



Storytel expanding to Latin America through new affiliate in Mexico

Storytel is expanding its operations to Latin America, where it hopes to roll out its service in late 2018. Mexico City is the site of Storytel's new branch office, with teams already in place within Streaming and Digital Publishing.

Agreements with several of Latin America's leading publishers have, since the beginning of the year, allowed for the production of approximately six hundred new audio-books in preparation for Storytel's launch at the end of the year. This number adds to an existing catalogue of about 1,500 Spanish-language titles previously available to listeners in Spain.

"Latin America is a large economic zone with a growing interest in subscription services for film and music, but with an under-developed market for audio-books. There are more than 400 million native speakers of Spanish in Latin America, and we want to be in place, investing in the development of a Latin American audio-book catalogue," says Stefan Tegenfalk, Head of Expansion at Storytel, Sweden. "We're also directing our service towards the 40 million or so Spanish-speakers in the US, which means that establishing our headquarters in Mexico makes sense."

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About Storytel

The Storytel Group consists of two parts, Streaming and Print Publishing. The Streaming business area offers subscriptions for audio books and eBooks under the Storytel and Mofibo brands, currently in Sweden, Norway, Denmark, Finland, Iceland, The Netherlands, Poland, Russia, Spain, India, the UAE and Turkey. It also includes audio book publishing which is mainly under the imprint Storyside. The audio book publishing business also includes brands such as Storytel Originals, Storytel Dox and Storytel Brief. The Print Publishing business area is carried out through the Swedish publishing houses Norstedts, Storytel Publishing, and the Danish publisher People's Press and includes the children's literature and young adult brands Rabén & Sjögren and B.Wahlströms as well as Norstedts Kartor.