



2019-11-15

Storytel launches its service in South Korea

Storytel, one of the world's major streaming services for audio books and e-books, launches its service today in South Korea, strengthening the company's presence in Asia alongside its markets in India and Singapore.

On May 24th, Storytel announced in a press release that as part of its strategy of global expansion, it was establishing an office in Seoul. In preparation for today's launch, Storytel has signed contracts with leading Korean publishers, and also undertaken an enormous strategic initiative to produce a rich local catalogue of audio books, as well as a stable digital platform.

As South Korea's market for audiobooks expands, Storytel plans to be a dynamic force bringing together stories and people. South Korea's subscribers will be offered the market's largest catalogue, with more than 50,000 audio titles instantly available. In order to offer a wide selection, Storytel has invested in a variety of genres including bestsellers, science fiction, internet-based novels, and even business literature.

"Since its inception in 2005, Storytel has been an innovative pioneer, blazing new trails for popular culture – offering laughter, learning, and powerful emotional experiences. It's exciting to go online in South Korea, a fast-paced and digitally cutting-edge market, where we hope to achieve the same success as in our previous markets," says Ingrid Bojner, Storytel's Chief Commercial Officer (CCO).

Serena Park, Storytel Country Manager for South Korea, agrees. "I'm certain Storytel has the potential to be the next big leisure-time app for all South Korean families. It offers something for everyone. For instance at the moment, I'm listening to fiction-author Kim Ae-ran while my daughter enjoys listening to the *Harry Potter* series in English. And I'm definitely going to recommend a few high-quality titles on parenting to my husband, who commutes everyday."

For more information, please contact:

Dan Panas, Head of Communications

Phone: 0046 701 865 290

E-post: dan.panas@storytel.com

About Storytel

Storytel is Northern Europe's leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 300 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B.Wahlströms and Norstedts Kartor. Ztory – a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 19 markets around the globe and is headquartered in Stockholm, Sweden.