



Storytel prepares for launch in Brazil

Earlier this year Storytel announced its expansion into Mexico and Spanish-speaking Latin America; Storytel is now also opening an office in Brazil, whose main language is Portuguese. The streaming service is set to launch in 2019, operated by a local team in São Paulo within the Streaming division. Through contracts with leading Brazilian publishers, Storytel has started to produce audio books in Brazilian Portuguese, in order to build up a strong content catalogue before launching the service.

“Brazil’s population of 210 million people makes it the world’s ninth largest market, which obviously makes it a vital location for us. Subscription services for music and films have reached far and wide in the country, which bodes well for audio books,” says Stefan Tegenfalk, Head of Expansion at Storytel.

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About Storytel

The Storytel group consists 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 consists of the publishers Norstedts, Massolit, Printz Publishing, the Danish People’s Press, Storytel Publishing, Rabén & Sjögren and B. Wahlströms, as well as Norstedts Kartor.