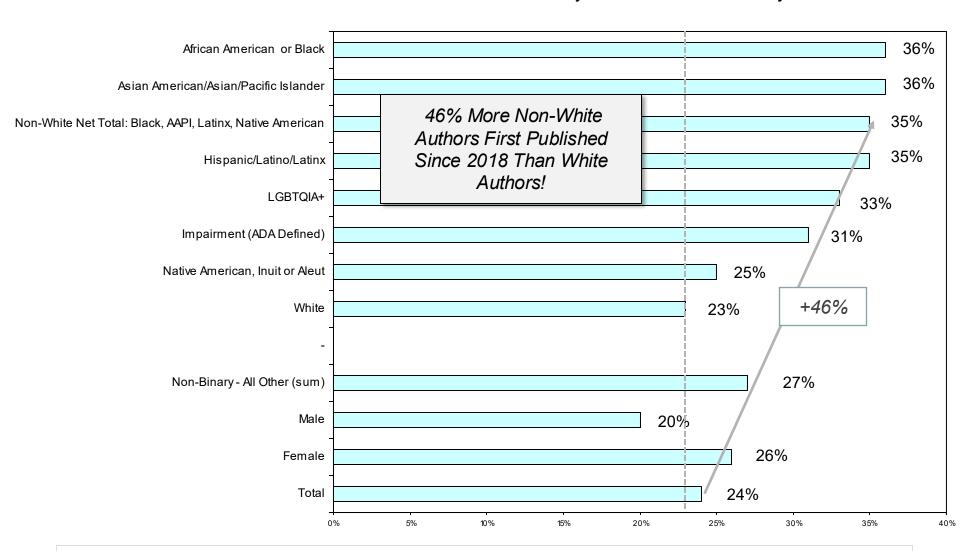
Q: As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)



However only 35% judged themselves to be Full-Time authors, with 53% Part-Time and 12% 'undecided'. 3/4ths of participants first published in 2018 or earlier, with the sample evenly split between earn more with Traditional vs. Self-Publishing. Serial authors least represented at 1%.



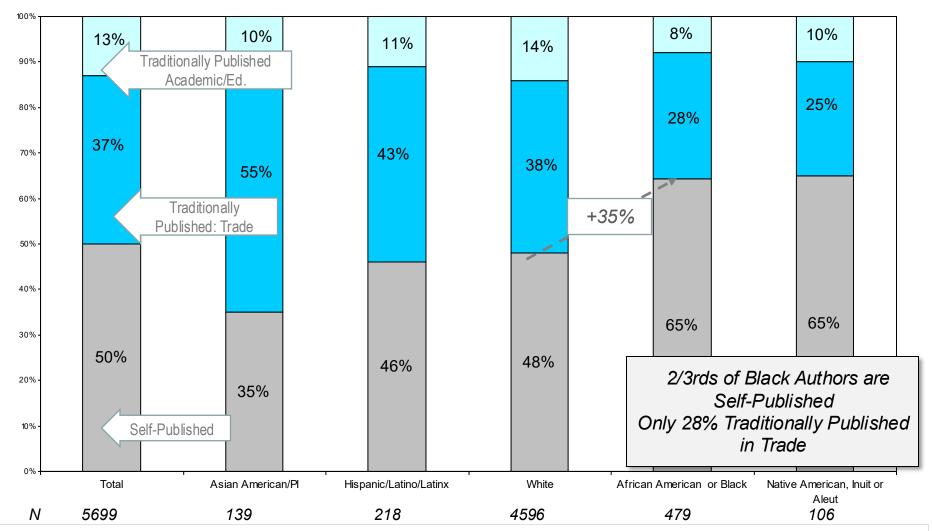
New Published Author % – First Book Published from 2019-2022 by Gender, Race, Diversity



Black, AAPI and Hispanic authorship has increased the most since 2019. LGBTQI+ and Non-Binary authors are also above average in new author %. Males lag overall at only 20%.

Primary Income Publishing Mode – % Traditional Trade v. Traditional Academic/Ed vs. Self-Published by Race

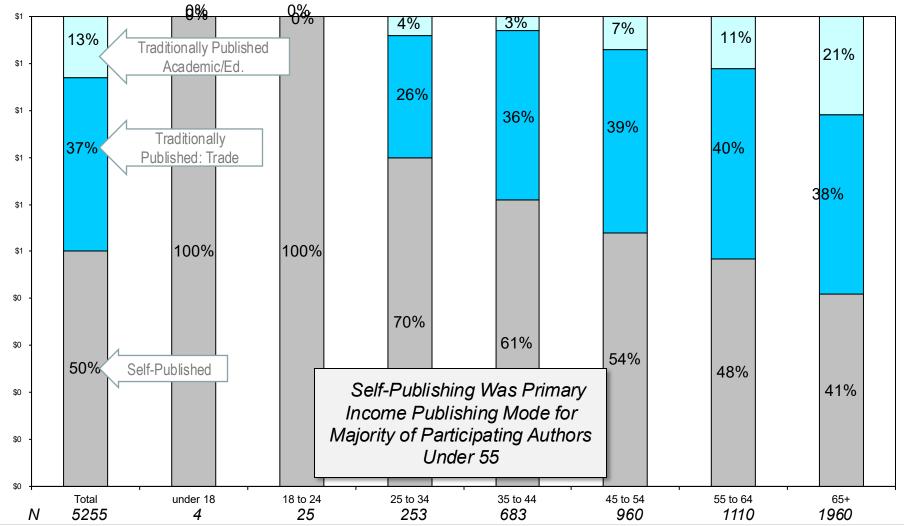
As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)



Participating Asian American and Latinx authors had lowest self-publishing primary income publishing mode. Traditional Academic/Educational publishing highest among White authors (14%), lowest among Black authors.

Primary Income Publishing Mode – % Traditional Trade v. Traditional Academic/Ed vs. Self-Published by Age

As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)

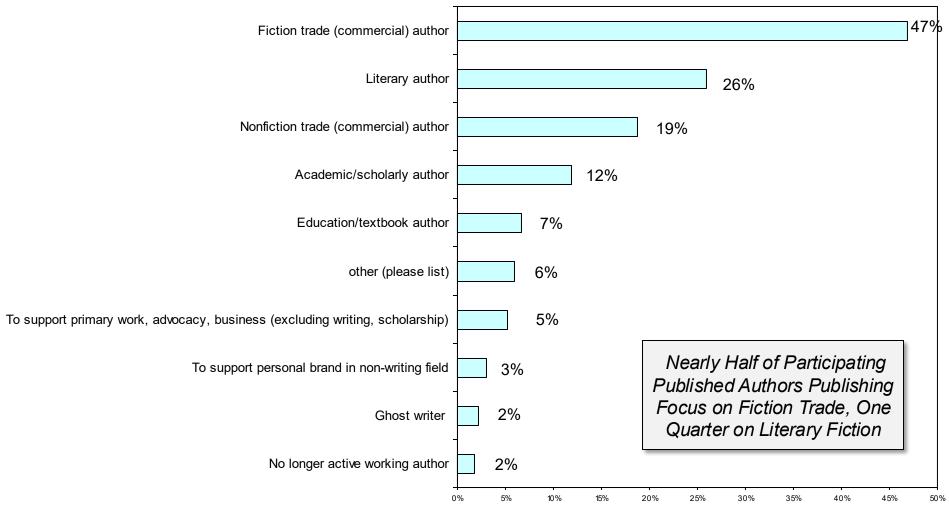


Traditional publishing had highest participation for participating authors 45 and older.



Published Author Participants – Publishing Focus Overall

Q: How would you best characterize your current publishing focus as a book author? (all that apply)

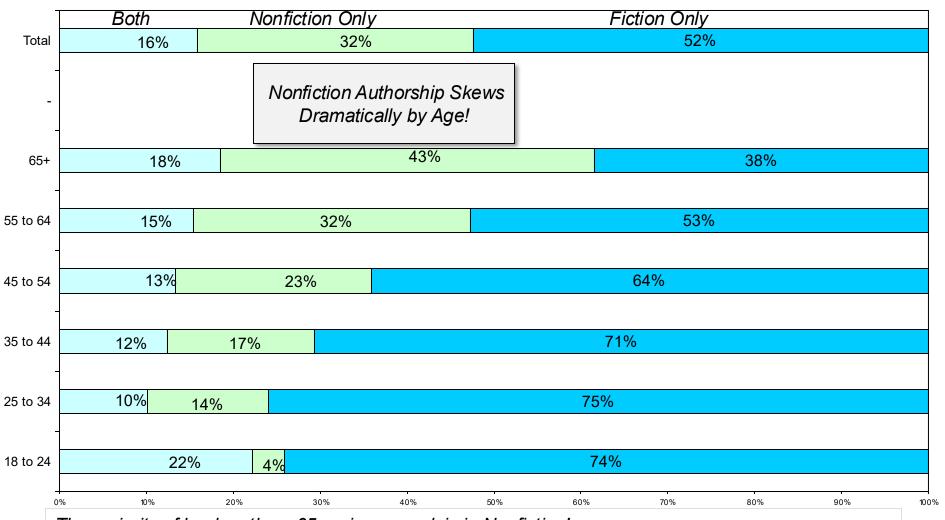


Only 1-in-5 currently focused on Nonfiction Trade, 1-in-10 on Academic/Scholarly, 1-in-20 use authorship to support other primary work outside of writing/scholarship.



Published Author Participants – Fiction v. Nonfiction Primary Work x Age

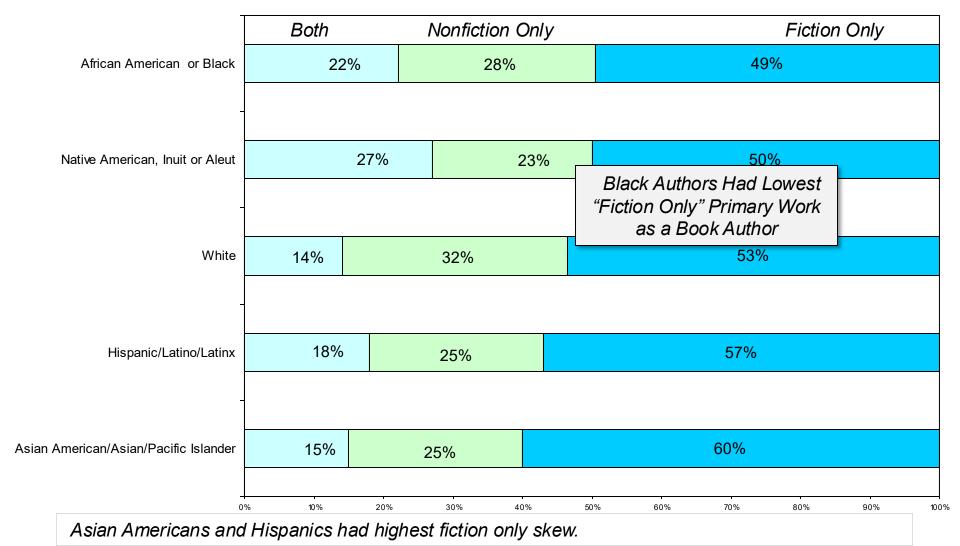
Q: Is your primary work as a book author in fiction or nonfiction? (pick one)



The majority of book authors 65+ primary work is in Nonfiction! Fiction dominates with authors under 64 years old.

Published Author Participants – Fiction v. Nonfiction Primary Work x Race

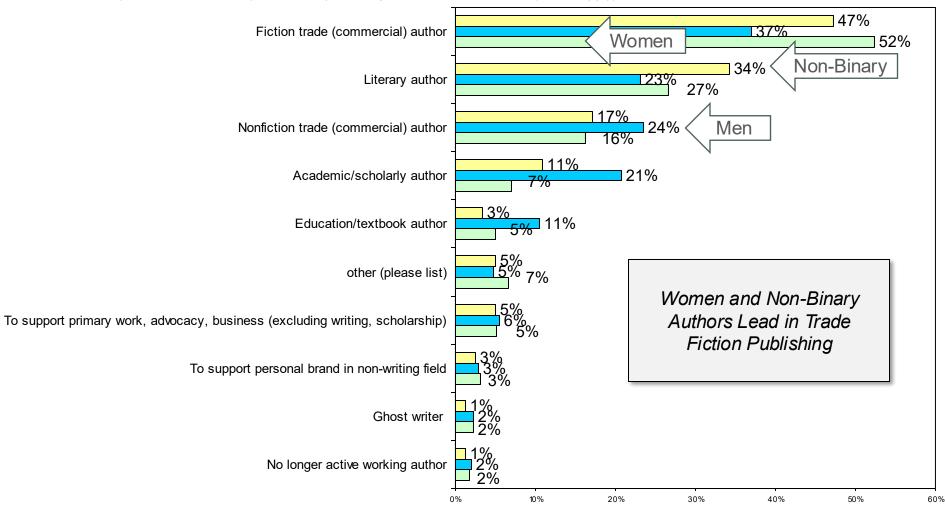
Q: Is your primary work as a book author in fiction or nonfiction? (pick one)





Published Author Participants – Publishing Focus by Gender

Q: How would you best characterize your current publishing focus as a book author? (all that apply)



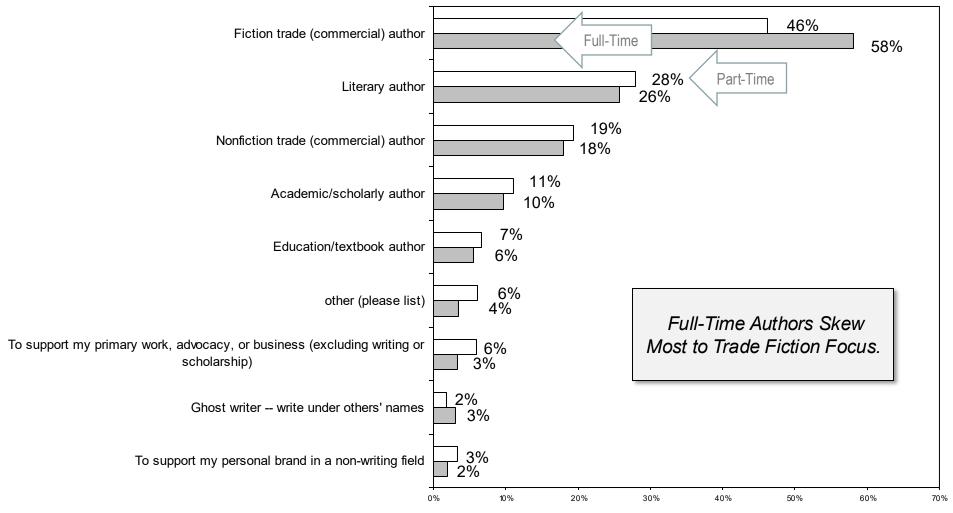
Men lead in trade Nonfiction, Academic and Education publishing.

N Women: 3455 Men: 1922 Non-Binary 322



Published Author Participants – Publishing Focus by Full-Time vs. Part-Time Authors

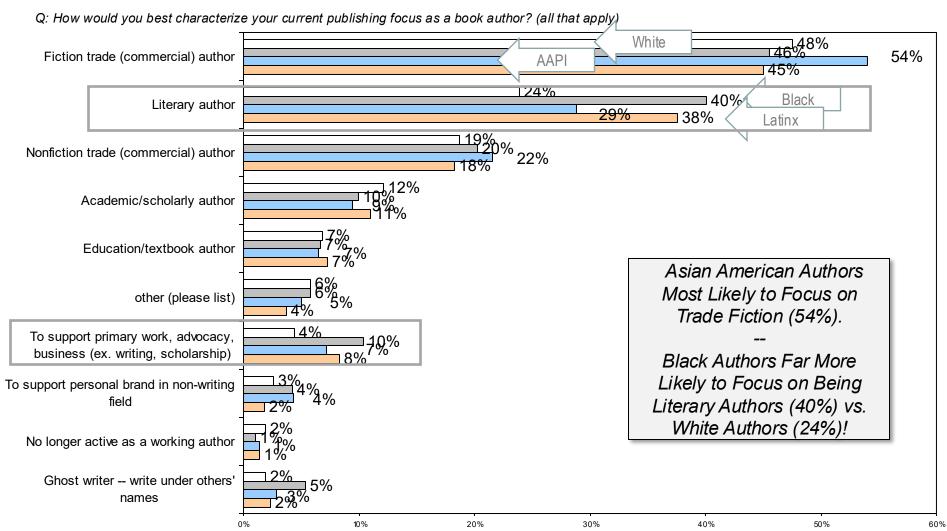
Q: How would you best characterize your current publishing focus as a book author? (all that apply)



Part-time authors marginally more likely to focus on Literary, Nonfiction Trade, Academic/Scholarly.



Published Author Participants – Publishing Focus by Race

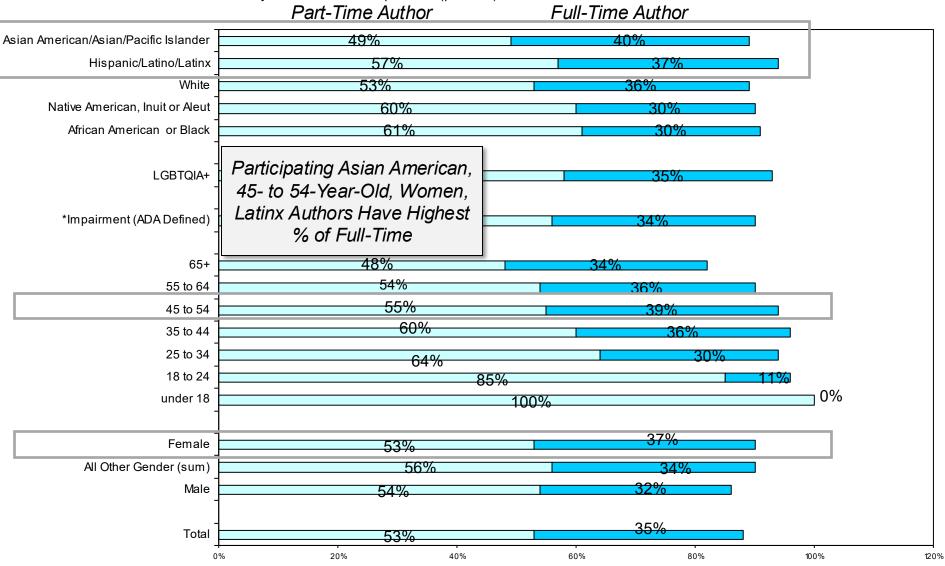


Black and Latinx authors also strongest on publishing to support their primary work, advocacy or business outside of writing or scholarship at 10% and 8% respectively vs. White authors at only 4%.



Published Author Participants – % Full-Time vs. Part-Time Authors by Demographic

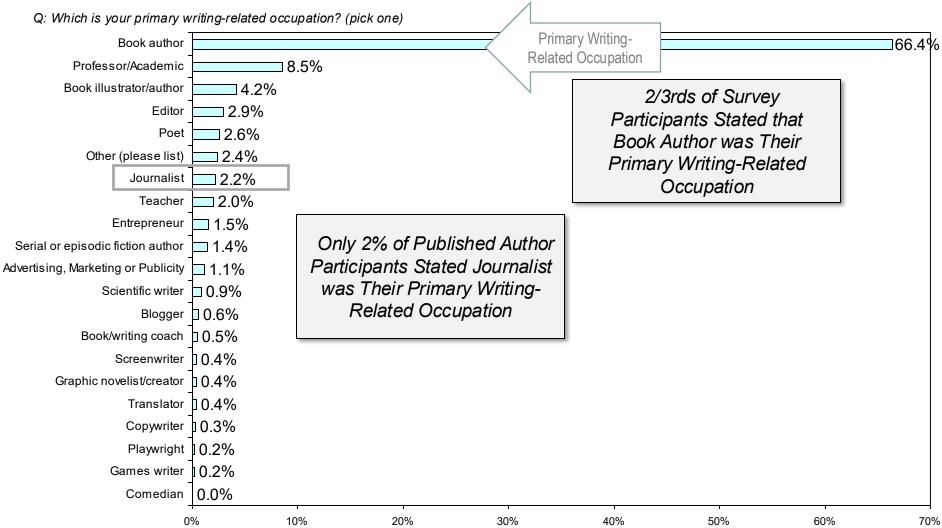
Q: Which one of these best describes your author status at present? (pick one)



Younger authors (under 35), Black, Native American, and Male authors have lowest Full-Time author %.



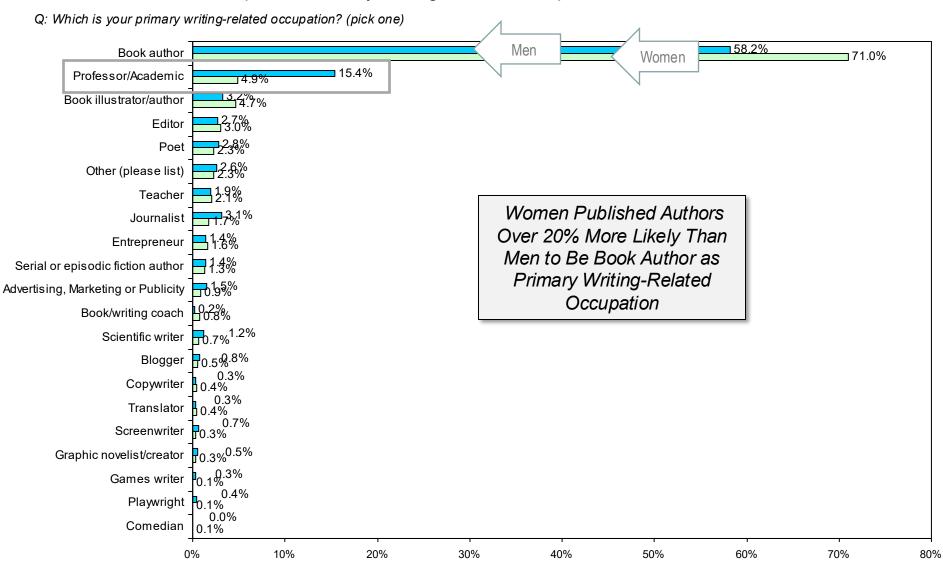




Professor/Academic was second most cited primary writing-related occupation at 8.5%, followed by Book Illustrator/Author (4.2%), Editor (2.9%), Poet (2.4%), Journalist (2.2%), Teacher (2.0%), Entrepreneur (1.5%), and Serial Fiction Author (1.4%).



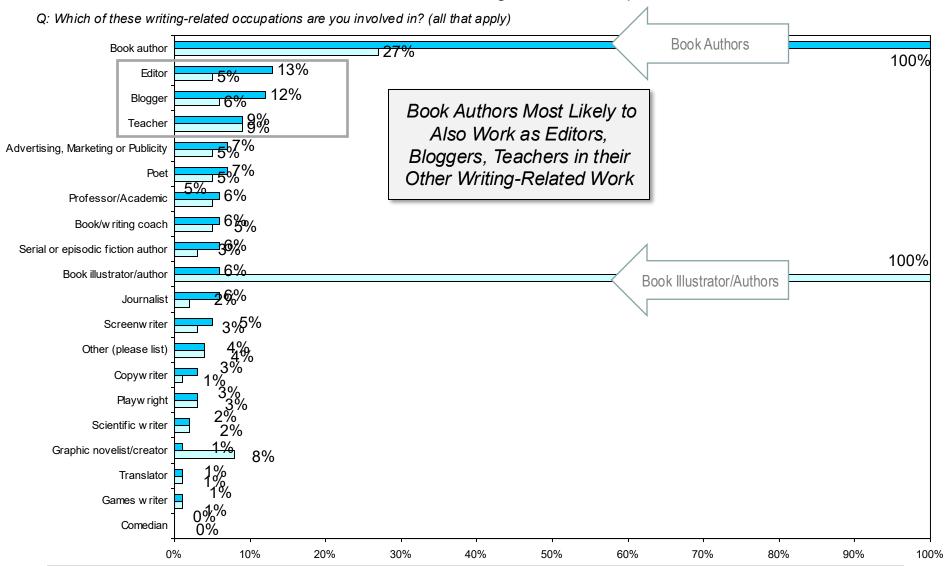
Published Author Participants – Primary Writing-Related Occupation – Men vs. Women



Only 58% of men published authors were Book Authors as primary writing-related occupation followed by 15% as Professors/Academics, over 3X higher than for women.



Book Authors vs. Book Illustrator/Authors: Other Writing-Related Occupations Involved In

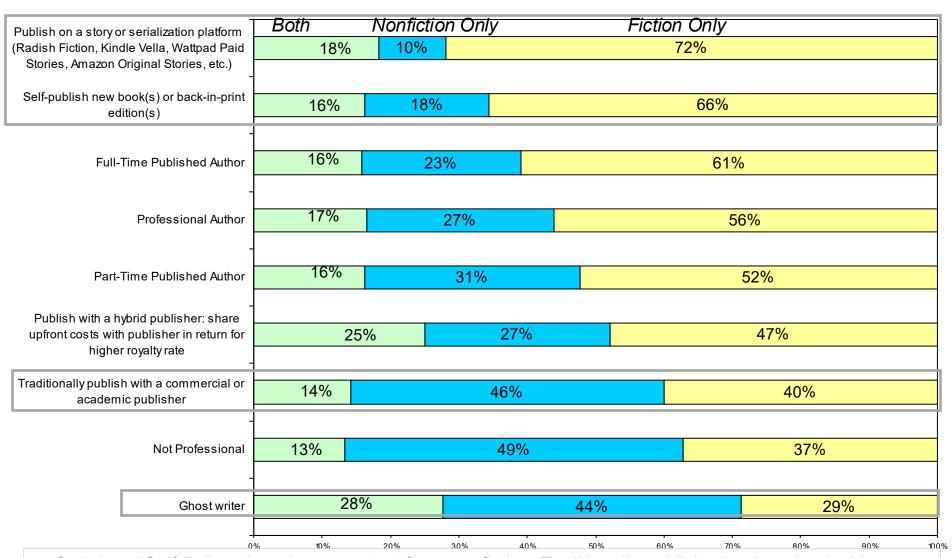


Book Illustrator/Authors most likely to also work as regular Book Authors (27%), Teachers (9%), and Graphic Novelists (8%).



Published Author Participants: % Full-Time/Part-Time, Traditional v. Self-Pub. Authors X Fiction v. Nonfiction

Q: As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one) Is your primary work as a book author in fiction or nonfiction? (pick one)

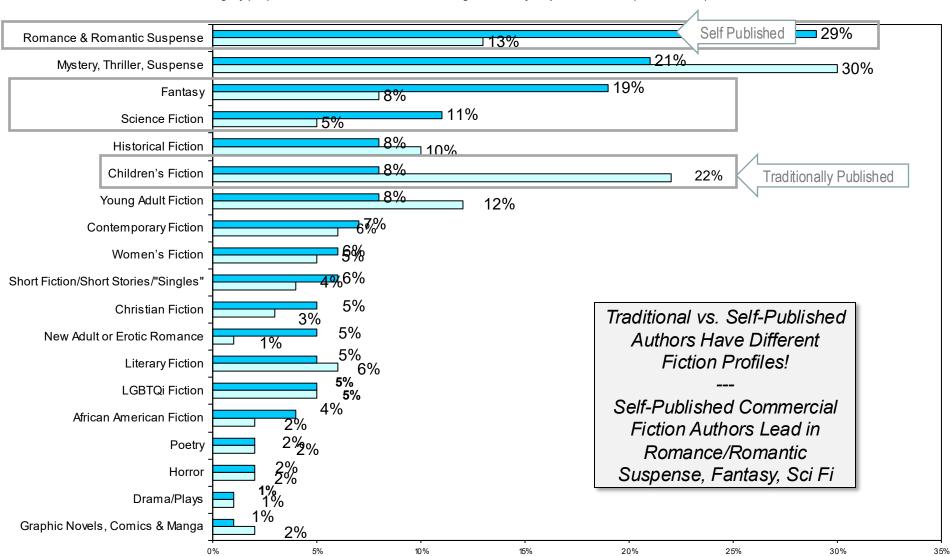


Serial and Self-Pub authors have greatest focus on fiction. Traditionally published authors lead with nonfiction as do Ghostwriters and those who don't regard themselves as professional authors.



Published Author Participants – % Traditional vs. Self-Published Authors by Category – Fiction Focus

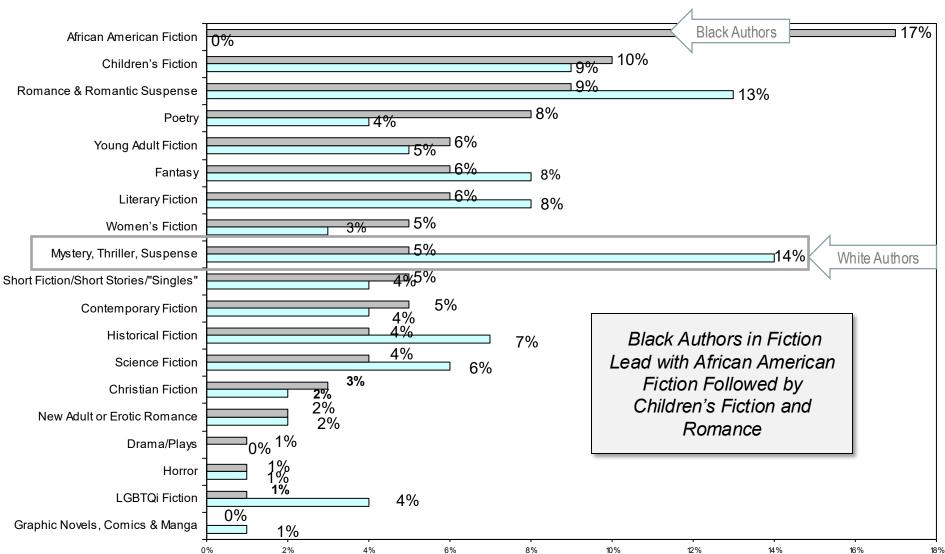
Q: Most Published Book Category(ies) Which of these fiction book categories are you published in? (at least one) – Author Focus Trade Fiction



Traditionally published trade authors lead in Mystery/Thriller/Suspense, Children's Fiction, YA.

Published Author Participants – Fiction Focus by Category – White vs. Black Authors

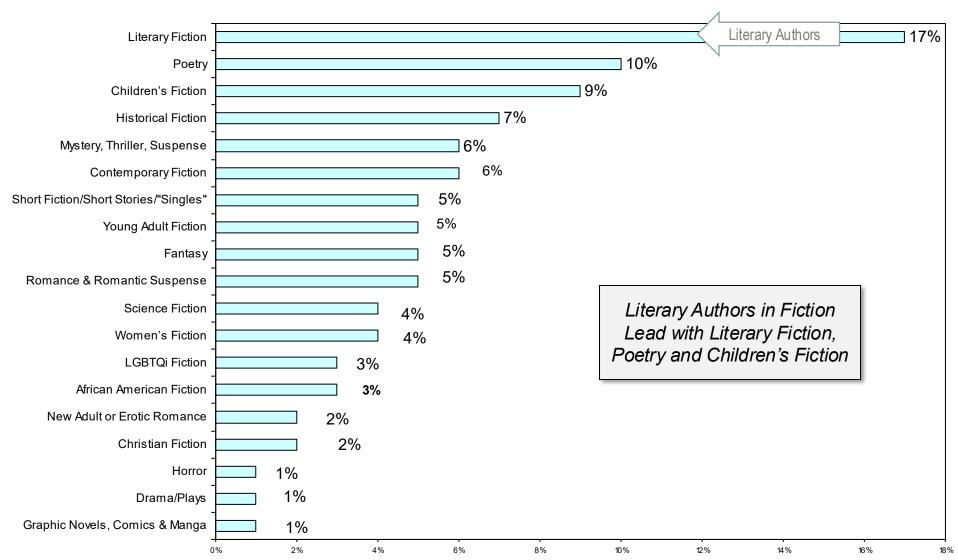
Q: Most Published Book Category(ies) Which of these fiction book categories are you published in? (at least one) – Author Focus Trade Fiction



White authors in fiction lead with Mystery/Thriller followed by Romance and Children's Fiction.

Published Author Participants – % Literary Authors by Category – Fiction Focus

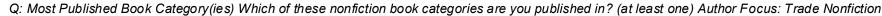
Q: Most Published Book Category(ies) Which of these fiction book categories are you published in? (at least one) – Author Focus Trade Fiction

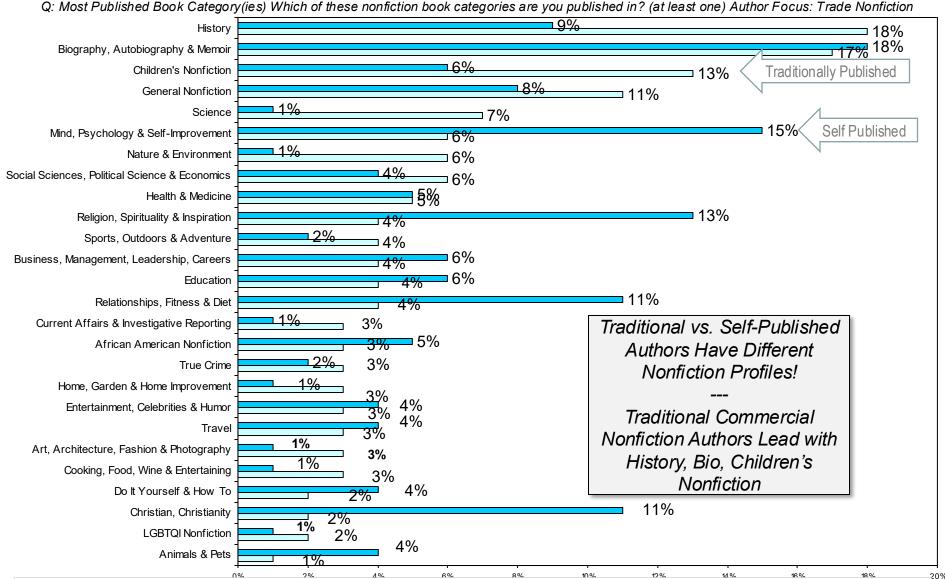


Historical Fiction and Mystery/Thriller, Contemporary Fiction are next most published by this author group.



Published Author Participants – % Traditional vs. Self-Published Authors by Category – Nonfiction Focus



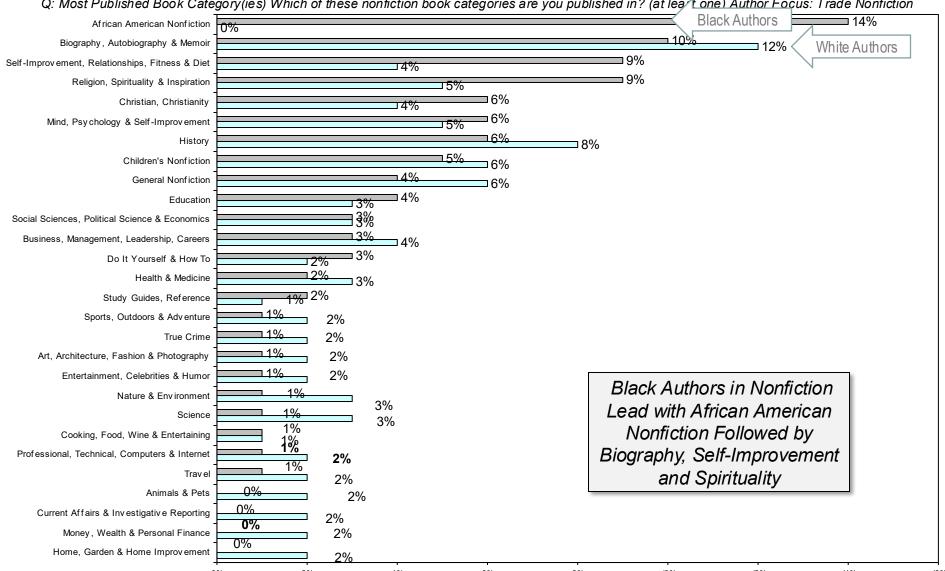


Self-Published commercial nonfiction authors lead with Bio. Self-Improvement. Religion. Relationships/Fitness/Diet, Christian.

35

Published Author Participants – Nonfiction Focus – White vs. Black Authors

Q: Most Published Book Category(ies) Which of these nonfiction book categories are you published in? (at lea/tone) Author Focus: Trade Nonfiction

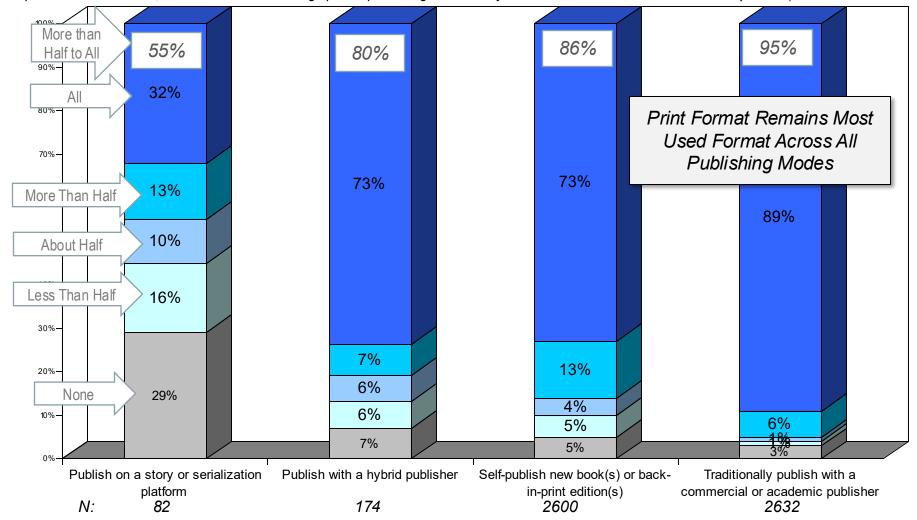


White authors in nonfiction lead with Biography and History, Children's and General Nonfiction.

Publishing Formats and Platforms Used

Number of Books Published by Publishing Mode – Print Format

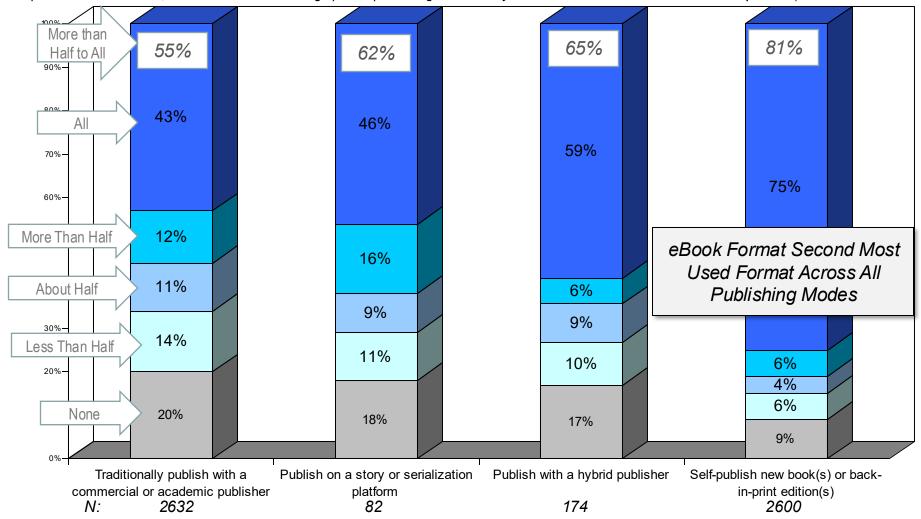
Q: How many of your (traditionally or self-published or serial platform or hybrid publisher) books have been published in the following formats? (all that apply) As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)



Traditionally published authors lead in % of their books published in print format. Self-published and Hybrid Published authors are close behind. Over half of Serial authors' books are also in print.

Number of Books Published by Publishing Mode – eBook Format

Q: How many of your (traditionally or self-published or serial platform or hybrid publisher) books have been published in the following formats? (all that apply) As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)

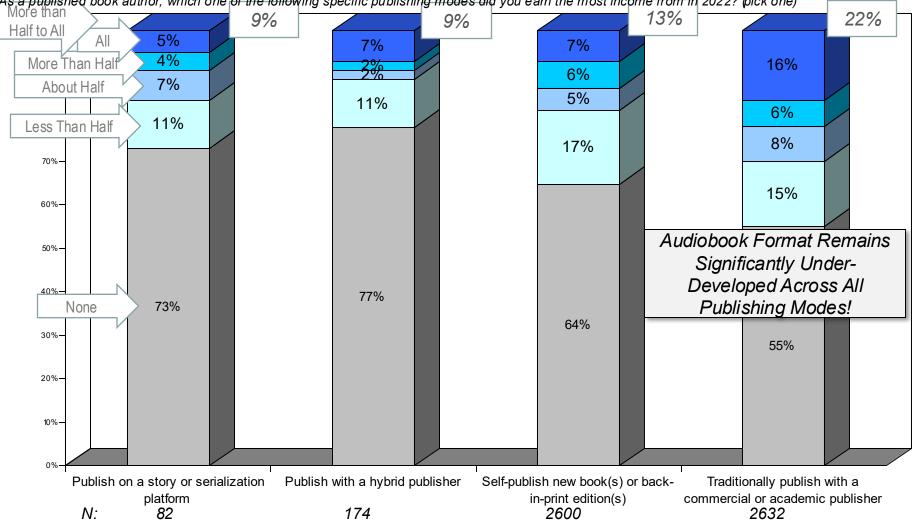


Only 81% of self-published authors have over half of their books published in eBook format, followed by Hybrid at 65%, Serial authors at 62%, with Traditionally published authors at 55%.

Number of Books Published by Publishing Mode – Audiobook Format

Q: How many of your (traditionally or self-published or serial platform or hybrid publisher) books have been published in the following formats? (all that apply)

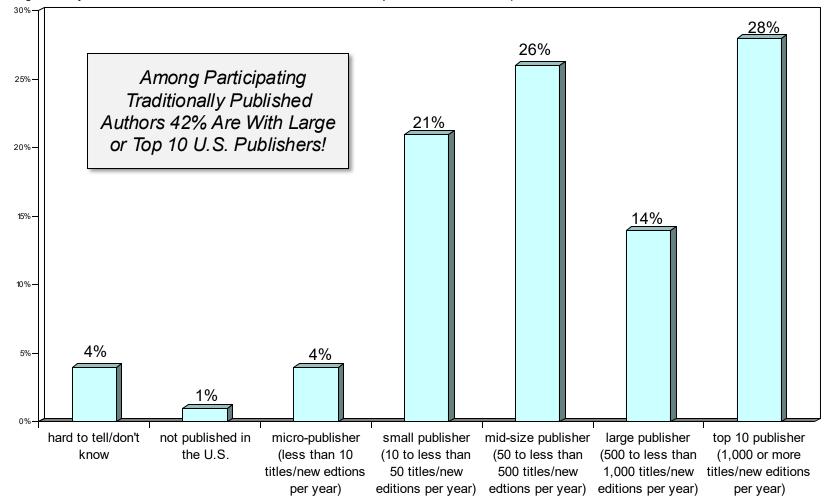
As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)



Only 22% of Traditionally published authors have over half of their books in audiobook format, followed by Self-published at only 13%, with Hybrid and Serial authors both at 9%! Big AI opportunity!

Traditionally Published Author – Size of Current U.S. Publisher

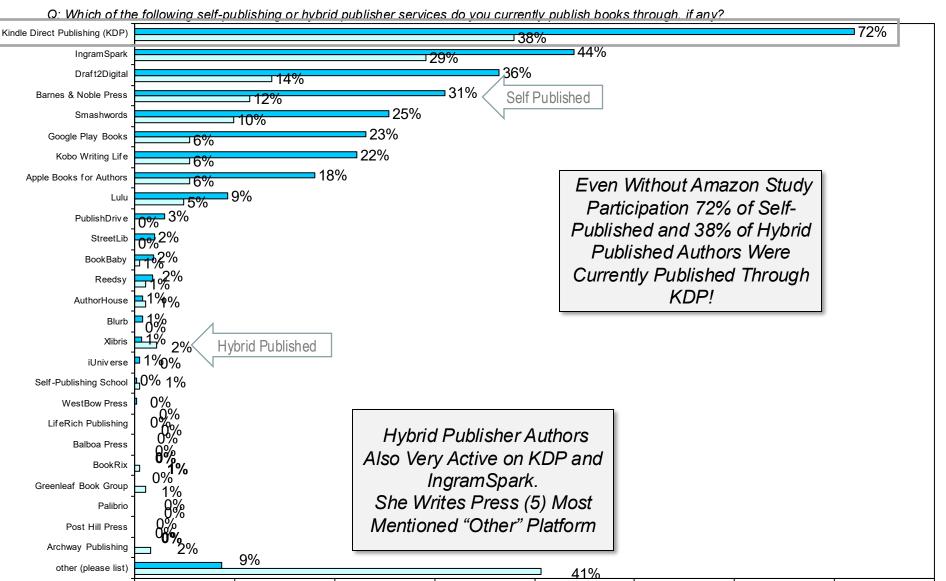
As a traditionally published author, what's the approximate size of your current or most recent U.S. publisher, as far as you know? (Use your best guess if you don't know for sure, or if it's not clear from a quick internet search.)



Only 25% are with small or very small U.S. publishers.

5.8.23 update

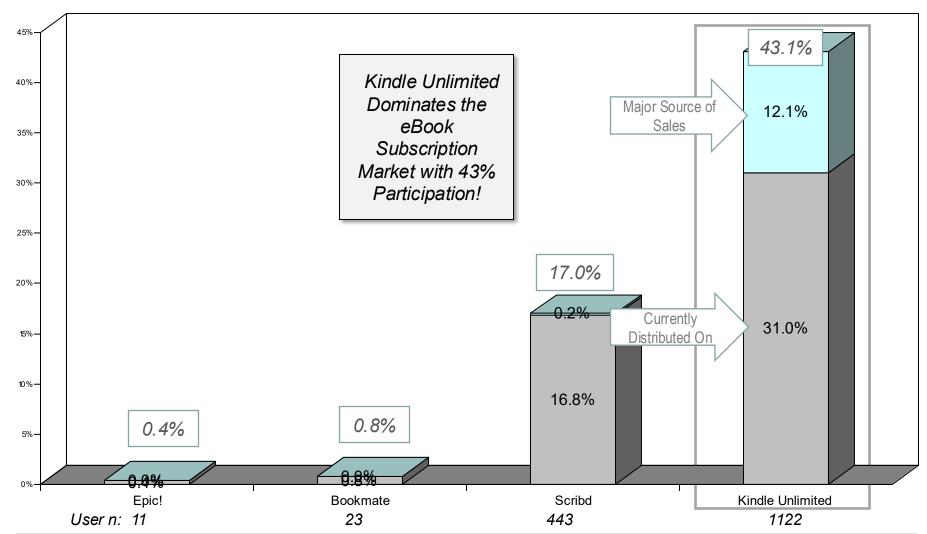
Self- Published and Hybrid Publisher Author Participants – Platforms Published On



Survey partners Ingram Spark (812), Draft2Digital/Smashwords (788), B&N Press (366) and Lulu (164) authors were major participants in the survey. Google, Kobo and Apple were also frequently used by self-pubs.

Self- Published Author Participants – Subscription Platforms Used – Most Recent Book

Q: Is your most recently self-published book distributed on any of the following paid eBook subscription services? Most Recently Self-Published Book



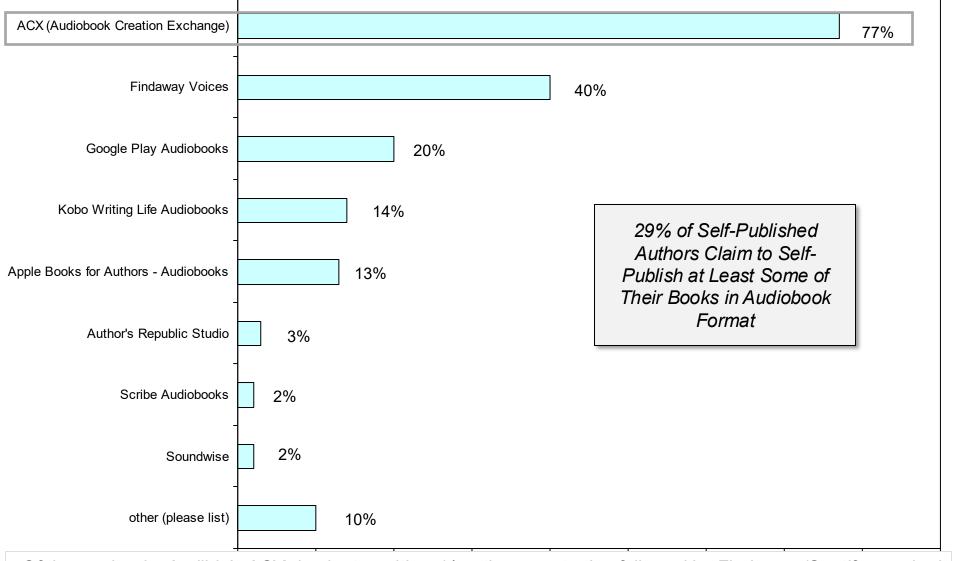
12% of Self-published authors state that Kindle Unlimited is a major sales source for their most recent self-published book. 10% state that KU is a major income source for their bestselling self-pub title!

5.8.23 update

Self-Published Audiobook Platforms Used – Self-Published Authors

Q: Do you currently self-publish any of your books in audiobook format?

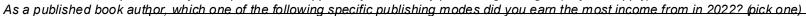
Which audiobook self-publishing platforms are you currently publishing your book(s) through? (any that apply)

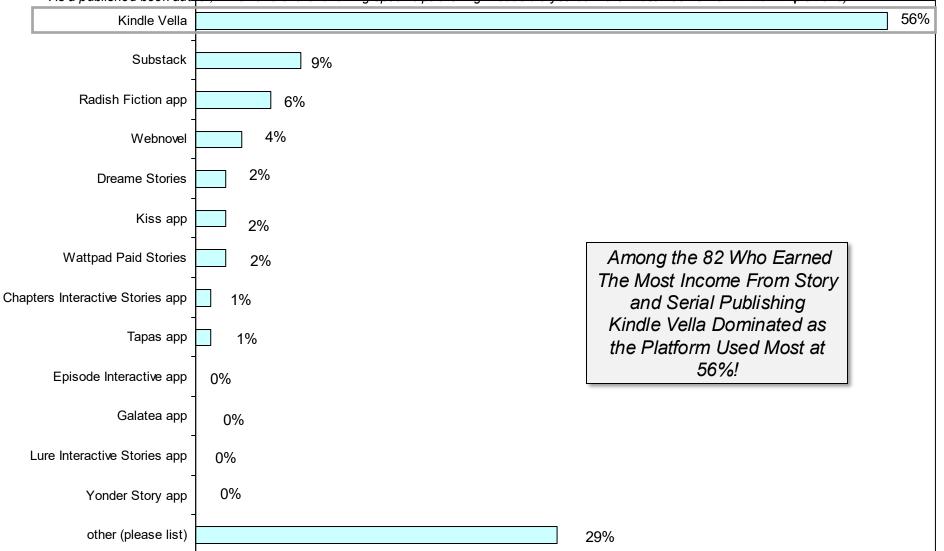


Of those who do, Audible's ACX dominates with 77% author penetration followed by Findaway (Spotify acquired 2021) at 40%. Findaway offers an 80% non-exclusive royalty vs. 25% on ACX.

Serial or Episodic Story/Book Platforms -- Story or Serial Authors Currently Publish Through

Q: Which serial or episodic story/book platforms or apps are you currently publishing through? (any that apply)





No other leading serial platforms had significant usage with this sample – likely due to limited audience access.

Author Income

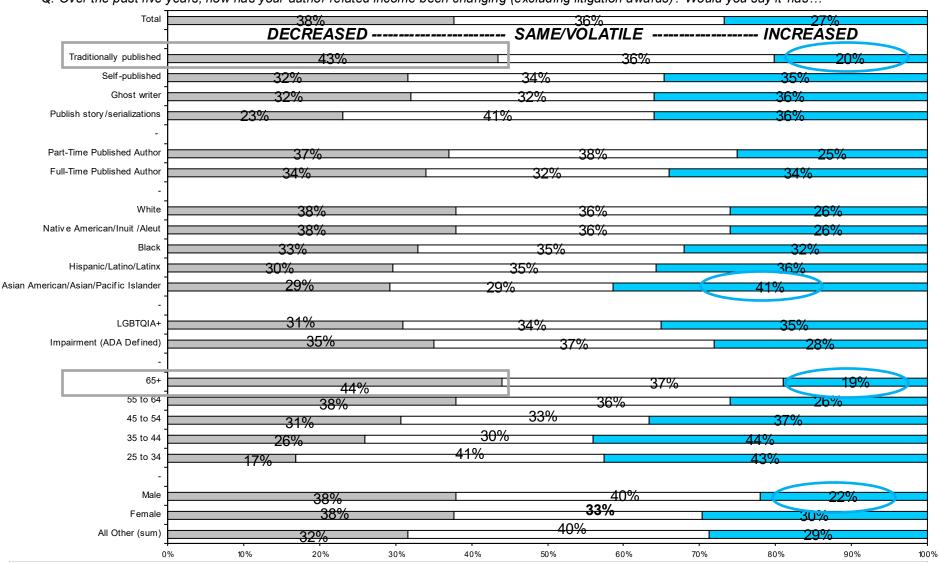
Author-Related Non-Book Income can earn as much or more for an author than book related income, and yet in many cases only about half of authors are earning author-related non-book income!

An opportunity to significantly improve overall authors' income!

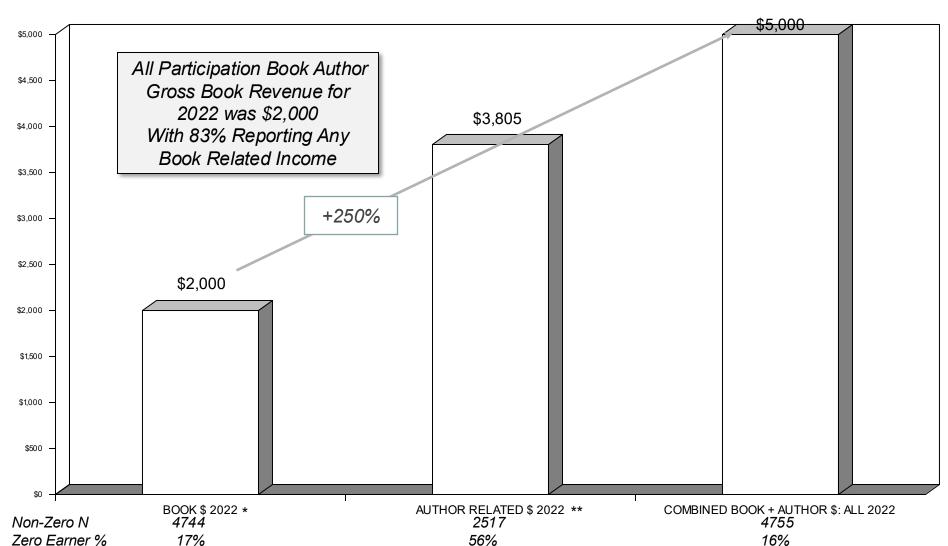


Author Participants (2018 and prior) 5 Year Author Related Income Trend Assessment

Q: Over the past five years, how has your author related income been changing (excluding litigation awards)? Would you say it has...



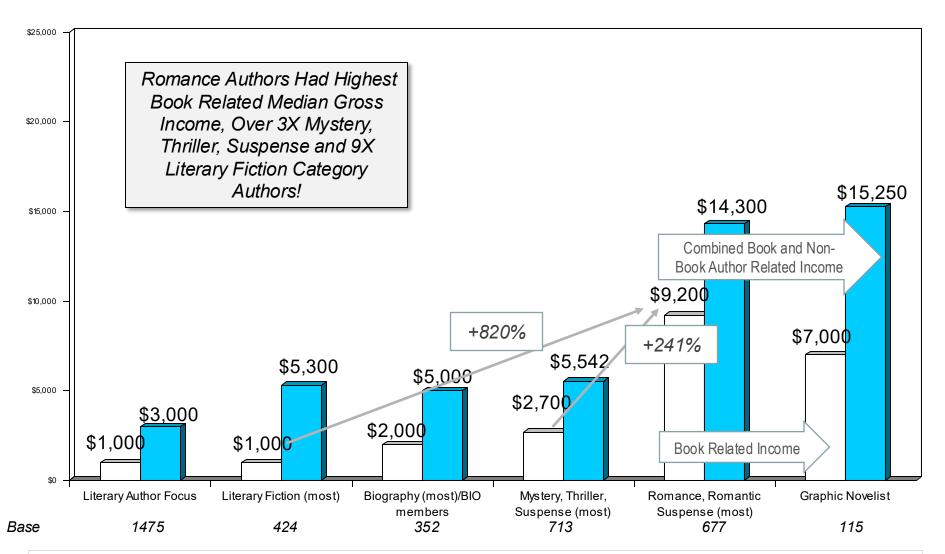
Among authors published 5 or more years, 38% state their author related income has decreased the last 5 years. Most negatively affected – Traditionally Published Authors and those 65+!



The addition of non-book author related income by 56% of authors more than doubled median income!

Excludes zero earning authors * Estimated Pre-Tax Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. **Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc.

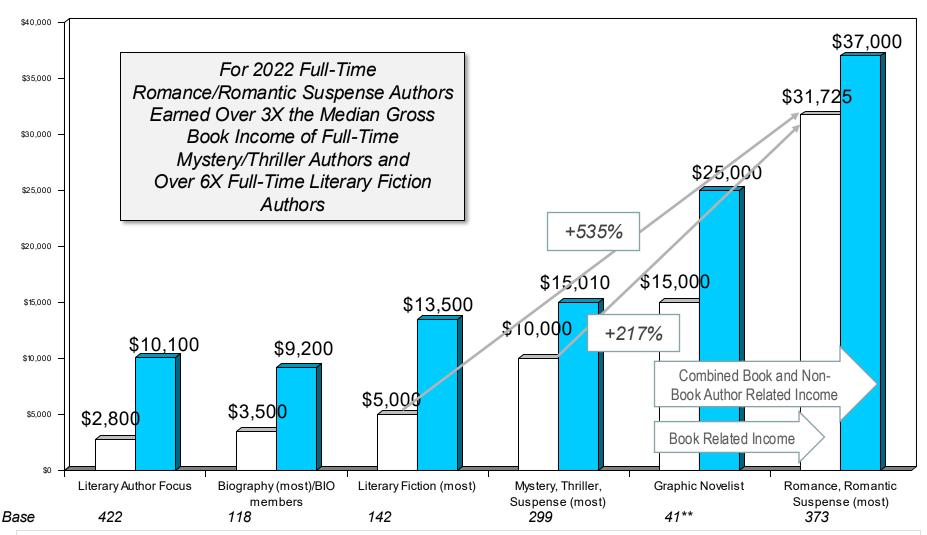
Median Income 2022: Gross Book + Non-Book Author Related Income* -- by Book Category Published Most



Graphic Novelists were 2nd in book related income and highest in combined book and non-book income. Romance (33%) and Mystery/Thriller (39%) authors were lowest in non-book income participation.

^{*} Excludes non-zero earning authors

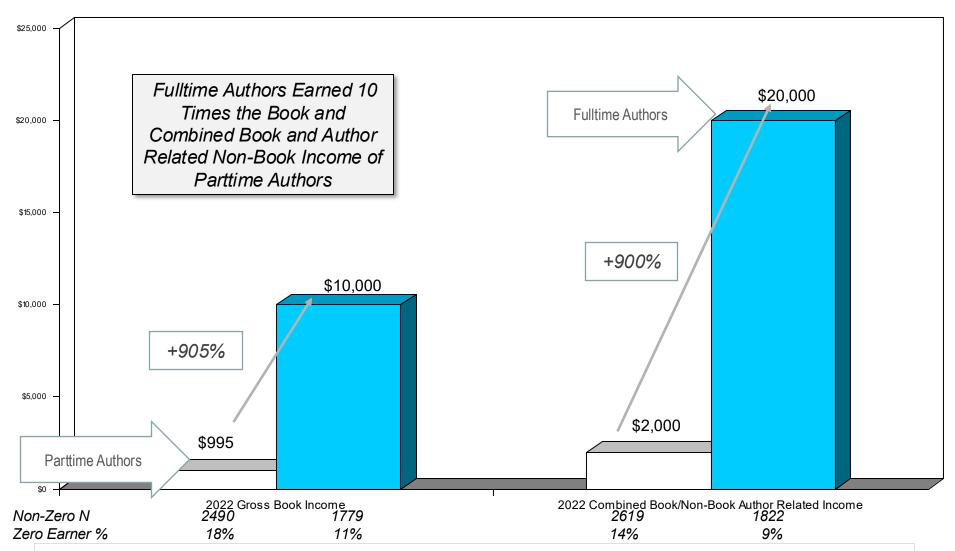
Median Income 2022: Gross Book + Non-Book Full-Time Author Related Income* by Category Published Most



Of note – Romance/Romantic Suspense authors had the highest % of book related earnings v. combined book + non-book author related earnings (86%) suggesting a far greater author focus on book results.

^{*} Excludes non-zero earning authors **CAUTION: very low base

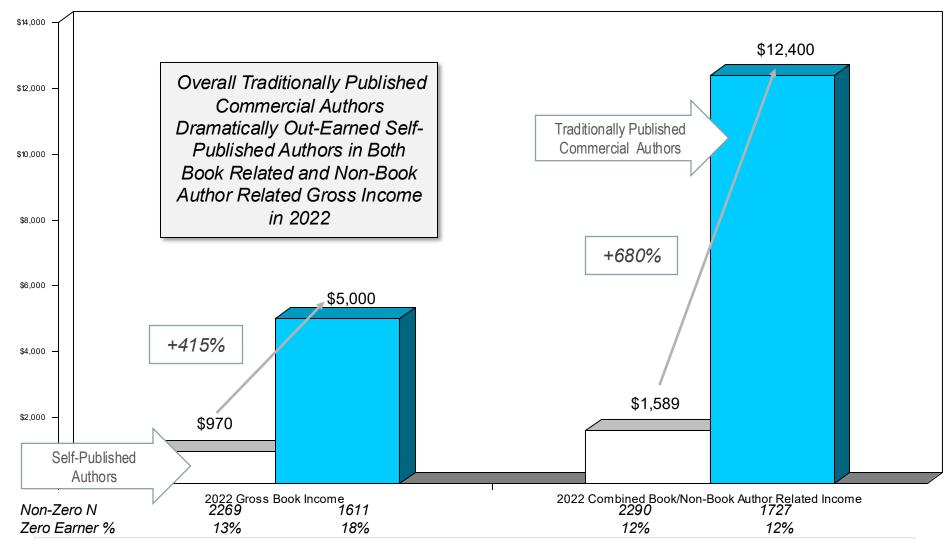
Median Income 2022: Gross Book + Non-Book Author Related Income* -- Fulltime v. Parttime Authors



Non-Book author related income was earned by only 43% of parttime authors vs. 48% of fulltime authors.

^{*} Excludes non-zero earning authors

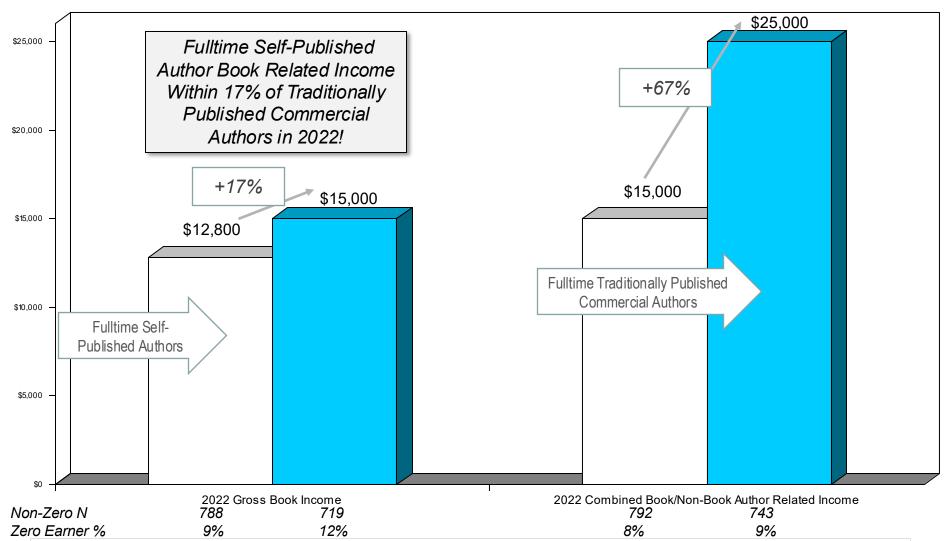
Median Income 2022: Full-time and Part-time Combined Gross Book + Non-Book Author Related Income*: Self-Published v. Traditionally Published Commercial Authors



Traditionally published authors far more active in non-book author related income at 56% vs. 32%!

^{*} Excludes non-zero earning authors

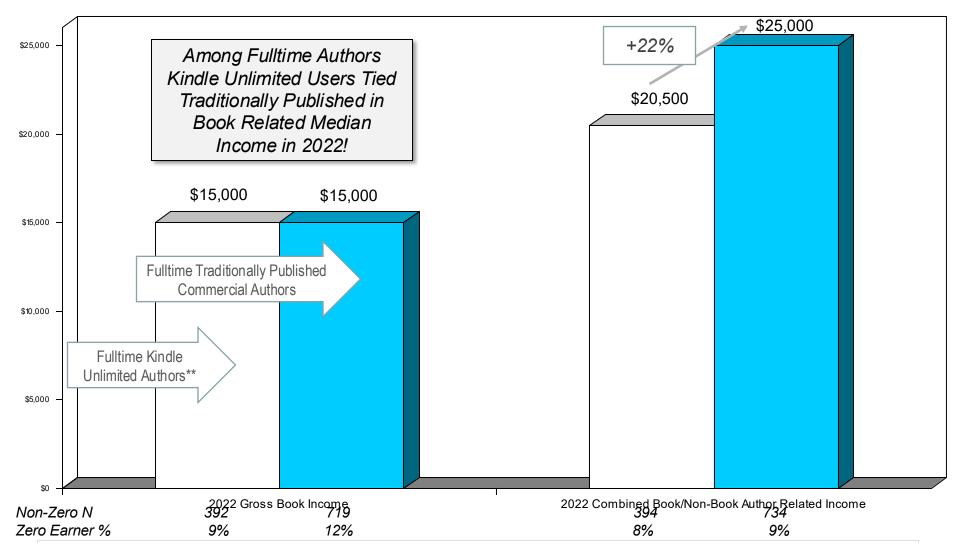
Median Income 2022: Gross Book vs. Combined Book + Non-Book Author Related Income*: All Fulltime Self-Publish v. Traditionally Published Commercial Authors



Traditionally published authors significantly more active in non-book author related income 58% vs. 35%.

^{*} Excludes non-zero earning authors

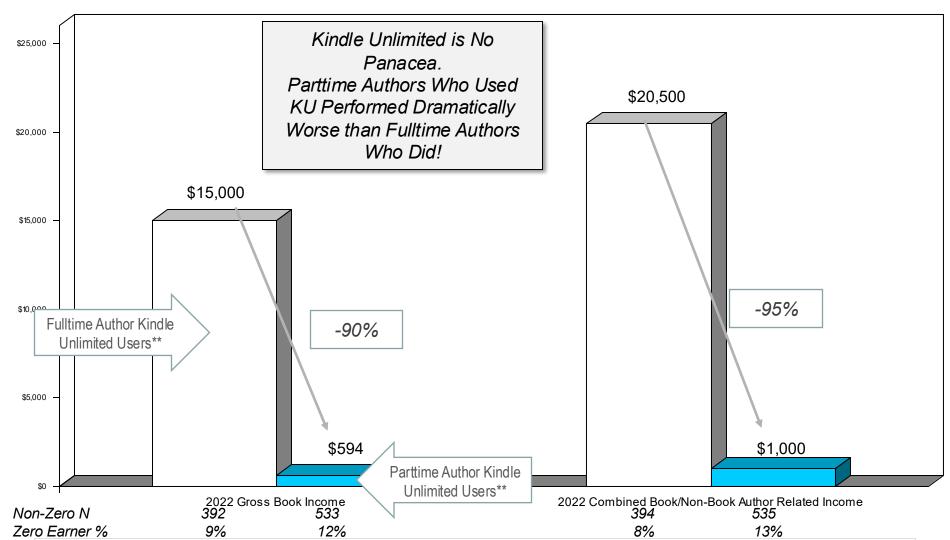
Median Income 2022: Gross Book + Non-Book Author Related Income*: Fulltime Traditional Commercial v. Fulltime Author Kindle Unlimited Users**



Traditionally published authors had 22% higher combined median income due to dramatically higher 58% vs. 35% non-book author related income participation.

^{*} Excludes non-zero earning authors, ** Most recent book currently published on Kindle Unlimited Codex-Group © 2023 Proprietary and Confidential

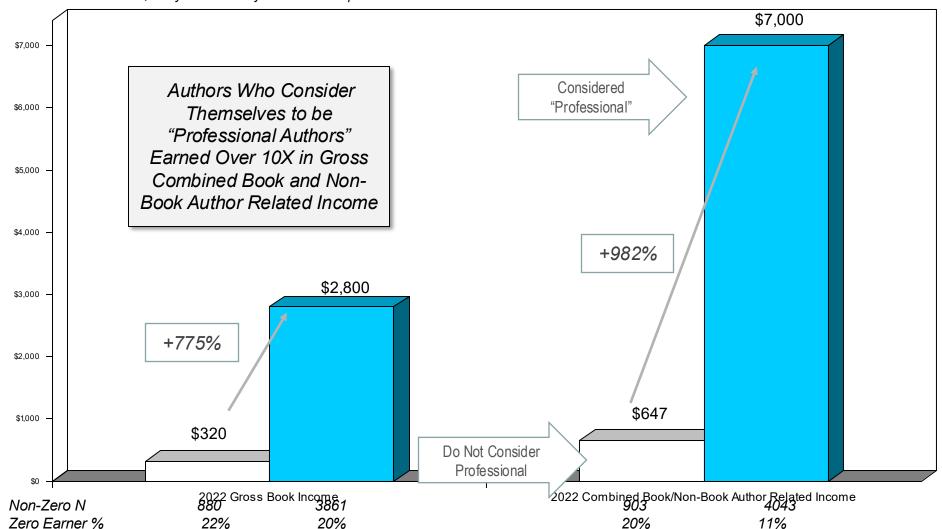
Median Income 2022: Gross Book + Non-Book Author Related Income*: Parttime Author Kindle Unlimited Users v. Fulltime Author Kindle Unlimited Users**



However, parttime authors using KU did modestly out-perform parttime self-published authors by \$94 and \$200 for book related and combined book and non-book gross income.

^{*} Excludes non-zero earning authors, ** Most recent book currently published on Kindle Unlimited Codex-Group © 2023 Proprietary and Confidential

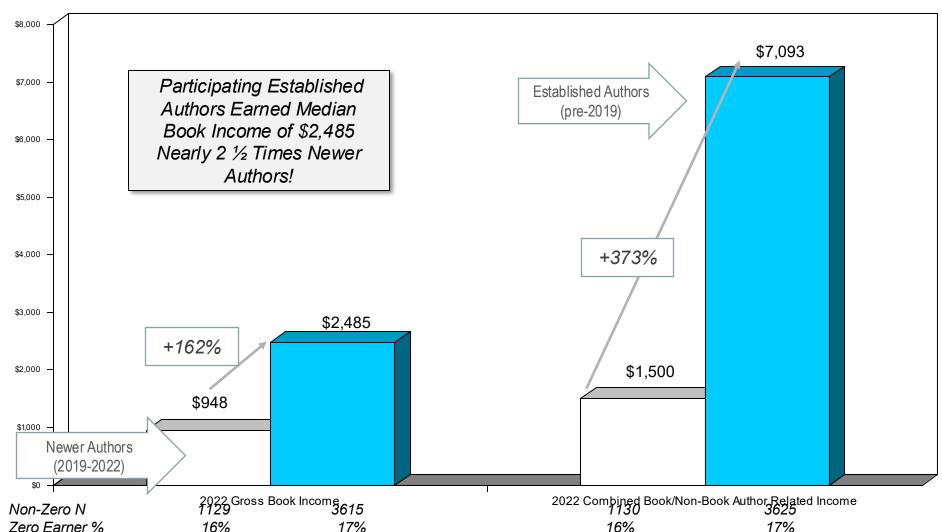
Median Income 2022: Gross Book + Non-Book Author Related Income* -- Considered "Professional" vs. Not Q: Do you consider yourself to be a professional author?



80% of participating authors consider themselves to be "Professional Authors".

^{*} Excludes non-zero earning authors

Median Income 2022: Gross Book + Non-Book Author Related Income* -- Established (pre-2019) vs. Newer Authors

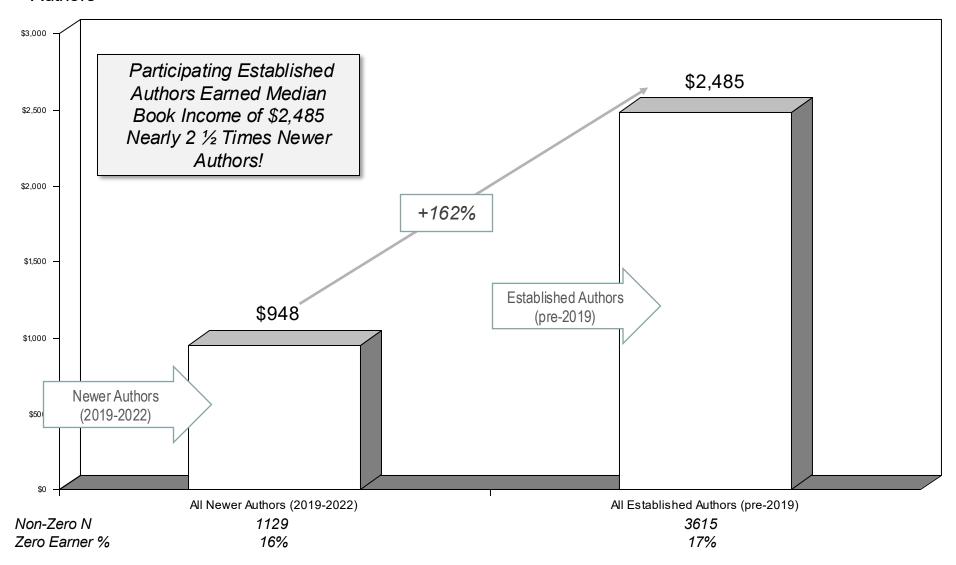


Author related non-book income nearly tripled established author income among the 46% who got it. Only 38% of newer authors got non-book author income at a median of \$1,500.

^{*} Excludes non-zero earning authors

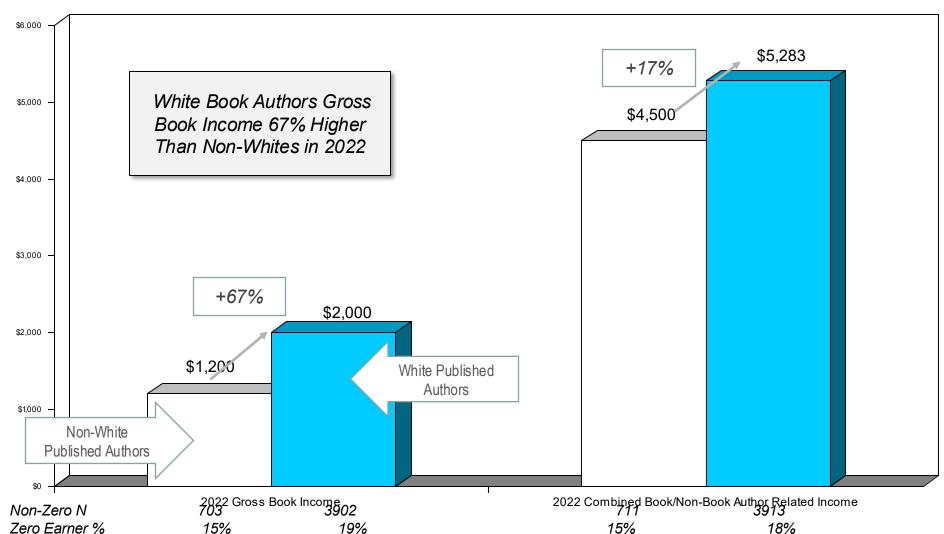


Median Income 2022: Gross Book Related Income* -- Full and Part-time Established (pre-2019) vs. Newer Authors



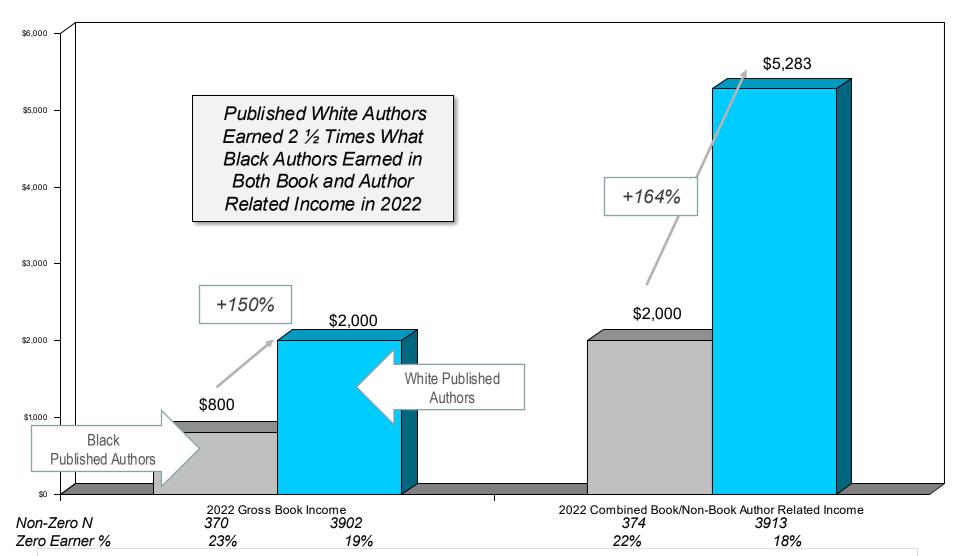
^{*} Excludes non-zero earning authors

Median Income 2022: Full and Part-time Authors combined Gross Book + Non-Book Author Related Income* -- White vs. Non-White Authors



Non-Whites had somewhat higher (52% vs. 44%) participation in non-book author related earnings reducing the overall combined earnings % gap but maintaining the overall \$800 income gap.

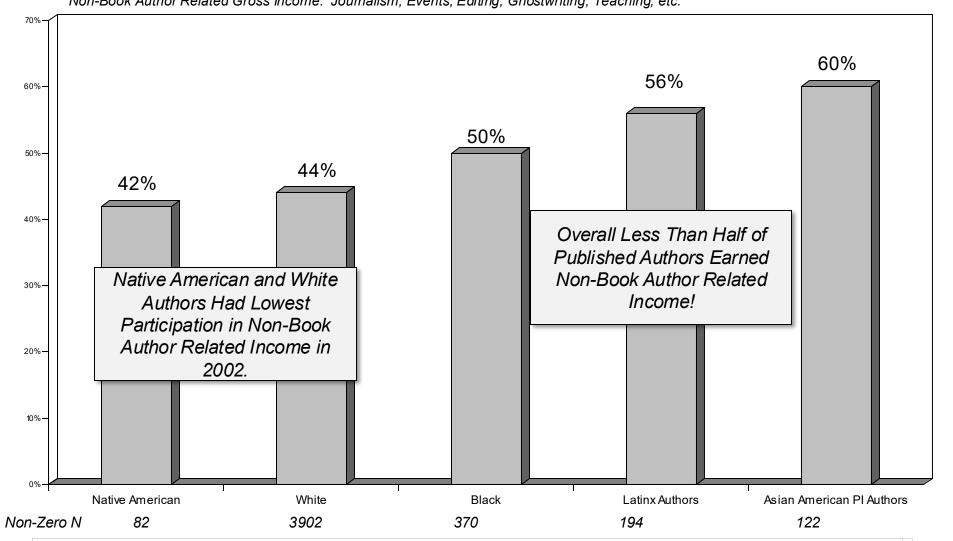
^{*} Excludes non-zero earning authors



Black authors also had higher zero earners overall at 22% vs. 18%, with 50% non-book author income.

^{*} Excludes non-zero earning authors

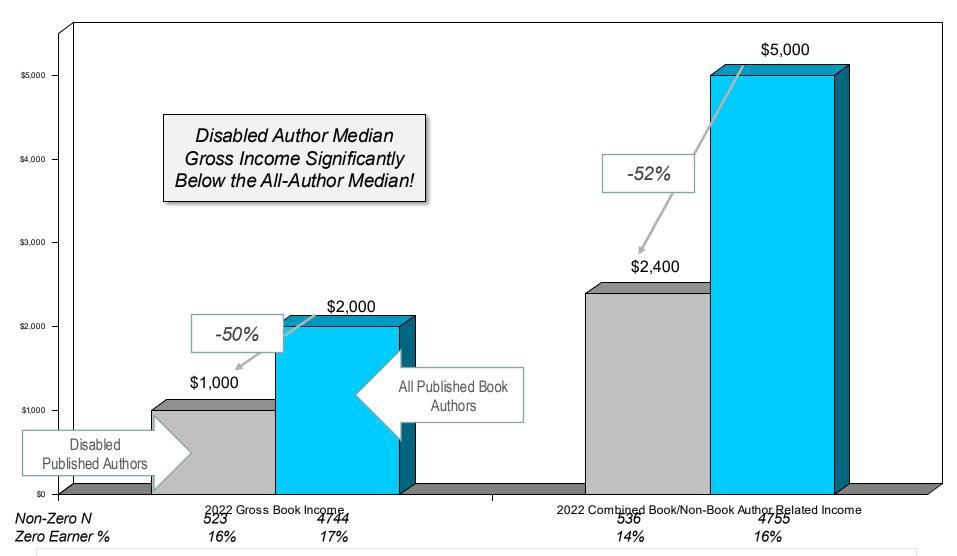
Median Income 2022: Gross Non-Book Author Related Income % Who Earned* -- by Race/Ethnicity Non-Book Author Related Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc.



Asian American and Latinx authors had highest non-book author related income participation.

^{*} Excludes non-zero earning authors

Median Income 2022: Gross Book + Non-Book Author Related Income* -- Disabled vs. All Authors



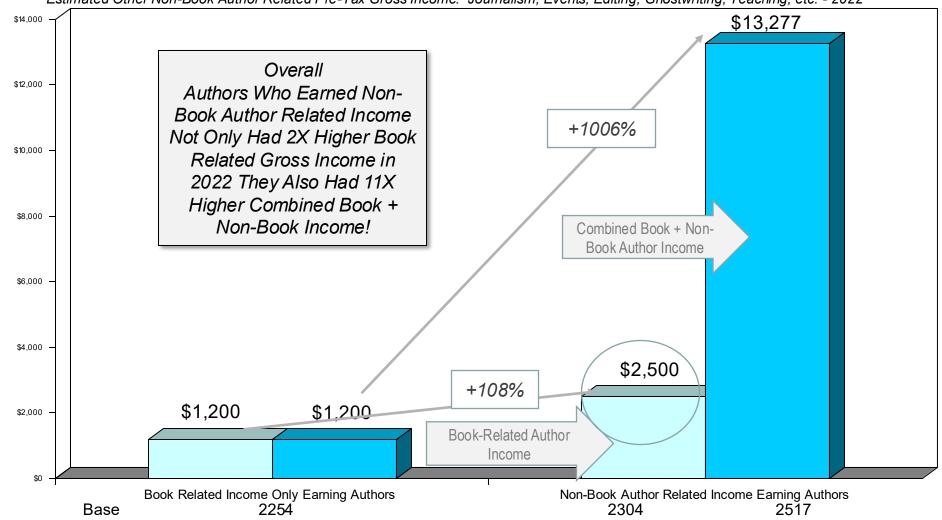
Disabled authors earned half the 2022 published author median in both book and non-book author related income!

^{*} Excludes non-zero earning authors

Non-Book Author Related Income Earnings Impact

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* All Authors

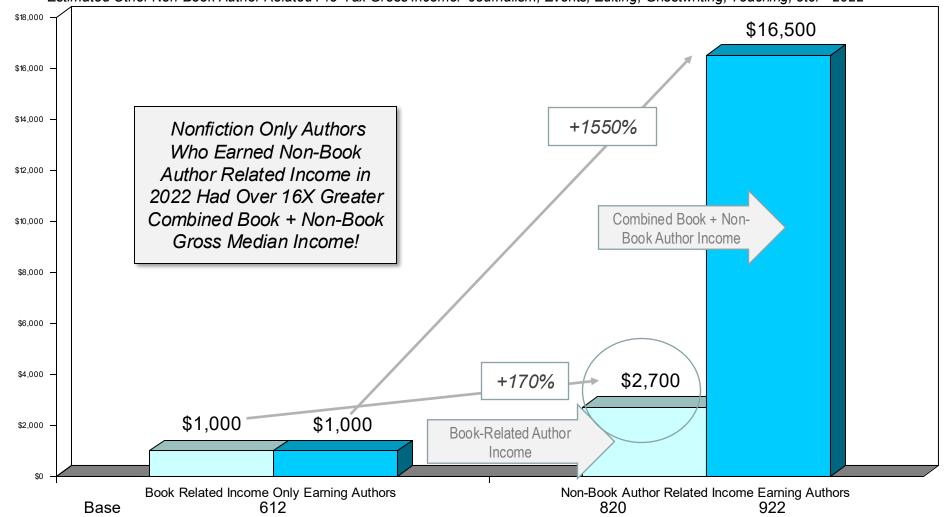
Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022



The 53% of all earning authors who engaged beyond book-only income had dramatically higher combined earnings than the 47% who only relied on book related income – in both earning categories!

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* All Nonfiction Only Authors

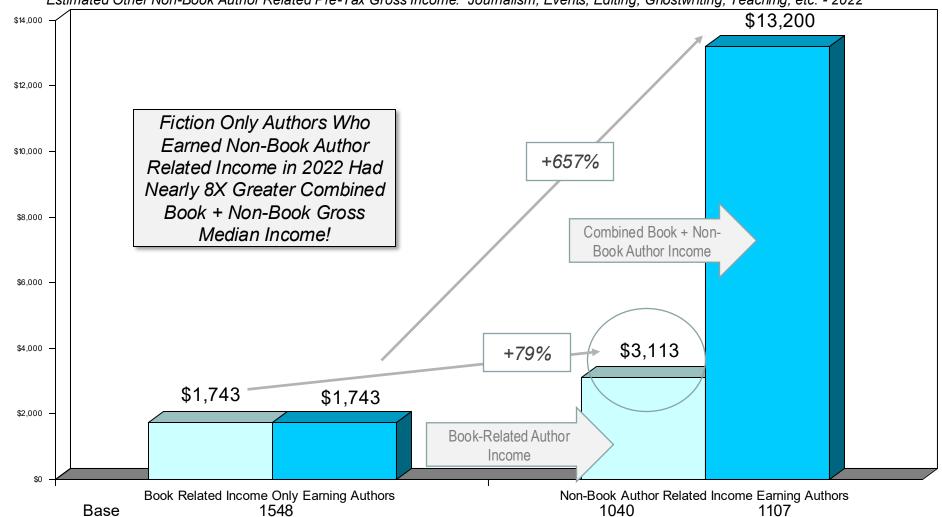
Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022



Nonfiction author combined income earned only from book-related sources is dwarfed by those leveraging their published author skills and status beyond book related income: with 3X higher book \$'s too.

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* All Fiction Only Authors

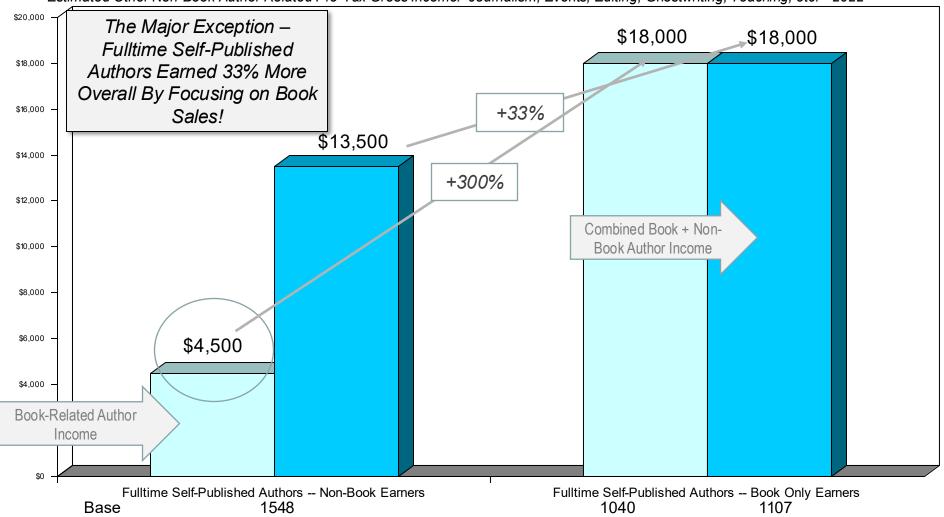
Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022



Fiction author combined income earned only from book-related sources is a fraction of what those leveraging published author skills and status beyond book related income earned in 2022: plus 79% higher book income!

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* Fulltime Self-Published Authors

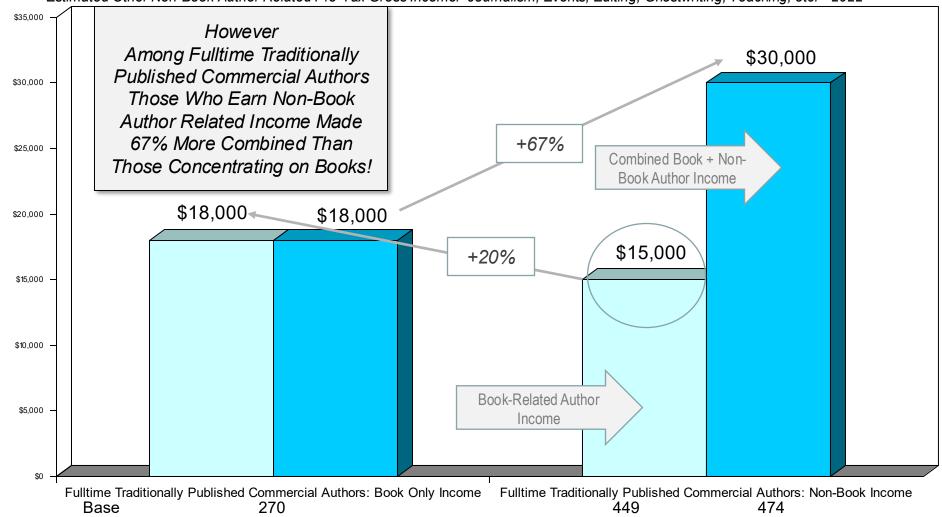
Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022



Made possible with 4X higher book related sales than those self-pubs also earning non-book author income!

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* Fulltime Traditionally Published Commercial Authors

Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022

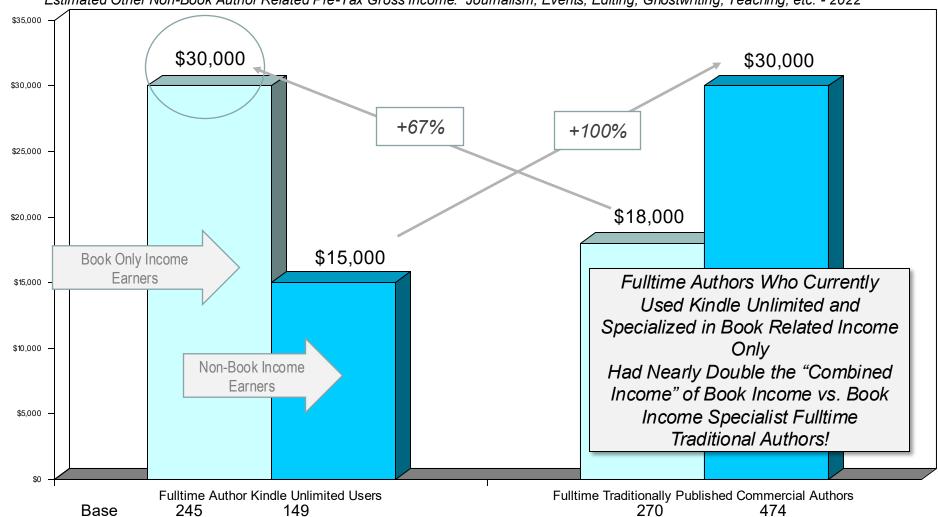


Small consolation, fulltime traditionally published commercial authors did make 20% more book related \$'s.

BookIntelligence

Non-Book Author Related Income Impact: Combined 2022 Book + Non-Book Median Income* Fulltime Traditionally Published Commercial Authors vs. Fulltime Author Kindle Unlimited Users**

Estimated Pre-Tax Gross Book Related Income: Advances, Royalties, Fees, Licensing, Subsidiary Rights, etc. - 2022 Estimated Other Non-Book Author Related Pre-Tax Gross Income: Journalism, Events, Editing, Ghostwriting, Teaching, etc. - 2022



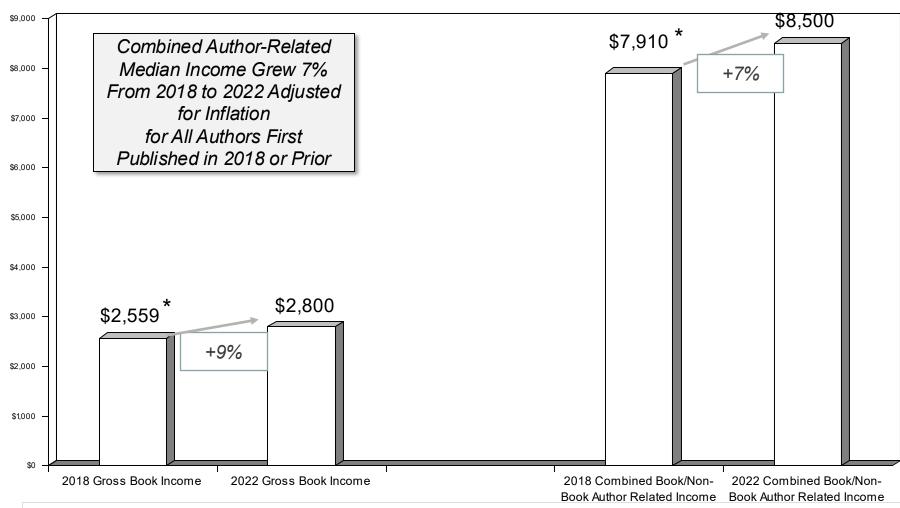
The majority (64%) of fulltime traditionally published commercial authors had to earn non-book author related income to match the 'combined income' of the 62% of KU users who focused only on book related income!



Established Author 5 Year Income Trends 2018 vs. 2022



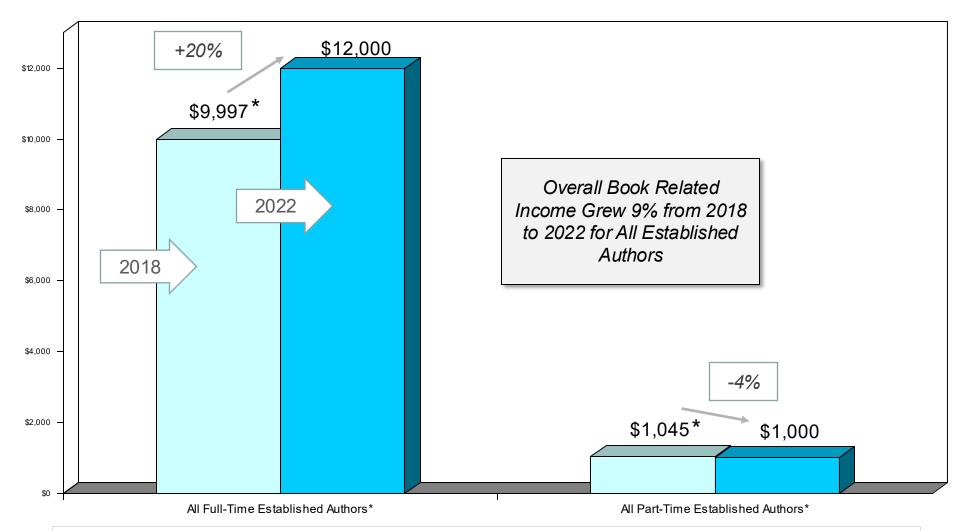
Median Income Trend: All Established Published Authors** 2022 vs. 2018 Book v. Non-Book Author Related Income*



Book related median income grew 9% from 2018 to 2022 adjusted for inflation to \$2,800 for authors published for at least 5 years.

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Established Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.

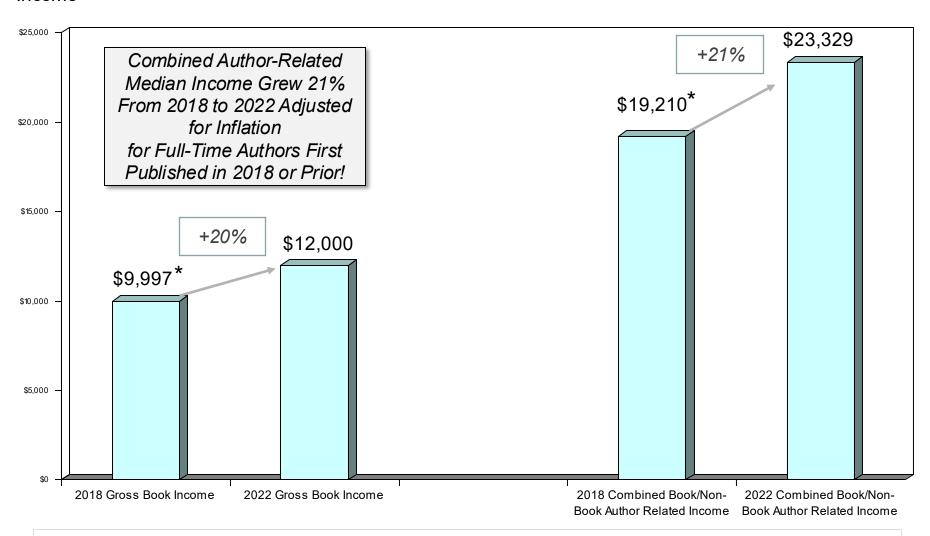


Established full-time published author book related income was up 20% while, part-time authors were down -4%.

^{**} Established Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.



Median Income Trend: All Established Full-Time Authors** 2022 vs. 2018 Book v. Non-Book Author Related Income*



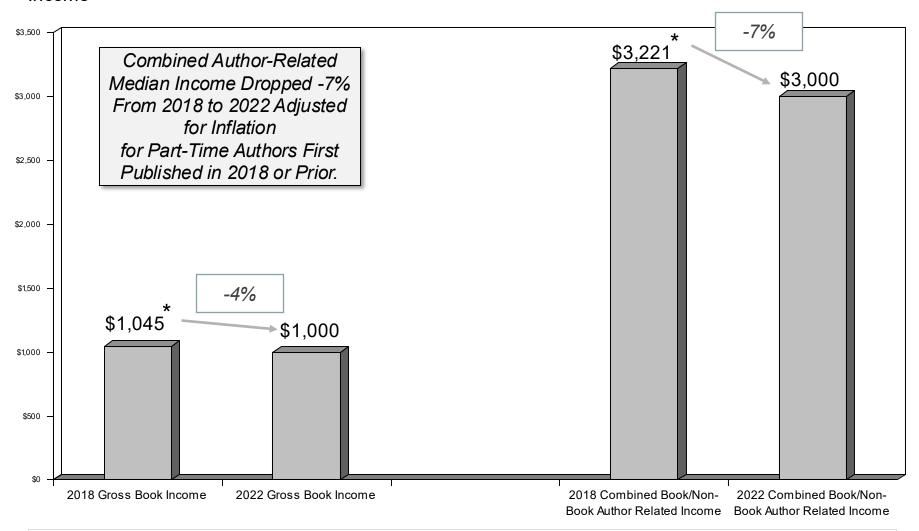
While full-time published author income growth was very solid, median income is below poverty level.

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Established Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.



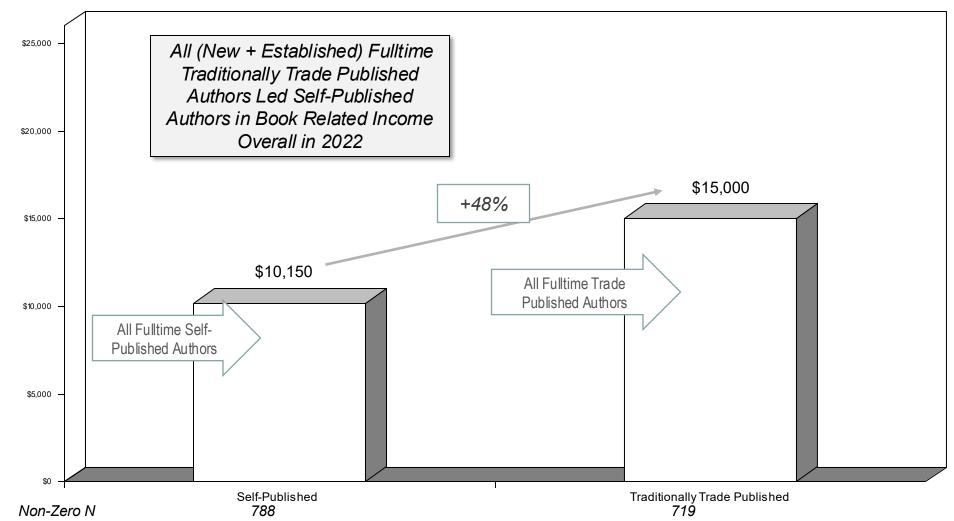
Median Income Trend: All Established Part-Time Authors** 2022 v. 2018 Book v. Non-Book Author Related Income*



Part-time author gross book income dropped 4% from 2018 to 2022 when adjusted for inflation.

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Established Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.



Overall traditionally trade published authors had 48% higher book related income in 2022.

^{*} Excludes non-zero earning authors

5B. 2022 Gross Book Related Median Income*: Fulltime Self-Publish v. Traditionally Published Trade Authors –

Established (first published 2018 and prior) vs. Newer (first published 2019-22) Authors Newer Fulltime Traditionally Established Fulltime Self-Published Trade Authors Published Authors Made Made 11-Fold More Book 27% More Book Income in Income in 2022 vs. New 2022 vs. Traditional Trade Fulltime Self-Published **Authors** \$19,000 **Authors** \$18,000 +27% \$15,000 \$15.000 Established (2018 and prior) Fulltime Authors \$10.000 +1100% 18% of Self-**Published** 15% of \$5.000 **Authors Traditional** Trade \$1,500 **Authors** Newer (2019-22) Fulltime Authors Self-Published Traditional Trade Published

Newer traditionally published trade authors get a dramatic boost from traditional published for their initial books – newer self-published authors have a much slower start.

However established self-published authors continued to improve their book with greater publishing experience.

Non-Zero N

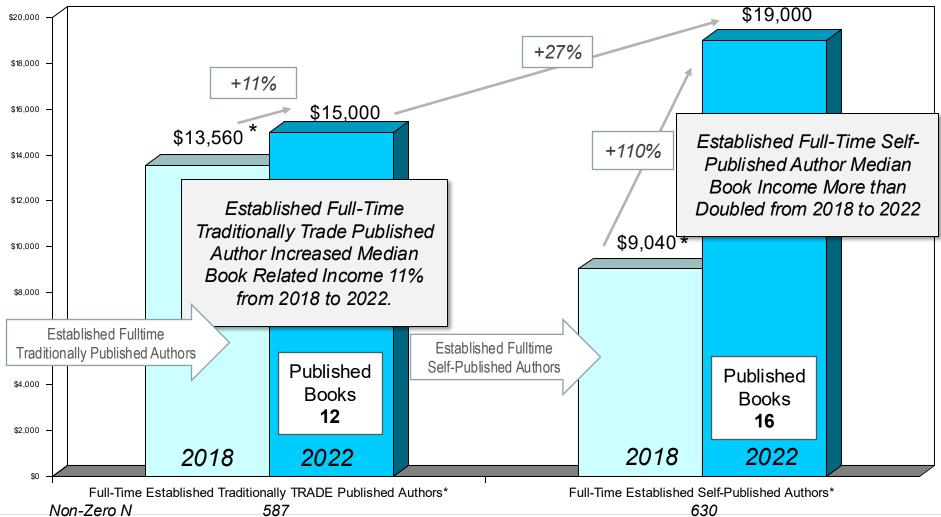
138

630

101

587

5C. Median Income Trend: Established Full-Time Traditional Commercial (Trade) vs. Self-Published Authors** 2022 vs. 2018 Book Related Gross Income*



Established self-published authors start at lower median book income level but accelerate their book income faster with 40% more published titles on average, greater publishing experience and marketing investment.

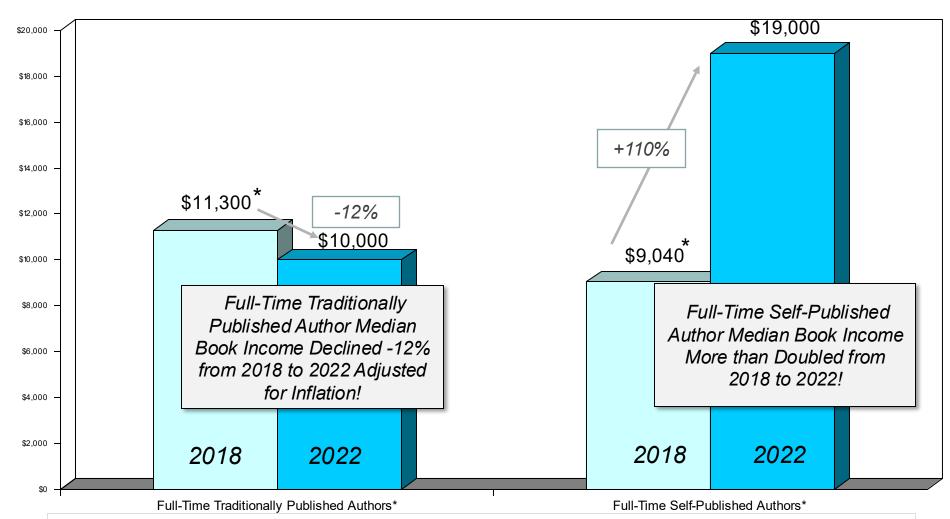
^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{** &}quot;Established Authors" first book published in 2018 or prior years, with non-zero author related or book income in 2018.

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Median Income Trend: Full-Time Traditional (Trade, Academic, Education) vs. Self-Published Authors** 2022 vs. 2018 Book Related Gross Income*



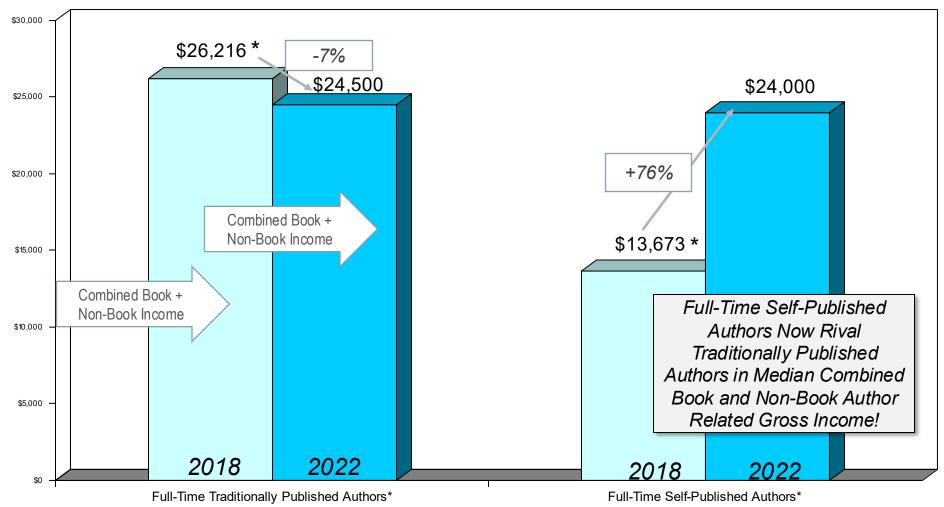
Full-time traditionally published author median book income has declined to nearly 2018 self-published author levels!

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.



Median Income Trend: Full-Time Traditional (Commercial + Academic + Education) vs. Full-Time Self-Published Authors** 2022 vs. 2018 Combined Book and Non-Book Author Related Gross Income*



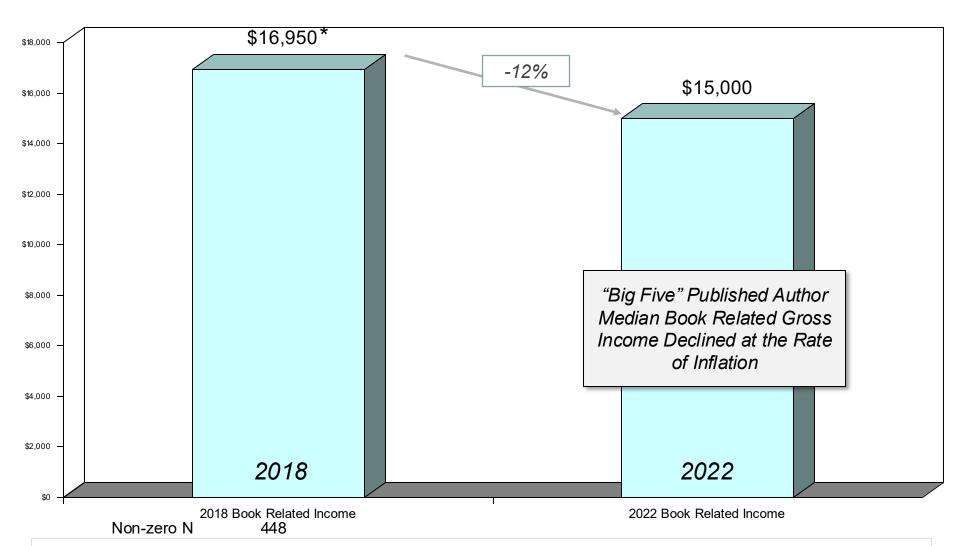
Adjusted for inflation, full-time traditionally published author income dropped -7%, self-published median author income grew dramatically up +76%!

Non-Zero N 785 633

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.

Median Income Trend: "Big 5" Published Authors** 2022 vs. 2018 Book Related Gross Income*



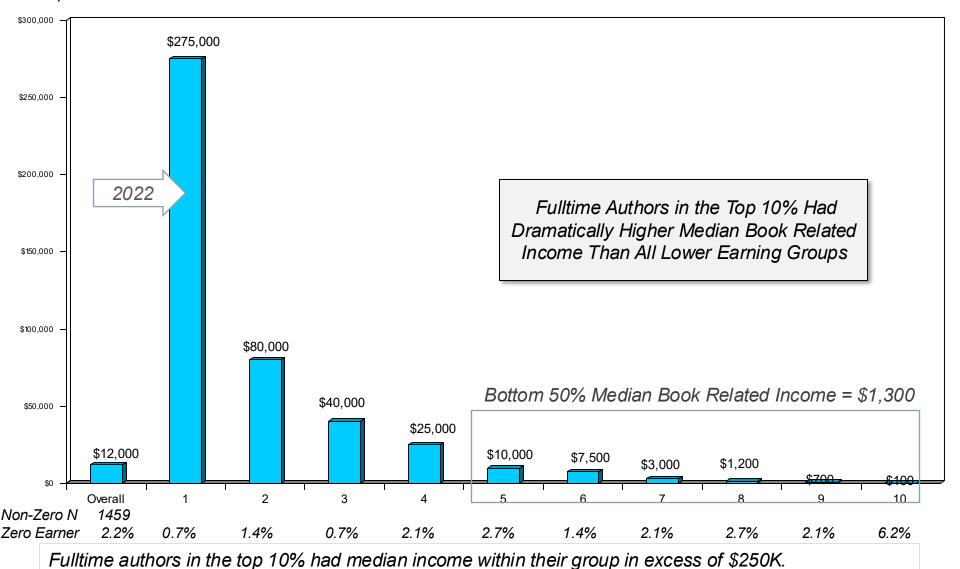
Adjusted for inflation, "Big Five" published author book related income dropped -12% from 2018 to 2022.

^{*2018} results inflation adjusted to 2022 baseline value using Bureau of Labor Statistics 13% CPI growth factor

^{**} Authors first book published in 2018 or prior years, with non-zero author related or book income in 2018.

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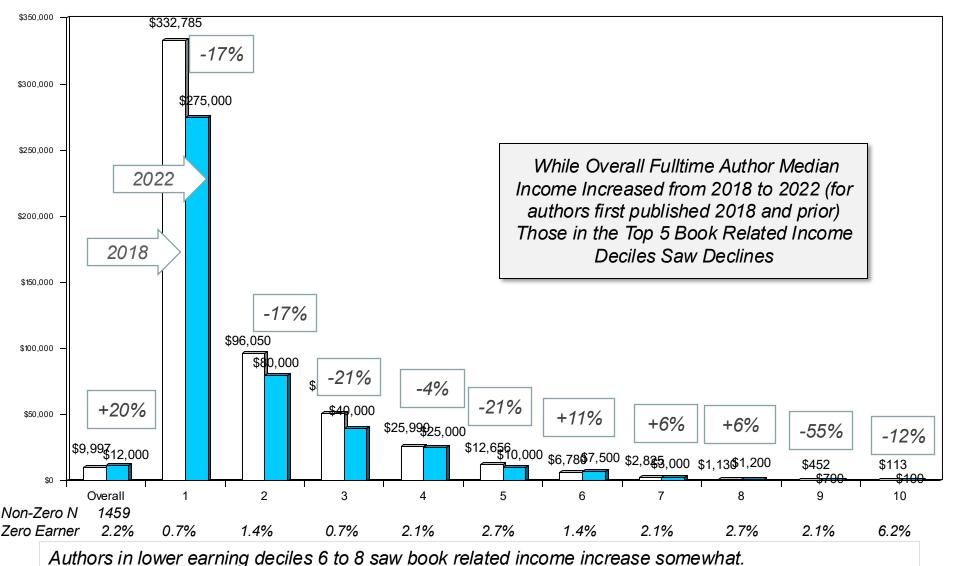
Median Gross Book Related Income by Decile for 2022 for Established Fulltime Authors* (i.e., Published 2018 & Prior)



* Excludes non-zero earning authors.



Median Gross Book Related Income by Decile: **2018 vs. 2022 for Established Fulltime Authors* (i.e., Published 2018 and Prior)

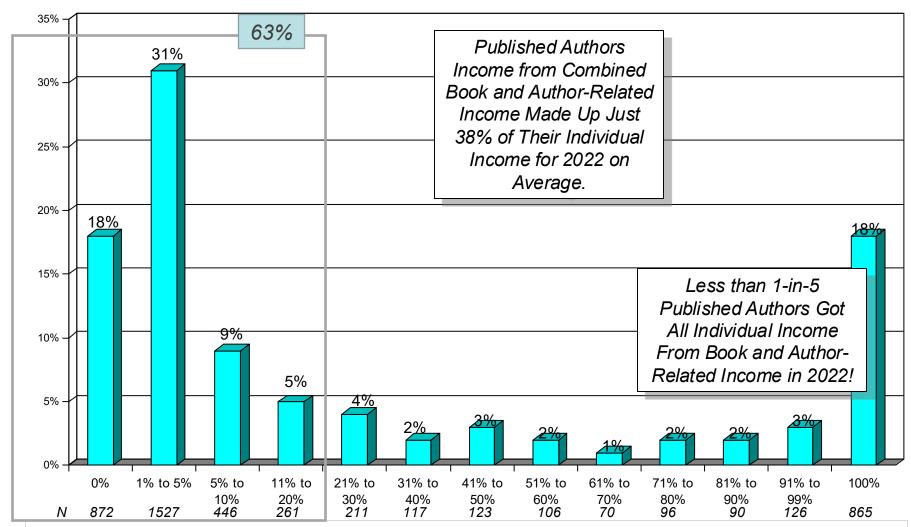


* Excludes non-zero earning authors. ** 2018 Income inflation adjusted +13%

Author Contribution to Total Income

Book + Author-Related Income – Contribution to Total Individual Income – All Authors – 2022

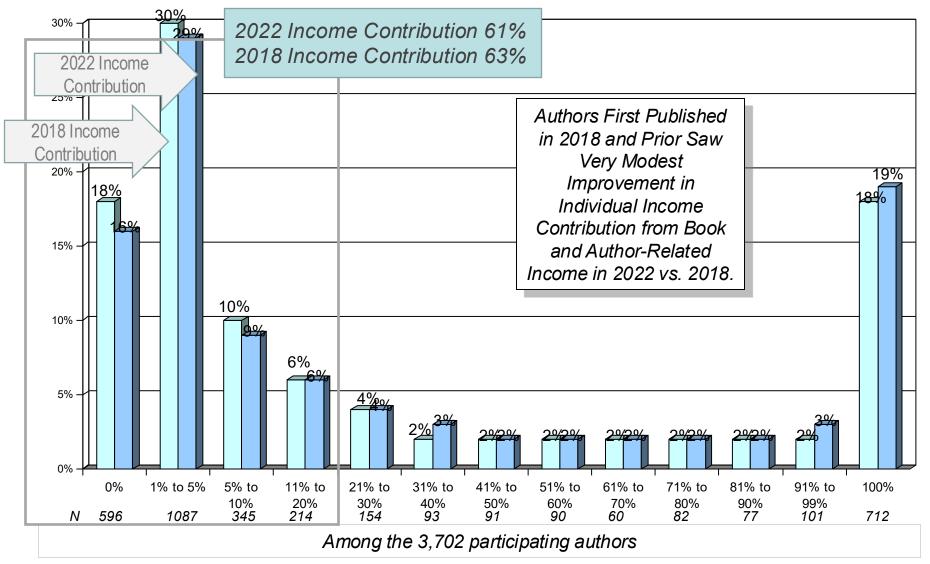
Please provide your best estimate of your pre-tax Estimated Total Book + Non-Book Author Related Net Income as % of Your Total Individual Pre-Tax Net Income - 2022



Nearly 2/3rd (63%) of published authors earned 20% or less of their total 2022 individual income from book and author-related income.

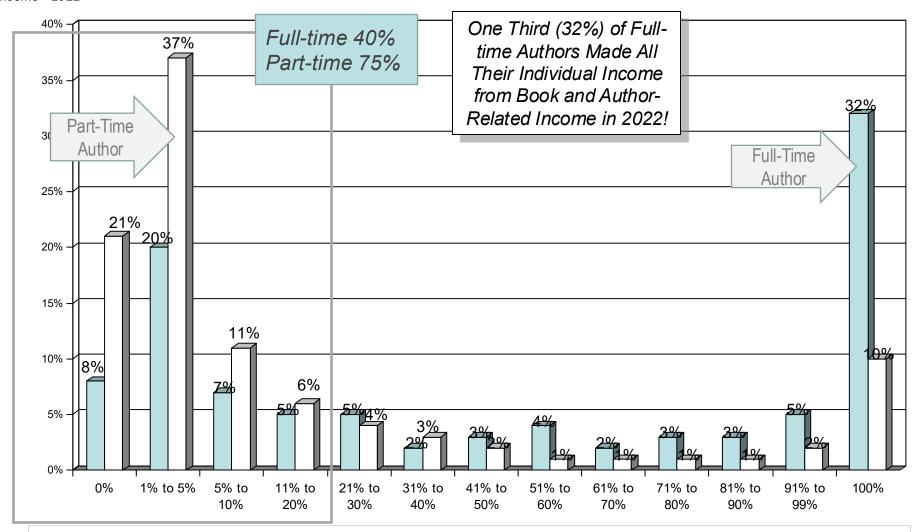
Book + Author-Related Income - Contribution to Total Individual Income - Authors First Published Pre-2019

Please provide your best estimate of your pre-tax Estimated Total Book + Non-Book Author Related Net Income as % of Your Total Individual Pre-Tax Net Income - 2022



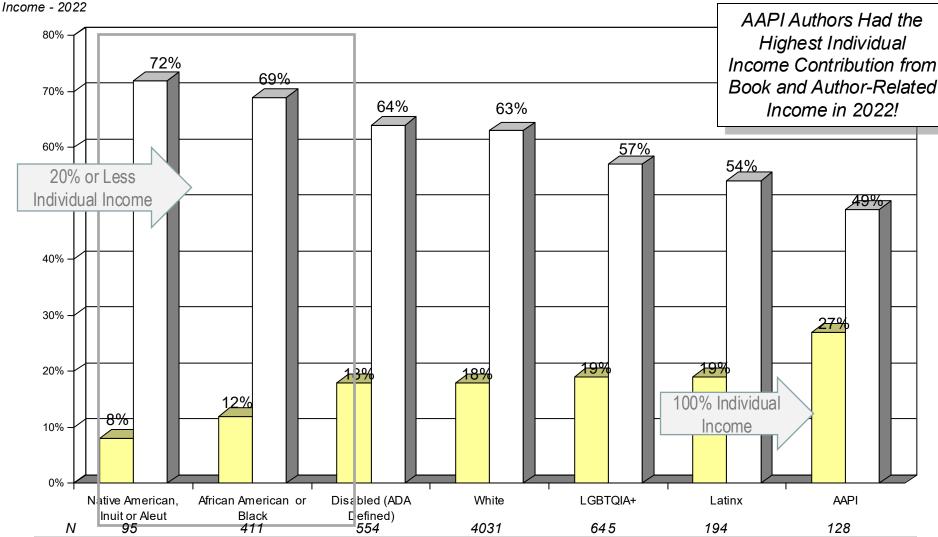
Book + Author-Related Income – Contribution to Total Individual Income – Fulltime vs. Parttime – 2022

Please provide your best estimate of your pre-tax Estimated Total Book + Non-Book Author Related Net Income as % of Your Total Individual Pre-Tax Net Income - 2022



3/4ths of part-time authors earned 20% or less of the individual income from book or author-related income in 2022.

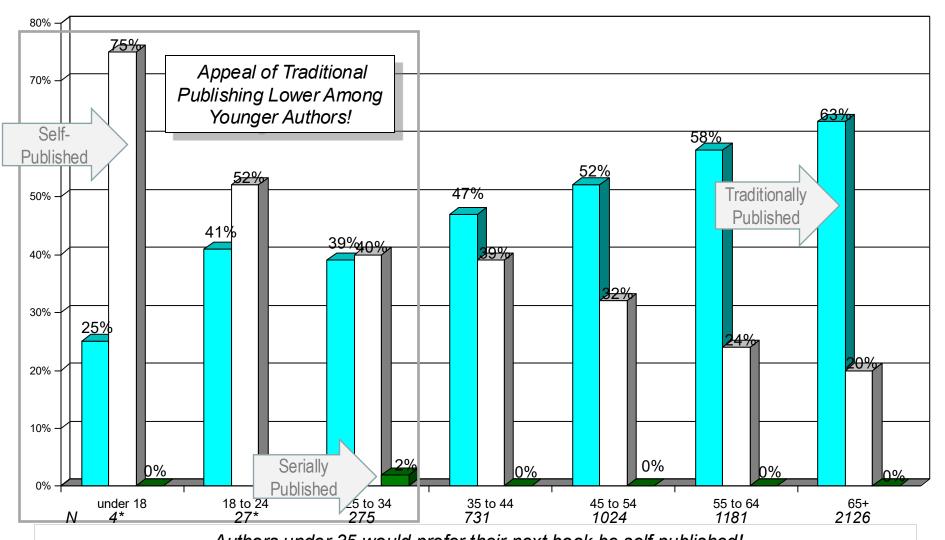
Please provide your best estimate of your pre-tax Estimated Total Book + Non-Book Author Related Net Income as % of Your Total Individual Pre-Tax Net



Native American and Black authors had lowest individual income contribution from book and authorrelated income in 2022.

Publishing Mode Preference – by Published Author Age

Would you prefer your next book be published by a traditional publisher, be self-published, serially published or published in partnership with a hybrid publisher?

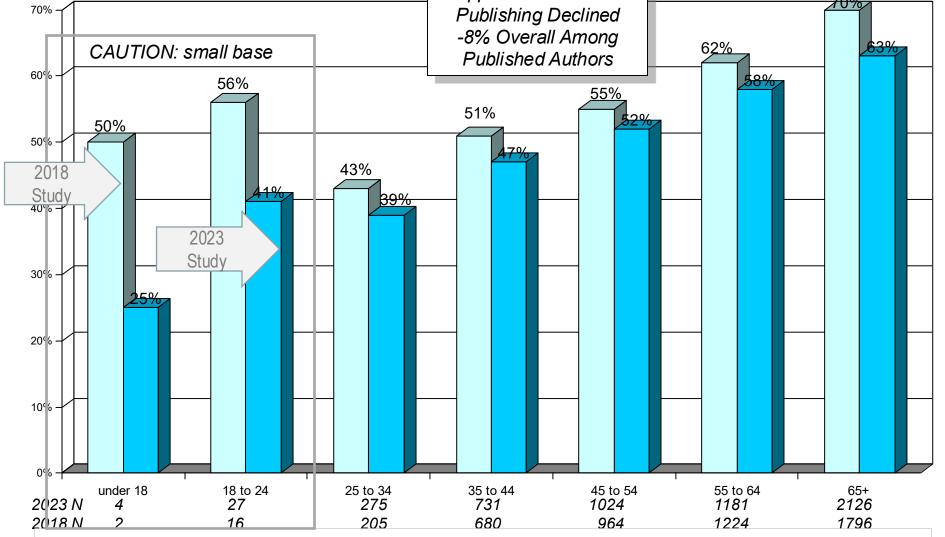


Authors under 35 would prefer their next book be self-published! The older the author the greater the preference for traditional publishing. Traditional Publishing Mode Preference – by Published Author Age – Authors Guild 2018 Study vs. 2023 Study

Would you prefer your next book be published by a traditional publisher, be self-published, serially published or published in partnership with a hybrid publisher?

Appeal of Traditional
Publishing Declined
-8% Overall Among

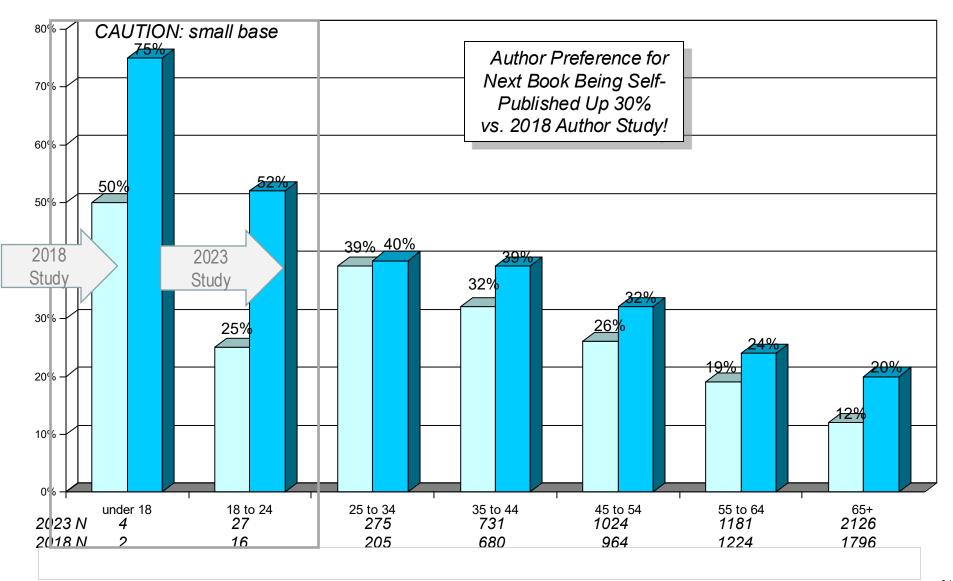
62%



Less than half of authors under 45 years old would prefer to have their next book traditionally published.

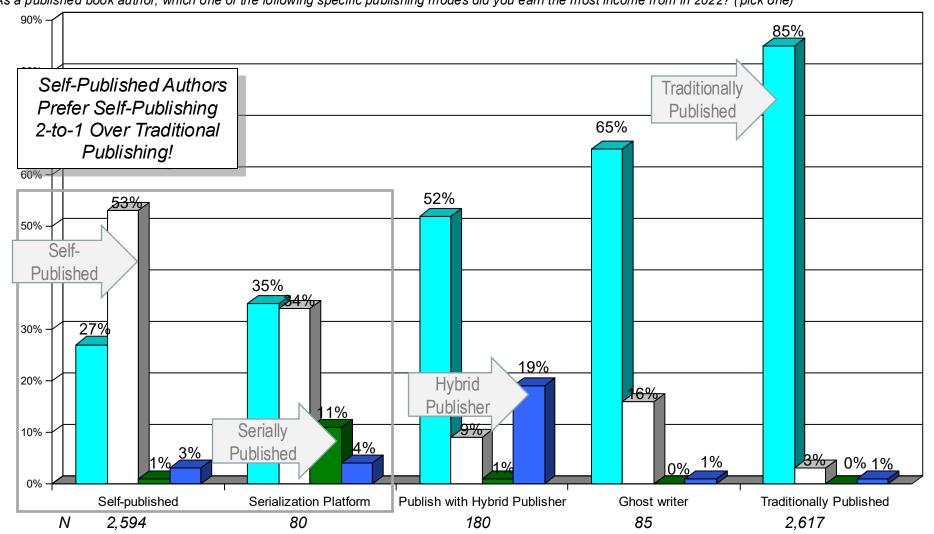
Self-Publishing Mode Preference – by Published Author Age – Authors Guild 2018 Study vs. 2023 Study

Would you prefer your next book be published by a traditional publisher, be self-published, serially published or published in partnership with a hybrid publisher?



Publishing Mode Preference – by Published Author's Current Publishing Mode Earn Most Income From

Would you prefer your next book be published by a traditional publisher, be self-published, serially published or published in partnership with a hybrid publisher? As a published book author, which one of the following specific publishing modes did you earn the most income from in 2022? (pick one)



Only 1-in-10 serially published authors want their next book published on a serial platform! Majority of hybrid published authors would prefer to be traditionally published!



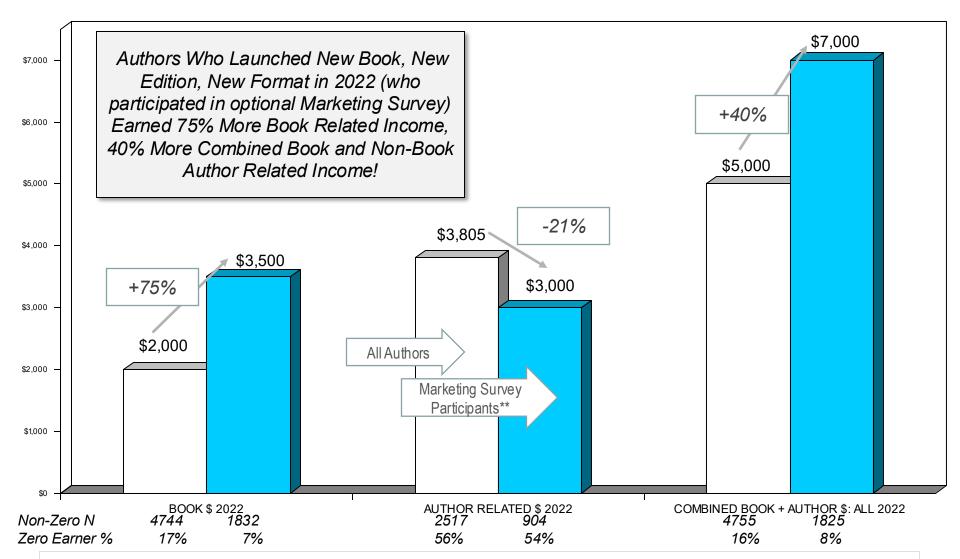
Book Marketing

Dramatic growth in self-published author income due to far greater Marketing engagement, investment, knowledge vs. traditionally published authors.

To follow –

- Program use and effectiveness detail
 - Author segment: traditional, self-pub., fiction, nonfiction
 - Diversity segment: race

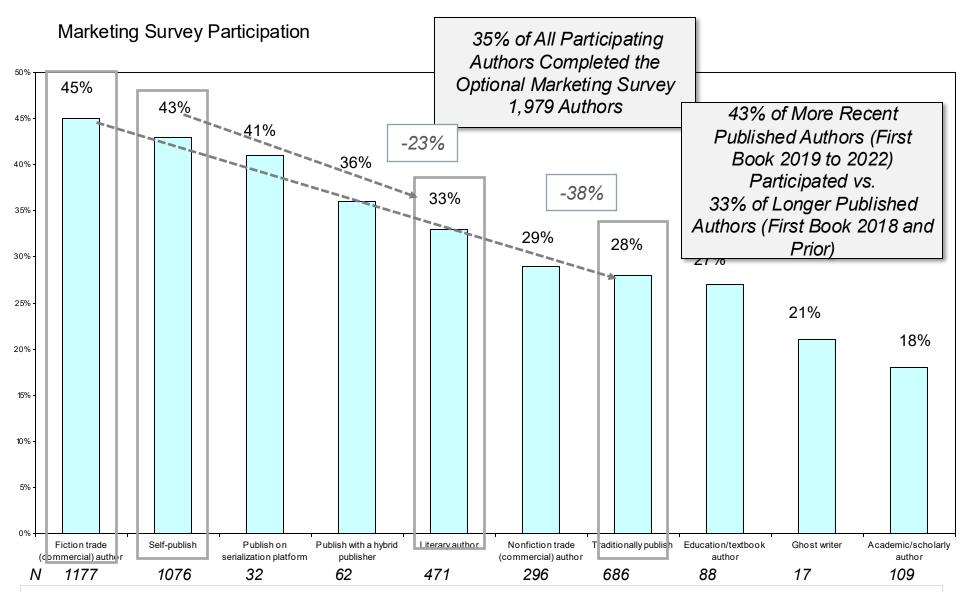
Median Income 2022: Gross Book + Non-Book Author Related Income* -- All Authors v. Marketing Participants**



No surprise – launching new books, editions, formats increases author income in the launch year.

^{*} Excludes non-zero earning authors ** Optional section, author required to have introduced a new book, new edition or new form at in 2022

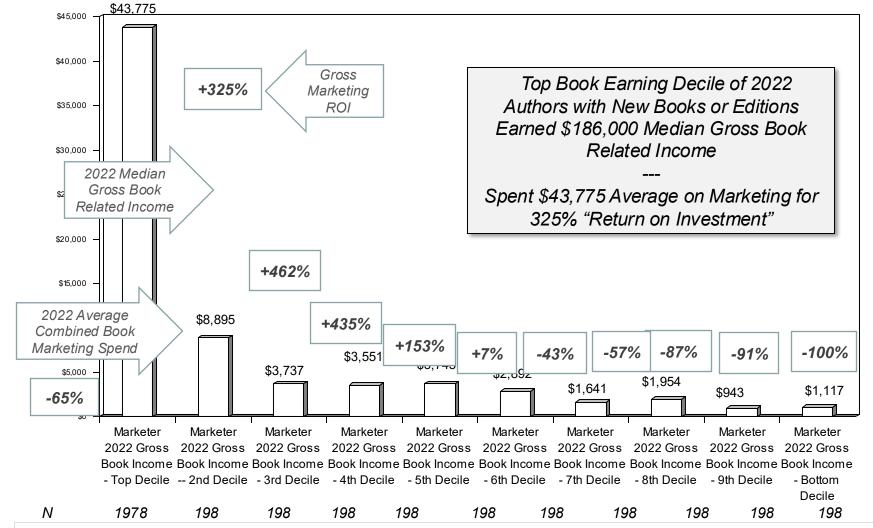




Commercial Fiction (45%) and Self-Published (43%) authors had highest marketing participation rate while Traditionally Published authors (28%) were below the overall average. Academic authors least engaged.



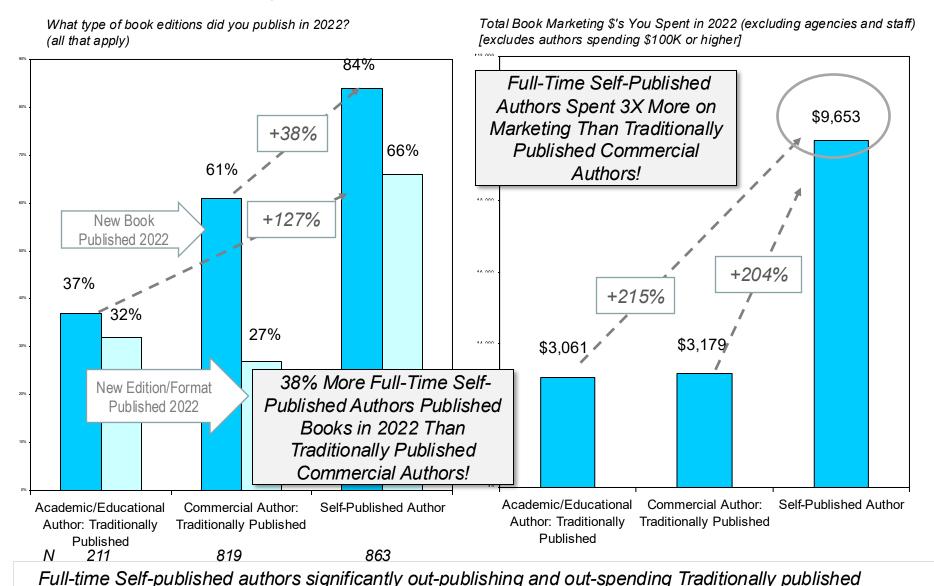
Average 2022 Marketing Spend* by Authors with New 2022 Books/Editions within Decile vs. 2022 Median Gross Book Related Income within Decile



Top 40% of authors with new book or edition in 2022 experienced very positive return on marketing investment. Overall marketing benefit neutral to negative for bottom 60% of authors by revenue.

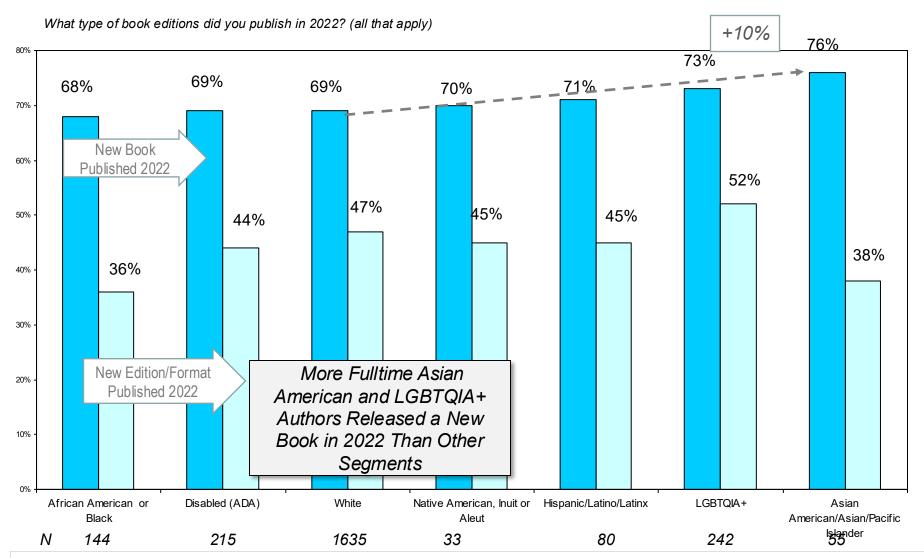
^{*} Combined 2022 marketing program, marketing agency, publicity agency marketing staff expense.

2022 New Books Published vs. Own Marketing \$ Spent – Full-Time Traditionally Published Commercial vs. Traditionally Published Academic/Educational vs. Self-Published Authors



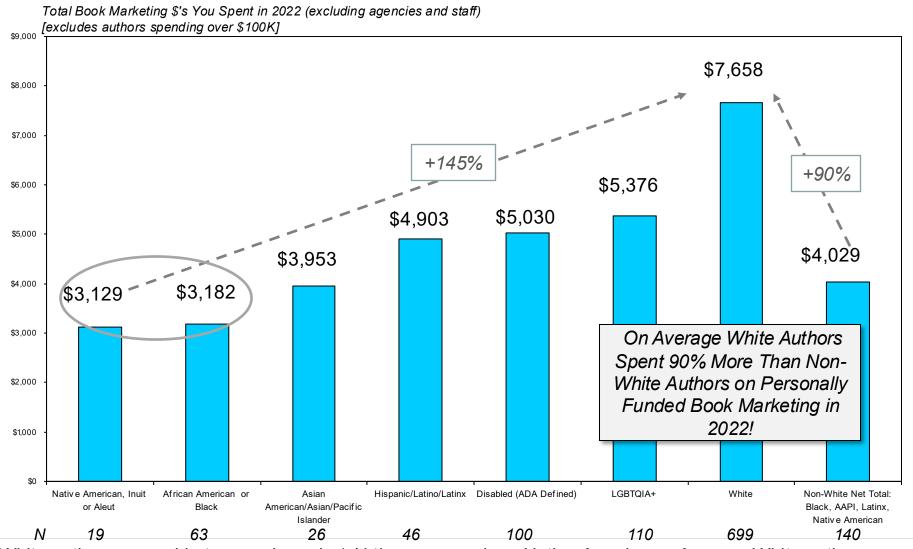
commercial authors!

% Publishing New Books in 2022 – Full-Time Authors by Diversity Segment



All other groups averaged 70% for new book releases in 2022.

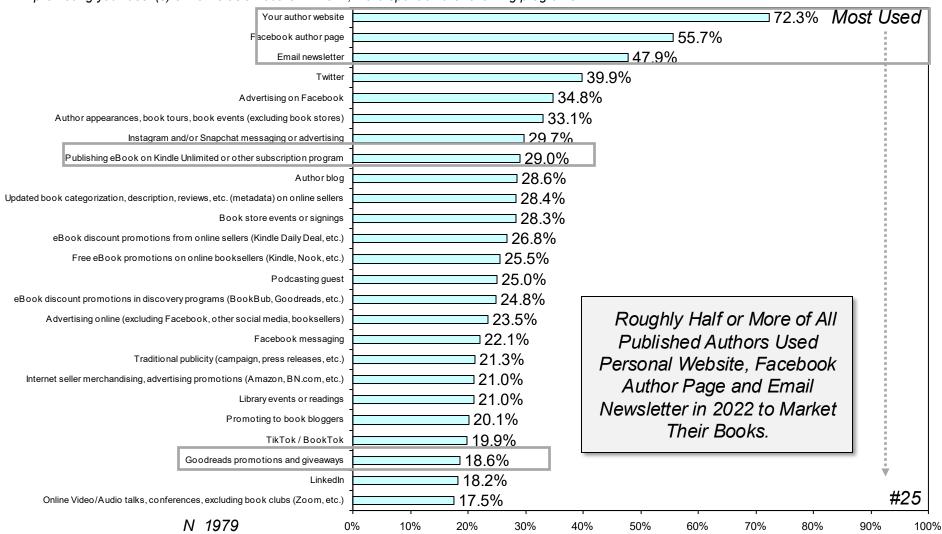
Personal Marketing Spending in 2022 Excluding Agencies and Staff – Full-Time Authors by Diversity Segment



White authors were able to spend nearly 1 ½ times as much as Native Americans. Average White author spending increased to \$12,911 when \$100K+ spenders were included, non-White segments had 0 at that level.

Book Marketing Programs – % of Participating Authors Used in 2022 – Top 25 – All Authors

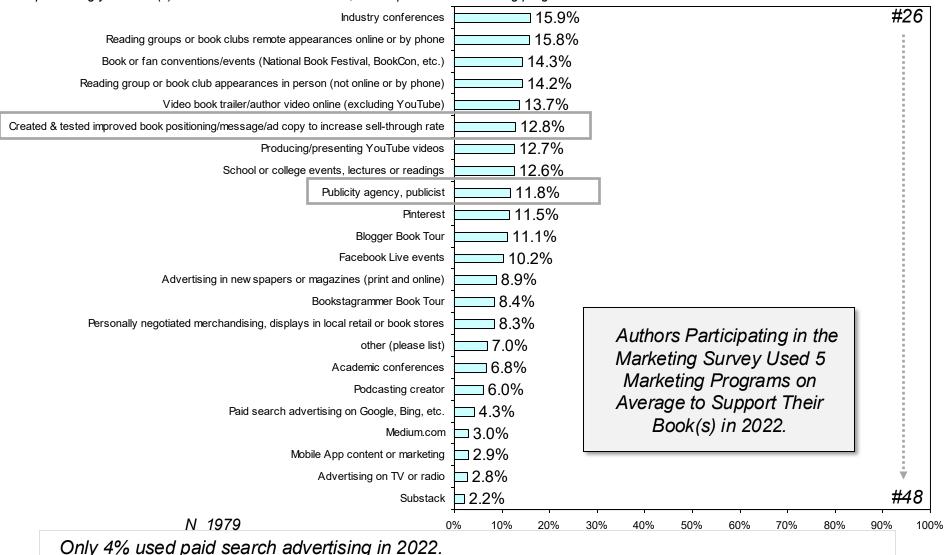
Only click on those programs used in 2022. Roughly how much of your – and/or your publisher's – total marketing resources (time + spending) promoting your book(s) or name as an author in 2022, were spent on the following programs?



29% use Kindle Unlimited or other subscription programs.

Book Marketing Programs – % of Participating Authors Used in 2022 – Bottom 23– All Authors

Only click on those programs used in 2022. Roughly how much of your – and/or your publisher's – total marketing resources (time + spending) promoting your book(s) or name as an author in 2022, were spent on the following programs?

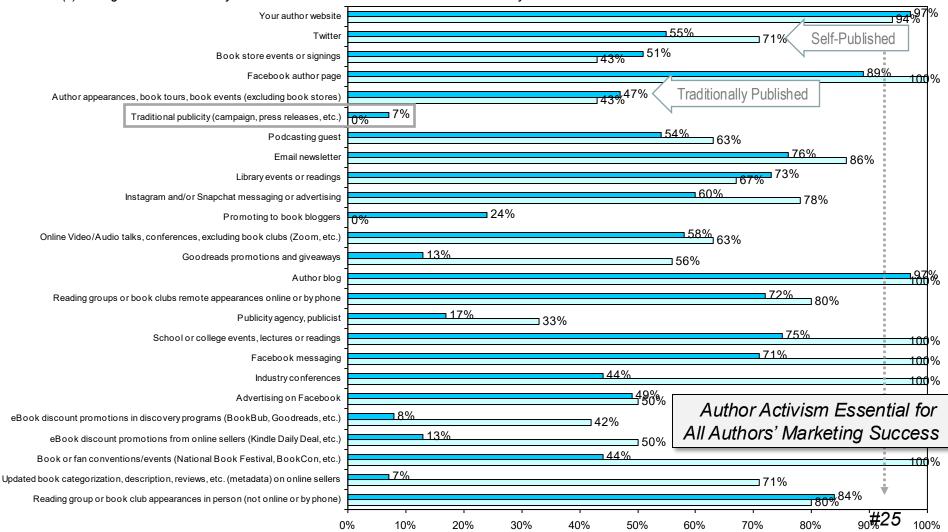


Book Marketing Programs Used in 2022 – Author Supported Program without Publisher Participation:

Top 25 – Self-Published v. Traditionally Published

Only click on those programs used in 2022. Who participated in or supported the following author and book marketing programs for you and/or your book(s) during 2022? – I did – My Publisher did – Both Publisher and I were directly involved

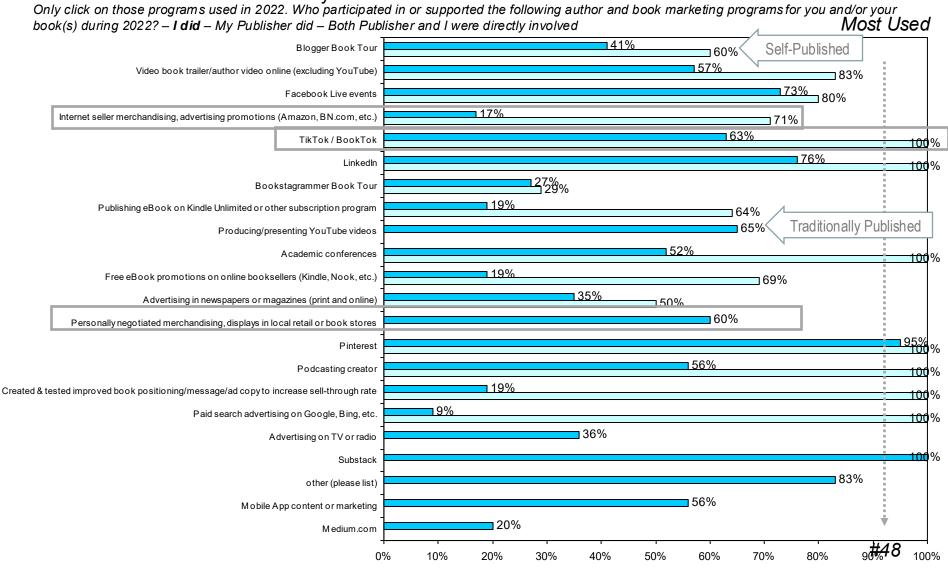
Most Used



Traditionally published authors far more involved on their own in delivering many marketing programs including store events and appearances – but far less than Self-Published authors in almost all cases.

Book Marketing Programs Used in 2022 – Author Supported without Publisher Participation: Bottom

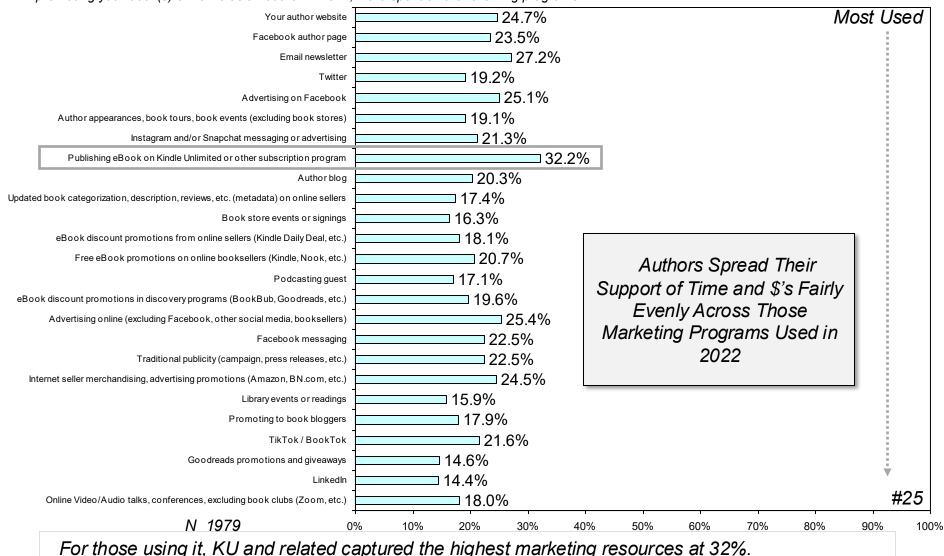
23 - Self-Published v. Traditionally Published



Traditionally published authors highly likely (60%) to negotiate merchandising in local B&M stores.

Book Marketing Programs: % of Author's Total Marketing Resources Used in 2022 – Top 25 – All Authors

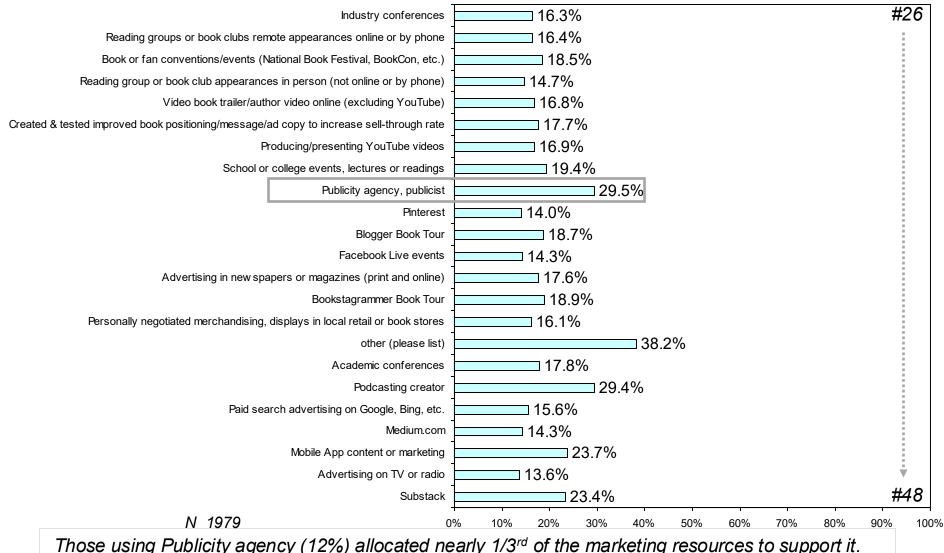
Only click on those programs used in 2022. Roughly how much of your – and/or your publisher's – total marketing resources (time + spending) promoting your book(s) or name as an author in 2022, were spent on the following programs?



105

Book Marketing Programs: % of Author's Total Marketing Resources Used in 2022 – Bottom 23 – All Authors

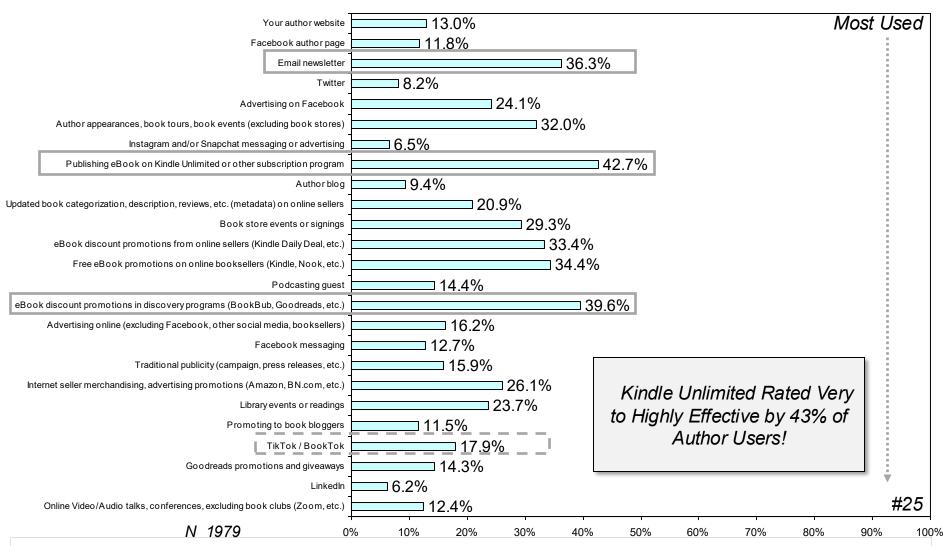
Only click on those programs used in 2022. Roughly how much of your – and/or your publisher's – total marketing resources (time + spending) promoting your book(s) or name as an author in 2022, were spent on the following programs?



06

Book Marketing Programs Used 2022 – % Users Rating Very/Highly Effective – Top 25 – All Authors

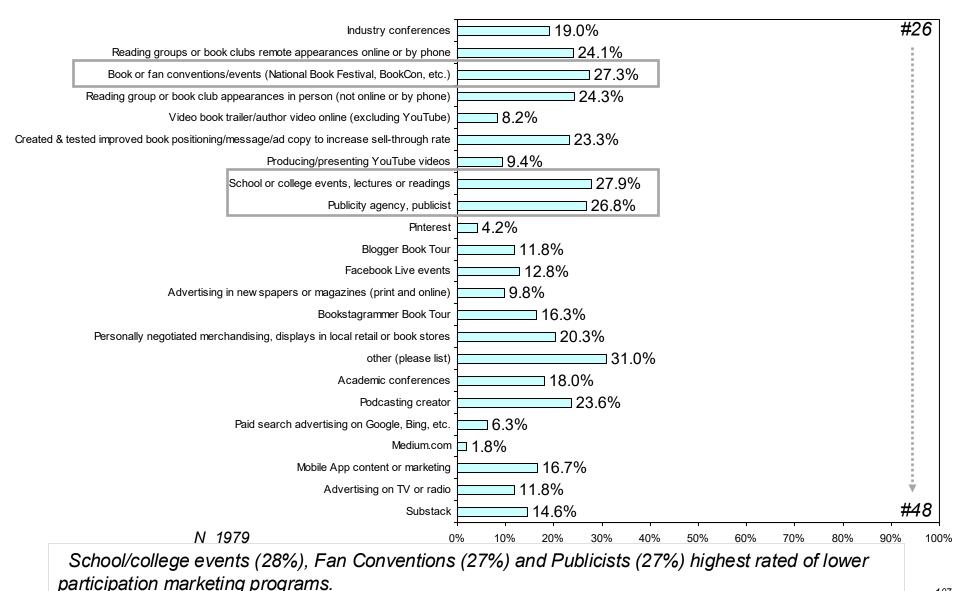
How effective do you think the author and/or book marketing programs used in 2022 were at increasing your book sales?



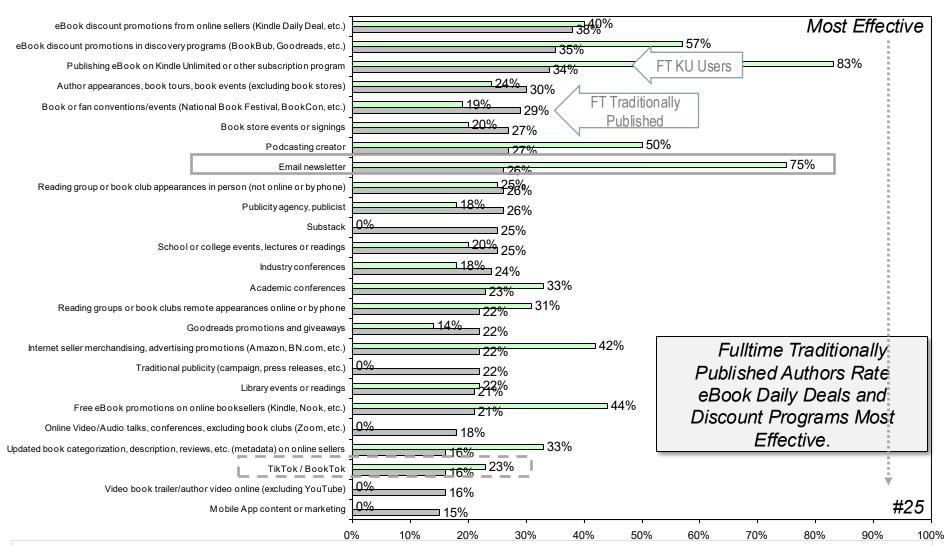
eBook discount programs (40%) and Email newsletters (36%) next most highly rated effectiveness. Overall TikTok (18%), Author Blog (9%), Twitter (8%), Instagram (6%), LinkedIn (6%) have lower effectiveness.

Book Marketing Programs Used 2022 – % Users Rating Very/Highly Effective – Bottom 23– All Authors

How effective do you think the author and/or book marketing programs used in 2022 were at increasing your book sales?



Book Marketing Programs Used 2022 – % Users Rating Very/Highly Effective – Top 25 – Fulltime Traditionally Published vs. Fulltime Authors Using Kindle
How effective do you think the author and/or book marketing programs used in 2022 were at increasing your book sales?

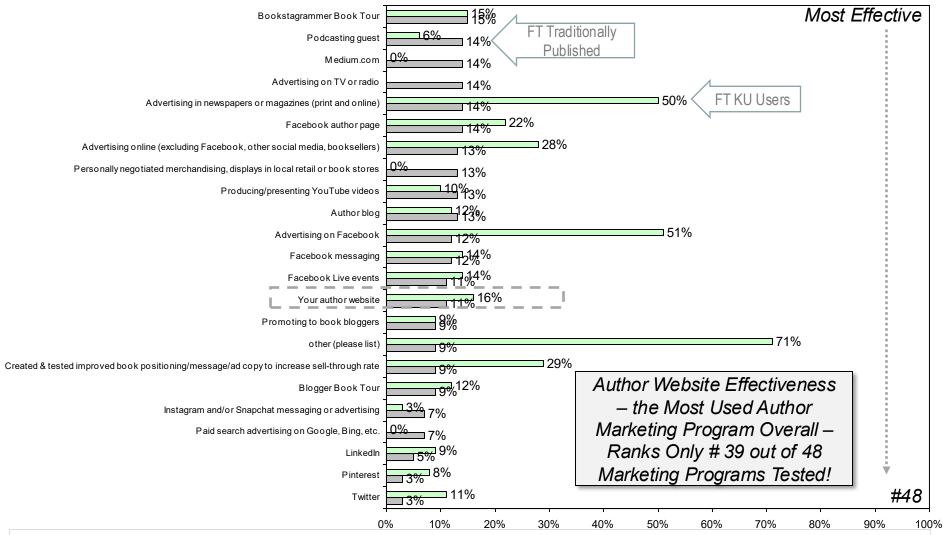


Fulltime authors using Kindle Unlimited for major sales on their most recent book rate Kindle Unlimited most effective (83%) followed by email newsletters and discount promotion programs. TikTok rates moderately.

09

Book Marketing Programs Used 2022 – % Users Rating Very/Highly Effective – Bottom 23: Fulltime Authors Using Kindle

Published vs. Fulltime Authors Using Kindle
How effective do you think the author and/or book marketing programs used in 2022 were at increasing your book sales?

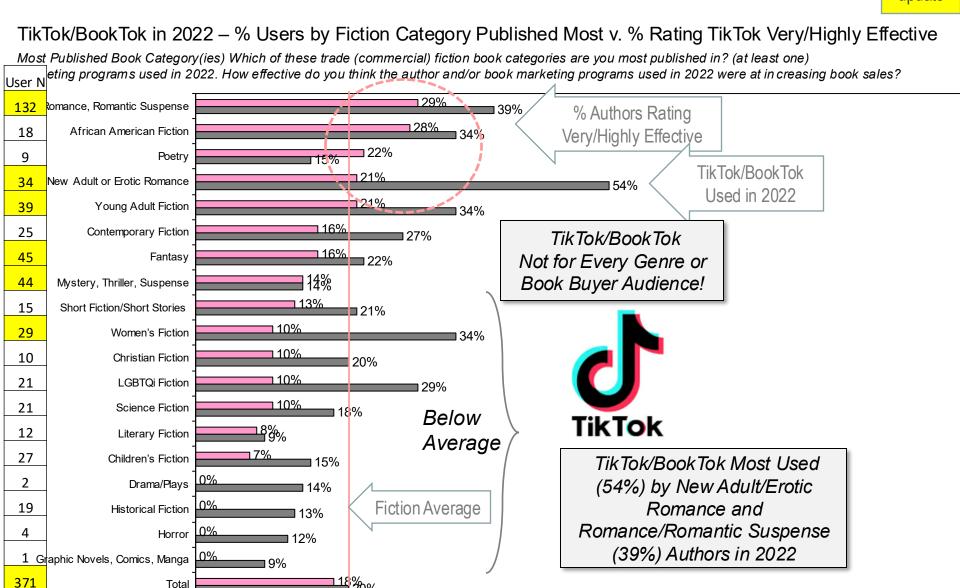


Fulltime authors using Kindle Unlimited for major sales on their most recent book using Facebook and other 'print' advertising see far greater impact that do fulltime traditionally published authors.

BookIntelligence -



TikTok Usage & Impact



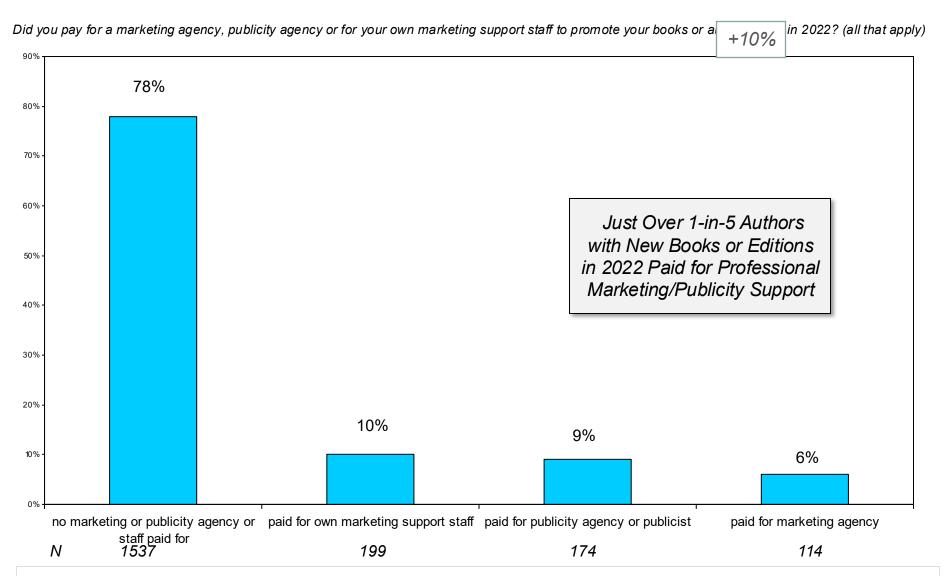
TikTok/BookTok most rated very/highly effective by Romance/Romantic Suspense authors (29%), followed by AfAm Fiction (28%), Poetry (22%), YA (21%), New Adult/Erotic Fiction (21%). Lowest among Horror and Historical (0%), Literary Fiction (8%), Women's and Science Fiction (10%), Mystery/Thriller/Suspense (14%)

BookIntelligence —



Marketing Resources Used

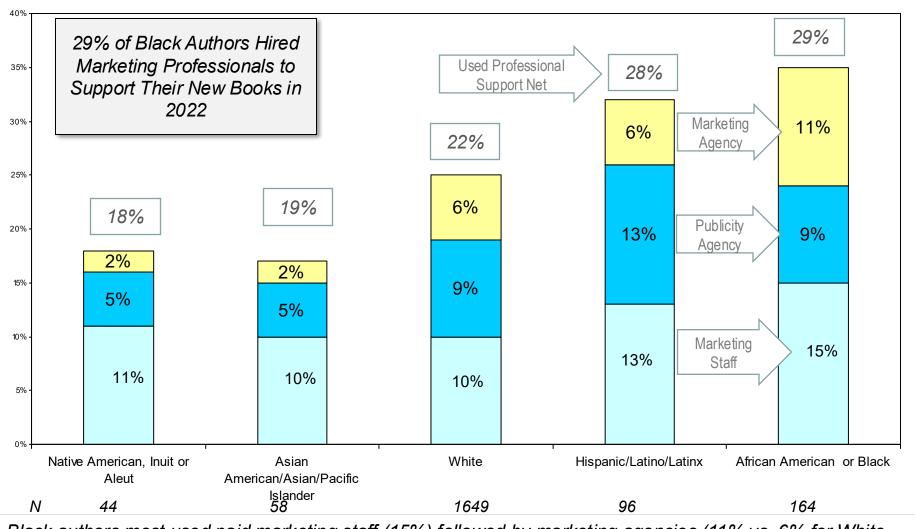
Marketing Agency, Publicity Agency or Marketing Staff Used – Published New Book/Edition in 2022



10% hired marketing staff, 9% publicity support, marketing agencies least used.

Marketing Agency, Publicity Agency or Marketing Staff Used – Published New Book/Edition in 2022

Did you pay for a marketing agency, publicity agency or for your own marketing support staff to promote your books or author brand in 2022? (all that apply)

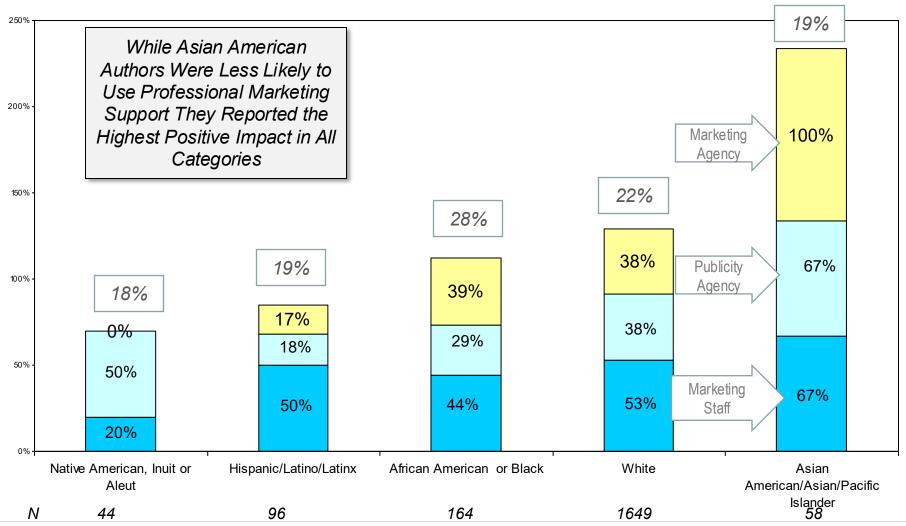


Black authors most used paid marketing staff (15%) followed by marketing agencies (11% vs. 6% for White authors).

14

Marketing Agency, Publicity Agency, Marketing Staff Used in 2022 – Measurable/Very Significant Impact

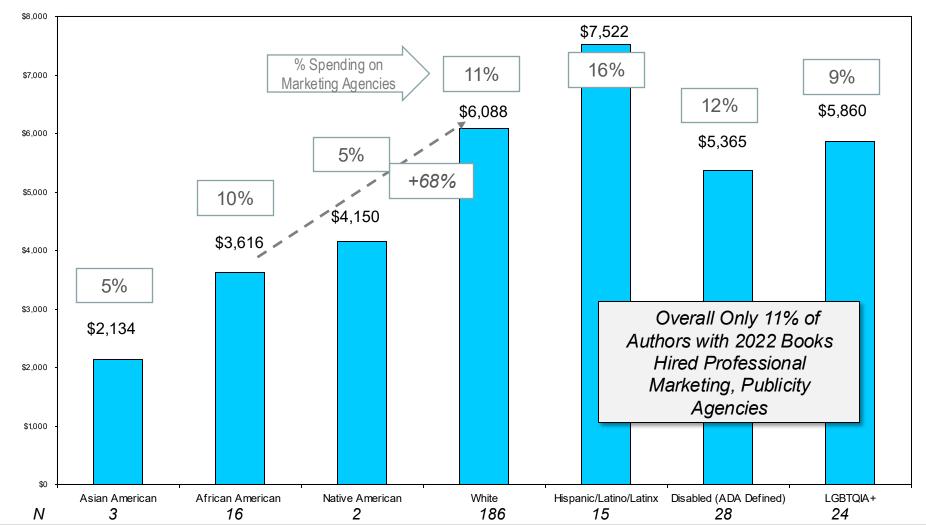
How much impact do you feel the following added support had on your book publishing success in 2022?



Marketing Staff performance led in 3 out of 5 groups, Publicity Agency with Native Americans, Marketing Agency with Asian American authors. Opportunity exists to improve professional program impact evaluation.

Average 2022 Author Marketing Spending on Professional Marketing, Publicity Agencies – by Diversity Segment

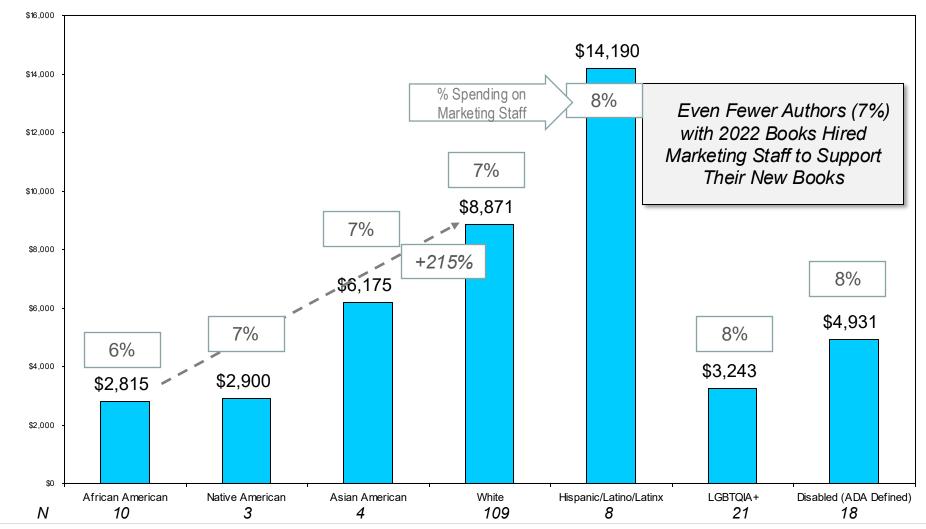
How much of your own money do you estimate you spent on marketing, publicity, advertising and communications in 2022? [\$100K or less]



The 186 White authors spent an average of \$6K vs. \$3.6K for the 16 Black authors.

Average 2022 Author Spending on Marketing Staff Payroll – by Diversity Segment

How much of your own money do you estimate you spent on marketing, publicity, advertising and communications in 2022? [\$100K or less]



The 109 White authors spent an average of \$8.9K vs. \$2.8K for the 10 Black authors who had marketing staff.



Authors Guild