



1254 Commerce Way • Sanger, California 93657

Media Release

For more information please contact:
Steve Mettee • Steve@HummingbirdDM.com • 559-355-5259
HummingbirdDM.com • [Images](#)

Over 3,000 Publishers Join Hummingbird’s Audiobook and E-book Revolution

Sanger, CA, Thursday June 2, 2016

Less than 18 months ago, Hummingbird Digital Media (HummingbirdDM.com) set out to disrupt the ironclad control an oligarchy of large corporations had on the retailing of e-books and audiobooks. Today, with more than 3,000 publishers furnishing their complete audiobook and e-book catalogs, Hummingbird is well on the way to doing that. We call it “democratizing audiobook and e-book retailing,” said Steve Mettee Hummingbird’s cofounder and president.

Hummingbird Digital Media supplies booksellers and others with a free turnkey program that allows them to offer their customers the most popular audiobooks and e-books. Each merchant gets a branded and customizable storefront for the search, browsing, and sale of digital books. They also get a branded app that allows their consumers to read and listen to their purchases. Hummingbird stays in the background; the customer never leaves the merchant’s universe.

“The first thing we needed was the tech, said Mettee. We wanted a platform that delivered a positive, intuitive experience to our merchant partners and to their readers. While we were building that, we were busy collecting content.” Content vendors to Hummingbird run the range from self-publishers to names like Macmillan, Sourcebooks, HarperCollins, Workman, Simon & Shuster, and Hachette.

“Now that we have topped 3,000 publishing partners, we are busy inviting merchants to join the revolution,” said Mettee. Interested? Join the revolution at bit.ly/hdm-signup.

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