Thema in the Age of Audio

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About Storytel

• Storytel is the leading audiobook subscription streaming service in Northern Europe - and we aspire to be the global market leader in storytelling.

• We offer 500K+ audiobooks and e-books to over 1.3M customers in 20 markets - and expect to launch the service in several new markets in the coming years.

• Storytel is a public listed company (Nasdaq First North) with a market cap of 995 million USD.

• Storytel has 500+ employees across the world.

• Audiobook publisher since 2013 through Storyside, a wholly owned publishing company, that produces thousands of audiobooks per year in most of Storytel’s markets and in 25+ different languages.
Categorization at Storytel

Publishers
Content Creators
Aggregators

Metadata Media Files
Other Book Assets

Manual Review Process

Proprietary Categories

The App

Curated Lists
Audio Challenges

- Global Company – Local Presence: Quality of metadata
- Colloquialism & Dialects: The narrator origin matters (a lot!)
- Setting the Tone: Audio as Reality Enhancer
- User Accommodation: Length and Mood of Books
New Types of Audio Content
(which presents new types of metadata challenges)
Soundscapes & Non-verbal Audio

Audio Books Audio Content

Instant Publishing
The Solution: A Collaborative Wheel of Fortune
Thank You!
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