

## **Andy McNab's GoSpoken.com brings Macmillan's entire eBook catalogue to mobile**

Monday 23<sup>rd</sup> February 2009. Today, GoSpoken.com, mobile platform for audio and eBooks, and the book publisher Macmillan announced an extension of their already existing partnership on audio books for the mobile; the full catalogue of more than 320 eBook titles from MacMillan will be made available to all UK mobile phone subscribers.

EBooks have successfully entered the market on several portable eReaders. Macmillan has been one of the most active publishers to engage with mobile channels and is now extending its activity through GoSpoken. Whilst the portable eReaders cost up to a few hundred GBP, the GoSpoken application is available to all JAVA supported handsets and comes for free with every mobile eBook. GoSpoken.com has established relationships with Vodafone UK and Hutchison 3G UK. The books-on-mobile icon was pushed out to all BlackBerry Storm and Bold devices on the Vodafone UK network on 13<sup>th</sup> February 2009.

Ex-SAS (Special Air Service) operative turned best-selling author, Andy McNab founded the audio-and-eBook-for-mobile company, which was then supported by Lord Ashcroft's investment organisations. GoSpoken offers more than 1,500 titles from authors including Stephen King, Ann Cleeves and Jeffrey Archer. Mobile phone owners can browse and buy titles in either text or audio format and download each book in minutes over any operator's network.

EBooks cost can be bought via the mobile phone bill for £5 to £10 each and audio titles can be downloaded in sections for £1 to £3 each. Any titles above that price can be bought via a mobile credit card payment.

"Since leaving the armed forces, books have become my life, so making them easily accessible in this way is a natural progression," said Andy McNab, founder of GoSpoken.com.

The service is accessible at [GoSpoken.com](http://GoSpoken.com) or by texting SPOKEN to 60300.

### **About GoSpoken.com**



#### **Our service**

Your content and technology partner for audio and eBook downloads direct to the mobile phone.

#### **Our mission**

- To deliver to our partners the best software and content solutions that maximise the opportunities of books on wireless devices.
- To create an environment where the customer can browse, sample and buy books wherever they're connected
- To create a user experience which makes GoSpoken the first mobile choice for book lovers.
- To create a work place which inspires creativity, professionalism, allows personal growth and creates pride in our products

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### **About Pan Macmillan**

Pan Macmillan, part of the Macmillan Publishing Group, is a leading UK publisher of fiction and non-fiction whose imprints include Picador, Macmillan, Pan, Boxtree, Macmillan Children's Books and Tor UK. It is widely regarded as a leader in digital publishing and its digital team blog is at <http://thedigitalist.net>

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