

# BOOKMATE

## Bookmate pens deal with HarperCollins adding English language ebooks to its service

### **Social e-reading service now offers thousands of new titles**

October 8, 2014

Bookmate, the subscription based social e-reading service, has today announced an agreement with HarperCollins Publishers, the second largest consumer book publisher in the world, to launch its first English language ebook selection.

The agreement with HarperCollins will enable Bookmate to offer more books on its e-reading service. Books by thousands of authors, including CS Lewis are included in the deal.

The agreement follows the recent launch of Bookmate's new iOS and Android apps. Bookmate currently offers more than half a million titles to 1.5 million active readers who use the service. On opening the app, users on average spend 54 minutes a day reading ebooks.

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Simon Dunlop, founder of Bookmate, commented: 'This is a big moment for Bookmate. Our users get access to thousands of great new ebooks in English and the partnerships we have signed are a massive vote of confidence from the publishing industry.'

Chantal Restivo-Alessi, Chief Digital Officer at HarperCollins commented: 'We're excited to partner with Bookmate. The social aspects of Bookmate are very compelling and offer readers a new way to enjoy ebooks.'

Bookmate is an open platform connecting publishers and readers directly. This means that authors listed on Bookmate are able to discover who is reading their book and access analytics which can aid their own promotion and marketing efforts. Bookmate operates on a subscription-based business model, allowing users to gain unrestricted access to a vast library of ebooks and a range of social features. Users do not need a separate e-reading device as they can use Bookmate on their smartphones or tablets.

Bookmate's new app features include a social feed which will allow users to follow their friends, favourite authors and celebrities on Bookmate, while also sharing their favourite books and passages. Users can also use the app to share books via Facebook, Twitter and Russian social network VKontakte.

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The 'showcase' feature provides easy navigation through Bookmate's 500,000 titles. Users are able to choose books not only by author, title or genre, but also based on recommendations of editors, experts and celebrities. Book discovery is further enhanced through recommendations based on bestselling titles and popular books among the Bookmate community.

The new interface provides users with a convenient and enjoyable reading experience across mobile, web and tablet. By storing progress, Bookmate allows the reader to continue reading from the same place when transferring from one device to another.

About Bookmate:

Bookmate is a subscription based social reading service that makes reading accessible to anyone in the world with a mobile phone. With more than 1.5 million active users and more than 500,000 titles in nine languages, Bookmate brings readers, authors, publishers, brands and distribution partners together through deep social features and a strong business model.

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