

Book Discovery Is Now Made Hyper-Personal With Storytel Genie

Imagine having a book-loving best friend who knows your taste perfectly. That is exactly what Storytel is delivering with the launch of Storytel Genie – an AI-powered feature set that brings next-level personalization to every user, making story discovery effortless, conversational, intuitive, and deeply personal.

Storytel Genie is an AI-powered companion that adds a new layer of interactivity and personalization to the audiobook experience. Designed to understand the context and mood users are in, it can explain why a specific book will resonate, help them pick their next story, and generate recaps when a listener has lost the thread of a story in progress.

“Storytel Genie is the most powerful set of features we’ve built and really defines the next chapter at Storytel, one where we’re moving into a more personal, immersive, and interactive book experience,” says **Johan Ståhle**, Chief Product and Technology Officer at Storytel. “A better product experience is not just better for listeners, it means even more authors and books reach the audiences they deserve.”

Storytel Genie is initially rolling out with three core features:

- **Chat:** A chat interface available across the app that enables listeners to talk to Genie for new book recommendations, to get more context about a specific book or author, get curated reading lists, or find the perfect discussion topics for their next book club. A story companion built for book lovers.
- **Recaps:** AI-powered recaps that help listeners instantly reconnect with the narrative through short, bite-sized recaps of recent plot developments. Perfect for moments when they’ve lost the thread, taken a break, or drifted off mid-chapter.
- **Top Picks For You:** Hyper-personalised recommendations based on each listener's unique history and preferences, with concise descriptions that capture the essence of every book.

Built on a specialized book-agent architecture, Genie integrates leading language models from *Google Gemini*, *OpenAI*, and *Anthropic* with *Exa*’s real-time knowledge capabilities. What truly sets Storytel Genie apart is Storytel’s proprietary metadata layer. This technology ensures the AI remains strictly grounded in the source material, protecting authors’ intellectual property while enriching the listener's journey.

Storytel Genie rolls out to Swedish subscribers today, with full availability across Sweden by July 1 and additional markets from August and onwards.

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About Storytel Group

We are a storytelling company. Driven by our purpose - "Leading the future of storytelling, we move the world through stories" - Storytel Group inspires and entertains people around the world by blending innovation with tradition. We bring stories to life across various formats for everyone to discover. Anytime. Anywhere.

Storytel Group leads by operating through its two primary business areas: Streaming and Publishing. The Streaming division provides one of the world's most extensive digital libraries, with over 1.8 million audiobook and e-book titles available in 55 languages. This service reaches more than 2.7 million subscribers through the Group's prominent brands, including Storytel, Mofibo, and Audiobooks.com. The Publishing business area produces high-quality content from acclaimed authors across a wide range of genres through renowned publishing houses such as Norstedts Publishing Group, Lind & Co, People's, Gummerus, Bokfabriken, Overamstel Publishers, and Storyside. Storytel Group is headquartered in Stockholm, Sweden. Please visit www.storytelgroup.com for more information.

Image Attachments

Storytel Genie