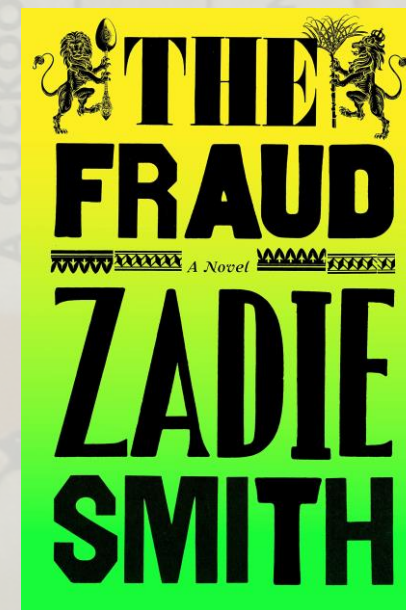
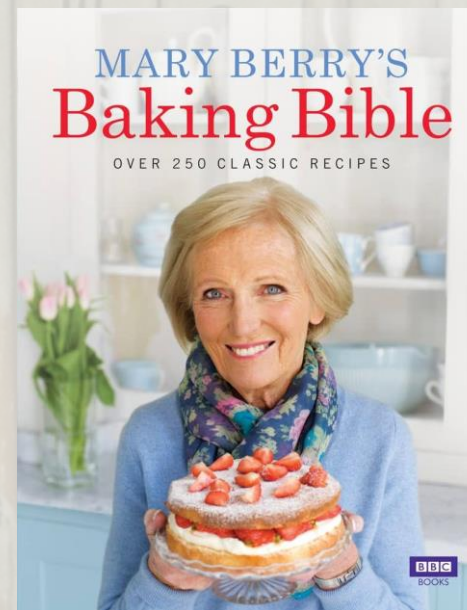
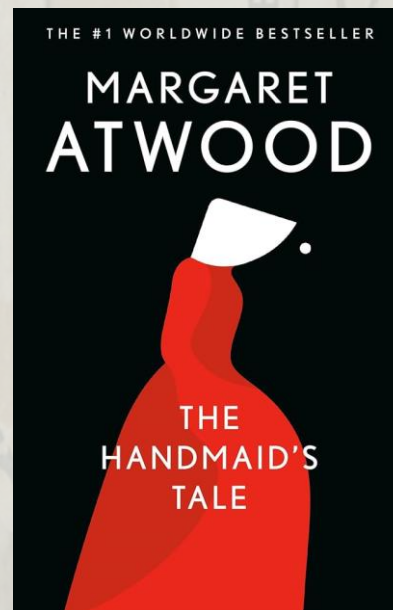
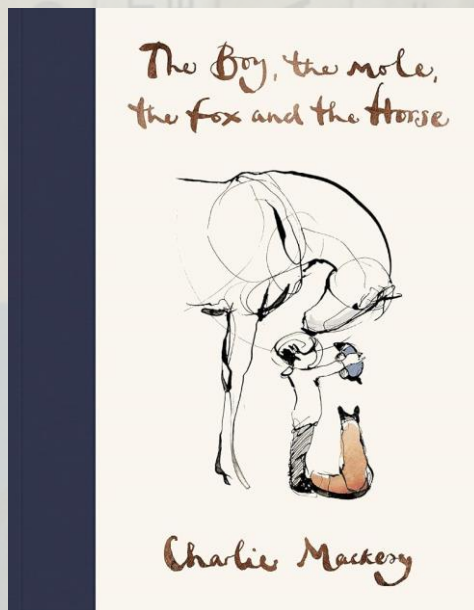
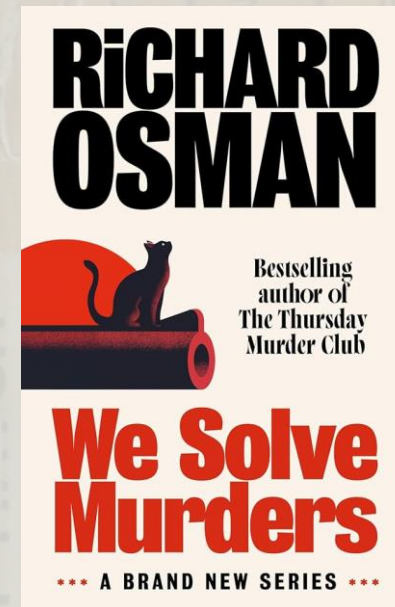
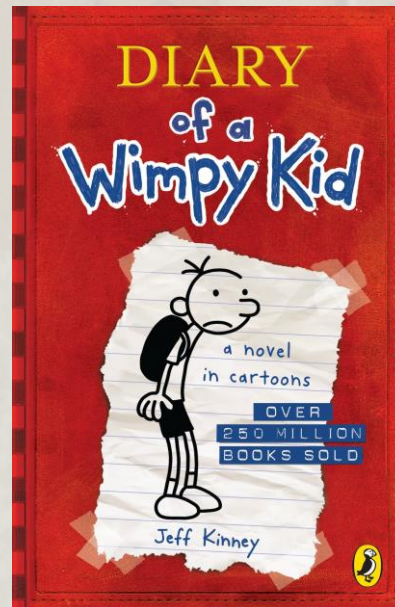
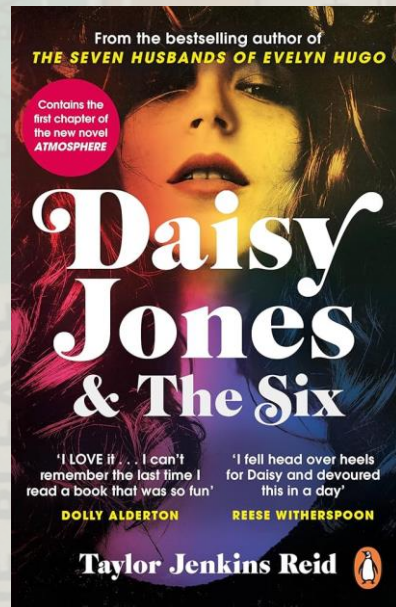


# Lessons from a decade of our audience segmentation







# Penguin Random House by numbers

**25k**

books in  
print

**10**

publishing  
houses

**21%**

market  
share

**1000+**

new books  
yearly

**41**

publishing  
imprints

**90**

years of  
history

It is a truth universally  
acknowledged that...  
a binghees aimipursuit of  
goes for an e, fraugst do in  
foatutro, anust **audience**  
**we go for a wife**



# Audience Insight at PRH: we **read** consumer behaviour

Consumer context & trends



Book-buyers & the market



Author & title



This work is  
all framed by  
our **audience**  
segmentation



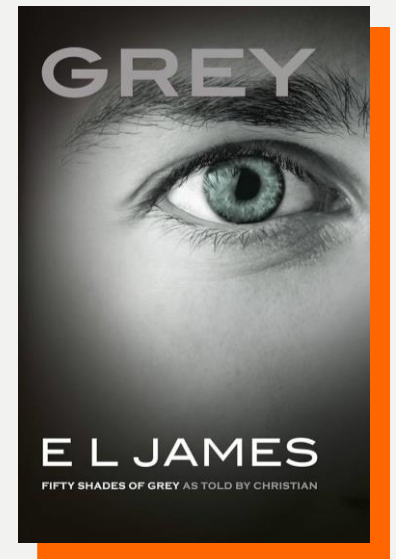
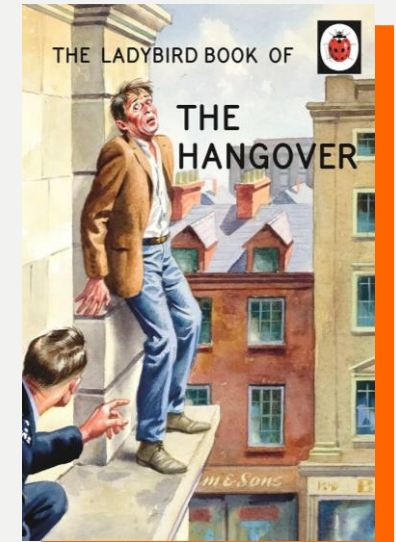
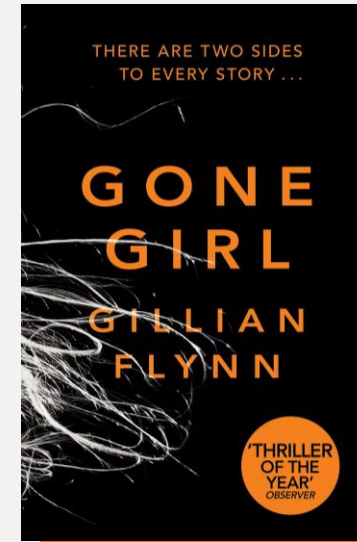
2025







Our segmentation was  
designed to drive  
**audience-centric  
thinking**





**Our segmentation was  
designed to drive  
audience-centric  
thinking**



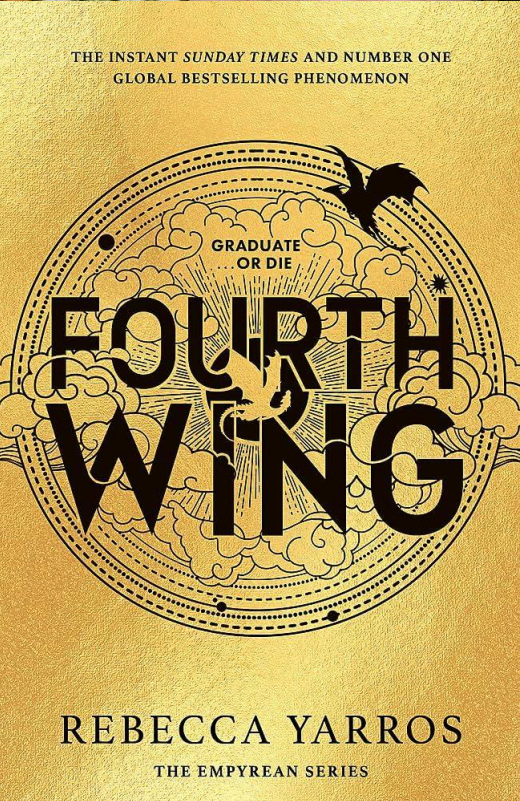
Awards 2016  
Winner  
Business Impact  
of the Year



Awards 2016  
Highly Commended  
Best In-house Team

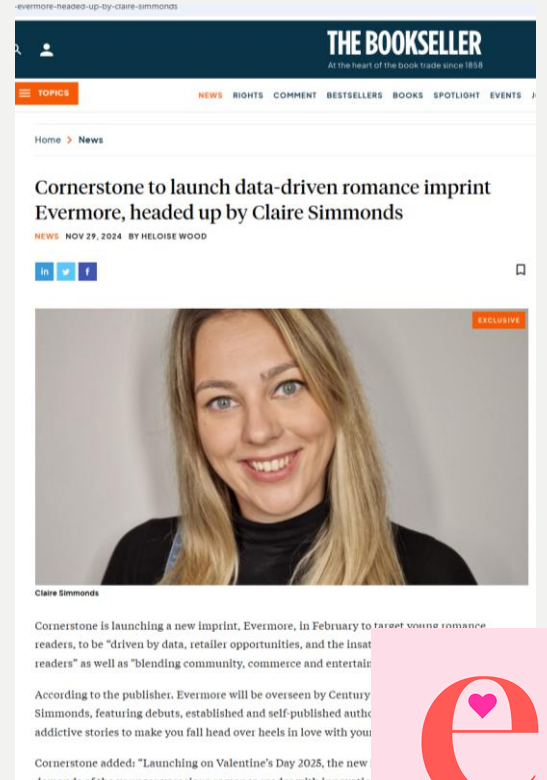
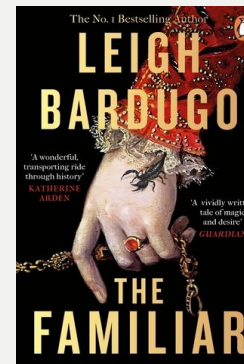
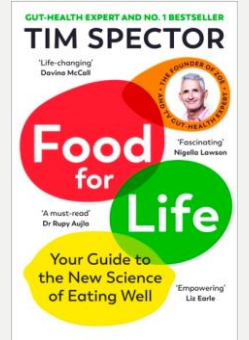
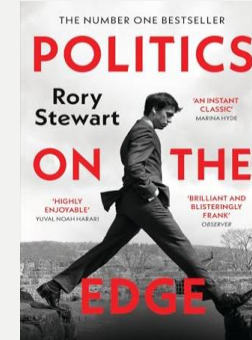
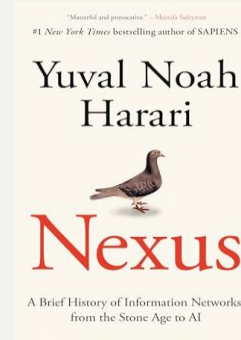
2025





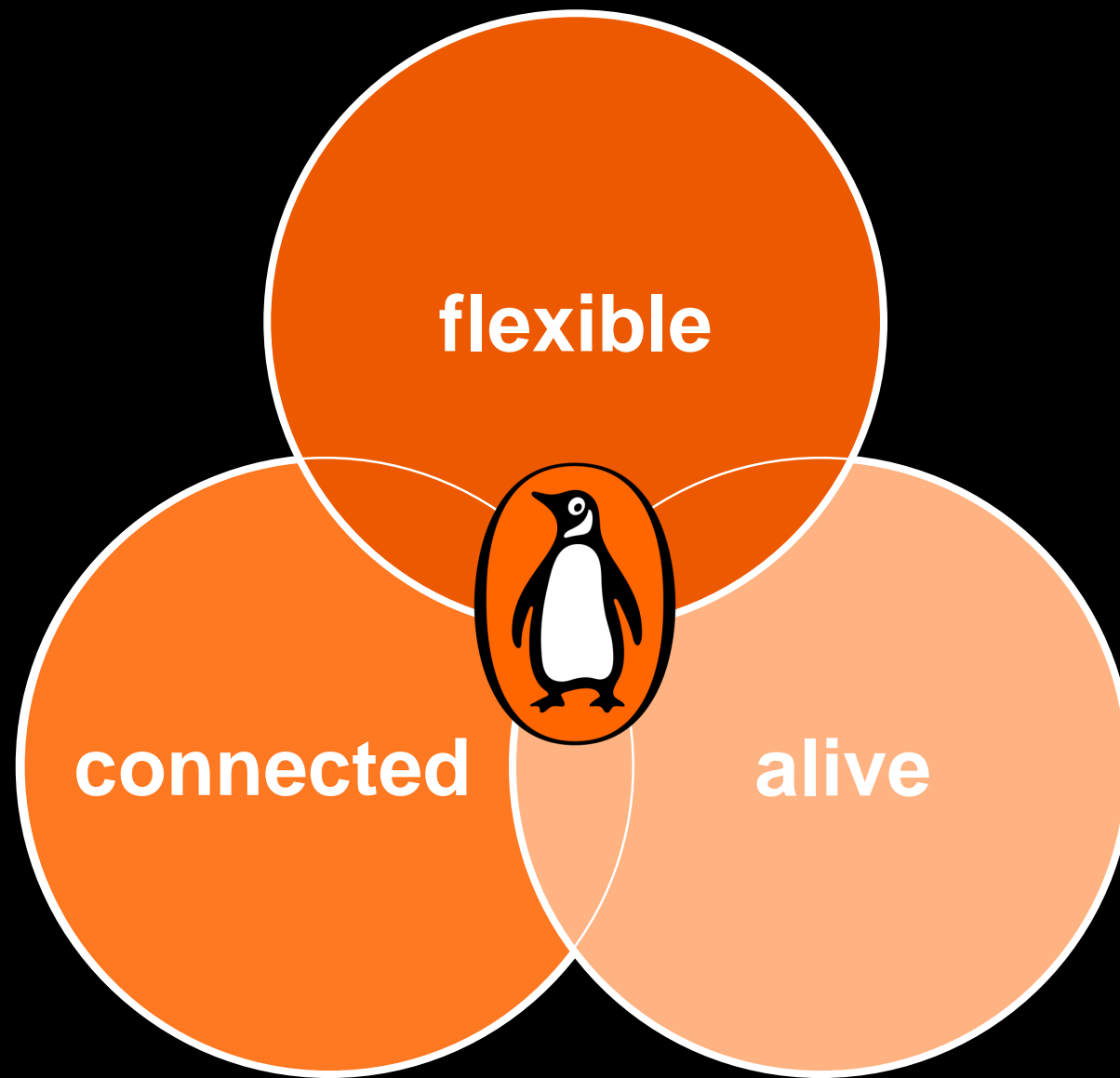


# Our segmentation still drives audience-centric thinking

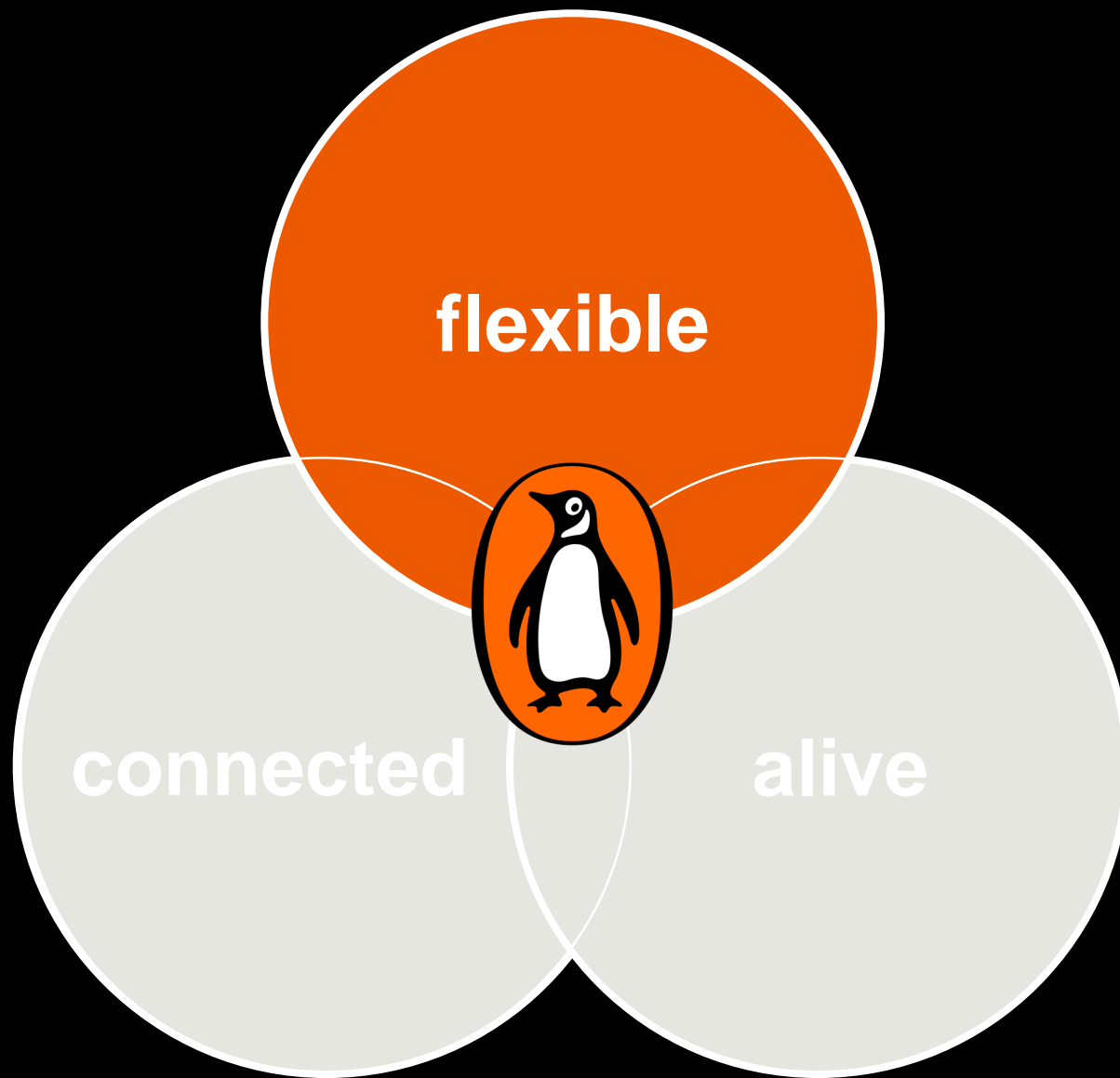




So, what **lessons**  
have we learned?









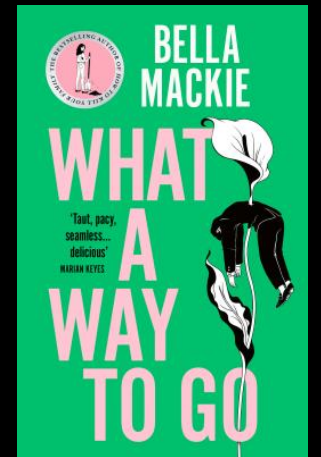
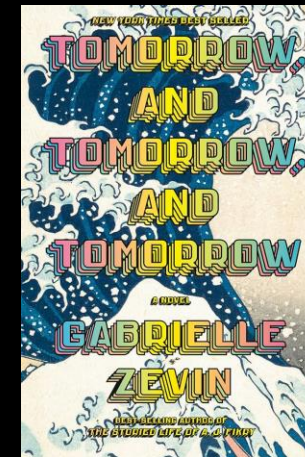
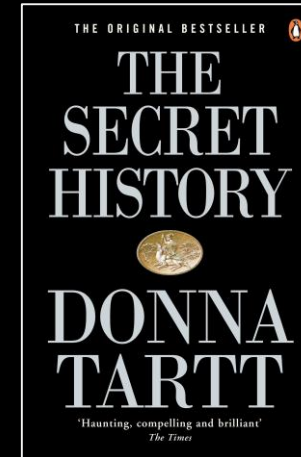
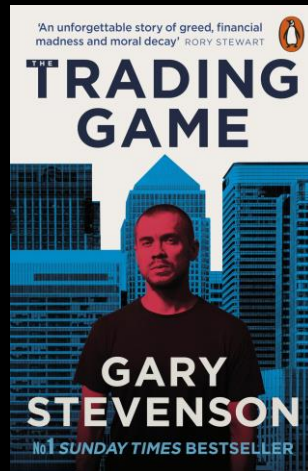
## SEGMENT QUIZ: LIVE!





# Connectors

Younger, digitally engaged readers who like being part of the conversation





# Segmentation factors

**Weight of  
book-buying**

**Lifestage**

**Reading  
motivations**

**Cultural  
interests**

# Our twelve audience segments

**Pioneers**



**You Tell Me**



**Buzz Followers**



**Thinkers**



**Realists**



**Borrowers**



**Connectors**



**Heat Seekers**



**Bitesize**



**Connoisseurs**



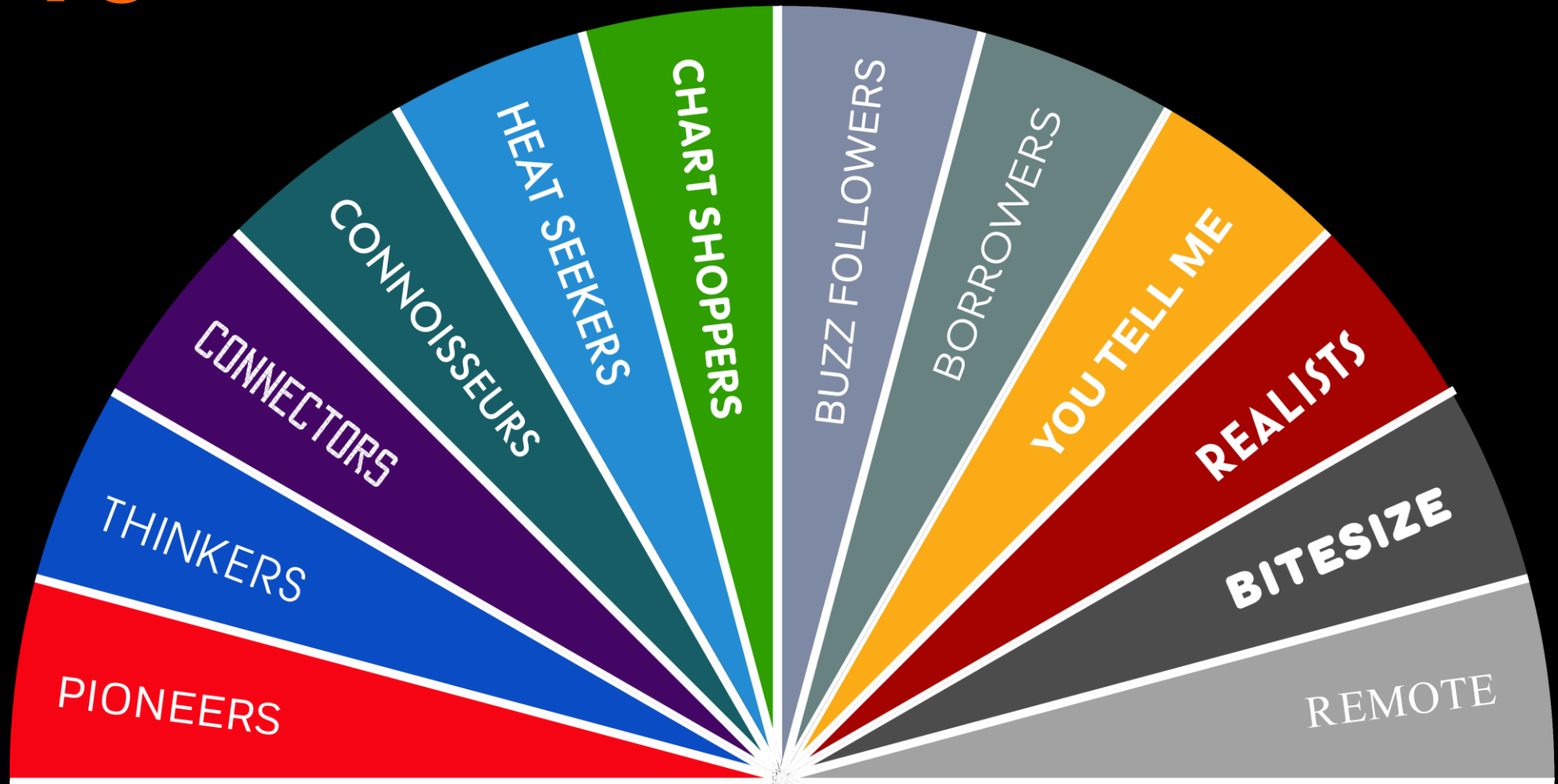
**Chart Shoppers**



**Remote**

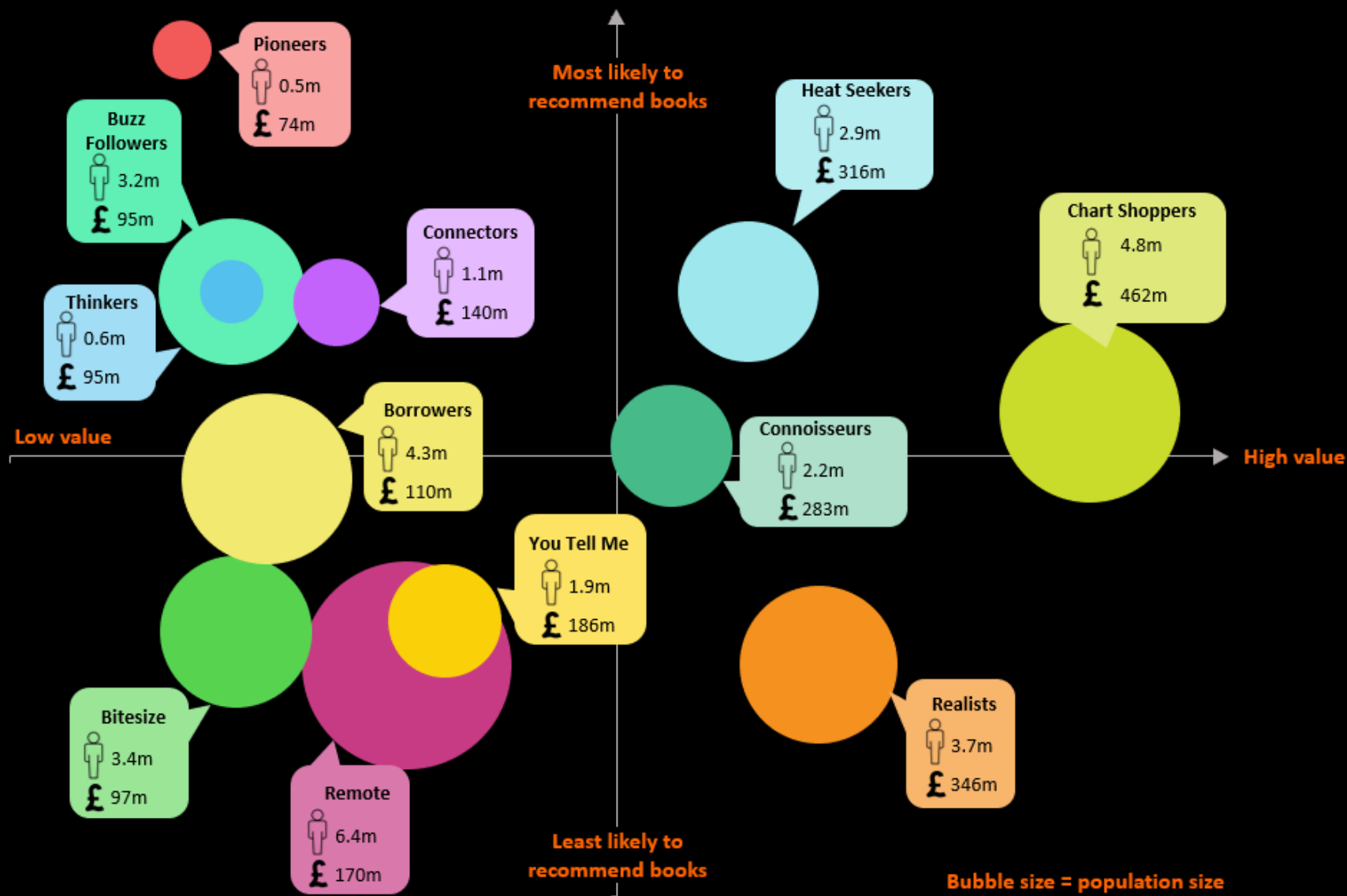


# 2015



←  
more literary

# 2019





# BookTok segments

**Pioneers**



**You Tell Me**



**Buzz Followers**



**Thinkers**



**Realists**



**Borrowers**



**Connectors**



**Heat Seekers**



**Bitesize**



**Connoisseurs**



**Chart Shoppers**



**Remote**



**2025**

# Commercial segments

**Pioneers**



**You Tell Me**



**Buzz Followers**



**Thinkers**



**Realists**



**Borrowers**



**Connectors**



**Heat Seekers**



**Bitesize**



**Connoisseurs**



**Chart Shoppers**



**Remote**



**2025**

# Brand advocates

**Pioneers**



**You Tell Me**



**Buzz Followers**



**Thinkers**



**Realists**



**Borrowers**



**Connectors**



**Heat Seekers**



**Bitesize**



**Connoisseurs**



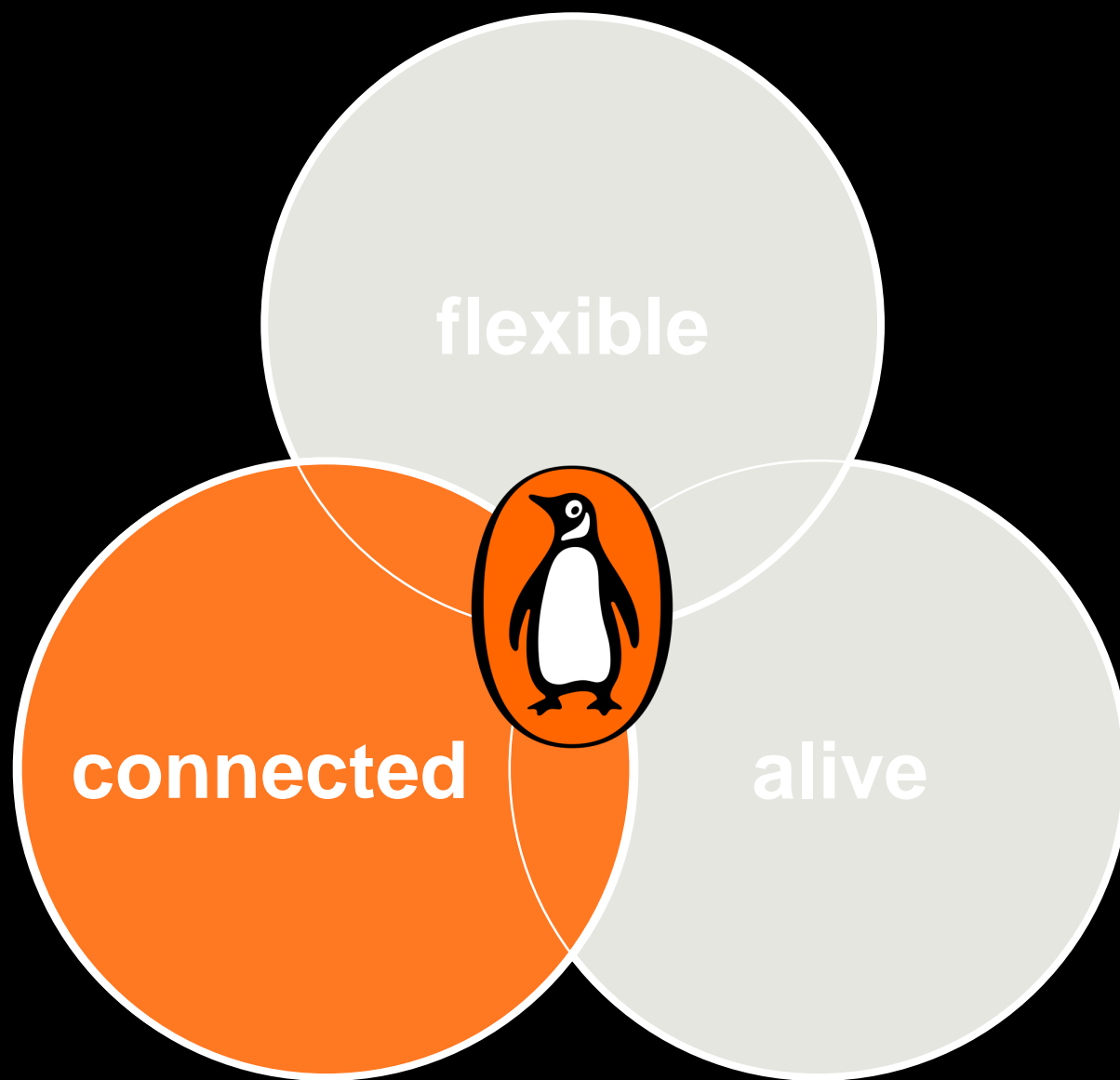
**Chart Shoppers**



**Remote**



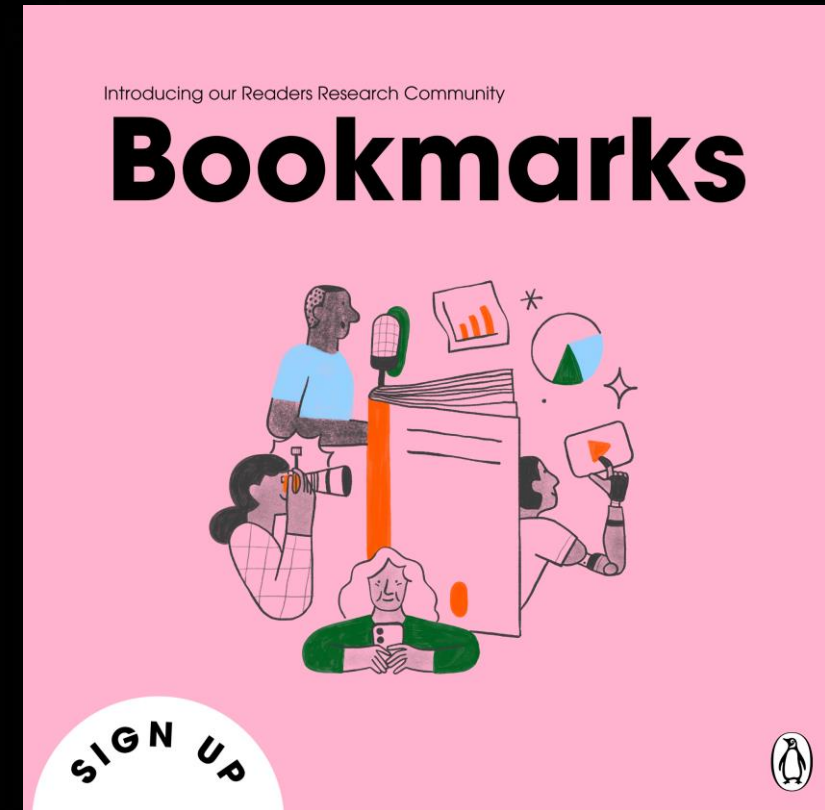
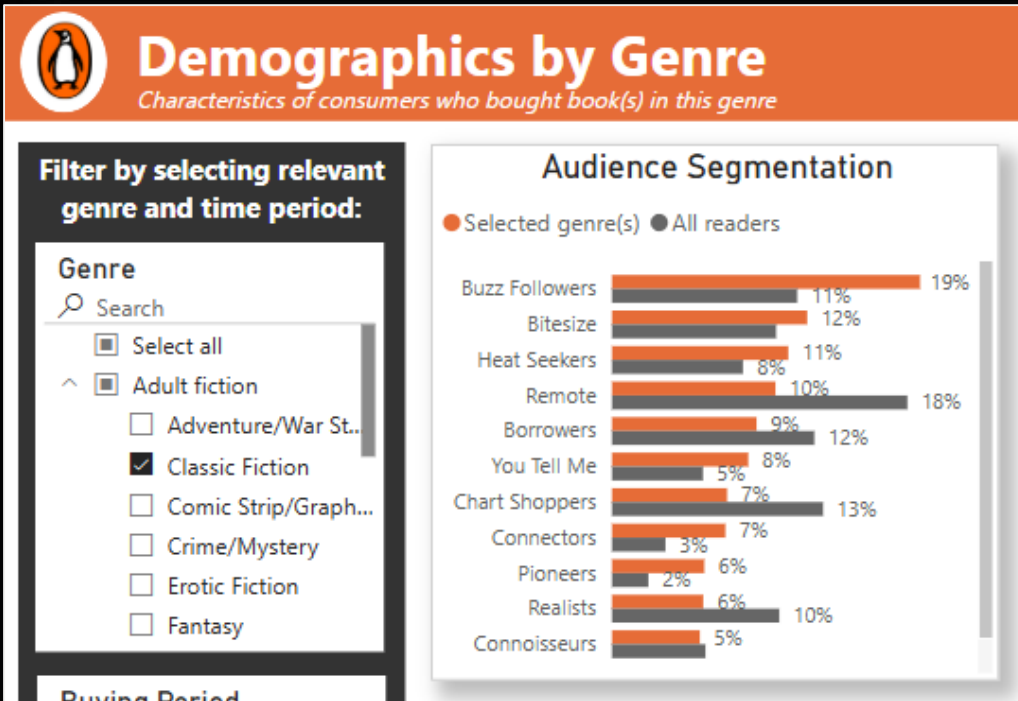
**2025**





# Segment overlay on all research

Nielsen  
BookData




YouGov Profiles

HAVAS


# Connecting books to segments

**Audience Insight**    Adult segments ▾   Children's segments   News ▾   Reports ▾   Team   Tools ▾


## Audience Segments



Adult Segments



Children's Segments




Find the right audience for your book

**TAKE THE QUIZ »**

---


The Audience Insight Team  
Meet the team

**FIND OUT MORE »**



Take the quiz  
Which Segment are you?

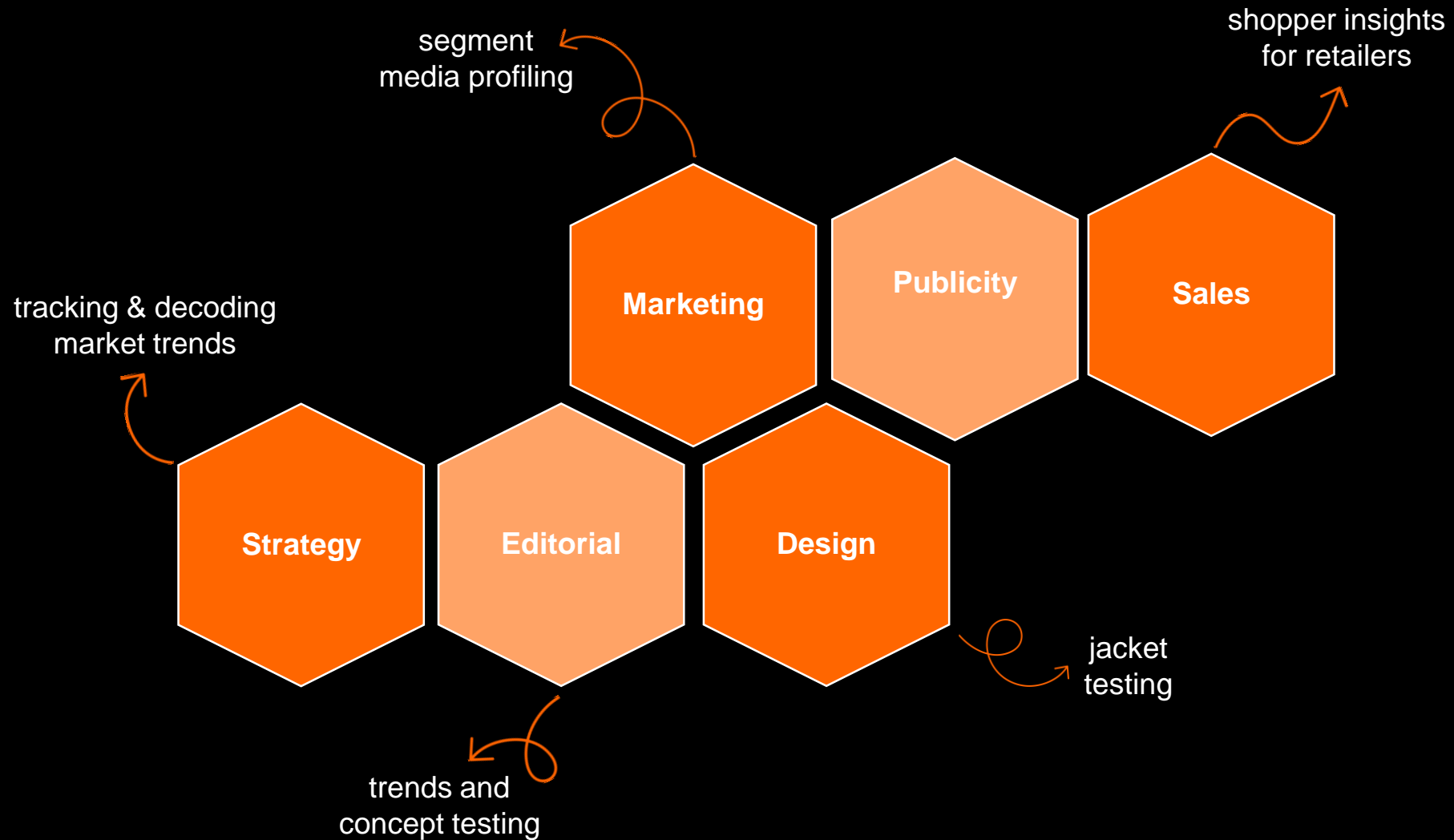
**TAKE THE QUIZ »**



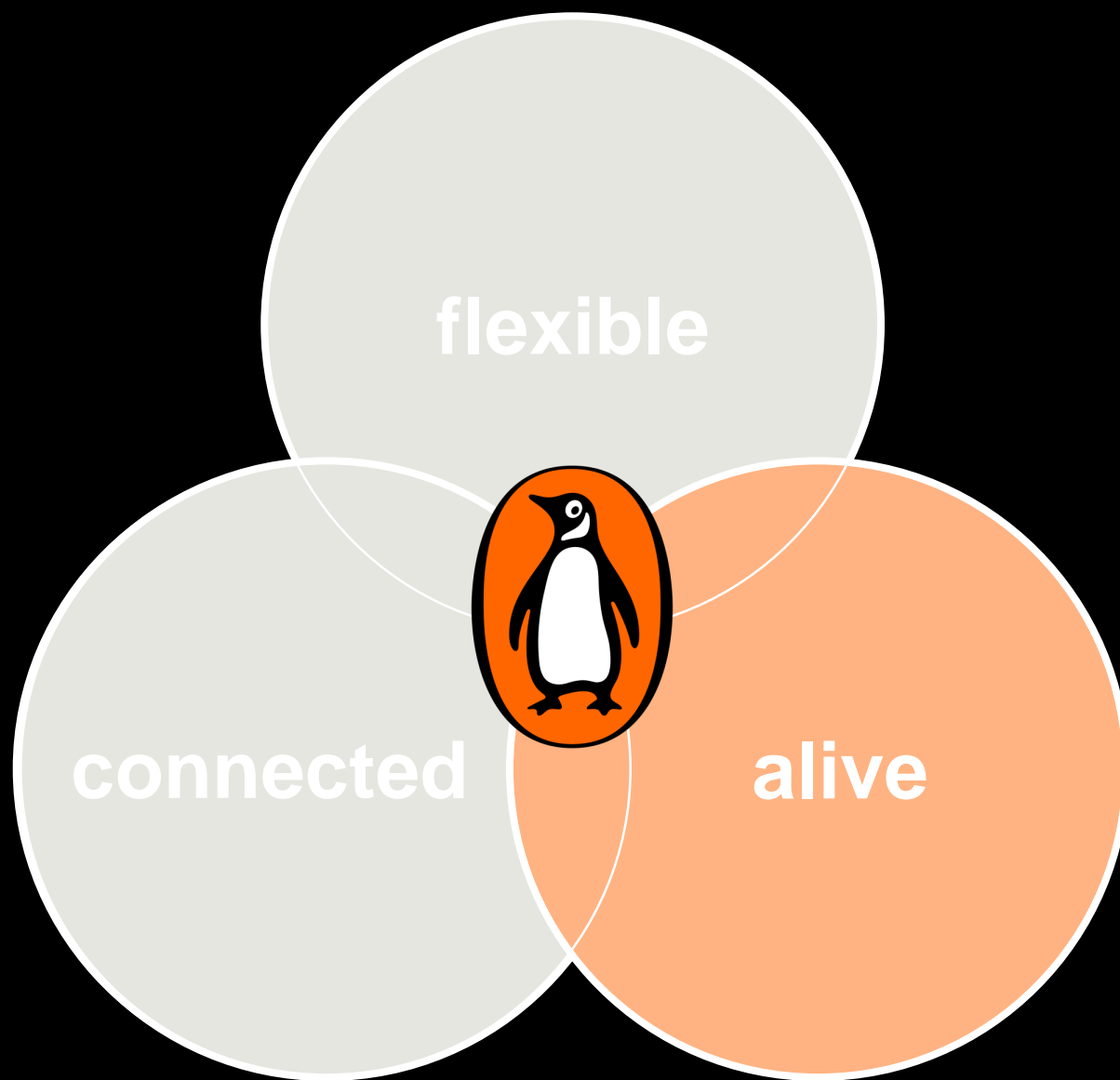
"I don't read as much as I used to."

Remote woman, 58

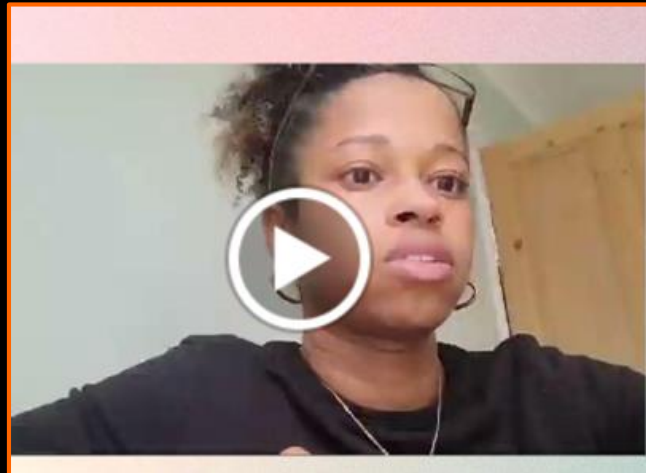
# Embedded in the publishing process







# Prioritising closeness to our segments



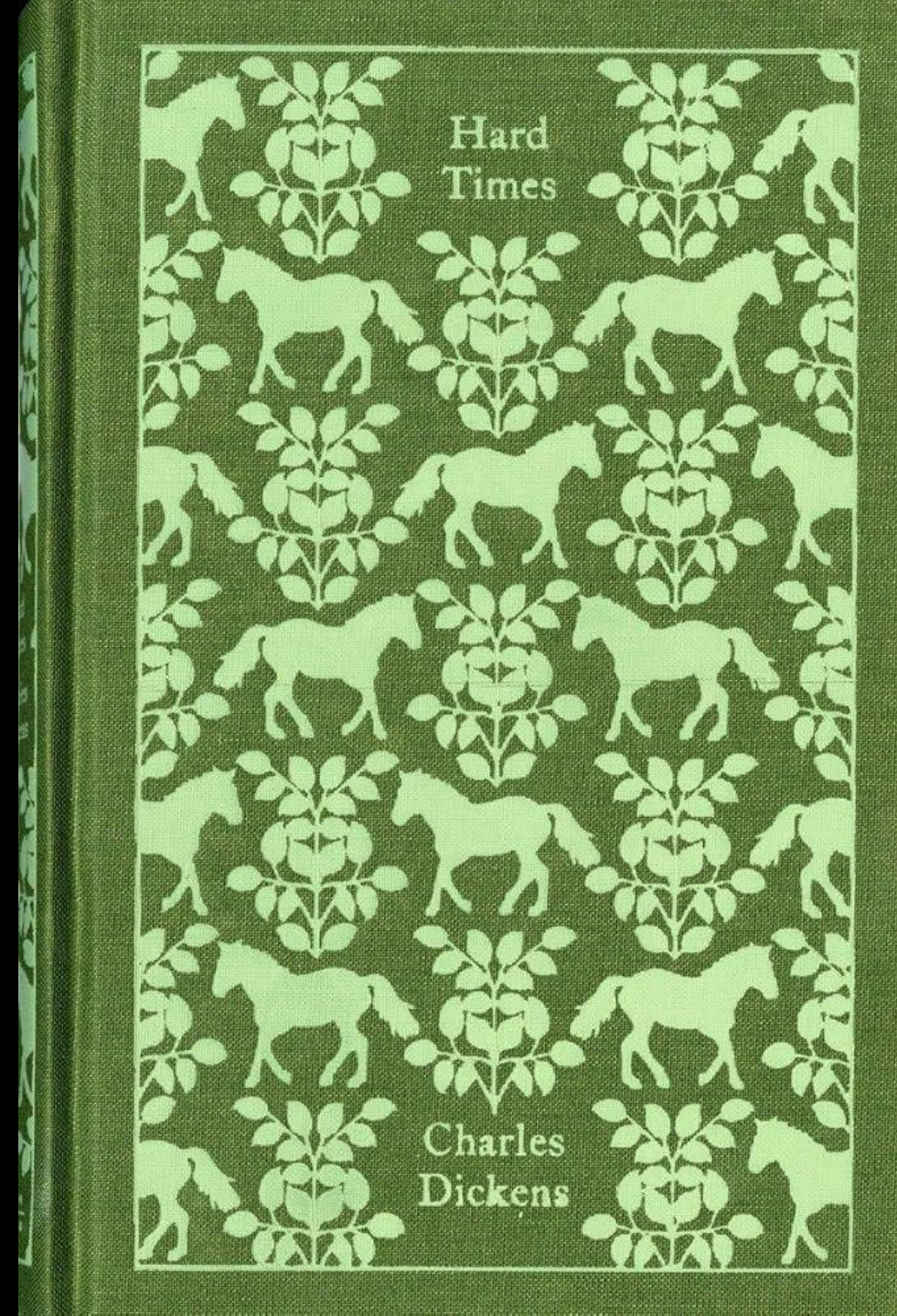


alive





There have  
been  
**challenges**  
along the way





# Twelve is a lot

Pioneers



You Tell Me



Buzz Followers



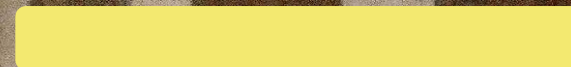
Thinkers



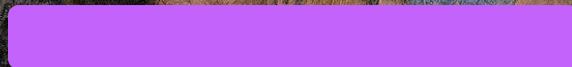
Realists



Borrowers



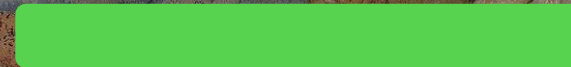
Connectors



Heat Seekers



Bitesize



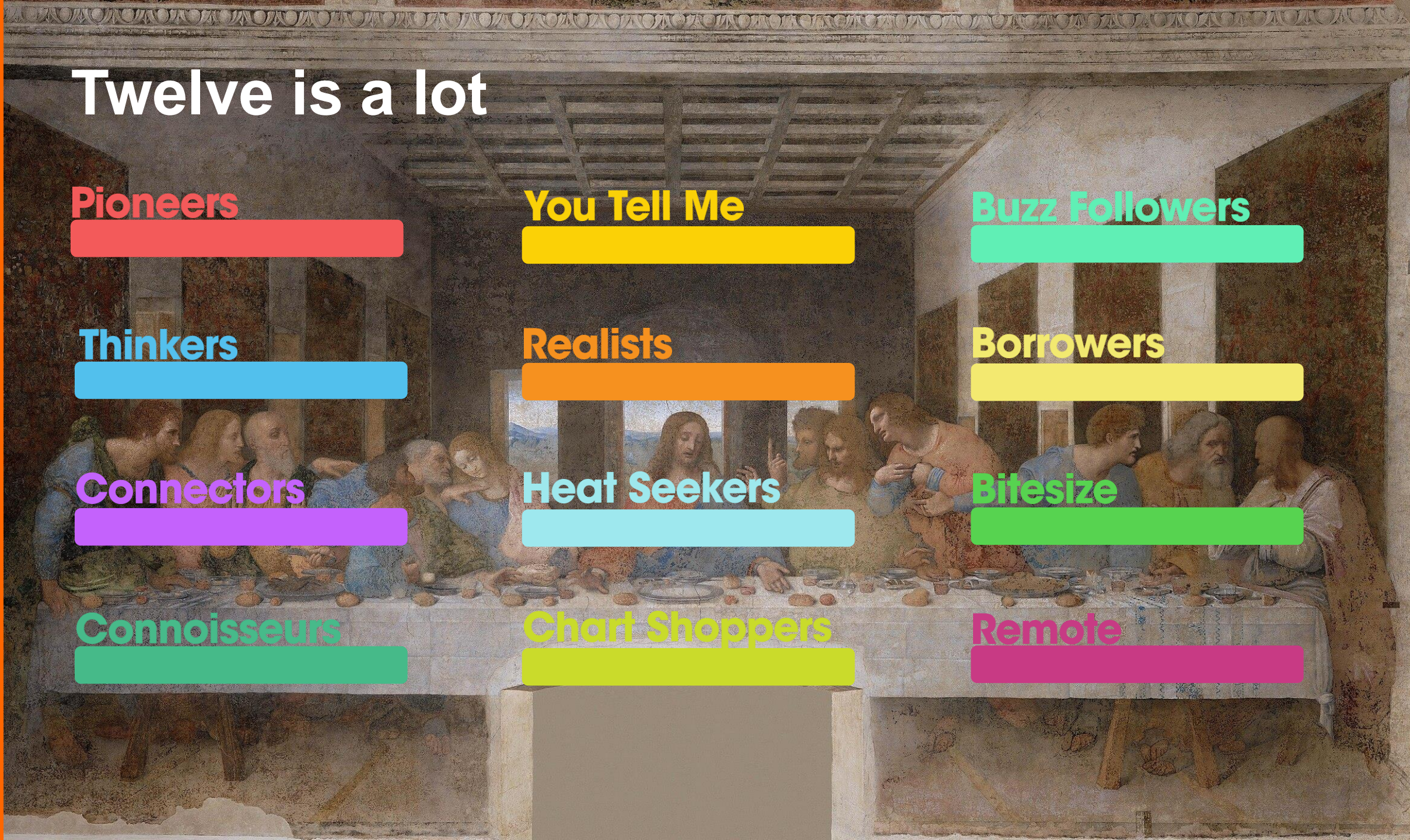
Connoisseurs



Chart Shoppers



Remote



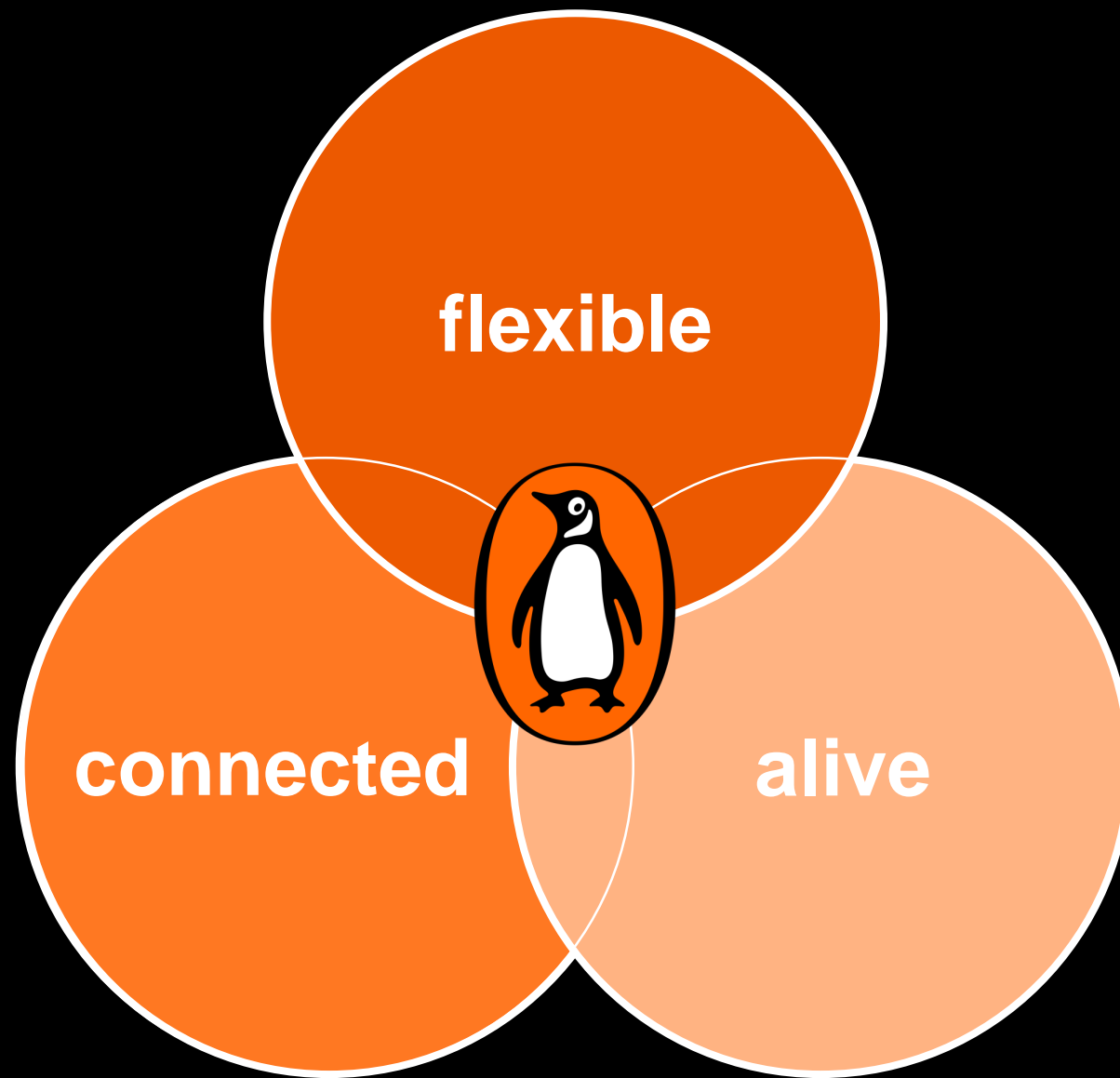


# Partnerships can present alternative views on their audience



2025?





# Questions?

