

Contact: John LaRosa

Marketdata Enterprises, Inc.
Phone 813-907-9090
Fax 813-907-3606
email: marketdataent@yahoo.com

Marketdata Enterprises, Inc.
8903 Regents park Drive
Suite 120
Tampa FL 33647

Marketdata Enterprises
The Information Specialists

Press Release

Self-Improvement Market Shifts To Digital, Audio & Online Oprah's OWN Network To Be The "Next Big Thing"

Tampa FL, November 23, 2010: Marketdata Enterprises, Inc., a leading independent market research publisher since 1979, has released the 8th edition of one of its best-selling studies, a 360-page report entitled: The U.S. Market For Self-Improvement Products & Services. This is the ONLY publicly available study about this \$11 billion business. The study traces the market from 2003-2014, examining these markets: **Infomercials, Holistic Institutes, Self-Help Books & Audiobooks, Motivational Speakers, Websites, Seminars, Personal Coaching, Online education, Weight Loss and Stress Management Programs.**

According to Research Director, John LaRosa: "There is no shortage of demand for products and programs that cater to Americans' desire to make more money, lose weight, improve their relationships and business skills, cope with stress, or obtain a quick dose of motivation. An elite handful of celebrities have leveraged their names to build multi-media empires consisting of: books, tapes, CDs/DVDs, seminars, workshops, websites and online "universities", personal coaching, infomercials, and consulting. However, there is a "changing of the guard" as many gurus are nearing retirement and cut back their schedules."

Major Findings:

Market Value... The total U.S. self-improvement market was worth \$10.53 billion last year, versus \$11.06 billion in 2007 — a 5% 2-year decline. We forecast 5.5% average yearly gains from 2010 to 2014. The recession took a toll on most market segments.

Infomercials... Infomercials were hit hard by the recession, as retail sales plunged 31% from 2007 to 2009. Self-Improvement programs had \$1.04 billion in sales last year – for only 37% of the total – lowest share in 10 years.

Audiobooks Market... This is now a \$2.39 billion segment that grew in units but not dollars in 2008 -2009.. The APA says that 24+ million Americans now listen to audiobooks. Of this total, self-improvement titles account for \$406 million— or about 17% of all audiobook sales. CDs now make up 78% of sales, as cassettes fell to only 3%, by format.

Books... Last year's overall book sales fell 1.8%. Flat is the new up. There were no blockbusters last year, as the market was flooded with political content. Marketdata estimates that self-improvement book sales were worth \$406 million in 2009 and will be worth \$854 million in 2014.

Personal Coaching... also took a hit. Fees were cut and more coaches entered the field, as the unemployed found it an easy field to enter. Sales fell about 13%. Executive coaches fared better than life coaches.

Motivational Speakers... This segment's sales, for the top 10 speakers, plus the operations of Franklin Covey Co., are estimated at \$296 million last year. All 5,000 U.S. speakers take in more than \$1 billion per year. The big names are still big, and Suze Orman has been in heavy demand lately, due to the financial crisis. Many speakers are aging, retiring, and are cutting back schedules on the road. They're creating more webinars & online courses to deliver information.

Self-improvement customers are most likely female, middle-aged, affluent, and live on the two U.S. coasts.

Value of U.S. Self-Improvement Market Segments: 2009

	2009 (\$ millions)	Forecast 2009 Growth Rate (%)
Infomercials	\$1,041	6.0
Top 12 Motivational Speakers	296	6.8
Personal Coaching	1,290	6.2
Holistic Institutes & Training Companies *	564	6.2
Books	727	3.4
Audiotapes	406	6.0
Weight Loss Programs **	5,910	5.6
Stress Management Programs	315	0.0
Total:	10,534	5.5

* Includes revenues of Gaiam, Dale Carnegie Training, Toastmasters, Hay House, speed reading seminars

** Includes commercial programs (\$3.52 bill.) & medical programs (\$2.39 bill.)

Editor's Note: The U.S. Market For Self-Improvement Products & Services, published in Nov. 2010, is an independently researched "off-the-shelf" study. The study is 360 pages in length. It costs \$2,195 and is also sold by individual chapters at lower cost. A free table of contents is available by mail, email or fax. Contact: Marketdata Enterprises, Inc., Regents Park Drive, Suite 120, Tampa, FL 33647, (813) 907-9090. **A 36 pp. Overview of major findings is available to the public for \$79, at www.marketdataenterprises.com.** John LaRosa is available for interviews.

Also: See our Self-Improvement website: MyPersonalGrowth.com