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Storytel launches its service in Germany

Storytel announced in February that during the summer of 2019, it would be entering the German market — and today its German service goes online, making Germany Storytel's 17th market.

Germany's audio-book market accounts for approximately 180 million Euros in annual turnover, and is in a state of transition with streaming comprising the fastest growing segment.

“Our soft launch in Germany comes at an exciting time, when lots of people are showing interest in streaming services and discovering the benefits of being able to enjoy stories anytime, anywhere. It feels fantastic to know that Storytel, which is Scandinavia's leading audio-book service, is contributing to increasing the pace of these developments in one of Europe's most populous and important countries. We're looking towards the future with confidence and a great deal of enthusiasm,” says Stefan Tegenfalk, Head of Expansion at Storytel.

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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 17 markets around the globe and is headquartered in Stockholm, Sweden.