storytel

Case Study

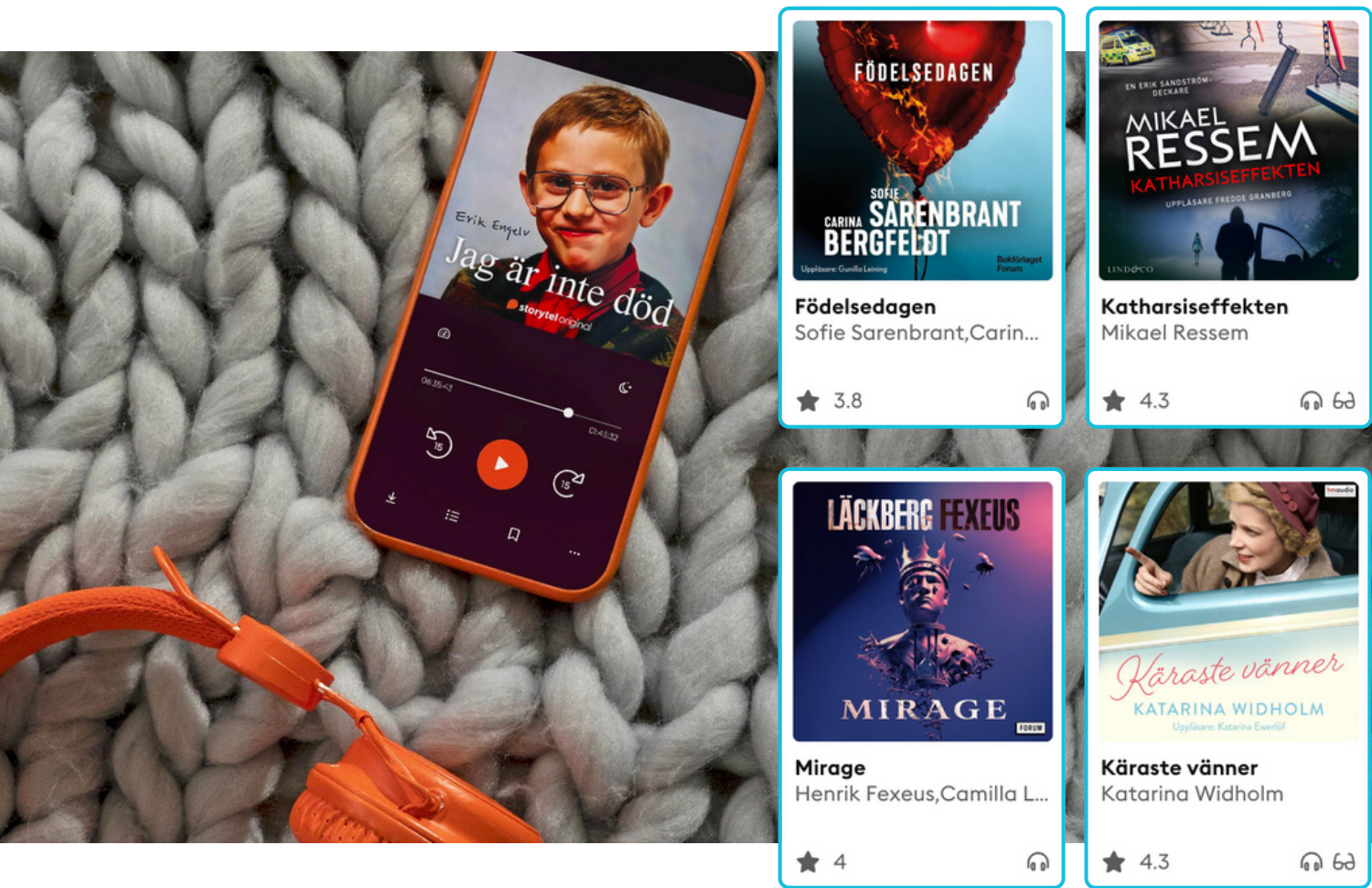### Clipsource & Storytel

Background

Storytel is one of the world's largest subscribed audiobook and e-book streaming services and offers listening and reading of more than 500 000 titles on a global scale. They operate in 19 markets around the globe and have their headquarters in Stockholm, Sweden.

The Challenge

Storytel had an infrastructure where marketing assets and data were spread out over various internal systems. This used to make communications- and marketing workflows cumbersome.

They also **lacked important features** such as secure distribution of audiobooks to critics for pre-listening, support for rich media, and conditional access to exclusive content.

The Solution

Clipsource implemented **a new digital Media Centre** for Storytel, built on ten years of experience from media marketing in the television industry. By **connecting internal systems** for images, audiovisuals, metadata etc, and presenting the assets in one user-friendly environment, optimized for sharing, Storytel's teams for marketing and communication could streamline their workflows and increase output to both public and professional audiences.

Since all information is **based on ONIX** – the global standard for metadata in the book industry – adding new features or connecting with external platforms is easy. It also guarantees international scalability.

Some of their features

- Press Release creation and distribution
- Full support for audio and video with conditional access
- Media list management
- Event organiser (calendar, info, invitation, participation list etc)
- Title-centric organising of all marketing- and communication assets
- Detailed usage statistics

& much more.

Results

More Content.

Storytel can distribute more marketing- and communications content to more users on more platforms and devices.

More Automation.

High volume and automation are crucial for success in data- driven marketing and communication.

Higher Availability.

Storytel can super-serve all stakeholders and generate more awareness around both individual titles and the brand.

Fewer errors.

Storytel can avoid any erroneous texts following copy and paste or rewrites since integration of platforms means that content can flow seamlessly.

"Our new media centre gives journalists and partners significantly better access to media and data around Storytel's releases. It is an integral part of our media strategy"

– Dan Panas,
Ex Senior Director Corporate Communications at Storytel