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### **Findaway Introduces Audiogems, The Latest Innovation in Short-Form Audio**

SOLON, OH (March 25, 2021) Findaway, the World’s Audiobook Partner, introduces Audiogems – short-form audio curations available worldwide, everywhere audiobooks are sold.

Audiogems by Findaway allow listeners to engage more deeply with their favorite brands and online personalities on traditional audiobook platforms, often for the first time. Plus, creators of audio and audio-centric video content on any platform, from Instagram and YouTube to podcasts, now have an additional way to monetize their content.

This month, Findaway is releasing the first collection of Audiogems through their global distribution network. The release is in collaboration with Seeker, the #1 science brand on YouTube and digital platforms in the U.S.

This is just the beginning for Audiogems in 2021. Findaway is working with exciting brands across the world of digital content, with more releases coming soon.

“With Audiogems sitting at the intersection of podcasts and audiobooks, we believe we will draw more people into the world of listening,” says Colleen Prendergast, Content Acquisitions Manager at Findaway. “Whether consumers are looking for more content from a favorite personality or theme-based content coming from different creators, we are going to have an Audiogem that grabs their attention.”

This is the ideal time for the release of new short-form audio content. Data from the Audio Publisher’s Association’s Sales and Consumer Survey shows there is “a clear market for shorter audiobooks exists, with 43% of audiobook purchasers saying they would buy an audiobook that is one to three hours long.”

#### **About Findaway**

Findaway, The World’s Audiobook Partner, started revolutionizing the business of audiobooks in 2005 with Playaway, a built-for circulation, pre-loaded audiobook player. With an unparalleled focus on innovation, Findaway has become the global leader in digital audiobook distribution with AudioEngine, and the most trusted self-publishing platform for independent authors with Findaway Voices. Additional offerings of end-to-end audio production by Audioworks and publishing under their OrangeSky Audio imprint have further solidified Findaway’s position at the center of the audiobook industry.

To learn more about Findaway and the Findawayers who make it all happen, visit [www.findaway.com](http://www.findaway.com).