

KU is gone. Kindle+ now pays audio from your page-read fund.

Reading and listening now share one fund

Pages read

Pages listened

One KDP Select Global Fund

Each page pays once per customer, read or listened.

Per-page KENP rate: forecast for the next 60 to 90 days



On October 22, Amazon retired the Kindle Unlimited name, launched **Kindle+**, and plugged audiobooks directly into the KDP Select Global Fund. This is the biggest overhaul to indie book royalties since KU began, and it puts your page-read rate and audio income on the line today.

The hard facts

- **Price and limits stay flat:** Kindle+ costs \$11.99 a month in the US with a 20-book borrow limit. Subscribers now listen and read under one roof.
- **Audio is US-only at launch:** The Kindle+ name is global, but audiobook borrowing only works on Amazon.com right now.
- **AI audio is automatic:** If your KDP Select ebook has a Virtual Voice (AI) audiobook, Amazon automatically enrolls that audio into Kindle+ and Audible Plus.
- **There is no audio-only opt-out for AI:** To pull a Virtual Voice title out of Kindle+, you must unpublish the audiobook or pull the ebook from KDP Select. Ebook exclusivity still locks you in until the end of your 90-day term.
- **À la carte AI audio pays 40%:** Virtual Voice audiobooks sold individually earn a 40% royalty and must be priced between \$3.99 and \$14.99.
- **Human narration faces a wall:** ACX audiobooks must opt in manually. To qualify, the ebook must be in Select, the audio must be Audible-exclusive with Whispersync turned on, and you must have used a **pay-for-production** deal. **Royalty Share audiobooks are locked out at launch.** Amazon says it is "exploring" adding them later.
- **One pot of money pays for both:** Audio listens in Kindle+ draw from the KDP Select Global Fund. Each page pays **once per customer**, whether they read it, listen to it, or do both. Amazon is adding an undisclosed amount of money to the fund.

Action takeaway: Go to your KDP Bookshelf right now and check every Select title for forgotten Virtual Voice editions - if they are live, they are already in Kindle+, drawing on the same fund as your page reads.

What this means for your bottom line

Your per-page rate faces downward pressure. Listening now draws from the exact same fund that pays for reading (historically about \$0.004-\$0.005 per page, approx.). Because Amazon has not disclosed its fund top-up, any shortfall between new cash and new audio consumption cuts the per-page rate for every author in Select - even if you have zero audiobooks. Your KENP dashboard now separates pages read from pages listened so you can track the ratio.

Weak launches will starve. When the per-page rate drops, your ebook needs more total reads just to make last month's income. Books with sharp covers, high read-through, and steady promo will survive a rate dip. Thin launches will get crushed. The bar to earn back your exclusivity in Select just went up.

AI narration gets an unfair head start. On day one, a free AI audiobook sits inside the \$11.99 subscription while a human-narrated Royalty Share production sits outside behind a paywall or credit gate. That cuts out narrators and authors who built their backlist on Royalty Share deals.

Amazon leaves the door wide open for steamy AI audio. Amazon's Virtual Voice rules list 17 eligibility requirements, and zero of them ban sexually explicit content - unlike Apple, which locks erotica out of AI narration. Your books qualify for automatic AI audio in Kindle+. However, voice and heat sell men's romance and harem. Putting flat AI narration on a steamy book risks bad reviews from listeners expecting a real performance.

Action takeaway: Open your KDP reports every Monday, log your read-versus-listen split, and calculate whether Kindle+ listens are cannibalizing your full-price ACX sales.

Our 60 to 90-day predictions

- **We predict the per-page KENP rate will drop by 5% to 15% over the next 60 to 90 days** (from the historic approx. \$0.004-\$0.005 range). *Why:* auto-enrolled Virtual Voice listening adds new pages to the fund faster than Amazon's undisclosed top-up grows it.
- **We predict Virtual Voice titles in Kindle+ will at least double within 90 days.** Audible already lists over 50,000 "Narrated by: Virtual Voice" titles (reported). *Why:* AI creation is free, and Kindle+ now hands those titles a subscription audience with no extra step.
- **We predict 0% of Royalty Share audiobooks will gain Kindle+ eligibility in the next 90 days.** *Why:* Splitting a fluctuating, half-cent-per-page payout between an author and a narrator requires an accounting and contract overhaul on ACX that Amazon has not built yet.

Disclaimer: These predictions are forecasts based on early public information and KDP mechanics, not reported results. Nobody has real numbers three days in. We will publish real Vault data every month for the next four months and correct our forecasts openly when the numbers come in.

Action takeaway: Budget your winter release schedule assuming a 10% lower KENP rate so a dip in the Global Fund doesn't break your ad spend math.

Your playbook this week

For authors:

1. **Hold your fire for 30 days.** Kindle+ is three days old, and your 90-day Select term locks you in anyway. Wait for the first post-Kindle+ fund payout before changing your distribution.
2. **Audit your Virtual Voice titles today.** Decide deliberately whether you want AI audio in Kindle+. If you don't, unpublish the Virtual Voice edition now.
3. **Hold back profitable pay-for-production audio.** If your human-narrated audiobook sells well on Audible, keep it out of Kindle+ until we see how page-read payouts stack up against credit sales.
4. **Do not rewrite Royalty Share contracts.** Don't buy out your narrator just to force a book into Kindle+. Protect your cash and your narrator relationships.

Author CTA: [Check your books in the Vault Audio Tracker](#) to benchmark your daily ebook and audiobook ranks against the rest of the genre.

For narrators:

1. **Pitch pay-for-production deals now.** Pay-for-production is the only door into Kindle+ today. Use that fact when negotiating new studio work with indie authors.
2. **Call your Royalty Share authors this week.** Make sure they know Royalty Share titles are excluded right now so nobody panics or tries to break a working contract.
3. **Sell what AI cannot fake.** Push character voices, comedic timing, pacing, and heat in your samples. Human performance wins reviews, and reviews drive the algorithm.

Narrator CTA: [Join as an industry professional](#) and watch [Casting Calls](#) to connect with authors booking pay-for-production work.

Also since our last issue

- **KDP cut weekly title creation by 80%.** You can now create 2 titles per format per week, down from 10, and drafts count. That's 6 a week across ebook, paperback and hardcover, down from 30. Amazon changed this quietly in September with no announcement. *Takeaway:* plan box sets, translations and format launches a week or two ahead.
- **ACX upgraded audiobook publishing.** Authors can now set up audiobook **pre-orders**, download **shareable promo cards** sized for social media, and advertise audiobooks with **Amazon Ads** in the US. New titles also go live faster. *Takeaway:* put your next audiobook on pre-order and run a small Amazon Ads test on launch week.
- **ACX's legacy royalty model ends December 31, 2026** (reported). Every title moves to Audible's member-value model. *Takeaway:* save your last six months of ACX statements now so you have a baseline on January 1.
- **Meta's new business terms let it crawl websites linked to business Facebook, Instagram and WhatsApp accounts**, starting October 30 (reported by Nieman Lab). After pushback, Meta removed the word "train." Legal experts say the terms still allow broad use. *Takeaway:* if your author site is linked from a business account, block Meta's crawler in your site's robots.txt file.
- **The \$1.5 billion Anthropic settlement got final court approval** on July 20. Payouts haven't started, and no date has been announced. *Takeaway:* if you filed a claim, watch the settlement administrator's site, not social media rumors.
- **Publishers and authors are suing Meta over AI training.** Five publishers and Scott Turow filed a class action in May, and textbook authors filed one in July. *Takeaway:* no action needed yet. We'll report if a class forms that covers indie fiction.
- **Goodreads added half-star and quarter-star ratings** in early October (reported). *Takeaway:* expect slightly lower average ratings as readers who used to round up start using 3.5 and 4.5.
- **Libby announced filters to hide AI-written and AI-narrated books**, relying on publishers to label their own content. We haven't confirmed it has shipped. *Takeaway:* label AI use honestly at your distributor. Library readers will be able to filter on it.

- **Spotify is expanding audiobooks to more than 180 markets** (reported) and keeps accepting ElevenLabs AI-narrated audiobooks through Findaway Voices. *Takeaway:* wide audio just got a bigger map, but so did the competition from AI.
- **YouTube is reportedly in talks with publishers** about audiobooks in YouTube Premium as early as 2027 (Wall Street Journal). *Takeaway:* nothing to do yet. Keep your audio rights clean so you can move when it opens.

How we are tracking the truth

We built the Vault to track real market numbers, not forum rumors. As of October 25, we upgraded the Vault to record **daily audiobook sales rank, price, review counts, and Kindle+ status** alongside our existing ebook data. We are also backfilling historical audio data to July 2026 so you can see the exact before-and-after impact of Kindle+.

For the next four months, we will publish a monthly Kindle+ Data Report showing what this shift actually does to ebook and audio sales in our genres.

[Follow the Monthly Kindle+ Tracker & Explore the Live Vault](#)

Got early numbers of your own? Reply to this email with your read-versus-listen split or rate shifts. You will help the whole community spot the trend faster.

Sources: Amazon KDP Help (Kindle+ and Virtual Voice pages), Written Word Media, Digital Trends.