



SAGA Egmont and Roca Editorial partner up on ambitious plan to grow Spanish audiobook market

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The fast development of the audiobook market in the Spanish-speaking world has only been accelerating during the pandemic, and it's now official that Copenhagen-based Saga Egmont has entered a collaboration agreement with Spanish publisher Roca Editorial to produce, publish and distribute Roca Editorial's catalogue of bestselling novels and non-fiction titles into the highly popular audiobook format. The audiobooks will be published under a cooperative label.

"To create and publish a great audiobook requires highly specialized skills, and we are lucky to have found the perfect partner in Saga to expand our audiobook adventure. As an independent publisher, we need to seek alliances so that our authors can reach all points of sale and platforms and we believe that Saga Egmont's years of experience and highly efficient workflow is the best match for us, and soon we can offer all of our authors and rightsholders their books as high-quality audiobooks", says Blanca Rosa Roca, CEO in Roca Editorial.

The Danish digital publisher Saga Egmont is one of the leading audiobook publishers in the Spanish markets holding the third biggest audiobook catalogue in the Spanish languages. Saga's trademark is the non-exclusive distribution to all retailers – enabling authors to connect with their audience no matter where they buy or stream their books.

"Saga's overall mission is to set books free – the audiobook is free of physical boundaries and a perfect match for a world-language. The audiobook can travel across the world, into every reader's cell phone with one click, but it brings with it the warmth and personality that a voice comprises. In this sense, the audiobook is a phenomenal book format. We are so proud to put voices to Roca's engaging books and find new readers across the globe," says Lasse Korsemann Horne, Publishing Director in Saga Egmont.

"For us in Saga, the audiobook is the format of the future", continues Natalie Uldbjerg Hansen, Editor-in-Chief in Saga Egmont. "And this deal is not only great for the listeners, who can expect a great and varied selection of audiobooks on all the sales channels. This deal also shows the benefits of publishers working together to assure growth on the Spanish audiobook market - in the end it is beneficial for everyone involved, especially the authors and rightsholders", says Natalie Uldbjerg Hansen.

"Working with the catalogue of such a relevant publisher like Roca Editorial is a dream come true", says Alexander Páez Garcia, Program Manager in Saga Egmont. "Their titles have a distinct quality and when you enter a bookstore in Spain, you can spot the Roca titles from a long distance. Now it's up to us and our audiobooks studios to bring this *extra something* into the finest audiobook versions of the books", continues Alexander Páez.

Roca Editorial

Roca Editorial is one of the biggest independent publishers in Spain committed to publishing titles in fiction, young adult and non-fiction related to current affairs, such as social issues, feminism, climate change, among many others. Roca's catalogue includes some of the most important international and Spanish authors such as Neil Gaiman, Nicholas Sparks, Christopher Paolini, Kiera Cass, John Verdon, Noah Gordon, Edward Rutherfurd, Michael Connelly, Philip Pullman, M.W. Craven, Dita Kraus, Soren Svestrup, Elia Barceló, Fernando Rueda, Mónica Rouanet, Paola Calasanz (Dulcinea) or Elena Vavilova.

Saga Egmont

Saga Egmont was founded in 2014 as the digital publisher of Lindhardt og Ringhof. They publish eBooks and audiobooks in more than 30 languages across a vast distribution network of more than 450 retailers worldwide. They are owned by the Egmont Foundation, who each year donates parts of the revenue to charities and re-invest in building great media companies to grow with the modern consumer. Saga publishes authors like Jordi Sierra i Fabra, Barack Obama, Margaret Atwood, Ricardo Alcantara, Paul Auster, Andreu Martín, Agatha Christie, Henning Mankell, Alberto Vázquez-Figueroa, Isabel Keats, James Patterson, Karl Ove Knausgård, Laura Gallego, Yuval Noah Harari, Wilbur Smith and many more.

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