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Storytel launches its service in Italy

On November 28th 2017 Storytel announced plans to expand its audio-book service to Italy. Today on June 26th, after nearly a year's worth of preparations, Storytel goes live in Italy, making it the service's thirteenth language market.

"The Italian audio-book market hasn't been fully developed yet, but the subscription model is well-established thanks to film and music services, which is why we judge this to be a promising market for audio books," says Stefan Tegenfalk, Head of Expansion at Storytel. "At the moment we're offering an Italian-language catalogue of just over 1,300 audio books, as well as tens of thousands of titles in English from leading publishers. We'll also be releasing about twenty-five audio books each month, produced in-house in our own studios in Milan, as well as in other studios."

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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.