

## Bookmate Announces TELMORE Partnership, Brings e-reading Service to Denmark

### **London, 26 January 2017**

Bookmate, the social e-reading service, has signed a multi-year agreement with TELMORE, Denmark's largest online telecommunications company, to bring its library of more than 850,000 ebooks, in 12 languages, to Danish readers.

From tomorrow (26 January), TELMORE Play customers will have access to Bookmate's extensive ebook catalogue; which currently includes over 16,000 Danish and 300,000 English titles.

Bookmate continues to work closely with all major Danish book publishers to bring customers the very best from talented writers across the world – from local favourites like Leif Davidsen, to international bestsellers like Jojo Moyes – as well as classic literature, new fiction, and a host of other genres.

Andrew Baev, Managing Director, Bookmate, commented: "We're very much looking forward to being part of TELMORE Play. The new partnership enables us to better serve the Danish market, as we improve and increase our library of titles and roll out an exciting pipeline of new and entertaining features – like our audiobook library which will be available from April this year."

"The global ebook market will grow to \$22 billion by 2017 and Denmark leads the way with a high adoption of mobile e-reading and ebook subscription. It's a great time to be launching there."

Jens Grønlund, CEO, TELMORE stated: "We have seen that a great deal of TELMORE's customers are choosing our Play service because it gives them easy access to thousands of books. For this reason, we have prioritized finding the right partner to help us deliver this. After researching the market for digital book services, we chose to work with Bookmate as the company offers the best reading experience for our customers."

Bookmate's e-reading service combines social discovery with machine learning to ensure that readers can find the right book at the right time.



# Bookmate

## **About Bookmate**

[www.bookmate.com/about](http://www.bookmate.com/about)

Bookmate is a subscription based social ebook service that makes mobile reading fun, exciting, and easy for anyone in the world with a mobile phone. Bookmate serves more than 1.4 million active readers with its growing library of more than 850,000 titles, in 12 languages, across 18 international markets.

## **About TELMORE**

<https://www.telmore.dk/>

TELMORE is the first and largest online mobile phone company in Denmark with more than 600,000 customers. In 2014 the company launched TELMORE Play; a market leading single subscription digital entertainment package – combining movies, TV shows, magazines, and books. TELMORE Play includes seven premium streaming services and one mobile phone subscription. The package is available for 249 DKK per month.