



Changing reading behavior on
subscription platforms

What is Skoobe?



The entrance to a world of digital books



- › Great entertainment library with all books in one app
- › Monthly fee to read whatever and as much as wanted
- › 110,000 titles
- › All books are available anytime
- › No return deadlines*
- › Launched in February 2012
- › 1 million downloads

* As long as paying the monthly fee for the service

Subscription services will have a solid place in the future of reading



Always on



Now



Multi-optionality

Customers read more when choices are less risky



- › Great fear of making poor decisions regarding money and time
- › 72% of flatrate users read books they would not have bought
- › Flatrate users continue to buy books, because they have discovered new authors & genres
- › Overall, reading becomes more important to flatrate users

Good stories succeed where prices do not matter



- › In the market, customers find another way to reduce risk = low price
- › Average book price of top 10 bestseller in online retail = 3 EUR
- › Choosing by stories, covers and recommendations
- › Introducing new authors

Digital book discovery needs events



- › Catalogues and lists are per se boring
- › Skoobe-Thursday, #skooben
- › People love to connect with people and love to understand why (Story telling)
- › Giving the right context on books

Four theses on the way subscription services change reading behaviour

1. Subscription services will have a solid place in the future of reading
2. Customers would read more, if they faced fewer risks when choosing books
3. Good stories climb the rankings if price doesn't matter
4. Digital book discovery needs events



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