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Storytel launches its service in Brazil

Today Storytel, one of the world's leading streaming services for audiobooks and e-books, goes live in Brazil, strengthening the company's presence in Latin America and expanding the footprint of a services that now has more than a million paying subscribers in 18 countries.

Upon opening its office in São Paulo, Brazil, in November of 2018, Storytel signed agreements with leading Brazilian publishers and initiated the big and strategic project of producing audiobooks in Portuguese, in order to compile a rich catalogue and a stable platform for the launch in the world's ninth largest economy with approximately 210 million inhabitants.

Storytel already has operates in Mexico and Columbia, and going live today in Brazil further strengthens its Latin American presence.

Storytel's ambition is to be a dynamic force and a leading enabler as Brazil's audiobook market expands alongside other services for streamed content. Storytel's Brazilian offering — including audiobooks in popular genres, documentaries, original series commissioned direct for audio, and podcasts — will also have the prerequisites to be “a one-stop-shop for audiotainment” for all ages.

“It's very exciting to be going live in Brazil. Since Storytel's inception in 2005, it has been a pioneering innovator and has paved new roads to popular culture — to laughter, learning, and intense emotional experiences — and the service already reaches more than a million paying subscribers around the world,” says Ingrid Bojner, Storytel's Chief Commercial Officer (CCO).

“Streamed audio is on the cusp of a listener-revolution in Brazil, whose vast market has been increasingly interested in subscription services for film and music. This streaming momentum will help our top-notch Brazilian team, which includes experts within the realms of content and production, as well as paving the way for our broad assortment of attractive and well-known titles in order to give our customers unlimited listening pleasure anywhere and at any time,” adds Robert Casten Carlberg, Storytel's Head of Hub for Latin America and Latin Countries.

FNCA Sweden AB is the company's certified adviser. FNCA can be reached at info@fnca.se or +46 8 528 00 399.

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