

From Local Stories
to Global Stages

How Amazon transforms Creative Industries Across Borders

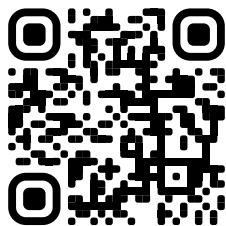
Creating Culture, Connecting Communities

Written by **David Zapolsky**, Chief Global Affairs & Legal Officer

Culture transforms societies, drives economic growth, and connects people across borders. But what does meaningful support for creative industries actually look like in today's digital age?

In addition to my role as Amazon's Chief Global Affairs & Legal Officer, I'm an avid reader—I always carry my Kindle. I'm also engaged in the creative industries as a novice movie producer, investing in films made by artists I respect who want to tell important stories (as a side benefit, I get my own IMDB page!). I've witnessed firsthand how digital innovation empowers the creative community across creation, distribution, and consumption, globally.

Through Kindle Direct Publishing, we've enabled hundreds of thousands of independent authors outside the U.S. to reach global audiences. More than 2.8 million artists reach listeners worldwide through Amazon Music. And Prime Video delivers content in more than 250 languages, expanding access to audiences everywhere. These numbers reflect real opportunities for creators globally.



— David Zapolsky
IMDB page



A French author finds readers in Japan. An Australian series can top charts in 165 countries. A German musician builds a global fanbase. We're helping creators reach audiences far beyond their homes, enriching our shared human experience, while preserving and celebrating local traditions.

Amazon partners with local production companies, creators, and studios to develop original content showcasing diverse storytelling. We support emerging Indigenous writers in Canada, pioneer sustainable production in the U.K., and propel international successes as Spain's *Culpables* film franchise and Germany's *Maxton Hall* television series. These aren't just business relationships—they're investments in creative economies.

The creative industry is at a crucial juncture, facing both challenges and opportunities. While the space is evolving rapidly, we must ensure that digital transformation serves both creators and audiences. Amazon remains committed to supporting creative talent, expanding access, investing in infrastructure, and unlocking technology for creatives to do what they do more effectively and more creatively. By pairing technological innovation with respect for local creative communities, we're helping build a more vibrant global landscape.

In the following pages, we've compiled concrete examples that underscore how our approach strengthens local creatives ability to tell stories, while giving them a variety of global platforms. The data reinforces that thoughtful digital transformation can create lasting value for creators and consumers alike.

— David Zapolsky, Chief Global Affairs & Legal Officer



Empowering Cultural Creation

In today's digital age, Amazon is breaking down traditional barriers in cultural creation, enabling creators across multiple disciplines to reach international audiences. From authors and musicians to filmmakers and podcasters, our services provide tools, resources, and opportunities that empower cultural expression and content creation.



Hundreds of thousands of independent authors

across our key international countries publish their books through Amazon's Kindle Direct Publishing (KDP).

Over 500 original audiovisual titles,

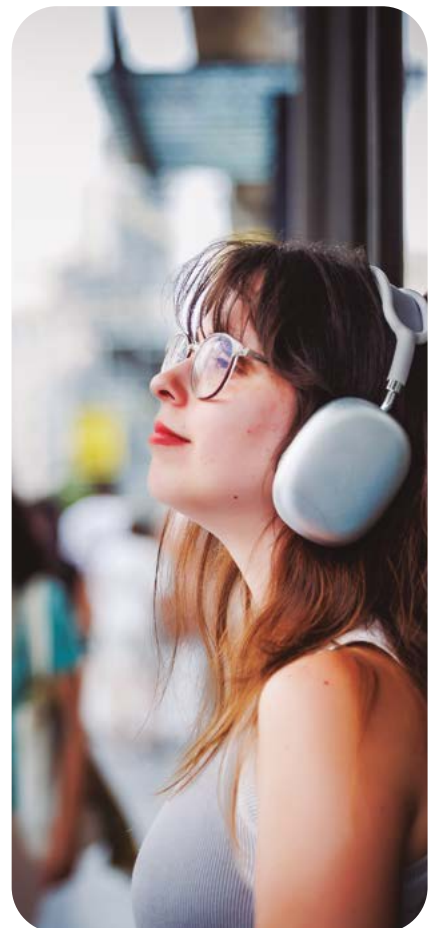
with significant investments in local content across Europe, the Americas, and Asia-Pacific regions.



Amazon

**connects more
than 2.8 million**

artists with listeners
across the world.



Our local authors from key countries across Europe, the Americas, and Asia-Pacific build readership far beyond their home countries. For example, an author from France or Japan often finds substantial audiences in the United States, United Kingdom, Germany, Canada, and Australia. The success stories span continents: Spanish authors finding audiences in Japan, German writers reaching readers in France, and Australian storytellers connecting with fans in North America. Through digital publishing, what might have once remained a local story can now become part of the global cultural conversation, enriching the literary landscape and fostering cross-cultural understanding.





Streaming video has created an even more dramatic shift in how local stories reach global audiences. The immediacy and accessibility of streaming allow content to transcend geographical and linguistic barriers almost instantly upon release. This global reach enables stories rooted in specific cultural contexts to resonate with viewers around the world, fostering a new era of cross-cultural appreciation. Local productions that might have once struggled to find distribution beyond their home countries can now compete on a global stage, attracting viewers from hundreds of countries simultaneously. This empowerment of content distribution not only provides filmmakers and creators with unprecedented exposure, but also enriches the global cultural landscape, allowing audiences to experience diverse perspectives and narratives from every corner of the world.

Some Kindle Direct Publishing success stories



Ireland - **Peter Gibbons**

Busy financial services worker by day, author by night, Peter found a routine of getting up early in the morning before his three kids to write every day before work, publishing four books in his first year. This perseverance paid off as he was crowned the Kindle Storyteller Award winner in 2022.

Deutschland - **Ambra Kerr**

German self-published author specializing in contemporary romance. She has gained popularity through Kindle Direct Publishing.

France - **Jupiter Phaeton**

Self-published author who writes in multiple genres, including romance and fantasy. She has been writing fantasy novels since she was twelve and has published over sixty books. Widely recognized in France's fantasy and urban fantasy community, she is active on digital publishing and continues to expand her growing reader base.

Spain - **Sophie Saint Rose**

Romance author born in Oviedo. She is a prolific writer with over 200 novels, focusing on contemporary romance and romantic suspense. Active in self-publishing, particularly through Amazon, she has built a dedicated reader base within the Spanish-speaking romance genre.

Italy - **Chiara Assi**

Italian author Chiara Assi transformed her travel blog into bestselling fiction, showing how independent publishing can turn creative passion into literary success that resonates across borders.

Australia - **C.J. Archer**

Australian author passionate about history and fantasy, she became a successful writer through self-publishing after facing setbacks in traditional publishing during the global financial crisis. She turned to Kindle Direct Publishing and found rapid success. Today, she is a multiple-time USA Today bestselling author with nearly two million books sold.

Brazil - **Jéssica Macedo**

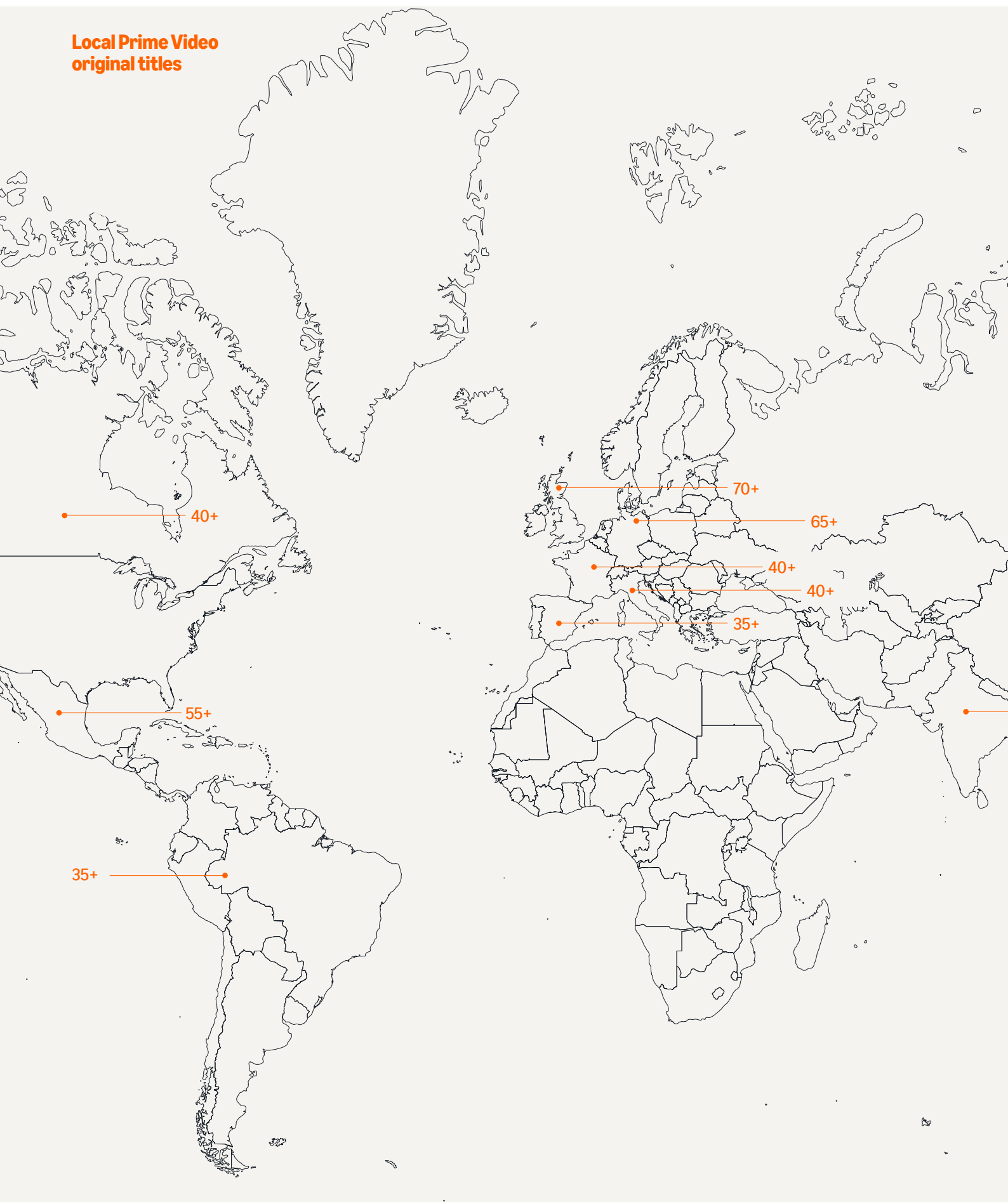
Part of Forbes Brazil's Under 30, this young writer is best-selling author on Amazon in Brazil and Europe and her books are available in six languages. With more than 200 books published, she is a writer, editor, designer and screenwriter. She helped adapt one of her novels, *Eternamente Minha*, into a feature film broadcast on the Cinebrac platform. Today, Jéssica is the main name in a team of authors, most of them women, who make up the catalog of Grupo Editorial Portal, which she founded based on her experiences in other publishing houses.

Most read local authors and genres
in Kindle Unlimited (Past 10 years)





**Local Prime Video
original titles**



Some Prime Video success stories



Germany

Maxton Hall began as an ambitious German young adult drama and became a global phenomenon, breaking records as Prime Video's most successful International Original launch ever. The series captivated audiences across continents, reaching #1 in over 120 countries and securing a coveted 95% rating on Rotten Tomatoes, proving that compelling German storytelling can resonate with viewers worldwide.

Australia

Deadloch transformed from a distinctly Australian crime comedy into an international sensation. Set in Tasmania, the series defied expectations by reaching the Top 10 TV Shows in over 165 countries in 2023, demonstrating how unique local perspectives can capture global imaginations. Its success led to a second season renewal and established a new benchmark for Australian content's international appeal.

Spain

The Mercedes Ron universe started with *Culpables*, a self-published trilogy that caught readers' imagination and evolved into a global streaming success. *Culpa Tuya* became Prime Video's most-watched International Original movie of all time, engaging with fans everywhere and leading to its expansion into an English-language adaptation, showcasing how Spanish creativity can build international franchises.

Mexico

Pan y Circo revolutionized cultural dialogue by bringing Latin American discourse to global audiences. Hosted by Diego Luna, this innovative dinner-table format tackled complex social issues with such impact that it earned the 2021 International Emmy® for Non-English Language U.S. Primetime Program, proving that authentic local conversations can engage viewers worldwide.

Brazil

Cangaço Novo brought the rich culture of Brazil's Northeast to international screens with remarkable authenticity. From its premiere at prestigious festivals like Imagineland and Gramado to winning Best Brazilian Fiction Series at the Grande Otelo Awards, the series demonstrated how regional Brazilian stories can achieve critical acclaim and global recognition.

India

Panchayat is a breakout series which brings the heart of rural India to the global stage. Set in the fictional village of Phulera, it blends humor and warmth with the struggles and aspirations of everyday life. Season 4 marked the show's biggest opening yet, trending across 42 countries and streaming in over 180. Rooted in local authenticity yet resonating universally, *Panchayat* celebrates community, resilience, and the human spirit with a cast and crew deeply connected to the culture it portrays.



Some success stories



Germany

Through *Breakthrough and Artists to Watch*, Amazon Music has supported emerging artists with a focus on gender and background diversity across various genres. Artists like Nina Chuba, Paula Hartmann, and Ellice have benefited from this industry-renowned support program.

Australia

Launched in 2023, *Blak Loud* is more than just another playlist—it's a cultural movement. Curated by First Nations agency Awesome Black, this initiative brings Indigenous Australian music to global audiences through Amazon Music. Updated monthly and culminating in a live event before the National Indigenous Music Awards, *Blak Loud* provides a powerful platform for both traditional and contemporary Indigenous artists. It's not just about streaming numbers; it's about preserving culture, sharing stories, and ensuring Indigenous voices reach new audiences while staying true to their authentic character.

India

The Walk In series offers an innovative approach to artist promotion, providing an in-depth look at artists' wardrobes while exploring their musical journeys. Hosted by style icon Sushant Divgikar, the series achieved more than 58 million impressions and 12 million views, winning Gold at the India Content Leadership Awards 2024.

Japan

The Noto Peninsula Recovery Support Live "SOUNDS FOR TOMORROW" brought together renowned Japanese artists including Shinsuke Amada of FOMARE and JESSE from RIZE/ THE BONEZ, demonstrating how music can unite communities and support recovery efforts.

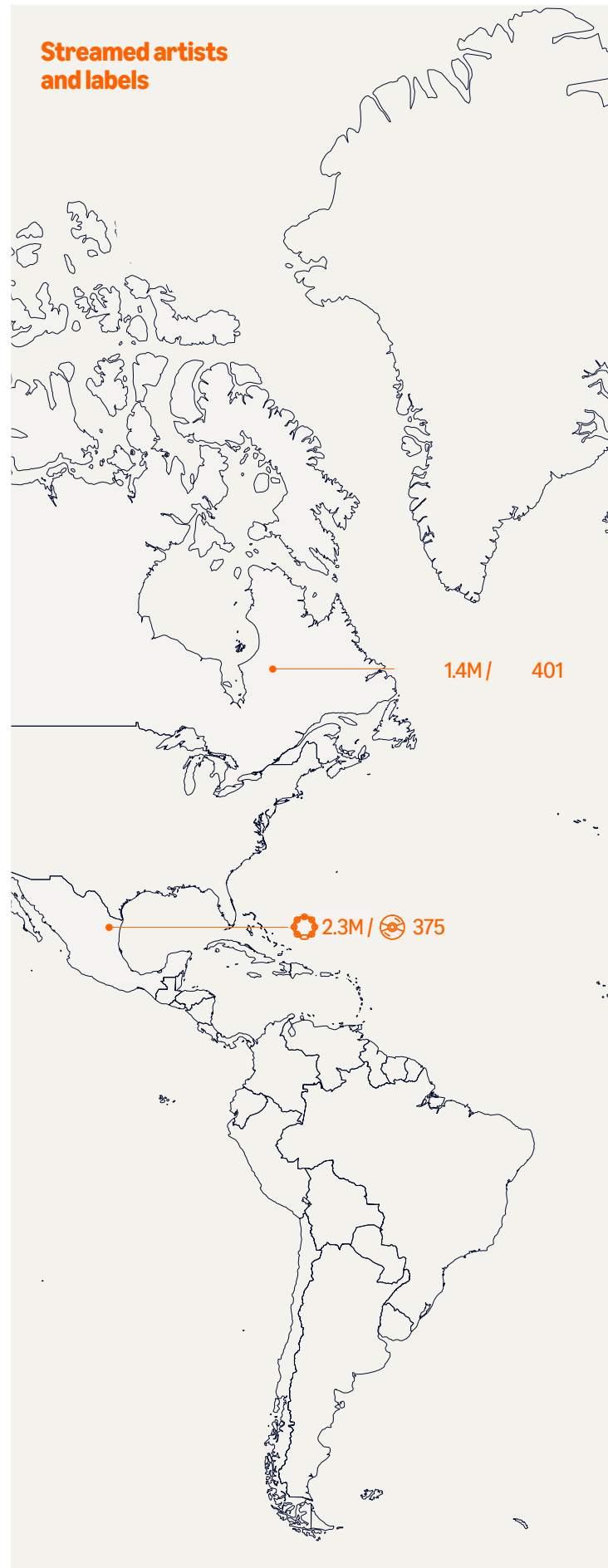


Canada

Indigenous Writers Circle supports the next wave of Canada's emerging Indigenous writers by leveraging Audible's resources and connections with the creative community to provide mentorship and learning opportunities to help program participants tell their stories.

Brazil

São Paulo Pitching Project make possible, for the first time ever, the integration of audiobooks into São Paulo's cultural content production efforts.





Top streamed local artists through Amazon Music worldwide showcase global musical diversity. These include British artists Ed Sheeran and Coldplay, German singers AYLIVA and Apache 207, French artists Vianney and Slimane, Italian group Pinguini Tattici Nucleari, Spanish artist Lola Indigo, Canadian performers Michael Bublé and Drake, Brazilian duo Henrique & Juliano, Mexican singer Luis Miguel, Indian artist Arijit Singh, Japanese band Mrs. Green Apple, and Australian singer Lorde, performing in languages including English, German, French, Italian, Spanish, Portuguese, Hindi, and Japanese.

Amazon Music nurtures emerging musical talent through dedicated artist development initiatives. The Breakthrough program identifies and supports promising artists at pivotal moments in their careers, providing resources, visibility, and promotional support to help them reach new audiences. Artists to Watch spotlights up-and-coming talent poised to make a significant impact in the music industry, offering them enhanced visibility across Amazon Music's programming. These programs complement other regional initiatives that celebrate and amplify diverse voices in music.

Similarly, Audible transcends traditional audiobook boundaries by serving as a cultural bridge that unites listeners worldwide through the power of spoken word. Through its vast collection of global stories, from Indigenous tales to international best-sellers, Audible transforms solitary listening into shared cultural experiences. The platform amplifies diverse voices and perspectives, featuring narrators who bring authentic pronunciations and cultural nuances to stories from their communities.

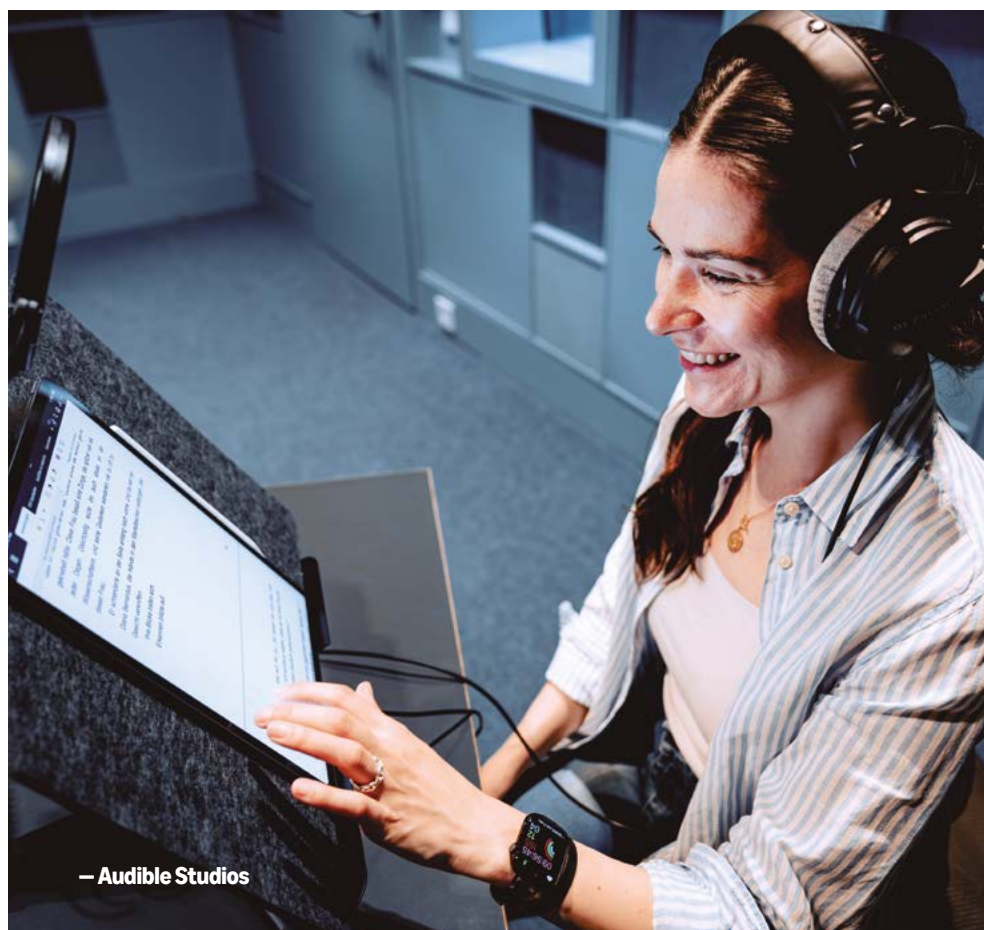
Most streamed local artists on Amazon Music

UK – Ed Sheeran
Germany – Ayliva
France – Vianney
Italy – Pinguini Tattici Nucleari
Spain – Lola Índigo
Canada – Michael Bublé
Brazil – Henrique & Juliano
Mexico – Luis Miguel
India – Arijit Singh
Japan – Mrs. Green Apple





Digital services have revolutionized the creative landscape for emerging talents, dramatically lowering barriers to entry in content creation and distribution. When Kindle Direct Publishing launched, it allowed authors from Mumbai to Madrid to publish their works directly to global readers without the need for a literary agent or established publishing house. Prime Video Direct offers similar opportunities for independent filmmakers, allowing them to distribute their films and series to viewers worldwide without traditional studio backing. Similarly, music streaming services allow independent artists to release their tracks worldwide, potentially reaching millions of listeners without the backing of a major record label.



Enriching Local Economies

Powering Creative Careers: Our Impact on Local Job Creation

Amazon's investments in culture and creative industries generate significant economic impact across the countries where we operate, creating employment opportunities, developing infrastructure, and supporting local businesses. From employing local crew members in video productions to partnering with regional studios and creative agencies, our commitment to local content creation drives economic growth and skills development in communities worldwide.

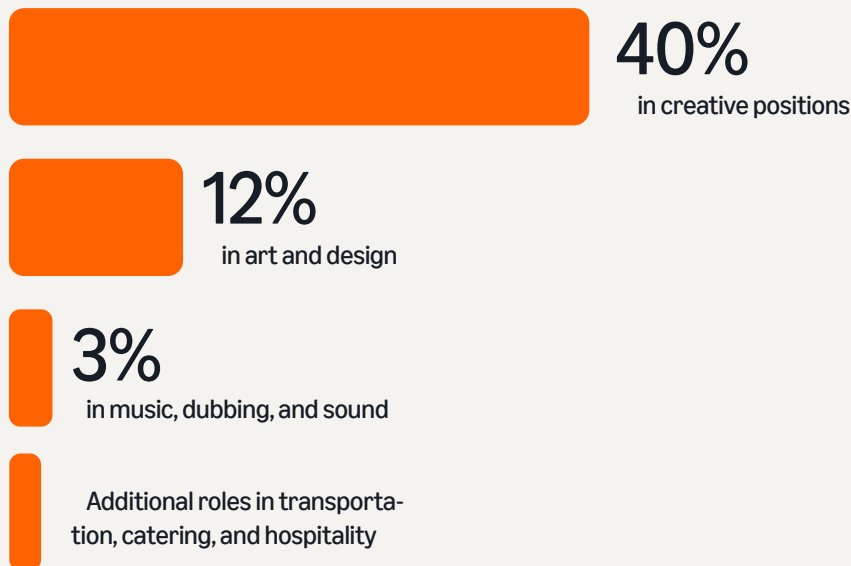


Let's take India as an example to illustrate the scale of economic impact:

According to a report by Media Partners Asia, the video streaming industry in India generates approximately 170,000 direct and indirect jobs a year. This impact is projected to grow, with estimates suggesting the industry could create around 280,000 jobs by 2028, with a potential for over 330,000.

On average, each local movie production in India creates 365-415 jobs, while a series production generates 345-400 jobs.

These jobs span across various roles:



This level of job creation and economic stimulation is reflective of our impact in other countries where we operate, scaled to the size and needs of local creative industries.



Canada: ***Upload* Season 2**

Amazon's production of *Upload* Season 2 demonstrates our significant impact on local creative economies in Canada. The series created a powerful ripple effect throughout Vancouver's business community, engaging more than 600 local Canadian businesses during production. With an impressive 1,500-person crew, the production achieved remarkable local participation rates—95% of crew members and over 70% of the cast were Canadian, creating substantial employment opportunities in the region. The production showcased Vancouver's diverse locations, filming across multiple sites including Stanley Park Pavilion, Cecil Green Park House, University of British Columbia, the MacMillan Bloedel Building, and Deer Lake Park in Burnaby. This extensive use of local talent, businesses, and locations not only generated immediate economic benefits but also helped showcase British Columbia's production capabilities to a global audience. *Upload* Season 2 exemplifies how international productions can maximize their positive impact on local communities by prioritizing local hiring and business partnerships.

Scotland: *The Rig*

Amazon's investment in *The Rig* exemplifies how a single production can transform a region's creative economy. As one of Scotland's high-budget television dramas, *The Rig* helped establish Scotland as a hub for premium content production. The series employed more than 80% local crew, bringing Scottish talent back home and creating sustainable job opportunities in the region. As the first production in the new FirstStage Studios, it built crucial confidence in Scotland's production infrastructure, catalyzing further development of facilities like Pyramid Studios and Wardpark Studios. The production's commitment to local talent development included its own training program, while its use of local suppliers, from accommodation to transportation, generated significant economic benefits throughout the supply chain. Together with other Amazon productions like *Anansi Boys* and *Good Omens*, *The Rig* contributed to an estimated £40 million in Gross Value Added to Scotland's economy, helping drive a 110% growth in inward investment since 2019. This comprehensive impact—from job creation and skills development to infrastructure investment and supplier engagement—demonstrates how strategic investment in local productions can help build thriving, sustainable creative economies.



Beyond the significant employment generated by individual productions, Amazon creates lasting career opportunities.

With people working for Prime Video, Amazon Music, Amazon Ads, Audible, and other creative services in all major Amazon offices worldwide, we maintain a consistent presence in the creative industries across numerous countries. Additionally, we have established creative hubs and development centres globally, further cementing our commitment to local creative economies.

One example is our gaming studios in Montreal, Canada, and Bucharest, Romania. These studios showcase our dedication to empowering local talent and fostering innovation in game development.



—Gaming Studios: Bucharest, Romania.



In Montreal, a visionary collaboration between Amazon and a creative lead renowned for their work on *Rainbow Six Siege* gave birth to a studio that has become a cornerstone of the local gaming community. With 99% of its 100+ person team comprising local talent, the studio is a testament to Montreal's world-class gaming ecosystem. The team's diverse composition—including engineers, creators, artists, and marketers—works in harmony to bring innovative gaming experiences to life. Their 2025 announcement of *March of Giants*, developed entirely outside the U.S., underscores Amazon Games' success in cultivating international creative hubs.

In Romania, our Bucharest team has carved out a unique niche as the country's only developer specializing in Massively Multiplayer Online Role-Playing Games (MMORPGs). This specialized focus allows them to push boundaries in a complex and demanding genre. The team's work on the game *New World* exemplifies their commitment to creativity and player-centric design. The Bucharest studio's collaborative process, involving designers, artists, and engineers, aims to put Romania on the global gaming map.

By leveraging local talent and fostering a culture of creative freedom, both the Montreal and Bucharest studios are not just developing games—they're crafting experiences, pushing technological boundaries, and contributing to the growth of their respective local creative economies.

Partners in Growth: Our Impact on Creative Business Ecosystem

Amazon's investment in culture and creative industries fosters a vibrant ecosystem of local businesses and creative professionals.

We actively collaborate with local production companies, creative and advertising agencies, and support services, amplifying our economic impact in the communities where we operate.

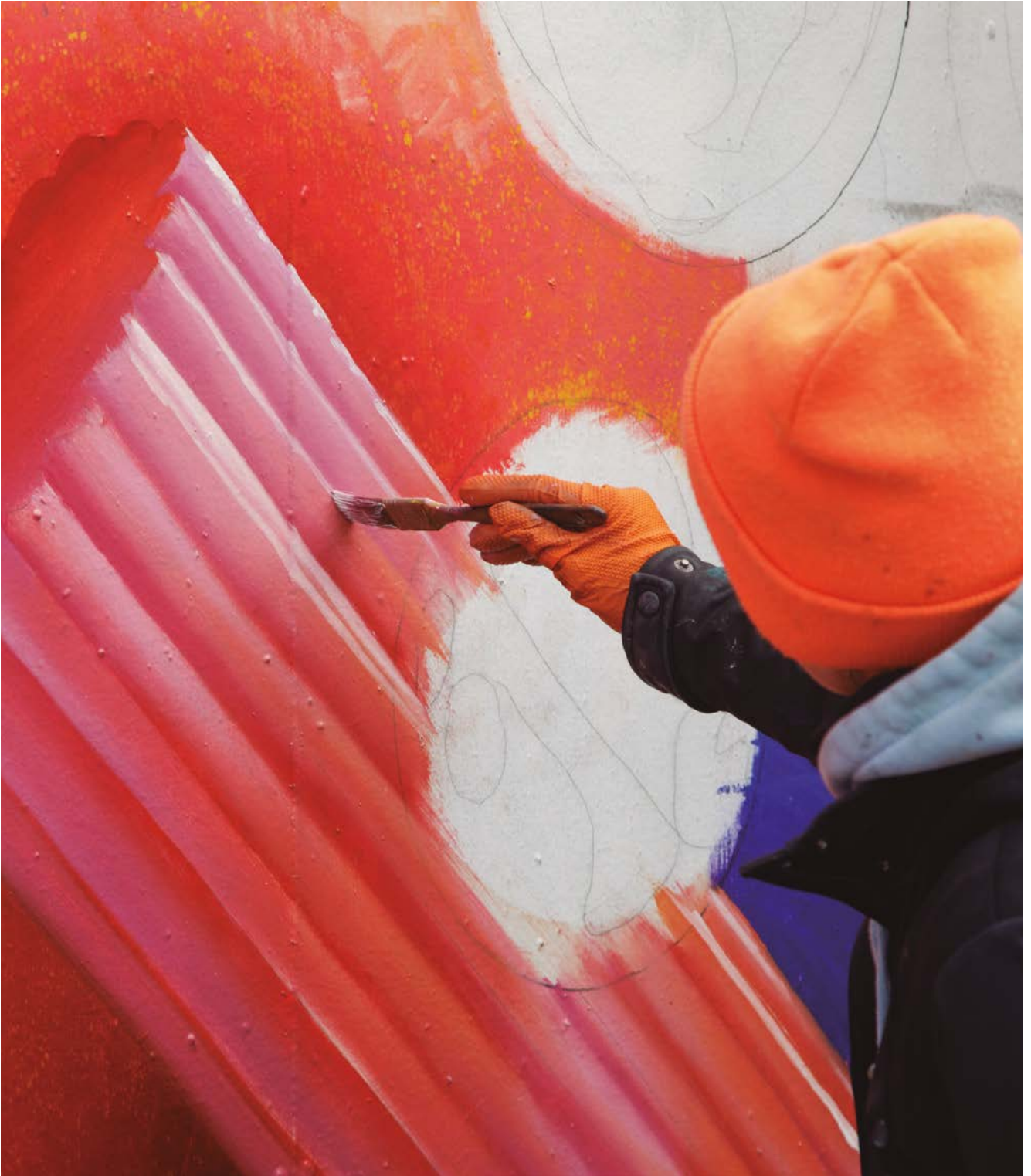
Working with over 2,000 creative partners across more than 10 countries across international marketplaces, Amazon Ads helps companies of all sizes achieve their marketing and business goals. These partnerships create a thriving community of specialized agencies that provide strategic guidance, creative services, and operational support to brands looking to reach relevant audiences using Amazon's advertising services and solutions.

Notable examples of these successful partnerships include:

In the United Kingdom, Amerge is a great example of a fast-growing Amazon-focused agency. Headquartered in London with offices across Spain, Germany, the US, and Costa Rica, this agency was founded by former Amazonians and has grown to a team of approximately 250 people. In just over five years, they've built a successful business focused exclusively on helping companies optimize their advertising on Amazon.

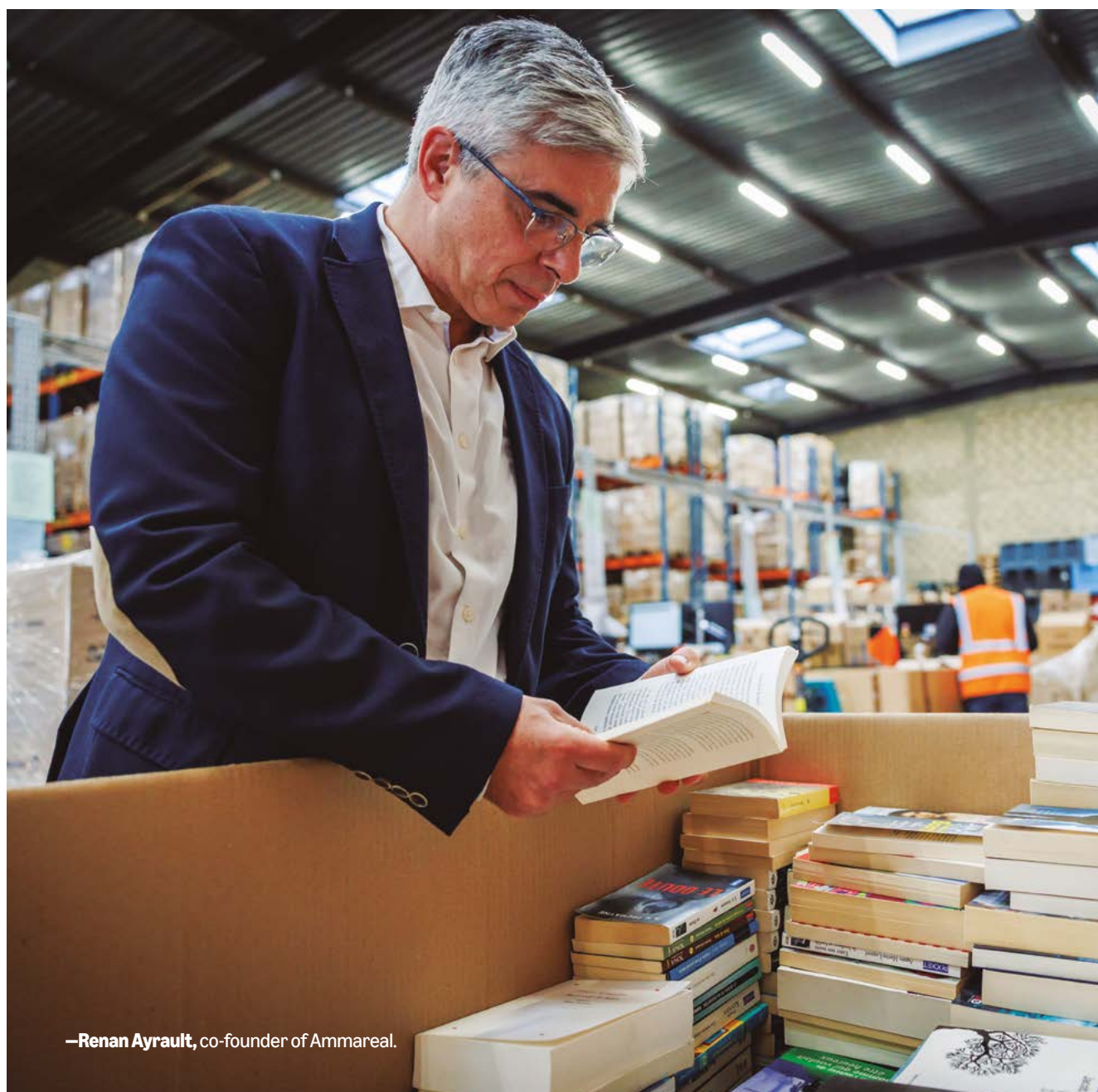
In Spain, B2Marketing is dedicated to supporting those Amazon sellers who choose to use advertising to drive their business growth. Founded in 2017 by a local entrepreneur, this tech company has expanded to serve over 200 clients across more than 10 countries, with a team of over 60 people. They offer comprehensive services utilizing Amazon's full funnel offering, Marketing Cloud, and Amazon DSP. With offices across Europe and the Americas, including New York, Miami, Mexico, Colombia, Peru, and Chile, B2Marketing has established itself as one of the key players helping sellers optimize their ecommerce performance.

In Germany, The Remazing Group is a clear example of a global service company. Headquartered in Hamburg, with additional offices in London, Paris, Turin and Barcelona, they bring together four specialized units and more than 170 experts to unlock the full e-commerce potential of global company leaders worldwide – from strategy and implementation to automation through proprietary technology, powered by AI. Their professional excellence has been recognized with multiple awards, including the E-Commerce Germany Award for Best Agency and the Best Retail Cases Award in the category of Best Retail Technology for Remdash. In addition, Remazing has been nominated at the Amazon Ads Partner Awards: in 2024 for Beyond the Funnel Innovation, and in 2025 in two categories, Global Expansion and The Challenger Award.



In the dynamic world of film and television production, strong alliances with local production houses are essential to create authentic content that resonates with audiences. These alliances not only provide economic opportunities, but also contribute to the development of specialized skills and services in the creative sector. By working with local businesses, we ensure that our investments have a multiplier effect, supporting a wide range of industries from specialized creative services to hospitality and logistics, thereby contributing to the overall economic vitality of the regions where we produce content.

Amazon's marketplace serves as a vital tool for thousands of independent booksellers across Europe, enabling both traditional bookstores and innovative enterprises to reach millions of customers. In Europe alone, over 18,000 small and medium-sized businesses sell their books through Amazon. Among these success stories, Ammareal stands out as an example of how digital commerce can combine business success with social impact.



—Renan Ayrault, co-founder of Ammareal.

Founded in 2013, Ammareal has grown from a small garage operation to become a major player in the second-hand book market. Operating across 11 countries in Europe and North America, the company has achieved remarkable growth, scaling from €200,000 in first-year revenue to €10 million in annual sales. With an inventory of approximately 2 million items, including 1.7 million books in multiple languages, 200,000 CDs, and 100,000 DVDs, Ammareal demonstrates how digital platforms can enable sustainable business models that give a second life to cultural products. Their presence across key European countries (France, the UK, Germany, Spain, Italy, Belgium, Poland, the Netherlands, and Sweden) and North America showcases the international reach possible for specialized sellers.

What sets Ammareal apart is its innovative approach to combining commercial success with social impact. They've built a sustainable business model that includes:

Partnerships with libraries and non-profits to source books

Financial support to seven charities across Europe, contributing €200,000-300,000 annually

Focus on fighting illiteracy and promoting cultural development

This success story illustrates the opportunities ecommerce brings to innovative culture businesses.

Key production companies we partner with

72 Films, Zeppatron, 42, Expectation,
Quay Street, Banijay, Sony Pictures

UK

UFA, Constantin Film, EndemolShine Germany,
RealFilm, Brainpool, Neue Super, Bavaria Film

Germany

Banijay, Gaumont, Les Films entre 2 & 4, Endemol France

France

EndemolShine Italy, Banijay Italia, Cattleya, Fremantle,
Lux Vide, Lucky Red, Indigo, Gaumont, Lucisano Leone
Group, Lotus

Italy

Pookepsie, Gestmusic, Elastica, Atipica, Nostromo
Pictures, Banijay, Mediapro, Warner, Vaca Films,
Fremantle, Bambu Producciones

Spain

Dharmatic Entertainment/ Dharma Productions,
Excel Media and Entertainment, D2R Films, Emmay
Entertainment, Abundantia Entertainment

India



Beyond the Screen: Our Role in Transforming Iconic Filming Locations into Tourist Destinations

Amazon's productions not only create immediate economic impact through filming but also generate lasting benefits for local tourism. When our shows and movies showcase unique locations, they create a powerful draw for viewers to visit these sites, contributing to long-term tourism growth in filming locations. For example, *The Lord of the Rings: The Rings of Power* transformed areas of Berkshire and Surrey, including Bracknell's Swinley Forest, into filming destinations. In Italy, *Dinner Club* has highlighted regional traditions and local gastronomy, promoting tourism to lesser-known locations across the country. Productions like *The Rig* in Scotland, filmed across locations from Manali to Dalhousie, and *Upload* in Vancouver, featuring iconic sites like Stanley Park Pavilion, demonstrate how streaming content can showcase local landscapes to global audiences, driving tourism interest and economic development in these regions.



Madhya Pradesh: Rural Canvas for a Worldwide Stage

In India, the Madhya Pradesh government has recognized this potential, implementing a dedicated Film Tourism Policy in 2020 after hosting productions like the Amazon original series *Panchayat*. This policy has attracted over 200 projects, including several Amazon Prime Video originals such as *Gullak*, and *Shereni*, which were either fully or partially filmed in the state. The success of these Amazon originals has not only boosted local tourism but also showcased Madhya Pradesh's diverse landscapes to a global audience, contributing to the state winning the *Most Film Friendly State award* at the 68th Indian National Film Awards. Amazon has helped establish Madhya Pradesh as an emerging hub for authentic storytelling, creating opportunities for local talent while showcasing India's heartland to global audiences.



— *Culpa Mia*: Behind the scenes

Spain: From Local Lights to Global Spotlight

Amazon's investment in Spanish productions exemplifies how strategic content creation can transform local creative economies while putting cities on the global map. Moving beyond traditional filming hubs like Madrid and Barcelona, productions like *Culpables* have showcased different perspectives of regional cities, presenting a "dreamy Málaga" that has resonated so strongly with global audiences that filming locations are now tourist destinations—with fans even adding *Villa Leister* to Google Maps. Similarly, *Apocalipsis Z* demonstrated the commitment to regional diversity, filming between Galicia and Barcelona, with the opening sequence of Vigo's city lights reaching viewers from Brazil to India. This approach of highlighting different Spanish regions helps establish new filming hubs while providing international exposure to local talent and locations.

Key international locations

Quebec, Ontario, Alberta, Nova Scotia, British Columbia

Canada

London, Surrey, Manchester, Edinburgh, Sheffield, Cornwall, Isle of Skye, Newcastle, Yorkshire, Stokesay, Bawdsey, Crickhowell, Cotswolds, Devon, Brighton

UK

CDMX, Los Cabos, Guadalajara, Estado de México, Acapulco, Mérida, Cancún, Chiapas, Morelos, Puebla, Tlaxcala

Mexico

Arraial D'Ajuda, Belém, Brumadinho, Cabaceiras, Campos do Jordão, Diamantina, Florianópolis, Fortaleza, Goiânia, Manaus, Ouro preto, Paraty, Petrópolis, Recife, Rio de Janeiro, Salvador, São Luís, São Paulo, Vassouras

Brazil





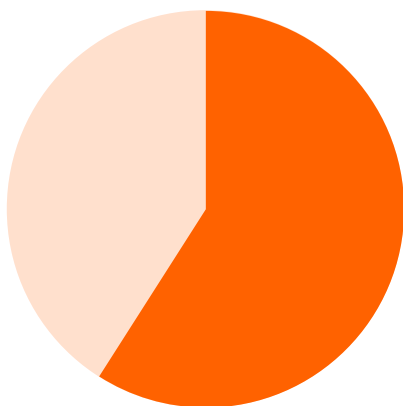
—Pitigliano, one of the locations for *Dinner Club*.

Expanding Cultural Access

Amazon's digital services are breaking down traditional barriers to cultural content, making entertainment, books, and music accessible to more people than ever before. Through innovative technology, multi-language support, and strategic initiatives, we're helping ensure that cultural experiences are available to diverse audiences regardless of their location, language, or accessibility needs.

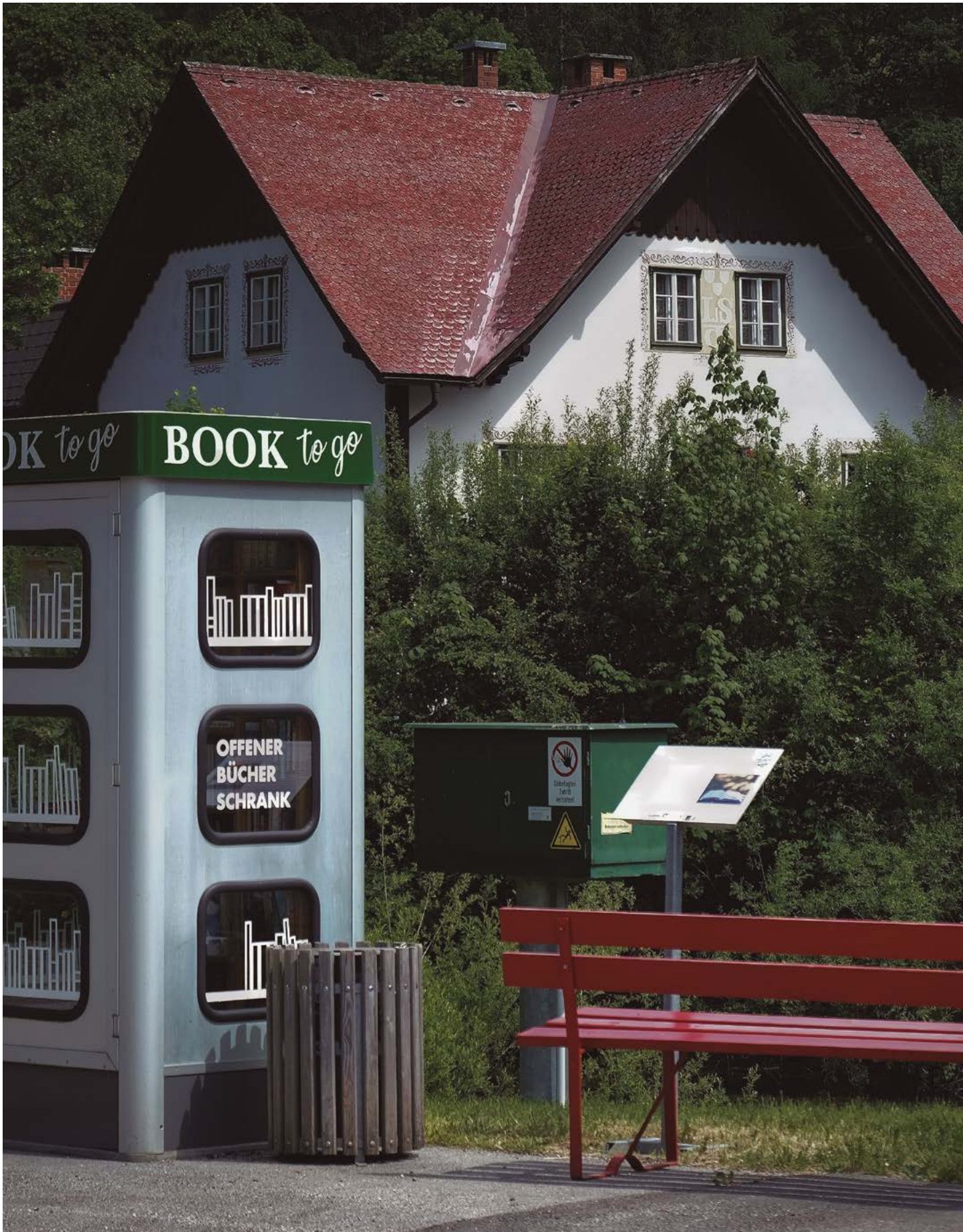
Breaking Geographic Barriers: How Digital Services Enrich Rural Cultural Life

Digital services are transforming access to cultural content in rural communities, breaking down traditional geographic barriers that have historically limited cultural participation. Where physical bookstores might be scarce or require long journeys to reach, digital services now provide immediate access to books, music, and entertainment. This digital transformation is particularly significant in rural areas, where online shopping has become a vital channel for accessing cultural products, especially books and e-books. The impact is evident across European countries, where digital services have effectively narrowed the urban-rural divide in cultural consumption. For many rural residents, e-commerce has become the primary means of accessing cultural content, offering the same breadth of choice available to urban dwellers.



According to Oxford Economics research among European residents in rural areas,

60-65% of rural citizens report that e-commerce makes it easier to access books and e-books.



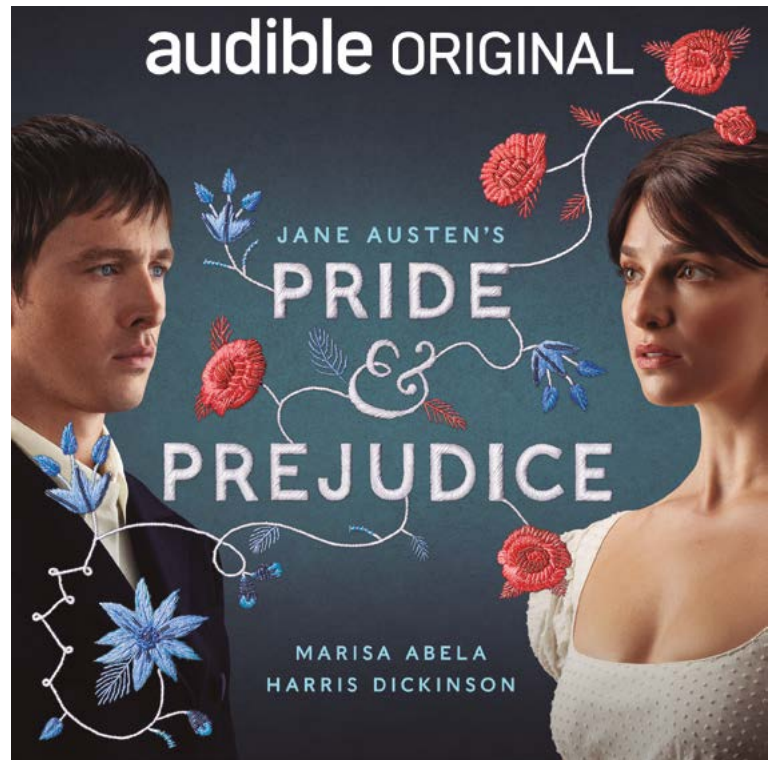
Beyond Words: Making Literature Accessible Through Audio Innovation

Audible is revolutionizing access to literature and cultural content through innovative audio experiences.

By transforming written works into immersive audio productions, Audible can make stories accessible to those who may struggle with traditional reading, have visual impairments, or simply prefer to consume content while multitasking.

In Japan, the collaboration with Tetsuko Kuroyanagi on *Totto-Chan: The Little Girl at the Window: A Sequel* showcases how cutting-edge voice synthesis technology can preserve an author's voice and make literature accessible to new generations. In Germany, the partnership with Sebastian Fitzek, one of Europe's most successful authors of psychological thrillers, demonstrates how audiobooks can expand a writer's reach globally. With more than 20 exclusive audiobook releases through Audible Germany, Fitzek's work is now being published in English, bringing his stories that have sold over 15 million copies and been translated into 36 languages to even broader audiences.

Furthermore, Audible's support for multilingual content helps bridge linguistic divides and promotes cross-cultural understanding, democratizing access to knowledge, culture, and diverse perspectives for listeners around the world.



UK

Renowned writer and intellectual Stephen Fry

Audiobooks: *Secrets Series*, *Inside Your Mind*, *Sherlock Holmes*

BAFTA-winning comedian and creator of Alan Partridge, Steve Coogan

Audiobook: *From the Oasthouse*, Seasons 1-4

Award-winning actress Rosamund Pike

Audiobooks: *Pride and Prejudice*, *Mother*, *Neighbor*, *Russian Spy*

Distinguished scientist and broadcaster Brian Cox

Audiobooks: *The Universe*, *The Infinite Monkey Cage: Series 18-21*, plus *Apollo Special*

Award-winning actor Hugh Grant

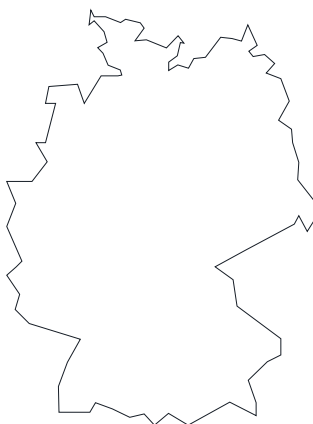
Audiobook: *A Christmas Carol*

Acclaimed actress Helena Bonham Carter

Audiobooks: *The Weirdies: Maybe This Is a Bit Too Weird*, *A Poem for Every Day of the Year*

Star ensemble cast Andrew Garfield, Andrew Scott, Cynthia Erivo, and Tom Hardy

Audiobook: *1984*



Germany

Bestselling author (19+ million copies sold) Sebastian Fitzek

Audiobooks: Multiple originals, including *Auris 6*

Acclaimed actress (*Tár*, *Phoenix*) Nina Hoss

Audiobook: *Ratcatcher*

***Game of Thrones* star Tom Wlaschiha**

Audiobook: *Marvel Wastelanders* (as Star-Lord)

Leading comedian Carolin Kebekus

Audiobook: *Autofictional Comedy Podcast* (2022)

International actress Emilia Schüle

Audiobook: *Pride and Prejudice*



France

Iconic actress Catherine Deneuve

Audiobook: *Marvel Wastelanders*

Celebrated author Amélie Nothomb

Audiobooks: *Japon, les fleurs d'un monde flottant, La Divine Comédie*

Award-winning filmmaker and actor Mathieu Kassovitz

Audiobook: *Killer Social Club*

International bestselling science fiction author Bernard Werber

Audiobook: *Méditations Guidées*

Acclaimed model and actress Laetitia Casta

Audiobook: *1984*



Italy

International bestselling author of "Gomorra" Roberto Saviano

Audiobooks: *Maxi: Il processo che ha sconfitto la mafia, Chi chiamerò a difendermi:*

Giovanni Falcone, la vita, Le mani sul mondo, 650 al minuto

Acclaimed crime fiction author Gianrico Carofiglio

Audible Original: *Rancore*

David di Donatello Award-winning actor Claudio Santamaria

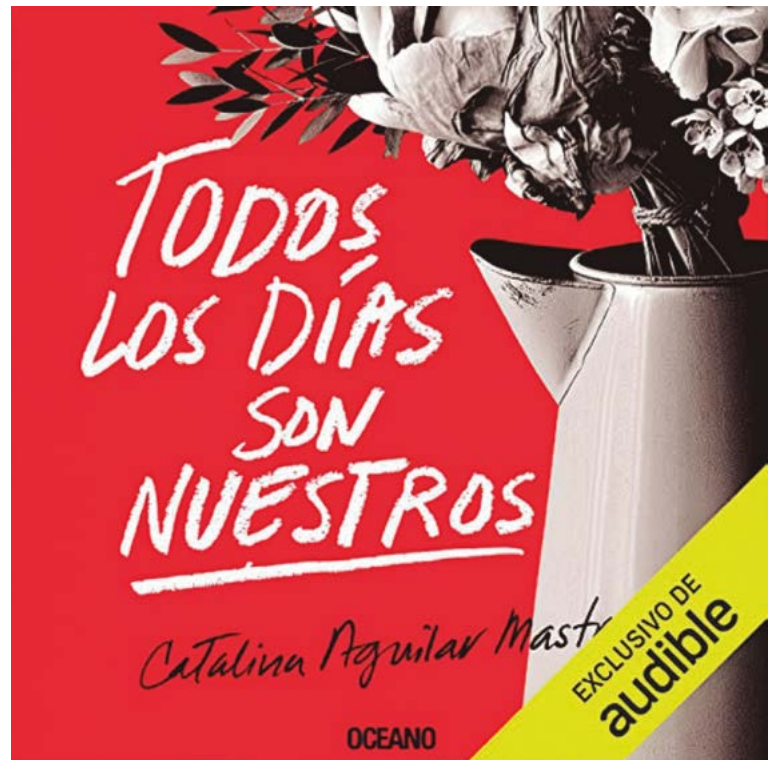
Audible Original: *Poirot a Styles Court*

Venice Film Festival Volpi Cup winner Isabella Ferrari

Audible Original: *Orgoglio e Pregiudizio*

Versatile actress Carolina Crescentini

Audible Original: *Resti tra noi, Giovani Ricche e Vedove, Il libro delle sorelle* (audiobook)



Spain

International bestselling author Juan Gómez Jurado

Audible Original: *Reina Roja: Origen*

Planeta Prize-winning author collective Carmen Mola

Audible Original: *La Novia Gitana, La Red Púrpura*

Leading true crime journalist Carles Porta

Audible Original: *¿Por qué matamos?* (6 seasons), *PQM Dieguito el malo*, *PQM Operación Tepuy*

Goya Award-winning actress Elena Anaya

Audible Original: *1984*

Versatile actor Sergi López

Audible Original: *El misterioso caso de Styles*



Mexico

Award-winning actor and singer Diego Boneta

Audiobook: *Pedro Páramo* by Juan Rulfo

Grammy and Latin Grammy-winning vocalist Lila Downs

Audiobook: *La Sánchez: Una Historia Musical*

International actor and director Gael García Bernal

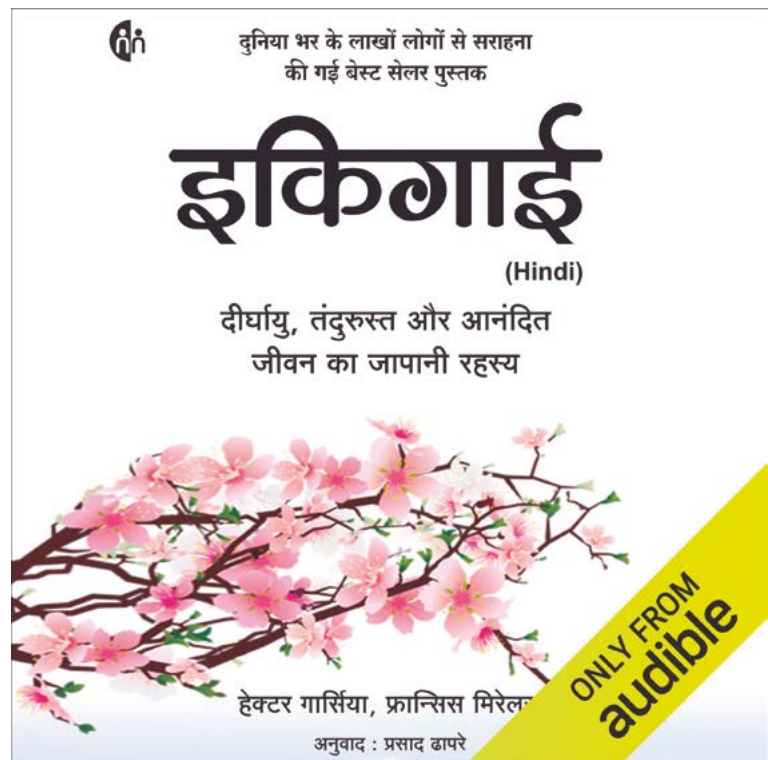
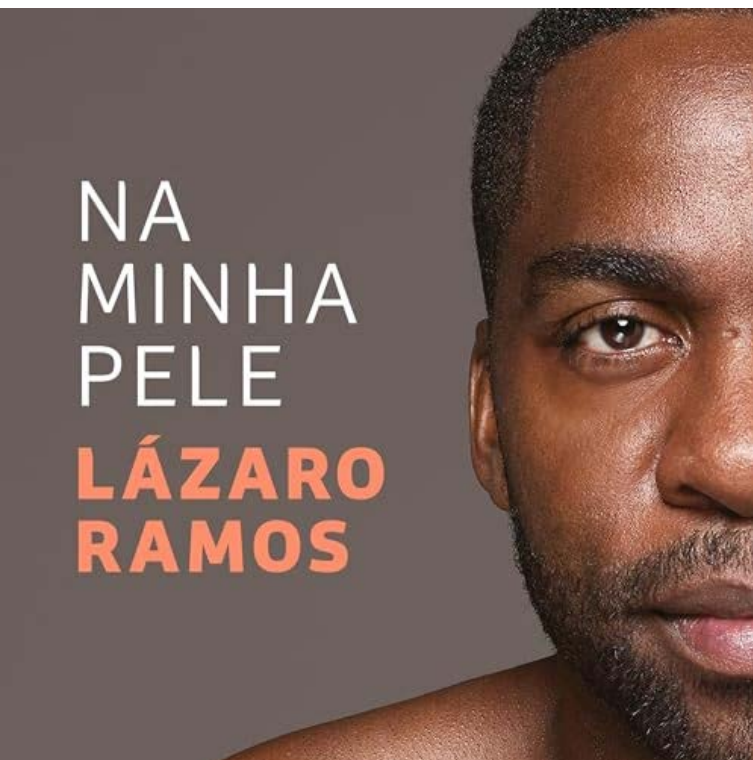
Audiobooks: *Marvel's Wolverine: La Larga Noche*, *El Principito*

How to Get Away with Murder star Karla Souza

Audiobook: *Todos Los Días Son Nuestros*

Acclaimed actress and activist Kate del Castillo

Audiobook: *Decidida*



Brazil

Award-winning actor and director Lázaro Ramos

Audiobook: *Na Minha Pele*

International actress Alice Braga

Audioseries: *Yawara, uma história oculta sobre o Brasil*

Celebrated voice artist Denise Fraga

Audiobook: *Orgulho e Preconceito* by Jane Austen



India

Bestselling author (15+ blockbuster books) Chetan Bhagat

Audiobooks: 16+ Audible Originals and Only on Audible titles

India's Tolkien and international phenomenon Amish Tripathi

Audiobooks: *Shiva and Ram Chandra* series

Multi-award winning filmmaker Karan Johar

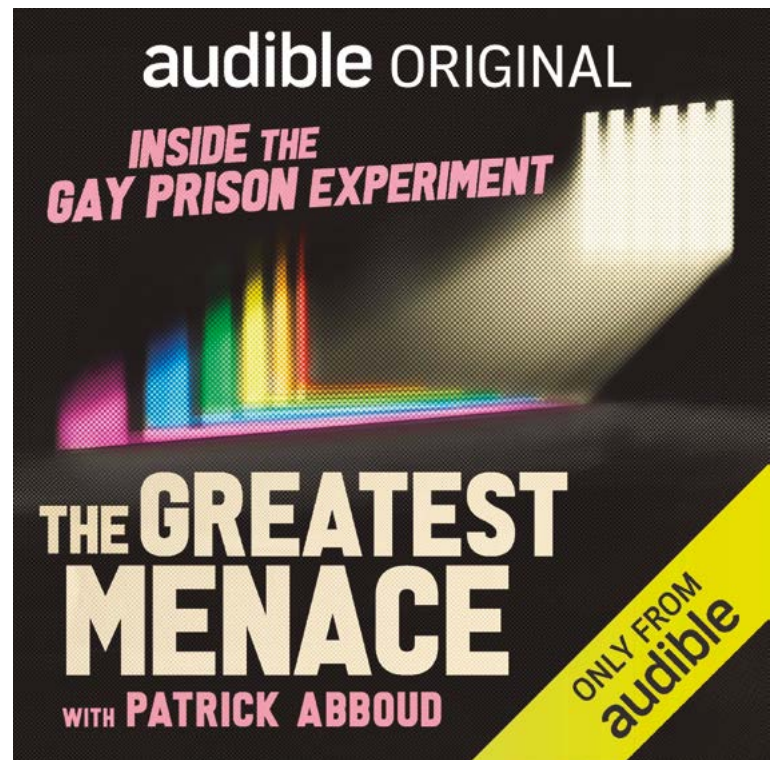
Audiobook: *Live Your Best Life with Karan Johar* (2025)

Digital creator with 17M followers Prajakta Koli

Audiobooks: *Too Good to Be True* (2025), narrator for *Desi Down Under* (2023)

Leading nutrition expert Rujuta Diwekar

Audiobooks: *The Commonsense Diet* (2025), *Don't Lose Your Mind, Lose Your Weight* (2023)



Japan

International actor Ken Watanabe

Audiobook: *Black Rain* by Masuji Ibuse

Bestselling mystery author (14M copies) Keigo Higashino

Audiobook: *Someone Killed Me*

Globally renowned author Haruki Murakami

Audiobooks: Multiple bestselling titles including *Somebody Killed Me*

Award-winning director Miwa Nishikawa

Audiobook: *Monogatari* by Mercari

Celebrated Kabuki actor Kikunosuke Onoe

Audiobook: *National Treasure* by Shuichi Yoshida



Australia

International actress Rebel Wilson

Audiobooks: *Rebel Rising* (2024), *Make Words Great Again* campaign (2019)

Award-winning actor Eric Bana

Audiobook: *The Orchard* (2024)

Multi-award winning journalist Marc Fennell

Audiobooks: *It Burns* (2019), *Nut Jobs* (2020), *House of Skulls* (2023), *This Is Not A Game* (2023), *Corked* (2025)

Walkley Award-winning journalist Pat Abboud

Audiobooks: *The Greatest Menace: Inside The Gay Prison Experiment* (2022)

Acclaimed actress Claudia Karvan

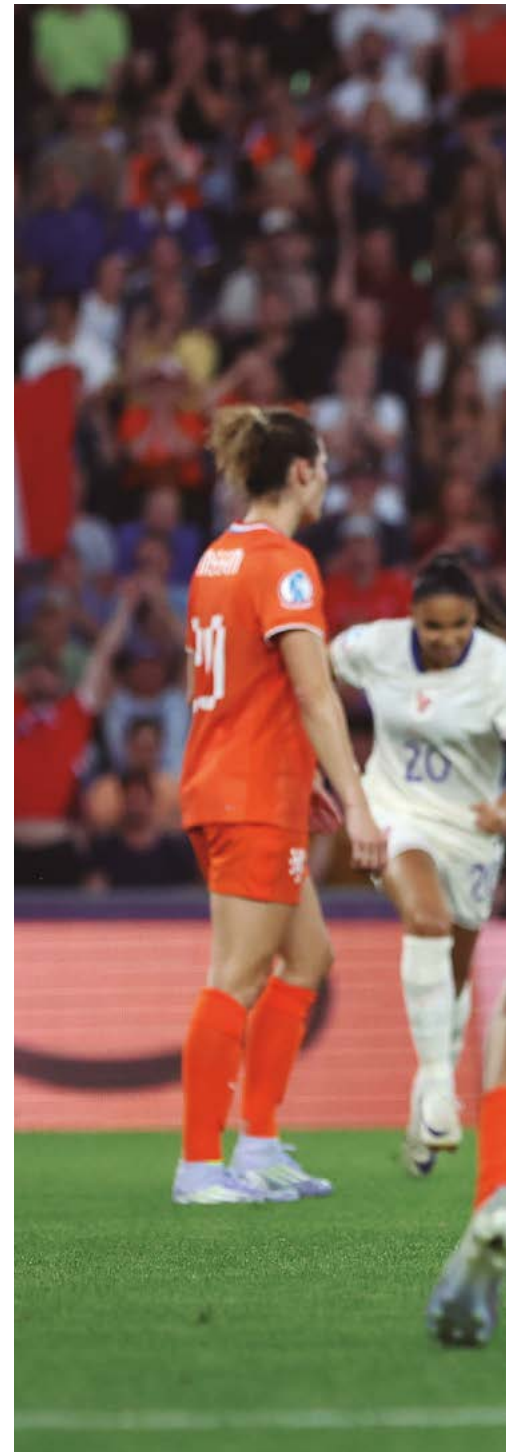
Audiobooks: *Like, Follow, Die* (2025), *Fake*, *The Mother Fault*

Bringing Sports Home: How Prime Video Unites Global Fan Communities

**Sports are more than competitions
—they are cultural forces that transmit
values such as teamwork, resilience,
and unity across borders.**

Prime Video is playing a vital role in amplifying these values by making world-class sporting events accessible to millions of fans, breaking down barriers of geography and exclusivity. Live sports have the power to unite communities and become the most important moment of the week, month, or even year. Prime Video brings these moments of intense cultural significance to fans around the world.

The UEFA Champions League on Prime Video isn't just successful—it's record-breaking. For the debut 2024/25 season in the UK & Ireland, Prime Video reached over 13 million viewers, becoming Prime Video's most watched season of sport ever in Europe. In Germany, the second leg Semi-Final of Borussia Dortmund's clash against Paris Saint-Germain in May 2024 became the most-watched match ever on Prime Video in Germany, drawing in more than 4.5 million households. In Italy, 2024/25 UEFA Champions League season recorded an 18% increase in viewership compared to Prime Video's inaugural 2021/22 season.





This unprecedented reach demonstrates how Prime Video is making the world's biggest sports competitions more accessible for fans, included at no additional cost in Prime. By combining high-quality broadcasts with innovative features like Rapid Recap for Sports, we're enhancing the viewing experience and bringing fans closer to the game they love.

But Amazon's commitment to football goes beyond streaming. As a proud UEFA Women's Football sponsor through to 2030, Amazon is helping support the meteoric growth of the women's game, by equipping fans with all the items they need to support their team during the record-breaking UEFA Women's EURO 2025 tournament.

It goes also beyond football, when Prime Video partnered with Roland-Garros, it wasn't just about broadcasting matches— it was about reimagining how fans experience one of tennis's most prestigious events. Working with the tournament, Prime Video began broadcasting the new and exclusive "Night Sessions", a head-line "Match of the Day" featuring the biggest stars in tennis for an action-packed evening under the iconic floodlights of the Philippe Chatrier court.



Amazon's Country- by-Country Creative Impact

United Kingdom in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**LJ Ross
Romance**

Top 5 countries where UK independent authors reach readers:

**US, Germany, Japan,
Mexico, and Canada**

Music

100M tracks and
millions of podcast episodes

offered to UK listeners

Most streamed local artists:

**Ed Sheeran, Coldplay, Elton
John, Dua Lipa, Queen, Adele,
The Beatles, Calvin Harris,
Oasis, and Lewis Capaldi**

**Acast Studio
for Emerging Creators
in London**

A dedicated space that supports up-and-coming podcasters by providing access to professional recording equipment, editorial guidance, and mentorship on content development, distribution, and monetization. By nurturing new talent and diverse voices in the podcasting ecosystem, Acast Studio helps expand the pool of high-quality audio content available on platforms like Amazon Music and Audible.

2.8M+ artists

reach listeners through Amazon in the UK

Top countries where UK artists reach listeners

**US, Germany, Japan, Mexico,
and Canada**

400+ partnerships

with music labels in the UK

Emerging UK Talent programs:

**Breakthrough and
Artists to Watch**

Video

70+

local video titles produced
by Amazon

Local production companies:

**72 Films, Zeppatron, 42,
Expectation, Quay Street,
Banijay, Sony Pictures**

Key filming locations:

**London, Surrey,
Manchester, Edinburgh,
Sheffield, Cornwall**

***King of War* by Peter Gibbons**

Busy financial services worker by day, author by night, Peter found a routine of getting up early in the morning before his three kids to write every day before work, publishing four books in his first year. This perseverance paid off as he was crowned the Kindle Storyteller Award winner in 2022.



Audible



Steve Coogan (as Alan Partridge)

From the Oasthouse (S1 - S4), Steve Coogan is a versatile English entertainer. He has established himself as a successful actor, comedian, screenwriter, producer, and voice artist. His accolades include four BAFTA Awards and three British Comedy Awards, and nominations for two Academy Awards and a Golden Globe Award. His breakthrough came with the creation of Alan Partridge, a character that began on radio and evolved into a beloved television personality.

The Lord of the Rings: The Rings of Power

Sustainability was a key focus during production. Measures included 80%+ LED lighting, electric battery-powered base camps, hydrogen energy trailers, solar-powered on-location setups, renewable fuels for stage locations, a "Climate Café," and bio-based props to replace plastics.



Germany in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**D.C. Odesza
Fiction**

Top 5 countries where German independent authors reach readers:

**Austria, France, US,
Switzerland, and Italy**

Music

100M tracks and
millions of podcast episodes

offered to German listeners

Most streamed local artists:

**AYLIVA, Apache 207, Nina
Chuba, Helene Fischer, Sido,
Roland Kaiser, SDP, LEA,
Kontra K, and FINCH**

Breakthrough

Industry-renowned support program for emerging artists with a focus on gender and background diversity and across a wide range of genres.

2.8M+ artists

reach listeners through Amazon in Germany

Top countries where German artists reach listeners

**Austria, France, US,
Switzerland, and Italy**

400+ partnerships

with music labels in Germany

Emerging German Talent programs:

**Breakthrough and
Artists to Watch**



Video

65+

local video titles produced
by Amazon

Local production companies:

**UFA, Constantin Film,
EndemolShine Germany,
RealFilm, Brainpool, Neue
Super, Bavaria Film**

Key filming locations:

**Berlin, Cologne, Munich,
Marburg, Frankfurt, Vienna**

Ambra Kerr

German self-published author specializing in contemporary romance. She has gained popularity through Kindle Direct Publishing.



Audible



Sebastian Fitzek

The most successful German bestselling author, whose works have sold more than 19 million copies and have been published in more than 36 countries. In 2006, he published his first psychological thriller *Therapy*, which became a bestseller, as did all subsequent books. Many of his books have been successfully adapted for film and television series, such as *Therapy* (Prime Video).

Maxton Hall

Set the record for the largest first-week global viewership for an International Original in Prime Video history. Reached #1 on Prime Video in over 120 countries and in the Top 3 in over 50, including the USA and UK. It became Germany's most-streamed title, with a 95% rating on Rotten Tomatoes.



France in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**Jupiter Phaeton
Romance**

Top 5 countries where French independent authors reach readers:

**Canada, UK, Belgium,
US, and Germany**

Music

100M tracks
and millions of podcast

Most streamed local artists:

**Vianney, Slimane, Jul, Gims, Kendji Girac, Dadju, Louane,
Soprano, Vitaa, and David Guetta**

1.5M+ artists

reach listeners through Amazon in France

Top countries where French artists reach listeners

**Canada, UK, Belgium, US,
and Germany**

400+ partnerships

with music labels in France

Emerging French Talent programs:

Breakthrough



Video

40+

local video titles produced
by Amazon

Local production companies:

**Banijay, Gaumont,
Les Films entre 2 & 4,
Endemol France**

Key filming locations:

**Paris, Nice,
Rochefort,
Biarritz**

Local productions exported:

**Alphonse (Italy),
Unscripted True
Story (Spain)**

L'académie du feu by Jupiter Phaeton

Self-published author who writes in multiple genres, including romance and fantasy. She has been writing fantasy novels since she was twelve and has published over sixty books. Widely recognized in France's fantasy and urban fantasy community, she is active on digital publishing platforms and continues to expand her growing reader base.



Audible



Amélie Nothomb Audible's originals

Amélie Nothomb is one of France's most popular contemporary authors. She burst onto the French literary scene in 1992 with her debut novel *Hygiene and the Assassin*, which sold over 100,000 copies in France alone. Her most celebrated works include *Fear and Trembling*, *The Stranger Next Door*, *Loving Sabotage*, and *Acide Sulfurique*.

Roland Garros

Over 3 million viewers tuned in to the Djokovic-Nadal quarterfinal match during an exclusive Prime Video night session in May 2022, which was available ahead of the Prime paywall.



Italy in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**Amabile Giusti
Romance**

Top 5 countries where Italian independent authors reach readers:

**US, UK, France, Germany,
and Japan**

Music

100M tracks
and millions of podcast

Most streamed local artists:

**Pinguini Tattici Nucleari, Marco Mengoni, BLANCO, Tananai,
Annalisa, Lazza, Fedez, and Elodie and Ultimo**

1.7M+ artists

reach listeners through Amazon in Italy

Top countries where Italian artists reach listeners

**US, UK, France, Germany,
and Japan**

Emerging Italian Talent programs:

**Breakthrough and
Artists to Watch**

400+ partnerships

with music labels in Italy

Video

60+

local video titles produced
by Amazon

Local production companies:

**Endemol Shine Italy; Banijay Italia; Cattleya;
Fremantle; Lux Vide; Luck, Red, Indigo,
Gaumont, Lucisano, Leone Group, Lotus**

Key filming locations:

**Milan, Naples,
Palermo, Venice,
Turin**

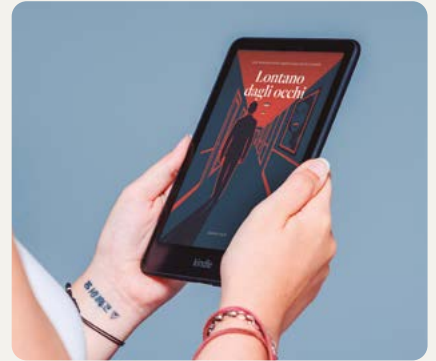
Goodnight Stories for Rebel Girl

by Francesca Cavallo

Chosen to publish her latest children's book *Stellar Stories for Boys of the Future* through Amazon's Kindle Direct Publishing.

Chiara Assi

Italian author Chiara Assi transformed her travel blog into bestselling fiction showing how independent publishing can turn creative passion into literary success that resonates across borders.



Audible



Your Voice, Your Future Scholarship

A partnership with Operatori Doppiaggio e Spettacolo was announced during the 2025 Turin Book Fair. The “Your Voice, Your Future” scholarship was designed for young talents between the ages of 18 and 30 who dream of entering the world of audio entertainment: dubbing, audiobooks, podcasts, and audio series. The collaboration includes a three-year scholarship grant for a student from an underrepresented background, as well as an additional educational workshop on audio creation for selected students.

Dinner Club

A successful unscripted format combining food and travel documentary. Featuring chef Carlo Cracco and Italian celebrities, the show supports local tourism and gastronomy by highlighting regional traditions. It has set new production standards in the food-travel genre.



Spain in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**Sophie Saint Rose
Romance**

Top 5 countries where Spanish independent authors reach readers:

**US, Mexico, Italy, France,
and Germany**

Music

100M tracks
and millions of podcast
episodes

Most streamed local artists:

Lola Indigo, Aitana, Omar Montes, Ana Mena, Quevedo, Manuel Carrasco, Melendi, Estopa, and Abraham Mateo

1.5M+ artists

reach listeners through Amazon in Spain

Top countries where Spanish artists reach listeners

US, Mexico, Italy, France, and Germany

Emerging Spanish Talent programs:

Breakthrough and Artists to Watch

400+ partnerships

with music labels in Spain

Video

35+

local video titles
produced by Amazon

Local production companies:

Pookepsie, Gestmusic, Elastica, Atipica, Nostromo Pictures, Banijay, Mediapro, Warner, Vaca Films

Key filming locations:

Avila, Barcelona, Madrid, Malaga, Almeria, Alicante, Valladolid, Canary Islands, Vigo, Pontevedra, Mallorca, Marbella

Local productions exported:

***Culpa Mía, Culpa Tuya, Culpa Nuestra* (UK)**

Sophie Saint Rose

Romance author born in Oviedo. She is a prolific writer with over 200 novels, focusing on contemporary romance and romantic suspense. Active in self-publishing, particularly through Amazon, she has built a dedicated reader base within the Spanish-speaking romance genre.



Audible



AudibleLAB

AudibleLAB transforms Spanish universities into incubators for audio storytelling talent. Through masterclasses and hands-on production workshops, students develop their creative projects with support from industry experts. Each university selects one group to compete for the ultimate prize: the opportunity to produce their story as an Audible Original Series.

Culpables

Adaptations of Mercedes Ron's novels, especially *Culpa Tuya*, have become international hits. The success has led to more adaptations like *Dímelo Bajito* and *Enfrentados*. *Culpa Mía* was adapted into English as *My Fault: London*, with sequels *Your Fault* and *Our Fault* in the pipeline.



Canada in Focus

Books

Thousands

of independent KDP authors

Top 5 countries where Canadian independent authors reach readers:

US, UK, Germany, Japan, and Mexico

Music

100M tracks and millions of podcast episodes

Most streamed local artists:

Michael Buble, Josh Ross, The Weeknd, Justin Bieber, Drake, Shawn Mendes, Celine Dion, The Tragically Hip, The Recklaws, and Les Cowboys Fringants

1.4M+ artists reach listeners

Top countries where Canadian artists reach listeners:

US, UK, Germany, Japan, and Mexico

Emerging Canadian Talent programs:

Breakthrough, Artists to Watch

400+ partnerships with music labels

Video

40+

local video titles produced by Amazon



Games

Montreal Games Studio

March of Giants

Montreal Studio revealed their first major title—a project they've been passionately developing since the studio's inception four years ago, on August 27th. One of the most remarkable aspects of the Montreal studio is its deep connection to the local gaming community, an impressive 99% of their 115-person team comprises local talent, showcasing Montreal's position as a world-class gaming hub.

The Montreal studio is playing a crucial role in Amazon Games' global expansion, contributing to making 2025 a landmark year for Amazon in the gaming industry. Their work represents part of an exciting trend of game development excellence outside the United States.



Audible

Indigenous Writers Circle

Supports the next wave of Canada's emerging Indigenous writers by leveraging Audible's resources and connections with the creative community to provide mentorship and learning opportunities to help program participants tell their stories.



UPLOAD, SEASON 2

Over 600 local Canadian businesses involved. Canadians made up 95% of the 1,500-person crew and over 70% of the cast. Filmed at 12+ locations in the Vancouver region, including Stanley Park Pavilion and UBC.



Brazil in Focus

Books

Thousands

of independent KDP authors

Most read authors and genres in Kindle Unlimited (Past 10 years):

**Jéssica Macedo
Romance**

Top 5 countries where Brazilian independent authors reach readers:

**Brazil, US, UK, Spain,
and Germany**

Music

100M tracks and
millions of podcast episodes

Top countries where Brazilian artists reach listeners:

**Brazil, US, UK, Spain, and
Germany**

900,000+
artists reach listeners

Video

35+

local video titles produced
by Amazon

Local production companies:

**O2, Conspiração Filmes,
Paranoid, Santa Rita
Filmes, Floresta
Produções, Formata**

Key filming locations:

**Arraial D'Ajuda, Belém,
Brumadinho, Cabaceiras,
Campos do Jordão, Diaman-
tina, Florianópolis, Fortaleza,
Goiânia, Manaus, Ouro preto,
Paraty, Petrópolis, Recife,
Rio de Janeiro, Salvador, São
Luis, São Paulo, Vassouras**

Prêmio Kindle de Literatura

Celebrating its 10th edition in 2025, the Kindle Literary Prize is a cultural contest that recognizes and rewards independent authors who publish their original and unpublished fiction/romance works through Kindle Direct Publishing, Amazon's self-publishing tool. Beyond promoting new literary talents,

this initiative reflects Amazon Brazil's commitment to fostering literary scenario and democratizing independent publishing in the country, making it possible for writers from all backgrounds to share their stories with readers throughout Brazil and worldwide.



Audible

São Paulo Pitching Project

Brazil's first audio-specific initiative to promote the Brazilian creative economy- Pitching: Audible Original. The program attracted over 200 submissions from creative professionals across the country, offering them the chance to bring their stories to life through audio. The selected project will be produced as an Audible audio series. Beyond selection, the program provided a free 30-episode audio workshop on "Creating an Audible Original," ensuring that every participant gained valuable skills in audio storytelling.



Cangaço Novo

A standout local production set in Brazil's Northeast. Celebrated for its storytelling and characters, it premiered at major festivals like Imagineland and Gramado. It won Best Brazilian Fiction Series at the Grande Otelo Awards. Season 2 is scheduled for 2026.



Mexico in Focus

Books

Thousands

of independent KDP authors

Top 5 countries where Mexican independent authors reach readers:

US, Spain, Mexico, UK, and Germany

Music

1.8M+

artists reach listeners

Most streamed local artists:

Luis Miguel, Carin Leon, Peso Pluma, Juan Gabriel, José José, Natanael Cano, Joan Sebastian, Junior H, Marco Antonio Solís, and Los Temerarios

Top countries where Mexican artists reach listeners:

US, Spain, Mexico, UK, and Germany

350+ partnerships

with music labels

Video

55+

local video titles produced by Amazon

Local production companies:

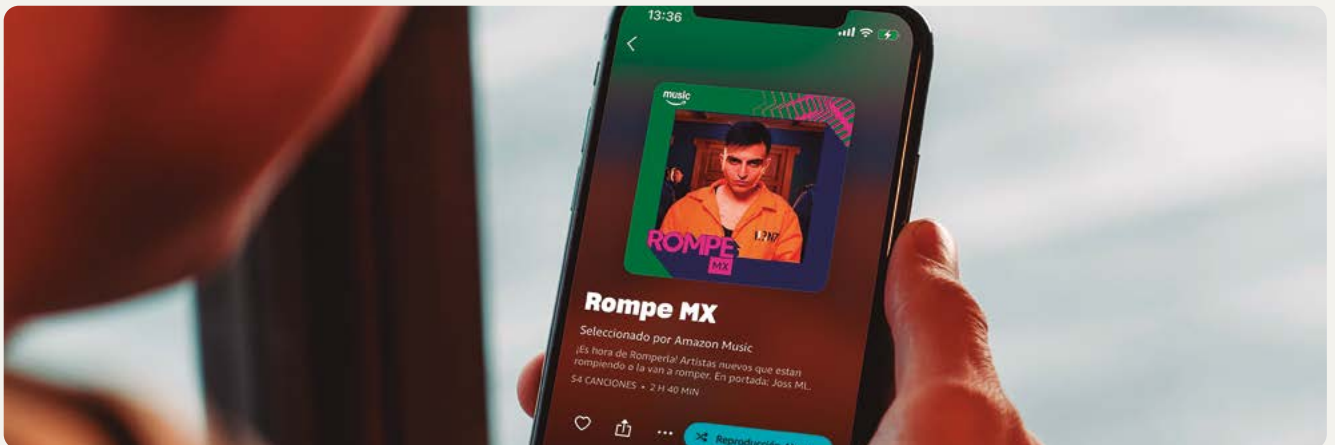
Banijay, 3Pas, Three Amigos, El Estudio, Traziende, Oficina Burman, Visceral, Piano, Exile, Maquina Vega, Cine Vaquero, Pez Caja, The Immigrant, Gato Grande

Key filming locations:

CDMX, Los Cabos, Guadalajara, Estado de México, Acapulco, Mérida, Cancún, Chiapas, Morelos, Puebla, Tlaxcala

Premio Primera Novela

This contest seeks to promote reading and writing as a means of creation and communication, while recognizing the most groundbreaking voices in contemporary Mexican literature. The 2025 edition marks the fifth year of this award, which honors authors who published their debut novel in 2024 and continues to foster a culture of reading and writing in Mexico.



Pan y Circo

Hosted by Diego Luna, this winning series brings together artists, scientists, politicians, and activists across Latin America for intimate, dinner table conversations on urgent social issues. This groundbreaking format won the 2021 International Emmy® for Non-English Language U.S. Primetime Program, showcasing Prime Video's role in elevating Latin American cultural dialogue.



India in Focus

Books

Thousands

of independent authors

Top 5 countries where Indian independent authors reach readers:

US, UK, Canada, Germany, and Japan

Music

100M tracks and millions of podcast episodes

1.8M streamed artists



The Walk In

Amazon Music original series where you get an in-depth and exclusive tour of your favorite artists' iconic wardrobes. The India edition of this three-time Webby nominated global series is hosted by the legendary style icon Sushant Divgikar a.k.a. Rani Ko-HE-Nur. It is a never-seen-before sneak peek into the wardrobes as well as the musical journeys of these fan favorite artists.

Video

110+

local video titles produced by Amazon

Local production companies:

**Dharmatic Entertainment/
Dharma Productions,
Excel Media and
Entertainment, D2R Films,
Emmay Entertainment,
Abundantia
Entertainment**

60%
of customers

on Prime Video India stream content in four or more Indian languages

80%
of Indian
upcoming titles

are led by women in key creative roles

Escape Routes by Aparna Das Sadhukhan

Aparna Das Sadhukhan is a winning author who found her voice through KDP to share with the world her little stories about escaping.



Audible

Chetan Bhagat

A well-known Indian author of 15 blockbuster books, a columnist, screenwriter, and YouTuber writing in English and Hindi. He is known for his best-selling English-language novels, many of which have been adapted into popular Bollywood films. The New York Times called him the 'the biggest selling English language novelist in India's history'. Time magazine named him amongst the '100 most influential people in the world' and Fast Company, USA, listed him as one of the world's '100 most creative people in business'.

India ranks among

the top 5

global countries

for total streaming
hours on Prime Video

Panchayat

Set in the fictional village of Phulera, it blends humor and warmth with the struggles and aspirations of everyday life. Season 4 marked the show's biggest opening yet, trending across 42 countries and streaming in over 180.



Japan in Focus

Books

Thousands

of independent KDP authors

Japan's bestselling independent authors:

Miya Kazuki, Patora Fuyuhara, Hideto Tomabechei, Dojyomaru, Oshikawa Untaro

Music

100M tracks and
millions of podcast episodes

Most streamed local artists:

Mrs. Green Apple, YOASOBI, OFFICIAL HIGE DANDISM, back number, Kenshi Yonezu, Ado, Creepy Nuts, Vaundy, King Gnu, and Yuuri

900,000+
artists reach listeners

Top countries where Japanese artists reach listeners:

US, Germany, UK, Japan, and Mexico

400+ partnerships
with music labels

Video

Local productions esported:

LOL (globally)



Audible

The Little Girl at the Window: A Sequel

Sequel to the beloved book Totto-chan, using a combination of Tetsuko Kuroyanagi's real voice and advanced digital narration technology that replicates her voice. This marks the first time Audible has used such technology in a Japanese audiobook. Kuroyanagi narrates the first chapter herself, while the rest is digitally voiced under her supervision. This innovative approach blends her childhood and wartime memories with cutting-edge tech to create a unique listening experience.

J-POP artist in the Proud playlist**The Noto Peninsula Recovery Support Live "SOUNDS FOR TOMORROW"**

Featured a J-POP artist in the Proud playlist. The playlist was promoted through Social and Browse Home to celebrate the Tokyo Pride March on June 7–8 in Tokyo. On that weekend, Amazon Music joined Amazon JP at the pop-up store in Shibuya and handed out playlist stickers with a QR code to pedestrians.

The Noto Peninsula Recovery Support Live "SOUNDS FOR TOMORROW" held on Saturday, May 17, marked a significant milestone in disaster recovery efforts after the earthquake. The event featured an intimate acoustic performance by renowned Japanese artists including Shinsuke Amada of FOMARE, JESSE from RIZE.

THE BONEZ, Atsushi Horie of STRAIGHTENER, Nobuo Oki from ACIDMAN, and Takuma of 10-FEET. The artists delivered heartfelt performances and messages that resonated deeply with the audience.

LOL

This original Japanese comedian program has scaled globally to more than fifty different countries and countless laughs. This series has been so successful among its fans that it has established a shared lingo, one that transcends cultural and language barriers.



Australia in Focus

Books

Thousands

of independent KDP authors

Top 5 countries where Australian independent authors reach readers:

US, UK, Australia, Germany, and Canada

Music

100M tracks and millions of podcast episodes

900,000+ artists reach listeners

350+ partnerships with music labels

Most streamed local artists:

Lorde, Spacey Jane, Confidence Man, Miss Kanninna, Jessica Mauboy, Bumpy, Ruel, Silverchair, Dope Lemon, and Angus & Julia Stone

Top countries where Australian artists reach listeners:

US, UK, Australia, Germany, and Canada

Blak Loud

Indigenous playlist initiative launched in 2023. Updated monthly and includes a live event before the National Indigenous Music Awards. Managed by a First Nations agency.



Video

30+

local video titles produced by Amazon

Local production companies:

Hoodlum, Made Up Stories, BBC Australia, Fifth Season, Eureka Productions, Cricket Australia, AFL, Princess Pictures, Box to Box

Key filming locations:

Sydney, Melbourne, Brisbane, Perth, Adelaide, Hobart

C.J. Archer

Australian author passionate about history and fantasy, became a successful writer through self-publishing after facing setbacks in traditional publishing during the global financial crisis. She turned to Kindle Direct Publishing and found rapid success. Today, she is a multiple-time USA Today bestselling author with nearly two million books sold.



Audible

Marc Fennell Audible Originals

Marc's original podcast journalism & documentaries, including the hit Audible Originals *It Burns* (2019), *Nut Jobs* (2020), is the winner of 2 Australian Podcast Awards & an AIDC Award *House of Skulls* (2023), and *This Is Not A Game* (2024). His latest Audible Original podcast is *Corked* (2025). Marc Fennell is a Walkley-winning journalist and an AACTA-nominated filmmaker. Marc is the creator of the popular television series and podcast *Stuff the British Stole* on ABC Australia, BBC Select and CBC Canada. He has also hosted over 400 episodes of SBS's iconic nightly quiz, *Mastermind*.

Deadloch

A top Australian Prime Video Original, renewed for a second season. Reached the Top 10 TV Shows in over 165 countries in 2023. Prime Video has invested hundreds of millions in Australian productions since 2019.



Looking ahead

As we look to the future of culture and creative industries, the lines between digital and traditional creation continue to blur, creating new opportunities for collaboration and growth. Amazon's role in this evolving landscape is not as an outsider, but as an integral part of local creative communities - one more partner alongside authors, musicians, filmmakers, and artists in each country where we operate.

Our journey so far demonstrates the power of genuine local integration.

Digital services have revolutionized the creative landscape for emerging talents, dramatically lowering barriers to entry in content creation and distribution. When Kindle Direct Publishing launched, it allowed authors to publish their works directly to global readers without the need for a literary agent or established publishing house. Prime Video Direct offers similar opportunities for independent filmmakers, allowing them to distribute their films and series to viewers worldwide without traditional studio backing.



— **Dinner Club:** Behind the scenes

Similarly, music streaming services allow independent artists to re-release their tracks worldwide, potentially reaching millions of listeners without the backing of a major record label. Audible is more than just audiobooks —Audiobooks have the potential to connect cultures and bring communities together through inspiring audio storytelling. These digital tools not only democratize the creative process but also provide valuable data and analytics, allowing creators to understand and grow their audience. The result is that a new generation of creators have been fostered. They can experiment, innovate, and find their unique voice, all while having the potential to reach global audiences from day one.



— *Culpa Mía*: Making of

