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Storytel strengthens its leading role in Denmark by integrating platforms

Since 2016, Storytel has had a leading role in the Danish audio-book market through its two wholly owned platforms Storytel and Mofibo.

As of today, both of Storytel Denmark's two apps will appear under the brand name Mofibo. Among other benefits, Danish subscribers will enjoy better service, greater functionality, and more than twice as many titles.

Less than three years ago, Storytel acquired Danish audio- and e-book distributor Mofibo. Combining the two apps under the name Mofibo will now help Storytel sharpen and strengthen its enormous investment in the Danish market. The new service will also benefit from the strength and resources of Storytel's leading international digital platform.

The new, integrated service will be available for Danish subscribers starting today.

“The new Mofibo will be strongly positioned. Storytel Denmark will combine the best of both worlds in Denmark – Storytel's leading Scandinavian role in terms of content, service, and tech, together with Mofibo's strong brand-recognition, which in Denmark is currently synonymous with listening to audio-books”, says Jonas Tellander, founder and CEO of Storytel.

Combining the two Storytel-owned services opens a universe of possibilities for Danish subscribers. In addition to more than doubling their library, Mofibo customers also gain full access to the Storytel Family plan, which offers digital bookshelves for each family member, as well as a Kids Mode which gives younger users safe, reliable access to Storytel's rich children's catalogue. In addition, all titles in the service are fully compatible with the Sonos wireless sound-system.

“Mofibo and Storytel are all about making literature available to the people, and now our customers will benefit from even more choices. We're very proud to be able to help make the reading experience more democratic by reaching out to everyone, even those who for whatever reason can't read physical books — we feel that's an important responsibility. So we're going to continue doing our utmost to always offer everyone a wide variety of high-quality listening experiences,” says Claus Wamsler-Nielsen, Country Manager for Storytel Denmark and CEO for Mofibo.

“We’re the number-one service in Denmark, which we feel obligates us to constantly improve our customer experience, as well as the actual streaming of audio-books. In addition, we will soon be making available even more fantastic and unique titles,” says Claus Wamsler-Nielsen.

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About Storytel

Storytel is Northern Europe's leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 200 000 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 16 markets around the globe and is headquartered in Stockholm, Sweden.