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Storytel launching service in Mexico

On May 30th of this year, Storytel announced plans to launch its service in Latin America, and will follow through by going online today in Mexico, the company's fourteenth market.

"Mexico with its 130 million has a strong tradition of storytelling, as well as a high rate of subscription-based penetration in film and music services," says Stefan Tegenfalk, Head of Expansion "Our analysis indicates favorable conditions for streaming audio books, and we plan to lead the market in the region."

Thanks to its existing service in Spain, Storytel already has a broad list of titles available in Spanish. In order to serve Latin American listeners, the catalogue will be expanded with titles in both Global and Mexican Spanish. At present there are 2,400 titles in Spanish, which will be continually expanded; titles in English will also be available. Storytel's service will primarily be advertised in Mexico, but will be available throughout all of Latin America.

For more information, please contact:

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Storytel at a glance

The Storytel group consists of two divisions, Streaming and Print Publishing. The Streaming division offers an audio-book and e-book subscription service under the names Storytel and Mofibo, at present available in Sweden, Norway, Denmark, Finland, Iceland, The Netherlands, Poland, Russia, Spain, India, the United Arab Emirates, Turkey, Italy and Mexico. The Streaming division also includes audio-book production, including Storytel Original, primarily operated by audio-book publisher Storyside. The Print Publishing division includes the publishers Norstedts, Massolit, Printz Publishing, Danish People's Press, Storytel Publishing, Rabén & Sjögren and B. Wahlströms, as well as Norstedts Kartor.

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