

9:00–9:15	12:45–13:45
<b>Welcome and Introduction</b>	Lunch Break
9:15–9:55	13:45–14:45
<b>Audiobook Markets in Comparison: Swedish-German Dialogue</b>	<b>What's New? Perspectives from the (Audio) Book Industry</b>
<i>Ann Steiner and Anke Vogel</i>	
9:55–10:15	
<b>Panel Discussion: On Differences and Similarities</b>	
10:15–10:30	
Break	
10:30–11:30	
<b>Organising Publishing: The German and Swedish Publishers' Association</b>	
<i>Petra Ward (CEO Gyldendal Astra)</i>	
<i>20 Years of Streaming Audiobooks: Conclusions From the Swedish Market of Early Adopters</i>	
<i>Kathrin Rüstig (BookBeat)</i>	
<i>Audiobooks in Germany: Development and Changes in Consumption Over the Past 20 Years</i>	
<i>Moderated by Gerhard Lauer</i>	
11:30–11:45	
Coffee Break	
11:45–12:45	
<b>Shifting Sounds? How do Audiobooks Change Literary and Book Aesthetics?</b>	
<i>Sara Tanderup Linkis (University of Lund)</i>	
<i>Sound Strategies. Producing Texts for Audio in Sweden</i>	
<i>Additional Guest to be Announced</i>	
<i>Moderated by Jana Rüegg</i>	

# SHIFTING SOUNDS

xxx1st Mainz Colloquium  
Friday, 30 Januar 2026, 9:00–16:00  
Johannes Gutenberg University Mainz  
Johann-Joachim-Becher-Weg 5  
Linke Aula

Platformization  
and the Future of Audiobooks  
in Germany and Sweden