Report on the Voice Over Industry

2009

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Introduction

Voice talent, agents, casting directors and unions face a changed environment. The convergence of media and technology, combined with the fragmentation and personalization of media, is affecting all industry players in unprecedented ways.

This report aims to identify the key players who participate in the industry, describe behavior and trends, but most importantly highlight areas of opportunity that should be capitalized upon in 2009.
Global Language Services Market

$10.9 billion spent in 2008 on language services and voice recording, expected to grow by 7.5% to $11.7 billion in 2009.
Key Industry Players

- Voice Talent, Voice Actors, Narrators
- Voice Over Coaches, Instructors and Trainers
- Audio Engineers and Producers
- Voice Over Agents, Talent Agencies & Casting Directors
- Unions and Industry Associations
- Online Marketplaces
While the industry is clearly centered in North America, hubs of voice talent can be found in metropolitan centers around the world.
The Industry Online

- A visual representation of the voice over industry online as charted by TouchGraph.

- Visit TouchGraph to see this chart in detail by entering the keyword “voice overs”.
Industry players spend the most time at Voices.com compared to over a dozen other websites.
Demographics

- The industry consists of well-educated, high income generating professionals.
- Quantcast states that related voice over websites cater to a slightly female slanted audience.
90% of transactions start with a search.

Google is the largest driver of traffic for the industry.

Top keyword is “voice over” and commands $4.05 per click on Google Adwords.
Online social networks are communities of people who share interests and activities. The **Voice Acting Hub** on Facebook has grown by 1200% within 5 months.
When viewing the next few slides, bear in mind that the need for voice-over is directly related to the current status of each medium or application.

Note that because the sales for MP3 players, mobile phones and gaming consoles are up, the demand for voice acting in podcasts, audiobooks and video games will naturally increase as a result.
Television

- Television reaches more of an advertiser’s prospects each day than any other medium.
- Adults 25-35 allocated 53% of their “Total Daily Media Hours” to television. (Television Advertising Bureau)
- The TAB forecasts “Total Spot TV” revenues to decline between 2-5% in 2009 with a full recovery in 2010.
- Key categories will be automotive, political, retail, telecom and financial services.
Radio

- Radio reaches 233 million listeners per week, according to RADAR 95.
- 95% of adults age 18-49 with a college degree and an annual household income of $50,000 or above tune into radio over the course of a week.
- Radio’s annual revenue for 2007 (most recent data) was 21.3 billion dollars, a slight decline from 2006.
Apple sells 1 million iPhones in first weekend and has reached its goal of 10 million by the year end.

The App Store contains 500 third-party applications for the iPhone and the iPod Touch, 125 of which are free downloads.

Heralded as the “gadget of the year” by numerous technology publications.
Podcasts

- iTunes offers more than 125,000 audio podcasts and 25,000 video podcasts. (straightupresearch)
- Podcasting to generate $400 million in ads.
Podcast Audience

- 29% of Americans listen to podcasts
- According to a joint research survey conducted by KnowledgeStorm and Universal McCann, 65% of business and IT professionals said they listen to podcasts for both personal and business reasons.
Podcasting Statistics

- 6.6% of adults downloaded audio podcasts within the last 30 days.
- 11% of the US population has watched video podcasts.
- 12.3 million US households will be listening to podcasts by the end of the year.
Audiobooks

- The audiobook industry is a $2 billion dollar industry and growing quickly.
- Sales within this segment of the industry grew by 150% in just one year.
- The demand for audiobooks is expected to skyrocket from 4,000 recordings to 24,000 recordings by 2012.
Popular Audiobook Genres

A study by Book Marketing Ltd shows which types of audiobooks people enjoy listening to.
Source: (Audiobook Publishing Association)
Video games

- There are 100 million game capable mobile phones currently in the marketplace.
- Advertising in games is expected to rise to $1.9 billion in 2009, according to eMarketer.
- A widening audience, especially women and older gamers, are two major factors fueling the interest in advertising on this medium.
Salaries

- High-paying contract jobs with residuals can range from $150,000 or $200,000 a year.
- Non union freelance jobs generally range between $150 and $2000 per project.
- Earnings of voice talent on Voices.com have increased by 82% in the past 12 months. This is due to a greater number of higher paying jobs with longer term contracts.
## Wrap-Up

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<td>Motivated professionals have embraced technological change to gain an advantage over those with fewer technical and social networking skills.</td>
<td>Despite broader economic concerns, voice-overs, and the larger language services industry continues to grow at a healthy and sustainable rate.</td>
<td>Businesses view outsourcing voice-over jobs to professionals as a fast and cost-effective solution. Freelancers in turn are seeing more job opportunities online.</td>
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Thank You

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