



Category

Book of the Year

AudioBook: Fiction

AudioBook: Non-Fiction

What are the judges looking for?

These awards recognise excellence across both storytelling and production in two categories: Fiction and Non-Fiction. Children's AudioBooks may also be entered into these categories. The AudioBook of the Year categories celebrate the process from text to listener, including the work of the narrator and audio production team.

These awards regard sales success as imperative. For us a superbly narrated book is worthy of great praise – and receives it from regular literary prizes – but success, evidenced by overall sales or chart position, has to accompany its production.

Please detail the production background, where was the book recorded, who worked on the adaptation, how closely was the author involved. Detail too any audio specific marketing or publicity plans, and how successful these were in bring the AudioBook to listeners.

Beyond sales success, the Book of the Year awards celebrate the whole journey from the author's mind to the reader or, in this case, listener, and showcase the range and depth of modern publishing. In some cases the acquisition story might be relevant. Perhaps the AudioBook's publication strategy or positioning defied conventional logic and led to unexpected success.

Who can submit?

Imprints in major publishing houses, independent publishers or AudioBook specialists. Please note that there is a limit of three AudioBooks per imprint. Entries from self publishers are welcome so long as they meet the criteria.

What to submit

Please submit, through the awards site, a single PDF containing your written submission of up to 1,500 words addressing the category criteria and required book data. The PDF can include supporting graphics but should not exceed 10 pages in total. Supplementary material, such as author, narrator and cover images should be high-res, and included as separate attachments.

If CDs were produced, please send five copies to The Bookseller at "Book of the Year, The Stage Media Company Ltd, 47 Bermondsey Street, London SE1 3XT" for distribution to our judges; digital excerpts may also be uploaded. If a physical version is not available, the full version will be procured by The Bookseller on behalf of the judges.

Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com.

Please include

Book data required

- Audiobook title
- ISBN
- Author
- Narrator(s)
- Publisher
- Imprint (if appropriate)
- Editor/publisher's name
- Publicist
- Agent
- High-res author image (jpg), narrator image (jpg) and AudioBook jacket (jpg)

Success measures

- What were the sales results for the year? List any prizes the AudioBook won or was shortlisted for. Tell us how the AudioBook charted – in The Bookseller, Audible charts or others. Sales success is imperative and gives the other criteria, such as acquisition story, greater weight.

The AudioBook itself

- What decisions were made around the narrator? Was it a single actor or cast? Was the AudioBook produced in-house or via a third-party production house? How closely involved was the author? Was the text adapted to suit the different medium? How did you market the AudioBook differently from other editions? And what success did you have relative to the book's success in other formats? If it was a standalone audio title or a re-recording of an existing title, please explain how it came about.

The acquisition story

- Tell us how the AudioBook came about: when was the book acquired; was it agented, a direct deal or commissioned; what was the editor/publisher's role in acquisition; tell us about the price; how long was it from acquisition to publication? Was it bought alongside the print and digital versions? If so, please record some of the history behind those deals. If it was a standalone AudioBook, or a re-recording, please explain how these came about.

The publication strategy

- What did you set out to achieve? Who drove the strategy – editorial, sales, marketing and publicity, or all the above? Tell us about product development, design and production. Judges are particularly interested in the choices behind the narrator, the production and the marketing, how these were distinct from any other formats, and how these points of difference were developed to support the AudioBook. Tell us about the target market and how you positioned the AudioBook. If relevant, which prizes did you target? What were your sales targets? Please also detail any exclusivity arrangements, or retailer specific partnerships.

The marketing and publicity strategy

- What was the campaign strategy? What was the marketing and publicity resource, internally and externally? What was the overall budget? How was the author involved and how important were they to success? Did you pursue any collaborations or partnerships and how did they further your goals? What unexpected challenges or opportunities arose and how did you adapt to/take advantage of them?

Other guidance

- Audiobooks need to have been published in the UK or Ireland during the calendar year January to December 2023.
- Standalone (i.e. original) AudioBooks are eligible, as are multicast versions of existing books. Re-recordings of previously published books are also eligible, but please note the publication criteria above. In the event of there being any confusion around the eligibility of a project, the chair of the judges will make the final decision.
- Entries should show evidence of availability in high street stores etc, but if not, please outline any decisions you made around format and exclusivity.
- The award is open to English-language (only) books. This includes books in translation as long as the audio translation has been published during the year.

Terms and conditions

- Publishers of shortlisted books agree to make a contribution of £1,550 towards the general promotion of winning and shortlisted books and usage of official awards shortlisted and winning branding. There is no further cost for the overall winner of the book of the year.
- For shortlisted publishers with fewer than 10 employees the contribution is now zero.
- Publishers wishing to limit the number of titles shortlisted should contact the organisers in advance. Publishers will be notified in advance of the shortlist's publication.
- Publishers submitting for Books of the Year should use their best endeavours to ensure that authors and in this case narrators are able to attend The British Book Awards on 13th May 2024 in whatever format the event takes this year. We want to celebrate the best of the British and Irish book trade and the presence of shortlisted authors/narrators is essential. The submitting publisher will be expected to meet the cost of attendance at The British Book Awards.
- Publishers and authors/narrators agree to make themselves available for promotional activity around The British Book Awards including cooperating with the media at key points such as announcements of shortlisted and winning books.
- Where reasonable, publishers agree to encourage authors and narrators of winning or shortlisted AudioBooks to make themselves available for pre or post-Awards public events e.g. shortlisted début author interviews.
- Shortlisted and winning publishers agree to use their best endeavours to use official artwork on future reprints, digital editions, social media and their own websites in order to assist in the promotion of additional sales.