



Storytel sets up office in Bangkok, Thailand

In line with Storytel's previous announcements on continued international expansion, the company's new office in Bangkok, Thailand, will serve as regional office for expansion in Asia. Staff from the Storytel Expansion Team will be stationed at the Bangkok office during its first few months of operation.

"Asia as a region is very attractive to us for several reasons. For one thing, many Asian countries are technologically ahead of the game in terms of mobile services with various payment models, including consumer behavior we'd like to become more acquainted with. It also has great potential, in most countries untapped, as a market for audio-books," says Stefan Tegenfalk, Head of Expansion at Storytel.

Storytel is also a co-sponsor of the fiftieth anniversary conference of the Singapore Book Publishers Association (SBPA) on September 21st –23rd, 2018.

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About Storytel

The Storytel group is comprised of two divisions, Streaming and Publishing. The Streaming division currently offers a subscription service for audio books and e-books under the brand names Storytel and Mofibo in Sweden, Norway, Denmark, Finland, Iceland, The Netherlands, Poland, Russia, Spain, India, the United Arab Emirates, Turkey and Italy. The Streaming division also publishes audio books and Storytel Originals, mainly through the audio-book publisher Storyside. The Publishing division is comprised of the publishers Norstedts, Massolit, Kontentan, Telegram, the Danish People's Press, Storytel Publishing, Rabén & Sjögren and B. Wahlströms, as well as Norstedts Kartor.