

The following Executive Summary encapsulates a full-length audiobook series proposal, researched and written in full by Judith West. The company and product name have been masked for proprietary reasons.

Publishing Company's VOX AMERICANA Audiobooks - The American Voice -

a series of spoken-word audio programs based on
Company's 21-volume Archives of America

Music suggests dawn, seagulls call, waves lap – and all fade to background as we hear Christopher Columbus begin to speak, in 1493, of his discovery of the New World... Three riveting hours later, skilled performers have carried us through moments of drama, passion, and humor from 500 years of America's story. Authentic letters, speeches, journals, poems and songs, laws, articles, and more provide the scripts of this entertaining and enriching addition to Company's publishing tradition: The VOX AMERICANA audiobook series.

- Each three-hour digitized VOX AMERICANA audio production is an engaging, thought-provoking mix of Archives of America selections, available via CD, digital download, and other digital media.
- Existing audiobook consumers – 24.6% of U.S. households – bring ready knowledge and acceptance of the Company brand. And VOX AMERICANA's entry into the market introduces new listeners to audiobooks.
- The average audiobook listener parallels Company's model customer profile – higher income, higher educational level, and more avid book readers.
- At 51.8%, library usage represents the largest audiobook listener segment ...and one in which the Company name already carries considerable weight.

- The young and rapidly growing audiobook industry offers Company a unique niche – and a share in \$923 million annual sales (up 6% over 2005).
- As a new profit center, audiobooks feature low initial investment, economical production costs, high profit potential, and a short production cycle.
- As clips and in full, VOX AMERICANA audiobooks will significantly expand and enrich Company Online, Company on CD/DVD, and other Company media assets.

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VOX AMERICANA audiobooks “use what we have to make what we need” — opening a major avenue to Company’s promising and profitable future.

