



AUDIO PRODUCTION IN THE SPANISH MARKETS



Average prices per final hour

AUDIOBOOK



289 €

CONVERSATIONAL PODCAST OR SINGLE HOST



948 €

MULTI-VOICE PRODUCTIONS WITH MUSIC AND SOUND



1.505 €

Number of working hours per final production hour

AUDIOBOOK

8,1 HOURS

of working hours per final production hour

An 8-hour audiobook requires **64.8 hours** of work.

CONVERSATIONAL PODCAST

9,4 HOURS

of working hours per final production hour

A 1-hour podcast requires **9.4 hours** of work.

FICTION/NON-FICTION AUDIO PODCAST

31,5 HOURS

of working hours per final production hour

A 6-hour fiction/non-fiction audio production requires **189 hours** of work.

Note: Hours dedicated to tasks such as pre-production, recording, editing, post-production, and quality auditing, etc

Ranking Publishers Criteria when hiring a studio

- 1 Price
- 2 Meeting deadlines and budgets
- 3 Experience in audio production
- 4 Flexibility, friendliness, etc
- 5 Creativity in production
- 6 Innovation



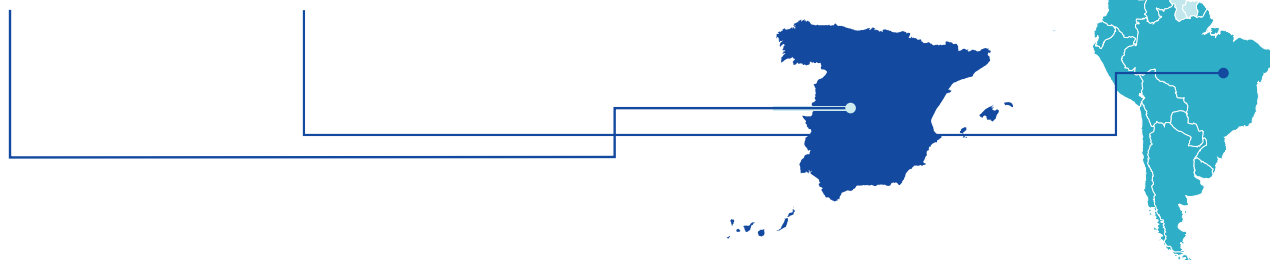
Parix School - Audio Content Production Course



Audio Content Production Course

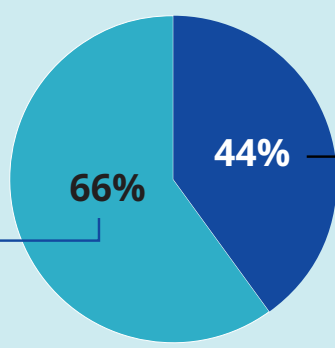
NUMBER OF STUDIOS HIRED

Publishers work with an average of **four different studios** based in **SPAIN AND LATIN AMERICA**



Application of IA in production processes

44% of the surveyed studios already incorporate AI in their production processes.

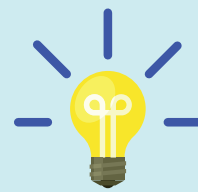


66% still do not use AI.

At the same time,



50% of the publishers consulted affirm that the studios with which they work are using several AI tools in their different production processes



The main reason for AI adoption is cost reduction and time-to-market



Evolution of the Spanish-language audio industry

The audiobook industry generates **7 USD billion** annually worldwide and is expected to grow **25%** per year over the next **7 years**.



Sources: "Global Evolution of the Audiobook Industry Report" - **Dosdoce.com**

More than

740 ENTITIES

participate in the Spanish-language audio industry, including platforms, producers, media, libraries, publishers, services, AI, etc.

Sources: "Spanish-Language Audio Industry Map 2024" - **Dosdoce.com**

The number of **audiobooks** in Spanish keeps growing, reaching nearly **40,000 titles**.



Sources: **Dosdoce.com**

Technical Sheet:

Survey conducted in Q4-2024 among 20 audio entities in Spain and Latin America (publishers, production studios, platforms, etc.), representing nearly 200 years of combined experience and over 200,000 produced audio hours (audiobooks, podcasts, audio dramas, etc.).

