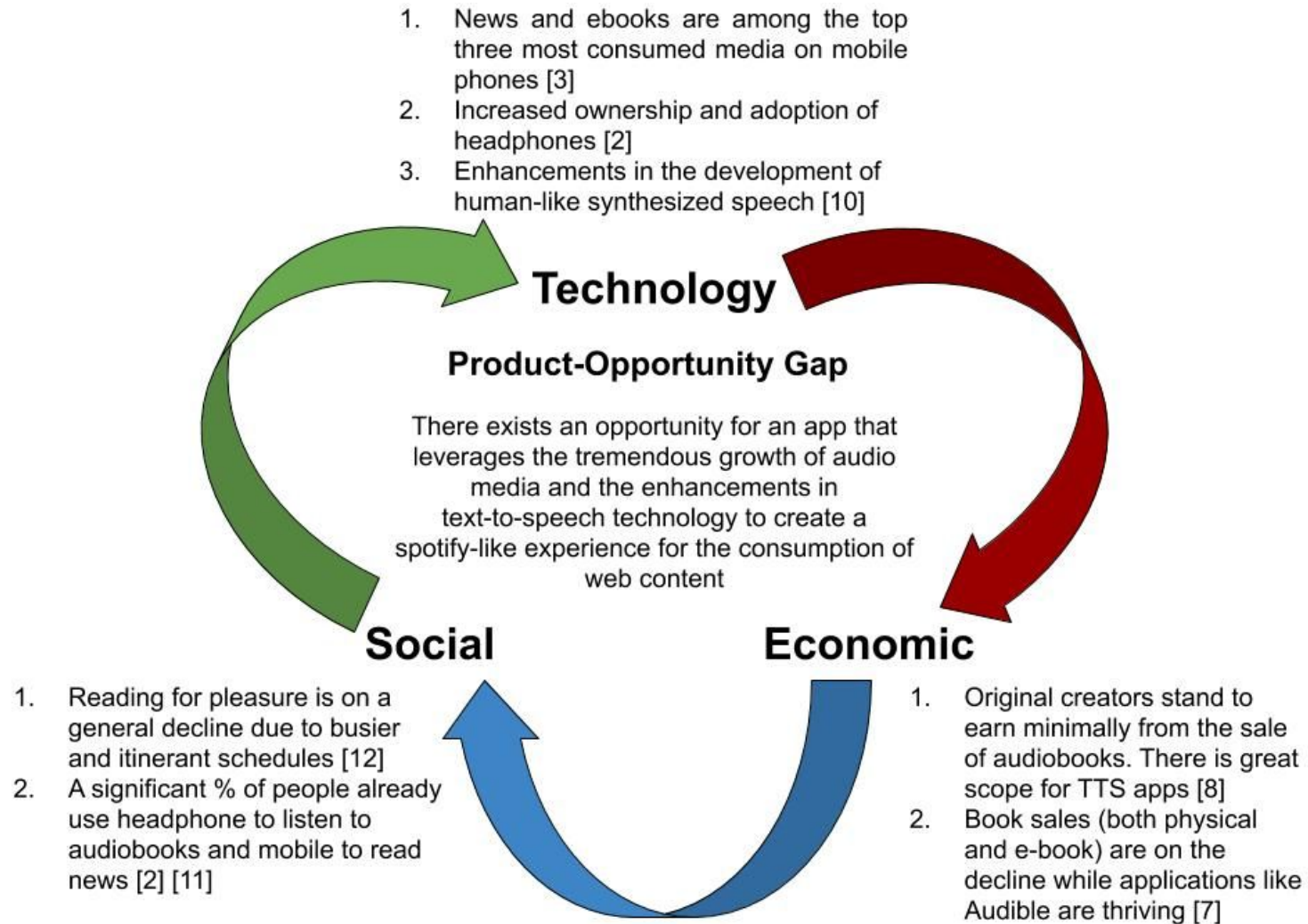


Social Economic and Technological Factors



Success Factors for Audionet

Factors to Consider		Impact to Audionet
Political	-	-
Economic	<ol style="list-style-type: none"> 1. Original authors of audiobooks stand to earn very less due to high overhead charges[8] 2. Revenue from book publishing (both physical and e-books) are on a steep decline while Audiobooks are growing 40% YoY 	<ol style="list-style-type: none"> 1. Proves the need to move to text-to-speech technologies for the future development of audio media due to minimal intermediaries and quick production times 2. Indicates a shift of customer preference to a more convenient form of media consumption (listening being more convenient than reading).
Social	<ol style="list-style-type: none"> 1. Leisure reading is on a general decline with fewer people reading e-books and physical books [12] 2. Reading is a habit which requires complete attention 	<ol style="list-style-type: none"> 1. Presents the opportunity to Audionet to demo a new mode of content consumption (by listening to news and articles instead of reading them) 2. Listening requires only passive attention. It provides users the flexibility to do something else while using Audionet
Technology	<ol style="list-style-type: none"> 1. The most consumed media on mobile devices is news followed by general articles and e-books [11] 2. Headphone adoption is at an all-time high [2] 3. Text-to-speech technology is rapidly evolving and getting better [10] 	<ol style="list-style-type: none"> 1. There may be an opportunity to target customers who wish to get their news by listening to it on their mobile phones instead of reading them 2. Presents the chance to target people on their commute who wish to consume digital reading material 3. Audionet can leverage these technological advances to provide more natural-sounding voices in the app

Legal	1. Audio rights for digital content are often hazy and ill-defined [9]	1. Audionet would have carefully tread the spectrum of audio rights to content on the internet closely involving the various publishers and their authors
Environment	1. There is a positive environmental impact created by moving to digital forms of consumption given the reduced reliance on paper [6]	1. The positive environmental impact created by not relying on paper, and combining them with the positive health benefits of listening to content as opposed to viewing them from a screen might prove to be a unique value proposition to Audionet

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