

amazon

Made in Europe, Discovered Worldwide

How Amazon helps women creators thrive in books, music, and audiovisual across Europe

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From Creation to Discovery

Written by Mariangela Marseglia, Vice President of Amazon European Stores

Europe's creative strength comes from its extraordinary diversity of languages, traditions, genres, and voices. Across the continent, creators are building distinctive careers, often starting locally and gradually finding audiences well beyond their home countries. What strikes me in the stories gathered in this report is precisely how different those journeys can be: an author can begin by publishing independently and build a readership across countries; an emerging artist can benefit from programmes such as Breakthrough or Artists to Watch while developing an audience and a career; and a story that starts as a book in Spain can become a screen success watched far beyond its original community.

For women, those journeys are shaped by very different realities depending on the sector. In some areas, women are already strongly represented; in others, significant gaps remain. Understanding those differences is essential if we want to identify where support can make a practical difference, whether that means giving an independent author a direct route to readers, helping an emerging artist build visibility and an audience, or investing in a local production and supporting its ability to connect with viewers in other countries.

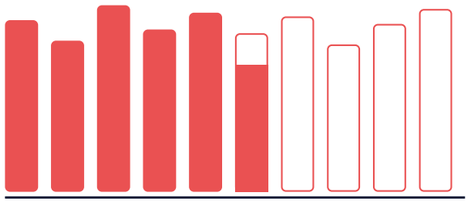
For Amazon, creation and discovery are part of the same journey. A work needs the opportunity to be created and developed, but it also needs the opportunity to be found. The examples in this report show what can happen when those conditions come together, and they also show the value of preserving what makes European creative work distinctive: its language, identity, cultural references, and the choices of the people who make it.

At Amazon, we want to keep contributing to the conditions that allow creators to build, experiment, reach audiences, and sustain their careers over time. I hope this report helps make those opportunities more visible and contributes to the wider conversation about how Europe can continue strengthening its cultural and creative sectors.


Mariangela Marseglia

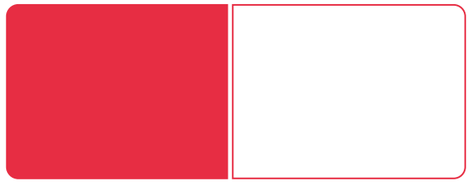
> "European creativity is strongest when European voices have the space to develop and the opportunity to reach wider audiences. Helping creators build sustainable careers while preserving what makes their work distinctive is essential to the future of Europe's cultural and creative sectors."
>
> – Mariangela Marseglia, Vice President of Amazon European Stores

Executive Summary



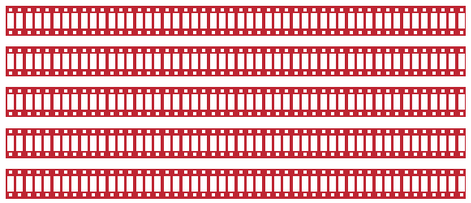
Almost 60%

of Kindle Storyteller Award winners and finalists across Europe are women



Around 50%

emerging artists supported through Breakthrough & Artists to Watch across France, Germany, Italy, Spain, and the UK are women



250+

Local Original Productions across Europe. Women are behind many of the stories.

THREE SNAPSHOTS BY INDUSTRY

Books

The European Commission notes that “finding European level data that is disaggregated for gender is difficult” in literature and publishing.[1] Self-publishing, however, has opened new routes into the industry: hundreds of thousands of independent European authors—many of them women—publish through KDP, earning up to 70% royalties and reaching readers in over 200 countries and territories.

Music

Less than 20% of registered songwriters in Europe are women.[1] Women are increasingly at the centre of Amazon Music artist development across Europe, making up around 50% of the emerging artists supported through Breakthrough and Artists to Watch—a commitment reinforced by around ten dedicated women-in-music programmes spanning the continent, from MEWEM in France and She Sounds in Spain to Girls I Rate in the UK and the Billboard Women in Music scholarship in Italy. In Germany, LEVEL creates spaces for women in Deutschrap, including editorial playlists and live showcases.

Audiovisual

Women accounted for 27% of professionals working across six behind-the-camera roles in European feature films between 2020 and 2024.[2] The European Audiovisual Observatory illustrates the pace of change by estimating that parity across these roles would be reached in 2047 if the average growth rates observed between 2015 and 2024 continued.[2]

Women are taking on more of the creative roles that shape European screen stories—as producers, writers, directors, and showrunners across Amazon’s local Original productions. The picture varies by country but the momentum is clear: women hold around half of producer roles in France and Italy, 45.6% of key creative roles in the UK, and 33.5% in Spain, within a slate of 250+ Local Original Productions that Prime Video has invested in across Europe.

[1] European Commission, DG EAC, with SMIT, Panteia, and EENCA, Gender gaps in the cultural and creative sectors, April 2022.

[2] European Audiovisual Observatory (Council of Europe), Female professionals in European film production: 2015–2024 figures, September 2025.

HER STORIES

Female Authors Building Bridges to Readers

BOOKS INDUSTRY CONTEXT

For women authors in Europe, the full picture is hard to measure. The European Commission notes that "finding European level data that is disaggregated for gender is difficult" in literature and publishing.[1]

Amazon offers authors direct access to readers, a potentially global audience, and opportunities to turn their writing into their profession. The women in this chapter tell their unique stories.

Kindle Direct Publishing (KDP) gives independent authors direct access to readers. Authors decide when and how they publish, and they keep creative control.

The Kindle Storyteller Award also recognises independent authors. Almost 60% of winners and finalists across Europe are women.

For some authors, our in-house publisher, Amazon Publishing, is the next logical step after establishment on KDP. Amazon Publishing authors benefit from our years of experience in the industry across multiple genres and territories.

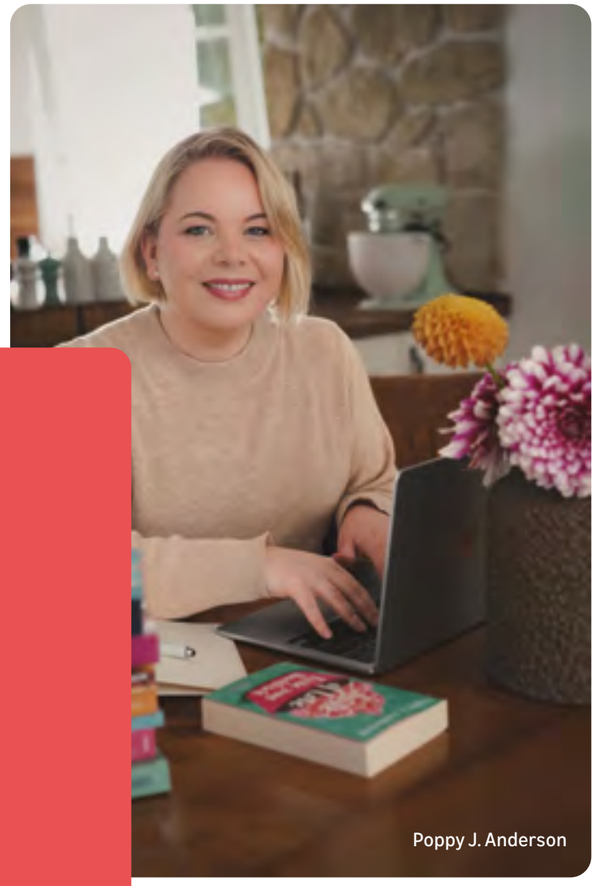
> "Every writer carries a story that deserves to be heard. Self-publishing gives them the freedom to share it on their own terms, in their own voice, with readers at home and around the world. For so many, that first book is the moment a dream becomes a career. And for readers, it means more voices, more stories, and more chances to find the one book that changes everything."
>
> – **Katrin Gruber,** Director, Amazon Books EU



[1] European Commission, DG EAC, with SMIT, Panteia, and EENCA, Gender gaps in the cultural and creative sectors, April 2022.

LEAD STORY

Poppy J. Anderson: touchdown across Europe



Poppy J. Anderson

"With social media and self-publishing, you are no longer the writer alone at a desk with no idea who your readers are. I have a really good sense of what my readers like to read, what they want to experience in a book and what humour they like, because we chat about the books and the characters."

— Poppy J. Anderson

Poppy J. Anderson, the pen name of Carolin Bendel, studied German literature and history. Writing has been her passion since childhood. She is best known for the New York Titans series, a 19-book sports romance saga that has reached millions of readers across Europe. She began by publishing independently through KDP and gradually built a career that now spans different languages, countries, and formats, including work with Amazon Original Stories and Amazon Publishing.

Almost 6M books sold since 2012.

Her self-published translations include **23 titles in English and 4 in Italian**, sold across multiple countries. The US and UK are the strongest countries for her English editions.

She has licensed books, both self-published and through publisher Bastei Lübbe, in Armenia, Bulgaria, the Czech Republic, Poland, Russia, Turkey, and other countries.

For her German-language titles, Germany is her biggest country by sales, followed by Austria, Switzerland and Italy.

The Armenian translation of *Geheimzutat Liebe* has also moved from page to screen.

Poppy wanted to be a writer as a child but did not think it was possible. So she wrote on the side, with a PhD in history in mind. In 2012, news from the Frankfurt Book Fair changed that. She learned that **Kindle Direct Publishing offered a way to publish independently** and decided to give it a try. She uploaded a manuscript with a cover made from a photo taken in her parents' garden. She had no website and no social media. "I thought maybe there would be 50 readers in a year," she recalls.

When she first approached a publisher, she was told that German readers were unlikely to read stories about American football and was encouraged to write fantasy instead. Poppy chose to continue with the stories she wanted to tell and publish them herself.

KDP — EMPOWERING INDEPENDENT EUROPEAN AUTHORS

Many European authors choose the same route. Kindle Direct Publishing gives independent storytellers a direct way to publish while allowing them to retain control over how and when they publish. Hundreds of thousands of independent European authors publish through KDP, and thousands earn over €50,000 annually. Their books can reach readers in over 200 countries and territories and are available across more than 40 languages.

Hundreds of thousands
of independent European authors publish via KDP

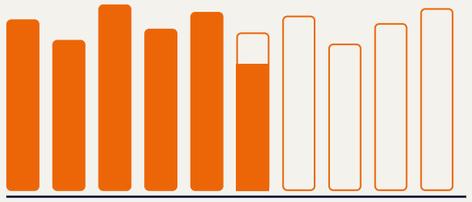
Authors earn
up to 70% royalties
while retaining creative and commercial control

Thousands of independent authors earning
over €50,000 annually

Books reaching readers in
over 200 countries and territories, in 40+ languages

KINDLE STORYTELLER AWARD — EUROPEAN FEMALE AUTHORS IN THE SPOTLIGHT

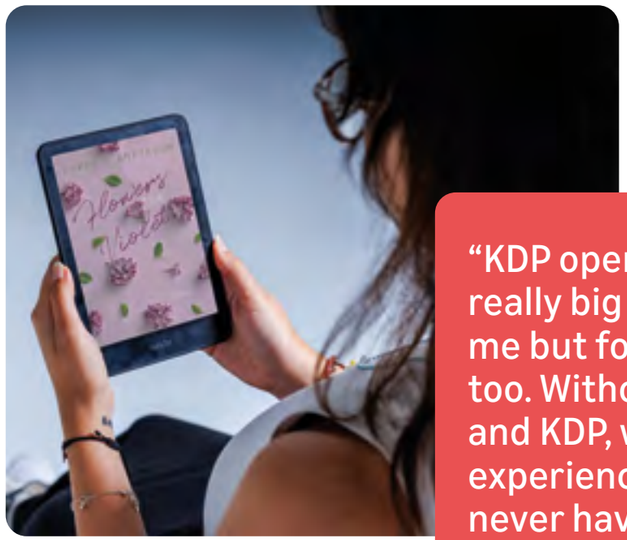
The Kindle Storyteller Award recognises independent authors who publish with KDP. Women are strongly represented among its winners and finalists.



Almost 60%
of Kindle Storyteller Award winners and finalists across Europe are women.

Across countries, the figures show a strong presence of women among Storyteller winners and finalists. In France, Germany, Italy, Spain, and the United Kingdom, almost 60% of the Kindle Storyteller Award winners and finalists are female.

The 2025 winners also show how recognition through the programme can lead to further professional opportunities.



"KDP opened a really big door, a really big opportunity, not just for me but for many other authors too. Without self-publishing and KDP, we would never have experienced this journey, or would never have become writers."

— Poppy J. Anderson

After publishing her first book, Poppy experimented with ways to give it more visibility. She made the book available for free for three days and, on the first day, around 1,600 readers downloaded it. When the price returned, the book kept selling. That was also when the first reviews began to arrive. The first came from German readers, but messages soon followed from Austria, Switzerland, Belgium and other European countries. “It was far beyond anything I had imagined that people in other countries were reading my book in German,” she says.



As her career developed, **KDP also connected Poppy with a wider international community of independent authors**. Through KDP events, rankings, social media and industry gatherings, she met writers from other countries and exchanged practical advice on translators, covers, and publishing. Those connections also helped her think about where her books might travel next.

Two or three years after her first publication, a US author invited her to a self-publishing conference in San Francisco. Her stories are often set in the US, Scotland and the UK, and the experience helped her see a potential audience beyond German-speaking readers. “I thought: if German-speaking readers like my books, maybe American or British readers will like them too.”



She hired native-speaker translators and today has 23 self-published titles in English and 4 in Italian, with the US and the UK the strongest countries for her English editions. She is still struck by the reach that independent publishing has given her: “I didn’t know something like that was possible, that readers thousands of miles away are reading your book right now.”

Poppy’s experience reflects a wider pattern: **KDP can help authors make their work available across countries and languages**, creating opportunities to build lasting relationships with readers beyond their home country.

TOP 5 COUNTRIES WHERE EUROPEAN INDEPENDENT AUTHORS REACH READERS

AUTHOR’S HOME COUNTRY	TOP DESTINATIONS
Germany	Austria, France, Italy, Switzerland, US
France	Belgium, Canada, Germany, UK, US
Italy	France, Germany, Japan, UK, US
Spain	France, Germany, Italy, Mexico, US
UK	Canada, Germany, Japan, Mexico, US

About a year after her first book, a traditional publisher showed interest. Poppy sold the print rights but continued to self-publish, building a hybrid publishing career. Licences followed in Armenia, Bulgaria, the Czech Republic, Poland, Russia, Turkey, and other countries. More recently, the Armenian translation of *Geheimzutat Liebe* moved from page to screen, with a film released in Armenia and Russia. “It’s quite an experience to see a story you worked on the big screen.”

Her work also expanded into new formats. **Audible brought her books to listeners**, while Amazon Original Stories gave her the opportunity to develop a short-story series. She stayed within sports romance, moving from American football to ice hockey. The stories later grew into a full series with Amazon Publishing.

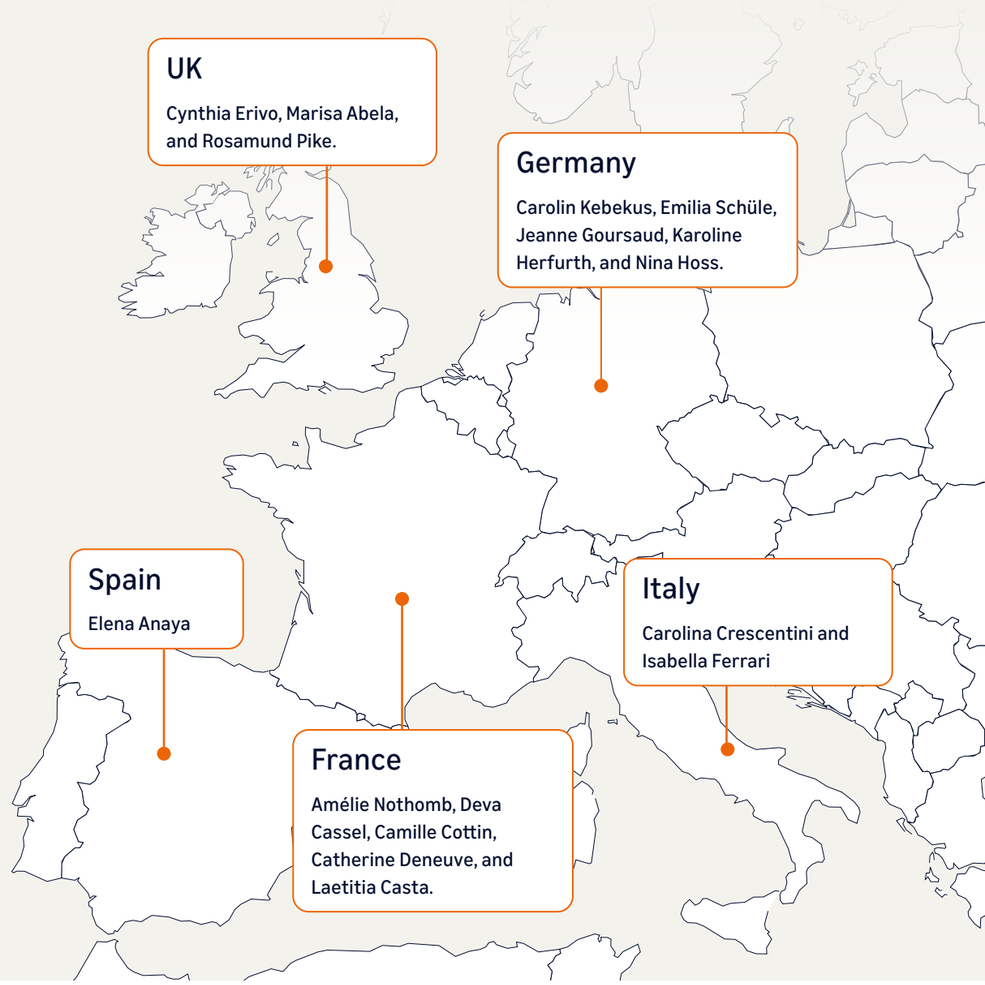


Poppy J. Anderson

For Poppy, that growth has also meant maintaining a relationship with readers over time. Some have followed her work for almost 14 years. Through newsletters, social media, and book signings, she stays in touch between releases; some readers also act as early proofreaders. Those conversations help her understand what readers enjoy and want to return to, while she continues developing new stories.

AUDIBLE: EUROPEAN WOMEN’S VOICES

Audio offers another way for stories to reach audiences. Audible’s European catalogues feature women from literature, film, and comedy, bringing their writing and performances to listeners in different languages.



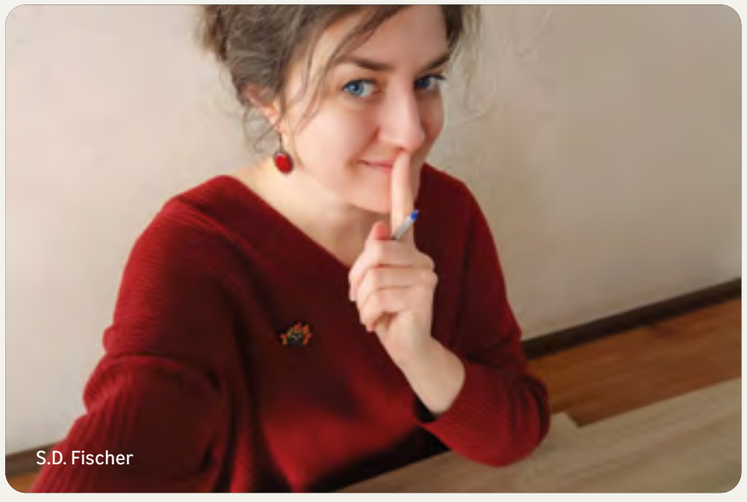
MORE STORIES

Women in Writing

S.D. Fischer:
French Cosy Mysteries

S.D. Fischer writes historical cosy mysteries with a touch of romance and publishes through KDP. In 2023, she was a finalist for the Kindle Storyteller Award. In 2025, she won it with *Une pierre, deux proies*. The award led to a project with Audible to adapt several novels in the series into audiobooks. Her series, including *La demoiselle et le mousquetaire* and *Détectives en jupons*, also drew the attention of publisher Michel Lafon, and her work is now available as a pocket edition in bookshops.

"KDP gave me that freedom, and the Kindle Storyteller Award showed me how far it could lead. Self-publishing meant I did not have to wait for a door to open to start building my career."

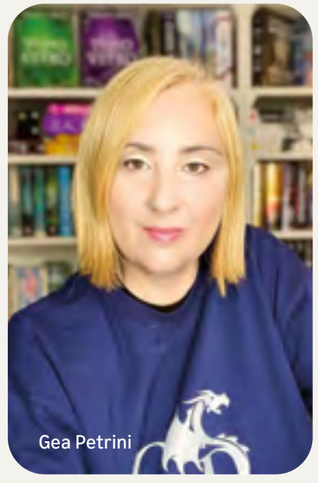


S.D. Fischer

Gea Petrini:
An Italian voice in Romantasy

Gea Petrini is an Italian journalist and bestselling fantasy romance author. Publishing independently through KDP, she has built a career on creative autonomy and an active relationship with readers. Her work has also expanded into audio, with television series rights optioned for one of her novels.

"Self-publishing has given me the freedom to turn my creative vision into a career and to write the stories I truly want to tell: high-stakes fantasy romance, with heroines who defy fate. And I can do it while keeping control over my choices and a direct relationship with my readers."



Gea Petrini

Winner of the 2025 Kindle Storyteller Award Italia

Reached the Kindle Store Top 3

Television series rights optioned for one of her novels

Two audiobooks produced as Audible Originals

Il Trono del Lupo: one year in the Top 10 Fantasy, reaching #1 in the category, and three consecutive months in the Kindle Store Top 100

Before her award win, *iO Donna* included *Il Trono del Lupo* among its romantasy books of the year, alongside Rebecca Ross, Danielle L. Jensen and Jennifer L. Armentrout. It was the only Italian and independently published title in the selection.

How Readers Find Her: Discoverability in Books

Poppy's experience shows how discovery develops through promotion, reader reviews, and relationships that continue across releases. Across Amazon's European book services, local editorial expertise and personalised recommendations also help readers find books suited to their interests and languages.



Reaching rural readers:

Access to books matters wherever readers live, and for those in rural areas it can be harder to come by. Online retailers provide additional access to books, complementing physical bookshops for readers outside urban centres. France offers a concrete example: nearly half of books sold on Amazon.fr are purchased by residents of communes with fewer than 10,000 inhabitants.

Reader signals and reviews:

Reviews help readers assess books they have not encountered before. Poppy recalls that positive reviews following her initial free promotion helped build trust in her first book and encouraged readers to buy it once the promotion ended.

Encouraging young readers:

Digital formats are opening up new ways to engage with reading, particularly among younger audiences. E-books and audiobooks make reading more accessible and flexible, fitting naturally into the way young people already consume content. Screen adaptations can also encourage reading, inspiring young audiences to pick up the books behind the stories they love. Alongside this, Amazon supports specific literacy programmes, such as its support for the National Literacy Trust in training Literacy Champions in the UK.

Regional-language books:

A diverse offer of content is only meaningful if readers can find it. Discoverability of books in regional languages is key to ensuring that readers can choose from a genuinely wide catalogue and read in their language of choice. Spain offers a concrete example: in 2023, Amazon distributed 25,000 books in Catalan, 3,000 in Basque and 2,000 in Galician, contributing to the availability of books in these languages.

HER MUSIC

Female Voices Building Audiences Over Time

MUSIC'S INDUSTRY CONTEXT

A song can start on social media, on a small stage or in a studio. Wherever it starts, it is also a first step into the music industry. However, less than 20% of registered songwriters in Europe are women.[1] Amazon Music supports emerging women artists as they take that step. The three artists in this chapter found listeners in different ways, and Amazon Music supported each one along the way.

Breakthrough and Artists to Watch help emerging artists reach new listeners. They combine editorial coverage, marketing support, social amplification, and content opportunities. Local teams adapt each programme to their own music scene, giving local artists further visibility.

Amazon Music also takes part in programmes that support women across the music industry in Europe. Mentoring, scholarships, paid placements, and live events give women more ways to build a career.

Amplify, the Amazon Music year-round programme launched in 2024, gives women artists visibility through a global playlist refreshed every week and a dedicated in-app page for women-led music and podcasts.

A song needs to be made, and it also needs to be found. To look at that second step, Arvester audited Amazon Music in Germany and France.[3] The audits looked at which artists listeners see on the app and how often. They show how much space emerging artists, like the ones in this chapter, have to reach an audience. Emerging artists accounted for 29% of the homepage thumbnails that promote artists, albums or tracks in Germany, and 27% in France. They also represented around 19% of the artists identified across the audited app surfaces in each country.[3]

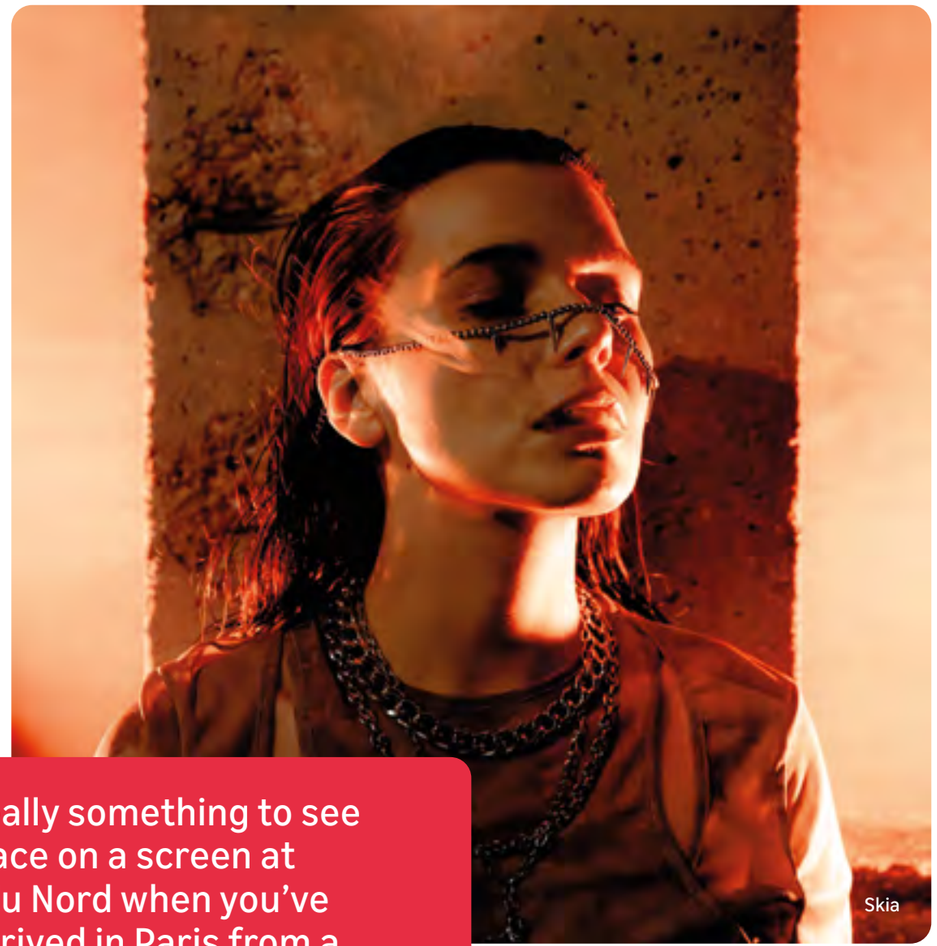


[1] European Commission, DG EAC, with SMIT, Panteia, and EENCA, Gender gaps in the cultural and creative sectors, April 2022.

[3] The audit, commissioned by Amazon, was independently conducted and published by Arvester: Our discoverability audit of Prime Video and Amazon Music (July 2026).

LEAD STORY

Skia: building an audience to last



Skia

> “It’s really something to see your face on a screen at Gare du Nord when you’ve just arrived in Paris from a small town in France.”
>
> – Skia

Skia is a French artist who sits between rap and pop. She writes directly about emotion and personal experience.

On her first EP, “Sensible,” she blends modern themes and productions with the craft of the old guard and their hunger to win. “I discovered rap through the new school, but it’s with the old school that I perfected my craft,” she says.

Coming from a background that never destined her for rap or its codes, she found, ten years ago, the outlet her life was missing. “I wrote my first lyrics instantly, in one go. I haven’t stopped since.”

On her second EP, “Comme Si J’avais,” she knows exactly what she wants: to talk about her past “without kowtowing.” She writes about personal and social themes on this EP. Carried by sharp beats and Guillaume Ferran’s piano, her voice shifts from nonchalant to aggressive to melodic.

After a long break, Skia plans to release a new EP, driven by more modern productions and a freer feel. For the occasion, she teams up with producer and percussionist Olivia Martin, currently on tour with Hans Zimmer. The time of innocence and insecurities is over. Now comes the time for acceptance, self-assertion, and fighting back. And it’s only just beginning.

When Skia was selected for the Amazon Music Breakthrough programme in 2022, she had only recently started releasing music. She had one six-track project out, had just signed with Because Music and had recently moved to Paris. She was still learning how the industry worked and finding ways to bring her music to new listeners.

Social media, particularly TikTok, was her main way of promoting her work. People were engaging with her posts, but that attention did not easily translate into listening to her music elsewhere. “I was getting a lot of engagement on TikTok, but it was hard to convert that TikTok audience into listeners on streaming platforms,” she recalls.



Skia live performance

THE BIGGER PICTURE: AMAZON MUSIC AND WOMEN ARTISTS ACROSS EUROPE

Breakthrough and Artists to Watch

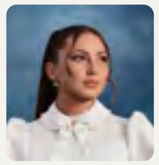
Skia is among the artists supported through the Amazon Music Breakthrough programme. Across France, Germany, Italy, Spain, and the UK, Breakthrough and Artists to Watch have supported 70 women artists between 2020 and 2026, through editorial coverage, marketing activity, and content opportunities.

Local teams adapt artist development activity to their music scenes.

FRANCE



Barbara Pravi
Breakthrough



Linh
Breakthrough

GERMANY

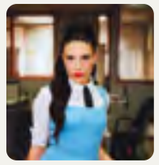


Paula Hartmann
Breakthrough



KAUTA
Artists to Watch

ITALY



Ditonellapiaga
Breakthrough



Jasley
Breakthrough

SPAIN



lOrna
Breakthrough



Azuleja
Artists to Watch

UK



kwn
Breakthrough



Sasha Keable
Artists to Watch

For Skia, being chosen for the Amazon Music Breakthrough programme brought recognition early in her career. She says it gave her credibility with industry professionals, including the media, and helped her feel more confident about her music. Seeing herself on a screen at Gare du Nord made that recognition tangible.

She describes live performances, social media, and playlists as useful ways to reach new listeners. After concerts and online freestyles, people often contacted her directly, giving her a sense of how they had discovered her music.



Skia

As Skia's audience grew, she found a booking agent and began working with more music industry professionals. Festivals, concerts, and media coverage gave people further opportunities to encounter her work. She particularly remembers festivals as places where new listeners discovered her.

She also describes a change in her confidence: "Having been supported before, I know I'm credible and that my career is moving forward. I can make whatever music I want."

AMPLIFY: YEAR-ROUND WOMEN'S VISIBILITY (LAUNCHED 2024)

Amplify was launched in 2024 to extend the visibility of women artists and provide year-round support. The programme combines a global playlist refreshed every week and a dedicated in-app page that makes women-led music and podcasts easier to discover.

In Italy, the monthly programme combines homepage and playlist placements with social content and marketing support.

In March 2026, Italian artist Ditonellapiaga was featured in Amplify, following earlier support through Breakthrough in 2021. Discover Ditonellapiaga's story on the following pages.

Skia's audience remains mainly in France, but she has also heard from listeners elsewhere. Singing in French, she says, has shaped where her music travels, particularly to places where the language is spoken or understood. People in Belgium send messages when she releases new music, and she was surprised to receive responses from Morocco. She has also been invited to perform at the Institut Français in Germany for a Franco-German event.



Skia

TOP 5 COUNTRIES WHERE EUROPEAN ARTISTS REACH LISTENERS OUTSIDE THEIR COUNTRIES

ARTIST'S HOME COUNTRY	TOP DESTINATIONS
Germany	Austria, France, US, Switzerland, Italy
France	Canada, UK, Belgium, US, Germany
Italy	US, UK, France, Germany, Japan
Spain	US, Mexico, Germany, Italy, France
UK	US, Germany, Japan, Italy, Canada

For Skia, keeping listeners close depends on the songs themselves as well as opportunities to be heard. She points to sincere lyrics, contact through social media, and new releases as ways to maintain that relationship with her audience.

Some of the responses that have stayed with her came from women who recognised their own experiences in her writing. "As my audience grew, I received more and more messages from women who had been through things similar to what I've sung, and who thanked me for talking about them."

Those listeners told her that the songs helped them feel less alone, proving that her songs take on a personal meaning for the audience she has built since her first releases.

PROGRAMMES SUPPORTING WOMEN ACROSS EUROPE

The Amazon Music commitment to women in the music industry extends beyond its own artist programmes. Across France, Germany, Italy, Spain, and the UK, the service funds, sponsors, and participates in a range of dedicated initiatives: from mentoring for women music entrepreneurs to FLINTA-only events, paid apprenticeships, and songwriting competitions with studio access.

We Make Noise (Spain):

Songwriting and production sessions for women and gender-expansive creators. Amazon Music is the main sponsor of WMN Sessions Madrid, the first edition held outside the US and entirely in Spanish. In three days, 24 participants co-created 12 original tracks, several of which were selected by artist Albany for further development.

She Sounds (Spain):

An initiative, now in its fourth edition, that supports, gives visibility to and connects women in the music industry. Amazon Music Spain supports it as part of its gender diversity commitment.



MEWEM (France):

A European mentoring programme for women and gender-minority entrepreneurs in music, run by seven organisations across six countries with Creative Europe funding. Amazon Music hosted a three-hour masterclass in June 2026 and maintains an ongoing partnership: 86% of mentees improved their professional situation and 71% feel more legitimate.

LEVEL (Germany):

A hip-hop platform that creates spaces for women in Deutschrap. Amazon Music Germany partners on editorial playlists and live showcases and, since 2025, supports a FLINTA-only concert on International Women's Day at the Uber Arena lounge.

Girls I Rate – Future Hitmakers (UK):

A national open-call competition for emerging women songwriters, producers, DJs, and artists, offering bursaries, studio access, and A&R support. Amazon Music is the exclusive headline sponsor, providing studio access at Metropolis Studio X for the winners' recording sessions.

Billboard Women in Music Scholarship (Italy):

A scholarship programme for women and non-binary students in music production, run with Billboard Italia and SAE Institute. Amazon Music co-funds it, sits on the joint jury and mentors the recipients. Two full scholarships (Urban and Electronic Music Production) were awarded, and the courses started in February 2026.

#ShareTheStage (Italy):

A campaign and panel on gender inequality in music that gave a stage to female-led labels, associations and artists. Amazon Music Italia conceived, produced, and fully funded it, and signed the Keychange pledge and the Equaly manifesto. The campaign reached 5.8M people on social media, generating 18.3M impressions and 1.1M engagements.

Amplify Apprenticeship (UK):

A programme of 15-month paid placements at independent labels for women and non-binary people, run with AIM and Women in CTRL since 2023. Amazon Music funds it through its apprenticeship levy. Six labels took part in the first cohort, and the scheme was expanded in 2025.

The Cats Mother (UK):

A networking and mentoring organisation for women in the music and creative industries, offering free consultations. Amazon Music was its UK charity partner in 2025, providing funding and hosting an International Women's Day event.

MORE STORIES

Women in Music

Ellice: Soul without borders

Berlin-based singer and songwriter Ellice joined the Amazon Music Breakthrough programme in 2024. Amazon Music supported her through curated playlists, marketing placements, and targeted promotion, including a billboard campaign in Brooklyn, New York, giving her visibility beyond Germany.

“Amazon Music has opened many doors for me. I had some really big campaigns. I was on a wall in Brooklyn, New York! It was super surreal. It was incredible to just stand in New York and see my face.”

Her manager, Illy Korda of Bam Bam Music in Berlin, highlights the programme’s role in supporting emerging artists: “Amazon Music Breakthrough programme is super important for newcomers. Really big artists have emerged from it in the past. These kinds of campaigns are what we actually need more of.”

Ellice is one of the artists supported in Germany through the Amazon Music Breakthrough and Artists to Watch programmes.

Amazon Music has supported other German women artists between 2020 and 2026, including Nina Chuba in 2022. She is now one of the biggest stars in Germany and beyond.



Ellice

Ditonellapiaga: from Breakthrough to Sanremo

Ditonellapiaga’s journey with Amazon Music Italy spans the full arc of what artist development can mean when a service makes a long-term commitment. She was part of the Breakthrough artist selection in 2021, and was supported by Amazon over the years up until 2026, when she took part in the Sanremo Festival and was featured in the Amazon Music Amplify campaign. The results: +970% month-on-month growth in streams and 90K total fans. *Che fastidio!* finished third at Sanremo and reached second place in the national streaming charts.

DITONELLAPIAGA’S HIGHLIGHTED DATA:

+970% month-on-month growth in streams

Fanbase growth +62% month-on-month to 90K total fans

Single *Che fastidio!* charted #3 at Sanremo Festival and peaked at #2 in the national streaming charts



Ditonellapiaga

How Listeners Find Her: Discoverability in Music

Skia's experience shows how different routes to discovery can work together. Social media brought early attention, Breakthrough added visibility and professional recognition, and concerts gave listeners opportunities to encounter her music and respond directly. Her story also shows why discovery continues beyond an initial campaign, through new songs and relationships with the people who listen.



Amazon Music combines local editorial expertise, personalised recommendations, and artist development programmes to help listeners encounter music. The exciting journeys of Skia, Ellice, Ditonellapiaga, and many other women artists show how playlist placements, marketing activity, and continued support can give artists further opportunities to connect with audiences.

Local editorial expertise:

Playlists curated by local European music teams help listeners discover artists and genres relevant to their interests.

Technology and discovery:

AI can help support discovery, while keeping human creativity and editorial judgement at the centre.

Visibility for emerging artists:

Arvester's audit in Germany found that emerging artists accounted for 29% of homepage thumbnails promoting artists, albums or tracks. They represented around 19% of the artists identified across the audited app surfaces[3].

Local music in playlists:

In the playlists examined by Arvester in Germany, tracks by German artists tended to appear earlier than tracks by artists from other countries[3].

Visibility beyond national borders:

Marketing campaigns can introduce artists to audiences outside their home country. Ellice's billboard campaign in Brooklyn is one example of how Amazon Music supports that visibility.

Artist development:

Breakthrough, including Révélations in France, and Artists to Watch combine editorial visibility with marketing support and content opportunities, helping artists introduce their work to listeners over time.

[3] Arvester: Our discoverability audit of Prime Video and Amazon Music (July 2026).

HER SHOWS & FILMS

Female Creators Taking Local Stories Global

AUDIOVISUAL INDUSTRY CONTEXT

Every film or series starts with a story. It also needs a creative team and an audience. Yet behind the camera, women remain under-represented: between 2020 and 2024, women accounted for just 27% of professionals across six key roles in European feature films—and at current growth rates, the European Audiovisual Observatory estimates parity would not be reached until 2047.[2]

Amazon invests in local productions in each country and works with the people who know those stories best, many of them women. In this chapter, stories written by women begin as books, move to the screen, and reach viewers far beyond their country of origin.

Prime Video has 250+ Local Original Productions across Europe. Local teams also curate and highlight local content, so viewers can find it.

European stories written by women reach audiences far beyond the country where they began. Books that readers first loved online and in print now reach viewers around the world. Their success shows what happens when a powerful story meets the right creative team and the right audience.

Stories need a team to make them real. Women are behind many of the stories on screen. They hold key creative roles in Prime Video titles, as producers, writers, directors, and showrunners.

Stories need to be made, and they also need to be found. Arvester's audits of Prime Video in France and Germany show how European works appear on the service. European titles accounted for 39% of homepage thumbnails in France and 37% in Germany. Within the first ten rows, their share reached 43% in France and 41% in Germany. The audits also found collections dedicated to European films and series, giving viewers an editorial route to discovery.

[2] European Audiovisual Observatory (Council of Europe), Female professionals in European film production: 2015–2024 figures, September 2025.



Making of *Culpables*

LEAD STORY

Mercedes Ron and the House of Ron: from self-publishing to global screens

Two women at the creative core of the most-watched International Original in Prime Video history.



"Seeing *Culpa Mía* on Prime Video is incredible. It really is a dream come true."

– Mercedes Ron, author of the *Culpables* trilogy

Mercedes Ron's *Culpables* trilogy has travelled from online storytelling to published novels and screen adaptations watched around the world. The Spanish author's collaboration with Prime Video began with *Culpa Mía* and has since expanded to further book series through the House of Ron.

Mercedes first shared *Culpa Mía* on Wattpad, an online community where users publish and read stories chapter by chapter. There, readers encountered Noah and Nick before their story reached the screen. Having studied audiovisual communication, she had long imagined seeing her writing adapted. "I had always wanted my books to reach the cinema, or the screen in some way," she recalls.

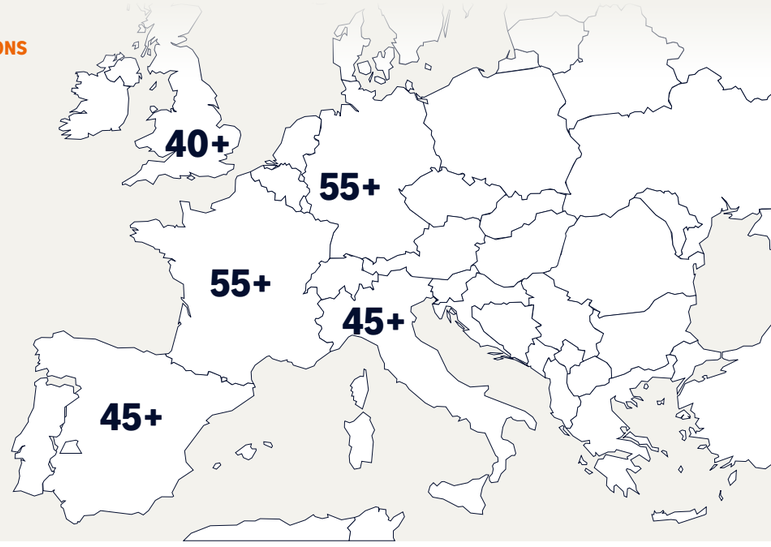
The first film brought that ambition into focus. A story she had written and shared with readers was becoming a production involving actors, sets, and a wider creative team. Visiting the shoot gave her a first-hand understanding of the time and work involved in bringing those characters to life.

THE BIGGER PICTURE: PRIME VIDEO'S EUROPEAN AUDIOVISUAL INVESTMENT

Prime Video invests in European stories through local original productions and partnerships with creative talent and production companies. Local teams also curate and highlight local content, helping present those films and series to audiences.

LOCAL ORIGINAL PRODUCTIONS

250+
Local Original Productions across Europe



On set, Mercedes watched the practical work behind the adaptation, from preparing action sequences to filming through the night. Although she had studied audiovisual communication, seeing the process at close quarters gave her a different appreciation of the team's work.

Her first viewing of the completed film brought another kind of reassurance. She recognised the characters, the family home, and details from the novel that she had hoped readers would see on screen. "They also took great care with small details from the book that could perhaps have been left out, but were kept," she says.



Mercedes Ron and the *Culpables* cast

Carolina Bang: Bringing the Story to the Screen

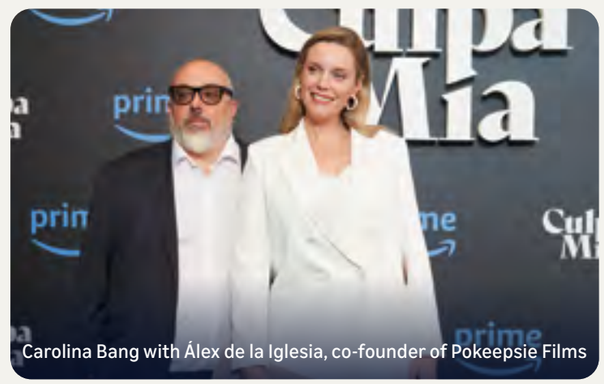
The project began at home. Carolina Bang, co-founder of Pokeepsie Films, kept finding the books around the house, left there by her sisters and Álex de la Iglesia's older daughters. Curiosity won. She read the first book, loved it, and saw that it had to reach the screen. She fought for the adaptation for years, until the team convinced Prime Video.

Everyone involved approached the story as a fan. They adapted the books with the same enthusiasm and respect that readers feel for them. Prime Video shared that goal. For Carolina, this shared vision and the chance to reach many countries at once were key to the films' success. She never imagined the international reach the films would have. She celebrates that more than a year after the release of *Culpa Nuestra*, fans still write to the team, and the films still rank among the most watched in other countries.

The saga also changed Pokeepsie Films. The company came from comedy and horror. *Culpables* showed that it could tell very different stories, including a love story. It also opened the way for Prime Video to take more interest in Young Adult book adaptations.

Her advice to women creators is simple: patience, encouragement, and strength. A project takes a long time, and if you believe in it, you keep pushing.

"Spain is going through a very sweet moment, and we can see that our stories travel incredibly well abroad."



Carolina Bang with Álex de la Iglesia, co-founder of Pokeepsie Films

DEMOCRATISING CREATION: PRIME VIDEO DIRECT

Beyond commissioned originals, Prime Video Direct enables independent European filmmakers to self-distribute their work to audiences across Europe and beyond. Independent creators retain control, earn directly, and reach audiences without the infrastructure of a major distributor.

AI-powered tools can lower practical barriers for emerging creators and small teams, by enabling high-quality pitches, prototypes, and production support that once required large budgets, while keeping human creative professionals at the centre of the process.

BEHIND THE CAMERA: WOMEN'S REPRESENTATION IN PRIME ORIGINALS

SPAIN

Women hold **33.5%** of key creative roles overall, including **60%** of showrunners

FRANCE & ITALY

Around half of producers are women **(51% and 48%)**

UK

Women hold **45.6%** of key creative roles overall

The *Culpables* adaptations brought Mercedes's stories to the screen, reaching an international audience. In February 2026, Prime Video announced that the three films, *Culpa Mía, Culpa Tuya,* and *Culpa Nuestra*, had collectively reached 100M+ viewers worldwide, with 90%+ of viewers coming from outside Spain.

For Mercedes, the screen adaptation had begun as a personal ambition. The films' international audience shows how her Spanish-language stories went on to connect with viewers far beyond their country of origin.

The collaboration has continued beyond *Culpables*. Under the House of Ron, Prime Video and Amazon MGM Studios have adapted further movies of Mercedes's novels, including the *Dímelo* and *Enfrentados sagas*.

It is also expanding geographically. The development of *30 sunsets para enamorarte*, from her Bali series, marks the first US adaptation of her work, following the British screen adaptations of *Culpables*.

HOUSE OF RON'S SUCCESS IN NUMBERS:

Ron's book trilogy is a New York Times bestseller.

Her source novels have reached 115M reads on Wattpad.

Off the back of the Prime Video adaptations, Ron's book sales grew from 1M to 6M copies sold.

The Spanish-language *Culpables* films (Nicole Wallace and Gabriel Guevara as Noah and Nick) have been watched by over 100 million viewers worldwide.

The five Spanish-language House of Ron films are consistently among Prime Video's Top 10 non-English movies.



Culpables set

Mercedes's own role is developing alongside these adaptations. A first-look agreement with Amazon MGM Studios includes an executive producer role on upcoming adaptations and the opportunity to introduce other authors' work for possible development.

The journey that began with sharing *Culpa Mía* online now includes a continuing role in bringing stories to the screen. Alongside new audiences for her writing, Mercedes is gaining further opportunities to contribute to future productions.

MORE STORIES

Women in Film

Boys of Tommen: a BookTok sensation, now a Prime Video series

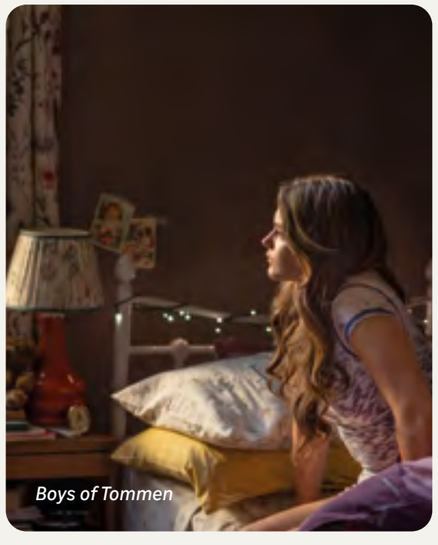
Irish author Chloe Walsh's Boys of Tommen series went from BookTok to the #1 spot on the New York Times bestseller list. Prime Video is now adapting the novels into a series. The first season draws on *Binding 13* and *Keeping 13*, bringing the stories of Johnny Kavanagh and Shannon Lynch from the page to the screen.

Walsh joins the production as an executive producer, alongside lead writer and executive producer Poppy Cogan. The series is directed by Brendan Canty and produced by wiip in association with Amazon MGM Studios, Temple Hill, and Drama Republic.

The production provides a further example of an author taking part in the adaptation of her work. The series is intended to premiere in 240+ countries and territories.

"The response from readers around the world has been overwhelming, and knowing that everyone behind this production and book shares my passion for telling this story authentically means the world to me."

— Chloe Walsh, author and executive producer



Boys of Tommen

Maxton Hall: The World Between Us: How a German story became a global hit

Based on German author Mona Kasten's novels, *Maxton Hall* brings a German-language adaptation of a story set at a British boarding school to international audiences. It held the #1 spot on the German charts from launch day, reaching a 95% rating on Rotten Tomatoes. This reflects the strong reception from both viewers and critics.



Maxton Hall: The World Between Us

Most successful International Original launch ever

Highest first-week global viewership ever for an International Original on Prime Video

Most-streamed title in Prime Video history in Germany, based on first-week viewing figures

How Audiences Find Her: Discoverability in Audiovisual

Mercedes's story brings together several stages of discovery: readers encountering her writing online, novels reaching viewers through adaptation and a continuing partnership supporting further projects. Across Prime Video, local editorial expertise, personalised recommendations, and language options provide additional ways for audiences to encounter stories from other countries. Research by Arvester offers a further view of how European works appear within the service.

Arvester's audits of Prime Video in France and Germany examined how European works appeared across three profiles with different viewing behaviours in each country. Weekly homepage observations over eight weeks found that these works remained visible across the profiles studied[3].



[3] Arvester: Our discoverability audit of Prime Video and Amazon Music (July 2026).

European works feature prominently:

European titles accounted for an average of 39% of homepage thumbnails in France and 37% in Germany. Within the first ten rows, their share reached 43% in France and 41% in Germany.

Editorial support for European stories:

The audits also identified collections dedicated to European films and series. These provide an editorial route to discovery alongside personalised recommendations.

Visibility extends beyond Prime Video productions:

Prime Video productions represented approximately 4% of homepage thumbnails in both countries. The audited homepages also featured titles from other producers and services, including films and series available through additional subscriptions or to rent or buy.

Domestic productions are visible:

French titles accounted for 18% of homepage thumbnails in France, including 18% within the first ten rows. German titles accounted for 13% overall in Germany, rising to 16% within the first ten rows. France ranked second among countries of production on the French service by Arvester's discoverability score; Germany ranked third on the German service[3].

French and German works remain present across viewing preferences:

On the German profile watching only non-German titles, German works maintained a 12–13% share of homepage thumbnails throughout the experiment. On the French profile watching only non-French titles, French works accounted for 20% of thumbnails after eight weeks, compared with 17% before viewing began.

WOMEN IN SPORT

Amazon's commitment to women's visibility extends beyond the traditional creative industries. Amazon holds the UEFA Women's Football sponsorship through 2030, bringing women's sport to millions of European viewers and normalising the visibility of women in high-profile cultural spaces.

[3] Arvester: Our discoverability audit of Prime Video and Amazon Music (July 2026).

LOOKING AHEAD

Our Commitment to Europe's Creators

The stories in this report show how European women creators build careers through different paths. Independent publication gave Poppy a starting point from which to develop an international readership. For Skia, joining Breakthrough brought visibility and professional recognition early in her music career. Mercedes Ron's screen adaptations brought her stories to international audiences, while House of Ron extends the collaboration to further projects.



Maxton Hall



Mercedes Ron



Ellice



Making of *Culpables*

WHAT THE CREATOR JOURNEYS SHOW

Opening doors to creation:

Creators need opportunities to publish, record and produce work while developing their own creative identity. Independent publishing, artist development, and investment in local productions offer different forms of support. Poppy's decision to publish the stories she wanted to write illustrates why having different routes matters. Skia describes how recognition through Breakthrough helped her feel more confident about pursuing her music.

Helping audiences discover the work:

Once a work is published or released, audiences need ways to find it. Poppy's experience shows how an initial promotion and reader reviews helped an unfamiliar book gain attention. Skia's early difficulty turning TikTok engagement into music listeners shows that attention in one setting does not automatically carry across to another. She describes live performances, social media, and playlists as useful ways to reach people. Across Amazon's creative businesses, local editorial expertise and personalised recommendations provide further ways through which audiences can encounter work relevant to their interests.

Helping local stories travel:

Language, cultural identity, and genre shape how a work connects with its first audience. Translation, audio and screen adaptations can then help the work reach new readers, listeners, and viewers. Poppy's translated editions and the international audience for *Culpables* illustrate different ways that stories can reach people beyond their original language and country.

Supporting careers over time:

The value of discovery extends beyond a first release. Continued support and relationships with audiences can help creators develop further work. Poppy maintains relationships with readers across successive books, while Mercedes's collaboration through House of Ron creates opportunities for further adaptations. For Skia, messages from women who recognise their own experiences in her lyrics show the personal connection that can develop when listeners find an artist's work.

REACHING MORE CREATORS AND AUDIENCES

Gender is one of several structural imbalances Amazon works to address. Writers working in regional languages and aspiring talent from underrepresented communities also face barriers to opportunity. Audiences with disabilities need accessible ways to discover and enjoy cultural work.

Independent publishing helps writers of niche genres and regional languages reach readers. In Spain, Amazon distributed 25,000 books in Catalan, 3,000 in Basque and 2,000 in Galician in 2023. Through the Amazon Literary Partnership, Amazon also awards annual grants to non-profit literary organisations across the UK and Ireland, supporting aspiring writers, including those from underrepresented communities.

Accessibility is another part of this work. Prime Video offers audio description in up to five European languages in addition to English, and selected titles include American Sign Language and British Sign Language interpretation. Kindle's Assistive Reader combines text-to-speech with synchronised highlighting, while Reading Ruler helps readers keep their place. Blind and partially sighted readers can also access RNIB Talking Books through Alexa in the UK.

AI can expand opportunities for creators and improve accessibility and discovery across languages and borders, while keeping human creativity at the centre.



Culpables



Culpables

WHAT THIS MEANS FOR POLICY

A practical discussion about Europe's creative future should consider the whole journey: the opportunities creators have to develop their work, how audiences discover it, and what helps that connection last. Different sectors and creators face different barriers, so progress requires evidence that reflects those differences.

That means considering access to publication and production alongside visibility, language access, and opportunities to develop subsequent work. It also means distinguishing the availability of a title, its prominence within a service and the audience it ultimately reaches. Each provides a different measure of how cultural works connect with people.

For Amazon, Customer Obsession means understanding what creators and audiences need and using that knowledge to improve our services. Investment in European creation, local editorial expertise, and accessible technology all contribute to this work. Our commitment is to support European creators in building lasting careers and help more people discover and enjoy what they create.


amazon