

9:00–9:15

Welcome and Introduction

9:15–9:55

**Audiobook Markets in Comparison:
Swedish-German Dialogue**

Ann Steiner and Anke Vogel

9:55–10:15

Panel Discussion: On Differences and Similarities

10:15–10:30

Break

10:30–11:30

**Organising Publishing: The German and Swedish
Publishers' Association**

Petra Ward (CEO Gyldendal Astra)

20 Years of Streaming Audiobooks:

*Conclusions From the Swedish Market
of Early Adopters*

Kathrin Rüstig (BookBeat)

Audiobooks in Germany:

*Development and Changes in Consumption
Over the Past 20 Years*

Moderated by Gerhard Lauer

11:30–11:45

Coffee Break

11:45–12:45

**Shifting Sounds? How do Audiobooks Change
Literary and Book Aesthetics?**

Sara Tanderup Linkis (University of Lund)

*Sound Strategies. Producing Texts for Audio
in Sweden*

Additional Guest to be Announced

Moderated by Jana Rüegg

12:45–13:45

Lunch Break

13:45–14:45

**What's New? Perspectives from the (Audio)
Book Industry**

Marta Hedener (Storytel)

Can Nonfiction Make the Shift?

Summarizing 10 Years of Digital Audio

*Publishing and Looking Into What Lies
Ahead.*

Christian Kessler (Bookwire)

Carlo Carrenho (future!publish)

Moderated by Christoph Bläsi

14:45–15:00

Break

15:00–16:00

The Platformization of Book Selling and Reading

Karl Berglund (Uppsala University)

From Sold Books to Streamed Minutes:

*On Platformization, Data, and the New
Business Models of Publishing*

Sven Stollfuss (Leipzig University)

Audible, BookBeat, Spotify & Co.:

*The German Audiobook Market in the
Context of Platformization and Digital
Book Cultures*

Moderated by Anke Vogel

SHIFTING SOUNDS

Platformization and the Future of Audiobooks in Germany and Sweden

xxx^{1st} Mainz Colloquium

Friday, 30 Januar 2026, 9:00–16:00

Johannes Gutenberg University Mainz

Johann-Joachim-Becher-Weg 5

Linke Aula