

Content Delivery Guide

Here you will find information about how to import books into Storytel.

You will get a walk-through on how you fill in the import document in Excel, how to name the files and how to upload audio files, ebooks, metadata and covers to the secure FTP.

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Storytel’s content policy

Overview

Storytel’s mission is to move the world through story. As a leader in the spoken-word audio entertainment space, we are committed to creating a positive and safe experience for our subscribers to discover the stories that are perfect for them.

A key part of this is Storytel’s content policy. We reserve the right to remove content if we determine it creates a negative subscriber experience.

Publishers, authors and distribution partners are responsible for adhering to our content policy, including to not upload any content that is listed as prohibited content below, which is available via their interface with Storytel. Instances of repeated violation of this policy by a content supplier may result in the removal of the content supplier's catalogue or a contract termination.

We invest time and resources in enforcing the content policy, including using automation, machine learning and human reviewers.

Prohibited content

We reserve the right to remove from our service and investigate any content that:

- promotes or glorifies pornography, sexual abuse, pedophilia, incest, bestiality and sexual exploitation of children
- displays pornographic imagery or nudity either within a text or via images
- promotes or glorifies violence, extremism, harassment, exploitation
- promotes or glorifies hate or harmful stereotypes on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease
- endangers the emotional, mental or physical well-being of minors
- promotes suicide, self-harm, or eating disorders, or that poses a considerable risk to subscribers

Exceptions to these limitations may include content of educational, historical or scientific value.

Audio

Supported audio

Audio files should be .wav or .mp3 (Mono 128kbps or Stereo 256kbps, 44.100 kHz). They should be named sequentially with three digits according to reading order, and placed in a folder named with ISBN, without hyphens or text. We do not import any sample files or previews.

Namn	Ändringsdatum	Storlek	Typ
▼ 9781122334455	idag 13:09	--	Mapp
001.wav	idag 13:10	321,2 MB	Waveform-ljud
▼ 9781231231231	idag 13:08	--	Mapp
001.wav	idag 13:08	318,2 MB	Waveform-ljud
002.wav	idag 13:10	303,2 MB	Waveform-ljud
003.wav	idag 13:09	321,5 MB	Waveform-ljud

Studios must name folders and files as above before they upload.

Dolby Atmos

We also support Dolby Atmos.

- Dolby Atmos master files should be provided as *.mxf (IMF IAB) or *.adm (ADM BWF) [files.it](#) is important that the file extension of the files is either **mx**f or **adm**.
- The number of PCM channels in the master deliverable MUST NOT exceed 128.
- The number of objects in the master deliverable MUST NOT exceed 118.
- All master deliverables MUST use 24-bit, 48 kHz PCM.
- If present, audio in the LFE channel of the master deliverable SHOULD be band limited using a low pass filter with a cut off frequency of between 100 and 150 Hz.

If present, audio in the LFE channel of the master deliverable SHOULD be band limited using a low pass filter with a cut off frequency of between 100 and 150 Hz. For MXF deliveries, files must strictly adhere to the [Dolby Atmos IMF IAB Interoperability Guidelines](#) to ensure proper compatibility and playback.

For ADM deliveries, files must strictly adhere to the [Dolby Atmos ADM Profile Specification](#) to ensure proper compatibility and playback.

Files should be named sequentially with three digits according to reading order and placed in a folder named with ISBN, without hyphens or text. All deliveries must include complete object-based audio metadata and maintain the original spatial audio authoring intent.

We do not perform automatic downmixing to stereo, therefore a separate stereo version must also be provided in .wav or .mp3 format (Mono 128kbps or Stereo 256kbps, 44.100 kHz) following the same naming and folder structure conventions. The stereo version is to be uploaded in a different folder from the master files. All stereo re-render deliverables MUST be conformed and synced to the main Dolby Atmos deliverable.

We do not accept preview files, downmixed versions, or incomplete Atmos packages.

Synchronization and Alignment

- All deliverables MUST be created with a timecode frame rate of 24 fps.
- If using the Dolby Atmos Renderer, or a DAW with an integrated Dolby Atmos Renderer that supports FFOA (first frame of action), the FFOA field MUST be left unassigned.
- All stereo re-render deliverables MUST be conformed and synced to the main Dolby Atmos deliverable.
- There MUST be no additional silence at the start of the Dolby Atmos deliverable when compared to the corresponding stereo deliverable.

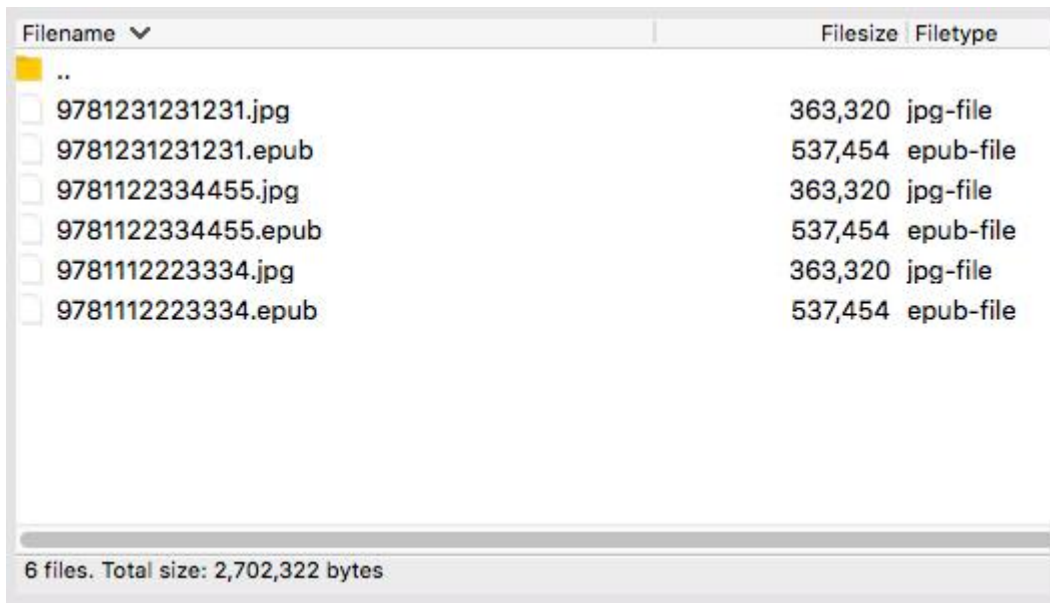
Ebook Delivery

Please see next section on “EPUB Guidelines” for more info about how to create EPUBs.

We support EPUB 2 and EPUB 3, both reflowable and fixed. No PDFs.

In order for us to display ebooks properly, they must follow the standard set by the official EPUB specifications. This means that they must validate in [EPUBCheck](#). If they don't, we can't import them to our service.

Name the ebook with the correct ISBN, without hyphens or text.



Filename	Filesize	Filetype
..		
<input type="checkbox"/> 9781231231231.jpg	363,320	jpg-file
<input type="checkbox"/> 9781231231231.epub	537,454	epub-file
<input type="checkbox"/> 9781122334455.jpg	363,320	jpg-file
<input type="checkbox"/> 9781122334455.epub	537,454	epub-file
<input type="checkbox"/> 9781112223334.jpg	363,320	jpg-file
<input type="checkbox"/> 9781112223334.epub	537,454	epub-file

6 files. Total size: 2,702,322 bytes

Epub Guidelines

General information

The aim of this text is to provide guidelines for publishers as to how EPUBs should be created for an optimal user experience in the Storytel service. Failing to adhere to these guidelines may result in the EPUB not working correctly.

Please see previous section “Ebook Delivery” for info about our naming standards for the delivery of EPUBs.

The quality of the EPUB has a direct impact on the user experience

It’s important to note that the quality of the source EPUB ultimately decides the end-user experience. An EPUB that is created in a non-standard way or follows the standard but is not well-formatted may lead to rendering issues and a bad user experience and users will not enjoy them and stop reading.

If we detect that an EPUB has rendering issues, we may remove it from the service and ask the publisher to make corrections.

Accessibility guidelines

What is the Accessibility Act?

The European Accessibility Act (EAA) is a legislative measure adopted by the European Union to enhance accessibility for people with disabilities across various products and services within the EU. The primary goal of the EAA is to improve the functioning of the internal market by eliminating barriers created by divergent accessibility requirements across member states. It aims to ensure that products and services are accessible to individuals with disabilities, fostering their inclusion and participation in society.

EU member states are required to transpose the EAA into their national laws by June 28, 2022, and ensure compliance by June 28, 2025. This means businesses operating within the EU must adapt their products and services to meet the new accessibility standards by this deadline. The Act includes measures for monitoring and enforcing compliance, with penalties for non-compliance established by individual member states.

As a publisher, what is my role and responsibility?

Publishers are responsible for providing ebook files with sufficient accessibility features to meet legal requirements, and to include markup codes on accessibility in the metadata supplied using ONIX files. Storytel, as the platform and distributor, will make necessary changes to ensure end users can properly access these accessible ebook files with all their intended functionalities within the service. This includes making the files properly readable and enhancing the overall accessibility of the platform, app, and website.

Storytel will not act as a gatekeeper, reviewing the ebook files for accessibility functionality before they are made available to the end user, nor will Storytel refuse to distribute ebooks that are not accessible after the legislation comes into force. Publishers may utilize legal exceptions and reliefs included in the legislation, potentially exempting them from full accessibility requirements.

How is Storytel preparing to adhere to the new Accessibility Act around ebook reader experience?

Storytel is extracting all relevant accessibility information, as supplied by Content Providers via ONIX files. In accordance with [W3C recommendations](#), Storytel will aggregate a condensed summary of this information and present to end customers. Storytel has updated its ebook reader functionality during 2025, which is now prepared to fully support accessibility features of the Epub3 format. It also comes with a wide range of color themes and text size settings, including a special font developed to be easier to read for people with dyslexia.

Use EPUBCheck by W3C to validate your EPUB

Storytel validates incoming EPUBs using the open-source tool [EPUBCheck](#) provided by W3C. Ensure that the EPUB validates using the tool before distributing it. If it fails to validate, it may lead to the EPUB not being published on Storytel.

Please note that EPUBCheck is only seen as a minimum requirement. An EPUB may pass this validation but still produce rendering issues. This is unfortunate but not avoidable since the EPUB standard is very complex.

Assume device screen sizes ranging from smartphones to tablets

Assume that the EPUB will be read on device sizes ranging from small smartphones to large tablets in either portrait or landscape mode. Because of the large variety of screen sizes it's difficult to ensure it works well on all sizes but at least be aware of the tradeoffs.

Make sure to try your EPUB on different devices before distributing it.

Make sure to split the chapters into spine items

To properly display a Table of Contents, and assure that the application and the user will be able to easily navigate through the ebook, each chapter content is usually placed in a dedicated text content file (xhtml), and referenced in the [spine plane](#). That assures that the app will be able to recognize different chapters, as well as help the app to find the right position in the book whenever the users resume reading.

Here is the official reference for EPUB navigation: <https://www.w3.org/TR/epub-33/#sec-nav>

Example of a basic spine:

<https://www.w3.org/TR/epub-33/#example-a-basic-spine>

Keep the EPUB file size down (below 10 MB)

An EPUB file has to be downloaded entirely to a user's device in order for it to be rendered. You should assume that users use mobile data and thus their download speed is limited and transferring a lot of data costs money.

To keep the file size down and to ensure that the EPUB is rendered well, the EPUB should adhere to the following guidelines:

- Total EPUB file should ideally not exceed a few MB at most. Ensure that images are compressed and that other embedded media is not excessively large (typefaces, graphics, ...)
- Chapter files should not exceed 1 MB, otherwise this may lead to rendering issues on certain devices such as the Storytel Reader.
- EPUB 3 'fixed-layout' type EPUBs usually contain a lot of image/media, therefore, it is extra important to use appropriate compression and to divide embedded assets into smaller pieces.

Rule of thumb:

- If the EPUB is larger than 10 MB, please review in detail to ensure the size is necessary.
- If the EPUB is larger than 50 MB, there are most likely ways to optimize the size and you should take appropriate action. Pay special attention to images and/or embedded media. **EPUBs this large will most likely lead to a bad user experience due to taking a long time to download the book and/or rendering issues.**

Prefer EPUB 3 over EPUB 2

As the version number indicates, EPUB 3 is the newest, and future-proof, version of the standard. EPUB 3 also includes features that EPUB 2 does not. Hence, EPUB 3 is preferred, but we do still support EPUB 2.

To understand the exact technical differences between EPUB 3 and EPUB 2, please refer to this [technical documentation](#).

EPUB 3 defines two types of EPUB layouts: 'reflowable' and 'fixed-layout'. Each has different use-cases, make sure to use the right layout type depending on the book contents, see below guidelines.

Use EPUB 3 ‘reflowable’ type if the majority of the book is made up of text

A “reflowable” EPUB allows the reader to adjust important text settings such as typeface, text size, paginated or scrollable text mode and more. This is crucial to ensure an optimal reading experience regardless of the device screen size. An EPUB of type ‘reflowable’ which consists of text also adapts very well to different screen sizes.

Failing to follow the above guidelines may lead to a very bad user experience.

Use ‘fixed-layout’ type if the book mostly contains images or if a page is made up of an image with the text in it

If a book is mostly made up of images containing text (such as many children’s books), the text is not resizable. Also, each “page” of the book is usually exactly one image. In this case the EPUB should be of the ‘fixed-layout’ kind so that any text settings are disabled. This is to avoid confusion for the user since they cannot control text settings.

Similarly, books such as cookbooks or “coffee table”/inspirational books which contain a large amount of images, and occasionally text outside of the images, should also be created as ‘fixed-layout’ EPUBs.

If ‘reflowable’ is used for these of type books, it may lead to a bad user experience.

Changing text size settings will not affect the text but instead zoom in/out the images.

If the ebook is made up of only images, the text must be included in the HTML markup

If a book is entirely made up of images (e.g. each page is an image), the text must be included in the HTML markup, otherwise it will lead to issues in the user experience.

Books with EPUB 3 Media Overlays (“read-aloud”) feature require extra care to function properly

The EPUB 3 standard defines Media Overlays as a feature that enables publishers to include audio in ebooks, and to have words/sentences in the text highlighted as the audio plays.

To function properly in Storytel, the Ebook must follow the intended creation standards. Below is a checklist of common errors to avoid.

Detailed guidelines:

- Ensure that the book’s text is included in the HTML markup, not just in the images that make up the pages.

- If this is omitted, the text-highlighting will not work and the audio might not play when expected.
- Ensure that the HTML markup corresponds to the .smil files that define what audio to play on a page.
 - Issues such as only one of two paragraphs being read, or flipping pages not working, could occur if this standard is not followed.
- Ensure that the text to be highlighted is properly “tagged” in the HTML markup. Word by word highlighting is preferred rather than highlighting full sentences, or paragraphs.
 - The text highlighting may not work as intended otherwise.
- Ensure that any CSS styles contained in the EPUB do not override the text highlight styling.
 - Failing to do so may lead to text highlighting not working properly.

Avoid encrypted/obfuscated fonts or ensure that the required identifier and key are provided according to the standard

Some EPUB files include specific fonts to be used. Those fonts are sometimes encrypted (or obfuscated). This becomes a problem if the information to decrypt/deobfuscate the fonts is not provided correctly.

In general, try to avoid using encrypted/obfuscated fonts.

If an encrypted/obfuscated font is used, the EPUB must specify the identifier and key to de-encrypt/de-obfuscate the fonts in a well-formatted way according to the standard.

Good example:

```
<dc:identifier id="bookid">urn:uuid:4ece60cb-ffbb-470c-b197-c99929560deaa</dc:identifier>
```

Bad example:

```
<dc:identifier id="bookid" />  
<dc:identifier>urn:uuid:4ece60cb-ffbb-470c-b197-c99929560deaa</dc:identifier>
```

Podcasts

Required Metadata Information in the RSS-feed:

- Title (<title>)
- Contributor/Author (<itunes:author>)
- Description of podcast series (show level <description>)
- Description(s) of individual episode(s) (item level <description>)
- Publication Date(s) (<pubDate>)
- Language (<language>)
- Genre classification (<itunes:category text="XXX"/>)
- URL(s) to cover image(s)
- URL(s) to audio file(s)
- Owner of podcast (<itunes:owner>)

Supplemental, optional metadata:

- Territory rights (<media:restriction relationship="allow" type="ISO CODE COUNTRY"> (fallback is WORLD, if no rights are specified)
- Sequence order of episodes (<itunes:episode>, if not, fallback to publication date)
- Season (<season>)
- Information on explicit content (<itunes:explicit>)
- Item GUID(s) (a string that uniquely identifies the item, helps Storytel to avoid duplicate episodes/shows)

Supplemental metadata to be added manually by Storytel:

- Series title information: Name of podcast series (by default the same as Title)
- Contributor/Narrator (by default the same as Contributor/Author)

Covers

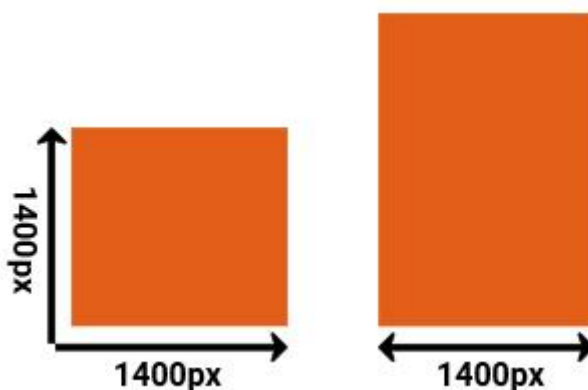
Requirements

- Format: JPG or PNG
- Minimum size audio: 1400px × 1400px
- Minimum size ebook: Shortest side 1400px
- Minimum resolution: 72ppi
- Color Mode: RGB
- Color Profile: sRGB

The color profile of the image should be one of the [sRGB color profiles](#) defined by ICC.

The cover should be square for audio and rectangular for ebooks. We don't have a standard aspect ratio for ebook covers. If uploading both formats, a cover for each format is required.

Each cover should be named with the ISBN of the book format it belongs to, with no hyphens or text.



Metadata

ONIX

One of the options for metadata delivery is ONIX (the other is Excel). ONIX-files must comply with standard 3.0.

Required data

In order for a title to be valid in our system, the metadata must contain all the required data we have listed below:

- Author
- Narrator (if audio)
- Title
- Publication date
- ISBN
- Description
- Language
- Publisher
- Genre codes, preferably thema codes: <https://ns.editeur.org/thema/en>
- Age qualifier for children/teenage titles
- Territory

Contributors

If there are several Authors/Narrators/Translators, they must be written separately in the ONIX.

If the author, narrator or translation is AI-generated, this must be indicated in the contributor field in the following way:

First Name Last Name (AI author)

First Name Last Name (AI voice)

First Name Last Name (AI translator).

Incorrect	Correct
<code><PersonName>John and Jane Smith</PersonName></code>	<code><PersonName>John Smith</PersonName></code>
	<code><PersonName>Jane Smith (AI voice)</PersonName></code>

If the author is also the narrator you need to state that in the ONIX. If you only put them as Author, the title will be missing the narrator information.

Categories

Please be aware that once ingested into our system, all genre codes will be translated to one of 17 Storytel Categories. Please see below.

- Biographies
- Children
- Classics
- Crime
- Economy & Business
- Erotica
- Fantasy
- SciFi
- Fiction
- History
- Language
- Lyric Poetry
- Non-Fiction
- Personal Development
- Short Stories
- Teens & Young Adult
- Thrillers
- True Crime
- Religion & Spirituality
- Romance

Supplying Chapter Titles for Audiobooks via ONIX

Requirements for supplying chapter titles to Storytel

In order for Storytel to process and add chapter titles, your supply chain must fulfill the following:

1. Audiobooks are delivered in separate audio files, one per chapter, ex:
 - File 1 -> Intro file
 - File 2 -> Chapter 1
 - File 3 -> Chapter 2etc.
2. The metadata stating the chapter titles must be supplied via ONIX 3.0.
3. The number of stated chapter titles in the ONIX files must correspond with the number of audio files supplied, if there are 10 files in the audiobook, there should be 10 entries for chapter titles in the ONIX.

ONIX example snippet

```
<ContentDetail>
  <ContentItem>
    <LevelSequenceNumber>1.1</LevelSequenceNumber> (optional)
    <ComponentNumber>1</ComponentNumber> (optional)
    <TitleDetail>
      <TitleType>01</TitleType>
      <TitleElement>
        <TitleElementLevel>04</TitleElementLevel>
        <TitleText>Opening Credits</TitleText>
      </TitleElement>
    </TitleDetail>
  </ContentItem>
  <ContentItem>
    <LevelSequenceNumber>1.2</LevelSequenceNumber> (optional)
    <ComponentNumber>2</ComponentNumber> (optional)
    <TitleDetail>
      <TitleType>01</TitleType>
      <TitleElement>
        <TitleElementLevel>04</TitleElementLevel>
        <TitleText>This is the First Chapter</TitleText>
      </TitleElement>
    </TitleDetail>
  </ContentItem>
</ContentDetail>
```

Comment: <LevelSequenceNumber> or <ComponentNumber> are not required. If supplied, these fields are used for sorting, otherwise we will assume that

1. Each contentitem is a chapter
2. They supplied all the chapters

Supplying Language & Narrator Dialects via ONIX

ONIX 3.0 tag specification

(Note: The table below is specific for ONIX 3.0, long tags. Supplying the information via 2.1, long or short tags, is limited and not recommended. If needed, reach out to your contact person at Storytel for more detailed information.)

Required, recommended, and optional tags

Required	Not providing a required tag may prevent your books from going live.
Recommended	Not providing a recommended tag may result in loss of Storytel functionality, but won't prevent your books from going on sale.
Optional	Non-essential tags to be used to enrich your data for improved results in search and recommendation engines.

Tag	Explanation	Supported values	Example reference
<Language>-block	Specifies the language (and dialect) of the book	<i>Not applicable</i>	<Language> ... </Language>
<LanguageRole>	Required exactly once per <Language> composite.	01 - Language of text/book 02 - Original language of a translated text 08 - Language of audio track	<LanguageRole> 01 </LanguageRole>
<LanguageCode>	ISO code stating the language.	Three-letter language code from Code List 74 (ISO 639-2/B)	<LanguageCode> spa </LanguageCode>
<CountryCode>	ISO code stating the country of audio dialect.	Two-letter country code from Code List 91 (ISO 3166-1)	<CountryCode> MX </CountryCode>
<RegionCode>	ISO code stating the region of audio dialect. Use when <CountryCode> is not applicable.	Four- or five-letter hyphenated combination of country code + region from Code List 49 (ISO 3166-2)	<CountryCode> GB-SCT </CountryCode>

ONIX example snippets

Scenario 1. Via <LanguageRole>08</> + <CountryCode>

Example of a Spanish language book where the dialect of the narrator originates from Mexico

```
<Language>
  <LanguageRole>01</LanguageRole> (language of book)
  <LanguageCode>spa</LanguageCode>
</Language>
<Language>
  <LanguageRole>08</LanguageRole> (language of audio track – this is the dialect)
  <LanguageCode>spa</LanguageCode>
  <CountryCode>MX</CountryCode>
</Language>
```

Scenario 2. Via <LanguageRole>08</> + <LanguageCode>

Example of a Spanish language book where the dialect of the narrator is defined as “Neutral Latin American Spanish”

```
<Language>
  <LanguageRole>01</LanguageRole> (language of book)
  <LanguageCode>spa</LanguageCode>
</Language>
<Language>
  <LanguageRole>08</LanguageRole> (language of audio track – this is the dialect)
  <LanguageCode>qls</LanguageCode>
</Language>
```

Scenario 3. Via <LanguageRole>08</> + <RegionCode> (xx-YYY)

Example of an English language book where the dialect of the narrator originates from Scotland

```
<Language>
  <LanguageRole>01</LanguageRole> (language of book)
  <LanguageCode>eng</LanguageCode>
</Language>
<Language>
  <LanguageRole>08</LanguageRole> (language of audio track – this is the dialect)
  <LanguageCode>eng</LanguageCode>
  <RegionCode>GB-SCT</RegionCode>
</Language>
```

List of live languages and related ISO codes for dialects

(Note: this list is not exhaustive in terms of what we support on delivery, it is to be viewed as the languages currently live)

Language	Language Code(s) (based on ONIX codelist 74)	Country	Country code(s) (based on ONIX codelist 91)	Region	Region code(s) (based on ONIX codelist 49)
Arabic	ara	UAE Egypt Iraq Kuwait Morocco Saudi Arabia Syria	AE EG IQ KW MA SA SY		
Assamese	asm				
Basque	baq				
Bengali (aka Bangla)	ben				
Bulgarian	bul				
Catalan	cat				
Chinese	zho cmn (Mandarin) yue (Cantonese)				
Danish	dan				
Dutch	dut	Belgium Netherlands	BE NL		
English	eng	Australia Canada Great Britain India Singapore USA	AU CA GB IN SG US	England N. Ireland Scotland Wales	GB-ENG GB-NIR GB-SCT GB-WLS
Faroese	fao				
Finnish	fin fit (Meänkieli / Tornedalsfinska)				
French	fre	Belgium Canada Switzerland France	BG CA CH FR		
German	ger	Austria Switzerland Germany	AT CH DE		

		Swiss German	gsw (special case: see "scenario 2" in section 'ONIX example snippets')		
Gujarati	guj				
Hebrew	heb				
Hindi	hin				
Icelandic	ice				
Indonesian	ind				
Italian	ita				
Kalâtdlisut; Greenlandic	kal				
Kannada	kan				
Korean	kor				
Malay	may				
Malayalam	mal				
Marathi	mar				
Norwegian	nor nno (Norwegian Nynorsk) nob (Norwegian Bokmål)				
Oriya	ori				
Polish	pol				
Portuguese	por	Brazil Portugal	BR PT		
Russian	rus				
Sanskrit	san				
Spanish	spa	Argentina Bolivia Brazil Chile Colombia Costa Rica Cuba Dom. Republic Ecuador Guatemala Honduras Mexico Nicaragua Panama	AR BO BR CL CO CR CU DO EC GT HN MX NI PA		

		Peru Paraguay El Salvador Spain United States Uruguay Venezuela Latin America	PE PY SV ES US UY VE qls (special case: see "scenario 2" in section 'ONIX example snippets')		
Swedish	swe				
Tamil	tam				
Telugu	tel				
Thai	tha				
Turkish	tur				
Urdu	urd				

ISBN

To be able to publish books to the Storytel service, each book needs to have its own unique ISBN. ISBN (13 digits, registered and world-wide) is entered without text, hyphen or space in both metadata and file naming.

In order to get a hold of an ISBN number you need to contact your local ISBN agency. To learn more about who to contact in your country we advise you to contact The International ISBN Agency at <https://www.isbn-international.org>.

Storytel Technical Criteria

About Storytel Technical Criteria

The Storytel technical criteria are a series of guidelines on how best to prepare your content according to Storytel's **standard of quality**. Content that follows the guidelines will be ingested faster into our systems and favored by both our content curation team and our algorithms.

Content that does not meet our quality standard might be accepted into the service as long as it meets our **minimum requirements**, but might not be featured or promoted in the store.

Both the technical criteria and the minimum requirements might be improved from time to time as customers demand it and our technical needs improve.

General Guidelines

Quality Standard. The goal of these guidelines is to specify a standard of quality for audiobooks and e-books in Storytel. Works that do not meet our quality standard might be accepted into the service, but might not be featured or promoted. Also, not meeting the standard of quality might also mean poor ratings and reviews from our users, which will further decrease chances of being promoted, showing up high on search results and selected by our algorithms.

About correcting quality problems. We encourage publishers to promptly fix any issues in the works submitted to Storytel that prevent them from meeting our quality standard, so that Storytel customers may discover and enjoy them.

When the issues with the quality standard are not related to an individual work, but to a whole catalog or a large portion of it, and the issues are not fixed promptly, Storytel has the right to take further steps to ensure the quality of the service. As well as not featuring or promoting the works within the service, Storytel might decide to stop accepting new works or to take down existing works until the issues or problems have been solved by the publisher.

Audiobook Quality Standard

Storytel expects audiobooks to have been produced in a properly prepared recording studio by professional voice talent following industry standards; and proof-listened, edited and post-produced to be free of mistakes and extraneous sounds.

To meet our quality standard an audiobook must adhere to the following criteria:

- **Have professional narration.** A quality narration is key in audiobook production. Audiobooks should be recorded by a voice professional that has the proper vocal technique and preparation to not only clearly and consistently read the work, but also convey its meaning. Our customers expect the narration to be recorded with the proper pronunciation and accent for the language of the recording, especially for proper names and places. If it contains substantial or prominent elements in another language, the proper pronunciation of those elements are also expected.
- **Be free of recording errors:** Especially words or phrase repetition and background noise (such as planes, barking, chirping, or laughter). The presence of extraneous sounds such as plosives, pops, scratching, tapping, clicking, excessive nose or mouth noises or long parts of silence are also considered production errors.
- **Be complete:** There should be no missing chapters or parts.
- **Have chapter separation:** Each audiobook file should contain a single chapter or section. We encourage audiobooks with no defined chapters or sections to also use different files for significant pauses. Contain proper credit and copyright notices: The audiobook must correctly acknowledge the author and title of the work, along with any other rights holder's credits, and contain the standard copyright notices. The credits should match those presented in the work's metadata.
- **Be completely cleared for all copyrights and neighboring/related rights in the recording:** All elements in the recording, including any sound effects, should be clear of any copyright (including neighboring/related rights) issues. In the case of copyright protected music, there might be specific requirements or exceptions under your CDA.
- **Not contain any rights' infringement.** The recording can't contain materials that infringe the rights of others (for example right of publicity, trademark, and so on).
- **Contain no ads, marketing, or publicity material:** The work should not contain any marketing references to other companies, external links or any mention to buying or renting the work (i.e. "Thank you for buying this audiobook" or "If you want to buy more titles you can go to...")
- **Be encoded as .wav or .mp3 (44,100 kHz, mono 128kbps or stereo 256 kbps).**
- **Have level consistency:** Audio levels, voice levels, intonation, and pronunciation should be consistent throughout the recording. To ensure a safe, smooth listening experience, without distortion or noise, audio must be within -15 and -18 LUFS with no peak values higher than -0.3 LUFS and a maximum noise floor of -80 LUFS, or the equivalent industry standard in your country.

E-Book Quality Standard

E-books should be proofread, edited, and typeset to be free of grammatical, spelling, or typing errors. Unless set in fixed layout, e-books should reflow correctly, images, tables, and other graphic elements to display correctly and with good quality.

To meet our standard of quality, an e-book must:

- **Be properly encoded and formatted:** The e-book must be a valid EPUB file according to W3C standards to ensure that it displays correctly in our reading software. Line breaks should appear as expected, with no extraneous hyphens or word breaks. When increasing or decreasing the font sizes, all words and lines should reflow proportionately.
- **Contain proper credit and copyright notices:** The e-book must correctly acknowledge the author and title of the work, along with any other right holder's credits, and contain the standard copyright notices. The credits should match those presented in the work's metadata.
- **Be completely cleared for all copyrights and neighboring/related rights in the work.** All elements in the work, including but not limited to any images, tables, quotations and graphics, should be clear of any copyright issues.
 - We reserve the right to reject repackaging, bundling or compilations of public domain works available freely including but not limited to Wikipedia articles, Project Gutenberg books or free erotic stories compilations.
- **Not contain any rights' infringement.** The work can't contain materials that infringe the rights of others (for example right of publicity, trademark, and so on).
- **Be free of grammatical, spelling, and typesetting errors:** E-books should be proofed, edited and typeset according to industry standards to be free of grammatical, spelling, and typesetting errors. Lack of special characters such as quotation marks, hyphens, tildes, umlauts, or dieresis is considered a spelling error. Exceptions are made for literary and historical works.
- **Translations should be accurate:** Translations should be accurate and free from grammatical or spelling errors.
- **Have high quality images and graphics:** At least 72 dpi resolution, not pixelated, corrupted or with any other quality issues.
- **Have a table of contents:** With a listing of all chapters or book sections.
- **Be complete:** There should be no missing chapters or parts.
- **Contain no ads, marketing, or publicity material:** The work should not contain any marketing references to other companies, promotional links, or any mention of buying or renting the work (i.e. "Thank you for buying this book" or "If you want to buy more titles you can go to...")

Metadata Quality Standard

Along with the cover, metadata is the first point of contact of our customers with the work. Metadata should accurately represent and properly categorize a work, so it can find its audience.

To meet our quality standard, metadata should:

- **Properly credit all creators and copyright holders:** It should clearly state the title and author of the work and properly credit all relevant creators and copyright holders. In the case of audiobooks, the credit for the narrator is mandatory.
- **Clearly and properly state the publisher, publishing date, language and ISBN, as well as territory rights.** If the publisher manages multiple imprints, the imprint should also be clearly stated. If the work is in a specific language dialect, for instance Brazilian Portuguese or Neutral Spanish, it should also be stated in the metadata.
- **Works narrated by AI-generated synthetic voices should be clearly indicated as such in the narrator field to notify the listener in advance.** The synthetic voice should have a high vocal quality, clearly and consistently read the work with correct pronunciation and in the correct accent.
- **Clearly and properly credit any copyrighted music.** The Song Title, Composer, Interpreter and Duration should be included in the metadata, as well as if the music has already been fully cleared for Storytel's digital distribution.
- **Match the main language of the work.** This includes, but is not limited to, the Title and Description of the work.
- **Use the correct Subject categories and Interest qualifiers.** Subject categories in the metadata should reflect the actual content of the work. Age qualifiers are mandatory for children's and young adult (YA) content. Explicit content qualifiers are mandatory for adult content.
 - We pay special attention to how subject categories are used within Fiction, Romantic Fiction, and Erotic Fiction, as well as qualifiers for specific groups and cultures.
- **Have a description of the work in no less than 250 characters.**
- **Is free of grammatical and spelling or formatting errors:** We expect all fields in the metadata to be in the same language as the content of the work, with proper spelling and grammar. These mistakes also prevent the work from being properly indexed and discovered.
- **Contain no ads, marketing, or publicity material:** The metadata should not contain any marketing references to other companies, promotional links, or any mention to buying or renting the work (i.e. "Thank you for buying this audiobook" or "If you want to buy more titles you can go to...")

Cover Art Quality Standard

Cover Art should be professionally designed with high-quality graphics and art, feature clearly the title and author of the work, and properly convey its genre and target audience.

To meet our quality standard, cover art must:

- **Have the title and author of the work:** The title and author of the work, and any other credit in the cover, should match those presented in the work's metadata. They should be easily readable even at a small preview size (i.e. 240 x 240 px).
- **Have good resolution:** Book covers should have a minimum of 3000 px along the shorter axis natively, that is, they should not be scaled up so much that the images become blurry or pixelated.
- **For square covers:** Audiobook covers are presented in a 1:1 aspect ratio in most of our markets. A square cover should not use vertical color bars or deform the cover aspect ratio to meet the square format.
- **Owns all copyrights:** All art and graphic elements in the cover should be clear of any copyright issues. Do Not contain any Rights Infringement. The cover art can't contain materials that infringe the rights of others (for example right of publicity, trademark, and so on).
- **Should not be misleading or present erroneous information:** The cover should not suggest that the audiobook has content it does not actually have. For instance, it should not state to be a complete work, while it's abridged; being a single volume while it's part of a series, or being a novel while its poetry. It should not contain any allusions to being physical media such as CDs, audio cassettes, vinyls, etc.
- **Should be free of promotional stickers** or other visual materials that indicate its part of a special sale of promotion, especially, it should not suggest or contain any price for the work.
- **Should not contain offensive or explicit images.** Storytel reserves the right to reject or ask for changes in covers that contain material deemed offensive by our subscribers.
- **Technical Specification:**
 - Format: JPG or PNG
 - Size: 3000px × 3000px (audiobook cover)
 - Minimum resolution: 72ppi
 - Color Mode: RGB