



Media Release

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Hummingbird Digital Media Adds Audiobook-Only Capability

Sanger, CA, Thursday, July 28, 2016—

On its self-appointed trek to “Democratize E-book and Audiobook Retailing,” Hummingbird Digital Media, supplier of a fee-free, turnkey e-book and audiobook retailing platform now supports retailers who would like to offer audiobooks only.

“This allows bookstores that have a legacy relationship with another e-book program,” says Greg Lee, Hummingbird’s vendor & merchant support manager, “a chance to capture their share of the audiobook market without making a major change in their operations.”

The audiobook-only program includes a feature-heavy app for listening along with an intuitive web-based storefront for the discovery and purchasing of the audiobooks.

Both the app and the storefront carry the brand identity of the retailer throughout the transaction. The customer never leaves the bookstore’s universe.

The app is operating-system agnostic, meaning it works on iPhones, iPads, and Android devices including Nook, Kobo, Samsung, and the Kindle Fire.

The audiobook catalog consists of tens of thousands of titles from scores of publishers including the complete catalogs of Simon & Schuster, Macmillan, Hachette, and HarperCollins just to name a few.

“We feel retailers who begin using the audiobook-only platform will appreciate how simple and robust our program is and how well their customers like it and, eventually, flip the switch that allows their audiobook storefront to become an audiobook and e-book storefront,” said Lee. “We like to ask store owners, ‘Why make your customers download and use two apps, one for reading e-books and another listening to audiobooks?’

“Bookstores particularly like the fact that, with Hummingbird remaining in the background, out of sight, they don’t have to send their customers off to a third party site to make the purchase,” Lee added.

For more information on Hummingbird Digital Media’s platform, check out HummingbirdDM.com or watch this three-minute video: youtu.be/3pwU-qgpCGM

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