



Hachette Book Group and Tapas Media Announce New Partnership to Reach Mobile Readers

San Francisco, CA – August 1, 2016 - [Tapas Media](#) announces the expansion of their relationship with top US publishers through a new deal with Hachette Book Group. Tapas will be releasing several titles by Hachette, which include this summer's most imaginative thriller, *Underground Airlines* by Ben Winters, Dan Lyons' hilarious memoir *Disrupted: My Misadventures in the Start-Up Bubble*, and Peter Brown's heartwarming middle grade novel, *The Wild Robot*.

Tapas is the first app to market a combination of free comics and paid book titles in the United States. The app seizes on a growing trend of smartphone and tablet reading, with readers being able to sample portions of stories then pay as they read episode-by-episode. Readers will also have the opportunity to purchase the entire book at any time. Tapas Media boasts a varied and growing catalog of books and an extensive comics catalog. The Tapas web platform reaches over one million active users monthly.

In recent years, e-books have seen a decline in readership as mobile phones and tablets take precedence over dedicated e-readers. The number of people that primarily read on their mobile phones has risen [from 9% in 2012 to 14% in 2015](#); 54% of e-book readers also report regularly reading on their mobile phones.

Adrienne Horsley, Vice President of Content at Tapas Media states, "We couldn't be more thrilled with the decision by Hachette to support our growing platform. The addition of these titles to the Tapas library is proof positive of the changing attitudes and landscape for modern and millennial readers." She continues, "To see such a forward-thinking and proactive move by a major US publisher reinforces our belief at Tapas Media that there is still room for innovation in the publishing world and this is exactly where the Tapas platform comes into play."

Tina McIntyre, Senior Executive Director of Content Development at Hachette adds "We have been watching closely the trend toward mobile reading rise in the past few years and have been very interested in finding ways to reach that emerging customer. We are happy to be providing our authors a new venue for their books to be discovered via the Tapas platform and are excited to watch as Tapas Media becomes a market leader in mobile reading here in the US."

Recently, Tapas was featured in the Apple App store in the #1 spot for "New Apps We Love". That feature quickly helped Tapas become the #10 Top Entertainment App in the US (iOS/Free/In-app purchases).



ABOUT

[Hachette Book Group](#) is a leading trade publisher based in New York and a division of Hachette Livre (a Lagardère company), the third-largest trade and educational publisher in the world. HBG publishes under the divisions of Little, Brown and Company; Little, Brown Books for Young Readers; Grand Central Publishing; Perseus Books; Orbit; Hachette Books; Hachette Nashville; and Hachette Audio.

[Tapas Media](#) is a next generation media company that offers bite--size content through its online mobile platform and boasts over 750 million content views to date, from over 1 million readers, primarily in North America. Tapas is based in San Francisco with a satellite office in Seoul, Korea. Founded in 2012 by CEO [Chang Kim](#), formerly a product manager at Google, Tapas is backed by respected investors including Kakao and 500 Startups.

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